

blokk

brand guidelines



Why this document exists

These guidelines are meant to articulate the **blokk** tools brand by demonstrating its elements and their use. They are essential to anyone creating any type of branded Blokk Tools application such as signage, marketing, advertising, packaging and web design.

The proper use of **blokk** tools visual elements helps elevate our brand’s purpose:

Providing DIY beginners with the tools and knowledge they need to start any project with confidence

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our identity

brand story

Blokk was founded by creators who noticed a gap in the market for tool products that were more accessible and inviting to beginners. We were discouraged by the lack of current companies that felt both good quality and user-friendly.

We decided that needed to change. For the next 5 years of development, our dedicated teams worked tirelessly to find a solution to the problem we saw. And these are the results.

Blokk products are made with the user in mind. We are confident in the quality of our products and have every hope that, with our guidance, achieving your project goals can become a reality.

target market

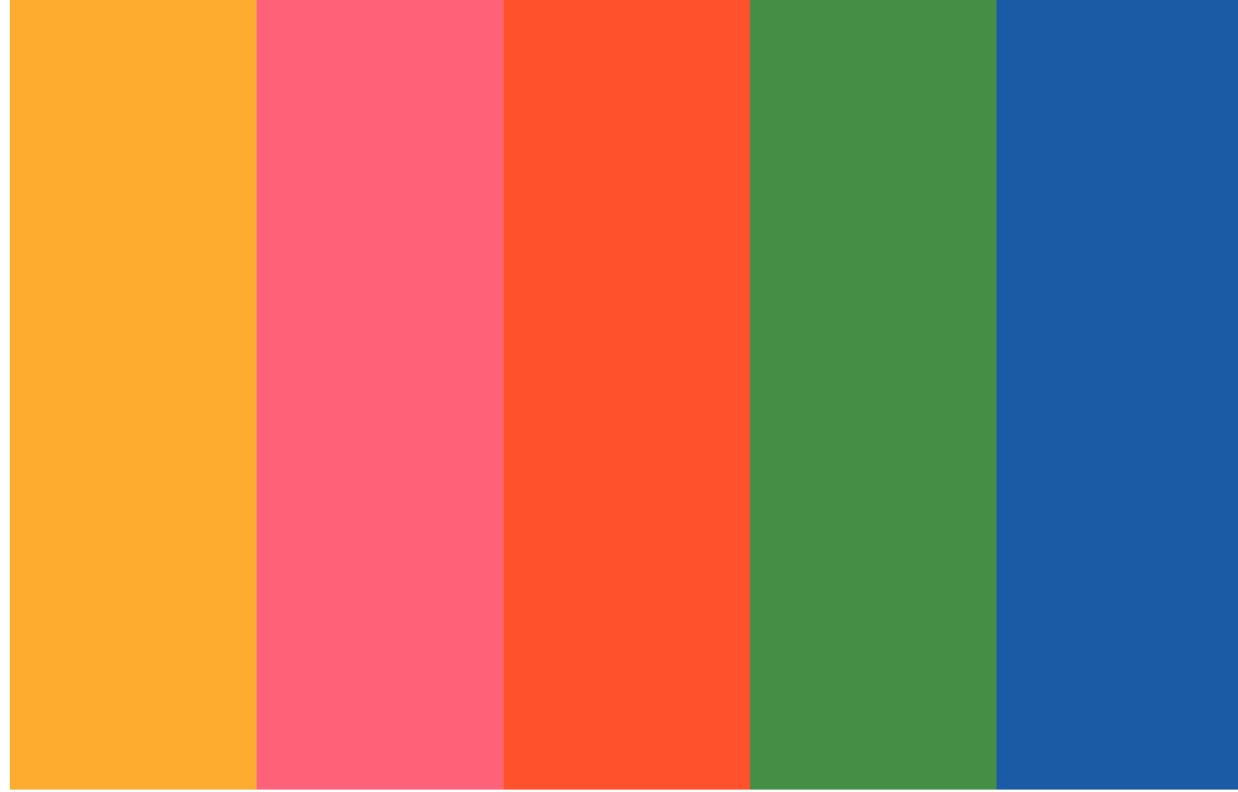
Our goal is to reach consumers who are motivated to start their own projects, but maybe lack the knowledge or skills to get started. We want to target people who maybe feel left out or discouraged by the current power tool industry and to let them know there is also a place for them in that community.

our mission statement

The first step towards success comes from taking initiative, taking action. Still, we must also remember that no one achieves anything alone. Knowledge and capability belong to not only those who aren't afraid to travel into the unknown, but also to those who know how to seek out assistance when it is needed.

That's where we come in.

Blokk is here to help you finish what you started. Whatever your experience level, we believe in you and your goals, because when you achieve success, so do we. Only you can define what you're capable of and when you believe in the power of yourself, there is no limit to what you can accomplish. So to the self-starters, the fixers, the do it yourselfers — let's get started.



our logo

how our mark was developed
and how to use it



primary logo

logos

Primary Logo

The primary logo should always be used first where its proportions will fit within the media it is being used in.

One Color Logo

The one color variation should be used when the logo is on top of any solid color background or if it is placed in close proximity to our color bar graphic.



one color logo

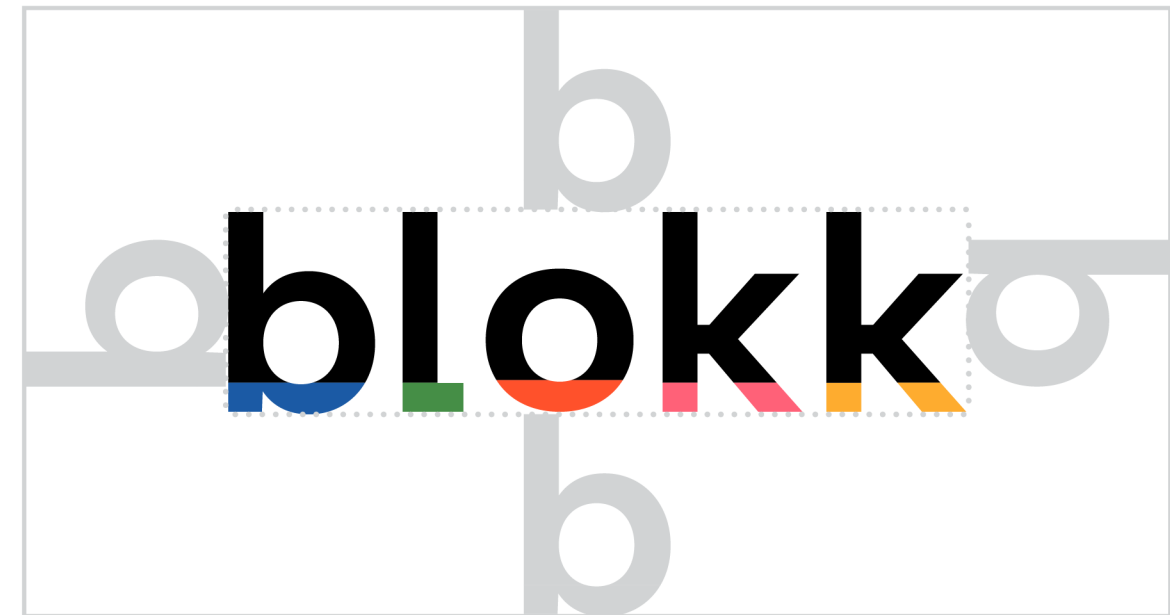
logo space + size

Protective Space

Always maintain a minimum protective space around the logo to maintain visual clarity and to provide maximum impact. The minimum clear space should be equal to the size of the lowercase “b” in blokk. The space should be equal on all sides of the logo. This applies to positioning around other printed elements as well as trim lines.

Minimum Size

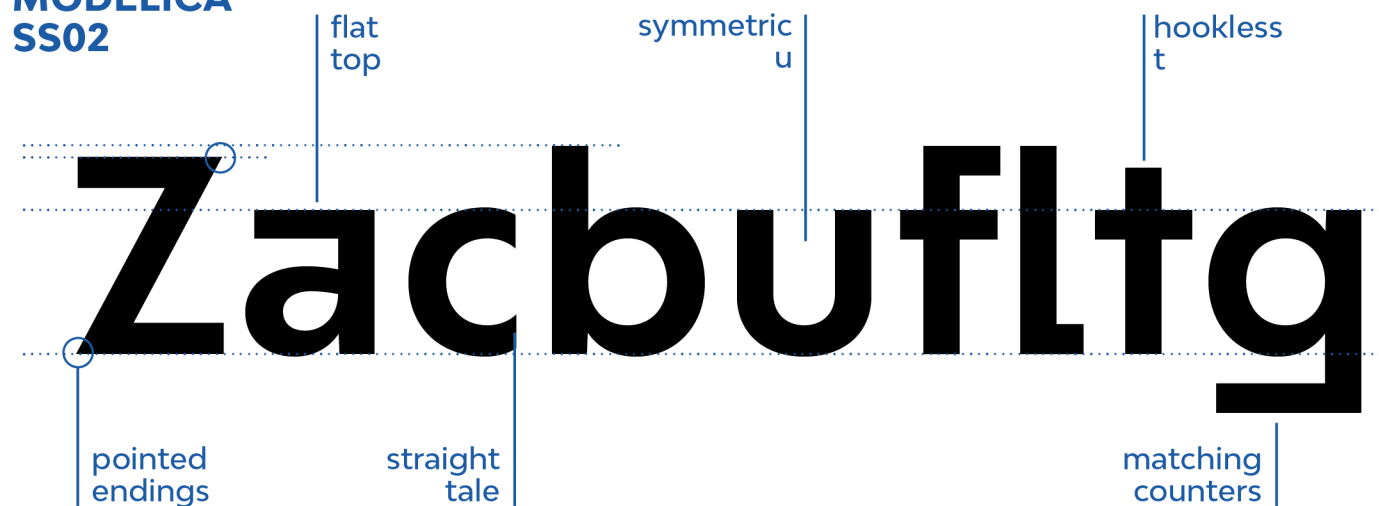
Minimum size refers to the smallest size the logo may be reproduced to ensure its legibility.





typography

MODELICA
SS02



MODELICA
SS01



Typeface

Blokk's logo typeface is Bw Modelica SS02 Bold. It is used for the logo and occasionally for title copy. Bw Modelica SS01 should be used for all other body copy on product labels and printed material. Styles used in the secondary typeface are Regular, Bold and Italic.

VARIATIONS

AaBbCcDdEeFfGg

Bold Italic

AaBbCcDdEeFfGg

Medium

AaBbCcDdEeFfGg

Medium Italic

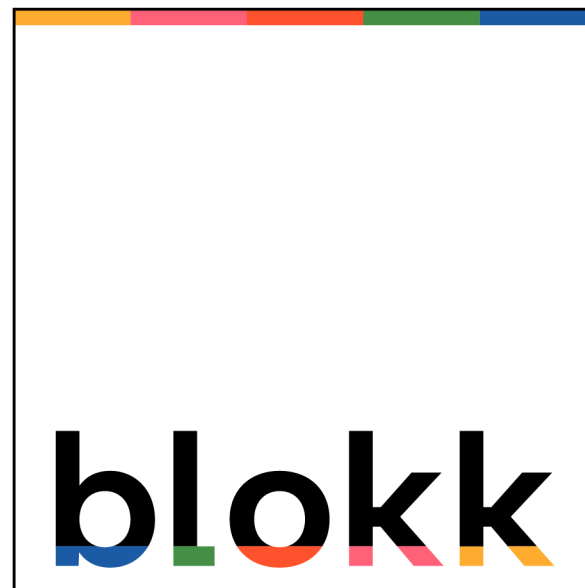
colour

Blokk’s coulourway functions as an identifier for different product lines and therefore is an important element in the packaging of our products. Each color is used to easily communicate with consumers which products are compatible together. It is a requiement that anyone producing our products use these precise colour codes.

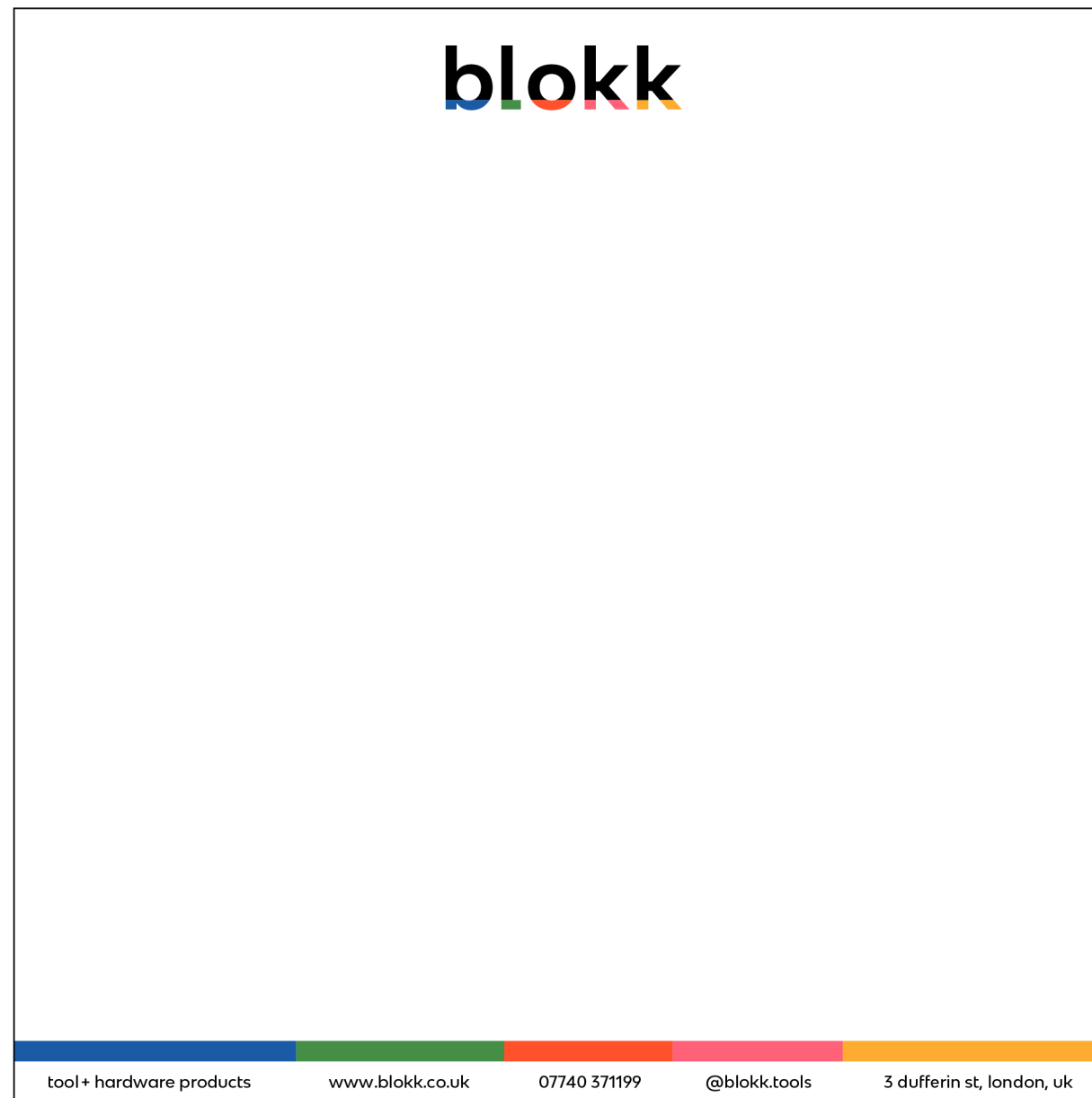
CMYK	93 / 71 / 3 / 0
RGB	27 / 90 / 165
HEX	#1B5AA5
CMKY	76 / 22 / 96 / 7
RGB	69 / 142 / 70
HEX	#458E46
CMYK	0 / 83 / 88 / 0
RGB	255 / 81 / 43
HEX	#FF512B
CMYK	0 / 78 / 36 / 0
RGB	255 / 97 / 120
HEX	#FF6178
CMYK	0 / 37 / 92 / 0
RGB	254 / 172 / 47
HEX	#FEAC2F

identity suite

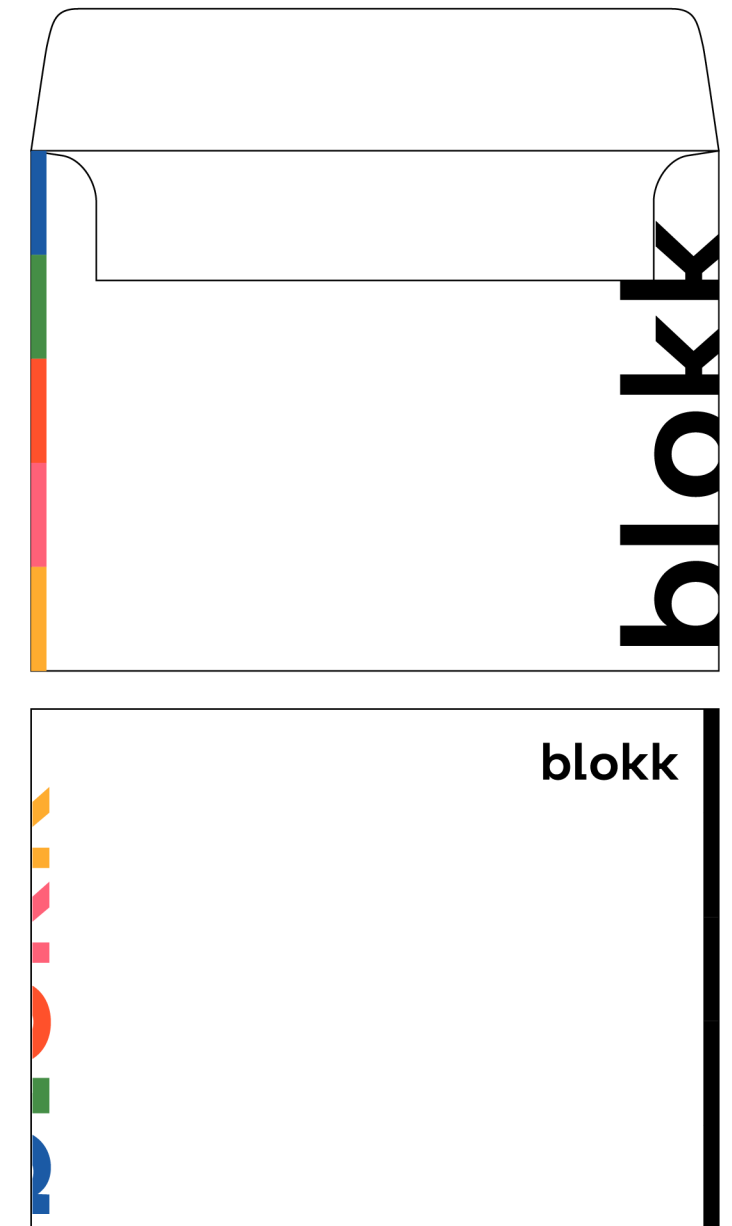
These are the company standards our stationary and buisness card. Dimensions for the square buisness card are 2x2 (inches).



buisness card



letterhead



envelope

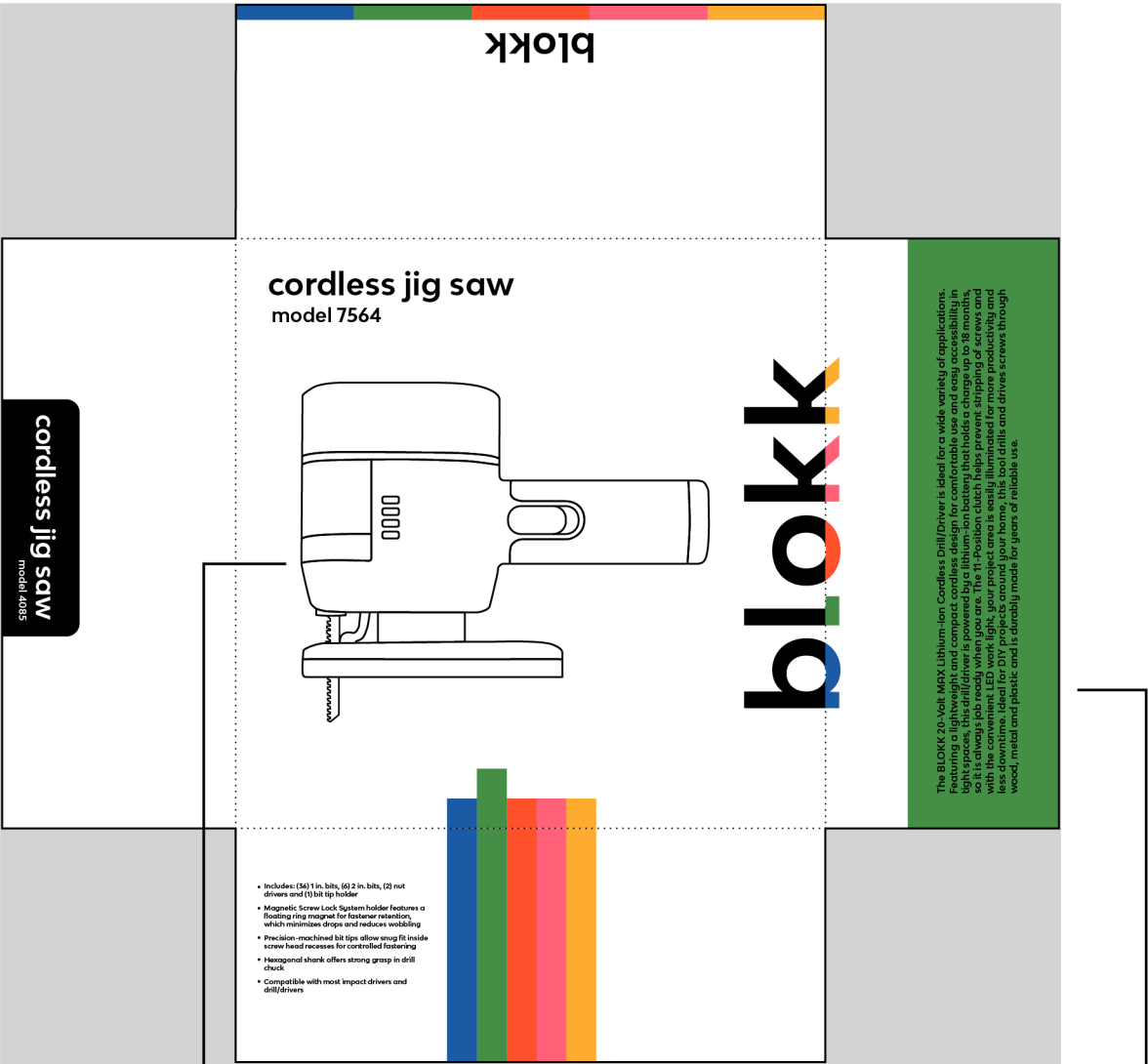
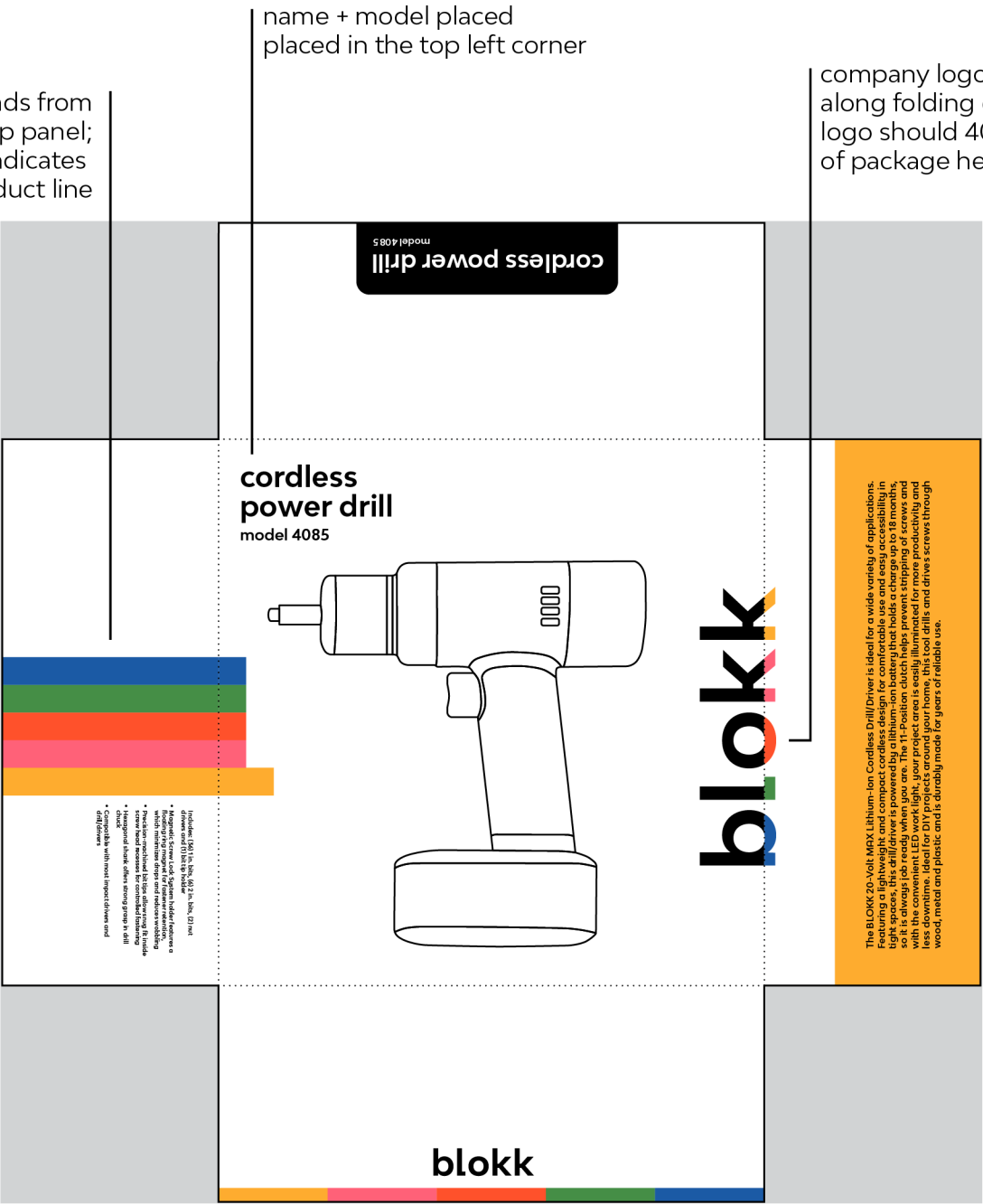


packaging

packaging guidelinesfor our products

packaging guidelines

colour bar extends from side panel to top panel; longest colour bar indicates the product line



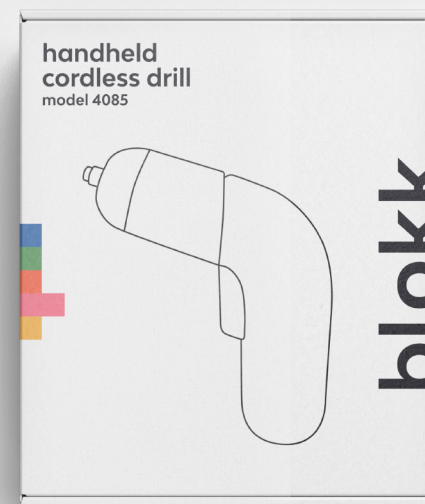
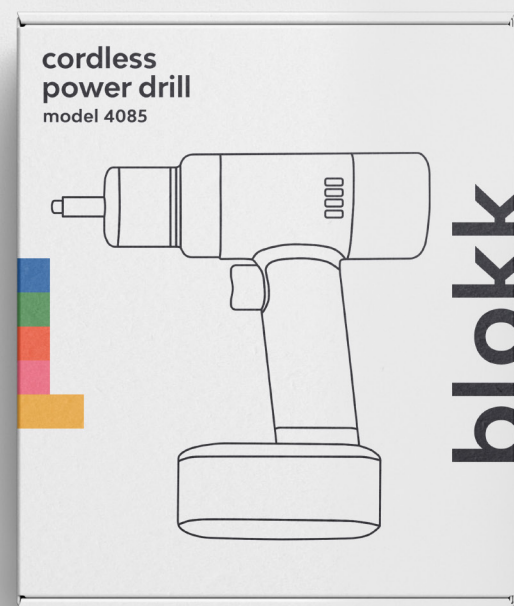
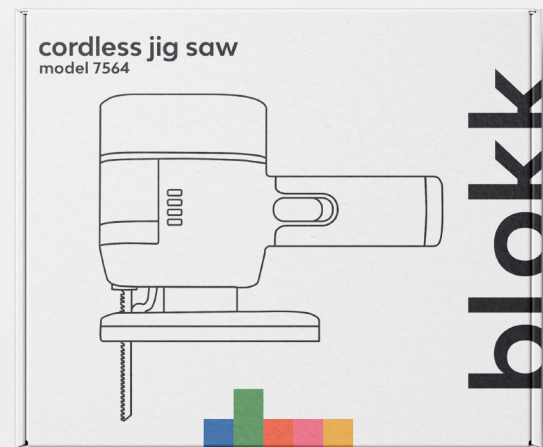
product illustration centered on top panel; at least 75% size of top surface area

description colour block should match the product line colour

if the illustration is more vertical, colour bar can be placed on the bottom edge of the front panel to allow for more space

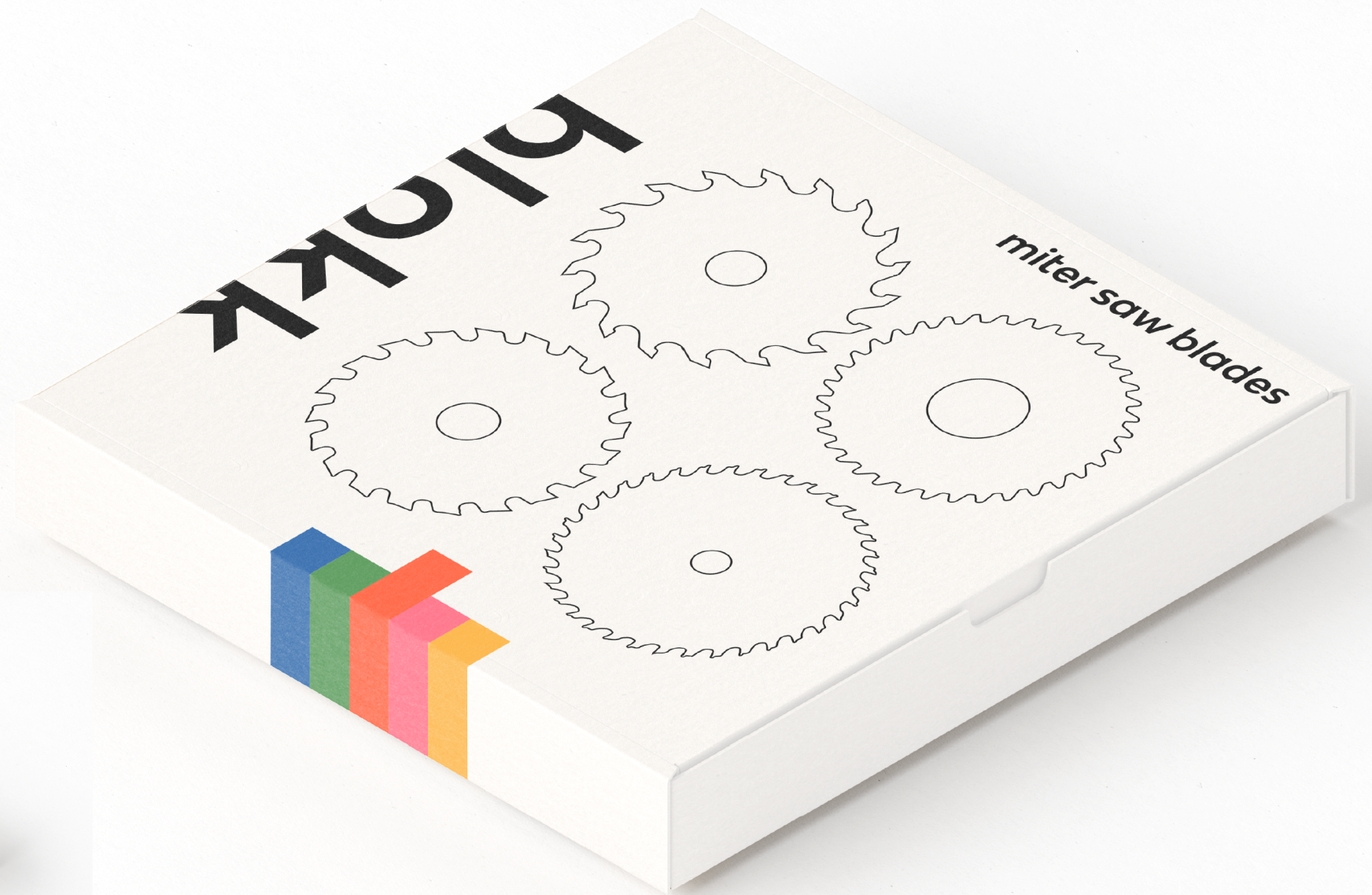
packaging examples

mockups of potential physical packaging

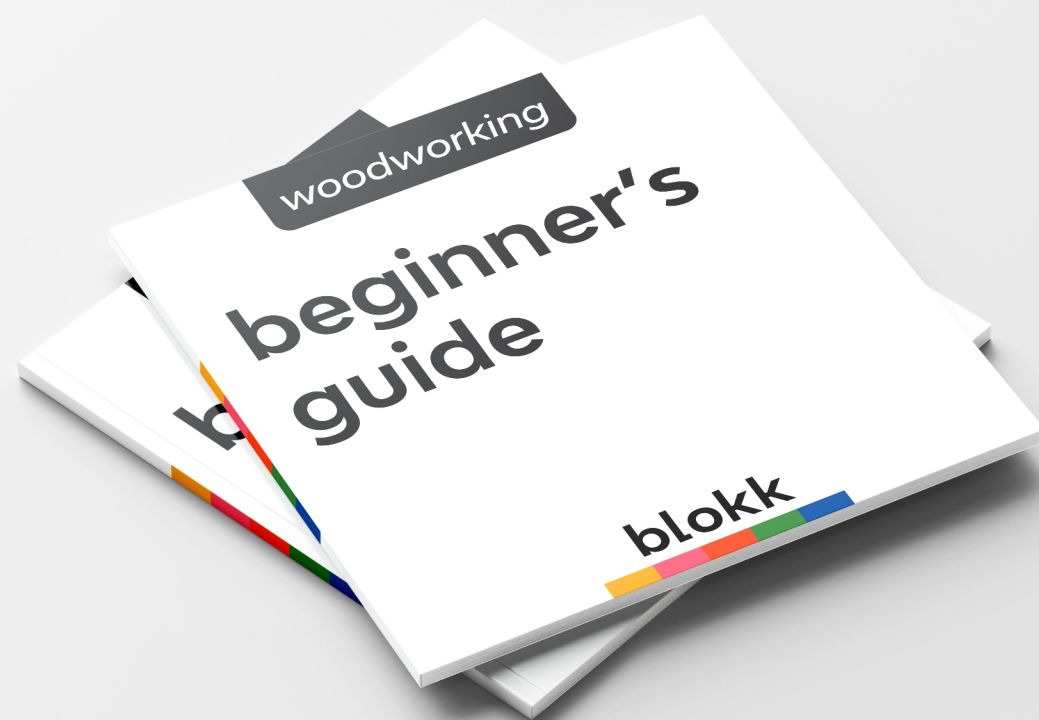


packaging examples

accessories



beginner guides layout + treatment



woodworking

beginner's guide

blokk

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what is woodworking?

Woodworking means a lot of things, but here's reasonably boring definition I came up with that most hobbyists will probably agree with.

Woodworking is a productive craft that involves cutting, shaping, and joining wood to create decorative and/or useful things.

There is nothing physically demanding about woodworking and you can build at your own pace. The basic concepts are simple to learn, yet it's a hobby that will always remain fresh and challenging as your skills evolve. If you love problem-solving, you will love woodworking. I've been at this for over 40 years and face new challenges with every project I build. It's part of the process. It's also rewarding to produce really cool stuff for your home using your hands and brain. In general, woodworking is a very solitary experience: if you are a bit introverted and love taking on tasks from start to finish, you will love woodworking.

You can build almost any project using just these tools:

- 1) 18 volt Drill with battery + charger
- 2) 18 volt Circular Saw with battery + charger
- 3) Drill Bit set including driving and drilling bits
- 4) 16" or longer tape measure
- 5) Speed square (7" x 7") metal or plastic
- 6) Bar Clamps for holding boards down

Good for making curved cuts or small cuts

jigsaw

Used for making straight cuts and the least expensive

Circular Saws are the most versatile for making straight cuts and the least expensive. You can use a circular saw to do everything from cutting plywood panels to cross cutting 2x4s. We recommend cutting on top of a piece of styrofoam, so your wood is fully supported as you cut.

circular saw

Best for making precise straight, angled or beveled cuts quickly and easily

miter saw

The Miter Saw is essentially a circular saw built into a track system to assist you in making precise straight, angled or beveled cuts quickly and easily. Why do you need it? Because it's quicker, safer, easier and more precise than a circular saw. The down side is you can't cut wood bigger than the miter saw deck (usually about 12") so you still need that circular saw for cutting plywood panels.

types of blades:

Ripping

Cut material lengthwise along or with the grain

Crosscut

For sawing across the grain

Combination

Designed for both ripping and crosscutting

crosscut

combination

ripping

cutting

cutting

power drill

The drill used to create a variety of joints, with the most basic a simple screw. If fastening a project with screws, we recommend self tapping screws with a star bit. The screw length generally speaking needs to be about double the thickness of the top wood, minus about 1/4" so the screw does not go through the second board. So if you are attaching a 1x board to a 1x, the screw should be about 1 1/4" long. Of course, if your second board is thicker, you can use a longer screw.

Used to create a variety of joints with screws

brad nailer

Brad nails are easier to hide because the nail hole is tiny. They are much quicker and easier for non-structural joints and are much less expensive than screws or pocket hole screws. We recommend an 18 gauge brad nailer, but not to be used for structural joints - use it for things like attaching the back on a bookshelf, building a picture frame, adding trim to a console table.

Best for non-structural joints and nails are easier to hide

pocket hole jig

A pocket hole jig is a tool that works with your drill that can help you attach boards together with the screw hole hidden. It makes structural joints easier to attach and more precise. You can use it to attach boards together edge to edge. If you want to build better projects, a pocket hole jig is a must.

Helps in attaching boards with hidden screw holes

fasteners

most common screws:

slotted

phillips

hex

torx

fastening

Cutting is only part of your overall woodworking process. Once your components are properly sized and smooth enough for finishes, they still need assembling.

Successful woodwork assembly depends on two things:

- precision joints that will fit
- the right tools to assemble and securely fasten

To start out, you can attach wood with just screws and a drill. But as you want to make better projects with more precise joints, there are many tools available to help.

First off, you know that manual that comes with tools that sits on a shelf collecting dust? Crack that open before you start using any equipment to better understand all of the tools capabilities. Like, really READ the whole thing. Trust us, it helps.

Dress right, and remember that looks don't count. No loose-fitting clothing, no neckties, no jewelry. Long hair must be tied back out of the way.

Keep your work area clean and free of any debris that could get in your way.

Make sure your work area has plenty of light.

Always wear protective gear when using any power tools - safety glasses, dust masks gloves and ear plugs.

Make sure your work area has plenty of light.

Before you plug in any power tool, make sure the power switch is off.

Always turn off and unplug the tool before you make any adjustments or change accessories.

Never use power tools in wet or damp conditions.

Never use power tools in wet or damp conditions.

Never use a tool that is damaged or malfunctioning in any way.

Make sure your work area is always clean and is well light.

Need an extension cord? Make sure it's a heavy duty cord and don't use indoor rated cords outside.

Make sure cutters or blades are clean, sharp and securely in place. Never use bent, broken, or warped blades or cutters.

Never overreach when using a power tool. Stay firmly planted on both feet.

Make sure cutters or blades are clean, sharp and securely in place. Never use bent, broken, or warped blades or cutters.

Never overreach when using a power tool. Stay firmly planted on both feet.

When using hand-held power tools, always keep a firm grip with both hands. Losing control creates a hazardous situation. Do not use any tool that is too heavy for you to easily control.

Always unplug, clean and store the tool in a safe, dry place when you are finished using it.

safety

saftey

start small

The most common mistake newbies make is that they get inspired by the big projects they see online on Pinterest carried out by experience woodworkers and decide to work on something similar.

You need to be smart and not rush in. Start small around your home. This way you can kill two birds with one stone and build while you learn. Choose a project that you would be interested in (eg. a dog house) since the sight of an unfinished project is not what you will like.

We'd advice you to start with outdoor items as they are great ones to sharpen your woodworking skills since call for precision isn't as high in a wooden planter box as it might be in a new sofa table.

get inspiration

Today is the best time for any person to start learning Woodworking. It's a DIY generation and there are thousands of beautiful and crafty DIY projects available online. Browsing the pictures and finished projects can inspire and bring out the creative.

The plans are shared in a very systematic manner and have step by step instructions so you can follow them easily. They also include the measurements, the cut list, tools and materials required so all you got to do is invest time. It's important to stay motivated, so try to build things which look pretty and interest you.

set up a workspace

You need to make sure you have a safe and large enough work area for woodworking. It can be tough to find a place in your home where you can make noises and use your tools.

Also an unsafe work area with too many extension cords running around, unstable surfaces and lack of ventilation can be dangerous. If you can't get a good space in your home, maybe work outdoors on a nice sunny day. A pair of sawhorses and a half sheet of 3/4" plywood can make a nice workspace at an optimum cost. So this is a nice alternative to a garage or a garden shed, isn't it?

Or maybe you will have to bribe your family members with something or the other to let you work indoors and bare the noise for a while.

beginner tips

some beginner tips

plan + practice

Woodworking is rewarding however for achieving perfection in the quality of your finished projects, you will have to put in hard work as it can be challenging.

Planning your project ahead helps you work on your project smoothly. It will save you from falling into any pitfalls. You will have a list of all the necessary tools, amount of materials, budget and time you need to invest in before hand. This helps you to save time and stay on your timeline to finish the project.

Always remember your basics and use them where there are no tools needed. Learn from your failures and your skills will be polished one project at a time. The key is to enjoy what you are doing and if you are passionate enough, you will be a professional in no time.

choosing the right tools

Woodworking is basically going back to school. It's like attending your craft classes and learning how to mark, cut and glue things together to put together a beautiful piece of art. Now, I must admit that I was pretty bad at craft since I was a kid but I know a thing or two about woodworking since I love it!

There are two types of woodworking tools; namely hand tools and power tools. Hand tools were popular way before the power tools even came into existence, so most of the work can be done using them. However, power tools are way more advanced and make the tasks easier but they do require more skills and safety measures as well.

For a beginner, it depends on the skill level and the kind of project you are or wish to work on. Ideally, I'd recommend you to get some basic hand tools and a few power tools to get going. This way you won't be going all in an investment and also keep your options open to buy more advanced tools as you grow.

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