



VIENNA
BLOCKCHAIN
WEEK

BRAND GUIDELINES

May 18-19, 2026 | DC Towers, Vienna

Organised by neob technology gmbh

viennablockchainweek.org

Version 1.0 | January 2026

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01 Introduction

Vienna Blockchain Week (VBW) is Central Europe's premier blockchain and digital assets conference, bringing together industry leaders, regulators, investors, and innovators to discuss the future of Web3, DeFi, and digital asset regulation. This Brand Guidelines document provides the essential information needed to represent Vienna Blockchain Week correctly and consistently across all communications and materials. Please follow these guidelines carefully to maintain brand integrity and ensure a cohesive visual identity across all touchpoints.

Event Details

Event:	Vienna Blockchain Week 2026
Dates:	May 18-19, 2026
Day 1:	DC Tower 3 / Web3Hub Vienna – Web3 & Infrastructure
Day 2:	DC Tower 1 – Digital Assets & Policy
Organiser:	neob technology gmbh
Website:	viennablockchainweek.org

Brand Values

- Innovation
- Trust
- Community
- Professionalism
- Transparency

02 Logo

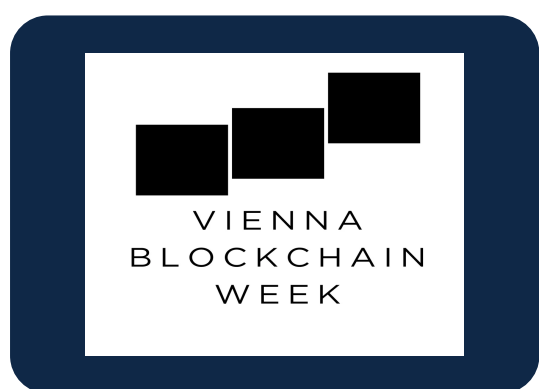
The Vienna Blockchain Week logo features three ascending blocks representing growth, progress, and the building blocks of blockchain technology. The wordmark uses a clean, modern typeface that conveys professionalism and innovation.

Primary Logo (Dark)



Use on light backgrounds, websites, printed materials, and documents.

Secondary Logo (Light)



Use on dark backgrounds, photos, or colored surfaces to ensure visibility.

03 Logo Usage Rules

To maintain brand consistency, please follow these guidelines when using the Vienna Blockchain Week logo. Incorrect usage can dilute brand recognition and damage our professional image.

Clear Space

Always maintain a minimum clear space around the logo equal to the height of one block. This ensures the logo remains legible and impactful in all applications.

Logo Versions

VBW_black.png	Dark logo for light backgrounds
VBW_white.png	Light logo for dark backgrounds
VBW_blue.png	Blue version for special applications

Don'ts

- X** Don't stretch or distort the logo
- X** Don't change the logo colors arbitrarily
- X** Don't add shadows, gradients, or effects
- X** Don't place the logo on busy backgrounds
- X** Don't rotate or skew the logo
- X** Don't separate the blocks from the wordmark
- X** Don't use low-resolution versions

Minimum Size

The logo should never be reproduced smaller than 25mm wide for print or 100 pixels wide for digital applications to ensure the wordmark remains legible.

04 Color Palette

Our color palette is designed to convey trust, innovation, and professionalism. The primary blue represents stability and technology, while supporting colors provide flexibility for various applications.

Primary Colors



VBW Blue
#2558a8
RGB: 37, 88, 168

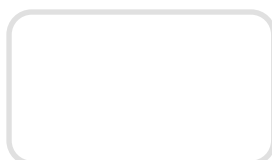


VBW Dark Blue
#1e4a8a
RGB: 30, 74, 138

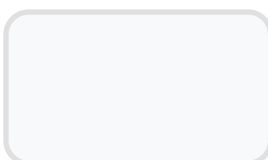


VBW Navy
#0f2847
RGB: 15, 40, 71

Secondary Colors



White
#FFFFFF
RGB: 255, 255, 255



Light Gray
#F8F9FA
RGB: 248, 249, 250



Dark Gray
#333333
RGB: 51, 51, 51

Color Usage

VBW Blue:	Primary brand color – headlines, buttons, links
VBW Dark Blue:	Gradients, hover states, accent elements
VBW Navy:	Dark backgrounds, footer, overlays
White:	Backgrounds, text on dark surfaces
Light Gray:	Section backgrounds, subtle dividers
Dark Gray:	Body text, paragraphs, captions

05 Typography

Typography plays a crucial role in our brand identity. The logo uses a custom geometric sans-serif typeface. For all other applications, we use clean, modern fonts that complement the brand.

Primary Typeface: Inter / Helvetica

Aa Bb Cc 123

Bold	Headlines, CTAs, emphasis
Regular	Body text, descriptions
<i>Italic</i>	Quotes, captions

Web Font: Inter

For web applications, Inter is our recommended typeface. It's optimized for screen display and available free from Google Fonts at fonts.google.com/specimen/Inter

Type Scale

H1 – Page Title	36-48px / Bold
H2 – Section Title	24-32px / Bold
H3 – Subsection	18-20px / Semibold
Body Text	14-16px / Regular
Caption	12px / Regular

06 Messaging Guidelines

Boilerplate Text

Vienna Blockchain Week is Central Europe's premier blockchain and digital assets conference, taking place annually in Vienna, Austria. VBW brings together industry leaders, regulators, investors, and innovators to discuss the future of Web3, DeFi, and digital asset regulation. Organised by neob technology gmbh at the iconic DC Towers.

Key Hashtags

#VBW26

#VBW2026

#ViennaBlockchainWeek

#BlockchainVienna

#Web3Vienna

Naming Conventions

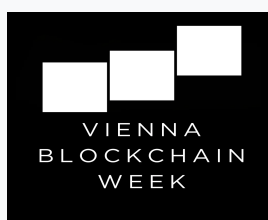
✓	Vienna Blockchain Week	Full name
✓	VBW	Abbreviation
✓	VBW 2026 / VBW26	With year
✓	VBW 2026, May 18-19	With dates
✗	vienna blockchain week	Never lowercase
✗	V.B.W. / VBW.	No periods

07 Partner Assets

As a partner of Vienna Blockchain Week, you have access to co-branded assets and templates. Please follow these guidelines when creating partnership materials.

Partnership Lockup

When creating co-branded materials, use the partnership lockup template. Your logo should appear alongside the VBW logo with equal visual weight. Maintain clear space requirements for both logos.



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Your Logo

Available Assets

- Logo files (PNG, SVG, PDF) – dark and light versions
- Partnership lockup templates
- Social media graphics and banners
- Email signature graphics
- Press kit and media assets
- Event photography (available after event)

Download all assets: viennablockchainweek.org/brand-kit

08 Social Media

Maintain brand consistency across all social media platforms. Use official handles and hashtags to maximize reach and engagement.

Official Channels

Website:	viennablockchainweek.org
LinkedIn:	linkedin.com/company/n-e-o-b
YouTube:	youtube.com/@viennablockchainweek
Organiser:	neob.ai

Posting Guidelines

- Always use official hashtags: #VBW26 #ViennaBlockchainWeek
- Tag official accounts in partnership announcements
- Use approved imagery and graphics only
- Maintain professional tone in all communications
- Fact-check all information before posting
- Respond to mentions and comments professionally

09 Contact

For questions about brand usage, partnership inquiries, or to request additional assets, please contact us using the information below.

Get in Touch

General Inquiries:	contact@neob.ai
Media & Press:	media@viennablockchainweek.at
Partnerships:	partners@viennablockchainweek.at
Website:	viennablockchainweek.org

Organised by

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New Era Of Building | Next Evolution Of Business

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