



Brand Book



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## Vision



My First Bitcoin is an international Bitcoin educational project, with a focus on El Salvador.

Our mission is to educate a nation about Bitcoin with quality and unbiased information, as quickly as possible and with the greatest possible impact.

We are a non-profit organization and we are fiercely independent. We believe it is important for students to know that our only motivation is education. We do not endorse any product, nor do we get involved in the political debate. We believe that Bitcoin is for everyone and our sole focus is to educate people so they can make their own decisions.

As the first nation to adopt Bitcoin, El Salvador will be an example to the world. We get to decide what kind of example that is, and we believe that unbiased, quality education will be the basis for ensuring that it is positive.

We are now building a self-governing network of communities providing Open Source Bitcoin Education all around the world.

First El Salvador, then the world.

# My First Bitcoin



# ฿ Logo



The logo of My First Bitcoin represents a book which in turn symbolizes the organization's goal - to educate the world on Bitcoin. A concept as complex as Bitcoin is simplified in order to teach it as easily and to teach it in the easiest and most efficient way possible. This same idea can be reflected in the logo which is graphically quite simple.



minimum  
120 px / 25 mm

The application of the brand is fundamental to maintain high standards of visual representation. Standards of visual representation. Improper use of will dilute the clarity and clarity and tone of the My First Bitcoin brand.



## Logo



Mi Primer Bitcoin is an organization that has its roots in El Salvador. El Salvador, being the first country in the world to adopt Bitcoin as legal tender. However, the mission of My First Bitcoin transcends borders, and that is why it is important to have an English version of the logo.

These adaptations can be made to other languages, however, the isotype should not change in any language.

This isotype is part of the main logo, but it can also be presented on its own as an element of the logo.on its own as a completely independent brand element.

This isotype can be used to support the brand name in places where the trade name already appears (so as not to be repetitive) and/or where the full logo would be too large. For example, in a social media avatar, a website icon or the side of a business card.



Logo version in Spanish



Logo version in English



Symbol



## Logo



This version should follow the position and proportion of the elements and will be adjusted depending on the name of the particular country. The appropriate typography, as specified in this Brand Book, must be maintained.



Logo version for international projects



← Primary logo

← The country name  
comes below in Ubuntu  
Light Italic.



## *Versions of the logo*



These are the different versions of the logo that are authorized for use and cannot be changed for any reason.



Logo Full Color

This version is ideal to use whenever possible.



Greyscale

Use this version in case of printing in black and white.



Inverted

For reproduction or application needs, it is reproduced only as a continuous fill, without gradients or shading.



One color

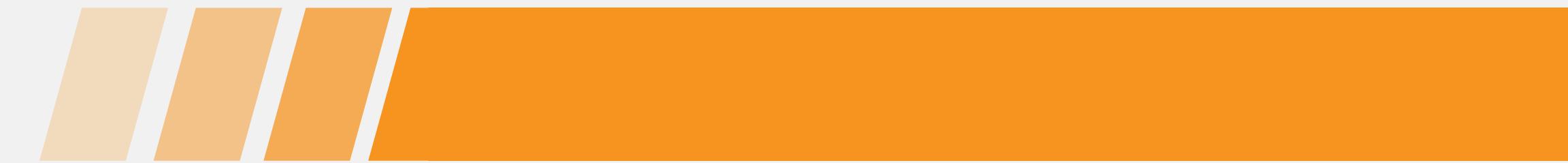
The positive version can be used for stamping, embroidery, or other specific applications that limit the use of color.

Mi  
Primer  
Bitcoin





# Certified Instructor Badge



This badge can be used by anyone who has graduated from My First Bitcoin's teacher certification program.



minimum  
500 px / 100 mm



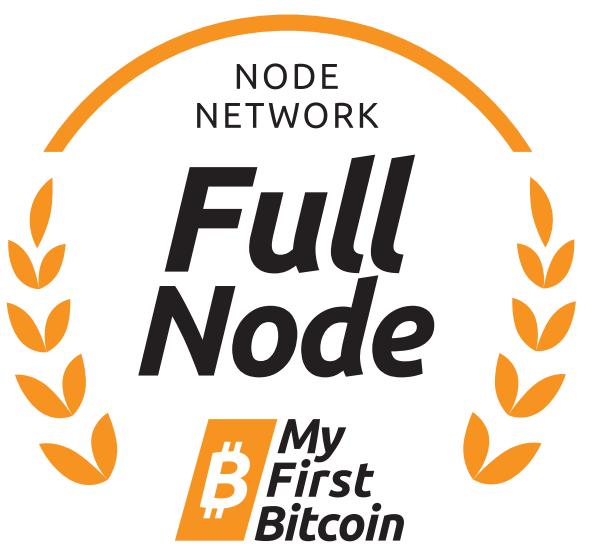
Inverted  
version



## ***Node Network Badge***



These badges can respectively be used by any Bitcoin community who are part of the Node Network, as a Light Node or Full Node.



minimum  
210 px / 80 mm



Always used with white background



# Color Palette



The primary colors are the colors of our logo and we will use them in corporate or brand pieces; while the secondary colors can be used in merchandising and advertising pieces as details or texts, or even as background in some publications.

Primary colors



#F7941F

#000000

RGB  
247 148 31

RGB  
0 0 0

CMYK  
0 40 87 3

CMYK  
0 0 0 100

Secondary colors



#FBB040

#3C3C3C

RGB  
251 176 64

RGB  
60 60 60

CMYK  
0 35 85 0

CMYK  
0 0 0 76

Gradient background



#E6E7E8

#2B1C58

#5E378E

RGB  
230 231 232

RGB  
34 28 88

RGB  
103 60 149

CMYK  
0 0 0 10

CMYK  
51 68 0 65

CMYK  
73 92 2 0



## Color Palette



Following the brand's color palette, the possible combinations for the use of the logo in spot colors, positives and negatives are shown.





## Typography - primary



The official primary font is Ubuntu (in all its variants) for titles and important texts.

# Ubuntu

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Mm Nn Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

!"#\$%&/()=?¡

0123456789



## Typography - secondary



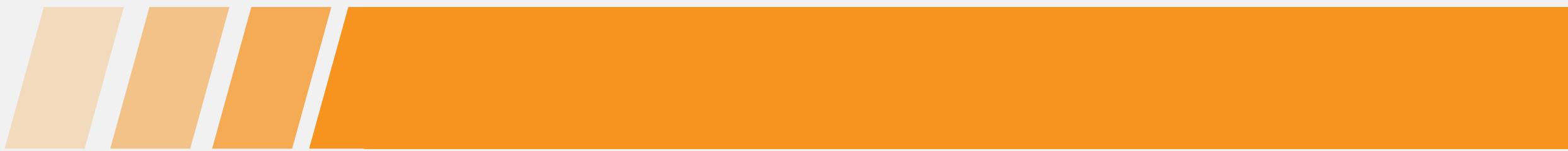
The official secondary font is Open Sans (in all its variants) for body text.

# Open Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
!"#\$%&/()=?;i  
0123456789



## *General use of the MPB brand*



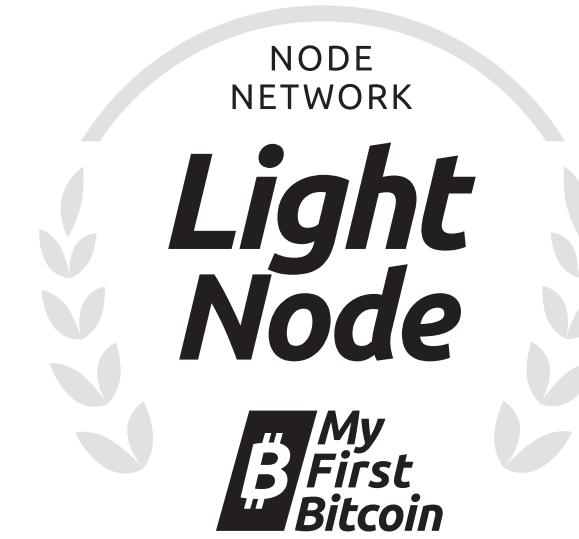
The MPB brand can be used by entities or individuals who are not officially approved network participants exclusively to show they are using MPB's resources for education purposes.

The MPB brand cannot be used for fundraising purposes by entities or individuals regardless of whether they are approved network participants or not. The node network badges, both Light Node and Full Node, may only be used by approved nodes in the network. The certified instructors badges may only be used by anyone who has successfully completed MPB's instructor program.



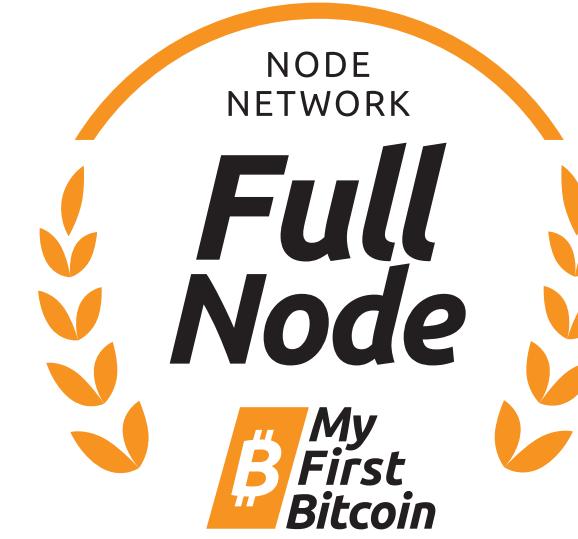


## Approved use



- ✓ Use the "Node Network - Light Node" MPB badge if qualified.

Use the MPB main logo and other logos in the node network media kit to indicate participation and membership once officially approved.



- ✓ Use the "Node Network - Full Node" badge if qualified.

Use the MPB main logo and other logos in the node network media kit to indicate participation and membership once officially approved.



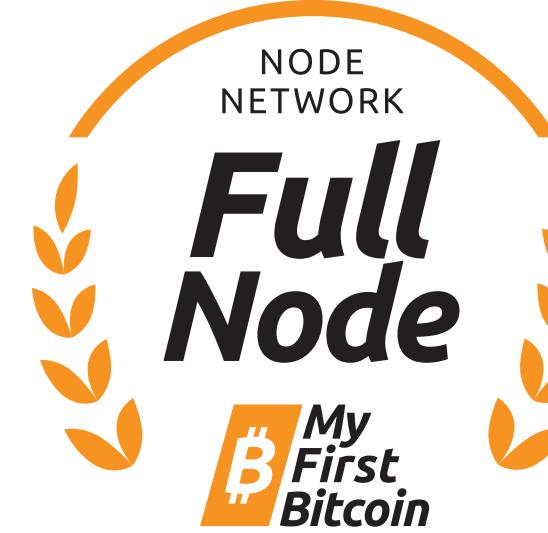
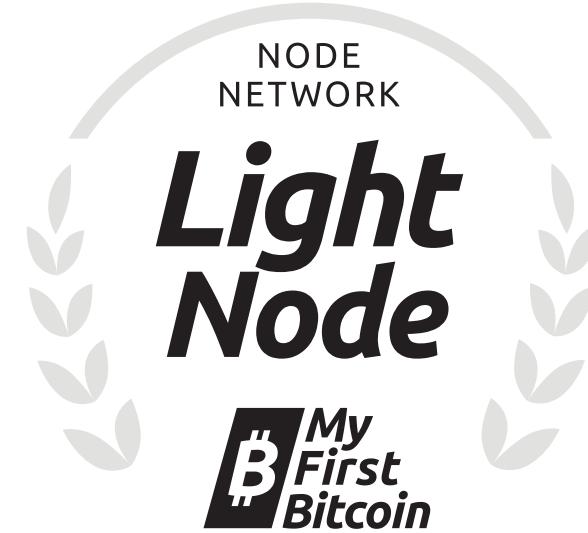
- ✓ Use the "Certified Instructor" badge if qualified.



## Prohibited use



- ✗ It's prohibited to use the MPB main logo for fundraising.



- ✗ Referring to oneself as MPB [Region Name], as all nodes must have unique names to distinguish themselves from MPB International/El Salvador.

- ✗ Referring to oneself as MPB [Region Name], as all nodes must have unique names to distinguish themselves from MPB International/El Salvador.

- ✗ Using the MPB Certified Instructor badge to promote personal education initiatives or other educational programs which are unrelated to MPB.



## Incorrect use



It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified or added to. No attempt should be made to alter the logo in any way. Its orientation, color and composition must remain as indicated in this document, with no exceptions.



Change of position of  
elements



Rotation



Change of borders



Wrong scale



Change of colors



## Logo safe zone



To make good use of the logo it is necessary to respect the protection area depending on the format where you want to insert it, the letter "B" of Bitcoin is taken as a reference to define the free space. This will provide aesthetics and breathability to the logo, as well as legibility and reduction of visual clutter (text, images, graphic elements, etc.).





CERTIFIED  
**Instructor**

OPEN SOURCE  
BITCOIN EDUCATION





# Stationary - Letterhead

**Title**

**Subtitle**

Placeholder text for the letter content.

Placeholder text for the letter content.

Placeholder text for the letter content.

[www.miprimerbitcoin.io](#)

[info@miprimerbitcoin.io](mailto:info@miprimerbitcoin.io)

Example design of a letterhead paper.



Space for the name of the organization or subject of the letter.



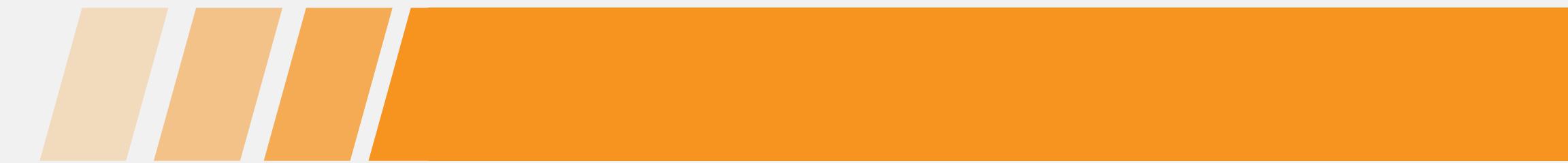
Space for text of the letter



Contact information



## Business cards



These are two business card design options, both of which are within the parameters of this Brand Book.



## Título



### Subtítulo

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim

A handwritten signature in black ink, appearing to read "John Dennehy".

John Dennehy  
Fundador

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San Salvador, El Salvador



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[info@miprimerbitcoin.io](mailto:info@miprimerbitcoin.io)

# Merch



# Mi Primer Bitcoin





## Character

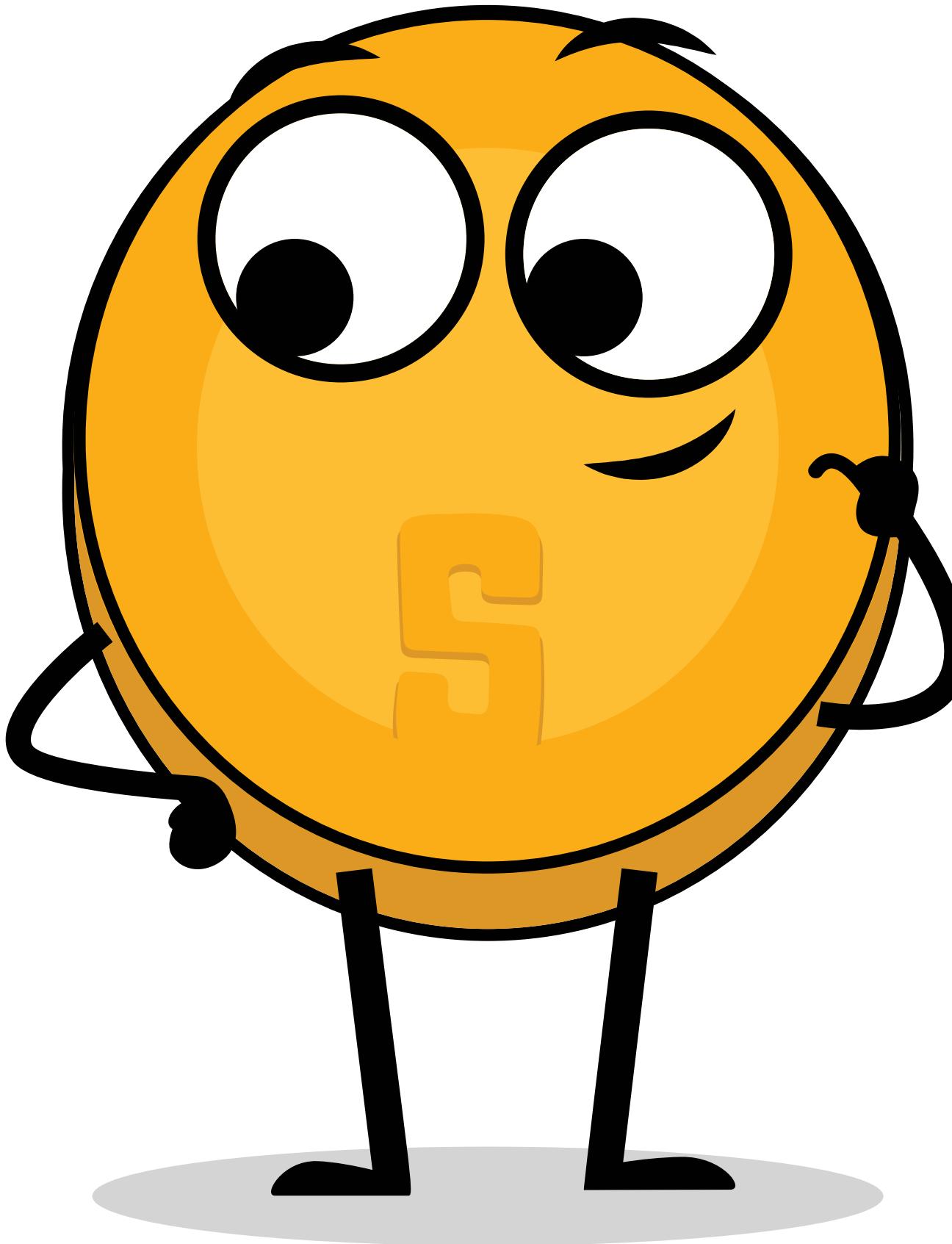


For the development of the Bitcoin Diploma workbooks, a My First Bitcoin character was created. This character was used to guide the students through the whole process of the Diploma.

However, this character, called Satoshi, can also be used in certain elements and applications of the brand that are deemed necessary (for example, in artwork, documents, presentations, etc.).

Satoshi is graphically represented as a coin, and as its name suggests, it is the minimum unit that can be used in the Bitcoin system. The "S" on its chest represents its name, Satoshi.

Below are some guidelines for using this original character.



**My First Bitcoin**  
EL SALVADOR

best-selling author and has written about Bitcoin in Latin America for places such as the Guardian, Al-Jazeera, and the BBC. He previously worked at the UN and has lived in Latin America for over six years before coming to El Salvador.

**The Problem We're Addressing**

While the declaration of Bitcoin as legal tender in El Salvador was momentous, the reality on the ground is more complex: the vast majority of people in El Salvador don't understand what Bitcoin is, nevermind how to use it. Further, the majority of people "using" bitcoin do so via a centralized custodial wallet. We must honestly face the question of how likely is it that this will develop into a dystopic Bitcoin future? While we are a group of optimists, a future of freedom and abundance is not guaranteed. The reality today is that many Salvadorans falsely believe that Chivo (the popular wallet) is Bitcoin. This is a massive problem affecting the vast majority of the population in all social classes, but especially the poor and middle class. Education is the answer.

We are also seeing people here experience the problem of scamming: both through affinity scamming and outright lies. This is a wicked problem affecting people in all countries and social classes around the world. Another threat is the risk of over or under allocating to bitcoin. While we don't offer financial advice, we do teach about personal responsibility.

All of these problems can be addressed through education.

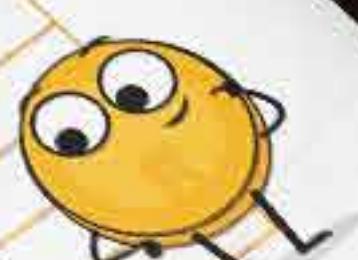
**Description of an HRF sponsored Mi Primer Bitcoin Project**

We are asking for \$50,000, which over the course of one year would provide us with a rented office/training space in San Miguel, salary to train and pay 20 teachers, and stipends for 2,000 students in our advanced courses.

| ITEM                        | DURATION        | COST            |
|-----------------------------|-----------------|-----------------|
| House + Utilities           | One year        | \$10,000        |
| Basic Furnishing            | One year        | \$3,000         |
| Teacher Training (advanced) | One year        | \$7,000         |
| Students (advanced)         | One year        | \$30,000        |
| <b>TOTAL</b>                | <b>ONE YEAR</b> | <b>\$50,000</b> |

[www.miprimerbitcoin.io](http://www.miprimerbitcoin.io)

[info@miprimerbitcoin.io](mailto:info@miprimerbitcoin.io)

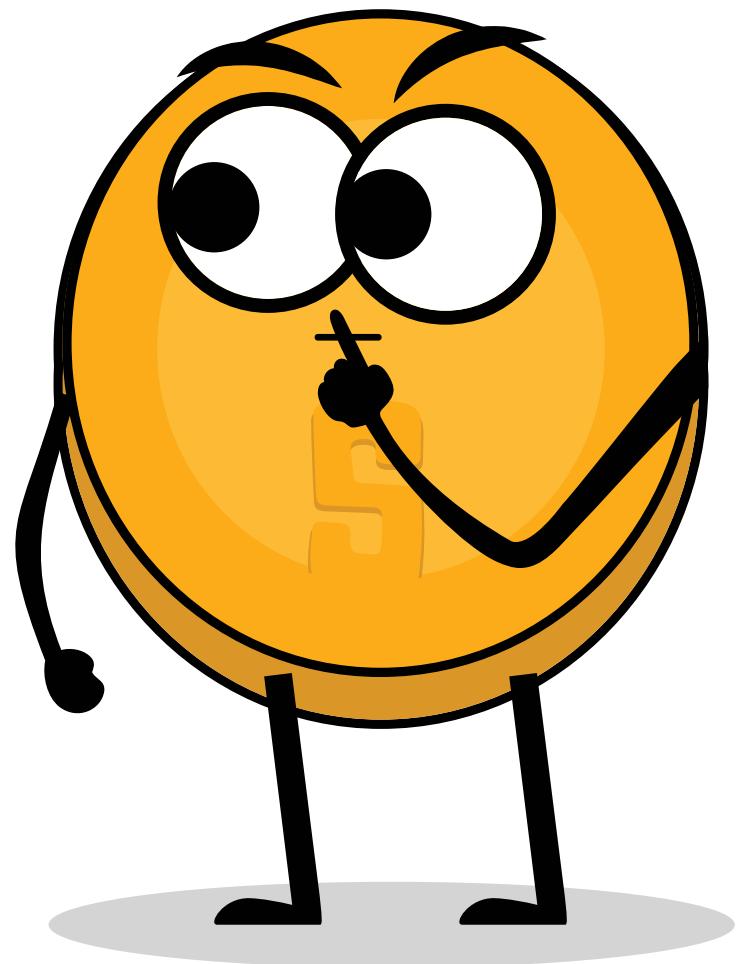
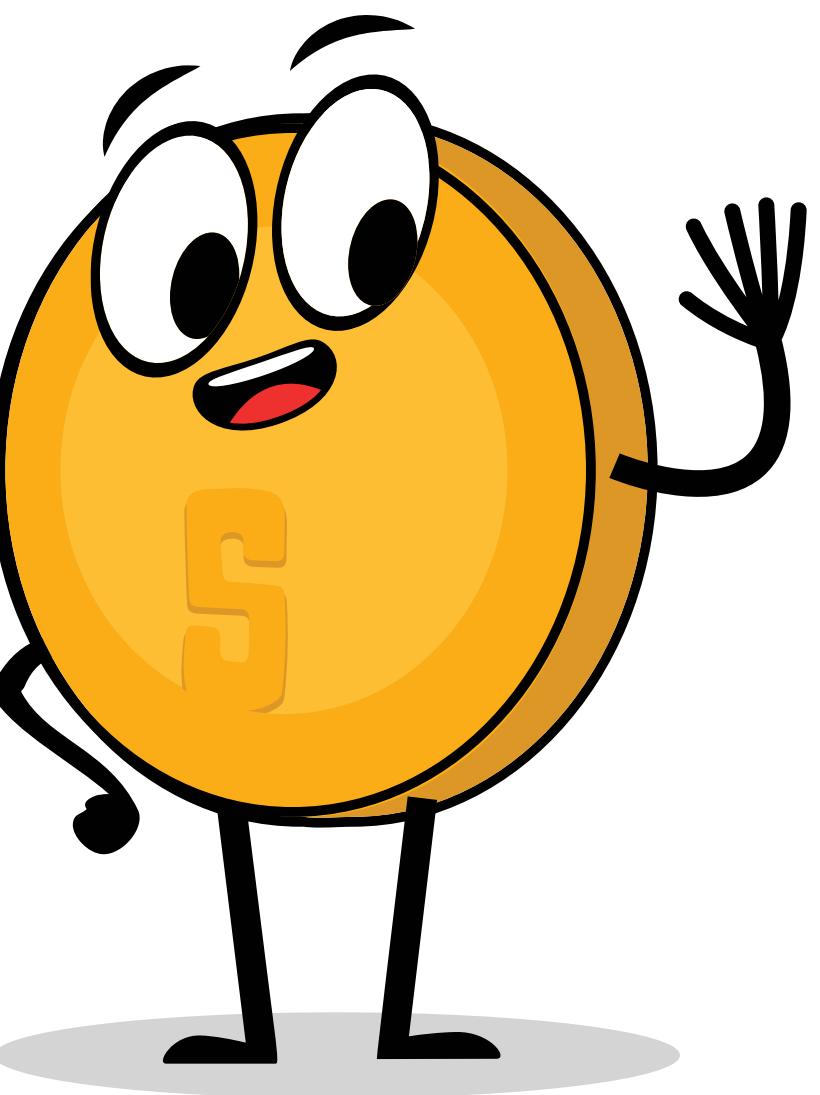
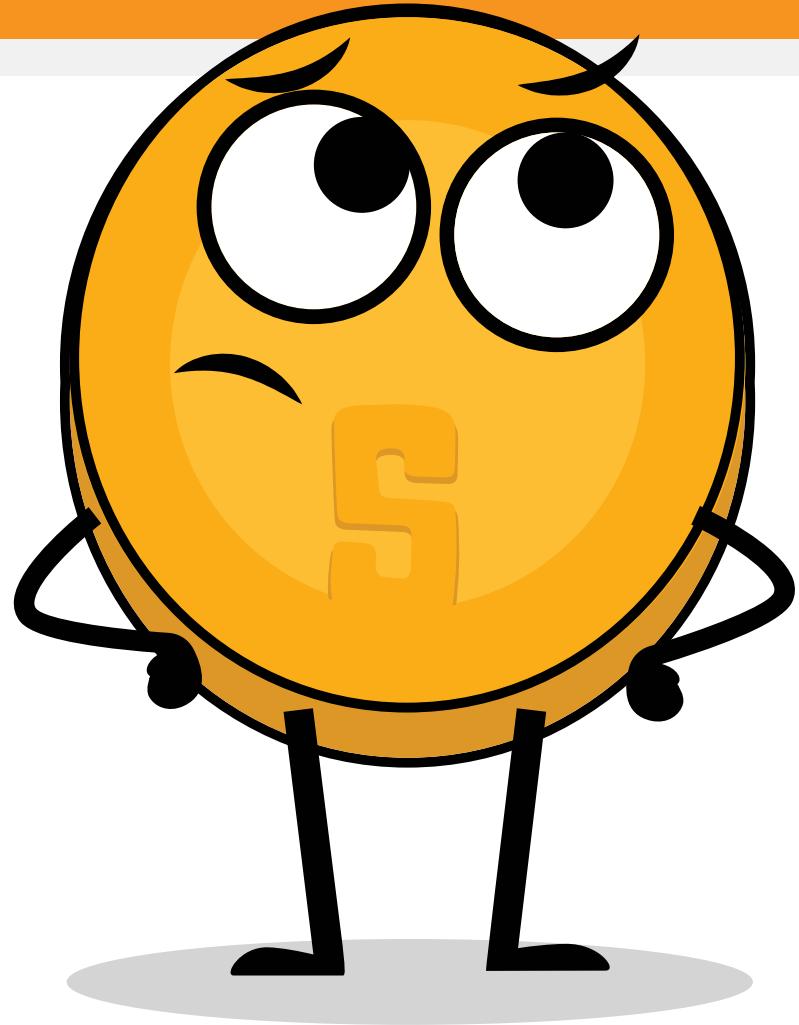
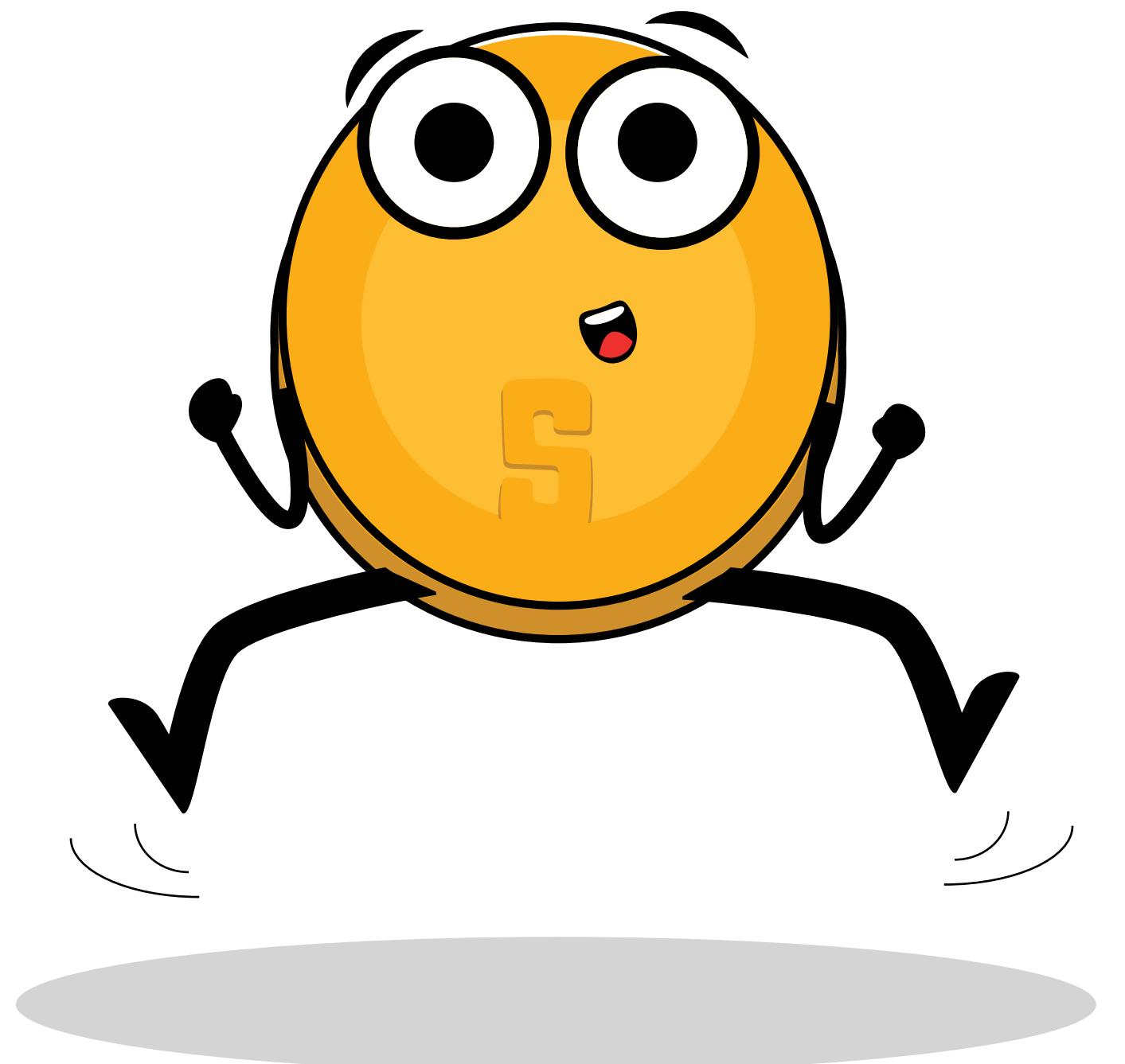


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Twitter / mprimerbitcoin  
Facebook / mprimerbitcoin



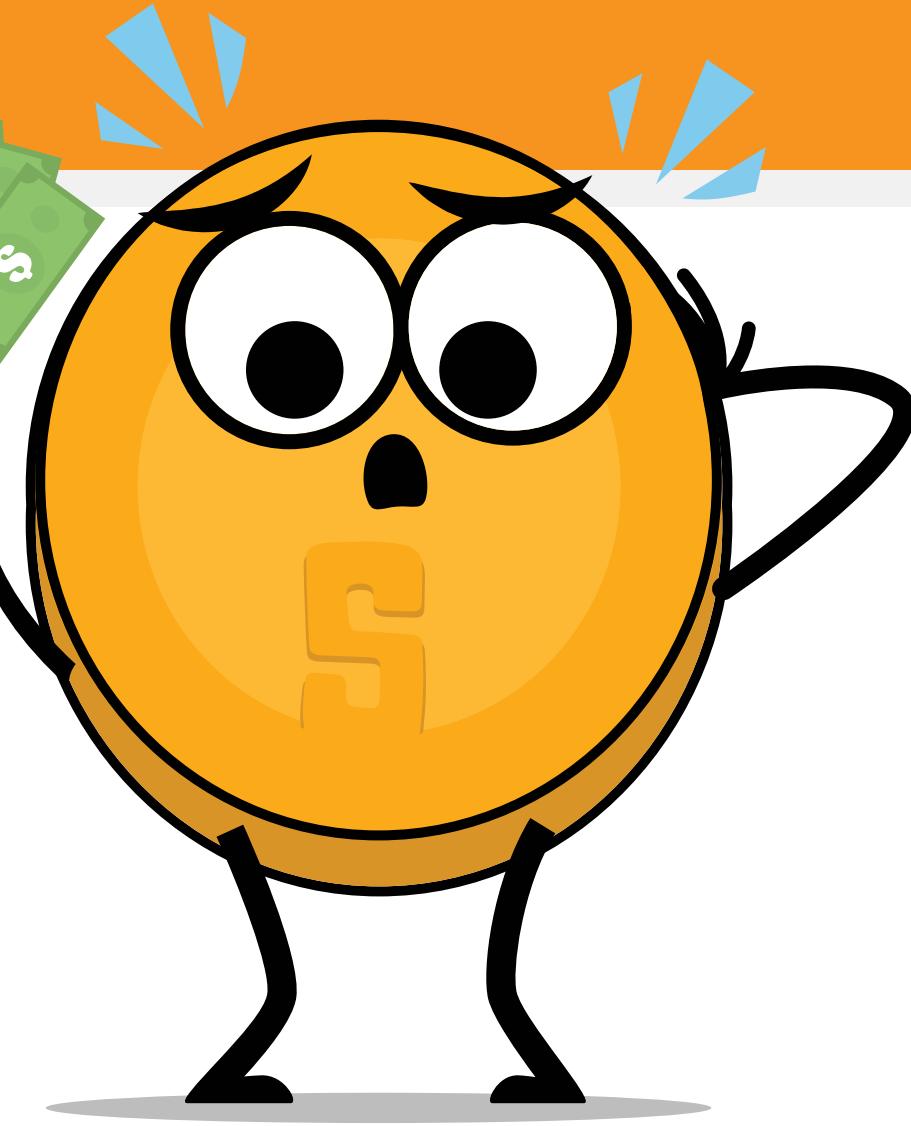
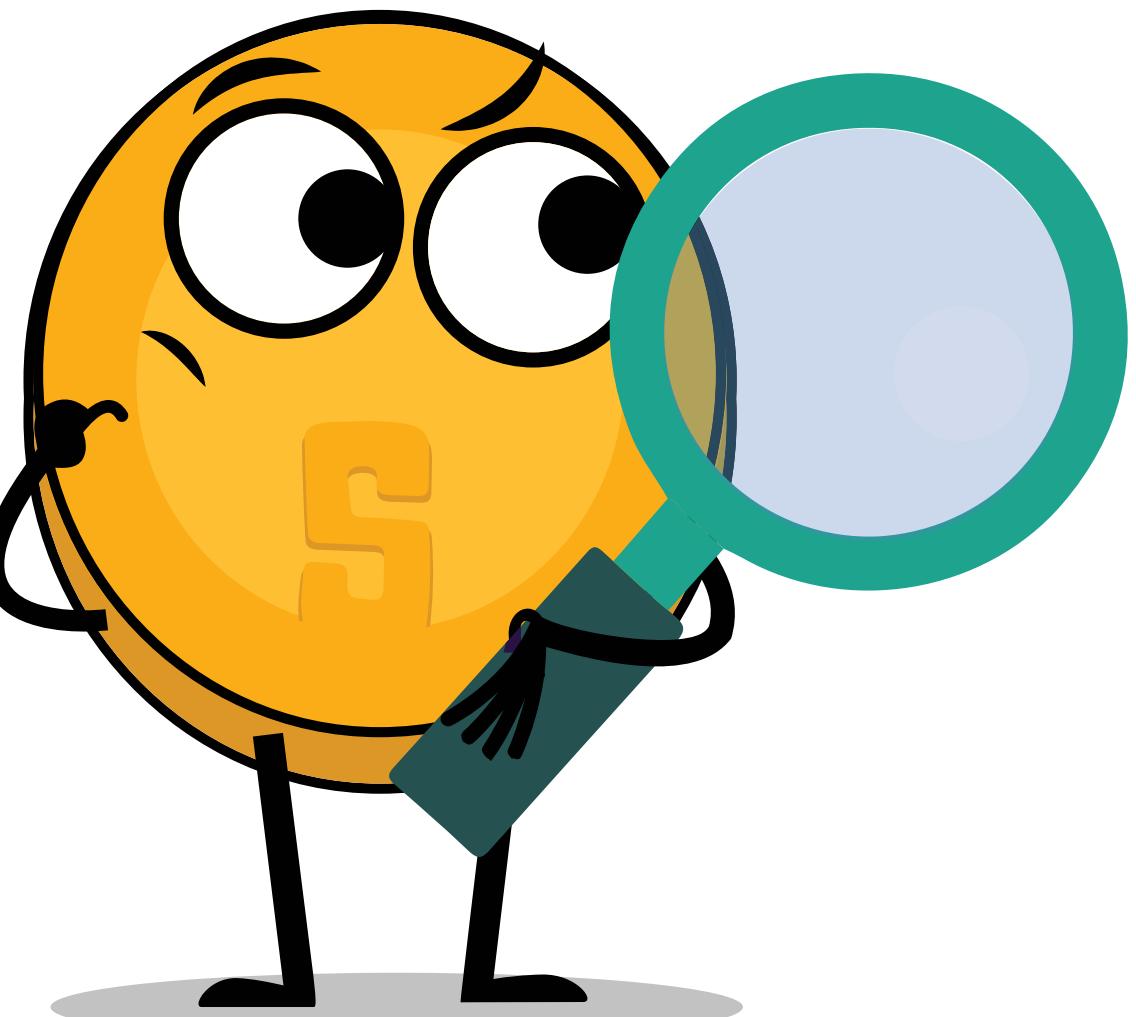
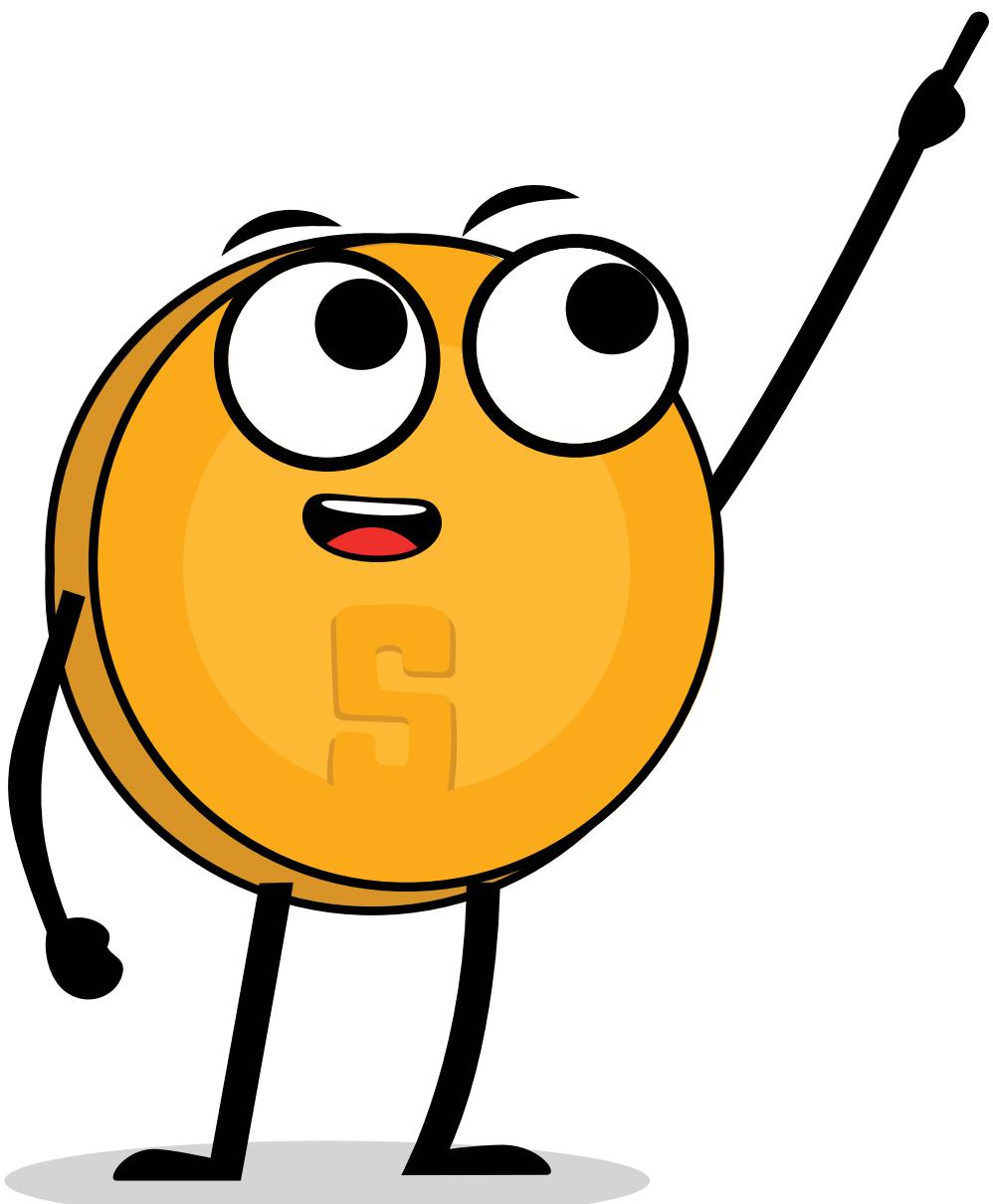
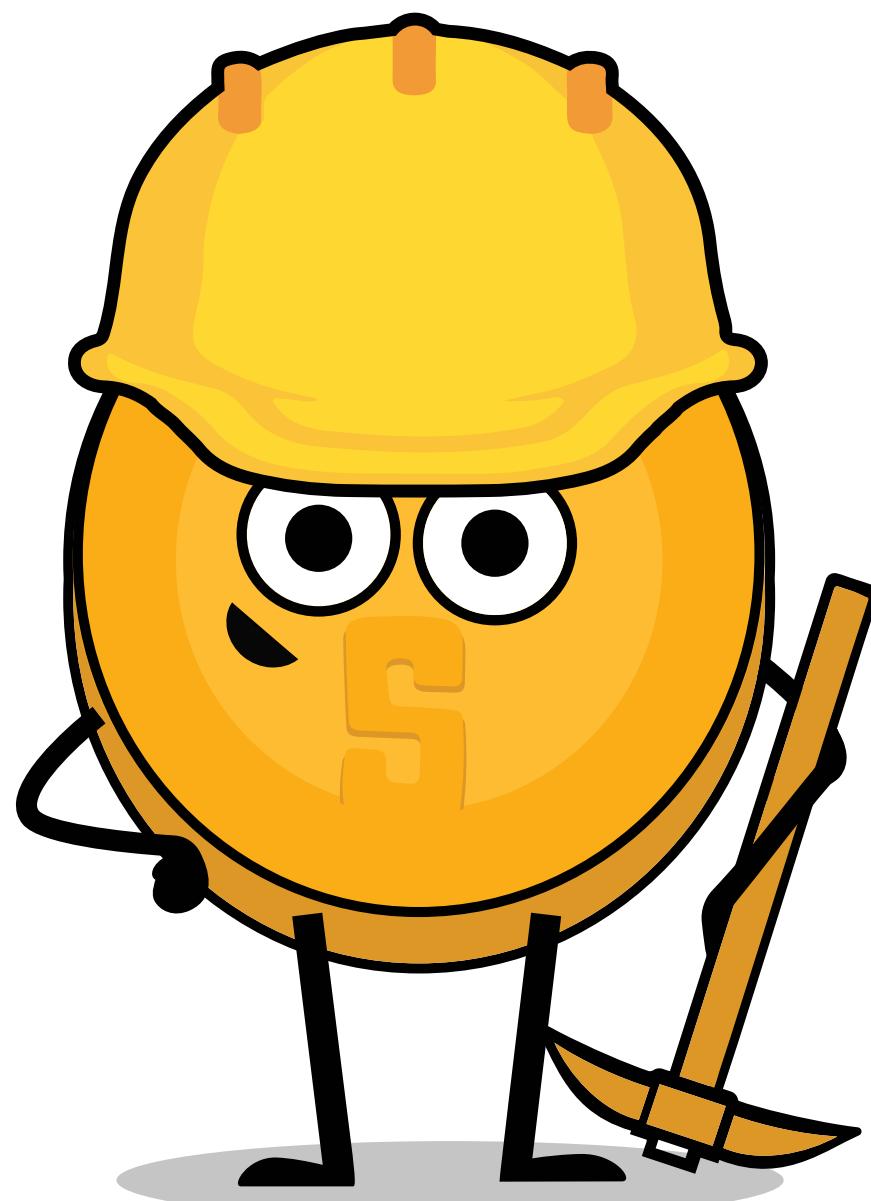
## Character | Poses and Expressions

Satoshi's personality is very dynamic. And this can be discovered and understood through what is revealed by his actions, words and thoughts exposed in the text. This character is always on the move, and because of his background he always wants to teach and empower people about Bitcoin.





## Character | Poses and Expressions





## Character / Colors



The following colors are the ones used in the character, and should not be altered for any reason.

White is the color used for the eyes, red is for the mouth, black is for the outline, and the two shades of orange are for Satoshi's body.



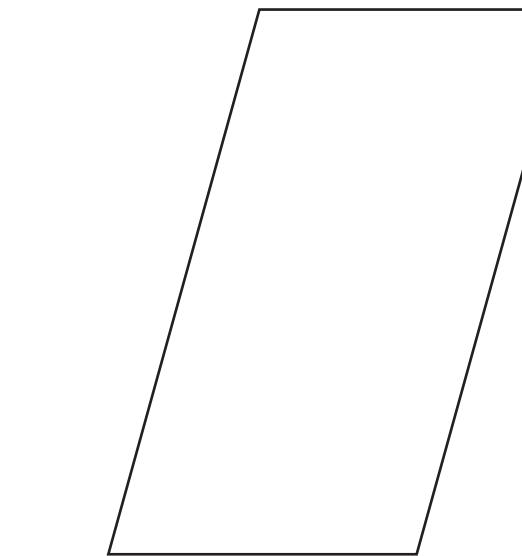
#FEBE33



#FBAD18



#000000



#FFFFFF



#EE302E

RGB  
254 190 51

RGB  
251 173 24

RGB  
0 0 0

RGB  
255 255 255  
238 48 46

CMYK  
0 27 90 0

CMYK  
0 36 100 0

CMYK  
0 0 0 100

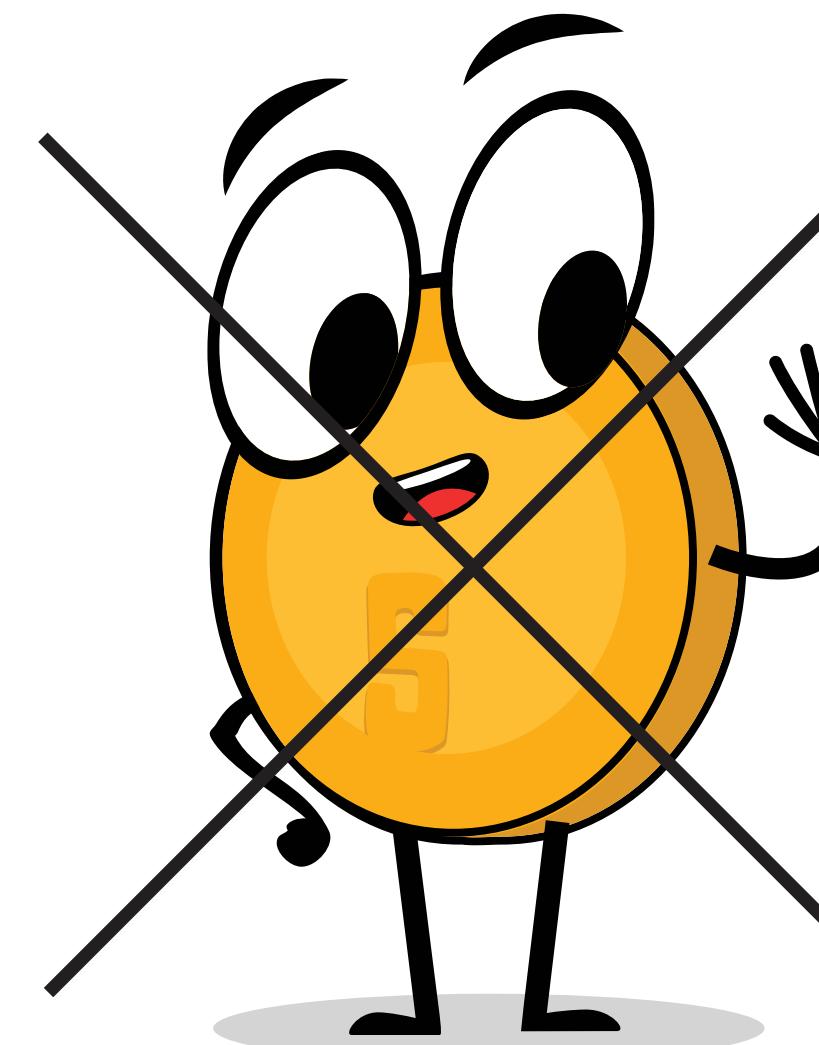
CMYK  
0 0 0 0  
0 95 91 0



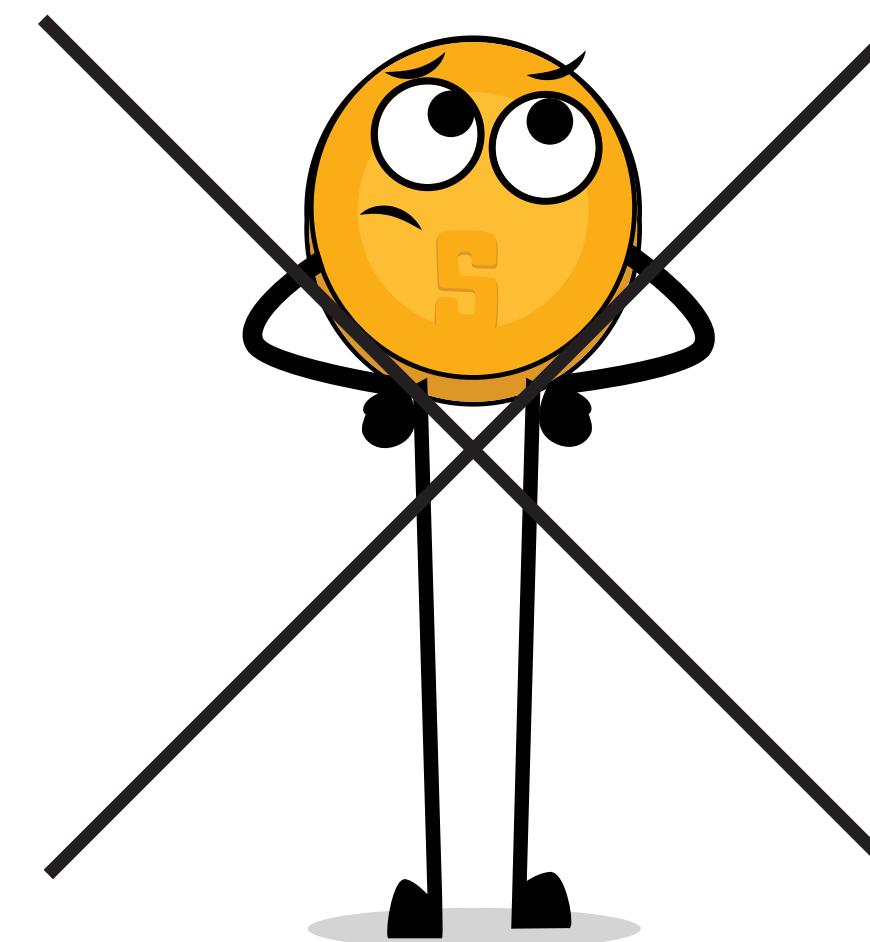
## Character | Incorrect uses



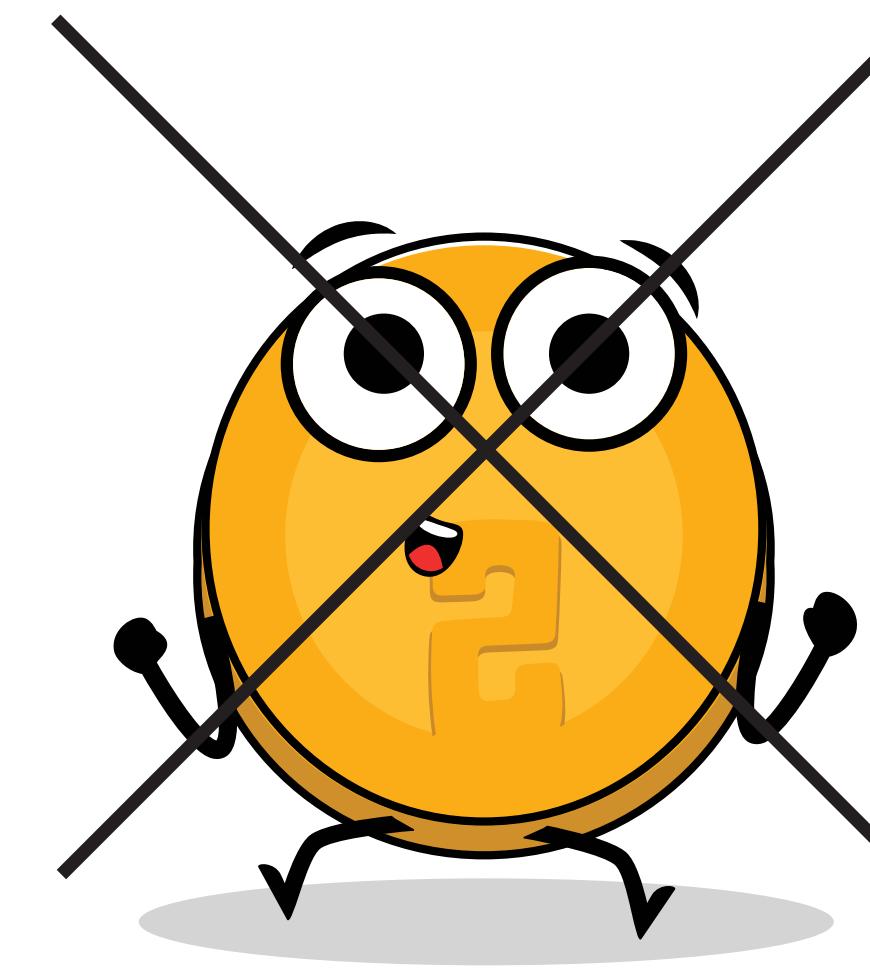
The character has different poses that are allowed, as we saw above. However, you cannot distort its size or proportions beyond what is indicated in the above poses.



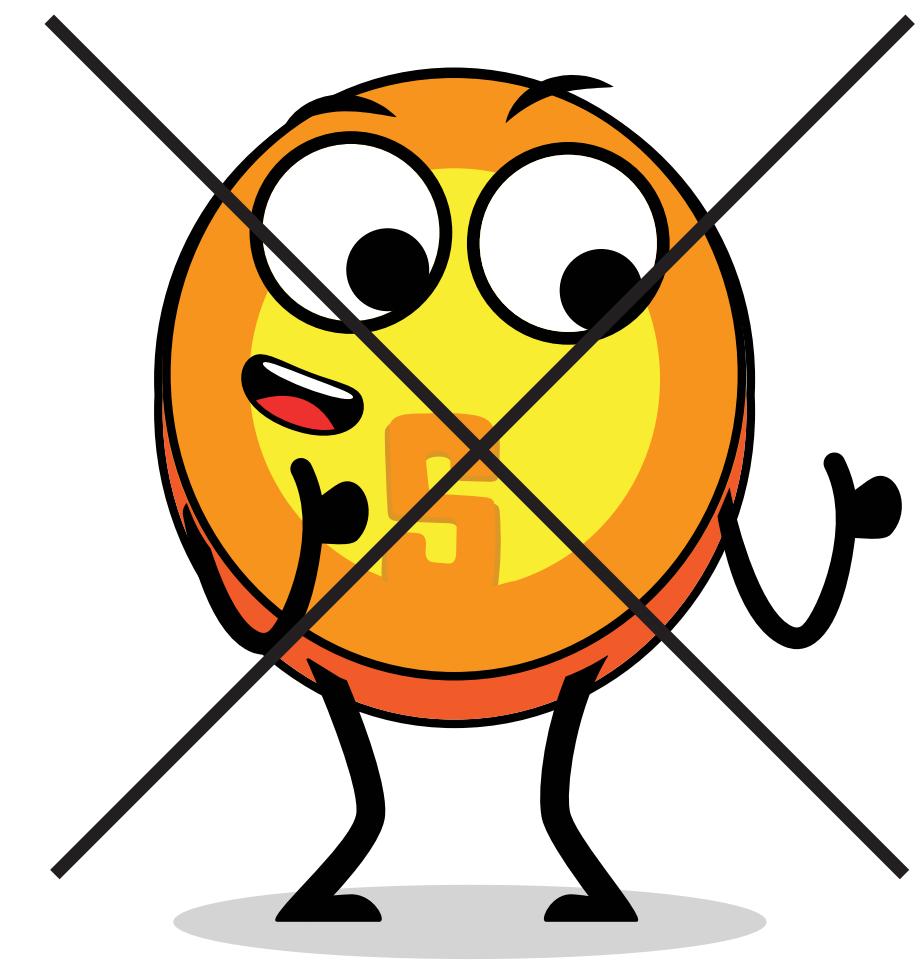
Element size distortion.



Change of proportions.



Change of proportions and modification of the letter "S".



Change of colors



Manual de Identidad de Marca: **ACTIVA**  
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[www.activa-sv.com](http://www.activa-sv.com)

English edition: *June 2024*  
Instructor/Node Badges: @design\_sats

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**Mi Primer Bitcoin ®**

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[www.miprimerbitcoin.io](http://www.miprimerbitcoin.io)

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