bLink Style Guide

This two-pager is a guide on how to communicate bLink visually. By following the guidelines, you help to strengthen bLink.

Color logo

LOGO

COLOR LOGO

The color logo against a white background is the preferred option. Use this logo also for gray backgrounds up to 50% black.

WHITE LOGO

The white logo should be used on colorful or very dark (more than 50% black) backgrounds or on black-and-white applications. It is always used in 100% white.

BLACK LOGO

The black logo is only to be used on black-and-white applications.

EXCEPTIONS

White logo

White logo

Black logo

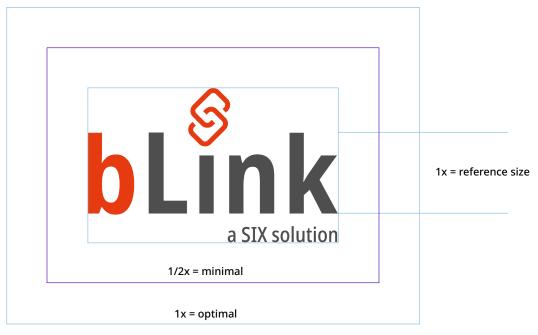Find our logo here

CLEAR SPACE

Sufficient visibility must be guaranteed for application of the logo. Ensure that the logo is always surrounded by an area of clear space which remains free of other design elements, such as type and other logos.

OPTIMAL

Maintain 1x (logo reference size) clear space around the logo.

MINIMAL

In some cases and if needed, reduce clear space to at least 1/2x (logo reference size).

1x = reference size

1/2x = minimal

1x = optimal

Application of clear space

bLink AS A PART OF A TEXT

THE CORRECT SPELLING

The correct spelling of our open banking platform solution is bLink. The "b" is in lowercase with no additional punctuation applied, followed by the "L" in uppercase.

bLink is the leading Swiss open banking platform from SIX.

Correct spelling of bLink

~~SIX bLink is the leading Swiss open banking platform.~~

Incorrect spelling of bLink

THE CORRECT URL

In case of referring to our bLink website, make sure to use the correct URL.

https://blink.six-group.com/de/...

https://blink.six-group.com/en/...

Correct URL

~~https://www.six-group.com/de/...~~

~~https://www.six-group.com/en/...~~

Incorrect URL