PHICOIN

BRAND VISUAL IDENTITY

12 January, 2025

The purpose of this brand book is to maintain brand consistency across all of a company's platforms and channels.

PHICOIN

About Phicoin

PHICOIN (PHI) is a high-performance cryptocurrency based on the Proof-of-Work (PoW) mechanism, addressing one of the biggest challenges in the cryptocurrency space: mining centralization.

Through its innovative Phihash algorithm, Phicoin ensures a fair and inclusive ecosystem by enabling individuals with consumer-grade hardware to actively participate in mining. This approach reduces reliance on specialized ASIC and FPGA devices, fostering a truly decentralized network that stays true to the core values of blockchain technology.

Designed to be a cornerstone for PoW-based cryptocurrencies, Phicoin goes beyond accessibility by prioritizing scalability, security, and sustainability. It empowers both early adopters and long-term contributors to maintain a thriving, decentralized community.

Whether you are a GPU miner, a cryptocurrency enthusiast, or someone exploring the world of decentralized finance, Phicoin offers a reliable, transparent, and innovative platform to support your journey. With its commitment to eco-conscious practices and technological advancement, Phicoin sets a new standard for what cryptocurrencies can achieve in the modern financial landscape.
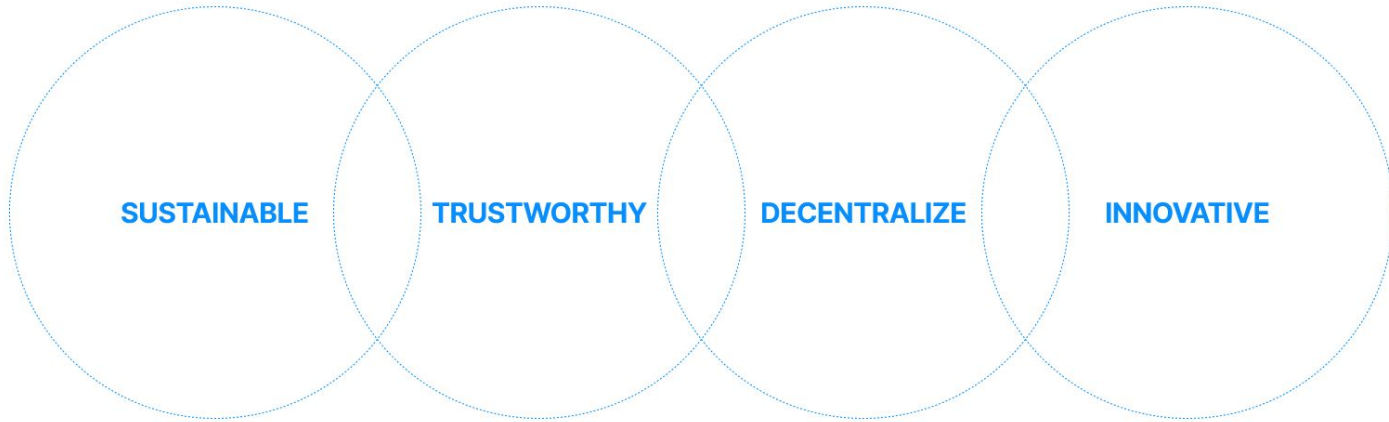Discover more at phicoin.net

PHICOIN

CONTENT

PHICOIN

1 BRAND VALUES

PHICOIN

Brand Values

SUSTAINABLE   **TRUSTWORTHY**   **DECENTRALIZE**   **INNOVATIVE**

PHICOIN

Brand Values

1. Quality

Phicoin delivers excellence with advanced technology, ensuring scalability, security, and a reliable cryptocurrency experience.

2. Accessibility

Our platform empowers anyone with consumer-grade hardware to mine, breaking down barriers and fostering inclusion in decentralized finance.

3. Sustainability:

We prioritize eco-conscious practices with energy-efficient solutions, ensuring long-term viability for the cryptocurrency ecosystem.

4. Creativity

Phicoin's innovative Phihash algorithm addresses mining challenges, showcasing the power of creativity in driving technological progress.

5. Personalization:

We design our platform to meet diverse user needs, creating tailored experiences that enhance engagement and community loyalty.

6. Sustainability

Phicoin builds a responsible future by reducing reliance on resource-intensive devices and promoting fair, efficient participation.

PHICOIN

Voice & Tone

Our Tone

Confident, knowledgeable, and approachable, Phicoin's voice empowers users with clarity and builds trust through transparency and innovation.

Our Voice

Inclusive and professional, Phicoin's tone balances expertise with warmth, ensuring accessibility and fostering collaboration.

Empowering Connection Through Clarity and Innovation

2 THE LOGO

Logo

The PHICOIN logo set includes three different logo versions, which consist of:

Original Logo

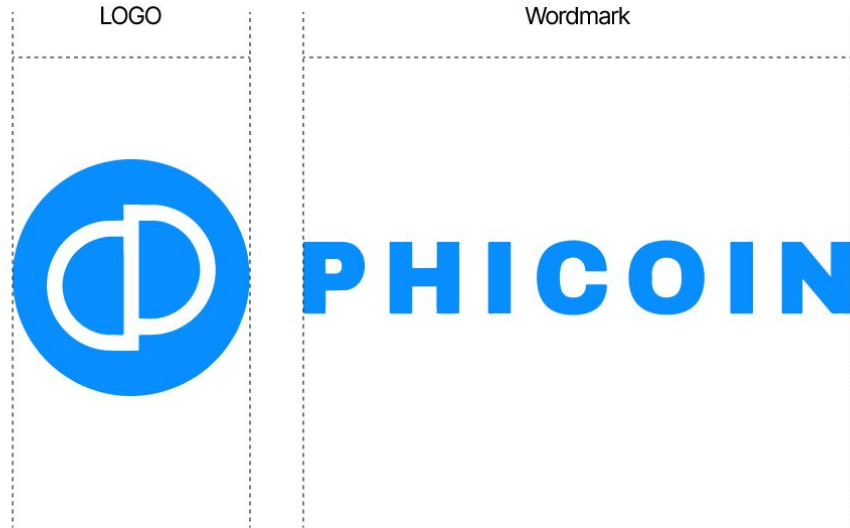Logomark

Vertical Logo

Original Logo

Logomark

Vertical Logo

Wordmark

Phicoin's logo is based on the symbol Phi (Φ) which is derived from the Greek letter that symbolizes the golden ratio, a concept of perfection.

Phicoin aims to serve as foundational infrastructure for PoW-based cryptocurrencies, promoting scalability, security, and long-term sustainability for modern financial applications.

The logo and its wordmark are collectively known as logo.

LOGO

Wordmark

PHICOIN

Wordmark

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LOGO

Wordmark

PHICOIN

Minimum clear space

Clear space is the area surrounding the logo that must be kept free of competing text or graphics. Leaving space around the logo ensures that it will stand out appropriately and that other words or graphics will not appear to be part of, or "locked up" with, the logo.

The logo files available for download include the minimum clear space. Maintain clear space when placing the

PHICOIN

Safe space

In most cases, the safe zone is designed to ensure consistent logo usage across materials, maintaining maximum brand recognition while minimizing instances of cropping, cutting, or improper guideline application.
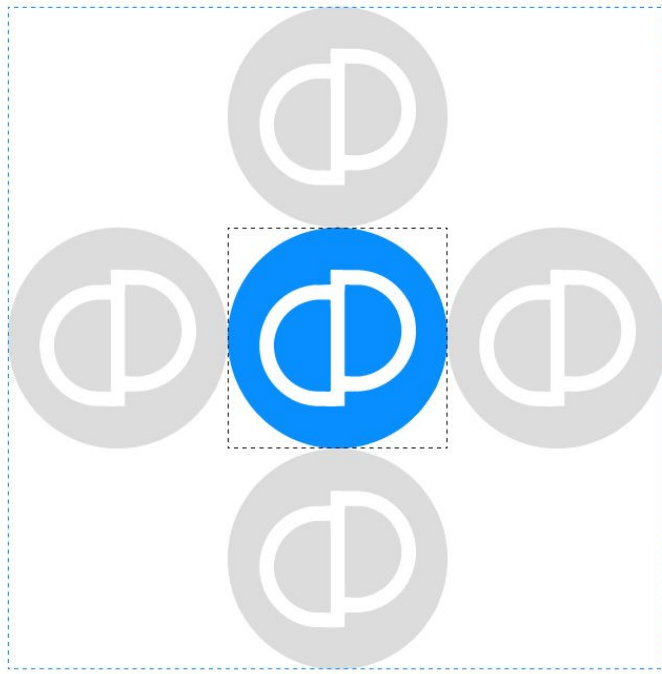
The safe zone is defined by a rectangular frame, with spacing around the logo equal to the size of the logomark, ensuring balanced and visually cohesive design compositions.

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Usage

None of the elements may be altered in any way, nor can individuals create their own phicoin logo versions or wordmarks.

No other logo colors are acceptable and logo files may not be altered to change the color.

It is essential that we maintain the prominence and recognition of the official Phicoin logo to enhance our trustworthiness. Use only the digital artwork provided.

Primary logo on a white background

Primary logo on a black background

Primary logo on a colored background

Usage

When choosing which logo color file to use, keep in mind that the logo must always be legible on your chosen background.

The examples on this page show incorrect and correct uses of the logo on various backgrounds.

Original logo on image

Original logo on image

Original logo on image

Usage/Incorrect

The logo usage is considered incorrect and does not align with the brand guidelines in the following cases (applicable to both the logo mark and the full logo)

Do not distort the logo

Do not distort the logo

Do not change the position of the elements on the logo

Do not skew the logo

![PHICOIN logo]

Usage/Incorrect

The logo usage is considered incorrect and does not align with the brand guidelines in the following cases (applicable to both the logo mark and the full logo)

Do not reduce the opacity of the logo

Do not place the logo on backgrounds with low contrast to the logo's primary color codes

Do not place the logo on images with excessive contrast without blurring the image

3 THE TYPOGRAPHY

PHICOIN

Typography/ Header

Space Grotesk is an open font.

It combines geometric precision with warmth, clearn, modern and versatile. Space Grotesk includes Latin Vietnamese, Pinyin, and all Western, Central, and South-Eastern European language support, as well as several OpenType features (old-style and tabular figures, superscript and subscript numerals, fractions, stylistic alternates).

PRIMARY FONT is used for h1, headline, quotes

HEADING

SPACE GROTESK FONT FAMILY

Space Grotesk

Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus elit sem, venenatis non nibh vel, facilisis tristique nisi. Mauris odio nibh, molestie ac consectetur at, tempor a mi. Nulla sagittis tincidunt tincidunt. Cras quam quam, luctus nec urna at, dignissim pharetra metus. Cras maximus tortor

Aa

PHICOIN

Typography/ Content

Inter is a variable font family carefully crafted & designed for computer screens.

Inter features a tall x-height to aid in readability of mixed-case and lower-case text. Several OpenType features are provided as well, like contextual alternates that adjusts punctuation depending on the shape of surrounding glyphs, slashed zero for when you need to disambiguate "0" from "o", tabular numbers, etc.

Secondary font is used for h2, h3, subheadline, body text

TITLE

INTER FONT FAMILY

Inter

Asg23

Hello, I'm Inter.

Nice to finally meet you.

I can even speak well at small sizes

Typeface family

ABCDEFGGH
IJKLMNOPQR
STUVWXYZØ
0123456789.
abcdefghijklmnopqrstuvwxyz
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ştťŧţ'ŧţ'ŧŭūūūůůyuʋūūūůůũūûũŵŷÿ!

PHICOIN

Hierarchy

The smart way to manage everything.

It's simple to start

It's simple to start

Typography hierarchy is crucial in design as itestablishes a clear visual structure and helps

Header 1
Space Grotesk - Bold
Size: 84pt

Header 2
Inter - SemiBold
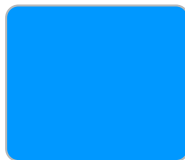Size: 64pt

Header 3
Inter - SemiBold
Size: 48pt

Body
Inter - SemiBold
Size: 24pt

PHICOIN

4

THE
COLOR PALETTE

Primary

Primary colors are the foundational hues of our brand identity. They convey energy and create instant recognition.
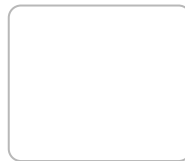
PHICOIN BLUE
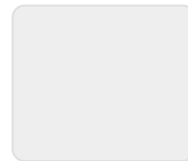#0798FE
R7 G15 B252
C71 M35 Y0 K0

PHICOIN DARK BLUE
#054069
R5 G64 B105
C100 M78 Y35 K21

BLACK
#0E0F0C
R14 G15 B12
C7 M66 Y68 K81

WHITE
#FFFFF
R225 G225 B225
C0 M0 Y0 K0

GREY
#EEEEEEFF
R238 G238 B238
C100 M78 Y35 K21

Secondary

Our secondary palette provides creative flexibility with neutral, cool, and warm accent colors. These should be used intentionally and sparingly-think 20% of the total color-to bring warmth and energy to your designs.
It is never required to use a color from the secondary

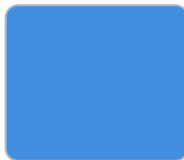**ORGANE**   #FF9E1B
R255 G158 B27
C0 M455 Y94 K0

GOLD   #F1C400
R241 G196 B0
C0 M20 Y100 K2

RED ORANGE   #F56600
R241 G196 B0
C0 M20 Y100 K2

MEDIUM BLUE   #0077D8
R14 G15 B12
C7 M66 Y68 K81

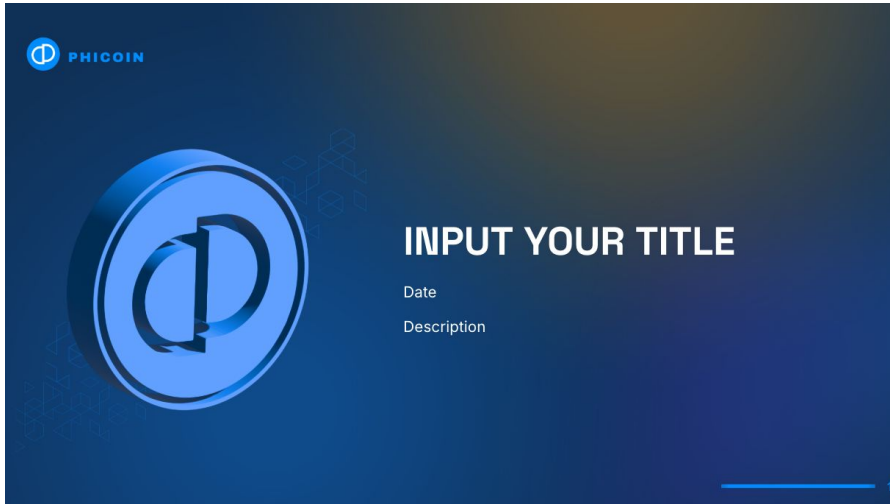**LIGHT BLUE**   #4E97E0
R78 G151 B224
C68 M34 Y0 K0

MIDNIGHT BLUE   #002D72
R0 G45 B114
C100 M80 Y6 K32

5

THE
SLIDE
TEMPLATE

Google slide templates

PHICOIN

6 THE POSTERS

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7 THE SOCIAL MEDIA COVER

THANK
YOU
FOR
YOUR
ATTENTION

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The PoW high-performance infrastructure