

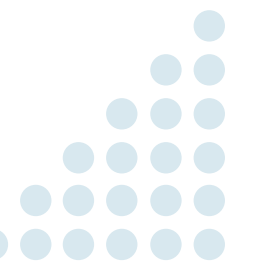
Gitcoin

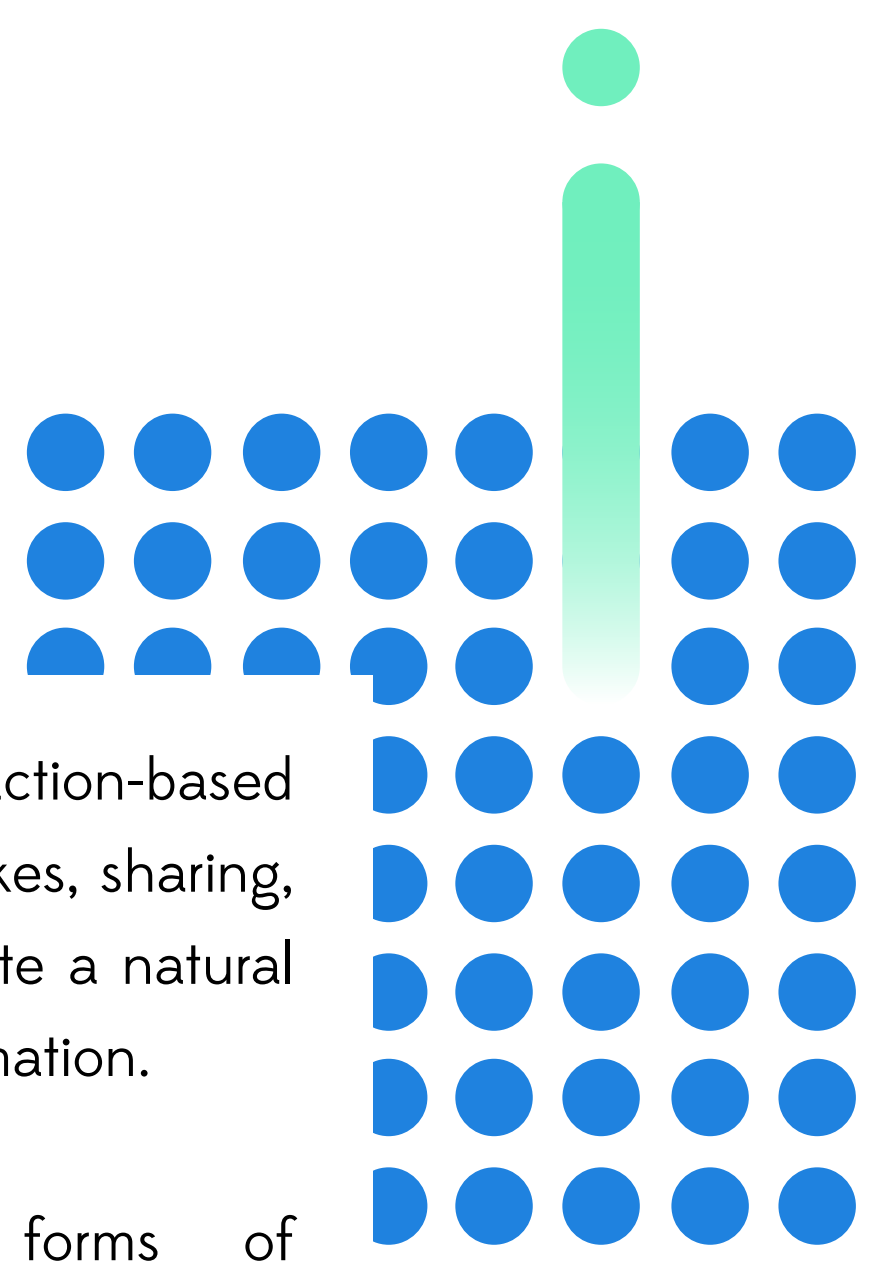

Today, the bitcoin market is often seen as a technology shrouded in suspicion & mystery. As Gitcoin grows into the marketplace, it has the ability to gain trust and notoriety by creating a face full of reliance & recognition.

Using round geometry and playful content as a starting point, Gitcoin can help its users gain the trust they need through simple and effective reinforcement. This Gitcoin logo is something VC's can get behind; it's clean lines and honest approach show sincerity in every curve.




Gitcoin



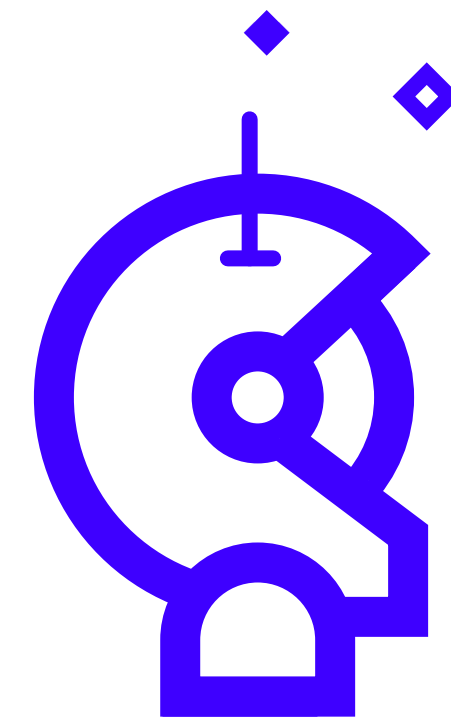


By utilizing hands as the Gitcoin avatar, action-based integration could become a lot easier. Likes, sharing, CTA's— no matter your need, hands create a natural depiction of sending and receiving information.

Hands are what connects all forms of computer-based communication. From swiping a credit card, to receiving bitcoins— hands visualize trust, integrity & a strong sense of morality within a market that is often shrouded in mistrust. Utilizing a line-based illustration style, Gitcoin can continue to pump in human-based understandings based around simplicity and brand integrity.



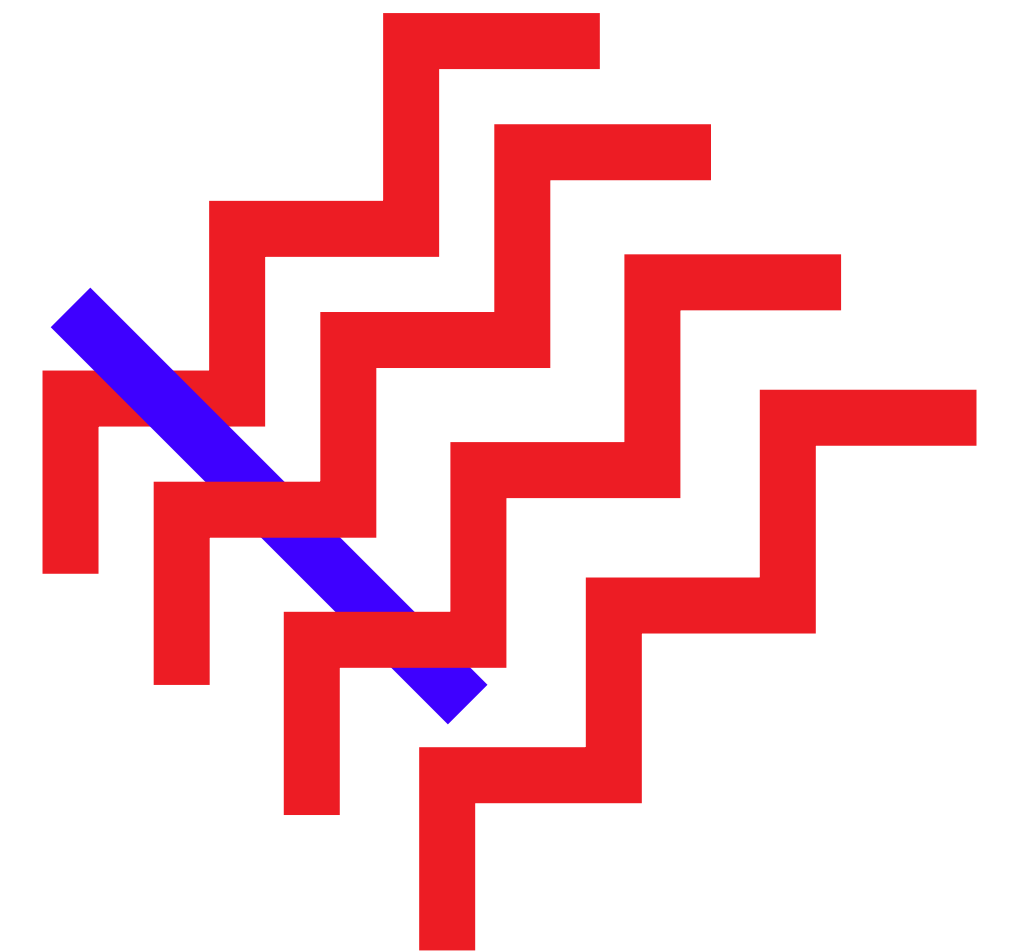


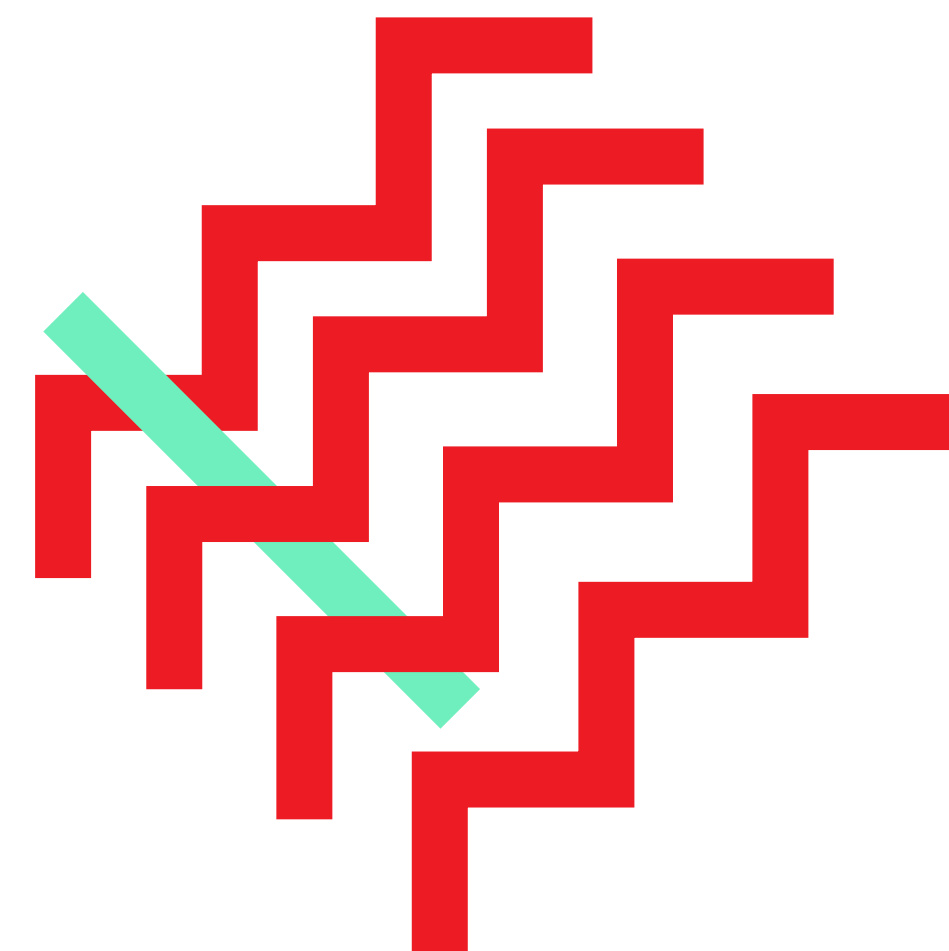
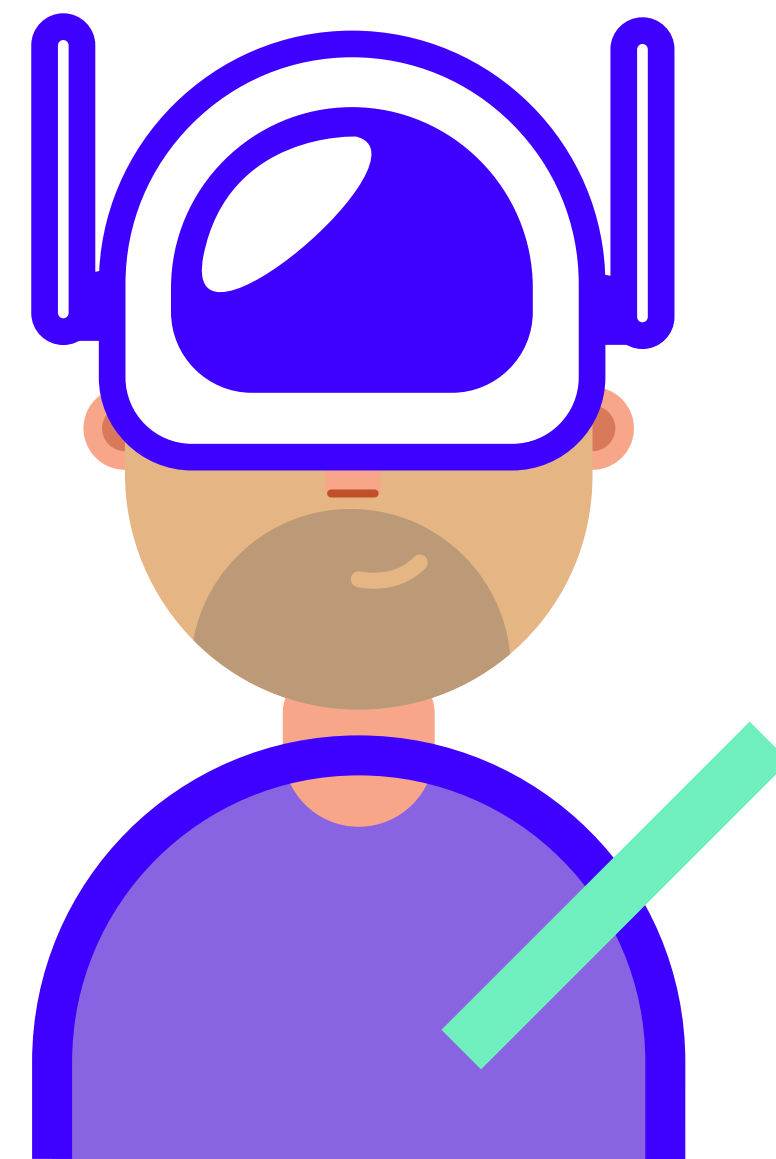
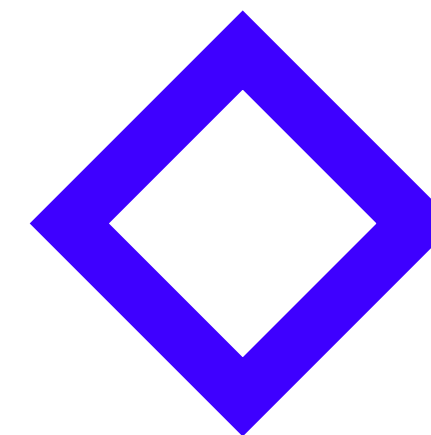
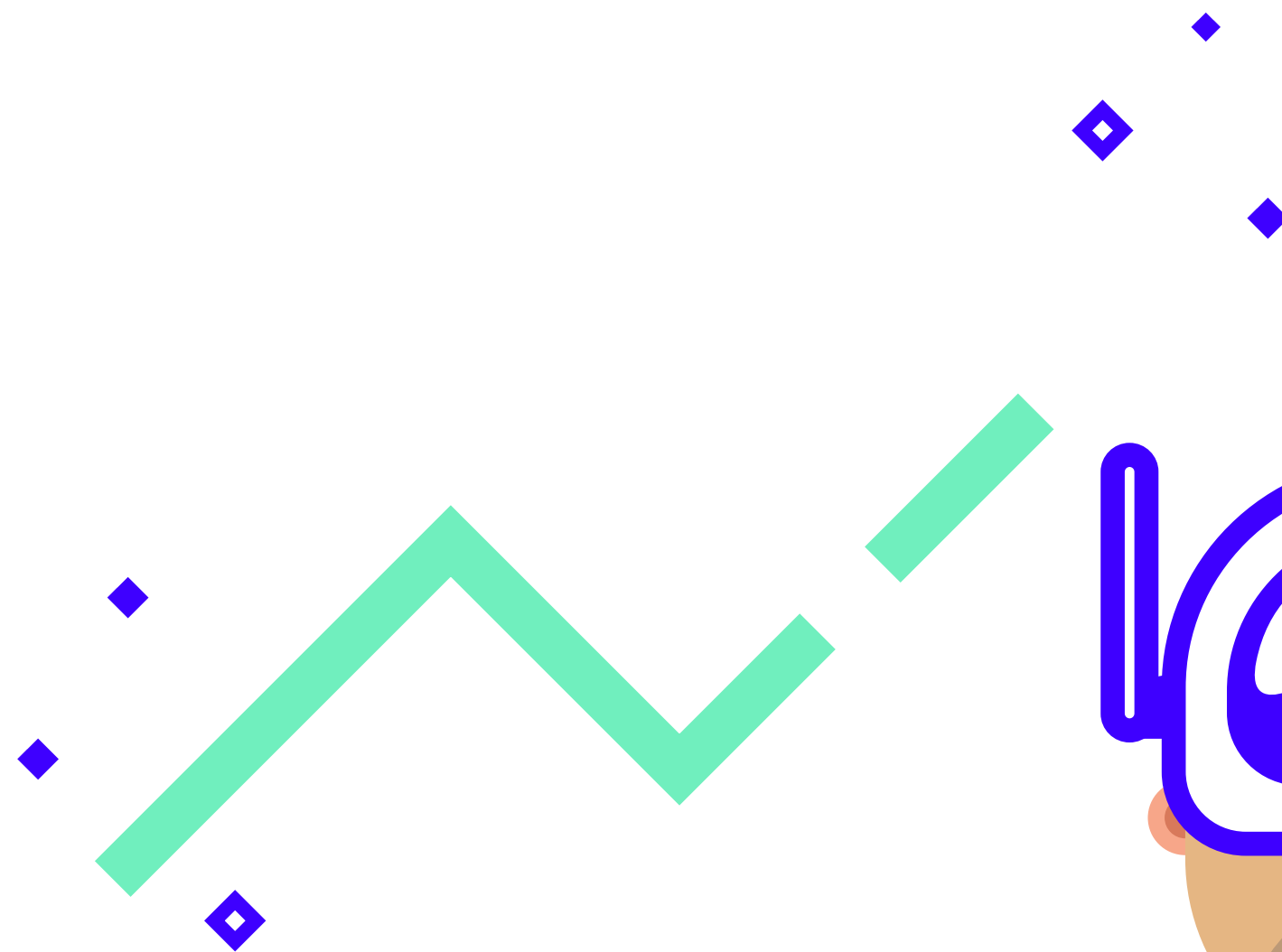
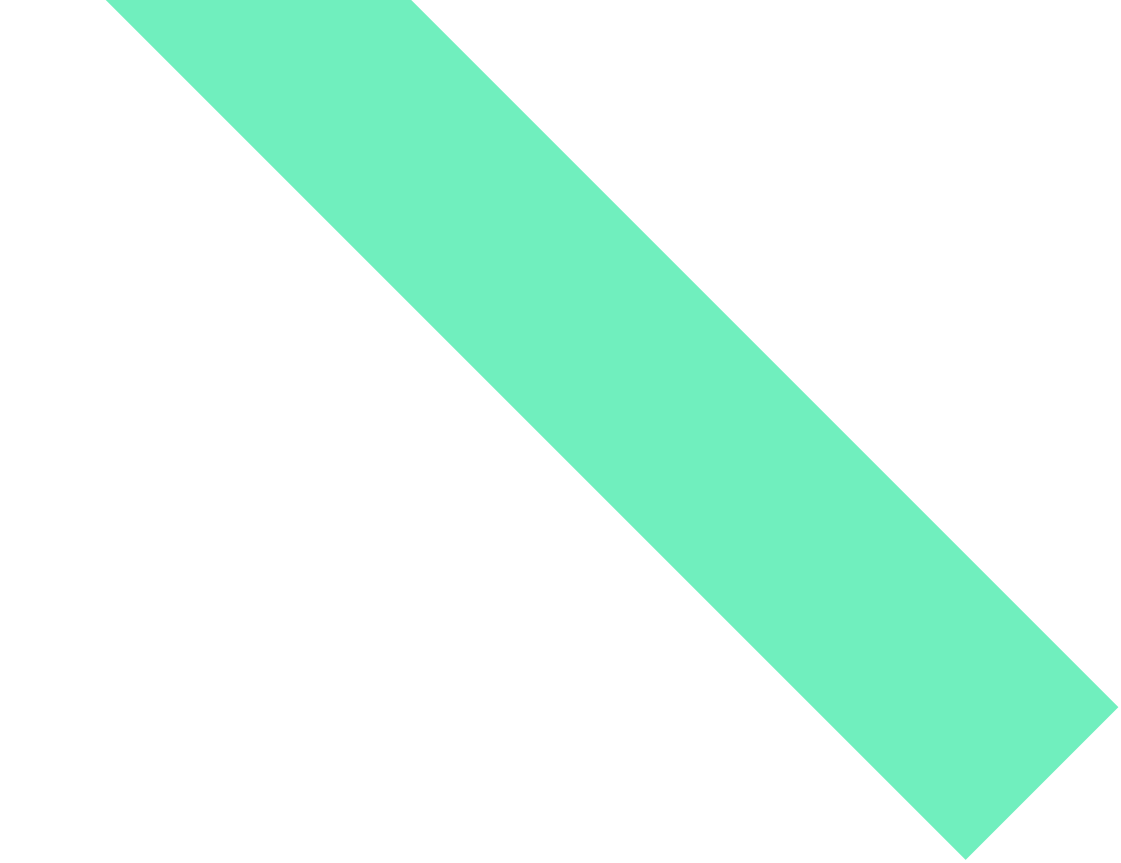


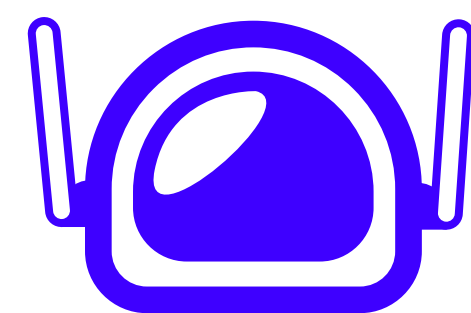
GITCOIN

People crave individuality, trust & integrity. We're all different, unique & inquisitive— by putting the focus on how Gitcoin can change your perspective we can take the pressure away from assimilation and instead towards encouraging individuality.

A logo that is centered around who you will become when you step inside Gitcoin will entice users purely based on wonder. Wonder, like the uncertainty of the ever-expanding bitcoin market, is enticing. It doesn't matter what hoody you wear— at Gitcoin you are family.







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