

BLACK&

01

ABOUT THIS DOCUMENT

These guidelines explain how to present the BLACK& name and visual identity correctly. They are intended for journalists, partners, event organisers and anyone referencing BLACK& in print or on screen.

WHAT IS INCLUDED

The wordmark and its approved colour variants, the ampersand mark, the colour system, typography, and the rules that keep the identity consistent wherever it appears.

OFFICIAL ASSETS

Always download the logo files from the official Brand Kit at media.blackandi.com. Never recreate, retype or trace the wordmark.

WHAT IS NOT INCLUDED

These guidelines do not grant a licence to use the BLACK& name or marks. Use in connection with editorial coverage, approved partnerships or events is welcome; any other use requires written approval.

QUESTIONS

For approvals, high-resolution files or any question about brand use, contact hq@blackandi.com.

02

THE BRAND

BLACK& is built around discipline, long-term value creation, discretion and institutional credibility. The identity should communicate authority rather than seek attention.

BRAND ATTRIBUTES

PREMIUM

Considered in every detail.
Nothing added without purpose.

INTELLIGENT

Clear, precise and informed.
Substance before style.

DISCREET

Quiet confidence. The work
speaks before the brand does.

INSTITUTIONAL

Credible, governed and
accountable over the long term.

TIMELESS

Free of trends. Built to endure.

CONFIDENT

Direct and assured, never loud.

VISUAL PHILOSOPHY

The identity relies on extreme simplicity, high contrast and generous negative space. Black and white carry the system; restraint is the signature.

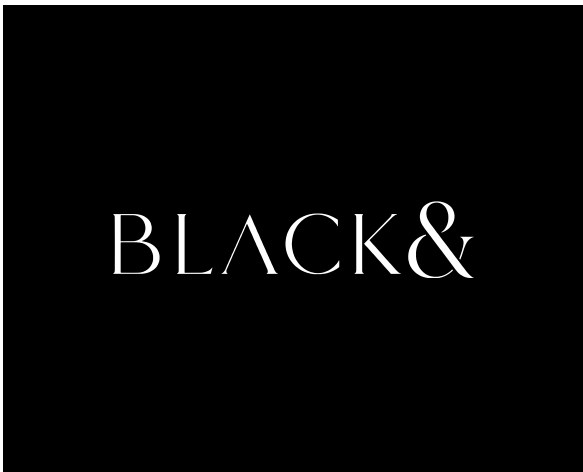
WRITING THE NAME

Always write the name as **BLACK&**, in capitals and with the ampersand, with no space before it. Do not write "Black &", "Black And" or "BLACK AND".

03

THE WORDMARK

The BLACK& wordmark is the primary identifier. Its refined, high-contrast letterforms and the ampersand, its signature element, must always appear exactly as supplied.



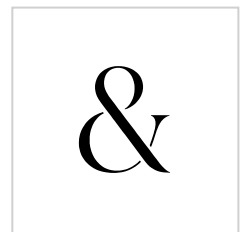
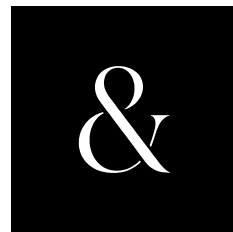
WHITE ON BLACK — PRIMARY



BLACK ON WHITE

THE AMPERSAND MARK

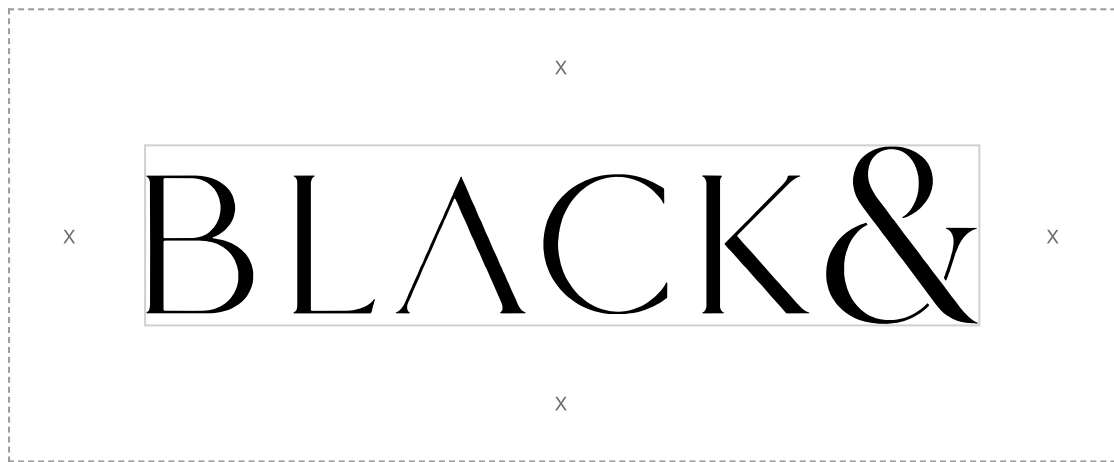
The ampersand can be used on its own as a secondary mark where space is very limited — for example as an avatar or favicon. It never replaces the full wordmark in a first or main reference.



04

CLEAR SPACE & SIZE

Generous space is part of the identity. Keep other text, images and graphic elements outside the clear-space area.



CLEAR SPACE

The minimum clear space on every side equals X — the height of the capital letter B in the wordmark. More space is always better.

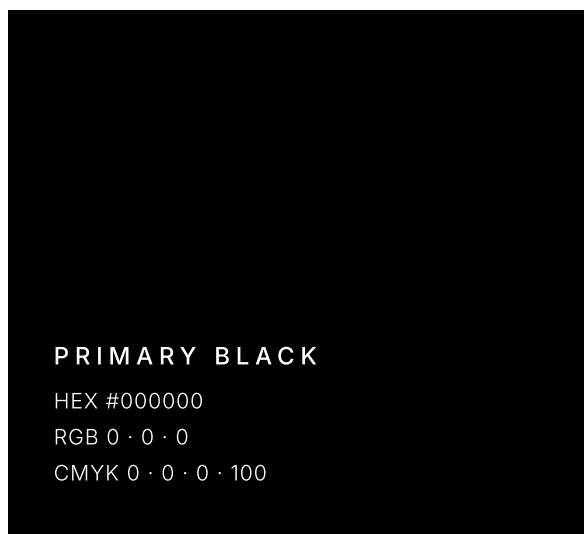
MINIMUM SIZE

Do not reproduce the wordmark narrower than 30 mm in print or 120 px on screen. Below that, use the ampersand mark instead.

05

COLOUR

The palette is strictly monochrome. Use black and white, and keep applications in a single colour whenever possible.



ON PHOTOGRAPHY

Place the wordmark only on calm areas of an image with strong contrast — white on dark, black on light. If contrast is uncertain, use a solid black or white field instead.

NO OTHER COLOURS

Never set the wordmark in a colour, a tint, a gradient or a metallic finish. Black and white are the only approved colours for the mark.

06

TYPOGRAPHY

Typography should remain elegant, light and highly refined, echoing the contrast and restraint of the wordmark.

DISPLAY

Refined high-contrast serif: Canela or Noe Display. Open-licence alternatives: Bodoni Moda or Cormorant Garamond.

Set display type in uppercase, light weight, with expanded tracking.

HEADINGS & LABELS

I N T E L L I G E N C E

Inter Light / ExtraLight · uppercase · tracking +140 to +300

BODY & INTERFACE

We build what must endure.

Inter Light and Regular for running text; Medium for emphasis. Used across blackandi.com.

07

INCORRECT USE

Preserve elegance through simplicity. Do not modify the wordmark in any way.



× DO NOT STRETCH OR DISTORT



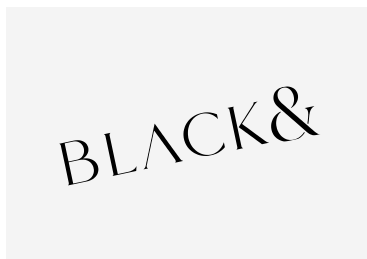
× DO NOT ADD SHADOWS



× DO NOT USE GRADIENTS



× DO NOT RECOLOUR



× DO NOT ROTATE



× DO NOT USE LOW CONTRAST

Do not retype the name in another typeface or rebuild the wordmark.

Do not separate the ampersand from the wordmark or change its position.

Do not place the wordmark on busy backgrounds or inside other shapes and logos.



BRAND KIT & CONTACT

media.blackandi.com/brand.html

hq@blackandi.com

blackandi.com

BLACK&, the BLACK& wordmark and the ampersand mark are identifiers of BLACK HOLDINGS S.R.L. Use of these marks is subject to these guidelines. These guidelines may be updated at any time; always refer to the latest version at media.blackandi.com.