BRAND BOOK

3 Name
6 BLIK logo
7 Structure and proportions
8 Color versions
9 Colors – the primary color version and the monochrome version
10 Colors – the simplified version
11 Protective field and minimum field
12 Minimum sizes
13 Background
14 Misuse

TABLE OF CONTENTS

IN BRIEF

BLIK
A short, simple, and easy to pronounce name that refers to light, a flash, a reflection. Its spelling and sound refer to concepts crucial for the brand, such as the Polish blisko (close), "link" and "click." The name communicates values relevant to a mobile platform: speed, availability, transparency, technological advancement, and ease of operation.

IN-DEPTH LINGUISTIC ANALYSIS

Etymology
The name BLIK is an adaptation and reinterpretation of the Polish noun blik that originates from the German blick (an insight, a look, a glance, a blink).

Semantic analysis
The basic definition of the word is a flash, a light reflection, a shining, or a blink. In art it can also refer to (1) a painting technique that conveys the plasticity and glossiness of the depicted objects through the use of bright colors, (2) the effect of light reflected on a painting, or (3) the reflection of filmed or photographed elements in a film or a photo.

Due to both the popular imagery of light and luminosity in relation to knowledge and the semantic scope of the original German word blick, the semiotic area of consciousness, perceptiveness, and intelligence is also significant for the meaning of the name BLIK. Moreover, the key interpretative criterion for each of the basic definitions of the word blik is the idea of capturing the light in the act of moving, fleeting, which in turn evokes associations with smartness and the speed necessary to keep up with what is fast and ephemeral.

The similarity of the name BLIK to the Polish word blisko (close) also communicates accessibility, directness, simplicity of use, and ease of operation, suggesting that the brand offers a user-friendly system. The graphic and/or phonetic similarity to words such as "link", plik (file), "click", and "nick" evokes associations with the digital world of new technologies and modern social networks.

Phonetic analysis
A one-syllable word with a simple, pleasant structure, with as many as three elements typical of nouns and the diminutives of given names. The name BLIK contains a soft palatalized bl initial (as in a children's rhyme) and a friendly, direct final (as in classic Polish diminutives that end with -ek, -ik). The center of the syllable is a high, wide vowel, which — like the palatalization — has friendly, warm, and cheerful connotations.

The name sounds Polish while not being a barrier for a non-Polish-speaker.

NAME

IN-DEPTH LINGUISTIC ANALYSIS

Grammar analysis

Due to both the countable, personalised nature of the brand it defines and the modern context in which it occurs, the name BLIK may be subject to different rules of declension than the word blik from which it derives. It is a masculine animate derivation from the original masculine inanimate noun, which determines other forms for genitive and accusative cases.

The usage will vary (the forms underlined in the table), but it should be noted that the BLIK brand itself adapts the declension of masculine animate noun (the forms in capital letters).

Importantly, among the non-recommended forms, the genitive (crossed-out in the table) is far less desirable than the accusative forms that do not seem to be a glaring error.

MASCULINE FORM OF A NON-MASCULINE GENDER	Masculine animate	Masculine inanimate A	Masculine inanimate B
EXAMPLES OF DECLINATION	as the Polish words: wilk-pik nick-stick-link – BLIK (the name)	as the Polish words: stolik-palik-gzik-patyk-tyk	as the Polish words: plik-krzyk-szpik – BLIK (reflection)
Nom.	BLIK	BLIK	BLIK
Gen.	BLIKA	BLIKA	~~BLIKU~~
Dat.	BLIKOWI	BLIKOWI	BLIKOWI
Acc.	BLIKA	BLIK	BLIK
Ins.	BLIKIEM	BLIKIEM	BLIKIEM
Loc.	BLIKU	BLIKU	BLIKU

THE RULES OF USAGE

The rules of writing

Although the name in the logo is written in small letters, in text it should be written in all capital letters wherever possible, so that the name does not disappear, especially as it is so short. This is also a way to highlight the name as the most important element in all extended complementary forms (e.g., the forms that feature an official categorial descriptor that only starts with a capital letter).

In the case of the extended forms that contain a variable descriptor, the name should be used in the nominative form (e.g., in "to use BLIK payments").

The name and all its complementary forms should be written without quotation marks.

The primary form of the name:
BLIK
The complementary forms that require an official or unofficial descriptor:
System płatności BLIK | BLIK payment system
System płatności mobilnych BLIK | BLIK mobile payment system
Sposób płatności BLIK | BLIK payment method
Kod BLIK | BLIK code

Misuses:
Blik
Platforma Mobilna blik | blik Mobile Platform
PMB
Platforma Mobilna BLIK/blik/Blik | BLIK/blik/Blik Mobile Platform
Bankowość Mobilna BLIK/blik/Blik | BLIK/blik/Blik Mobile Banking
Aplikacja BLIK/blik/Blik | BLIK/blik/Blik App
Due to the singular nature of the brand, the use of the plural form is not expected.

NAME

Fig. 1

Fig. 2

Fig. 3

Fig. 4

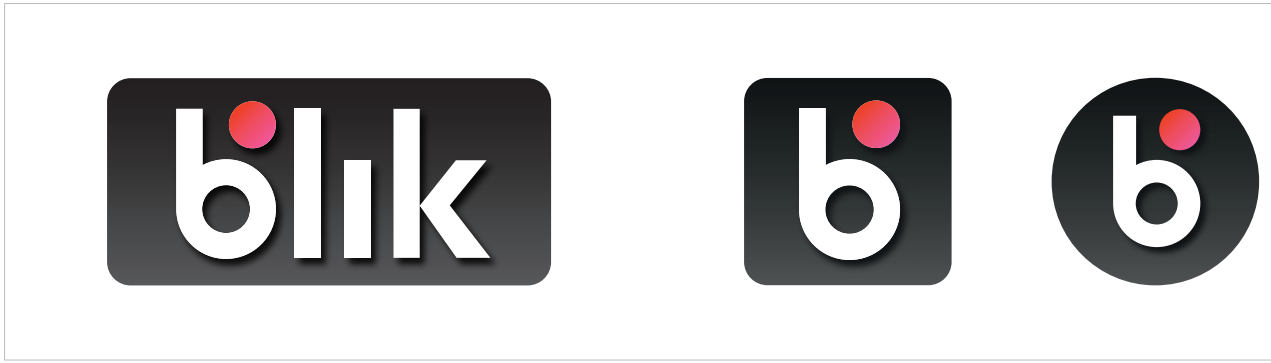


Fig. 5

BLIK LOGO

The basic form of the **BLIK** logo consists of four stylized letters and a graphic element (a dot) placed on a uniform-color background with rounded edges, surrounded by a white border (**Fig. 1**). When it is not possible to use the logo in its basic form, one of the variants should be used (**Fig. 2-4**). The square variant consists of a stylized letter b and a graphic element of a dot placed on a uniform-color background with rounded edges, surrounded by a white border (**Fig. 2**). The round variant consists of a stylized letter b and a graphic element of a dot placed on a round uniform-color background, surrounded by a white border (**Fig. 3**). The white border is an integral part of the BLIK logo (**Fig. 1**), the square variant (**Fig. 2**), and the round variant (**Fig. 3**). Figure 4 shows another variant of the **BLIK** logo without a border that can only be used when the logo is to appear in a round template (e.g., on a website or in a social media profile). (**Fig. 5**) shows the **BLIK** logo and variants placed on a white background. In such situation the white border is invisible.

Fig. 1

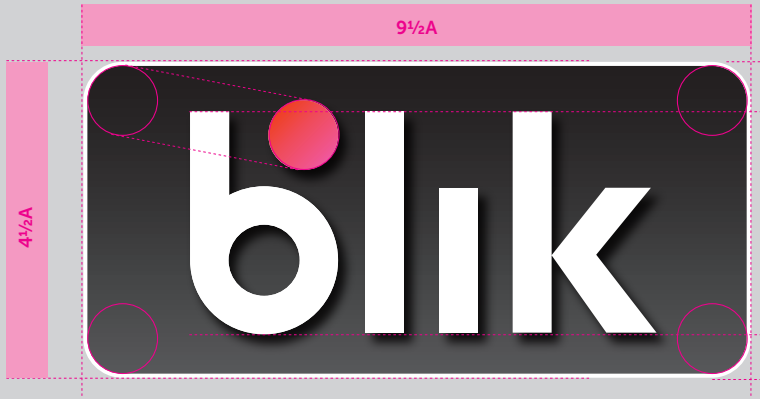


Fig. 2

Fig. 3

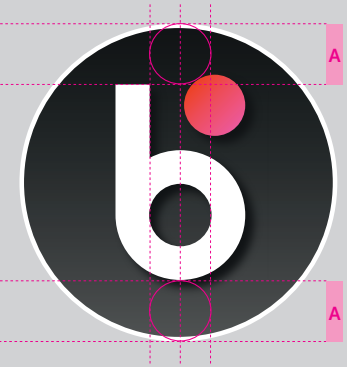


Fig. 4

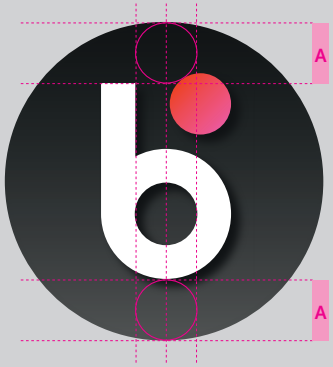


Fig. 5

BLIK LOGO
structure and proportions

(**Fig. 1**) shows the **BLIK** logo, its proportions, and the rules for drawing the rounded corners of the logo. (**Fig. 2**) shows the square **BLIK** variant, its proportions, and the rules for drawing the rounded corners. The diameter of the rounding of the uniform-colored background's corners is equal to the diameter of the dot in the logo.

(**Fig. 3**) shows the round **BLIK** variant, its proportions, and the location of the letter b in a circle. (**Fig. 4**) shows the relation of the diameter of the graphic element (the dot) to the width of the border. (**Fig. 5**) shows the variant of the **BLIK** logo without a border, in which the diameter of the dark uniform-colored background has been increased in comparison to the round variant by the width of the border.

Fig. 1

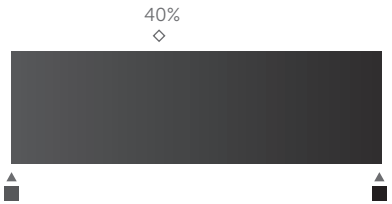
Fig. 2

Fig. 3

BLIK LOGO
color versions

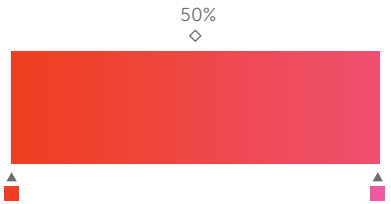
The **BLIK** logo has the following color versions: the full-color version (**Fig. 1**), the simplified version used only when, due to technological limitations, it is not possible to use the full-color version (**Fig. 2**), and the monochrome version (**Fig. 3**).

Fig. 1 Background gradient
of the **BLIK** logo – CMYK/RGB
type: linear
angle: 0°



0%	100%
C: 0	C: 0
M: 0	M: 0
Y: 0	Y: 0
K: 80	K: 100
R: 90	R: 0
G: 90	G: 0
B: 90	B: 0

Fig. 2 Background gradient
of the dot in the **BLIK** logo – CMYK/RGB
type: linear
angle: 45°



0%	100%
C: 0	C: 0
M: 90	M: 80
Y: 100	Y: 0
K: 0	K: 0
R: 229	R: 233
G: 47	G: 79
B: 8	B: 150

Fig. 3 The monochrome version – CMYK/RGB

BLIK LOGO

colors – the primary version and the monochrome version

(**Fig. 1–2**) present the color components of the **BLIK** logo in the primary color version for CMYK and RGB color modes.

(**Fig. 3**) presents the color components of the **BLIK** logo in the monochrome version for CMYK and RGB color modes.

Fig. 1 The background – PANTONE

Fig. 2 The colors of the dot – PANTONE

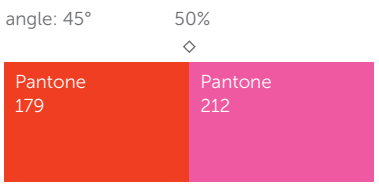


Fig. 3 The background – CMYK

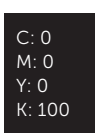
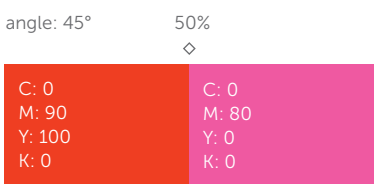


Fig. 4 The colors of the dot – CMYK



BLIK LOGO
colors – the simplified version

(**Fig. 1–2**) present the color components and the color proportions of the **BLIK** logo in the simplified version for the PANTONE system.

(**Fig. 3–4**) present the color components and the color proportions of the **BLIK** logo in the simplified version for the CMYK color mode.

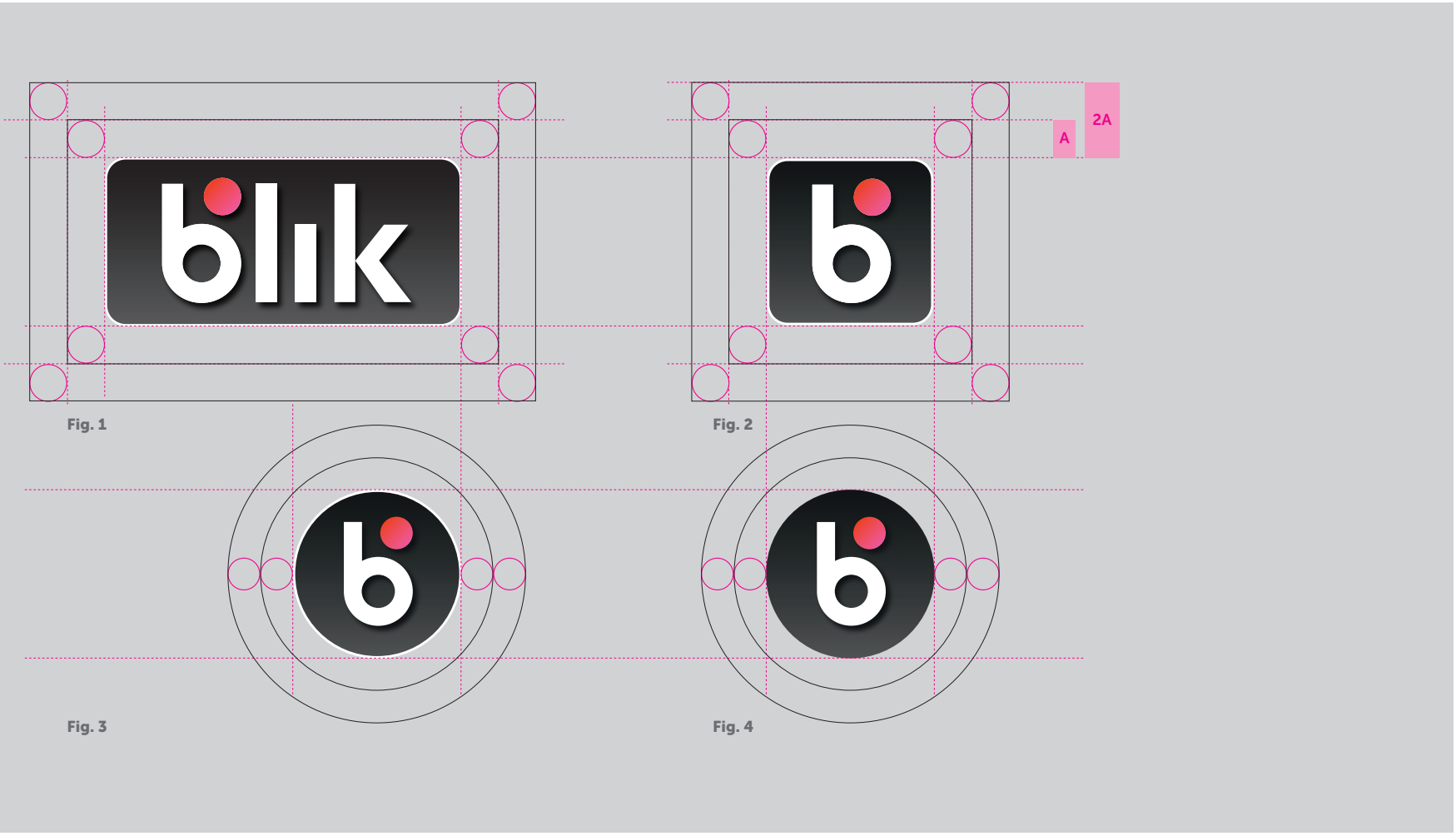


Fig. 1

Fig. 2

Fig. 3

Fig. 4

BLIK LOGO

the protective field and the minimum field

Protective field = 2A

The protective field (**Fig. 1**) defines the minimum distance of the logo from other graphic elements, such as text, photos, etc. It should be applied to specify the position of the BLIK logo in relation to other graphic elements. Its width is specified by the 2A determinant.

The protective field guarantees proper logo exposure in a foreign environment. In the Internet environment the primary protective field is the minimum field. The rule applies to the basic logo and the simplified variants (**Fig. 3–4**).

Minimum field = A

The minimum field (**Fig. 2**) defines the smallest closed space around the logo on which it can be applied. The logo cannot be placed closer to the limits of the surface than specified by the minimum field. The limits are specified by the A determinant.

print media

the primary version:	the simplified version:	the simplified version:	the monochrome version:	the monochrome version:
• offset printing • digital printing	• offset printing • digital printing	• screen printing	• offset printing • digital printing	• screen printing • embossing • hot-stamping
8 mm	**6 mm**	**7 mm**	**4 mm**	**6 mm**

Fig. 1

digital media

the full-color version:
• Internet • TV • PPT presentation
30 pixels

Fig. 2

BLIK LOGO
minimum sizes

The logo can be reproduced with all available technologies, such as printing, embossing, and engraving. To guarantee its readability, the size of the logo selected must be adequate for the technique of reproduction.

The list presents the minimum character sizes for the most popular reproduction techniques. For technologies not included on the list, the size of characters should be selected by performing tests prior to reproduction.

(**Fig. 1**) presents the applicable minimum character sizes for print media.
(**Fig. 2**) presents the minimum character size for all digital media.

BLIK LOGO
background

The **BLIK** logo may appear on any background, except for backgrounds with foreign characters in the logo's protective field.

Fig. 1

Fig. 2

Fig. 3

Fig. 4

Fig. 5

Fig. 6

BLIK LOGO
misuses

(**Fig. 1**) Logo deformation – condensing/expanding
(**Fig. 2**) Logo deformation – rotation
(**Fig. 3**) Using only typography
(**Fig. 4**) Changing the colors
(**Fig. 5**) Changing the colors of the background
(**Fig. 6**) Using a different font