

BlackRock logo guidelines

Size matters. Space matters. Minimizing or crowding the logo with competing text or images detracts from its visual impact. To maintain a strong visual impression, follow these rules:

- Maximize clear space whenever possible. The white space surrounding the logo should be equal to or larger than the height of the letter “**B**” in the BlackRock logotype.
- Manage logo size to ensure it is never smaller than 1” (25 mm) or bigger than 2” (50.8 mm) wide on marketing collateral. However, larger or smaller logos may be used on promotional items.
- Digital applications should be considered carefully, as the logo may appear on smaller screens and laptops. Always size it to ensure prominence, clarity and readability.
- The preferred orientation is horizontal. If vertical placement is required, the logo should read top to bottom from “**B**” to “**k**”.
- The logo should only be produced in black or white.
- The BlackRock wordmark should always be measured over the width of BlackRock without the registered trademark symbol.

Note: The BlackRock logo includes the ® designation. The symbol should appear consistently in the position as illustrated. The ® should always appear with the logotype and in the first text reference. The logo can be used without the registration mark on promotional items and building signage.

The following trademark language should appear where the logo is used:

BlackRock is a registered trademark of BlackRock, Inc. © [Publication Year] BlackRock, Inc. All Rights Reserved.

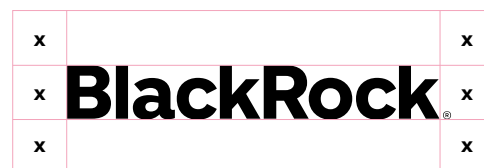
Preferred: black

BlackRock®

Alternate: knockout

BlackRock®

Clear space, recommended



Clear space, in exceptional circumstances



If you have any questions regarding design usage, email globalcreative@blackrock.com