DIGIX

BRAND IDENTITY
2017

THE PREFACE
Digix as a whole

My co-founders and I started Digix for the betterment of society through bringing real world physical assets transparently onto the blockchain. We advocate for the traceability and auditability of physical assets on the blockchain so that they can be digitized and used in all Decentralized Apps, or "DApps", in the near future.

What Digix brings to the crypto market is efficient price stability, such that buyers and sellers of services can have a good idea of future prices; borrowers and lenders can use a relatively less volatile asset to better price their loans. Using real world assets that are already actively priced in the financial markets, with historical track records of being of a certain volatility, every blockchain DApps can now integrate a stablecoin onto their platform with ease.

Digix does its part in growing the blockchain economy, and making it a viable system for real world businesses to thrive.

That is the aim of Digix. The provider of stable coins to the blockchain ecosystem. Once again, thank you for joining us in this journey.

Digix intends to be the bastion of real world assets represented as tokens on the blockchain with the proprietary Proof of Asset protocol. We are in the business of security, transparency and auditability of assets on the blockchain.

Anyone who chooses to hold a crypto asset token stamped with the Digix brand name would have the comfort and confidence of knowing that the asset behind its representation is as good as owning the physical asset in your hand.

With that mark of guarantee, we are looking to propagate our tokens into the entire crypto space and the associated crypto DApps.

What We Do

Digix is the defacto asset tokenization platform for physical assets represented on the blockchain.

Brand Values

> *Transparency*

> *No shortcuts*

> *Hard work*

> *Initiative*

> *Humility*

VISUAL IDENTITY
Looking at Digix from the outside in

2.1 Primary Logo

Utilising a tilted square, Digix is breaking the typical norms of stability and giving you a new dimension/ perspective of looking at stability. The identity also forms a pyramid, a symbol of strength and stability.

Having a blue pyramid to symbolise the new age of digital currency and the gold pyramid to symbolise the traditional luxury asset, the logo brings forth the notion of how Digix is able to merge these two together into one single entity. The gap/ openness between the two elements connotes the transparency and auditability in the transactions.

Looking at each element separately, the blue element is an arrow pointing up, alluding that Digix will always be surging ahead, always at the forefront of its market, ahead of the rest of its competitors. The diamond shape of the gold element is a reference to the nature of luxury asset that Digix coins will be secured with.
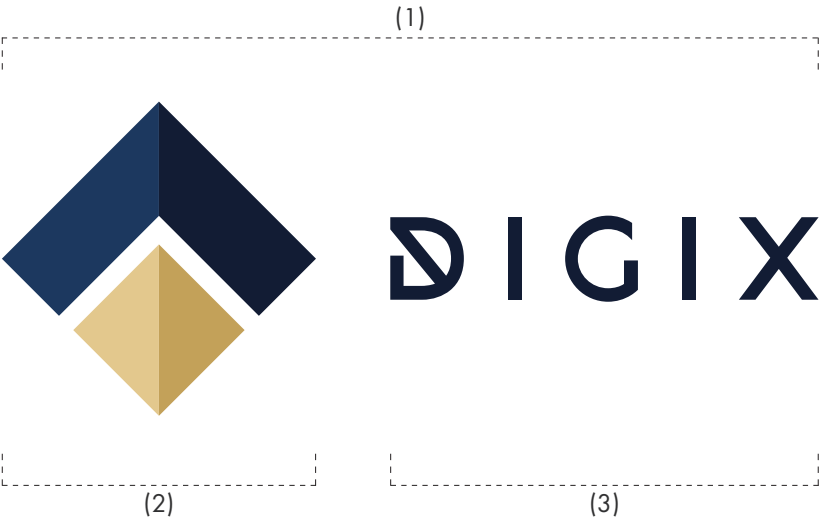
DIGIX

2.2 Secondary Logo

Just as the logo itself suggests the idea of looking forward, our brand looks forward into different scenarios. While the primary logo should be used whenever possible, we understand that situations will arise that can compromise the legibility of the logo or that are just not compatible with it.

We offer these two versions of the logo as secondary marks. They are to be strictly used only when the primary logo is ill-fitted to the situation.

The horizontal composition
(1) is constructed to fit in landscape branding materials.

The icon only composition
(2) is made to be used in small spaces, unless it is being used as a graphic element.

The typeface only composition
(3) is made to be used in small spaces and cases where the brand name is to be specified

(1)

DIGIX

(2)

(3)

2.3 Primary Logo Integrity

The primary logo must always be surrounded on all sides by a clear space of at least X, where X equals to the letter 'D' in Digix logotype.

This is the minimum distance to place any other graphic element or type next to the brand signature to ensure readability.

X   X

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X

X   X

Minimum Size

The smallest allowable size for Digix primary logo for print is 25mm in width.

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2.4 Secondary Logo Integrity

The secondary logo must always be surrounded on all sides by a clear space of at least X, where X equals to the letter 'D' in Digix logotype.

This is the minimum distance to place any other graphic element or type next to the brand signature to ensure readability.

X   X

X

X   X

Minimum Size

The smallest allowable size for Digix secondary logo for print is 40mm in width.

2.5 Unacceptable Use

As one of the most important piece of the identity system, the signature must be protected through proper use. Adherence to these guidelines will ensure that the Digix identity will be used consistently and legibly in all communications and in all media platforms.

Hence, always follow these guidelines and use the digital artwork provided. Do not alter the colours, proportions or alignments of anyelements in the signature. Some examples of the unacceptable signatures are demonstrated on this page.

Do not distort the signature by stretching it out of proportion.

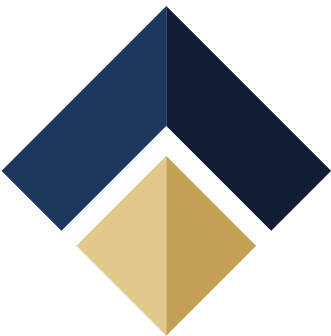*Do not distort the signature by skewing.*

Do not change the colour of the signature.

Do not replace the logotype with any typeface.

Do note add embellishment to the signature.

Do not add shadow effect to the signature.

COLOURS
Giving life to the logo

3.1 Primary Colours

The world is a highly visual place, and most individuals read through sight first and foremost. One aspect of any brand that is not only most highly visible, but also has a hefty deal of psychological meaning to individuals is colour.

The Digix colours are as important to us as the logo itself. We have two primary colors, (1) HEX 121e34 and (2) HEX c09f57.

(1) HEX 121e34 is a strong deep navy blue that alludes to the advent of technological age of tomorrow. The boldness of the Deep Navy is strong and authoritative, creating a feeling of technological advancement within the digital era of today.

(2) HEX c09f57 is a deep gold that brings in the notion of luxurious assets. This pushes the sense of security from traditional investments. The two colours work together to create an identity that fuses both traditional and futuristic outlooks within the identity.

Here are the breakdowns for these primary brand colors.

Primary Colour (1)

HEX:	121e34
R:	19
G:	31
B:	53
C:	92
M:	81
Y:	49
K:	60

Primary Colour (2)

HEX:	c09f57
R:	194
G:	160
B:	89
C:	24
M:	34
Y:	76
K:	02

3.2 Secondary Colours

The Digix secondary colours are as important as the primary colours. They are the supporting colours that define the Digix identity. We have two secondary colors, (1) HEX 243A61 and (2) HEX E4C88E.

Here are the breakdowns for these secondary brand colors.

Secondary Colour (1)

HEX: 243A61

R: 36
G: 58
B: 97

C: 95
M: 82
Y: 36
K: 26

Secondary Colour (2)

HEX: E4C88E

R: 228
G: 100
B: 142

C: 11
M: 19
Y: 50
K: 00

3.3 Tertiary Colours

The Digix tertiary colours are to complement and provide alternative palettes to the primary and secondary colours. We have two tertiary colors, (1) HEX 204180 and (2) HEX 342912.

Here are the breakdowns for these tertiary brand colors.

Tertiary Colour (1)

HEX:	204180
R:	32
G:	65
B:	128
C:	100
M:	86
Y:	20
K:	06

Tertiary Colour (2)
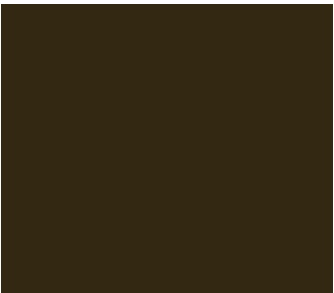
HEX:	342912
R:	52
G:	41
B:	18
C:	59
M:	63
Y:	84
K:	69

3.4 Primary Colours Logo Genres

We want to make sure that our Digix logo can find a home on any surface. For this reason, we offer different colour genres to designers and users that include single colour, grey scale, and one colour. These genres should only be utilized when using the full colour impairs the logo's legibility.

Colour may be crucial, but without proper legibility, it's nothing. Please make sure that our logo is always clear and easily seen.

Full Colour

Dual Colour

Grey Scale

One Colour Black

3.5 Secondary Colours Logo Genres

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One Colour Black

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3.6 Logo and Backgrounds

Sometimes, the color in the marks may not cooperate with a given background, be it image or color. In this case, a few options are available. The first is to use the simple dual color version of the logo set. Of course, this may not always be ideal.

Another option in such a problem as this is to use the simple black version of the logo. This solution may be put to use when the given background is light in color. Of course, such an option should only be a last resort.

When the background is not a light color but infact dark or even black itself, the logo should be set in the brand's white color, HEX FFFFFF. This will this allow the logo to have full visibility. Again, this is a final resort.

All logos adhere to the same single color and black and white rules. As seen in this example , they also share the same ' reversed out ' rule .

TYPOGRAPHY
Because a thousand words will paint a picture

Futura PT Heavy

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! $ # % &* ? @ ( ) { } [ ] | \ / < > ~ ; :

Futura PT Book

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! $ # % &* ? @ ( ) { } [ ] | \ / < > ~ ; :

4.1 Header and Body Font

The Digix brand utilizes two typefaces. The first is Futura PT Heavy, a bolder typeface that is used for headings in print work, on posters, billboards, and also on web applications. This typeface is can be used in all caps or sentence case.

The second Digix typeface is Futura PT Book, a thinner version of the header. This typeface is used for larger bodies of type, such as in this paragraph. It can be used in larger scale and all caps, as well as small and in upper and lower case.

Both typefaces can be used in oblique form when the need to highlight or differentiate is called upon.

None of these typefaces are part of the logo, which uses a custom typeface that does not appear anywhere else in the brand. This maintain's the logo's integrity.

All of these typefaces combine to enhance the Digix brand image of being forward-looking and being at the forefront of the digital currency market movement. They should be combined carefully to maintain this concept.

Muli Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! $ # % &* ? @ ( ) { } [ ] | \ / < > ~ ; :

Roboto Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! $ # % &* ? @ ( ) { } [ ] | \ / < > ~ ; :

4.2 Alternative Font

Sometimes, the fonts may not available in certain circumstances. In this case, an alternative option is available. This is a set of typefaces that can replace Futura PT family when it is unavailable.

The first typeface for the header is Muli Black, a bolder typeface that is used for headings in print work, on posters, billboards, and also on web applications. This typeface is can be used in all caps or sentence case.

The second alternate typeface is Roboto Regular, a thinner font than the header. This typeface is used for larger bodies of type, such as in this paragraph. It can be used in larger scale and all caps, as well as small and in upper and lower case.

Both typefaces can be used in italic form when the need to highlight or differentiate is called upon.

APPLICATIONS
Understanding the brand identity

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5.1 Namecard and Prints

DIGIX

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Founder & CEO

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Planner for 2018

5.2 Printed Brand Identity

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2017

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5.3 Letter and Envelope

"The new gold standard on the blockchain."

www.digix.global
shaundjie@digix.global

"The new gold standard on the blockchain."

www.digix.global
shaundjie@digix.global

Shaun Djie
6 Eu Tong Sen Street
#06-09
Singapore (S)059817

www.digix.global
shaundjie@digix.global

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5.4 T-shirt and Nametag

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5.4 EMBOSSING