



Brand Guidelines



Welcome to Backblaze Brand Guidelines.

This document outlines key elements that make up the Backblaze brand, and showcases how they come together to create a collection of brand assets.



Logo

Our logo is made up of the ‘Flame’ symbol and the wordmark, derived from font Damien Text.



Horizontal Lockup
Use in communications where content is composed with left-alignments, or in tighter spaces.

Digital Minimum Size
Horizontal lockup – 20px (H)

Print Minimum Size
Horizontal lockup – 8mm (H)



Vertical Lockup
Use in communications where content is composed with centered alignments.

Digital Minimum Size
Stacked lockup – 40px (H)

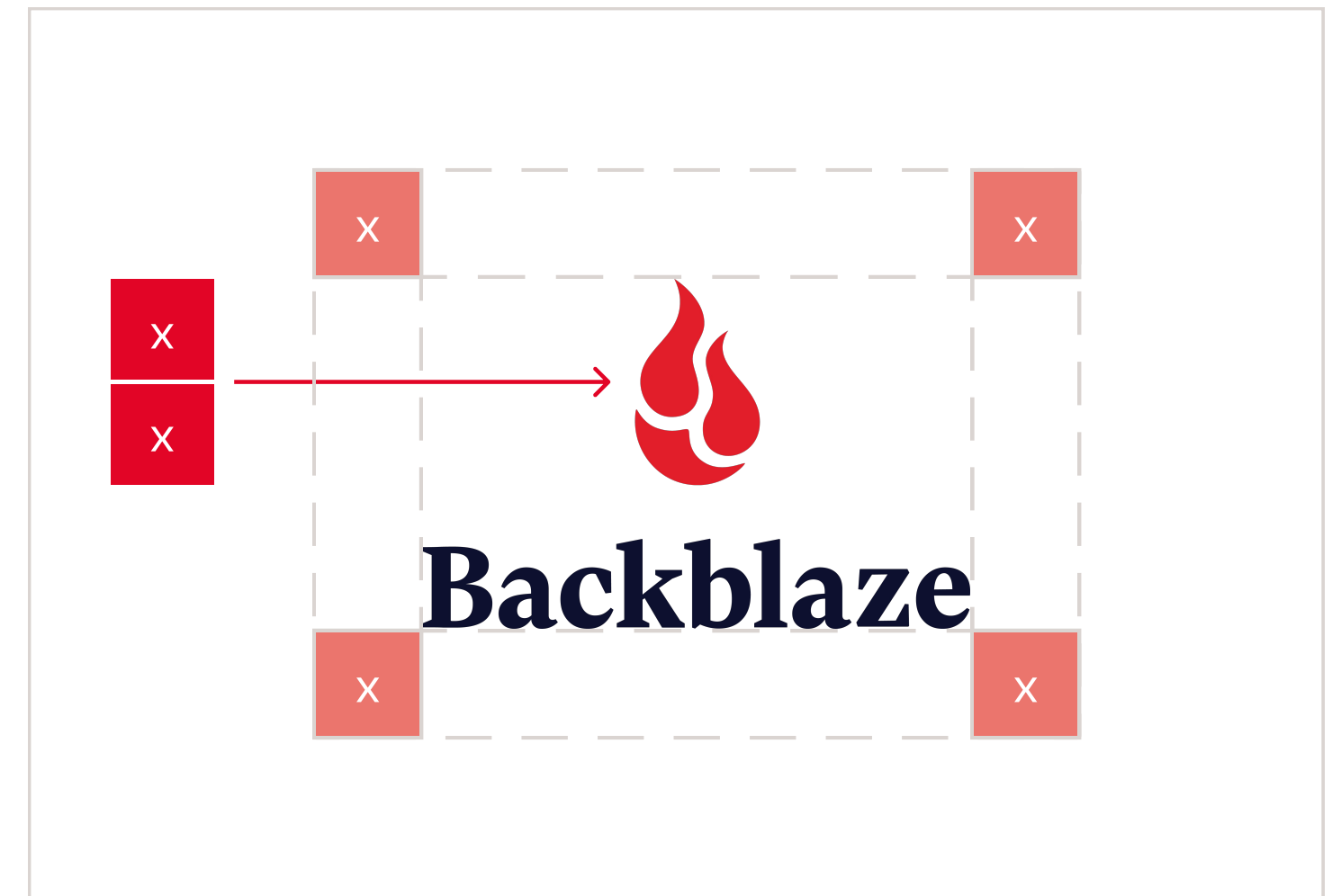
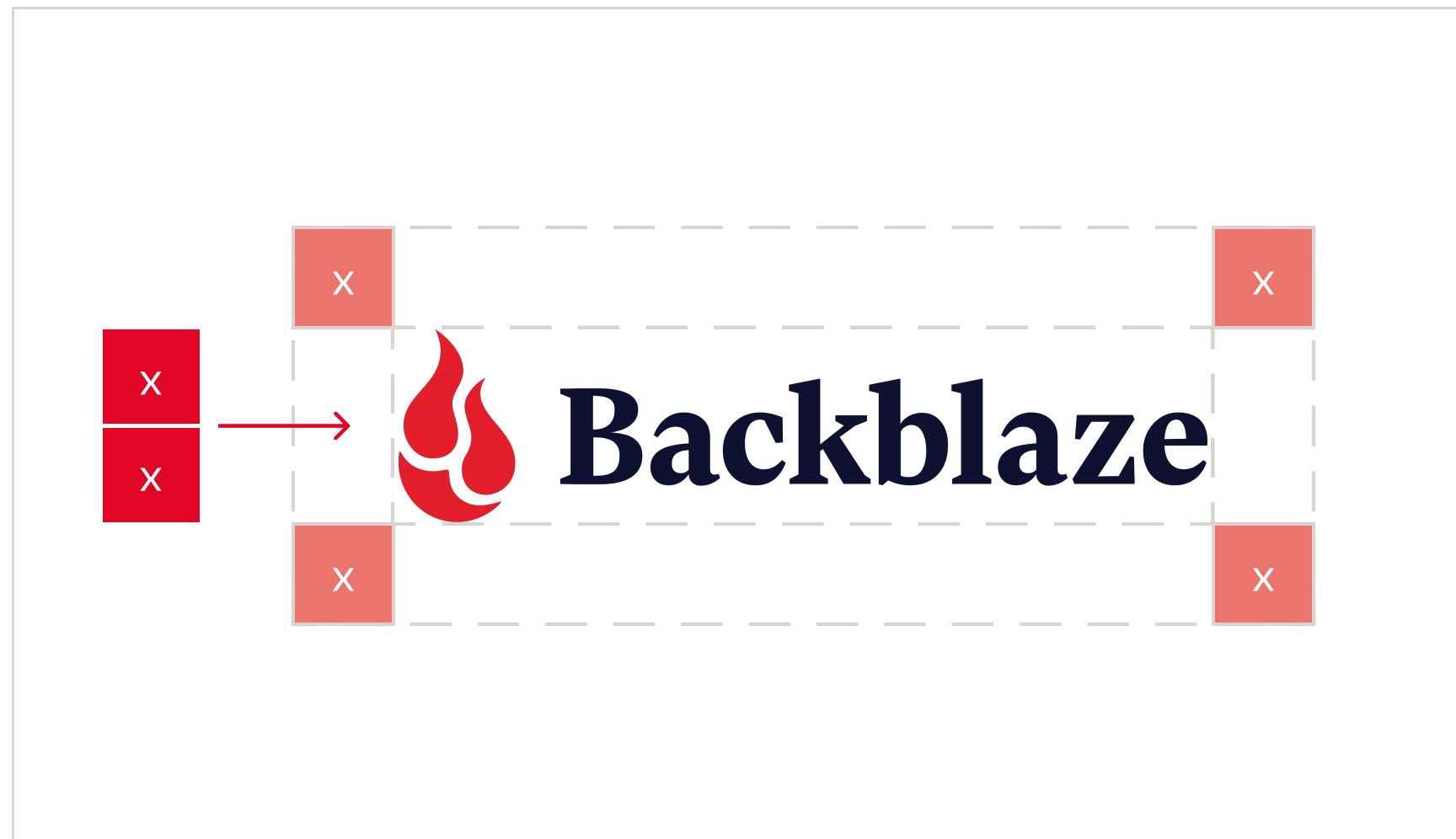
Print Minimum Size
Stacked lockup – 16mm (H)



Symbol
We can also use the current Flame symbol on its own to provide flexibility across communications.

Safe zone

To ensure legibility, we have specified a clear space rule for logo usage. The minimum clear space is based upon half of the height of our flame symbol.

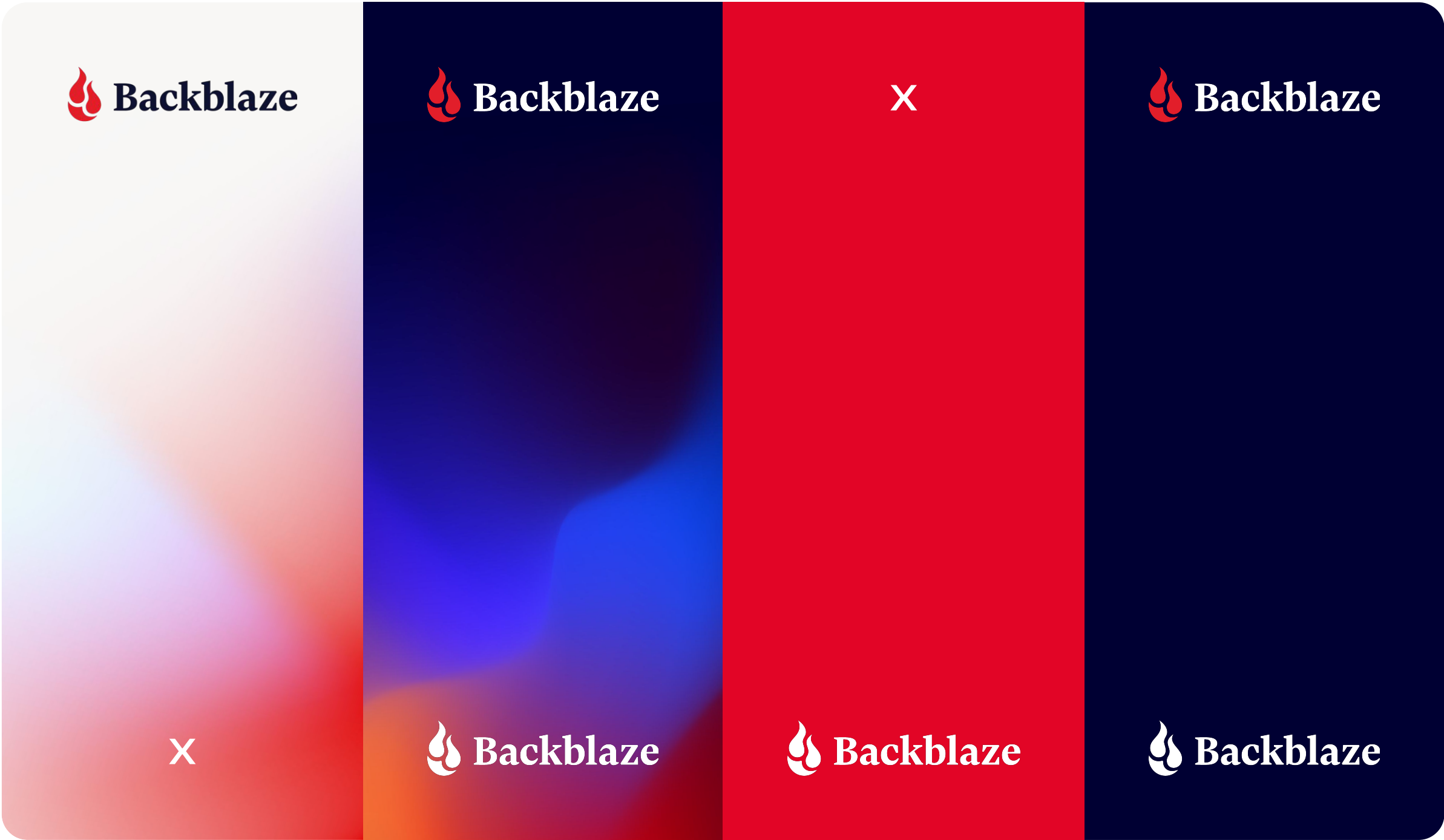


Logo colorway matrix

Multiple Colorways

Use multiple color logo options on top of backgrounds derived from our color palette and gradients, with enough contrast for optimal legibility.

White logo



Using symbol and lockups

There are communications where the Flame symbol is used on its own as an impactful mark, and other places where the full lockup is used.



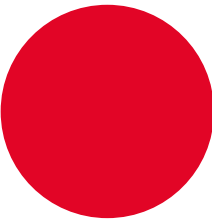
Flame symbol usage example



Logo lockup usage examples

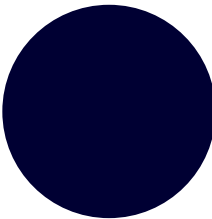
Color

Our defining color is Backblaze Red. It is complemented by other modern colors with red in their hues: navy and purple. Our brand beige and orange is used sparingly.



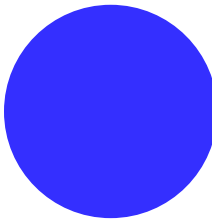
Red 50

PMS: 185C
RGB: 226 6 38
CMYK: 0 100 78 9
HEX: #E20626



Navy 50

PMS: 2765 C
RGB: 0 0 51
CMYK: 100 93 42 68
HEX: #000033



Purple 70

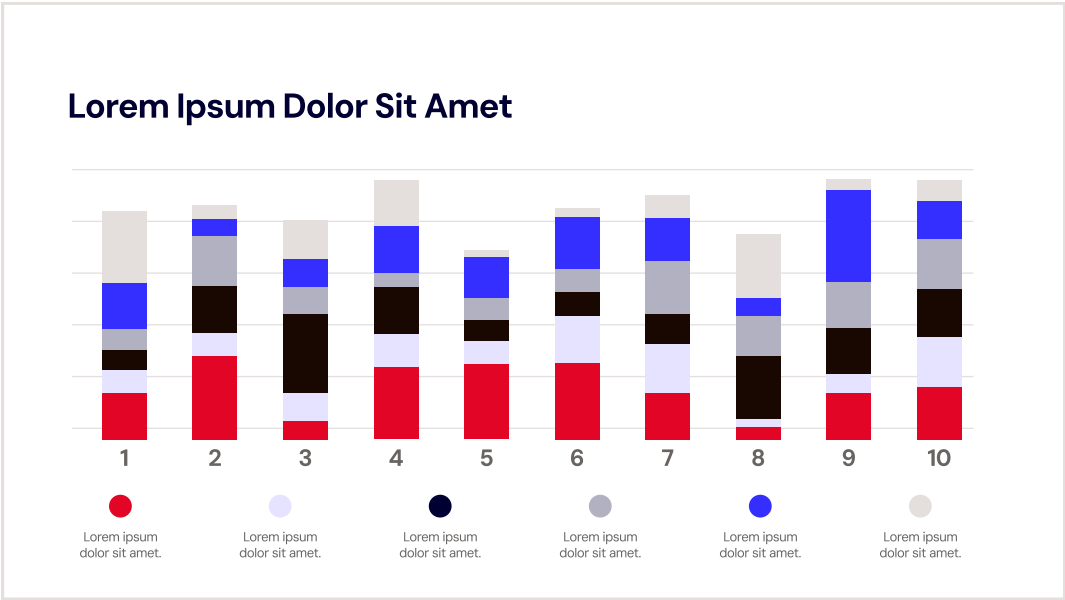
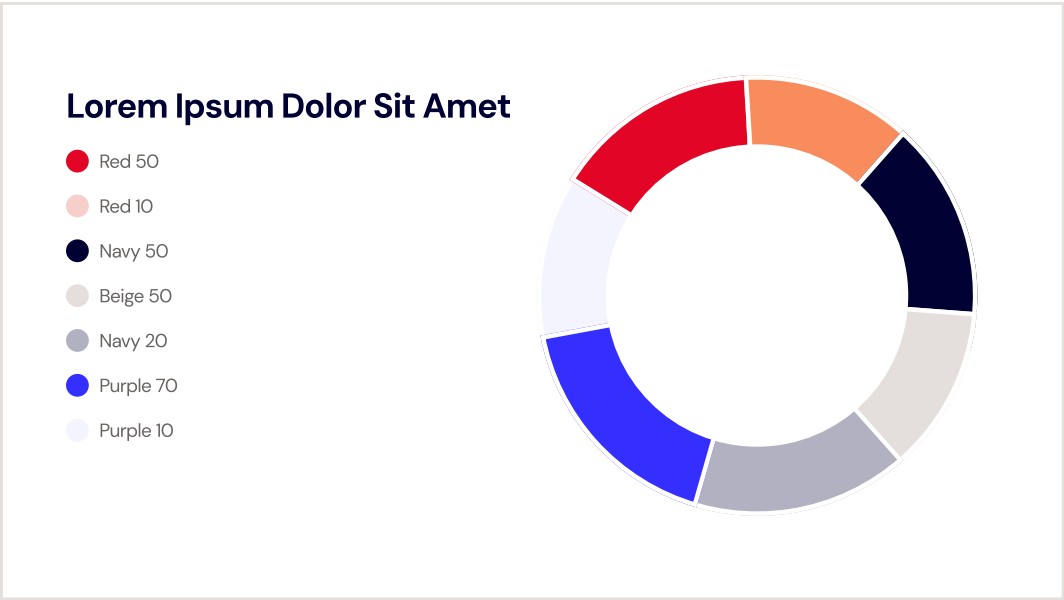
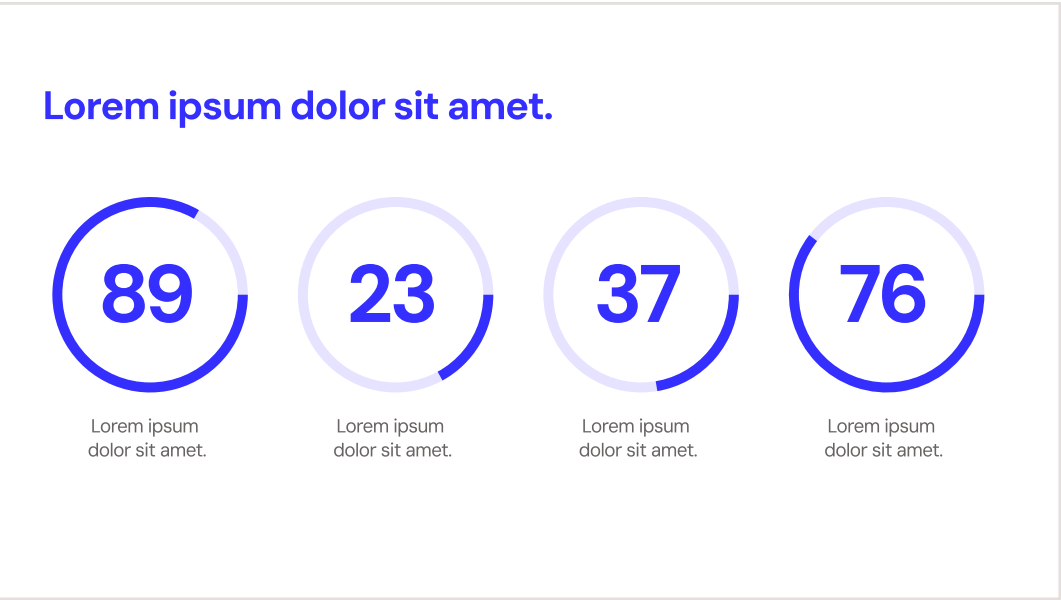
PMS: 2726 C
RGB: 52 48 255
CMYK: 80 81 0 0
HEX: #3430FF



Purple 20

RGB: 230 227 255
CMYK: 10 11 0 0
HEX: #E6E3FF

Color references



Tints and shades of color

Our secondary palette is based on tints and shades of the primary palette, and is used on icons, illustrations, infographics, and other brand graphics.

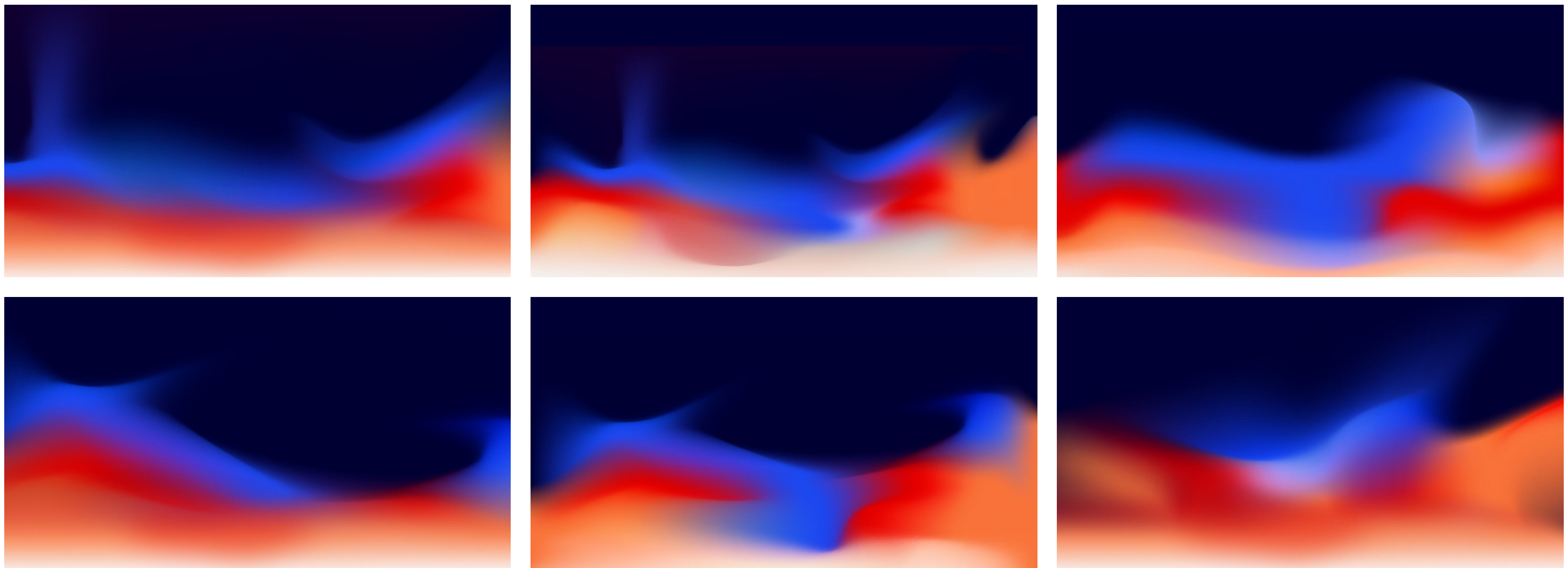


Gradients

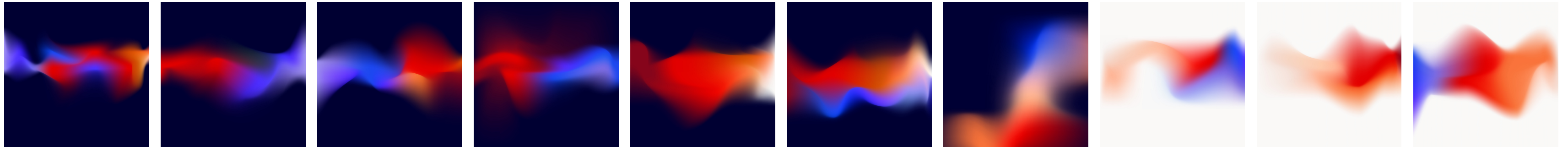
Gradients were created to evoke the flow of data in the cloud. Their heatmap-like quality also uniquely hearkens to the "blaze" in our company name.

We have two gradient themes: dark and light. And we have three different levels of gradients that are used on the website. The more complex gradients should be used for key sections, such as the homepage and level 1 pages, including the product overview pages. Simpler gradients should be applied to level 2 and level 3 pages. Brand imagery should use the gradients at very zoomed in levels.

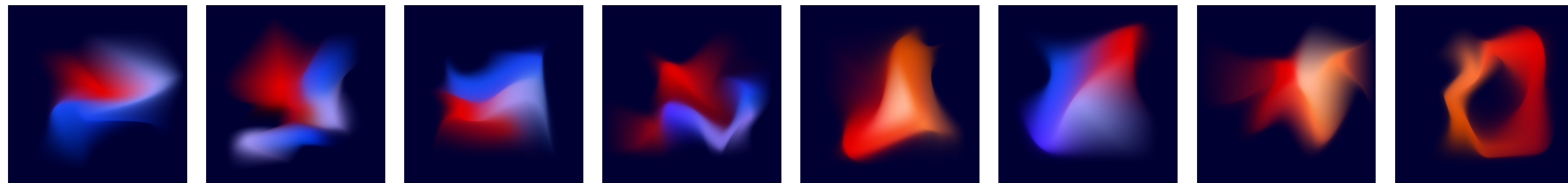
Level 1



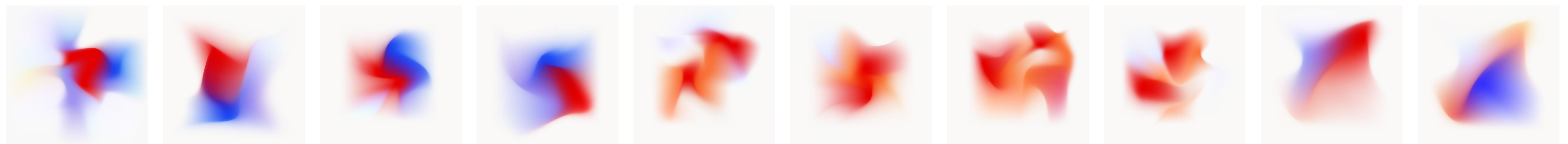
Level 1 (continued)



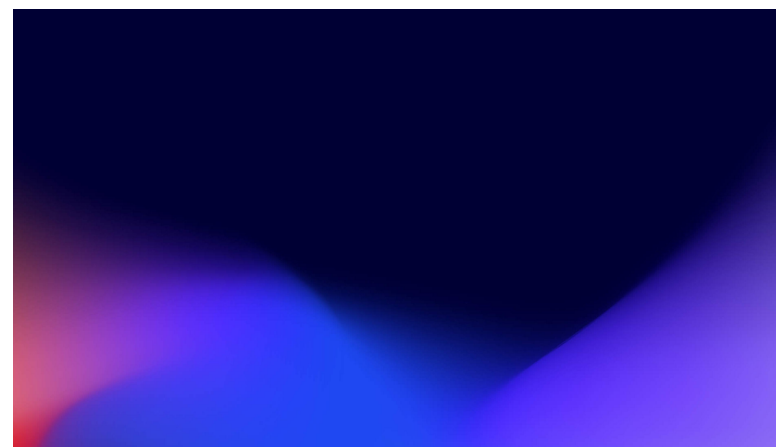
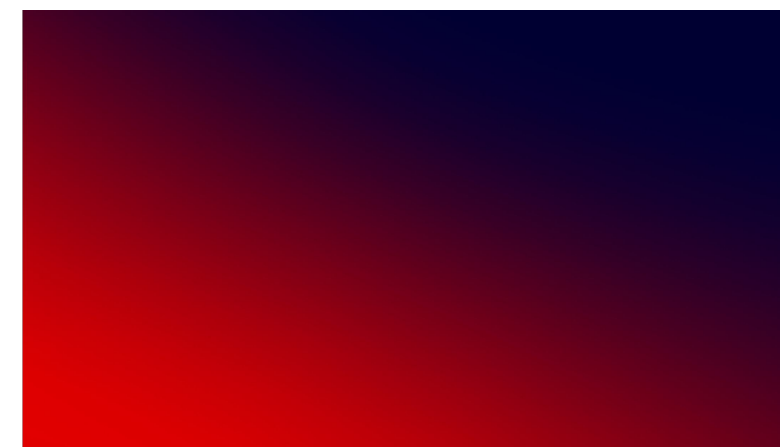
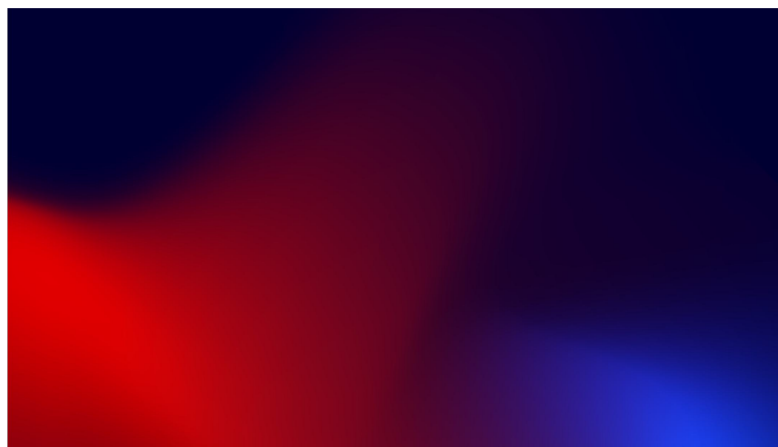
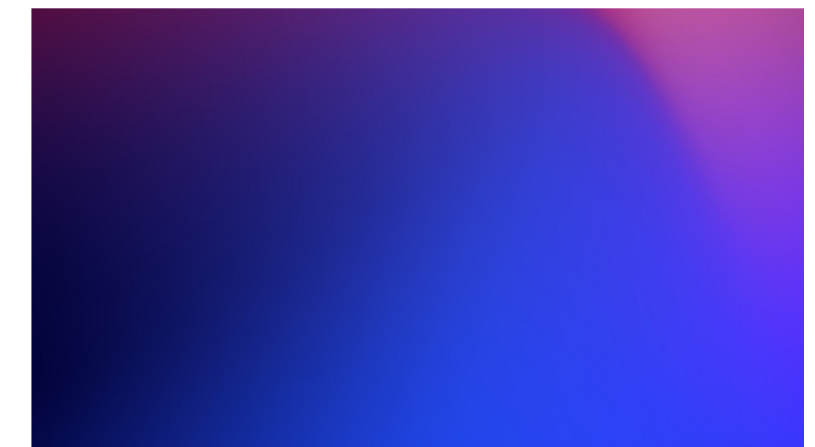
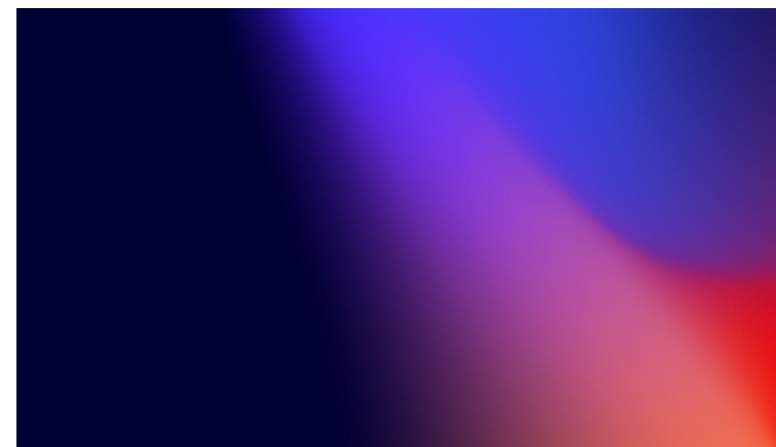
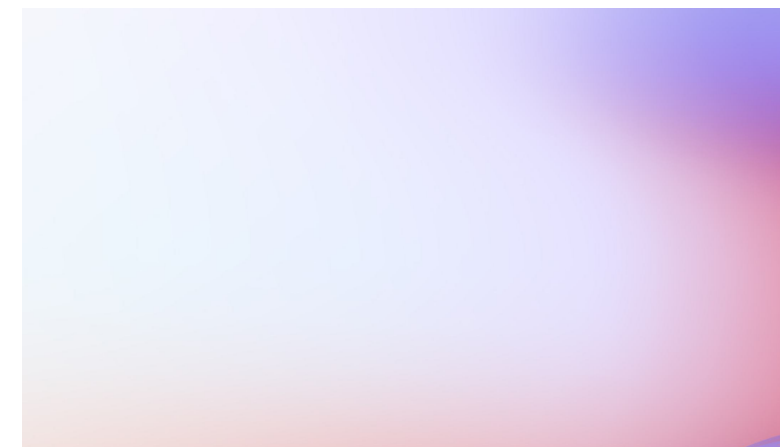
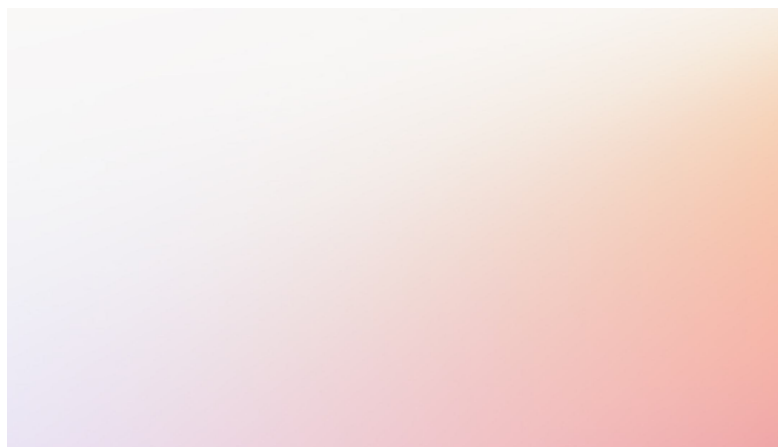
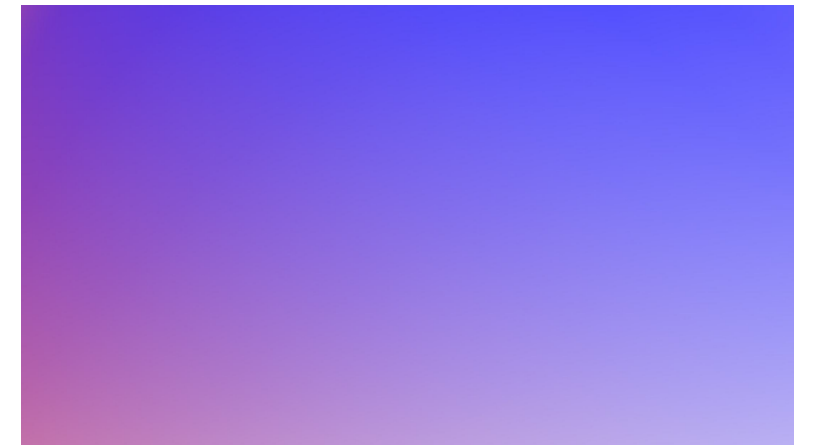
Level 2 dark theme



Level 2 light theme



Gradient examples for social and graphics



Typography

Our header typeface is **Space Grotesk 1.1.6 version SemiBold** to maintain simplicity and clarity. This font should be used primarily for **headers** and **number callouts**.

Our main typeface is **DM Sans Regular or SemiBold** for all other content. This should be used in all instances where you need larger or long amounts of content.

Space Grotesk 1.1.6 Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

DM Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

DM Sans SemiBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Typography references

B2 pricing updates, including free API calls effective May 1. [Details](#)

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Cloud storage that unlocks innovation

No limits. Just results. High-performance cloud storage built for AI and data-driven workloads.

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AI storage

Process exabyte-scale datasets at speed, transfer them to any GPU environment, and eliminate unpredictable costs.

[Accelerate AI](#)



Application storage

Build and scale applications with high-performance, S3-compatible object storage—free from lock-in.

[Scale development](#)



Active media archive

Move massive video files, meet tight deadlines, and keep ideas flowing—all within your existing workflows.

[Optimize production](#)



Systems backup and recovery

Protect every workload and strengthen cyber resilience with secure, quickly recoverable enterprise cloud backups.

[Safeguard systems](#)



Simplify complex backup

Protect business workstations with unlimited, secure backup.

[Protect your files](#)

 Backblaze

The foundation of modern media workflows

 **SHOW**
Booth N1259

April 19 – 22, 2026

Free pass code: NS3357

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“

I have full trust in Backblaze that, if something were to happen, I could easily retrieve what I need. Hopefully that never happens, but the benefit is having the peace of mind that our data is secure.”

Mario Hernandez

IT Manager III, Caesar Kleberg Wildlife Research Institute, Texas A&M University-Kingsville

| 1 day

implementation

| 40 years

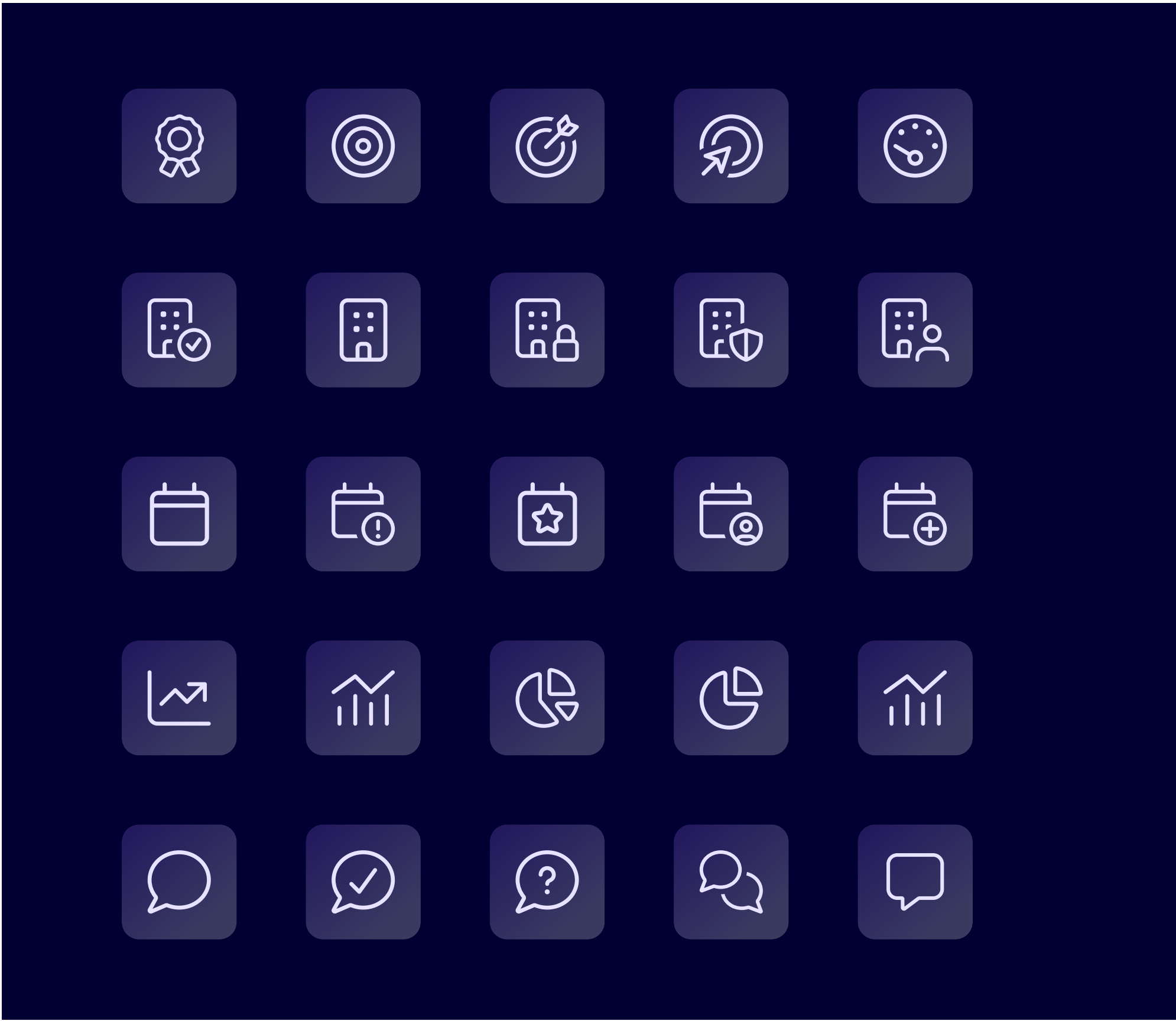
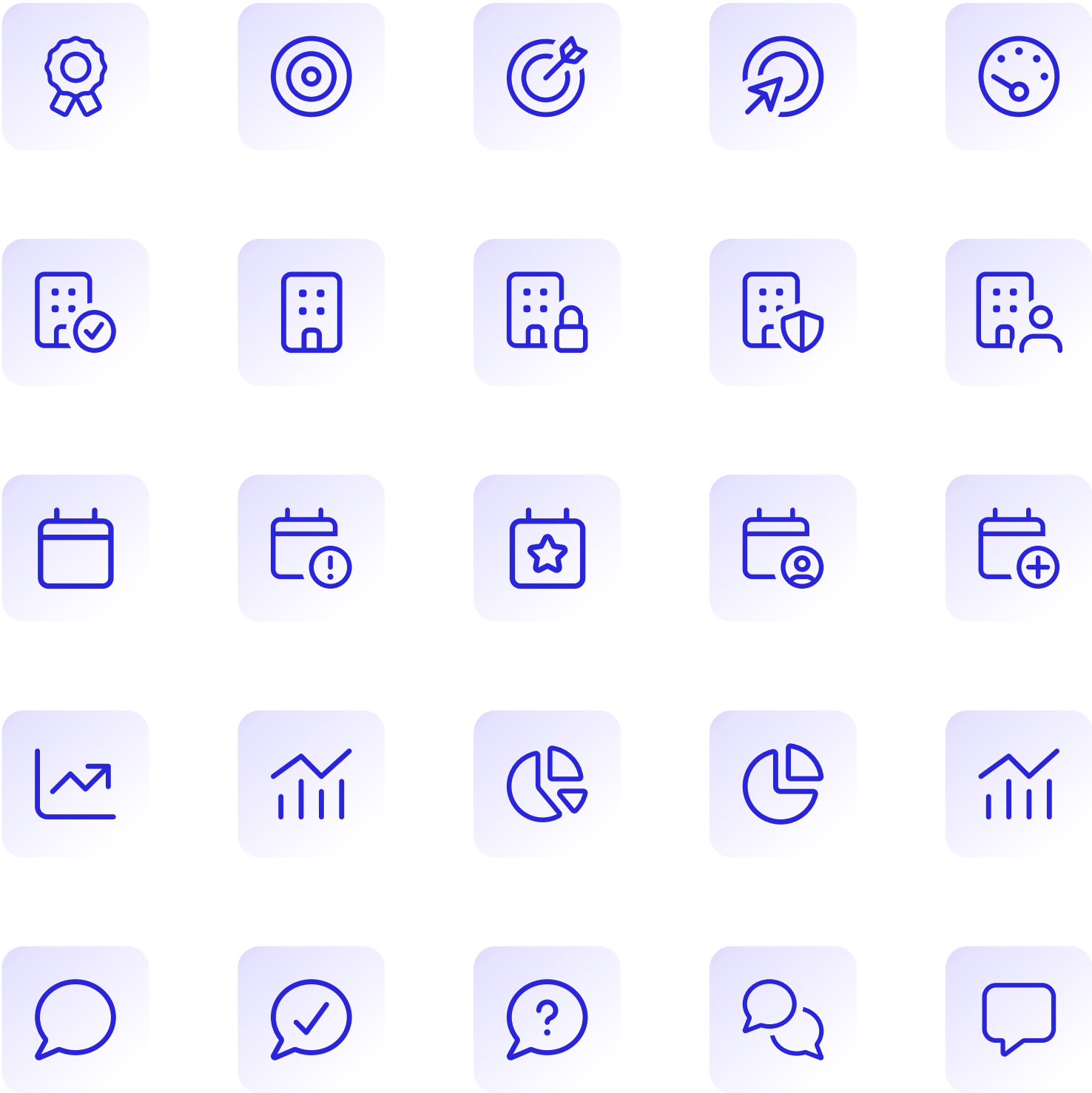
legacy protected

| \$0

cost restores

Iconography

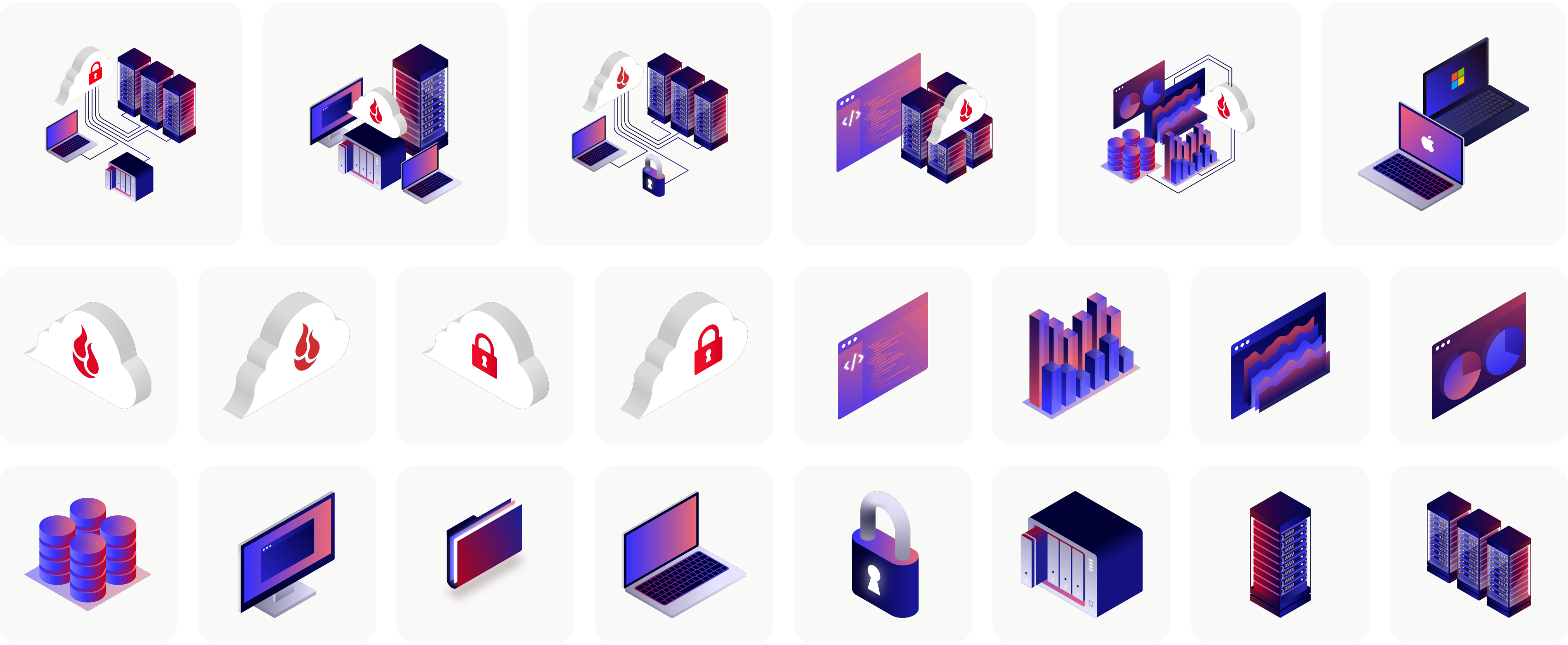
All Backblaze iconography is sourced from Font Awesome Pro, Light and processed in Figma. To ensure accessibility, icons should be #2B27D9 on a light background and #E6E3FF in dark mode.



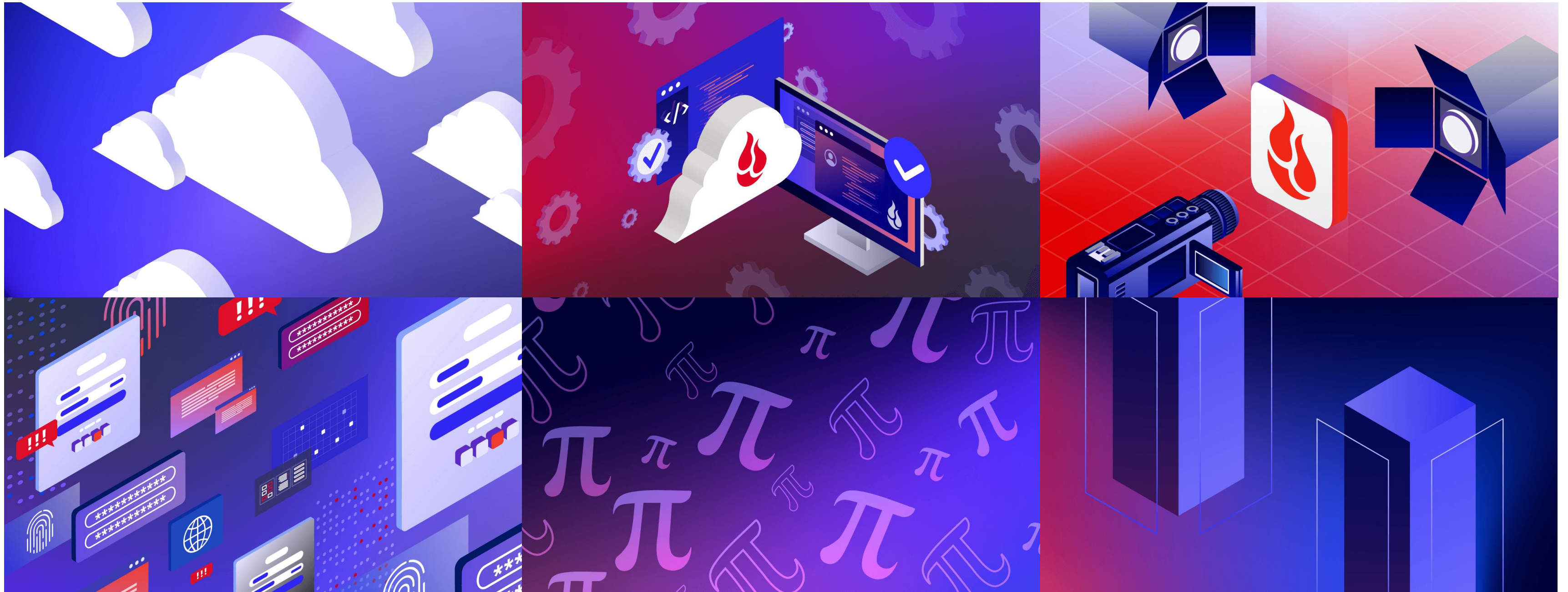
Illustrations

Our illustrations are created in both 3D isometric and geometric flat styles, using our color palette and gradients.

3D Isometric Illustration References



3D isometric and 2D flat styles in action





Questions?

Contact the design team: creative@backblaze.com

Document last updated 2026_04 by Alison Shutterly