

BRAND GUIDELINES

Blacknel.

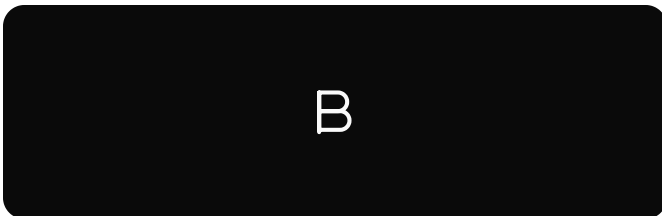
How to use the Blacknel name, mark, color, and typography across every surface — product, marketing, press, and partners.

The mark

The Blacknel mark is a single geometric letterform — two stacked curves rooted on a vertical stem. It is the smallest expression of the brand and must always be reproduced from the master files in the official logo pack.

Mark · light

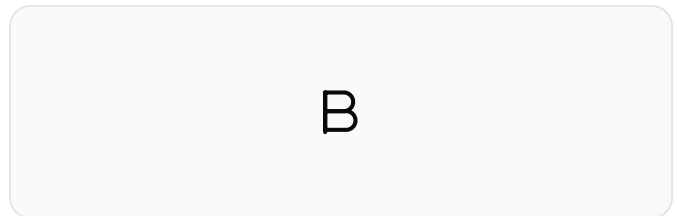
Use on dark, branded, or photographic surfaces with a 40% black scrim.



BLACKNEL-MARK-LIGHT.SVG

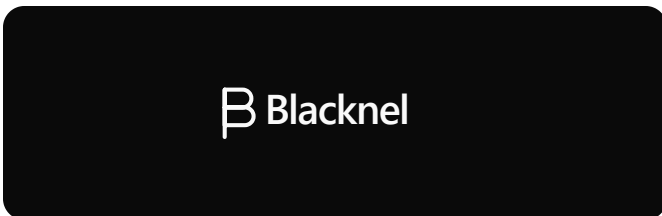
Mark · dark

Use on light, neutral surfaces. Never re-tint to brand color.



BLACKNEL-MARK-DARK.SVG

Wordmark · light



BLACKNEL-WORDMARK-LIGHT.SVG

Wordmark · dark



BLACKNEL-WORDMARK-DARK.SVG

Clear space, sizing, and don'ts

The mark needs room to breathe. The numbers below are not preferences — they are the floor.

Minimum clear space

Maintain padding equal to 25% of the mark's height on every side. Never let any element cross into that area.

Minimum size

On screen: 24 px tall. In print: 12 mm tall. Below those sizes the mark loses its corner curvature.

Hard don'ts

REQUIRED

Do not re-color

The mark is only pure white (#FAFAFA) or pure black (#0A0A0A). No brand colors, no gradients on the mark itself.

Do not rotate or skew

Always present the mark upright with no perspective transforms or angled placements.

Do not outline

The mark is already an outlined letterform. Adding a second outline doubles its visual weight.

Do not add effects

No drop shadows, glows, bevels, or motion blur in static contexts.

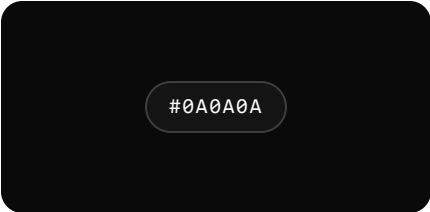
Do not crop

The complete mark must be visible. Do not crop into the mark to fill a container.

Do not redraw

Always use master files. Never re-trace, re-letter, or attempt to recreate the mark.

Acceptable backgrounds



#0A0A0A

Black surface (default)



#FAFAFA

White surface



PHOTO + 40% SCRIM

Photography with scrim

Color system

Blacknel is monochrome by default. Color exists only to communicate state — never decoration.

Surface and ink



BG / BLACK

Surface

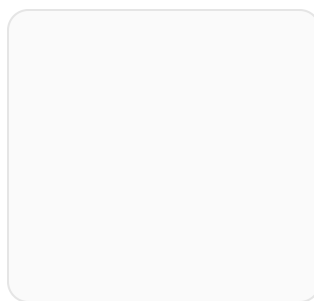
#0A0A0A



BG SECONDARY

Elevated surface

#141414



FG / WHITE

Primary ink

#FAFAFA



FG SECONDARY

Body copy

#A1A1AA

State color

Used in product UI only — live states, success states, and the marketing "live" indicators. Never in marketing typography or backgrounds.



EMERALD

Live / success

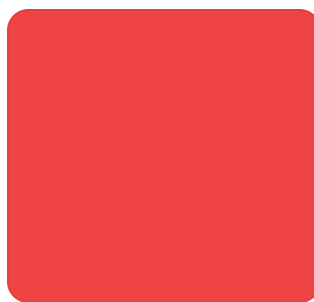
#34D399



AMBER

Caution / soon

#F59E0B



RED

Error

#EF4444



FG TERTIARY

Captions / mono

#52525B

Typography

One sans-serif for everything. One monospace for chips, captions, and code. Never substitute.

PRIMARY · GEIST SANS

Your entire digital presence. Operated with AI.

Weights in use: Regular (400) · Medium (500) · Semibold (600). Avoid Bold or Black weights in marketing surfaces — they read as old web aesthetic.

MONO · GEIST MONO

ALL SYSTEMS OPERATIONAL · v1.0 · /api/inbox

Used for: chips, badges, response-time captions, file paths, eyebrows on headings, status indicators. Always with 0.18em letter-spacing minimum.

Hierarchy

H1 / 56pt

Hero, page hero. Semibold, -0.04em tracking, balance text.

H2 / 32pt

Section headings. Semibold, -0.02em tracking.

H3 / 18pt

Card titles, sub-section heads. Semibold.

Body / 14–16pt — Lead with the point. The platform unifies social, reviews, ads, and AI in one place.

Body copy. Regular. Generous line-height (1.5).

Voice

Direct. Calm. Specific. Blacknel is a tool used by people who manage real brands with real stakes — not a hype machine.

We sound like YES

- "Inbox unified across 10 channels. No more tabs."
- "Replies suggested in the brand's voice, in 80 ms."
- "Audit trail by default. Nothing happens without a record."
- "Built for agencies and multi-location brands in LATAM and the US."

We don't sound like NO

- "Revolutionize your social game with our cutting-edge AI!"
- "The #1 platform for marketers who hustle 🚀"
- "Unlock the power of your data with seamless synergy."
- "It's giving brand-magic energy."

Naming

Always "Blacknel"

Capital B, lowercase rest. Never "BlackNel", "BLACKNEL", or "Black Nel".

The product is "Blacknel"

Not "the Blacknel platform" or "Blacknel SaaS". Just "Blacknel".

Domain · blacknel.com

Marketing · blacknel.com ·
Product · app.blacknel.com · API ·
api.blacknel.com.

Press boilerplate

Blacknel is an AI-native platform for managing the digital presence of agencies, multi-location brands, and franchises across LATAM and the United States. It unifies inbox, publishing, reputation, and advertising in one operating layer – with brand-voice AI built in. Founded in 2024. Headquartered in Mexico City. Remote-first across LATAM and the US.

Need something specific?

If you need a logo variant in a format not included here — EPS, AI source, PNG raster at a specific size, a campaign lockup, or a co-branded layout — write to press@blacknel.com.

Press contact

Quotes, interviews, media kits.

press@blacknel.com

Brand partnerships

Co-branded campaigns, integrations, sponsorships.

partnerships@blacknel.com

B