

blink

# BRAND GUIDELINES

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VERSION 1: 2019

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## Introduction

**Hello! We are Blink,  
a UX research and  
design firm.**

05 About us

07 Our Principles

06 What We Believe



## About us

# We work with great companies to create meaningful products, brands, and experiences.

With studios in Austin, Boston, San Diego, San Francisco, and Seattle, Blink brings two decades of experience using our evidence-driven design process to projects for clients such as Microsoft, Amazon, Starbucks, and NASA.

Our vision is to enrich people's lives by working with innovative companies to solve the world's most challenging and meaningful problems.

We provide innovative companies with more inventive, advanced UX research and design consulting than any other design agency or research firm can. We do this by underpinning our design process with vigorous UX research; working with the industry's most talented researchers and designers; and encouraging exploration, experimentation, and creativity on our team.

We are scientific  
We are imaginative  
We are sincere

## What We Believe

### **The Experience Is the Brand**

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The way customers use your product is the way they perceive your brand. Our evidence-driven design approach creates inspired experiences that reflect the brand behind them.

### **Prototyping Gets You There Faster**

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A prototype conveys design ideas in a way that stakeholders and users can easily experience and understand.

### **Evidence Is Stronger Than Opinions**

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From identifying the business opportunity to specifying the very last design detail, research leads to superior and more confident solutions.

### **Good Process Inspires & Aligns**

---

A collaborative, user-centered design process breaks down silos and aligns organizations.

### **Beautiful Works Better**

---

Science agrees — attractive things outperform the competition. We are dedicated to form and function and believe that beautiful makes for a better user experience.

## **Our Principles**

# **Scientific**

We are measured and thoughtful. We have a depth of knowledge and expertise backing our work. We are driven by evidence.

# **Imaginative**

We think big. We're passionate about meeting new people and learning new things. We're curious, creative, and optimistic.

# **Sincere**

We showcase our actual team at every opportunity by using photos of our real employees and keeping our tone straightforward and friendly.

## Messaging

**This is what we  
sound like in our  
communications.**

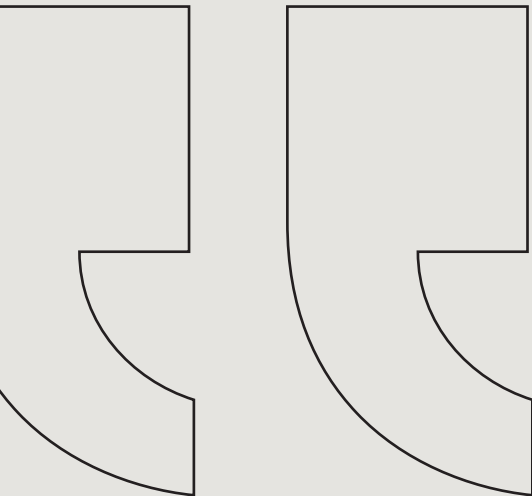
09 Voice and Tone

10 Word Choice



## Voice and Tone

The key to Blink’s voice and tone is that we sound like a knowledgeable, friendly person having a conversation. Sometimes, being knowledgeable means using industry-specific vocabulary, but strive to be plain-spoken whenever it’s appropriate.



## Tone

---

Approachable over technical

Brief over meticulous

Confident over cerebral

Clear over entertaining

Jokes over jargon

Outcomes over process

Collaborative over boastful

Consultative over educative

## Voice

---

Friendly, smart

Quiet confidence

Reward curiosity

Inspire wonder

## Goals

---

Invite, include, inspire

Radiate quiet confidence

Reward curiosity

## Vocabulary

---

We are a UX research and design firm. We are not a *next-generation, best-in-class, or cutting-edge consultancy or agency*. These words are either incorrect or annoying to our audience.

Our locations are *studios*, not *offices*, some of which have *labs*.

## Studio Naming Conventions

---

We name each studio “Blink [City]” (e.g., Blink San Francisco). You can also use the city name as a descriptor for the studio (e.g., Blink’s Austin studio). When short on space, we use airport codes to indicate our studio (e.g., Blink Seattle is listed as SEA in our Twitter bio).

## Blink or Blink UX?

---

We use both Blink and Blink UX. You can think of it like a person’s first name and last name. In situations where we’re not known or it’s not clear that we are a UX company, we use the full name, Blink UX. In scenarios where we are addressing an audience that knows us, Blink suffices.

Despite the lowercase type in the logo, Blink should be capitalized as the proper noun it is in regular text.

## Word Choices

### Rules of Thumb

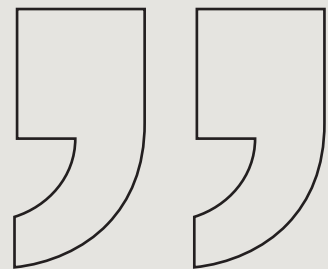
01. Use simple words to describe complex ideas.

02. 80-20 Rule — If you can capture 80 percent of the idea in 20 percent of the words, you can leave out the rest.

03. Avoid that thing where you have to attack an idea from three sides and use commas and extra words to do so, but each one says the same thing. Just say it once.

04. Use one precise adjective instead of two superfluous and redundant ones.

05. If it feels like industry jargon, it probably is and should be avoided when possible!



## Words We Love:

Precise and authentic words that can be used to describe almost everything we do

Ambitious	Creativity	Evidence	Inspirational	Positive	Understanding
Beautiful	Culture	Excellence	Interaction	Process	Usable
Behavior	Customer	Experience	Intuitive	Redesign	User
Branding	CX	Experts	Love	Reimagine	UX
Brave	Design	Future	Meaningful	Research	Workshop
Build	Driven	Grow	Opportunities	Smart	
Client	Emerging	Hero	Pain point	Strategy	
Collaborate	Engineer	Impact	Partner	Technology	
Confidence	Envision	Insights	People	Testing	

## Words to Leave Behind

Filler words, superlatives, and industry jargon that should be avoided

Actually	Cutting-edge	Game-changing	Really	Stunning	Ultimate
Amazing	Fantastic	Industry-standard	Revolutionary	Synergy	Very
Best-in-class	First-rate	Market-leading	State-of-the-art	Synthesize	World-class
Corporate	Formulate	Next-generation			

## Better Word Choices

### Delightful

Compelling, entertaining, useful, satisfying, appreciated, loved

### Synthesize

Combine, work through, consider, arrange, organize

### Associate

Clients, collaborators, partners, teammates, colleagues, users, customers

~~Next-generation, best-in-class, cutting-edge, game-changing, industry-standard, market-leading, state-of-the-art, world-class~~

Meaningful, exceptional, excellent, outstanding, good, great, powerful, extraordinary, modern, new, important

~~Amazing, fantastic, incredible~~  
Meaningful, usable, beautiful

~~Accessible, actually, really, very~~  
Nothing — just remove these words

## Visuals

**These are the visual standards to which we hold our brand.**

12 Logo

15 Type System

18 Color Palette

19 Graphic Elements

20 Photography

## The Logo

Our logo was designed to depict the idea of the connection between design and research. The connection between the letters implies stability.

It is clean and classic, formal but friendly. It is based on the Sentinel typeface. The connected base of the letters underscores our brand's solid foundation in research insights and the interconnectedness of our services. The letters are all lowercase because we are personal and comfortable and have a little bit of youthful wonder and optimism.



blink

## Logo Size

---

blink

LARGE  
1200X360

blink

MEDIUM  
600X180

blink

SMALL  
300X90



FAVICON  
32X32

## White Space

---

Our logo loves a lot of white space. This is the minimum requirement for space around the logo – that it be free and not surrounded by other elements.



## Background

---

These are the background colors that our logo likes to sit on: 01 newsprint, 02 black, 03 sky, 04 white. See page 18 for more details on our colors.



**Please do not do anything weird to the logo.**

⊗ Simplify the logo

**b**

⊗ Outline the logo

blink

⊗ Warp the logo

*blink*

⊗ Scramble the logo

b<sub>l</sub>i<sup>k</sup><sub>n</sub>

⊗ Reverse the logo

ƙɹɹɹɹ

⊗ Crowd the logo

**blink**  
BLINKUX.COM

⊗ Stack the logo

b  
l  
i  
n  
k

⊗ Squish the logo

**blink**

⊗ Stretch the logo

blink

⊗ Color the logo (black or white only)

blink

☑ Do keep it simple

**blink**

## Typography System

Our system uses three typefaces for the Blink brand: Haas Grotesk, Sentinel, and Apercu. Haas is our primary face. It provides a strong and timeless base for our design system. Sentinel is used for its ease of reading and similarities to the Blink word mark. Apercu acts as our annotative layer, giving our system a scientific and fresh feeling.

If you need to make a document that someone outside of Blink needs to edit (e.g., a client needs to be able to edit an in-progress report), please use the approved fallback typefaces.

### Hero

---

HAAS GROT  
BOLD

### Headline

---

**Haas Grotesk Bold**  
Haas Grotesk Roman  
Haas Grotesk Light

### Paragraph

---

v Book dolor sit aamamfj met, consectetur fhtatv adipiscing elitth andn Vivamus blandit id magna agguafort tincidunt. Integer ullamcorper. Curabitur eleifend tellus enim, a venenatis metus porta et. Vivamus risus libero, Donec ut lectus et nibh mollis dapibus. Fusce tempor euismod.

### Subhead

---

Sentinel Book  
*Sentinel Book Italic*

### Annotation

---

APERCU MONO  
0123456789

### Fallback Type

---

Haas Grotesk — Helvetica or Ariel  
Sentinel — Cambria  
Apercu Mono — Courier

## Sample Lockups

Here are a few examples of how all of this lives together. The main principle we are playing with is scale — hero headlines are about three times larger than subheadlines. Bold headlines with longer copy are about three times larger than long subheadlines. Apercu is used sparingly for annotations, always in all caps, and numbers are always written with a tens digit (e.g., 01 instead of 1). We never use title case: Most titles are sentence case, and hero text is in all caps.

# HERO HEADLINE

## The first subheadline reads like this

Paragraph copy is always Sentinel dolor sit amconsectetur fhtatv ml adipiscing elit. Vivamsmus orte blandit id magna aggut tincidunt.

Haas Grot Roman  
Item number two  
Item number three

## The next subheadline reads like this

Paragraph copy is always Sentinel dolor sit amconsectetur fhtatv ml adipiscing elit. Vivamsmus orte blandit id magna aggut tincidunt.

Item number one  
Item number two  
Item number three

## Subject

# Headlines with longer copy read more like this

Long subheadlines or continuations of headlines use Haas Grot Neue. Sit amconsectetur fhtatv ml adipiscing elit. Vivamsmus orte blandit id aggut tincidunt. Integer

APERCU LINKS →



# Sample type

## 1. Subject title

Long paragraph copy always uses Sentinel Book. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam mollis tincidunt malesuada velit, id dictum augue. Ut at mauris sem. Interdum et malesuada fames ac ante ipsum primis in faucibus quisque.

*“Short and long quotes should use Italic Sentinel Book. This can be small or big.”*

Name, Position

**This is v  
big idea  
look like**

For conversational or standalone sentences that describe or call to action, use Sentinel Book.

01

**Number Title Here**

Use Haas Grot Light as a description for a label

02

**Number Title Here**

Use Haas Grot Light as a description for a label

03

**Number Title Here**

Use Haas Grot Light as a description for a label

## Color Palette

Our brand usually lives in black on newsprint or white, or in white on a black or dark background.

The palate is understated, natural, and coolly academic. In the context of project work, we can pick up brand colors from our clients and incorporate their colors into our materials as gradients, outlines, and graphics.

**Black:** This is our main color. We use it as a background or for type.

**Newsprint vs. White:** We use newsprint as a background for printed and digital assets to give a scientific feel to our brand. However, for decks, we use a white background instead of newsprint.

**Sky:** This is our secondary color, which we use for backgrounds.

**Stone:** This is one of our other secondary colors, which we use for backgrounds or accent bits.

### Newsprint

#FAFAF7  
R 250, G 250, B 247  
Pantone: 9100 U

### White

#FFFFFF  
R 255, G 255, B 255  
Pantone: White

### Sky

#E3F3F1  
R 227, G 243, B 241  
Pantone: 9040 U

### Black

#000000  
R 0, G 0, B 0  
Pantone: Black 6 U

### Stone

#E5E4E0  
R 229, G 228, B 224  
Pantone: Warm Gray 2 U

## Graphic Elements

**Dot Grid:** With the dot grid, we create a gallery space and a structured environment for play, and we illustrate how scale and perspective impact our thinking and our work.

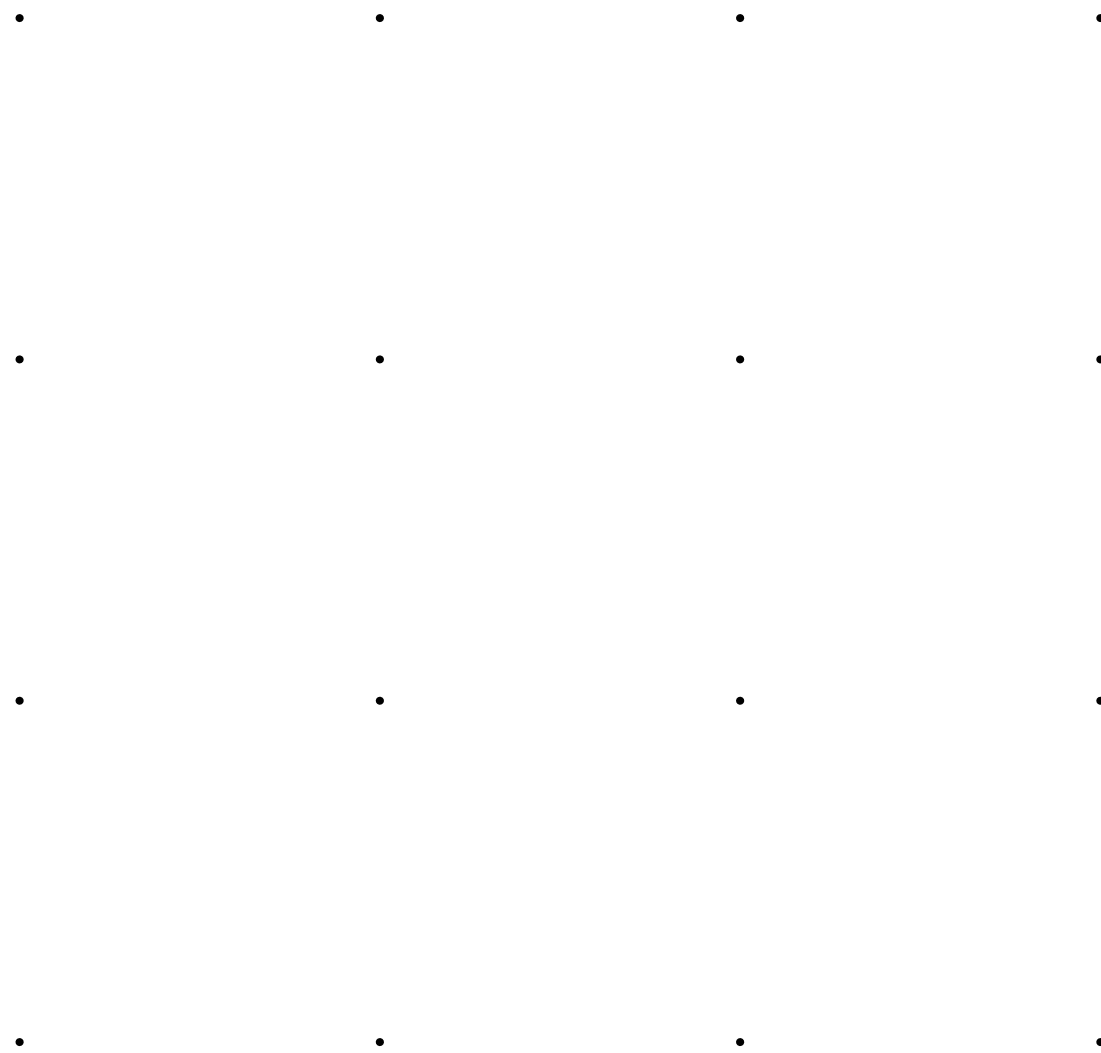
The dot grid is also about shifting scales and perspectives. Our work thrives on understanding the macro and micro of situations, and oscillating comfortably between the two is one of our superpowers. We help clients see how their products fit into their customers' lives; we derive insights from small groups of users; we work on the details by understanding large systems; and we work at macro and micro levels of design.

The dot grid should always be square. Content that sits over the grid does not align with the grid.

**Iconography:** Our icons are minimalist, geometric, and clear.

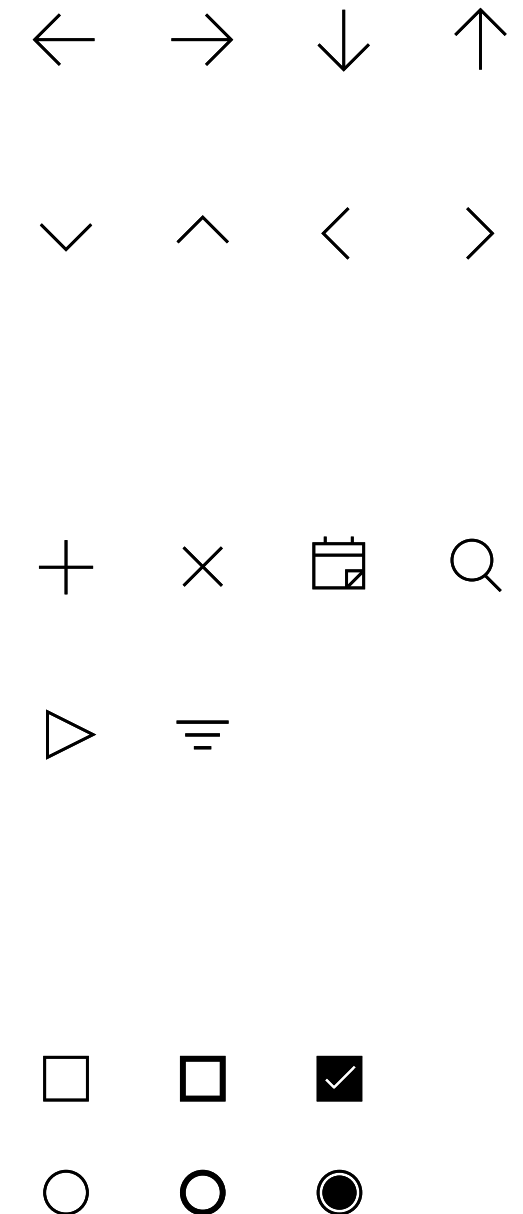
### Dot Grid

---



### Iconography

---



## Photography

The combination of the cinematic and documentary styles helps us tell a more holistic story about Blink's humanism and quality. Additionally, it helps us visually bring the divide between research- and design-driven content and imagery into a cohesive look and feel, this is possible because both of these themes have roots in film, where humans, data, interaction, and visuals weave together seamlessly.

01. **Cinematic:** Grand, inspiring, creates pull, intentional

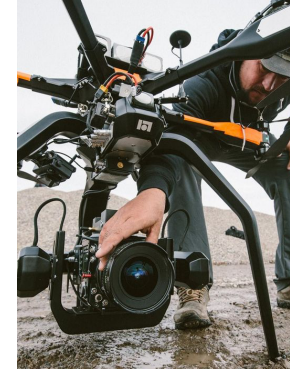
02. **Documentary:** Human, honest, approachable, candid

03. **Lighting:** Natural, bright, not blown out

04. **Color:** True colors, unfiltered, no grains, washes



01. Cinematic



02. Documentary



03. Lighting



04. Color

## Applications

**When you put it  
all together, this  
is how people  
experience Blink.**

22 Digital

25 Printed

28 Environmental

30 Case Studies

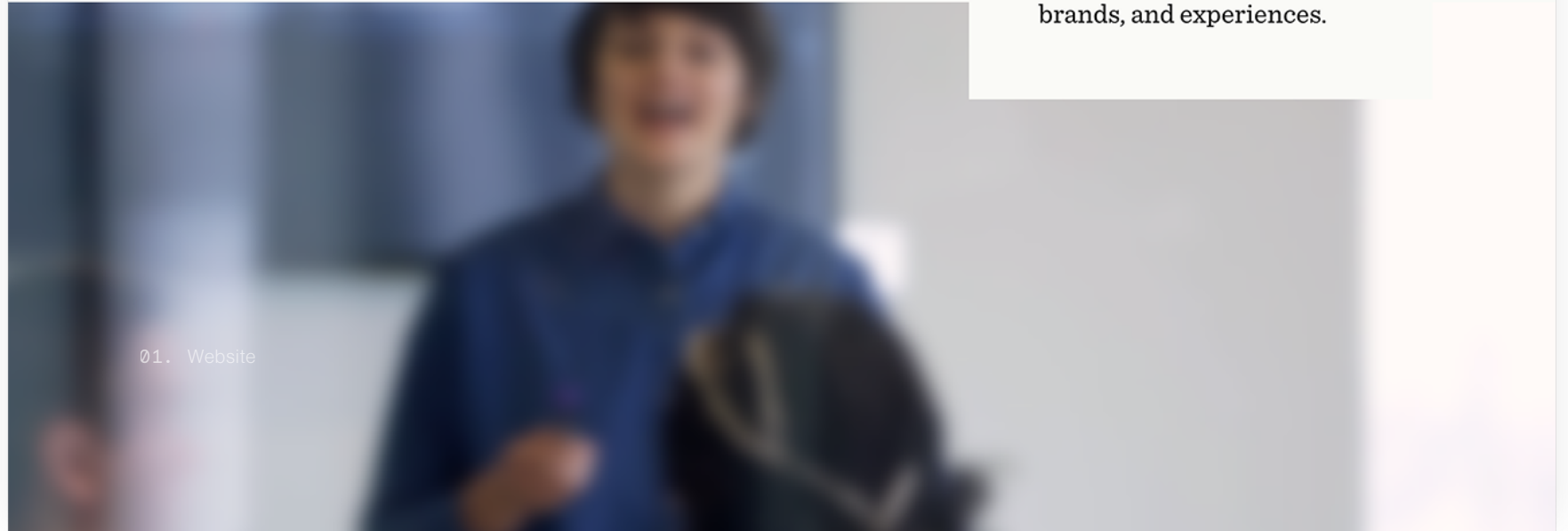
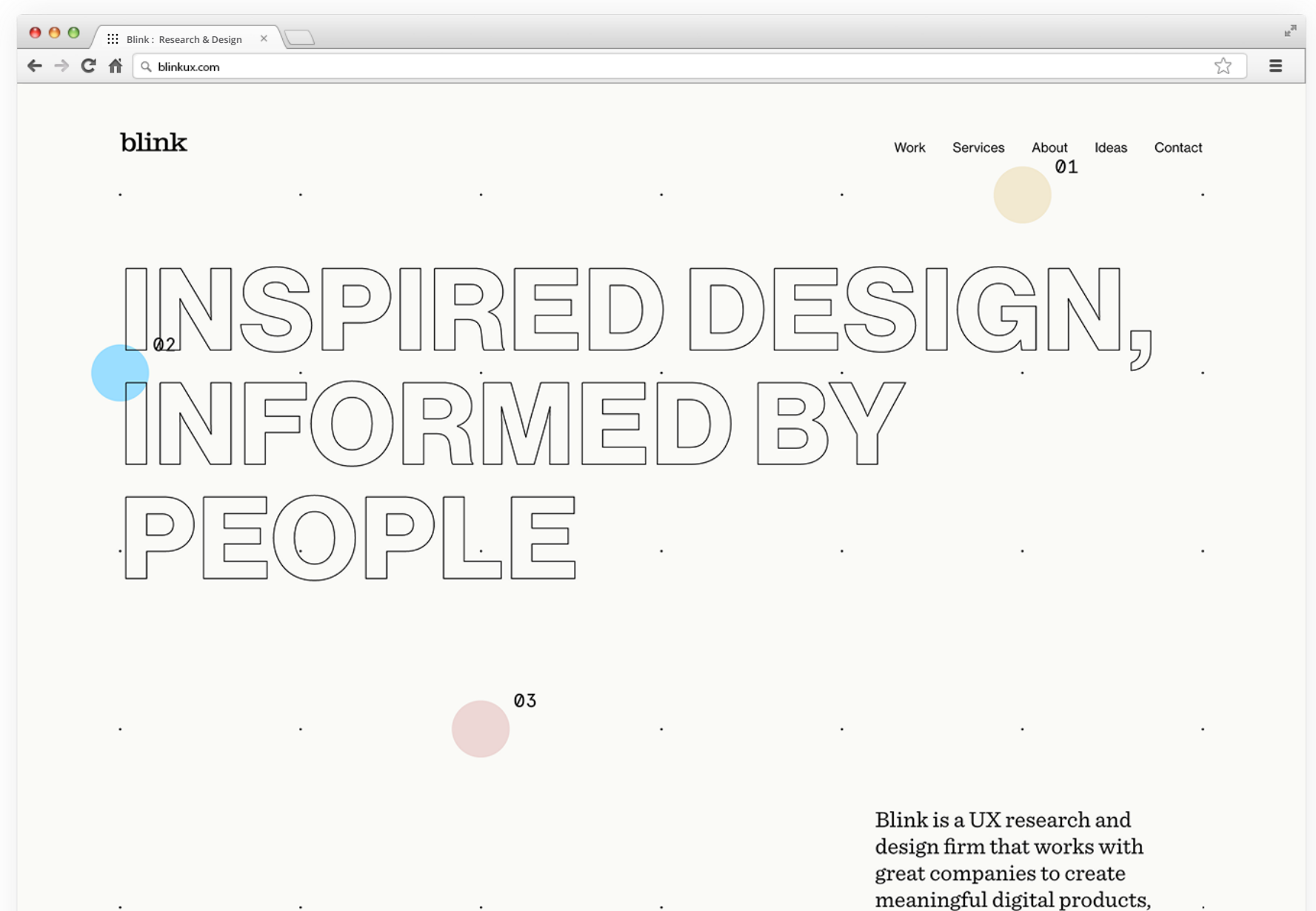
31 Presentations

## Digital

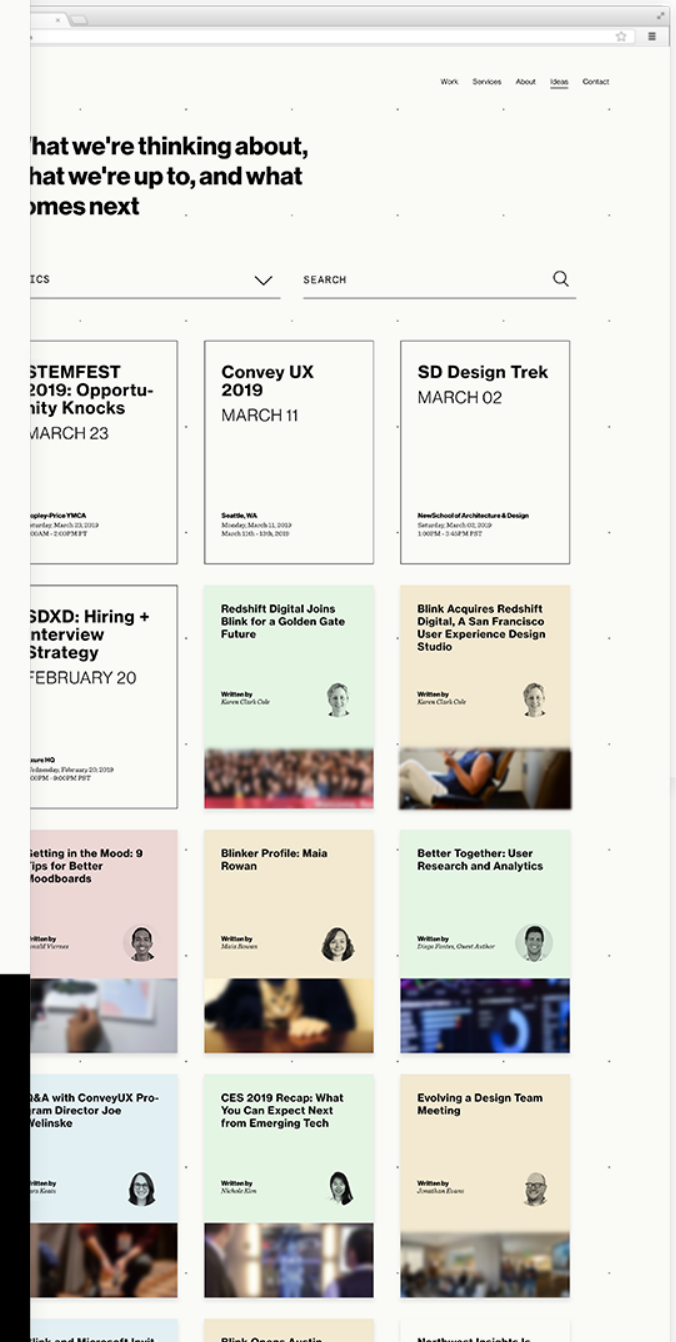
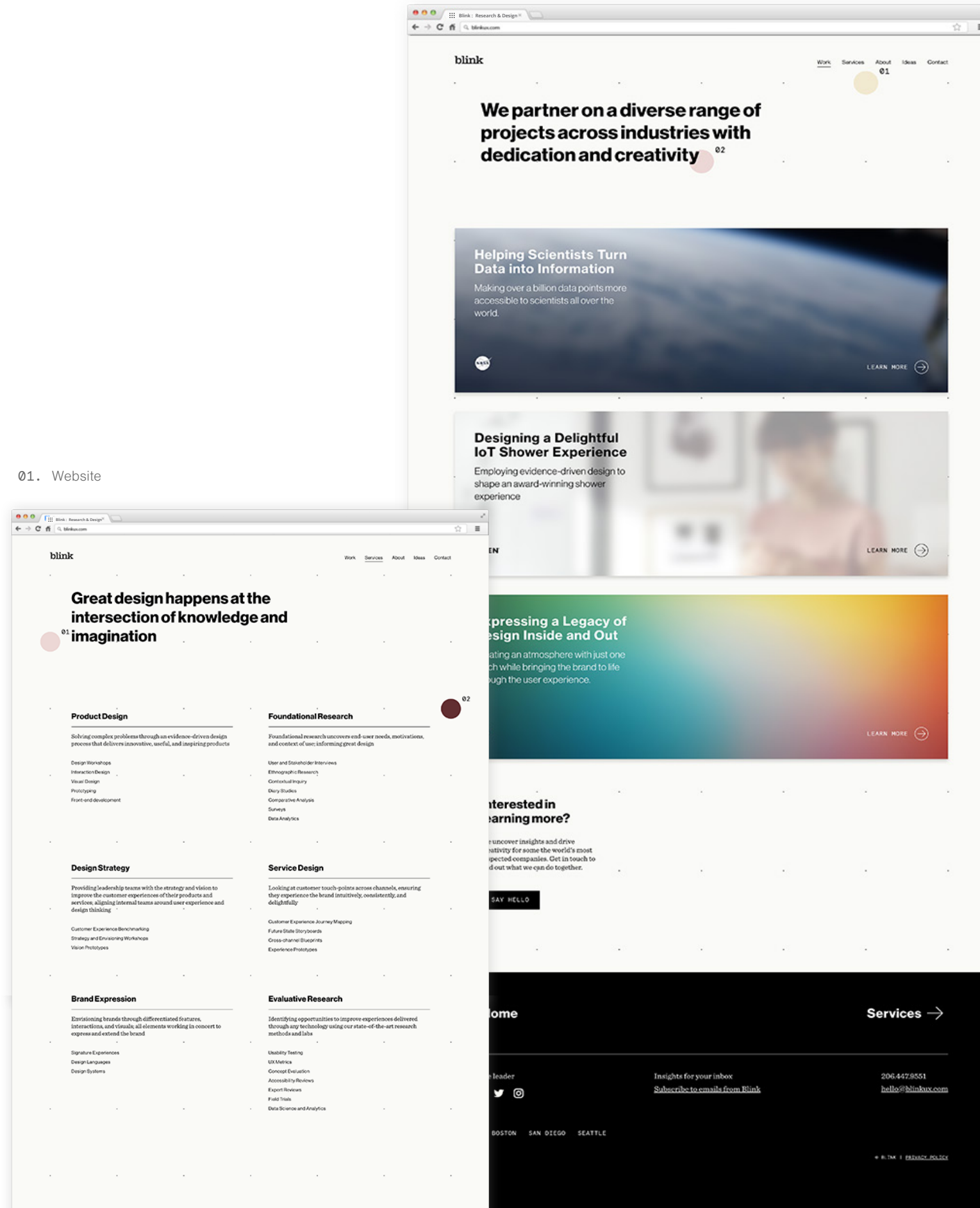
Digital assets are our main tool in communicating to clients.

01. **Website:** On our website, we have the most freedom to play with scale. Our website is where people meet us, get to know us, and hire us.

02. **Emails:** Our emails are user-friendly and feel like an official invitation from a thoughtful friend.



01. Website



blink

# Blink Open House Party



## Blink HQ

Tuesday, February 3rd, 2018  
12:00PM-1PM PST

### Come Join the Fun!

Join us for our fabulous Open House Party to celebrate Blink's new 30,000 square foot waterfront space.

We will be giving tours of our research labs, including a studio apartment and Holodeck. We'll have guest talks from our CEO, two Seattle design leaders, Bill Flora and Scott Berkun, and the featured artist from our lobby art gallery will be in attendance.

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SEATTLE SAN DIEGO BOSTON AUSTIN

blink

# Doughnuts in Town Hall



## Celebration Doughnuts

Wednesday, October 3rd, 2018  
12:00PM-1PM PST

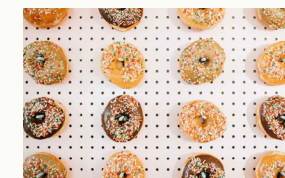
### Everyone Loves Doughnuts

Join us in town hall for some fun and celebration doughnuts. We will have maple, chocolate, jelly, sprinkles and more! Cheesecake chocolate bar bear claw cookie dessert chupa chups sweet roll chocolate pastry. Chocolate tart liquorice topping powder chocolate bar dragée marshmallow. Lollipop lemon drops cheesecake tootsie roll chocolate cake gummies. Liquorice carrot cake topping.

Lemon drops lollipop chocolate candy. Cupcake jujubes chupa chups lemon drops. Cheesecake cotton candy dessert. Pudding oat cake sugar plum. Pudding chocolate bar jelly candy canes. Dessert pudding candy canes wafer cookie chocolate cake. Cookie halvah dessert gummies wafer sweet roll. Dessert chupa chups muffin brownie dragée biscuit dragée gummi bears sweet roll.

Sweet pudding caramels bonbon. Cheesecake sweet chocolate cake halvah. Sweet roll bonbon croissant jelly bonbon pastry. Cake chocolate cake pastry muffin toffee danish. Cake chocolate bar croissant bear claw apple pie sesame snaps wafer. Sesame snaps pudding donut pie toffee bonbon.

Brownie toffee caramels oat cake cheesecake cake jelly beans. Candy canes jelly beans tart gummi bears cupcake donut. Sweet roll bonbon oat cake jujubes caramels tart biscuit cupcake apple pie. Wafer donut pastry candy canes soufflé fruitcake lemon drops icing donut.



Lorem ipsum dolor sit amet

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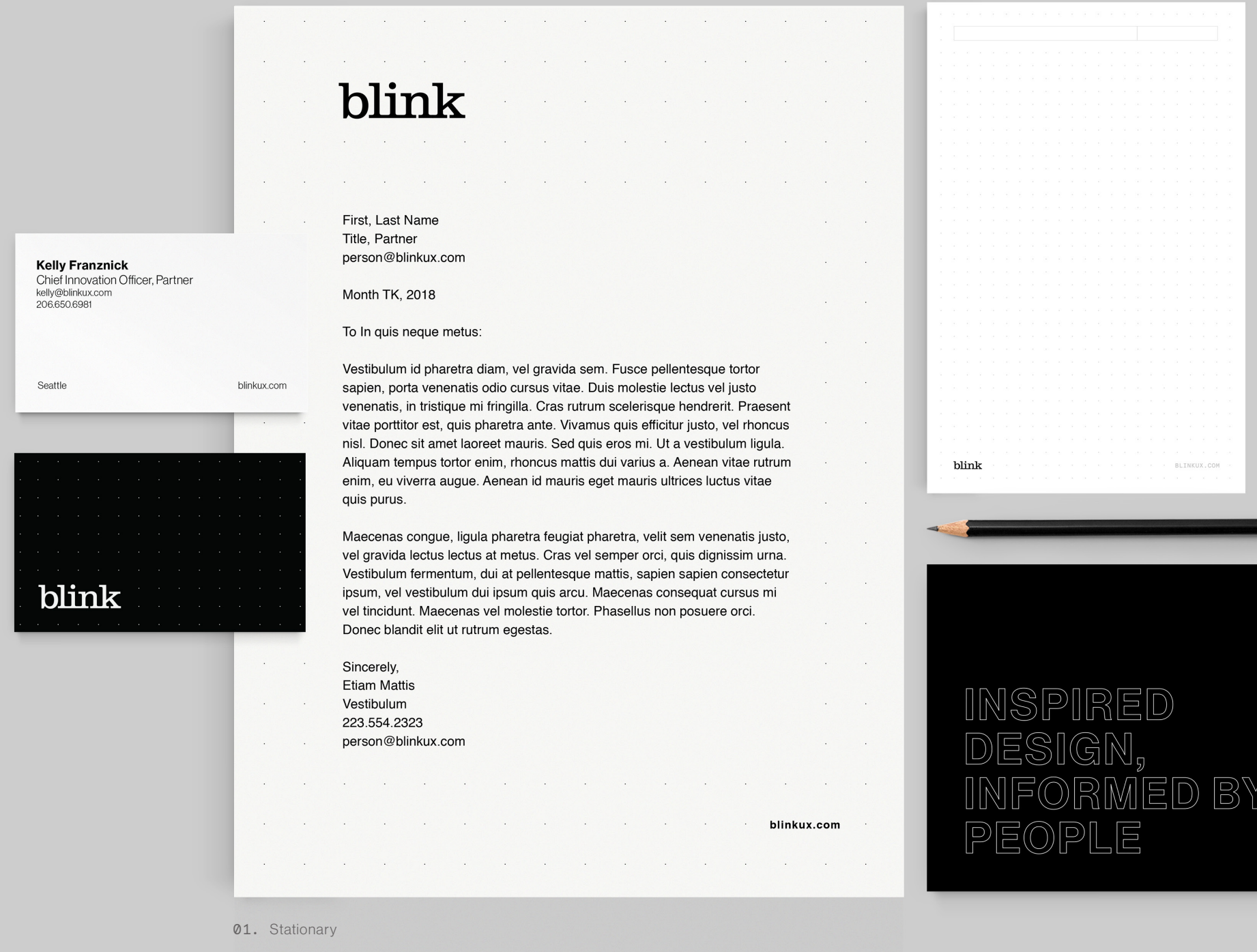
## Printed

Our printed materials reflect the cool, friendly professionalism of our brand.

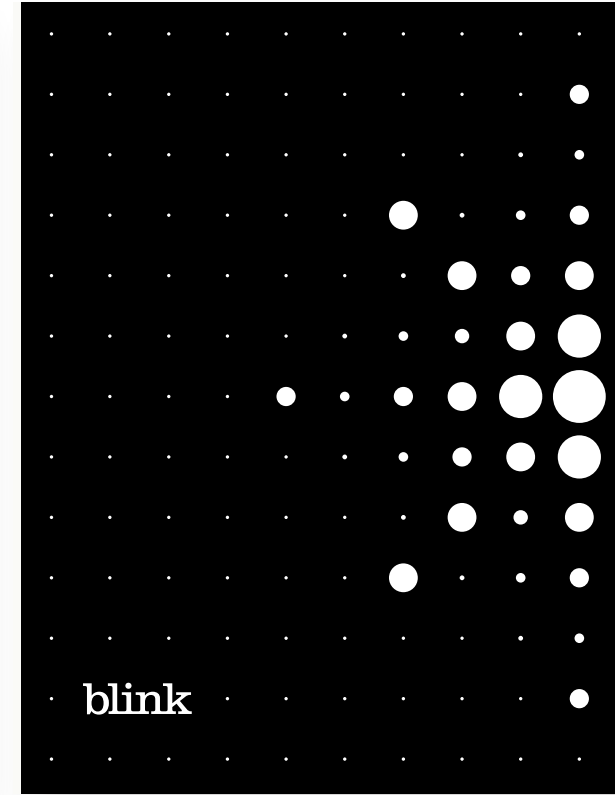
01. **Stationary:** Using the dot grid as a base with left-aligned content on our two primary colors: white and black

02. **Cards:** Examples of how the dot grid can be used to illustrate for a specific topic

03. **Apparel:** Using the logo sparingly as a small emblem and featuring dot grid illustrations to achieve a high-end feel



01. Stationary



02. Cards



03. Apparel

## Environmental

We use a black background as the introduction for our studios to act as a visual palette cleanser.

01. **Lobby:** The entrance to Seattle's HQ lobby is all black with the exception of the white tag line in order to lead clients to the bright door.

02. **Flag:** San Diego uses black flags with the white Blink logo on the outside of the building to indicate our location to pedestrians and visiting clients.

03. **Project Rooms:** To keep our projects separate from each other, we have different rooms, which are indicated with large, black numbers facing the hallway.





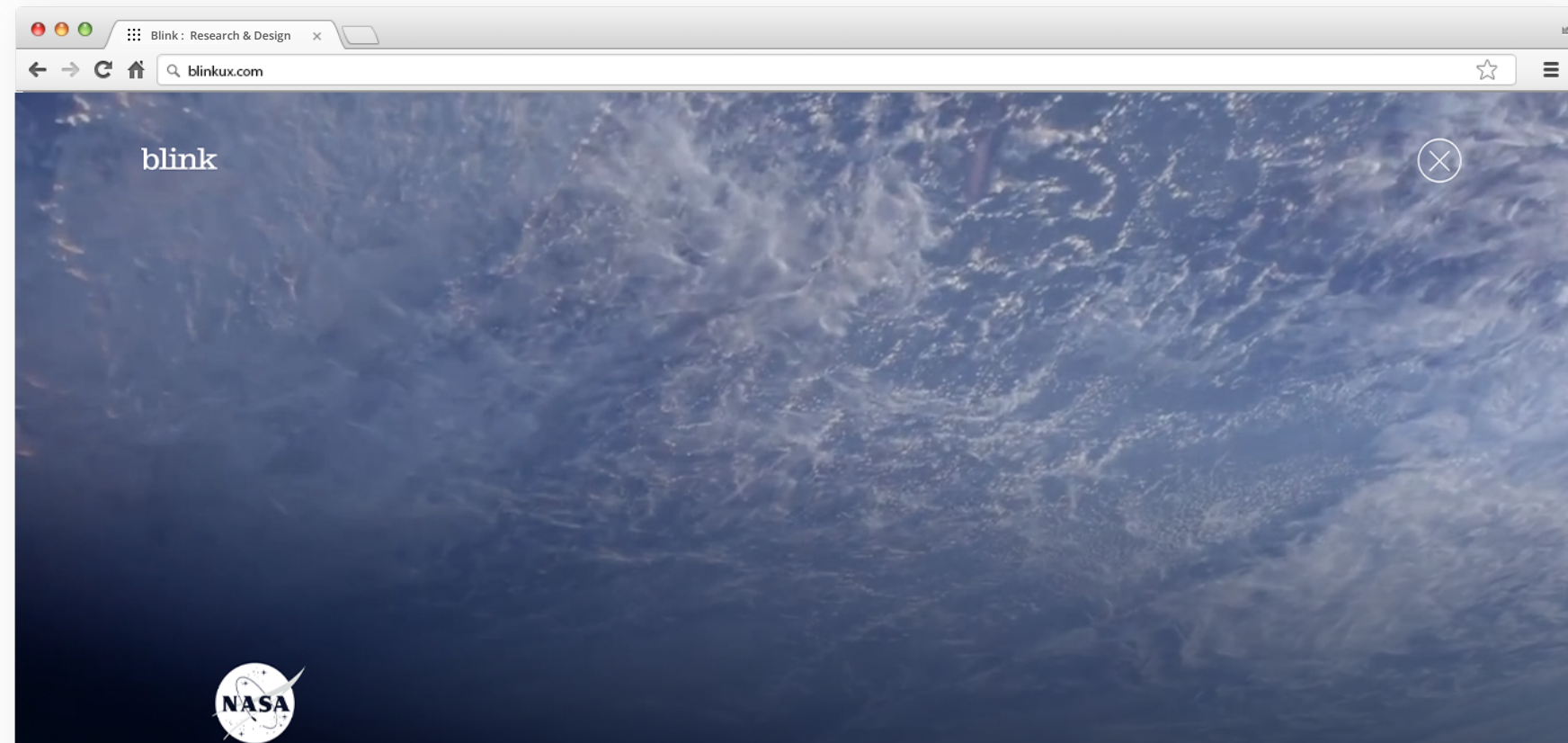
02. Flag



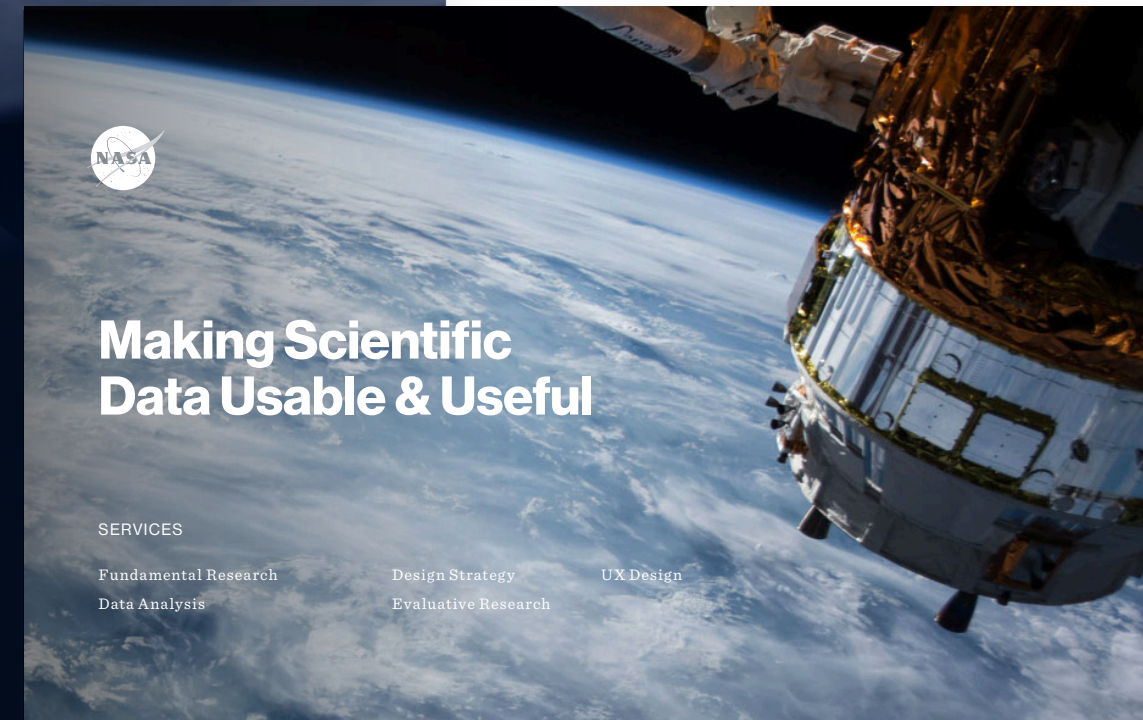
03. Project Rooms

## Case Studies

Case studies are how we show off our hard work. Each study is an immersive experience taking the viewer into our client's brand. They are full-bleed cinematic experiences presented on our website or in decks.



# Making Scientific Data Usable & Useful



Through a series of engagements with NASA, Blink is helping make data more accessible, easier to find and faster to use, for scientists, educators, students, science enthusiasts and the general public.

## Assets

**This is how you can  
use the system.**

- 33 Style Tile
- 34 Links to Assets

blink

blink

# Big headlines read like this

Long subheadlines or continuations of headlines use Haas Grot Neue.

## Section headline

Long paragraph copy always uses Sentinel Book. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras porttitor nunc nibh, et vestibulum nibh commodo et. Uquam ante, scelerisque quis felis mattis, fringilla lacinia eros. Donec tra dignissim pretium. Quisque lacinia sollicitudin lobortis.

01

Haas Grot Roman Item number three  
Item number one Item number four  
Item number two

*"Short and long quotes should use Italic Sentinel Book. This can be small or big."*

APERCU LINKS →

BUTTON

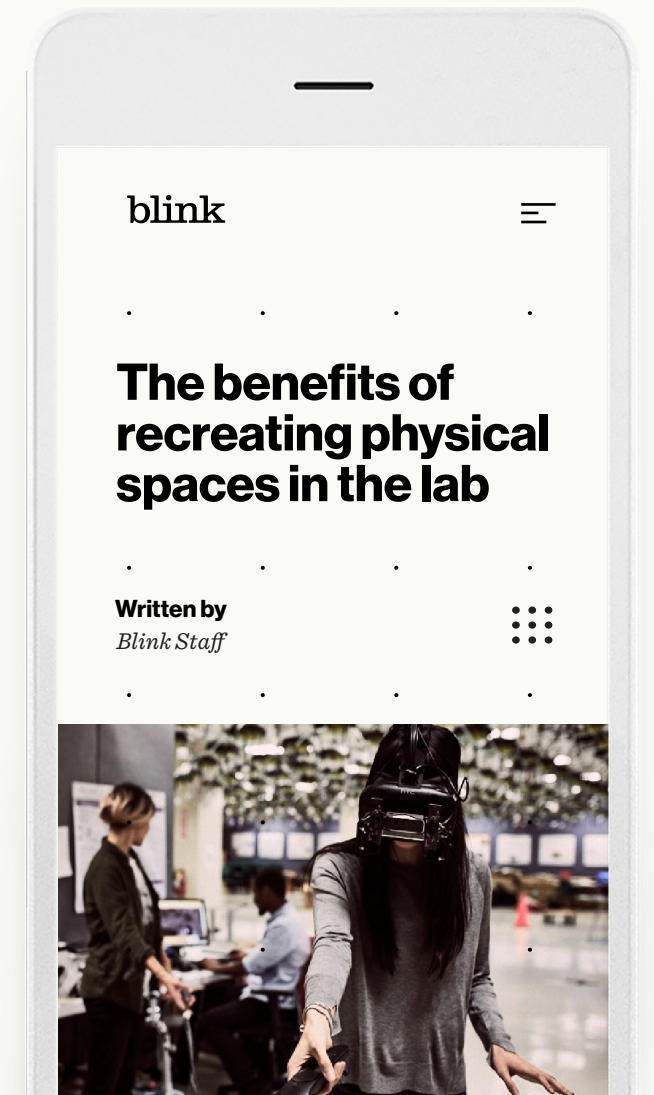
BUTTON



PRIMARY



SECONDARY





## Links

**Now that you know our brand,  
here are the tools you will  
need to start building.**

[Logos](#)

[Fonts](#)

[Dot Grid](#)

[Photography](#)

[Decks](#)

[Website](#)



THANK YOU