



Brandbook

Introduction

MyBit is an IoT investment ecosystem powered by Ethereum. Founded in Switzerland by industry veterans, MyBit believes that people should be able to follow their passion instead of having to work to survive.

By redefining the way people generate income, MyBit strives to democratize financial services so everyone has equal access to investment opportunities. This becomes critical in a machine-driven economy in which the average person has no ability to participate due to broad automation. MyBit provides an ecosystem for the multi Trillion dollar IoT industry with the belief that everyone should have an equal opportunity to participate in this revolution.

It is of vital importance that we maintain our identity with the highest level of consistency. The presentation of MyBit and its brand elements needs to be coherent and correct at all time. By adhering to the guidelines in this brand guide we will ensure that our identity remains powerful and we promote a consistent image to our audiences across all of our communications.

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Why, How, What

Why

- ◆ MyBit believes that people should be able to follow their passion instead of having to work to survive

How

- ◆ Redefining the way people generate income

What

- ◆ Providing the world's most advanced IoT eco-system



Mission & Vision

Mission

- ◆ MyBit redefines the way people generate money by offering them the most advanced IoT eco-system

Vision

- ◆ MyBit creates the opportunity for people to follow their passion instead of having to work to survive by offering them the tools to invest in IoT projects locally and globally

Personas

MyBit lays its focus on three specific target audiences: non-crypto investors, crypto investors and sweat equity. To get to know these target groups, we like to introduce you to Josh, Christian and Ryan.



Character, bio

Josh comes from a traditional family and enjoyed higher education. He loves team sports and going out with a small group of good friends. His girlfriend is the dominant one, which mostly makes the final decision.

Behavior



Goals

- Have a lot of fun
- Security and predictability in life
- Achieve financial independence

Frustrations

- Being controlled
- Relying on others
- Wants to invest but still has a lack of knowledge

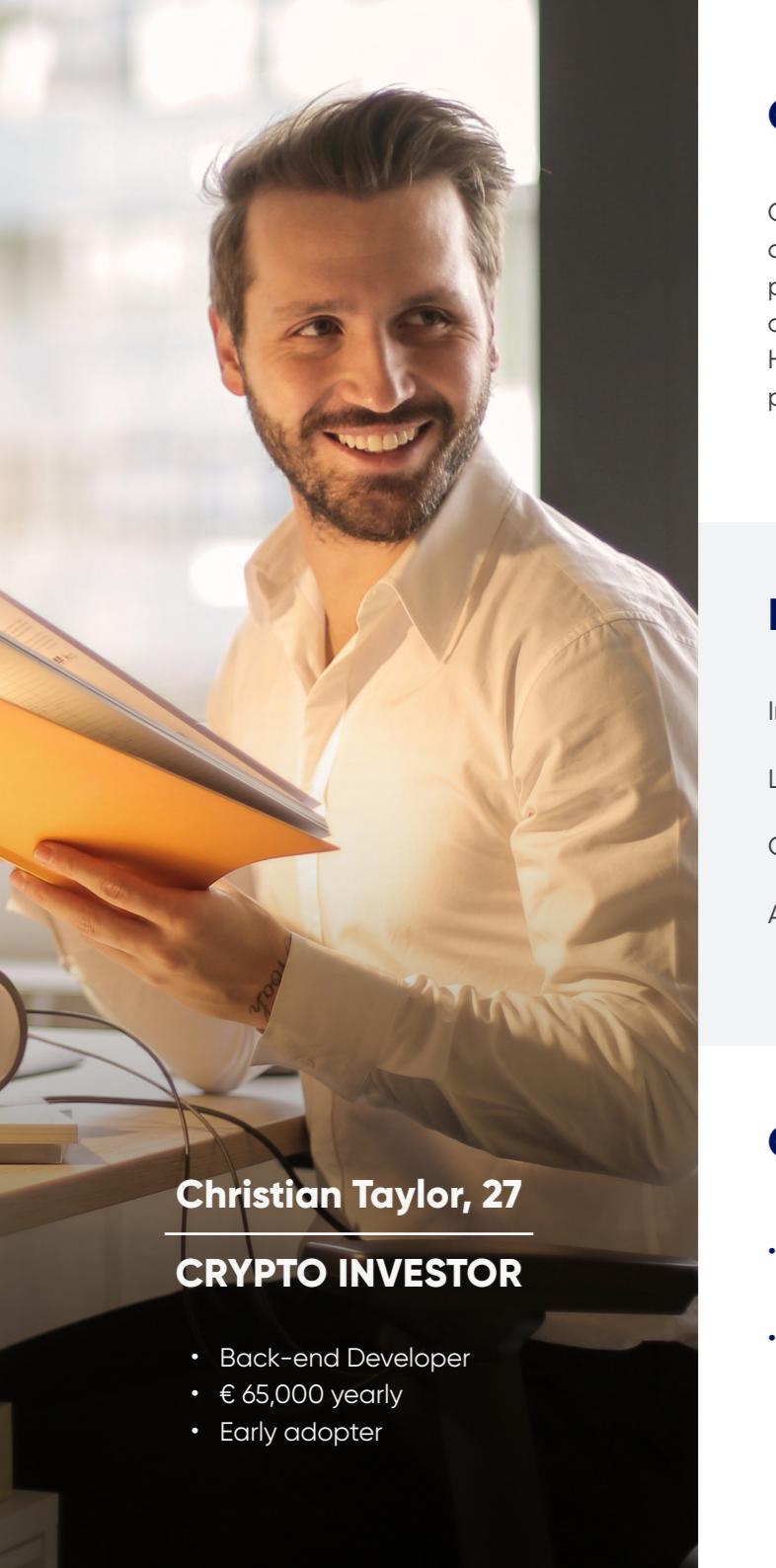
'Don't make life too difficult'

Motivation to invest

- Profit
- Easiness
- Safety

Influences

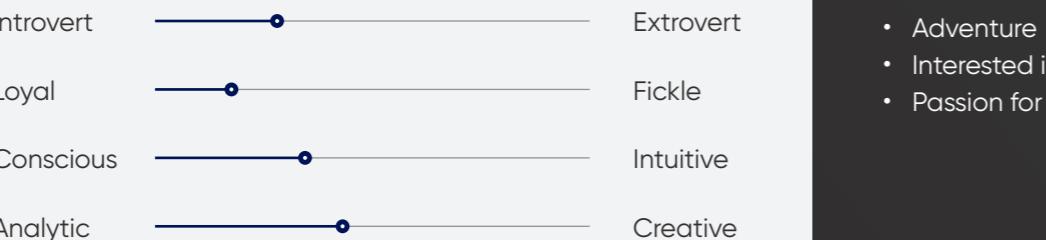
- Friends / family
- Economy
- News
- Work
- Dreaming big



Character, bio

Christian comes from a warm family and was interested in computers from a very young age. He started his first little projects at home. Through university he became a backend developer and has his first job at a tech company in London. He has a couple of good friends and loves going to a bar or play games with them.

Behavior



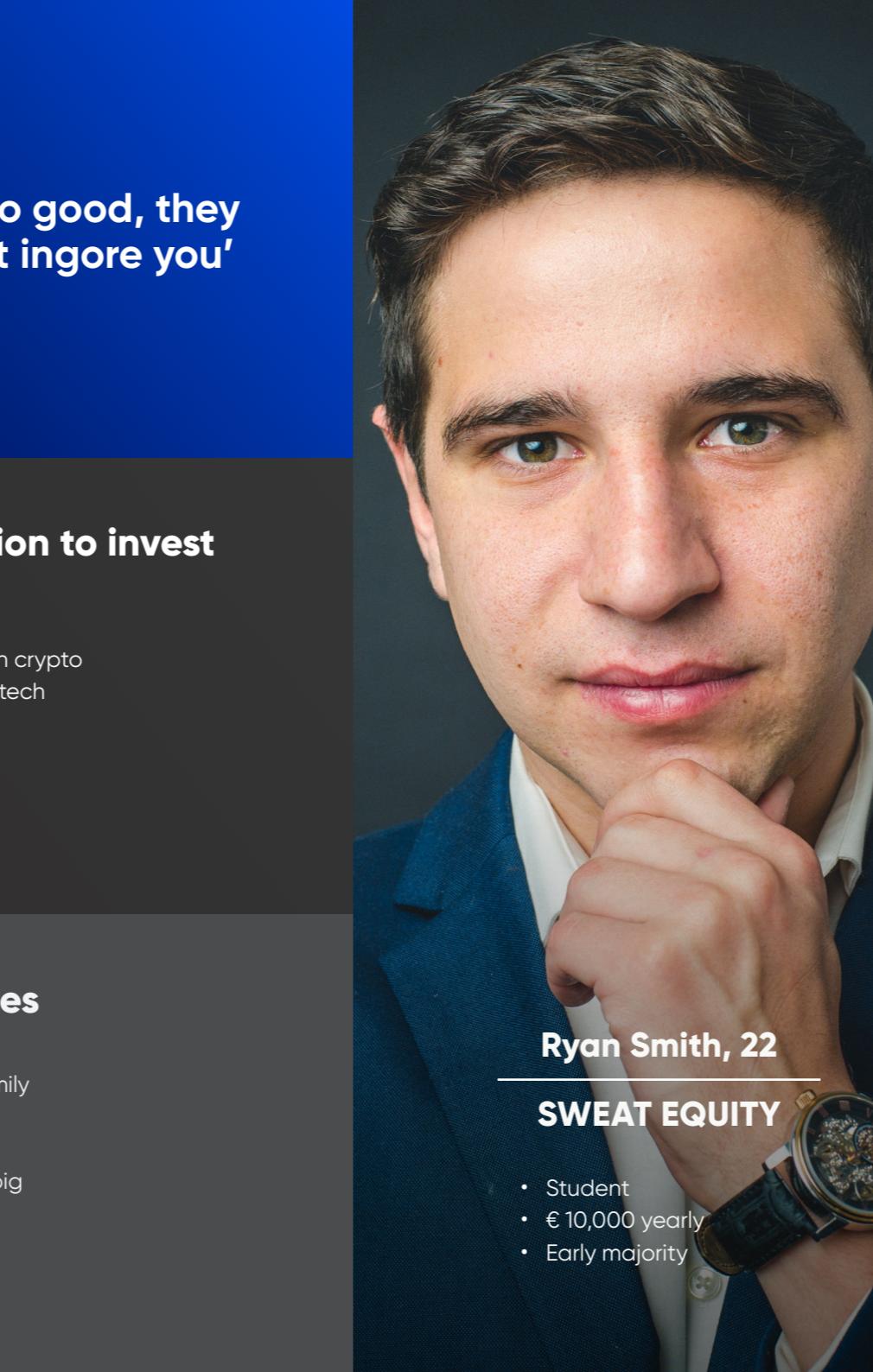
Goals

- Work to live, instead of live to work
- Make money on the side, because his normal job doesn't provide him the freedom he likes to achieve

Christian Taylor, 27

CRYPTO INVESTOR

- Back-end Developer
- € 65,000 yearly
- Early adopter



Character, bio

Ryan is a student Computer Science at the University of Manchester. He's living in a dorm and basically most of the conversations with his friends are about tech. He and his friends like making some money on the side that finances their intuition.

Motivation to invest

- Adventure
- Interested in crypto
- Passion for tech

Influences

- Friends/family
- News
- Work
- Dreaming big

Ryan Smith, 22

SWEAT EQUITY

- Student
- € 10,000 yearly
- Early majority

'Let's do this!'

Behavior



Goals

- Have a lot of fun
- Graduate
- Gain experience in crypto investing

Frustrations

- Common sidejobs are too standard
- He wants to be involved in the crypto world, but doesn't know how

Motivation to invest

- Profit
- Have some freedom on the side of his studies
- Being involved in the crypto world

Influences

- Friends/family
- Financial situation
- News
- Work
- Blogs
- Crypto platforms

Friends of the brand

Generic objects

dyson

Branding / Cult-following



Trustworthy/Quality

VOLVO

Earn money in a different way



Technology/Innovation

amazon

Technology/Innovation

TESLA

Pay-off

MyBit,
Own your future

Tone of voice

Our audience

- Non-crypto investors
- Crypto investors
- IoT-Project owners
- Sweat equity

Our Personality

- Pioneers
- Tech lovers
- Independence
- Justice
- Freedom
- Sincere/knowable but informal

Our values

- Young, fresh
- Professional
- Opportunity

Examples

- Sharing knowledge, not showing off
- Smalltalk, but on-the-point when necessary
- Professional, but not trying to sell stuff
- Open-minded to new ideas



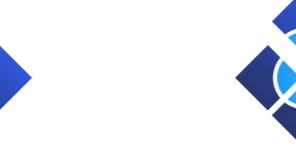
Logo usage



'Blockchain'



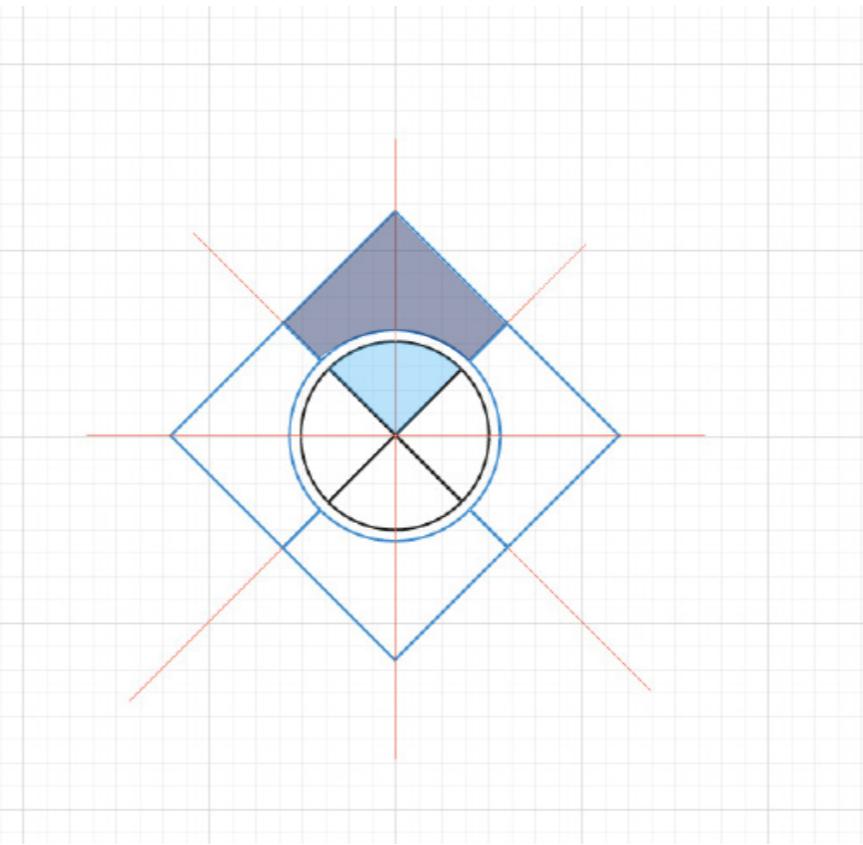
MyBit is part of the
blockchain



MyBit is a broad
IoT ecosystem



IoT project in which
you invest. Your 'bit'
represented by the
light blue part



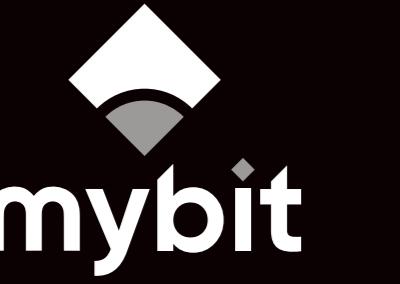
Logo color usage



Use the white with light blue logo on the dark blue background



Use the white with dark blue logo on the light blue background



Use the white with gray logo on a black background



Use the black with gray logo on a white background

Incorrect logo usage



Shadow

- Do not add dropshadows or other text styles



Color

- Do not use off-brand colors for the logo



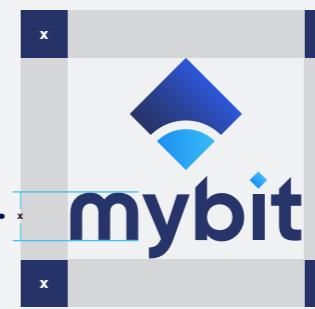
Rotation

- Do not rotate the logo



Shape

- Do not change the shape of the logo

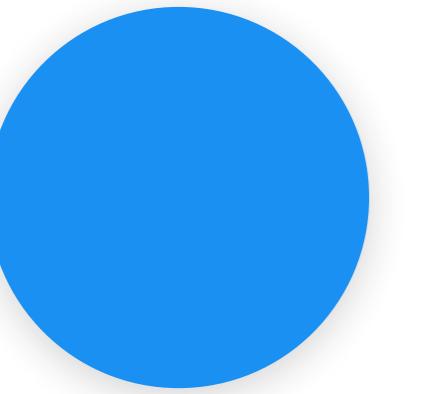


The size of the logo may vary. Maintain a minimum safety zone that equals the height of the 'm'.

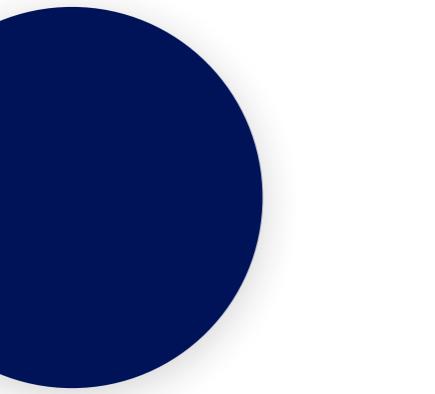
Clear space
Always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements.

Color usage

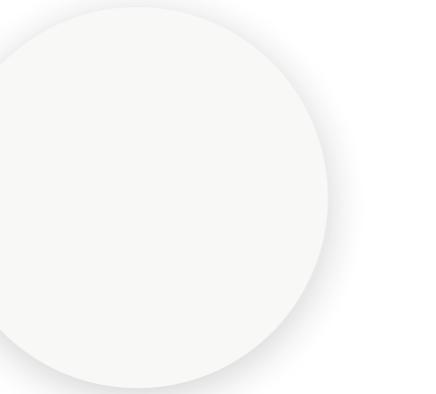
Primary Colors



CMYK
RGB
62 - 2 - 1 - 0
86 - 193 - 237
56C1ED

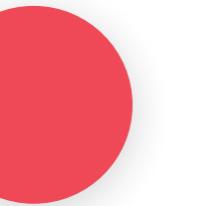


CMYK
RGB
99 - 87 - 28 -17
39 - 52 - 105
273469

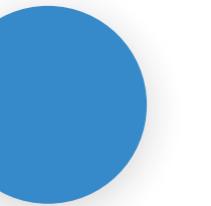


CMYK
RGB
2 - 2 - 2 -0
249 - 249 - 249
F9F9F9

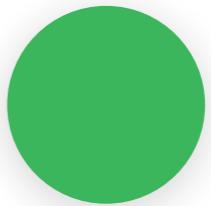
Secondary Colors (UI-Kit)



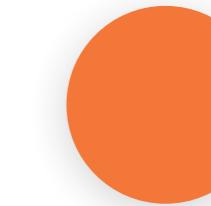
CMYK
RGB
0 - 87 - 61 - 0
249 - 53 - 73
F93549



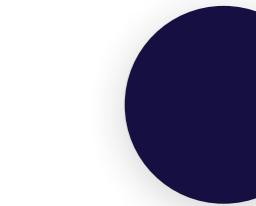
CMYK
RGB
75 - 36 - 0 - 0
25 - 145 - 235
1991EB



CMYK
RGB
73 - 0 - 87 - 0
45 - 184 - 75
2DB84B



CMYK
RGB
0 - 66 - 86 - 0
240 - 13 - 44
F0712C



CMYK
RGB
10 - 0 - 10 - 4
32 - 3 - 68
20034

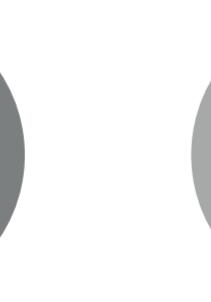
Gray Tones



CMYK
RGB
59 - 49 - 49 - 42
87 - 87 - 86
575756



CMYK
RGB
47 - 37 - 37 - 18
134 - 134 - 134
868686



CMYK
RGB
33 - 25 - 26 - 5
177 - 177 - 177
B1B1B1



CMYK
RGB
18 - 12 - 4 - 0
21 - 21 - 21 - 7
D9D9D9

Gradients



UI block

CMYK
RGB
62 - 0 - 71 - 0
36 - 242 - 129
24F281

CMYK
RGB
53 - 28 - 0 - 0
130 - 168 - 224
82A8E0

CMYK
RGB
0 - 0 - 0 - 0
255 - 255 - 255
FFFFFF



Outline block
(hover) + icon color

CMYK
RGB
62 - 0 - 71 - 0
36 - 242 - 129
24F281

CMYK
RGB
79 - 49 - 0 - 0
0 - 131 - 255
0083FF



UI block +
background
color

CMYK
RGB
100 - 92 - 37 - 38
0 - 19 - 88
001358

CMYK
RGB
89 - 64 - 0 - 0
18 - 90 - 196
125AC4



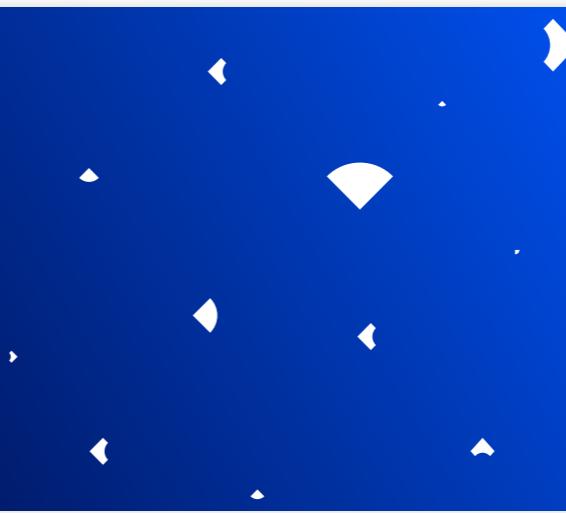
Secondary
icon color

CMYK
RGB
75 - 39 - 0 - 0
25 - 144 - 242
1990F2

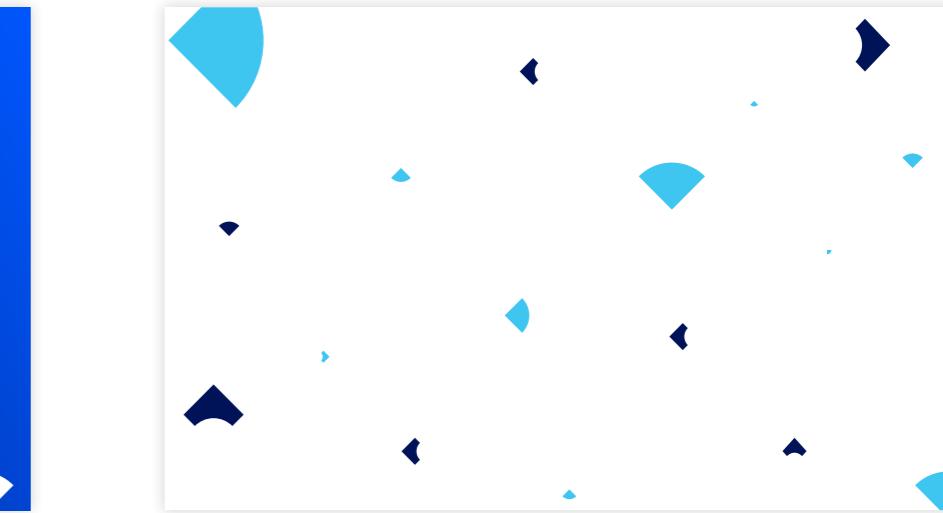
CMYK
RGB
64 - 6 - 0 - 0
60 - 188 - 247
3C8Cf7

Branding elements

Pattern



Use the white pattern on a primary
corporate color background.



Only use the colored pattern on a white
background.

Typography

Statement Font: **Gilroy & Roboto**

Gilroy Bold (Headings)

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789!@
abcdefghijklmnp
qrstuvwxyz.,/()'"

Roboto Bold (Subheadings)

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789!@
abcdefghijklmnp
qrstuvwxyz.,/()'"

Roboto Regular (Body Text)

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789!@
abcdefghijklmnp
qrstuvwxyz.,/()'"

Web font: **Proxima Nova**

Proxima Nova Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789!@
abcdefghijklmnp
qrstuvwxyz.,/()'"

Proxima Nova Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789!@
abcdefghijklmnp
qrstuvwxyz.,/()'"

Proxima Nova Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789!@
abcdefghijklmnp
qrstuvwxyz.,/()'"

Text devider



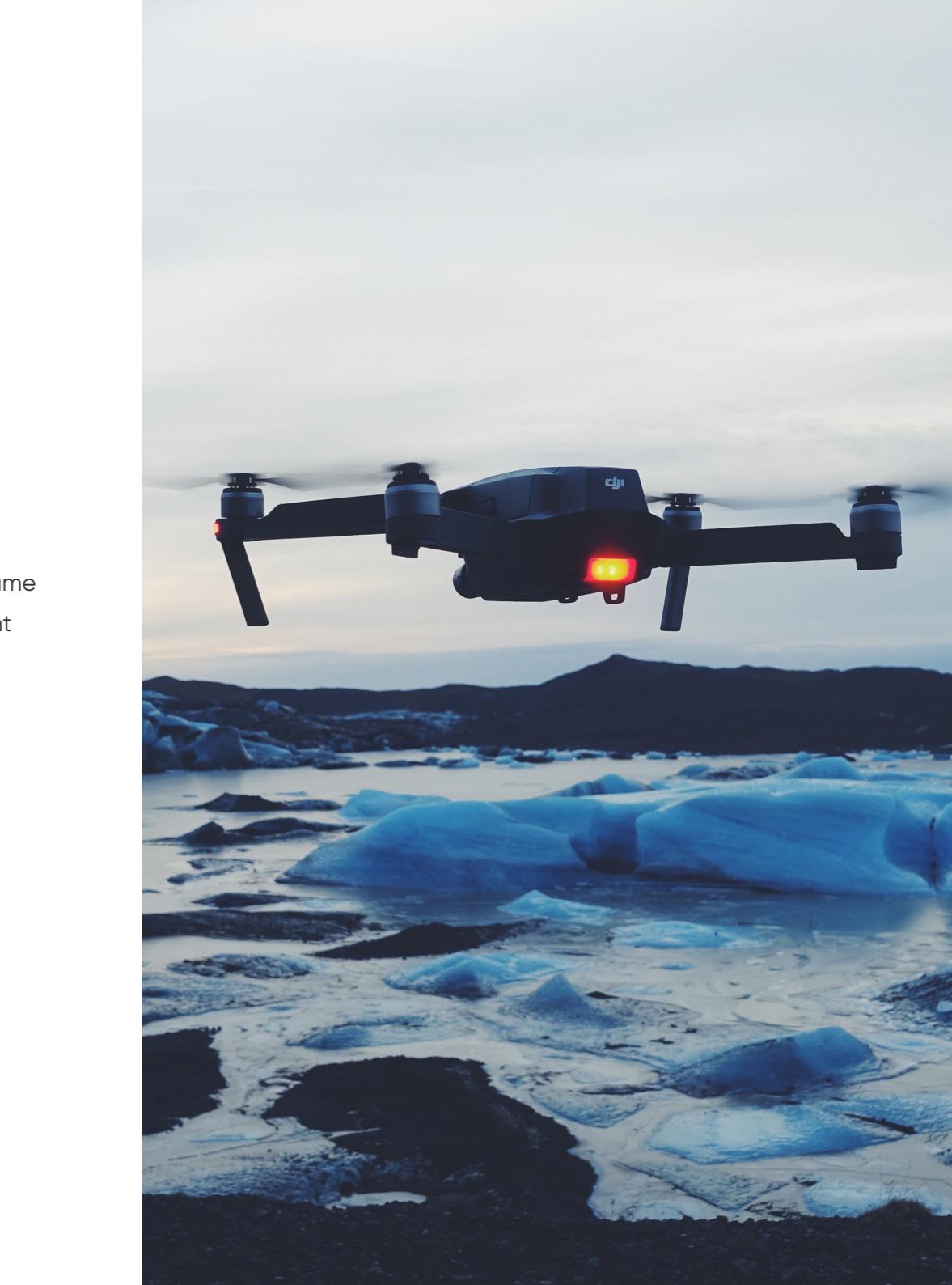
One of our branding elements is a red diamond that devide the subheader from the bodytext.

Rules:

- The diamond has to be in the corporate red color
- The space above and underneath the diamond has to be the same
- The diamond may only be used as a devider, not as a bullet point

Example

Subheader
Bodytext



Imagery/Photography

When using images for MyBit it is important that they meet a couple requirements.

Use images that include:

- People
- Tech
- Futuristic sceneries, but not too science fiction

Two primary sources of images:

- Unsplash.com
- Pexels.com
- Alternative stock websites
- Professional photographers

Imagery usage:

- Social-media banners
- Backgrounds
- Print
- Thumbnails
- Ads



Custom icons

MyBit uses custom icons. To make sure every icon is on-brand, it's very important not to use other kind of icons.

User/account



Smart contract



Pad Lock



Solar energy



Generic IoT device



ROI %



Operator



Autonomous Farming



Crypto mining



Logistics



Autonomous Vehicles



Investing



Smart property & storage



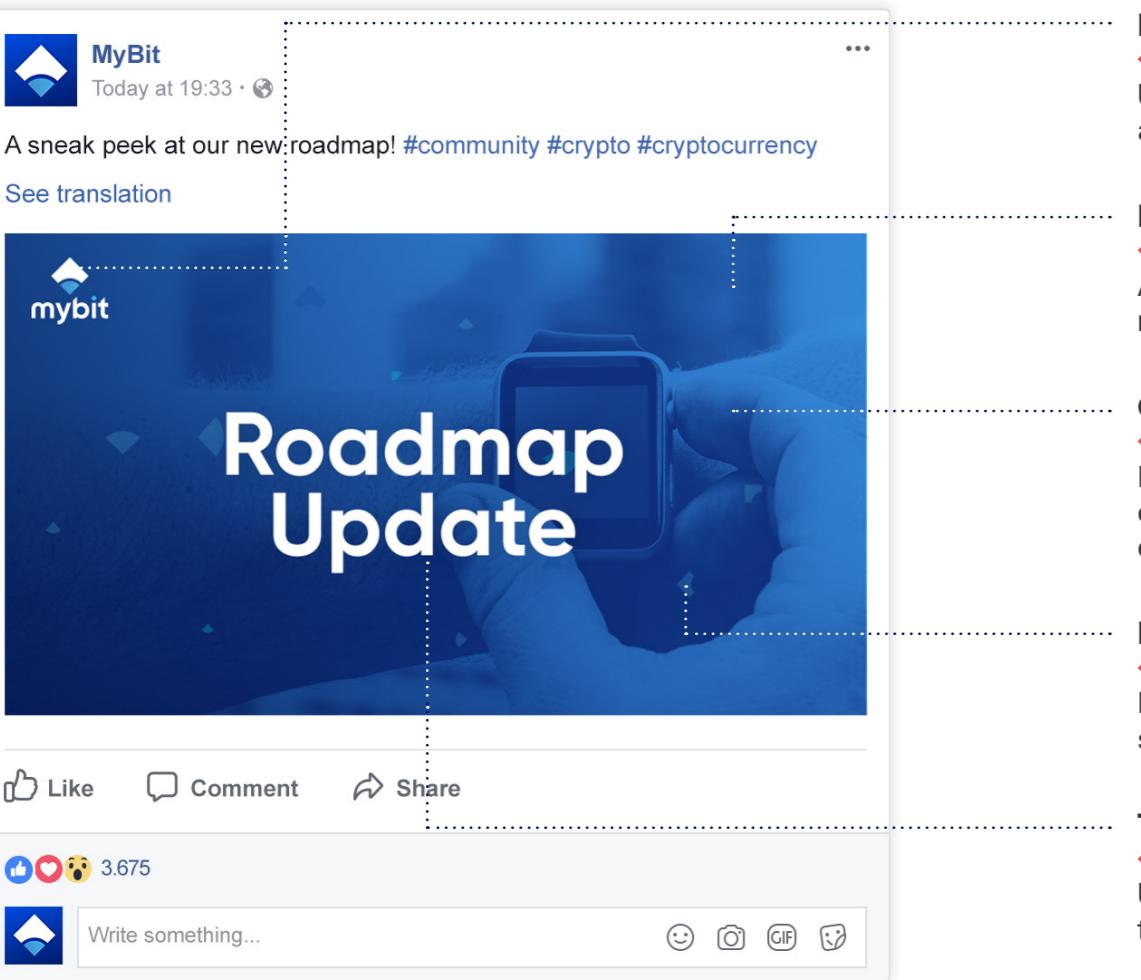
Products



Community



Online branding



Logo

- ❖ Use the white with light blue logo and always place it in the top left corner.

Background image

- ❖ Always use images that meet the requirements.

Gradient

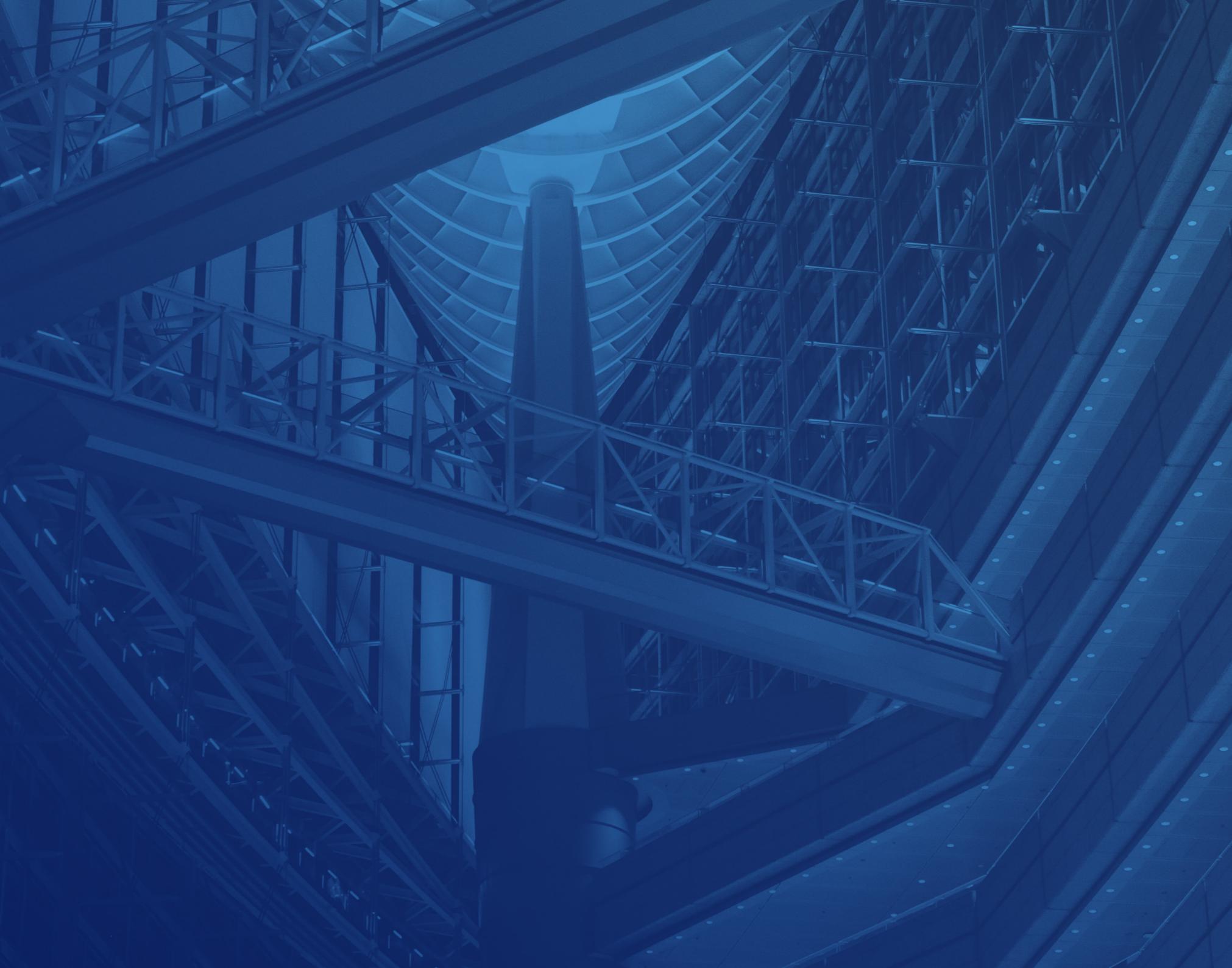
- ❖ Put the dark to light blue gradient over the background image and set the opacity to 80%.

Pattern

- ❖ Put the pattern behind the text and set the opacity to 20%.

Text

- ❖ Use Gilroy Bold and make sure that the text is in the center of the image





MyBit Foundation

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6300 Zug, Switzerland