

Blockchain Marketing Boutique

A practical guide for using BMB with the right tone, visual restraint, logo treatment, and press-ready language.

Founded in 2019 by Silvia Mogas. Selective by design.

01 / POSITIONING

The distribution layer for serious capital markets and digital asset builders.

BMB is a GTM, narrative, and distribution partner for builders in digital assets, tokenization, market infrastructure, and adjacent regulated environments. It sits between a serious product and the market that needs to buy, fund, regulate, or integrate it.

02 / PRINCIPLES

Clarity. Trust. Access.

Clarity translates complexity into a position the market can act on. Trust means receipts over rhetoric and conservative claims. Access means proximity to the right people, not reach for its own sake.

03 / VOICE

Minimal. Confident. Clear. Quiet.

Use short sentences, concrete nouns, active voice, and specific numbers. Avoid hype language, inflated claims, emojis, exclamation marks, and generic Web3 vocabulary.

Example lines

Boutique is not a size. It is a standard.

Crypto markets reward attention. Capital markets reward signal.

04 / VISUAL SYSTEM

Institutional minimal.

Use ink on warm paper, long rules, small labels, editorial spacing, and asymmetry. Signal oxblood is a precise accent, not a background default. Avoid gradients, neon, coins, chains, glow, bevels, drop shadows, and literal blockchain iconography.

Role	Hex	Use
Ink	#0A0A0A	Primary text, rules, formal surfaces.
Paper	#F5F2EC	Default background. Warm, document-grade.
Graphite	#3A3F45	Secondary copy and quiet metadata.
Steel	#2A3540	Reserved accent for specific UI states.
Signal	#5B1A1F	Deep oxblood for callouts, labels and emphasis.

05 / LOGOS

Use the monochrome institutional marks for formal contexts.

The monogram is for small surfaces. The wordmark is for formal use. The stacked wordmark is for editorial and campaign surfaces. Keep clear space, preserve proportions, and do not add effects.

MONOGRAM



Favicons, avatars, tight surfaces.

WORDMARK

Blockchain
Marketing Boutique .
— EST. MMXXIX

Formal contexts and partner materials.

STACKED

Blockchain
Marketing
Boutique

Editorial, posters, social and covers.

06 / PRESS

Press contact

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