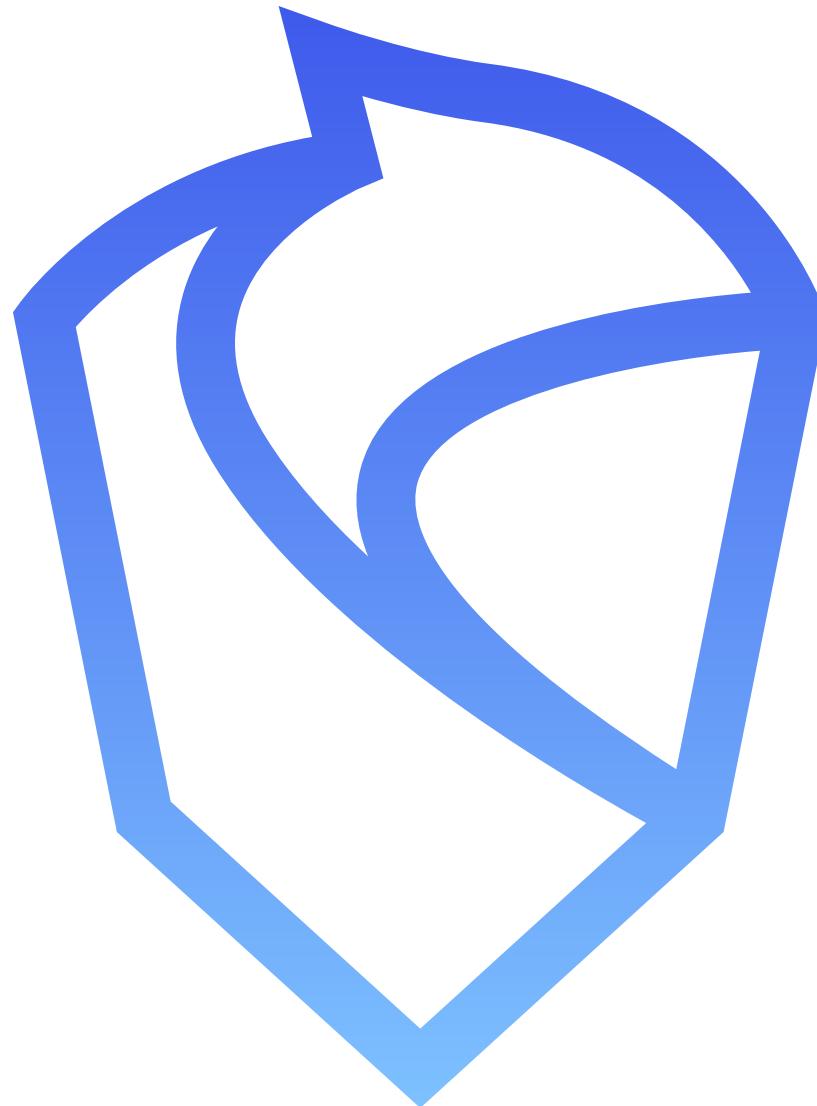
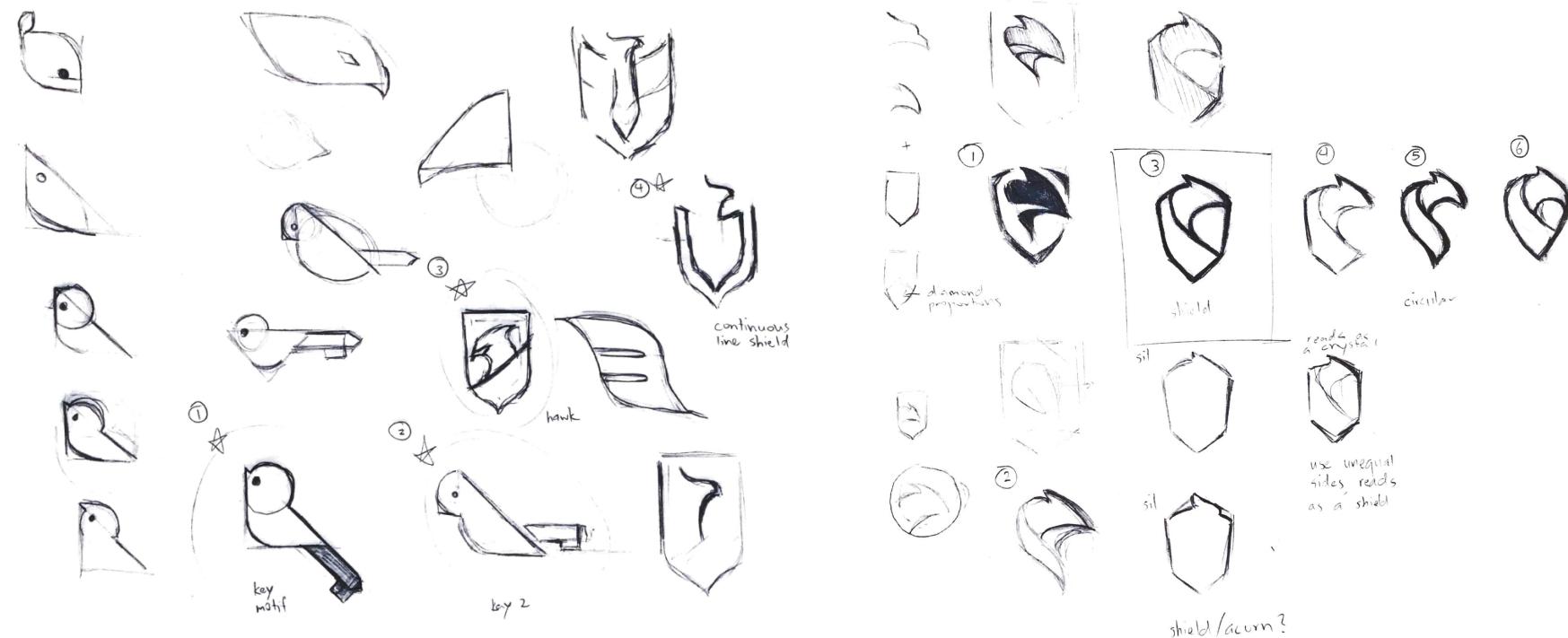


harpie

Redesigning Harpie

Challenges & Inspiration

Harpie Blockchain Solutions Inc., or Harpie, has 3 core values as a brand. Flexibility. Encryption. Transparency. The primary challenge was reflecting these values while still remaining adaptable and representative of Harpie as a brand. Using the reference of the moniker of Harpie, a harpy eagle, this redesign incorporates an eagle and a shield as two key motifs. The shield motif is readable as a silhouette, Utilizing a simple yet bold line-based shape, the redesign is flexible and scalable across multiple layouts—web, mobile iconography, print, and more. The final redesign uses a soft blue gradient to symbolize Harpie through emotions: calm, trusted, and secure.





Logo solid on white



harpie

Logo on main color



harpie

Logo for black and white print

#FFFFFF

#E5F1FF

#7DC1FF

#3E59EB

#1A1E4F

#1A1E4F

Brand palette

Aa

Logo & Display
Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

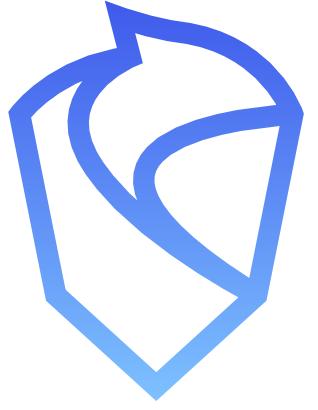
Headings & Emphasis
Source Sans Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

Body
Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



harpie

The safest way to protect your crypto.

Losing access to your crypto wallet means losing all the money inside it. We give you peace of mind in a way that's **keyless, flexible, trustless, and low-cost**. Anyone that owns Ethereum in a wallet can use Harpie. The question is, when we launch open beta, why shouldn't you use Harpie?