



Brand Brief

This document elaborates on the design processes that are in this project. It also intended to help you utilise the brand assets to its maximum potential and insure the consistency of look and feel of all the design produced.

All design concepts used are based of the clients preference. Some key words that were taken into consideration were; *"modernise"*, *"less male-centric"*, and *"inclusive"*, all regarding the fact that the client would not want any of the cliché crypto designs.

Modernise

Fig. 1 shows the initial steps the concept of the design took, which will be explained in detail further on in the document.

Most modification were kept simple. Building up from the character 'C' as the main reference and design guide, I was able to deduce the first aspect of the logo.

Basic shapes and bright colours were used to give the piece a simple but vibrant feel. I tried not to have a variety of shapes filled in the composition as illustrated in No. 3 as it tend to look disoriented.

The methodology behind the **basic shapes** was to illustrate a *bit* (as in byte). As crypto currencies are literally just complex code, I felt what better way to illustrate this than the basic unit of code; a bit.

All vibrant colours illustrate the diferent cryptocurrencies and will further be explained in the colour section of this document. Font choices will also be elaborated on the font section.

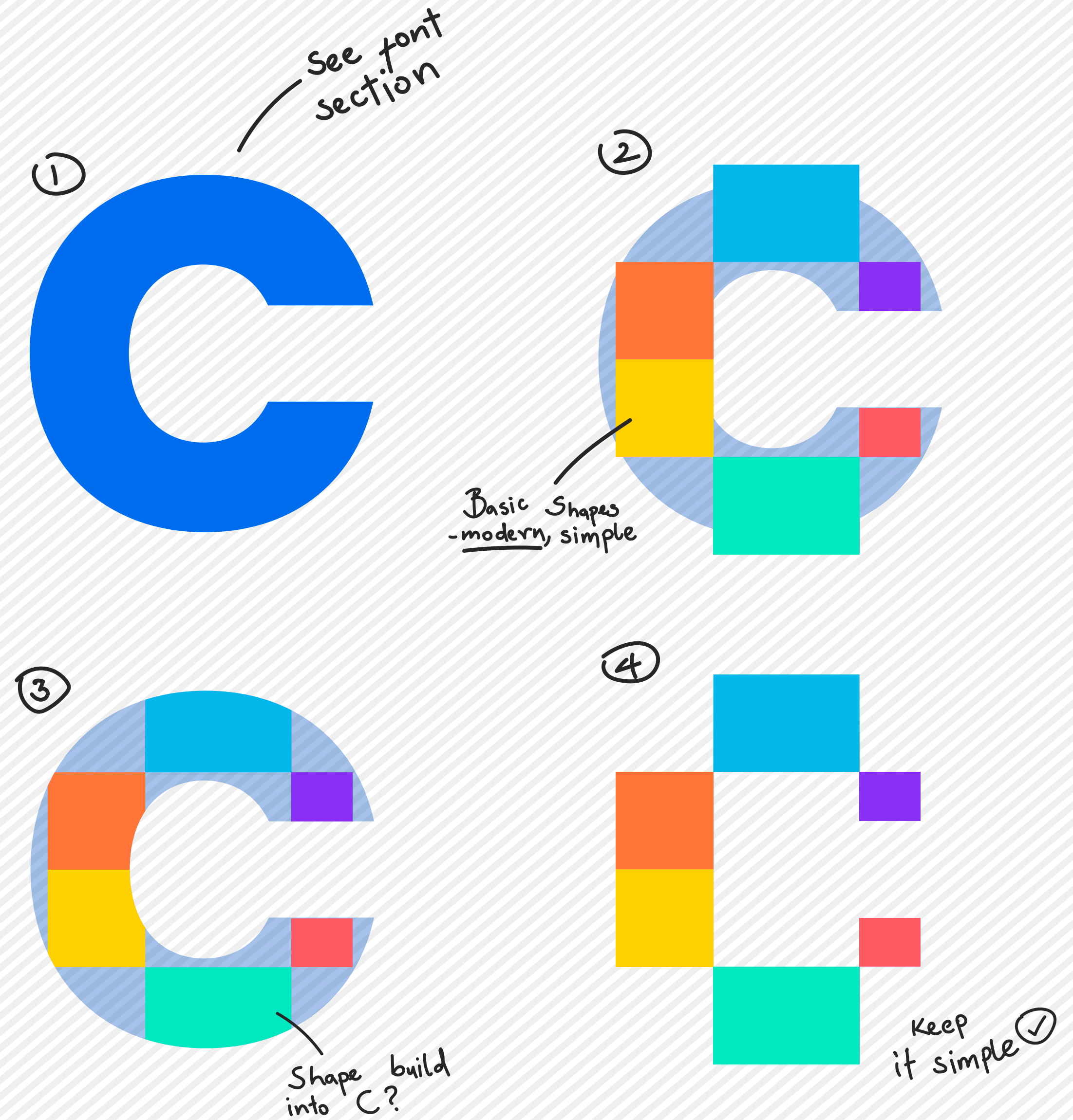


Fig. 1

Inclusive

Considering this aspect of the design, I ensured the logo was not too vague and could still tell a bit about the brand while focusing on some of its key factors. Thus, the effective use of the news and crypto concept was put together to create this piece.

The news icon illustrates in [fig. 2](#) was designed to represent paragraphs of a news paper. I had cut off the top right corner with a square for design consistency and to give it a digital app feel.

[Fig. 3](#) illustrates some of the takes I took while trying to combine the two illustrations.



fig. 2

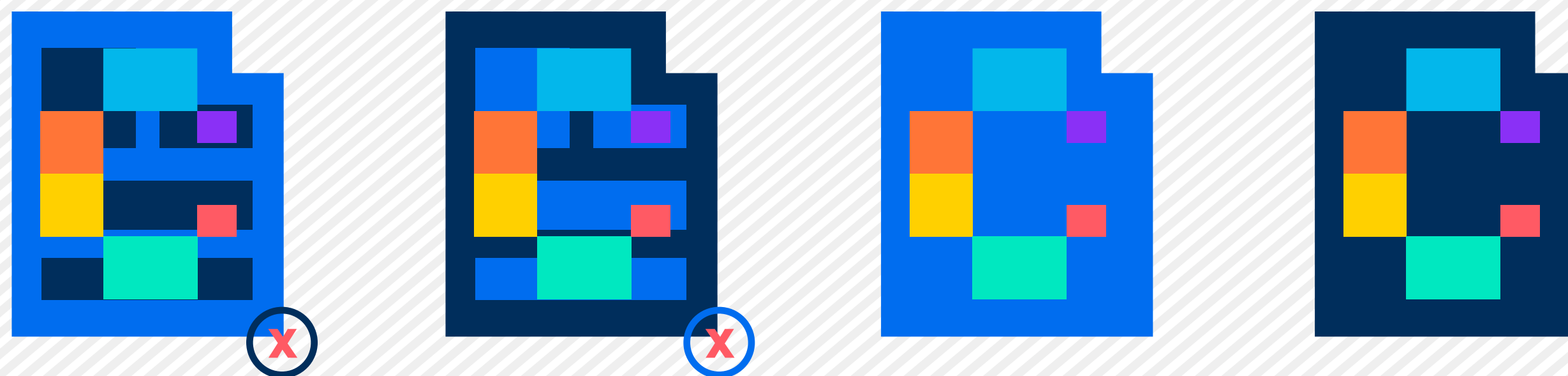
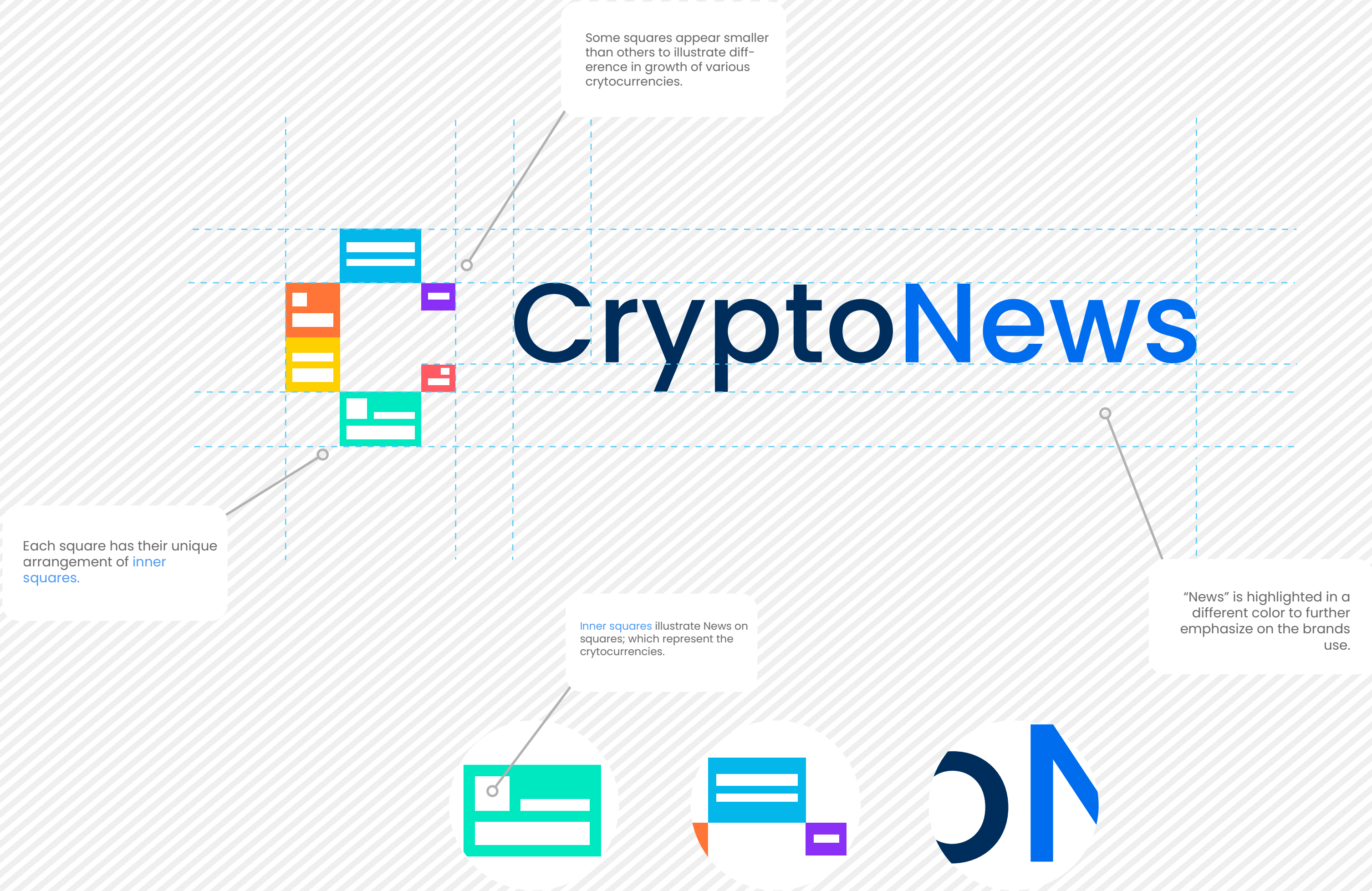


fig. 3

Less male-centric

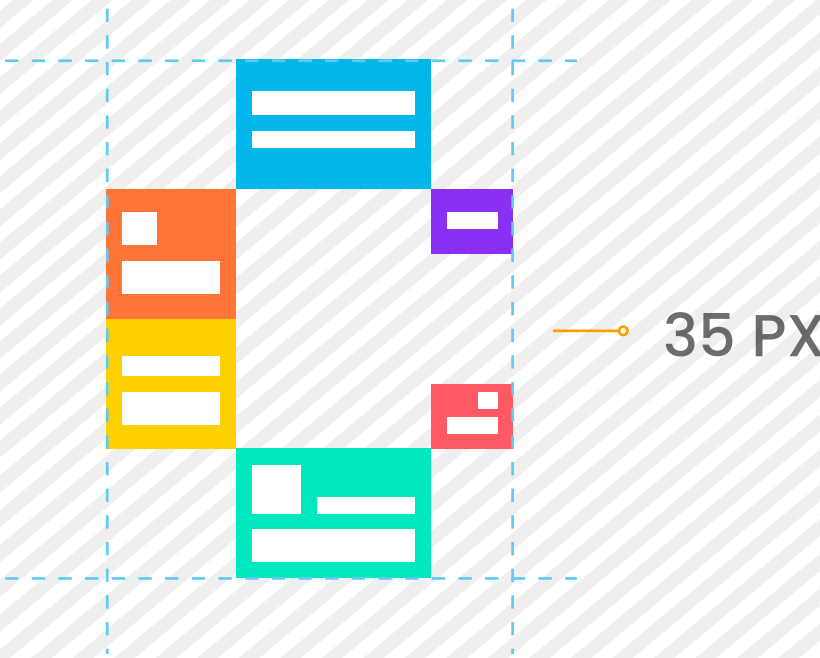
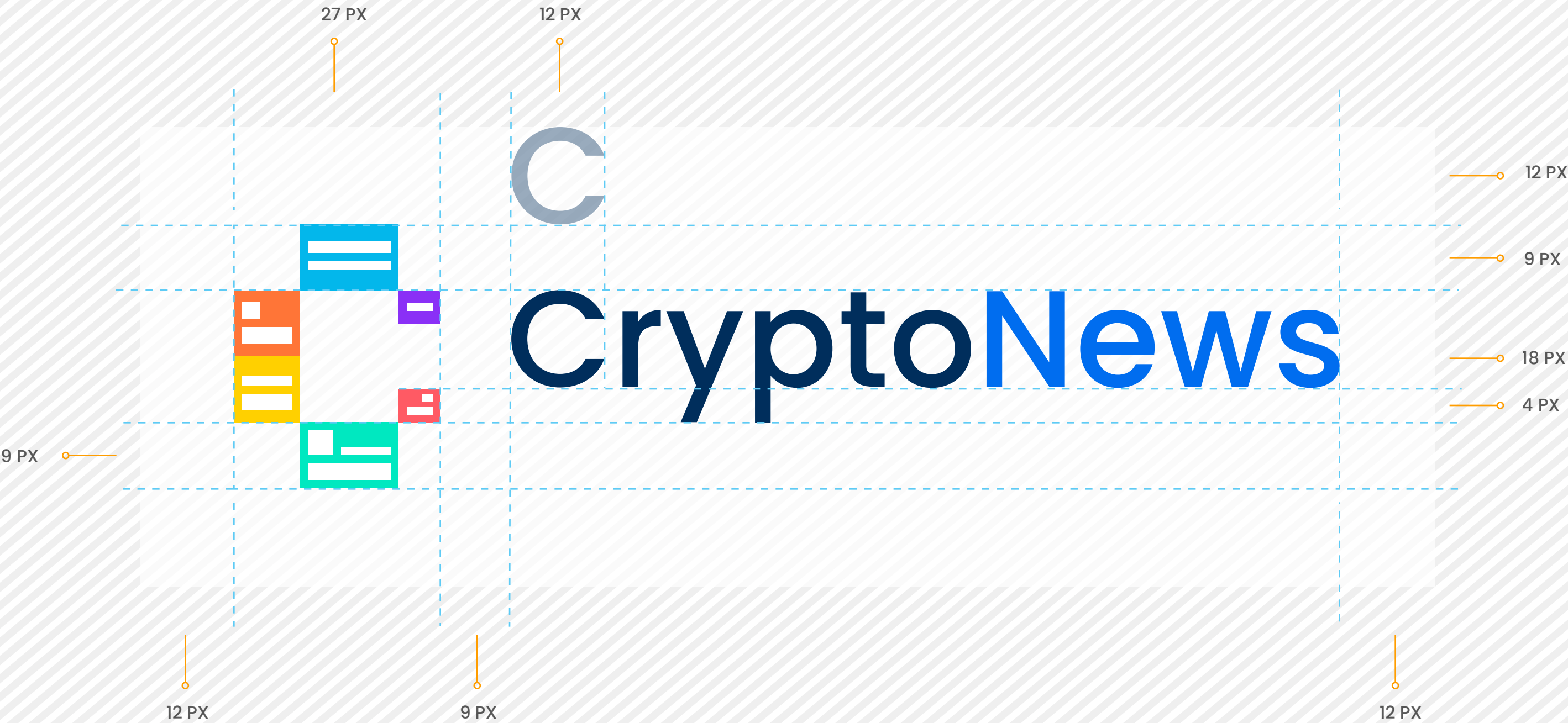
To handle this, I devised a colour scheme that make the brand logo look visually pleasing and less dull. Now these just randomly picked colours, these are same of which are sourced from the most prominent existing cryptocurrencies. Some of which are stellar and Bitcoin (A link to sources is provided in [color section](#))

Each coloured square (bit) illustrates a different cryptocurrency and is encrypted with its unique inner square which was made to illustrate the news on that specific digital currency.



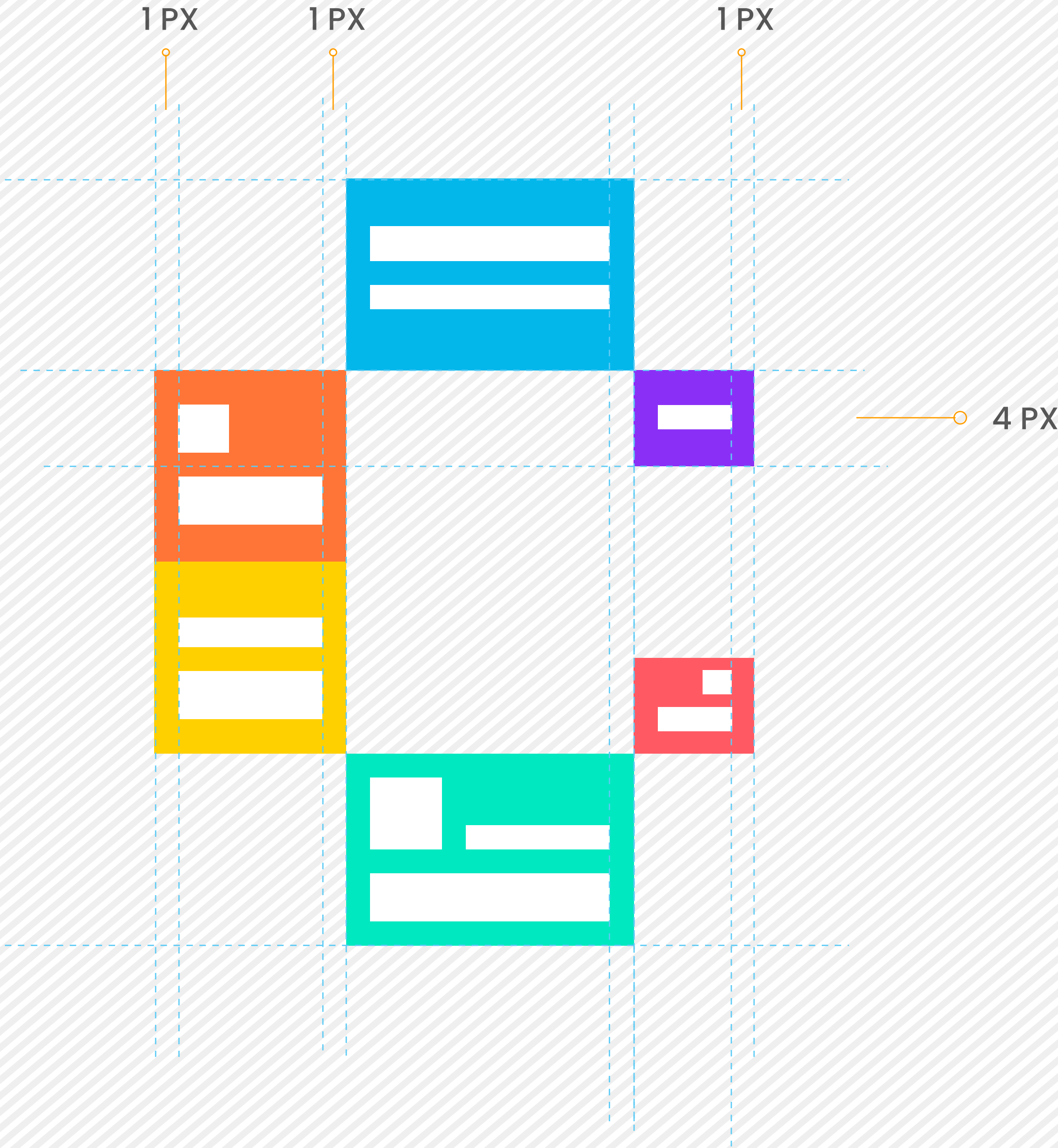
Security field
on website

The size of the securtiy field
is detemined by the letter
“C”, the text inclusive.



Futher detail

Inner squares have at least
a pixel spacing between the
outter squares



This section presents corporate colors

Here are the colours that were combined for this logo.

Sources referenced from:

<https://www.designpieces.com/palette/stellar-colour-palette-hex-and-rgb/>

<https://www.designpieces.com/palette/bitcoin-colour-palette-hex-and-rgb/>



CYAN PROCESS

CMYK
98, 21, 0, 10

RGB
4, 181, 229

HEX
#04b5e5



FIERY ROSE

CMYK
0, 65, 61, 0

RGB
255, 90, 100

HEX
#ff5a64



SUNGLOW

CMYK
0, 18, 72, 0

RGB
255, 209, 72

HEX
#ffd148



TURQUOISE

CMYK
65, 0, 15, 11

RGB
80, 227, 194

HEX
#50e3c2



ELECTRIC VIOLET

CMYK
44, 80, 0, 4

RGB
138, 48, 246

HEX
#8a30f6



MANDARIN

CMYK
0, 47, 70, 6

RGB
239, 126, 72

HEX
#ef7e48



PRUSSIAN BLUE

CMYK
100, 50, 0, 64

RGB
0, 46, 92

HEX
#002E5C



BLUETIFUL

CMYK
100, 54, 0, 6

RGB
0, 109, 239

HEX
#006DEF

This section presents corporate fonts

Popping is a geometric sans-serif typeface published by Indian Type Foundry in 2014.

I have decided to use this font because of its legibility and strong build which I felt should define a corporation which provides information/news.

Aa

Font should be used for quick info and descriptions at the end of main text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Poppins Light

Aa

Headings, important segments of texts, accents.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Poppins Medium

Aa

Regular text font, mostly used font type. For most body informations.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Poppins Regular

Aa

Titles, Headings, to outline a point in the middle of a regular text font.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Poppins Bold