



CoinPhon

Logo redesign Proposal

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CoinPhon is a payment gateway for cryptocurrencies, allowing all kinds of websites, in store shops, etc to accept cryptocurrency.



The main service is allowing websites to easily setup bitcoin payments to their websites. We will take care of all the notifications on confirmations, invoicing and give users a easy way to easily create new wallets depending on what business they have.



Competitors



bitpay

CoinPhon Existing logo



Issues



Right now the symbol is a combination of some complex tiny shapes and objects those are not really recognizable when it scaled to a small size. A good logo should be timeless and easily recognizable.

The relation between payment gateway and a bolt sign is not clearly understandable here. It may confuse users/viewers. Even It don't have any necessity to use a symbol again while there is a main symbol ahead of the word "CoinPhon". It actually makes the message complex and there is a chance to distract users focus.

Other issues

#Hard to use over complex background #The tiny partials might look invisible or rarely visible on printing or low resolution

Redesigned version



Monochrome version

White



Monochrome version

White



Concept Breakdown

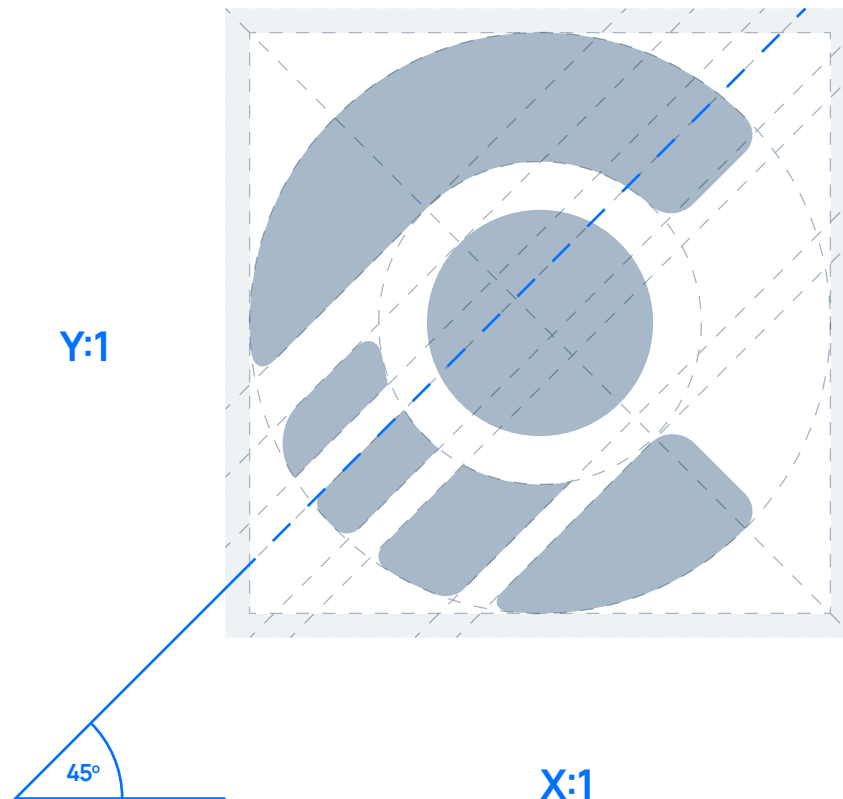


CoinPhon

Coin
Transaction
Speed
Exchange

Final Symbol

Scaling & Ratio



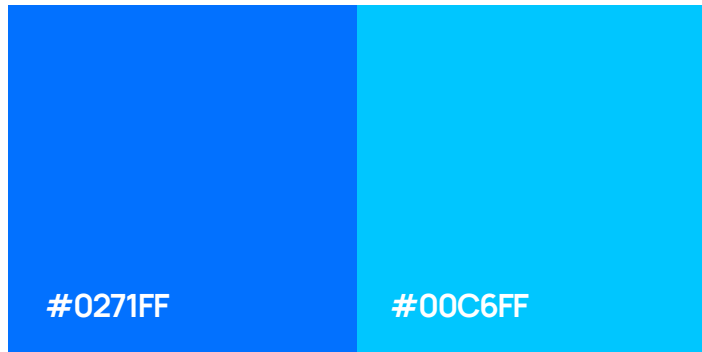
Scaling & Ratio



- X Height
- Y Weight
- M Margin

Color

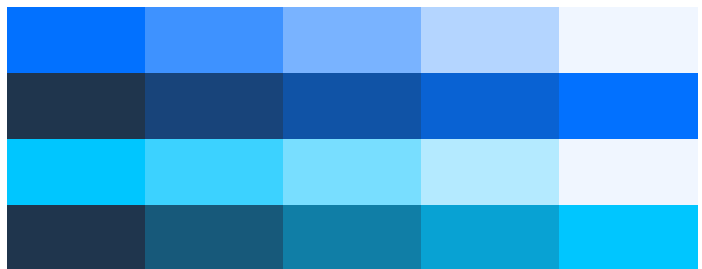
Primary



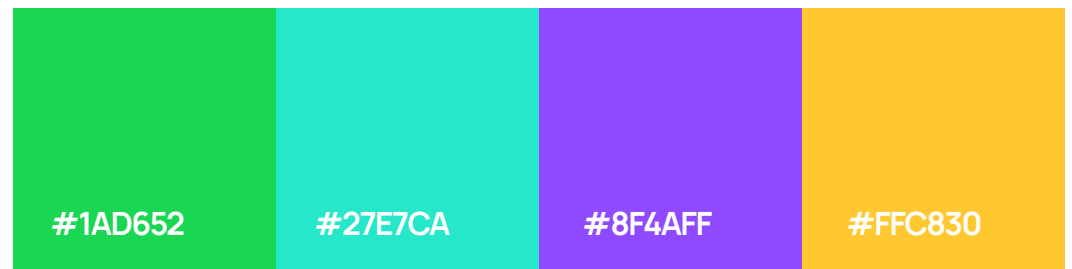
Nutral



Secondary



Accent



Typography

CoinPhon is a
payment gateway
for **cryptocurrencies**

Type family

Manrope

Google font

ExtraLight	Light	Regular	Medium
SemiBold	Bold	ExtraBold	

Thank you!