About:

Knead token is a crypto token built under the Algorand blockchain.

Tasks:

Branding: This involves the creation of a new logo, logo assets from the created logo to represent the face of the brand, and, the creation of a color palate for the brand to help boost the brand's personality and promote brand awareness.

Procedure:

I start by having a discovery session with my client, where we discuss the brand's purpose, vision, mission, pain point, competitors, and target audience.

Then, I did a competitive analysis of some other similar projects built with the Algorand blockchain.

The information from the discovery session and competitive audit is then used to create new logo assets and a combination of colors to create a color palate for the brand kit.

This brand kit serves as a guide and boundary for the creation of visual designs and assets for the brand, some of which are, social media banners, and flyer design.

Result:

Builds trust in the minds of the early adopters of the new crypto token

250% increase in social media post engagement.

More than 100% Increase in the purchase of the new token