

BRAND IDENTITY & STYLE GUIDE



- WHO WE ARE -

Founded in 2012 and headquartered in Accra, Ghana, Blvckstains is a forward-thinking Advertising and Brand Identity agency committed to building brands that lead, influence, and deliver measurable impact.

At our core, we believe in one simple principle: Creating with intention. Delivering real results. These values shape every strategy we develop and every brand experience we craft. Our clients trust us because we don't just work for brands — we work with them, becoming a seamless extension of their team.

We combine strategic insight, creative excellence, and a multi-channel advertising approach to strengthen your brand presence, elevate your positioning, and maximize your return on investment. Every solution we create is tailored, ensuring your brand evolves without compromising its integrity, value, or long-term vision.

Our process is rooted in deep understanding. We take the time to learn your goals, challenges, and ambitions, then apply our expertise to guide you toward meaningful growth. From concept to execution, we deliver with precision — on time, on brief, and on budget.

More than an agency, we are your long-term creative partner — committed to helping your brand scale, compete, and lead with confidence in an ever-changing market.



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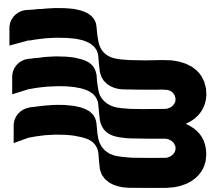
- Identity System Overview -

Branding is not the absolute synonym of design: it should present an insightful strategy to lay the foundation for success for a product or company. To work well, all the elements of the brand image have to support each other consistently and give users or buyers an instant message about the benefit.

This document outlines the rules and standards for how the brand should be presented across all media and platforms. It ensures consistency in the brand's look, feel, and voice—so whether you're designing a website, creating marketing materials, or writing social media posts, everything feels cohesive and true to your brand.

This project was brought into life by **BLVCKSTAINS**.





Blvckstains

VISUALIZING IDEAS.

- How to Reference the Name in Writing -

The name of the company is **Blvckstains** when speaking of a specific brand agency it is **Blvckstains** .

The preferred method for referring to the brand in writing is by using the logo. Whenever possible, the logo should be used in conjunction with either the icon or font type.

When the logo is not available, for example in the body of an email or Word doc the following standards should apply. The word “**Blvckstains** ” should be written in title case and in bold. The final **Blvckstains** logo is a combination mark that consists of custom lettering for the brand name and a logomark (**Bold wave letter B**) .

The core symbol typically symbolizes **Fearlessness in pushing boundaries**. The overall look of the symbol reflects that Creativity isn't rigid—it moves, shifts, and transforms. The wave communicates that flexibility. The chosen style gives the visual idea of an elegant and simple form reflecting the core benefits of the product.

The solution for a lettering part was focused on readability on different surfaces and sizes. It keeps visual harmony and consistency with the logo. Both parts can be efficiently used together as well as separately which gives flexibility for various marketing needs.



- Brand Voice -

Blvckstains has a specific brand voice that should come through in all headlines, whether those appear online, in display ads, or within onsite materials. The best way to describe this voice is Sincerity, with a side of wit. In other words, headlines should tell a truth about the brand, but balance it with an unexpected insight or observation. Ideal headline length is 6 to 8 words.

Example

**The Smart Choice
for Creative Solutions.**

Creative Solutions for
Forward-Thinking Brands.



- Ideology -



WAVE



LETTER B



FINAL OUTPUT



- Brand Promise -

Blvckstains exists to connect brands with purpose, culture, and people. We create meaningful visual identities and strategic experiences that help businesses discover their true voice and present a more confident, refined version of themselves.

At its core, our brand promise reflects the emotional and strategic value our clients gain from partnering with Blvckstains. It serves as a constant guide when developing creative direction, writing copy, and designing brand materials. By staying true to this promise, we ensure alignment between the vision we build, the experience our clients receive, and the lasting impression their brand leaves on the world.



- Brand Voice -

At **Blvckstains**, every headline is more than communication — it's a signature. Whether it lives on digital platforms, outdoor displays, or within brand environments, the voice must feel unmistakably **Blvckstains**.

Our tone is grounded in sincerity, sharpened with intelligent wit. We speak with honesty about who we are and what we do, but we never stop at the obvious. Each headline should reveal a truth, then elevate it with a fresh perspective — an unexpected turn that makes people feel something, think twice, or lean in closer.

Examples

Visualizing Ideas



- Logo -

The **Blvckstains** identity consists of a Logo, Qualifiers, Signature and tagline. The Logo mark itself is available when it is used with intention as the visual focus.

The Qualifiers may be used in conjunction with the Logo mark.

The Signature may be in conjunction with the Logo mark or on its own.

The Tagline may be used in conjunction with the Logo mark or on its own.



The logo is comprised of two unique hand drawn forms. The illustration of our majestic sea wave and a fish. The logo has been designed with the intention of being strong enough to communicate our unique brand identity without the need for additional text or design elements.



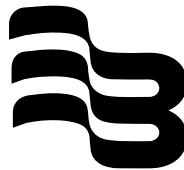
- Logo Usage -

How we use our logo is crucial in keeping its visual meaning and identity intact. While we can alter certain aspects of the logo without losing impact and recognition, these options are limited. The following guidelines should always be your first option.



Clear Space

The logo is comprised of two unique hand drawn forms. The illustration of our majestic sea wave and a fish. The logo has been designed with the intention of being strong enough to communicate our unique brand identity without the need for additional text or design elements.



Preferred Usage

The preferred use of the signature is Charcoal Black on a white or light background. This application of the logo should always be considered as the first design option.



- The Qualifiers -

When referring to the group of restaurants, the Qualifier “Blvckstains” must be used. This is only available as a stacked lockup with the Logo. When referring to an individual location the Qualifier location name must be used. The Location Qualifier is available either as a horizontal lockup with the Logo or as stacked lockup.



- Signature -

The signature is available in two versions: a single-line (preferred) version and a three line (alternate) version. The signature may be used independently of the logo, if the signature needs to be used with the logo it must be placed a minimum of two full logo distance from the logo. It should never be interpreted that the name of the agency is Blvckstains Design. Brand identity Design. Graphic Design. Web Design. Content Creation. Brand Strategy & Consulting. Digital Marketing & Advertising. Note: the signature may never be created directly from the typefaces or manipulated.



- typography -

CMU Concrete Bold

0123456789

ABCDEFGHIJ

abcdefghijkl

!"#%/=

Aa

CMU Concrete Roman

0123456789

ABCDEFGHIJ

abcdefghijkl

!"#%/=

Aa



- Tagline -

The tagline may be written in two fonts.

CMU Concrete Bold or CMU Concrete Roman.

Use at your discretion, but balance of the type style, size and weight of font should always be considered when executing design

Visualizing Ideas

Visualizing Ideas



- Integrity of the Mark -

Don't start making stuff up, okay.
This is the logo



PRIMARY MARK



LOGO MARK



SECONDARY MARK



- Print Guidelines -

The following graphic system will help you communicate the Blvckstains brand with consistent distinction in all print executions. All print materials should be created in conjunction with the Marketing and Brand Team



- Color -



Hex : #000000
RGB: 0.0.0

Hex : #202020
RGB: 32.32.32

Hex : #404040
RGB: 64.64.64

Hex : #606060
RGB: 96.96.96

Hex : #808080
RGB: 128.128.128



- Photography & Visual Style -







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we do

Brand identity Design.
Graphic Design. Web Design.
Content Creation.
Brand Strategy & Consulting.
Digital Marketing & Advertising.

info@blvckstains.com



















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Let's Create
Something Powerful

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