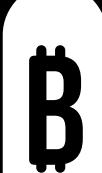


Brand Identity Guidelines

June 2025

Brand Identity & Assets

LOGOTYPE

PLAN  NETWORK

BRAND NAMING

฿ FOR BITCOIN

Bitcoin is unstoppable, and it will grant financial independence and freedom to those who understand it and use it.

PLAN ฿ NETWORK

PLAN B

The plan A is the fiat world.
We need an exit plan to save the world
from fiat collapse.

NETWORK

An online and physical network of Bitcoin enthusiasts will be the foundation of an unstoppable new vision

WRITTEN FORM

Plan ₿ Network

RESTRICTIONS

Plan B Network

🚫 do not
use a normal B instead
of the ₿ of Bitcoin

Plan₿ Network

🚫 do not
remove the space
between plan & B

P฿N / PBN

🚫 do not
shorcut the words into
an acronym

AUTHORIZATIONS

Plan ₿ Network

can be shortened by

Plan ₿

ONLY when it's obvious that
we're talking about the
network and not other plan
Bs (plan B forum, Plan B
Lugano etc) >> So mainly
inside educational content -
not for marketing.

LOGO VARIANTS

PLAN B NETWORK

PLAN B NETWORK

PLAN B NETWORK

PLAN B
NETWORK

PLAN B
NETWORK

PLAN B
NETWORK

PLAN B NETWORK

PLAN B NETWORK

PLAN B NETWORK

PLAN B
NETWORK

PLAN B
NETWORK

PLAN B
NETWORK

HORIZONTAL

SQUARE

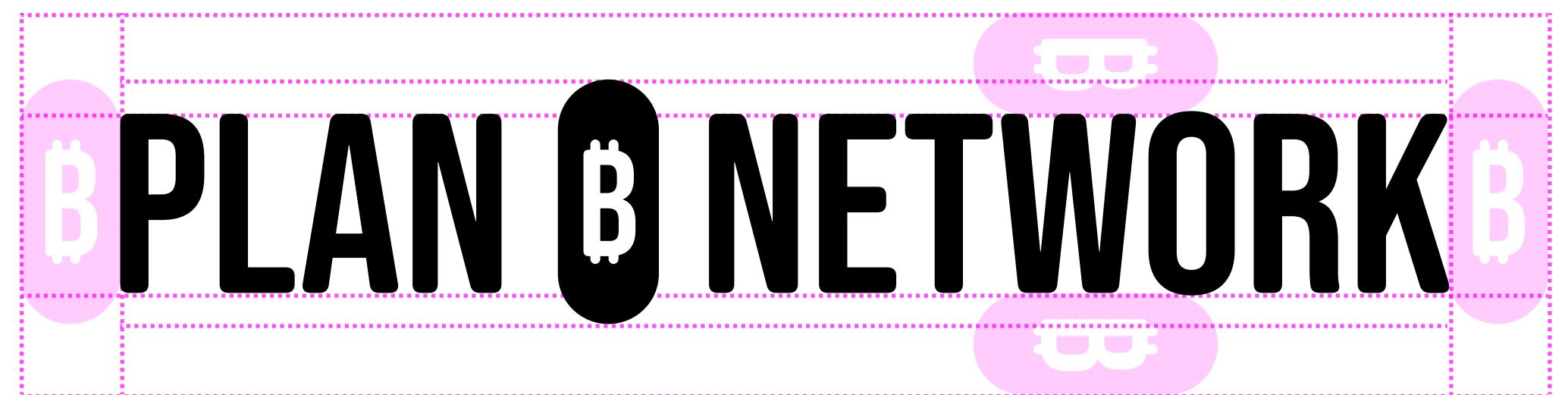
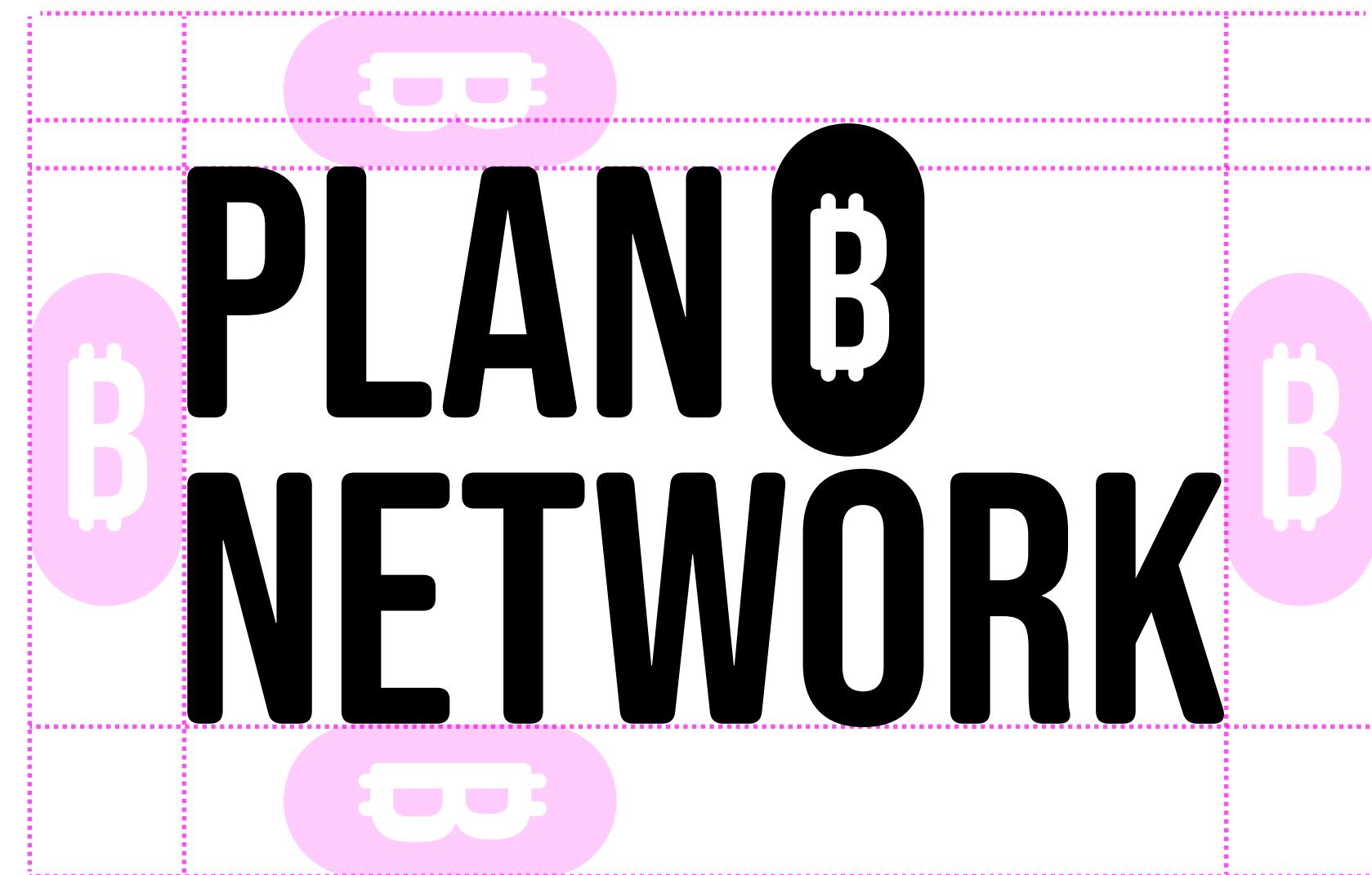
CLEARANCE

Clear space refers to the area around the logo that must remain free of any other elements, to ensure the logo is well visible and recognizable.

In the images on the right, the width of pills represents the minimum amount of space that should be maintained around each version of the logo.

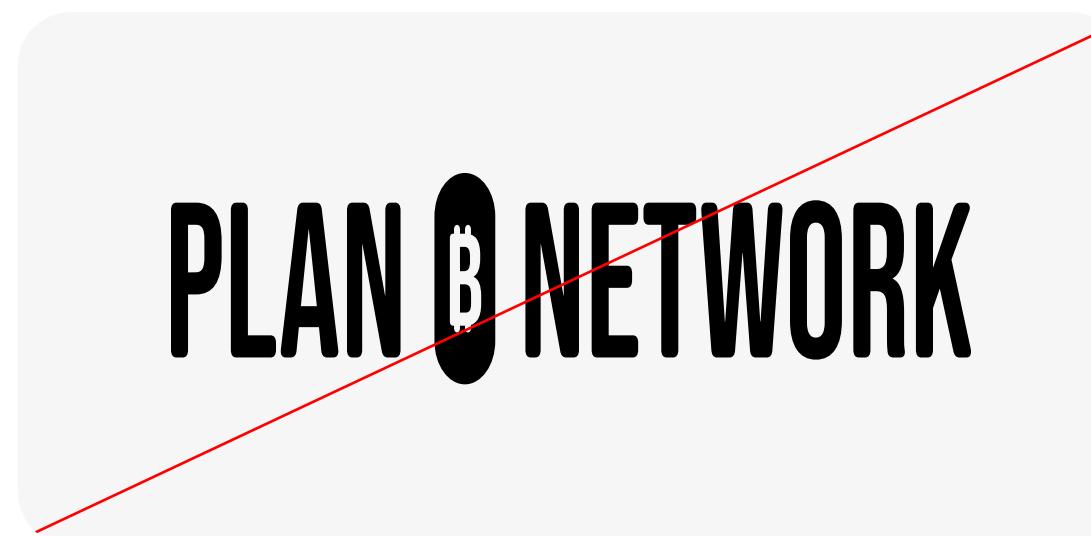


The pill proportions differ between the horizontal and vertical logos.
Use the pill in each logo as the scale to define clear space.

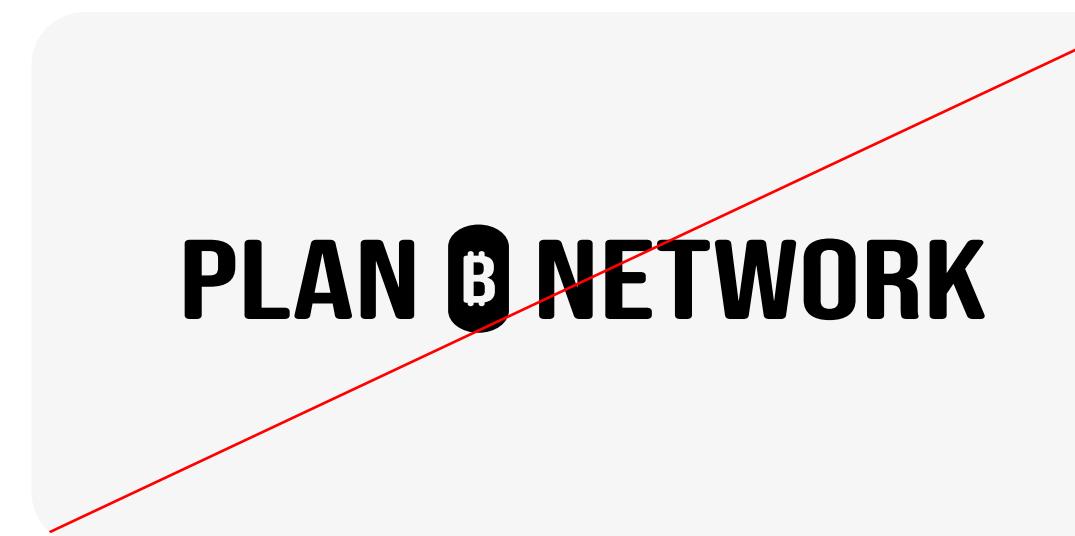


RESTRICTIONS

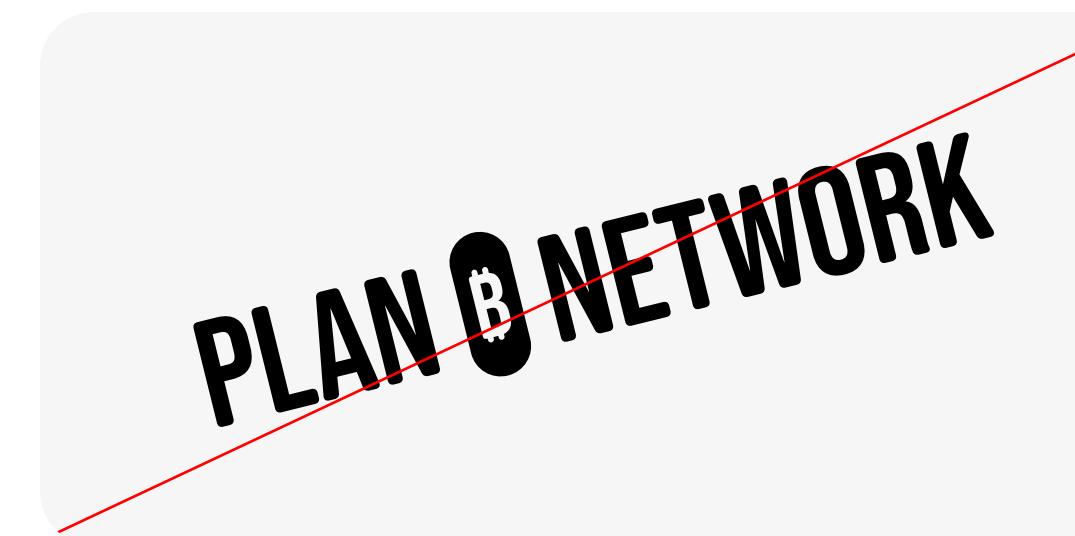
For both logos, please don't...



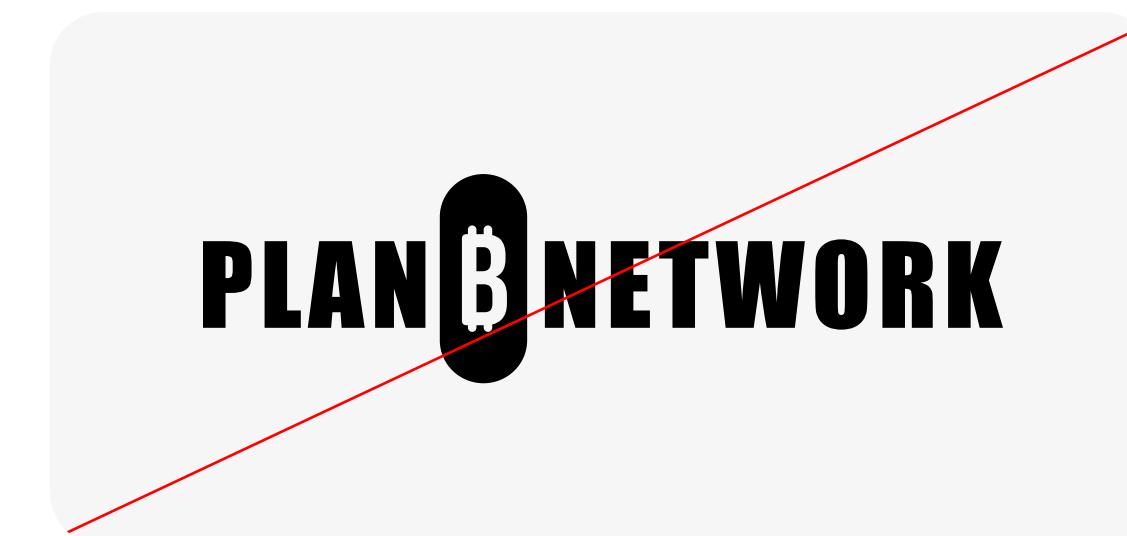
✗ compress the logo



✗ expand the logo



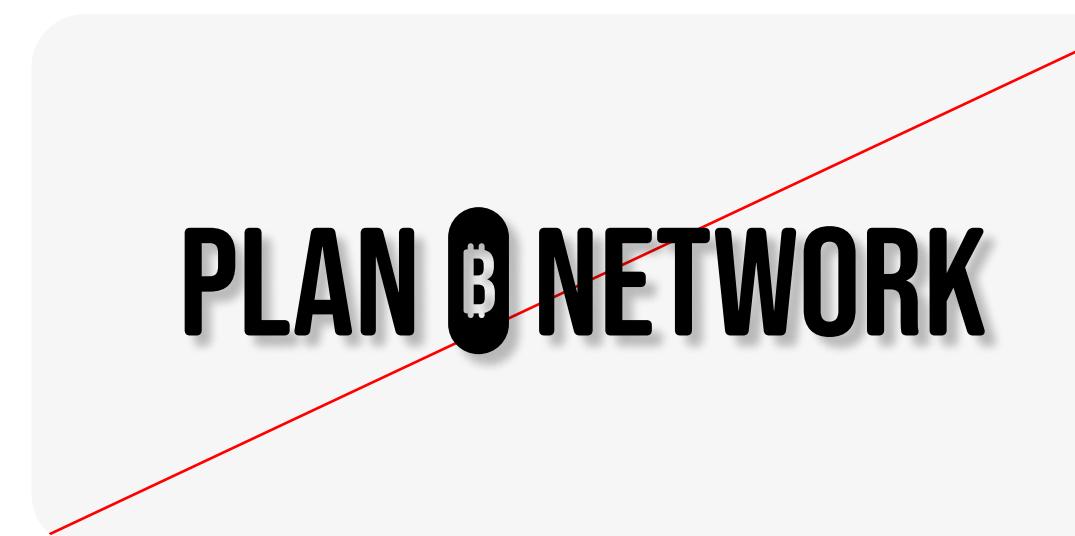
✗ rotate the logo



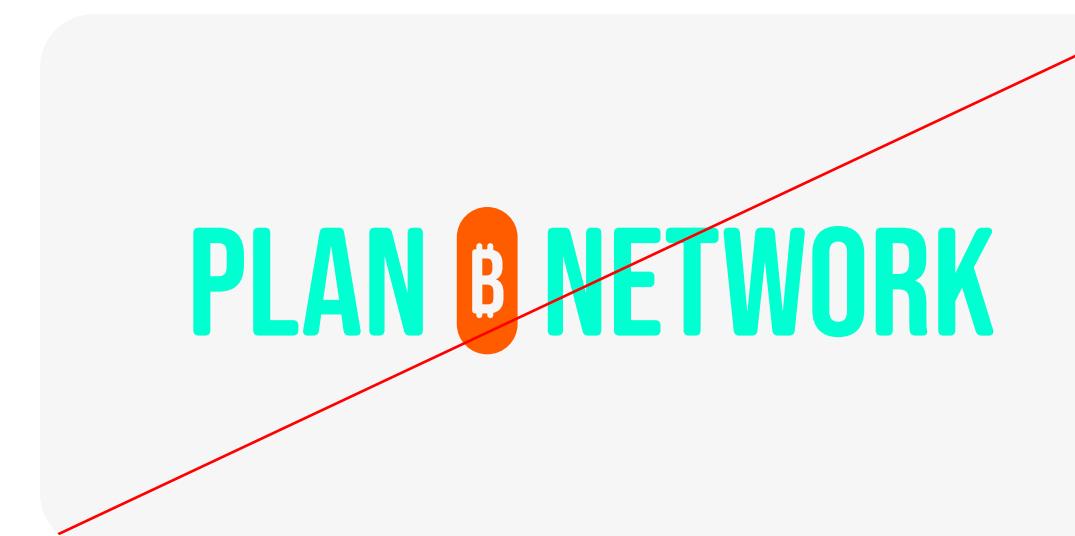
✗ use it with other fonts



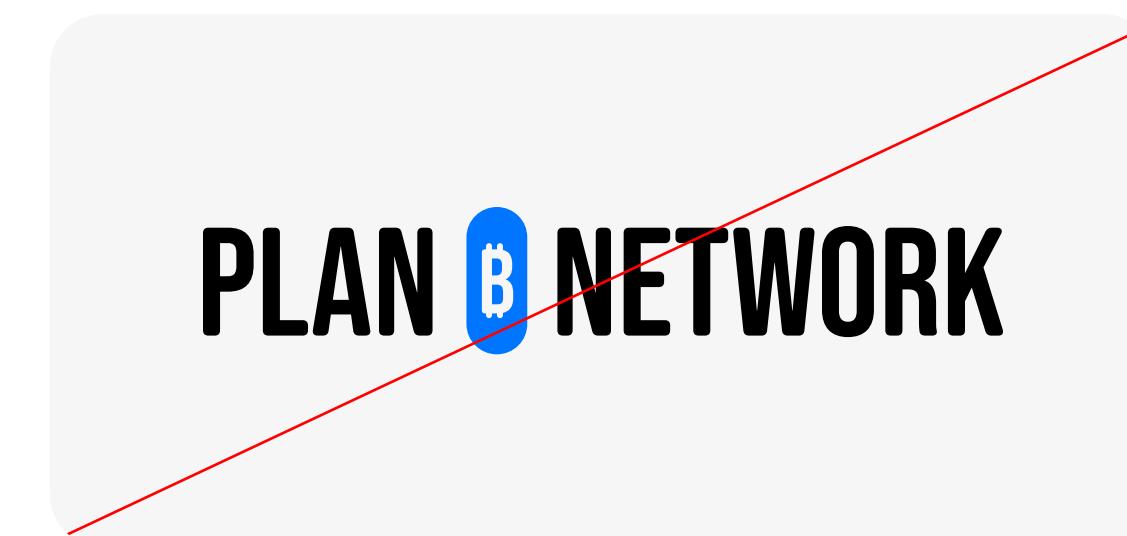
✗ outline the logo



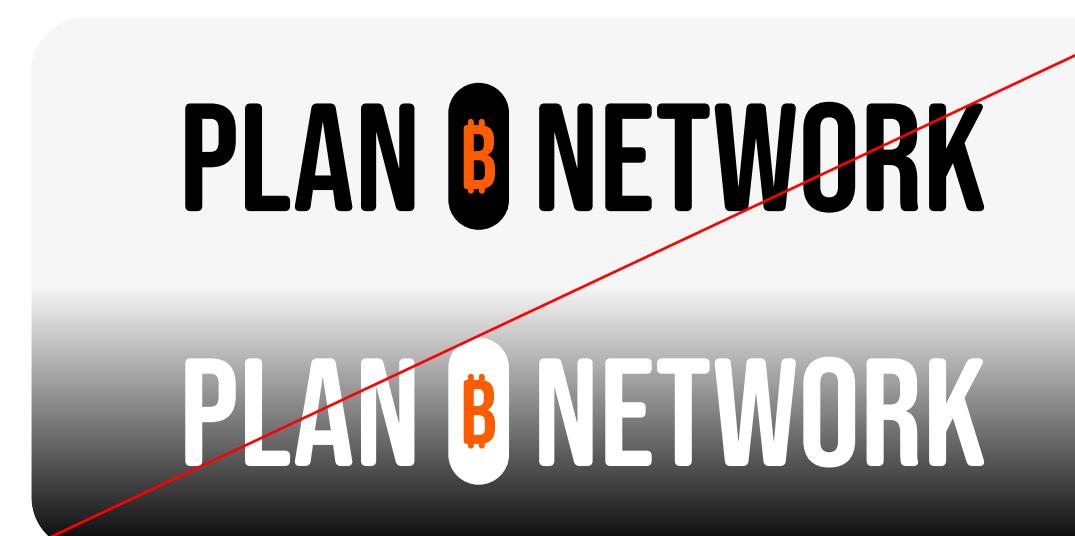
✗ apply effects on the logo



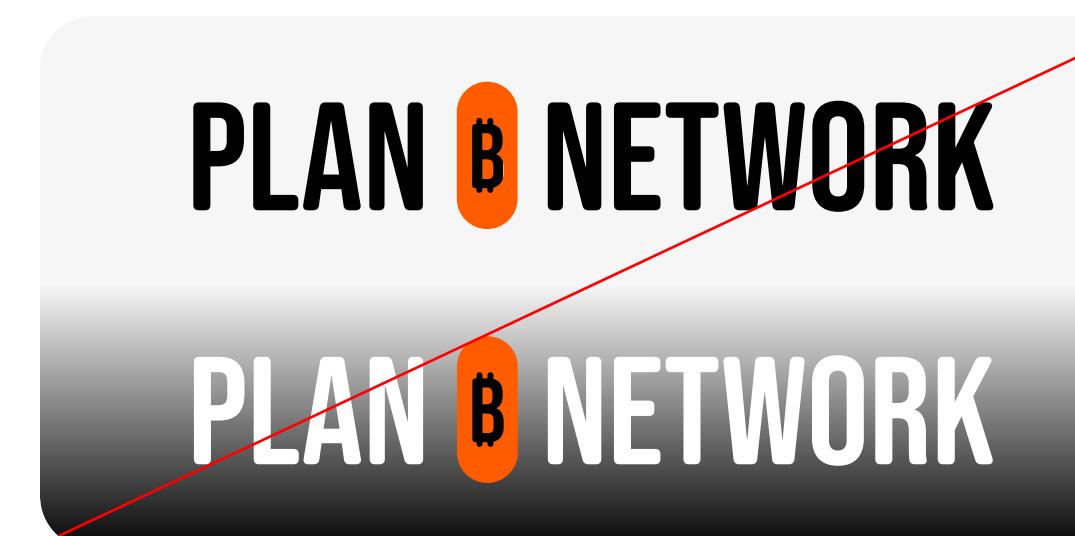
✗ introduce new colors



✗ introduce new colors



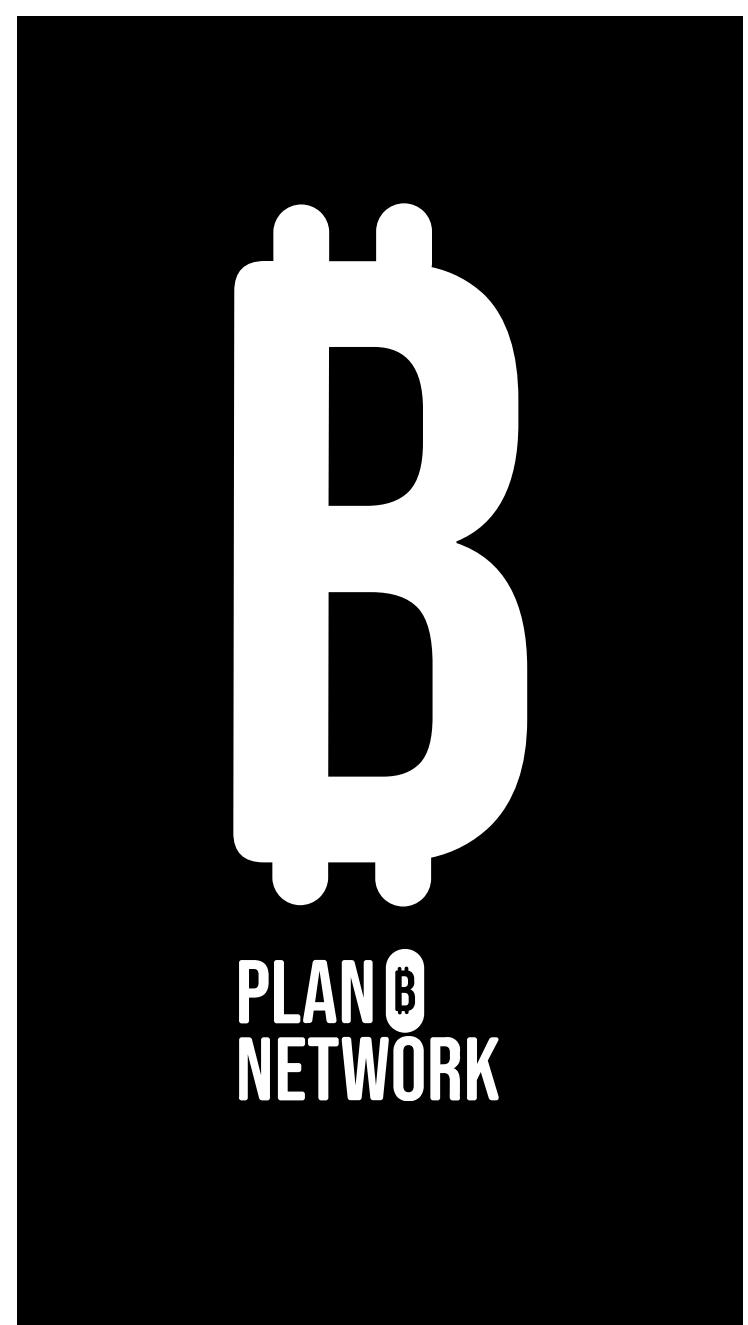
✗ color the B in orange



✗ use a non-white "B"
when the pill is orange.

VERTICAL LAYOUT

The pill containing a huge ₿ and “Plan ₿ Network” logo beneath it, has become a defining symbol of our Brand.



Brand Identity & Assets

PILLS

THE PILL

The pill is a key element of the Brand Identity. It can be extracted from the logo and used as a stand-alone element, only when colored in orange (as a solid fill or an orange gradient).



2D solid fill orange

- extracted from logo
- most serious and official



2D gradient orange

- extracted from logo
 - less used than fill one
- > seems to align less effectively with Brand ID



3D shiny pill with logo included

- contains the logo
- used for marketing
- only used as stand alone

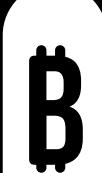


3D shiny pill without logo

- used for marketing
- only used as stand alone

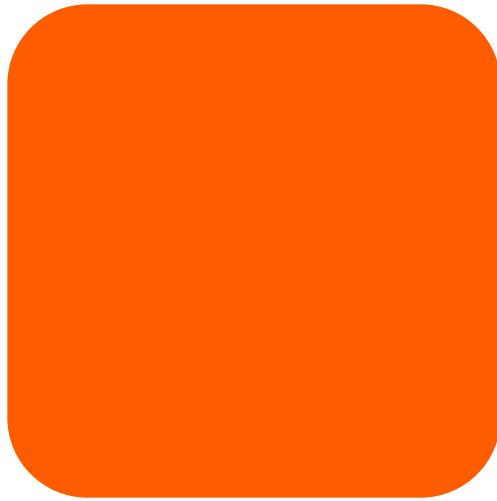
Brand Identity & Assets

COLORS

PLAN  NETWORK

BRAND COLORS

1



BRIGHT ORANGE

CMYK: 0/64/100/0

RGB: 255/92/0

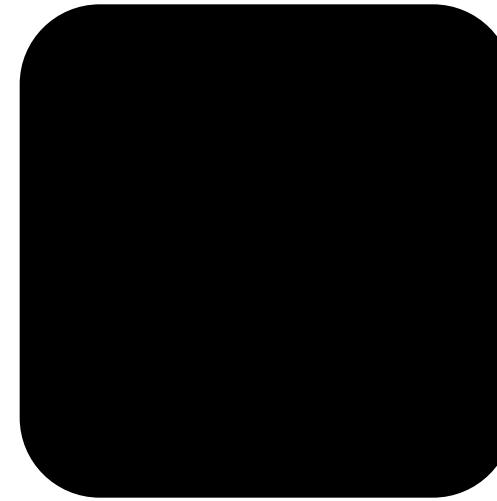
HEX: #FF5C00

PANTONE: Orange 021C

Orange, the vibrant color of Bitcoin, symbolizes innovation and a futuristic vision. It radiates enthusiasm and creativity, infusing energy into any design. It's a perfect choice to convey a sense of progress and optimism.

Used to create focus, to highlights key elements

2



BLACK

CMYK: 60/40/40/100

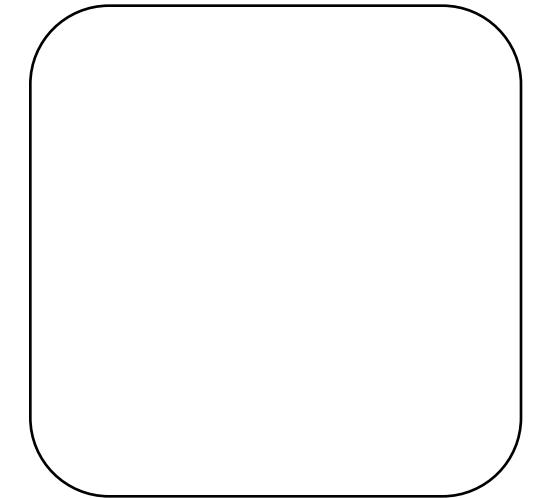
RGB: 0/0/0

HEX: #000000

Black is the epitome of sophistication and elegance. It embodies minimalism, while its professional appeal conveys confidence and authority. In design, it is a timeless choice for refined style.

Used as the background color to counterbalances the orange brightness

3



WHITE

CMYK: 0/0/0/0

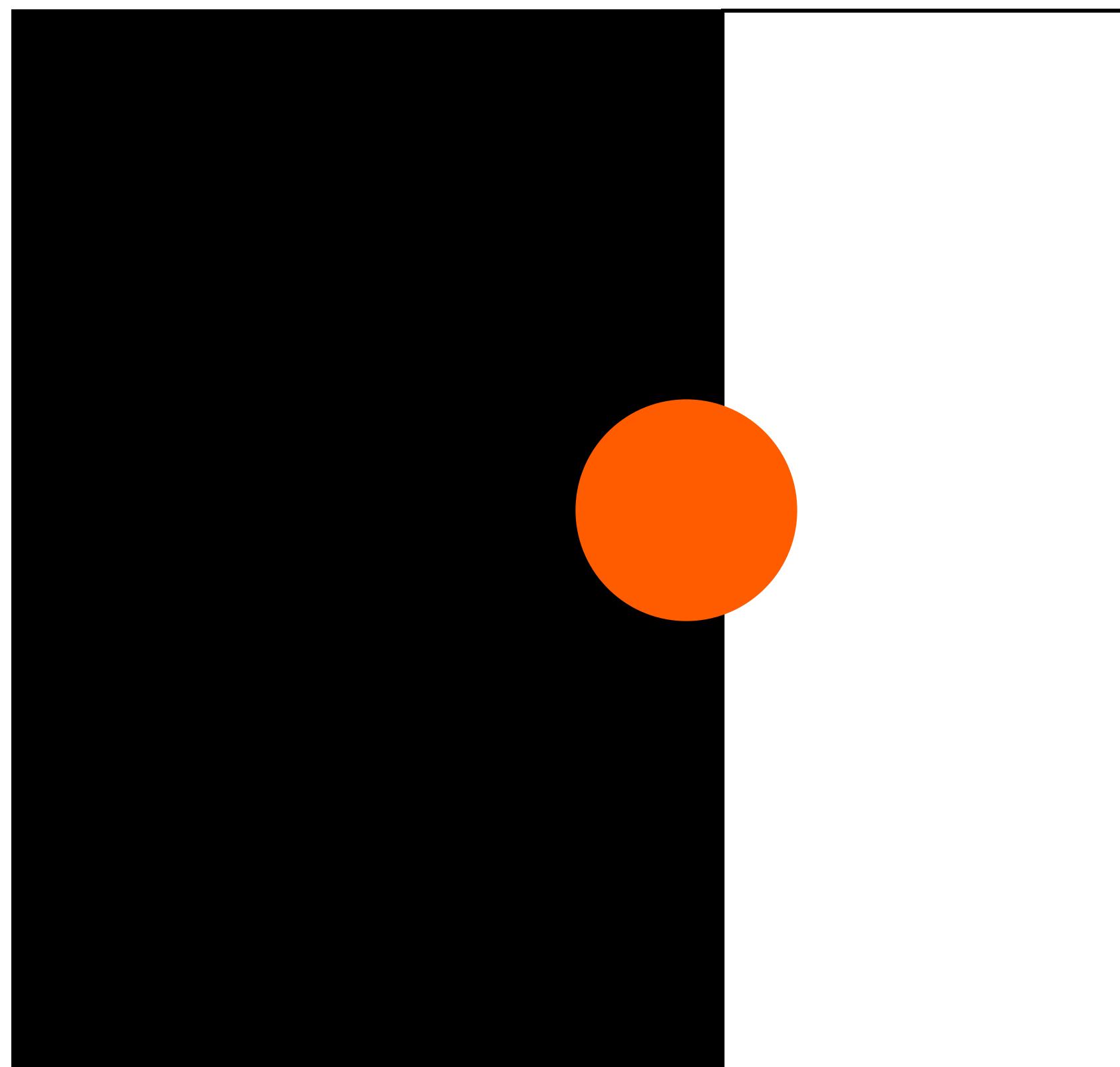
RGB: 255/255/255

HEX: #FFFFFF

Positioned between the depth of black and the vibrancy of orange, white balances sophistication with warmth, creating a harmonious visual contrast.

Used as the neutral and opposite color to black

PROPORTIONS OF ORANGE COLOR



Orange should be used less compared to its black, white, or grey background.

Bright orange is meant to grab attention and add energy, but it should be balanced to avoid being overwhelming.

Black prevails over white. It's the main background color for all marketing materials and branded images.

GRADIENTS

Gradients are used a lot as a decorative accent to add variety to backgrounds, highlight key elements, and draw the user's attention.

The main gradient is orange-to-black.

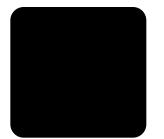


Bright orange

CMYK: 0/64/100/0

RGB: 255/92/0

HEX: #FF5C00

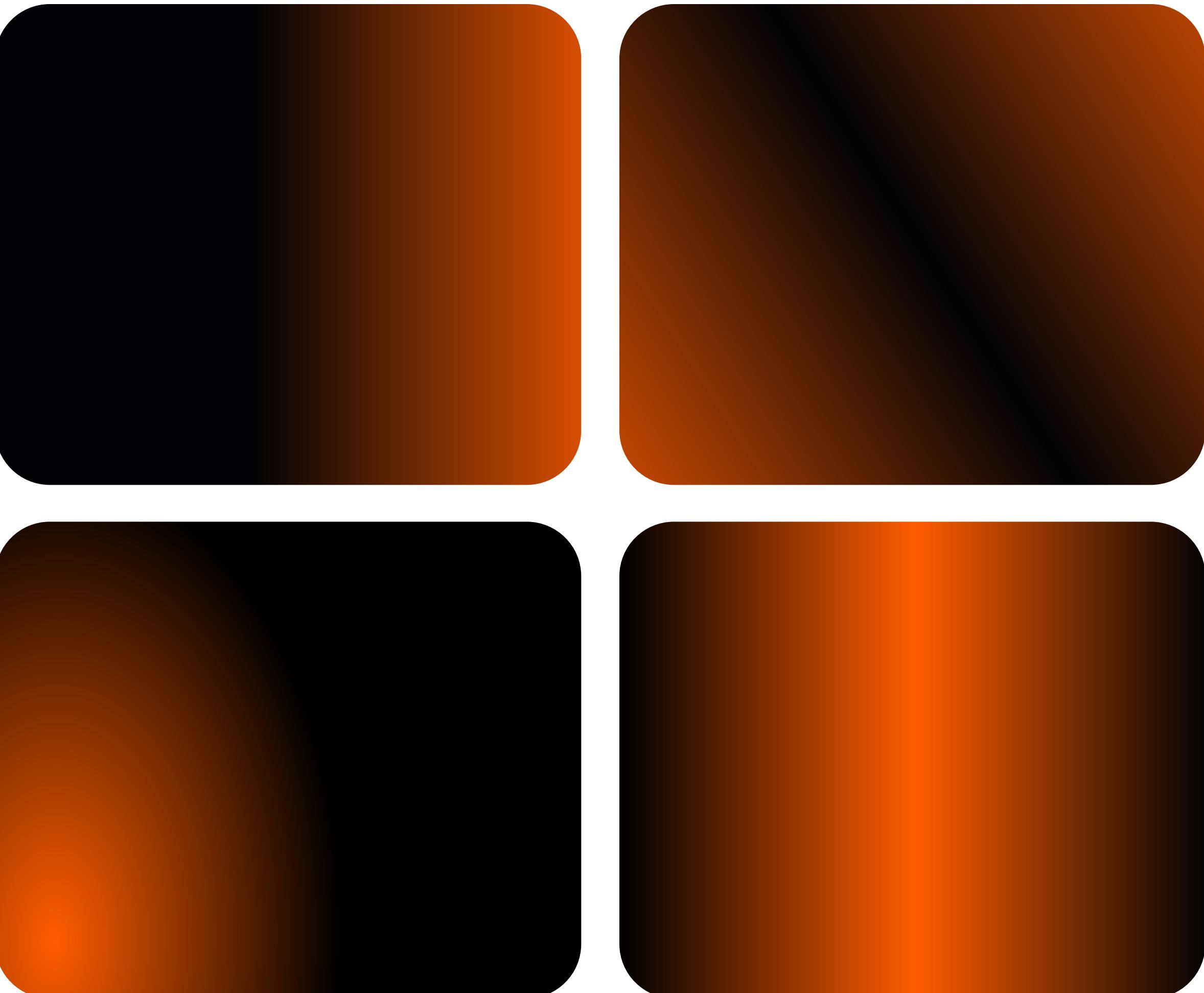


Black

CMYK: 60/40/40/100

RGB: 0/0/0

HEX: #000000



There are no restrictions on the direction of gradients. They can be radial, vertical, horizontal, one-sided or double-sided.

Brand Identity & Assets

TYPOGRAPHIES

PLAN  NETWORK

April 2024

MAIN TYPOGRAPHY

IBM Plex Sans

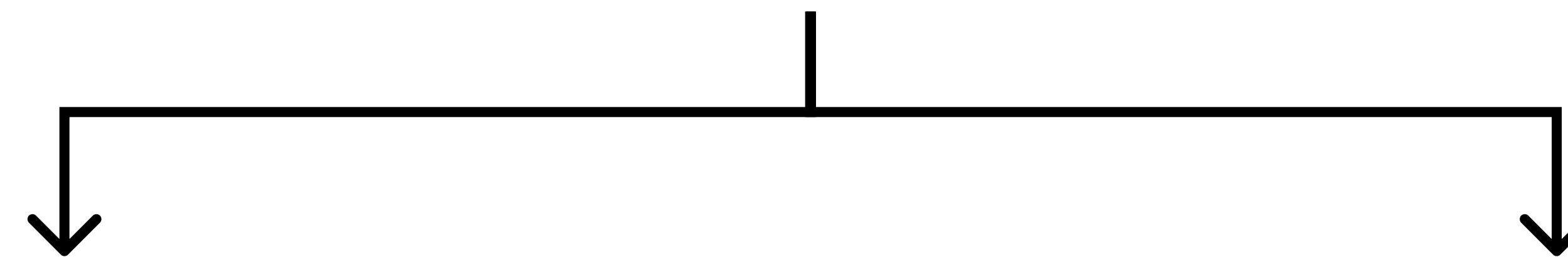
<https://fonts.google.com/specimen/IBM+Plex+Sans>

Designed by Mike Abbink, Bold Monday

฿ А В С Д Е F G Н І Ј К Л М Н О Р Q R С Т И V W X Y Z А Б В Г Д Е Ё Ж З
И Й К Л М Н О П Р С Т У Ф Х Ц Ч Ш Щ Ъ Ы Ъ Э Ю Я а в с д е f g h i j
k l m n o p r s t u v w x y z а б в г д е ё ж з и й к л м н о п р с т у ф х
ц ч ш щ є ў Ѣ Ѥ я 0 1 2 3 4 5 6 7 8 9 . , ; ! ? ‘ ’ “ ” « » () { } # №
% & † ‡ © + - ÷ × = ≠ \$ ¢ £ ¥ € ₪

WHY THIS FONT

IBM Plex Sans
has 2 main attributes



Native ₿

IBM Plex Sans has the advantage of having a **native Bitcoin ₿**, which is fundamental for including this special character in our daily design and communication.

576 languages supported

IBM Plex Sans is **multi-lingual** and **inclusive** of different language variations. It gives a sense of **universality**, a value aligned with Plan ₿ Network. It shares our ambition to reach everyone worldwide.

THE FONT FEELING

A feeling of:

technology
business
clean
digital

IBM Plex Sans has a modern aesthetic. Its contemporary design aligns well with **modern** branding and **digital** experiences. It's perfect for education.

It is **versatile**, as it is designed for a wide range of applications, from digital interfaces to printed materials.

A LARGE VARIETY OF STYLES

This font offers various styles, adaptable to different contexts, such as headers, body text and small details.

thin

extralight

light

regular

medium

semibold

bold

- Regular, medium and **semibold** are mainly used for body text, subtitles, and titles on the platform due to their readability.
- From thin to thick, all nuances of bold can be used throughout the brand.
- *Italic styles are forbidden (use is restricted to exceptions such as very small detail information on website)*
- Underlined text is forbidden (use is restricted to links only).

RESTRICTIONS

~~Get to know the industry
and build the skills to be part of us!~~

don't use italic

~~Get to know the industry
and build the skills to be part of us!~~

don't underline

~~Get to know the industry
and build the skills to be part of us!~~

don't rotate text

~~Get to know the industry
and build the skills to be part of us!~~

don't use shadow on text

USE OF FONTS WITH COLORS

Enrich your classes with
additional materials

You can use bold orange styles to
emphasise key words

• COUPON •

You can use an orange stroke to
make titles stand out.

**INDUSTRY
LEADERS!**

You can add neon effect behind
text

~~Get to know the industry
and build the skills to be part of us!~~

Do not use color gradients on text

DESCRIPTION

Your First Bitcoin Adventure

In this course, we will explain the basics of Bitcoin in 25 chapters,
so that you can understand this technology in a simple and

**Use light orange uppercase styling to
establish visual hierarchy.**

LOGO TYPOGRAPHY

BEBAS NEUE SEMIROUNDED

<https://fonts.adobe.com/fonts/bebas-neue-semirounded>

Designed by Ryoichi Tsunekawa. From Dharma Type.

฿

А В С Д Е Ф Г Н І Ј К І М Н О Р Q R S Т U V W X Y З А Б В Г Д Е ё Ж З И Й К Л М Н
О П Р С Т У Ф Х Ц Ч Ш Щ Ъ Ы Ъ Э Ю Я А В С Д Е Ф Г Н І Ј К І М Н О Р Q R S
Т U V W X Y З А Б В Г Д Е ё Ж З И Й К Л М Н О П Р С Т У Ф Х Ц Ч Ш Щ Ъ Ы
Ъ Э Ю Я 0 1 2 3 4 5 6 7 8 9 . , ; ! ? ¡ ‘ ’ “ ” « » [] { } # № % & † ‡ © + - ÷ × = ≠ \$ ¢ £
¥ € € ₧

LOGO TYPOGRAPHY

BEBAS NEUE SEMIROUNDED

Exists only in capital letters.

Used for logos of brands and products

More rarely, it is used for titles

PLAN B NETWORK

PLAN B SCHOOL

PLAN B LABS

PLAN B ACADEMY

WHY THIS FONT

THIS FONT STANDS OUT IN STYLE, AND ADDS A MORE SERIOUS TONE

A bold, modern font with rounded shapes that convey a warm and natural impression. The uniform width of the characters contributes to a balanced and structured appearance, making it ideal for headlines.

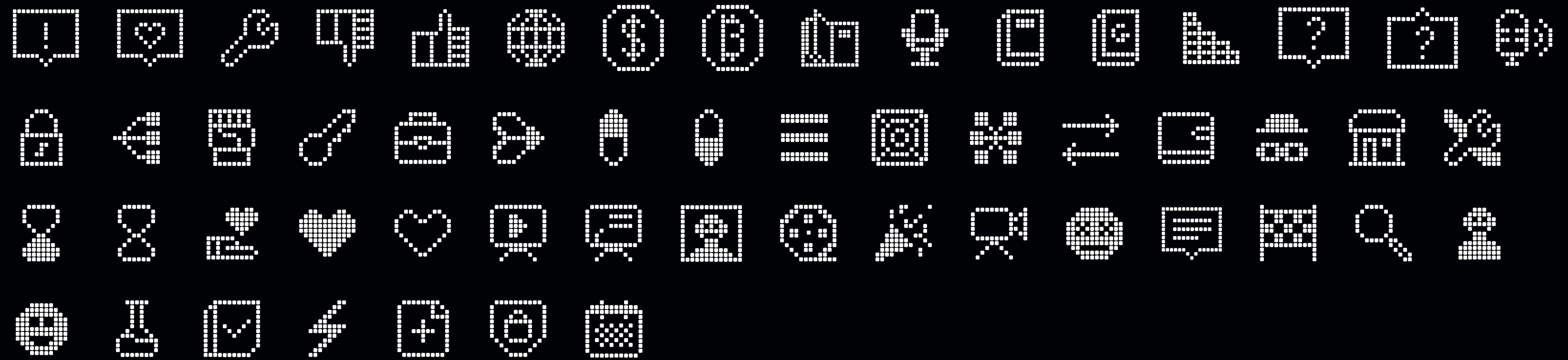
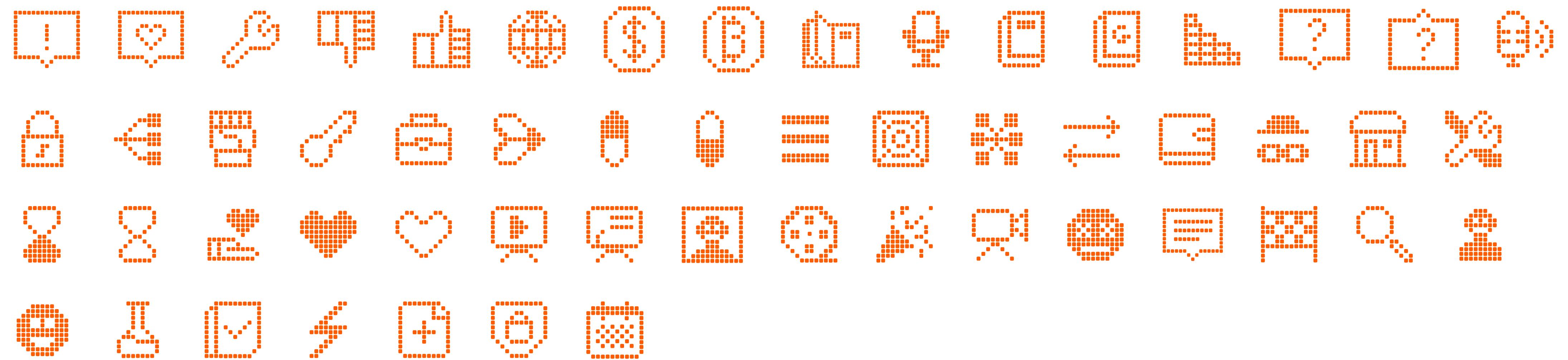
It effortlessly captures the eye, evoking the feeling of reading a newspaper that compels you to dive right into the content. It sparks curiosity, encourages a desire to learn more, and fosters trust in the source.

Brand Identity & Assets

PIXELS

PLAN  NETWORK

PIXEL ICONS



WHY PIXEL ICONS?

Pixels are the smallest units in a digital display, with millions coming together to form an image or video on a device's screen. Just imagine the level of detail achievable with such tiny elements! Besides, they are a symbol of the digital world, linked to hackerspace and freedom tech, right where Plan B Network has established its roots.

That's where the icons come from. Pixels are used in playful and versatile icons that can be seamlessly integrated into our website and communication channels. A simple book can represent a course, while a hat on a pair of glasses can be connected to privacy—**symbols that everyone can understand**.

Icons thus become a universal language. No lengthy descriptions are needed; a playful illustration can convey its message instantly to a global audience. They are inclusive, as they can be understood at first glance and call to anyone's imagination.

HOW AND WHERE ARE PIXEL ICONS USED?

For marketing:

- Strengthen brand identity and visual tone
- Use visuals instead of words to improve clarity
- Emphasize key information and make it stand out

Where : thumbnails, social media posts, printed visuals

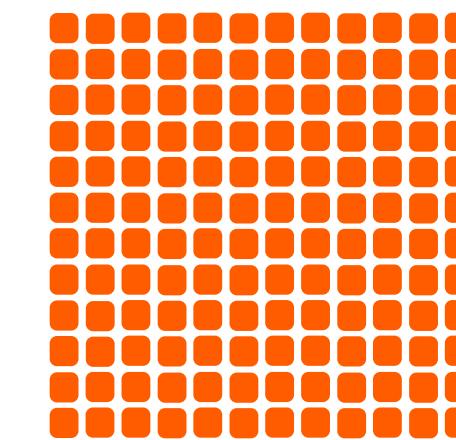
On the e-learning platform:

- Enhance visual hierarchy and guide user navigation
- Communicate actions or categories quickly and clearly
- Add personality and consistency to the overall design

Where : navigation menus, feature highlights

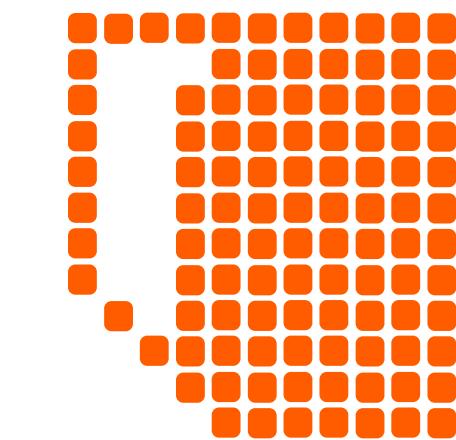
PIXEL ICONS SHAPE

How to create a pixel icon



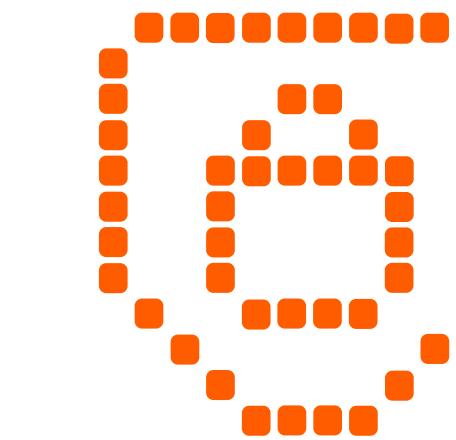
STEP 1

Start with a 12x12 pixel canva.



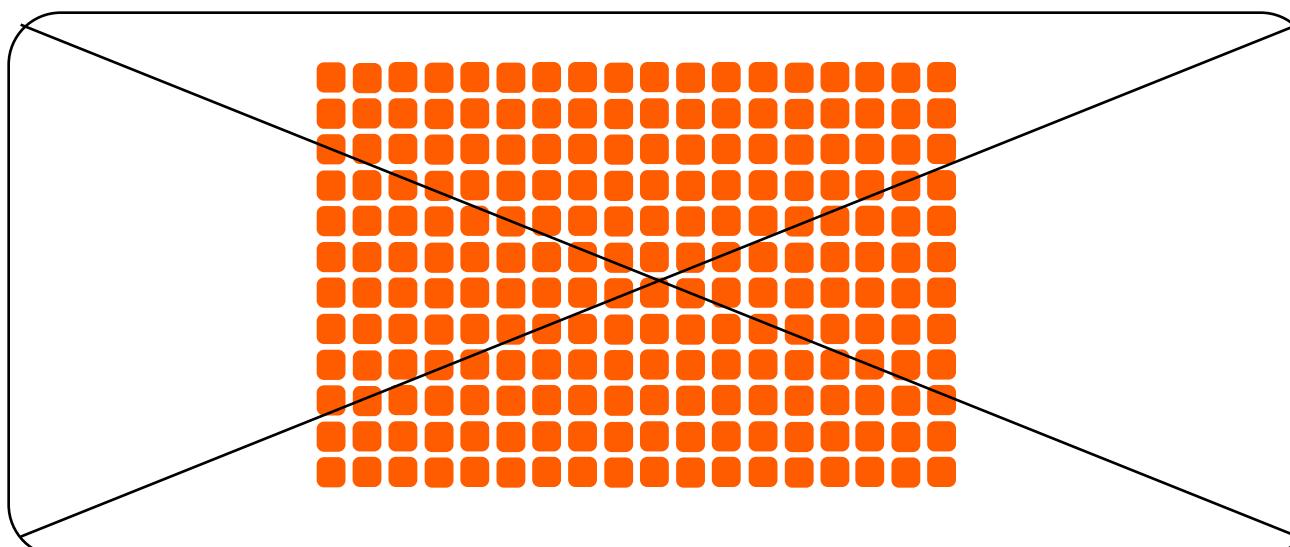
STEP 2

Remove some pixels to create a shape

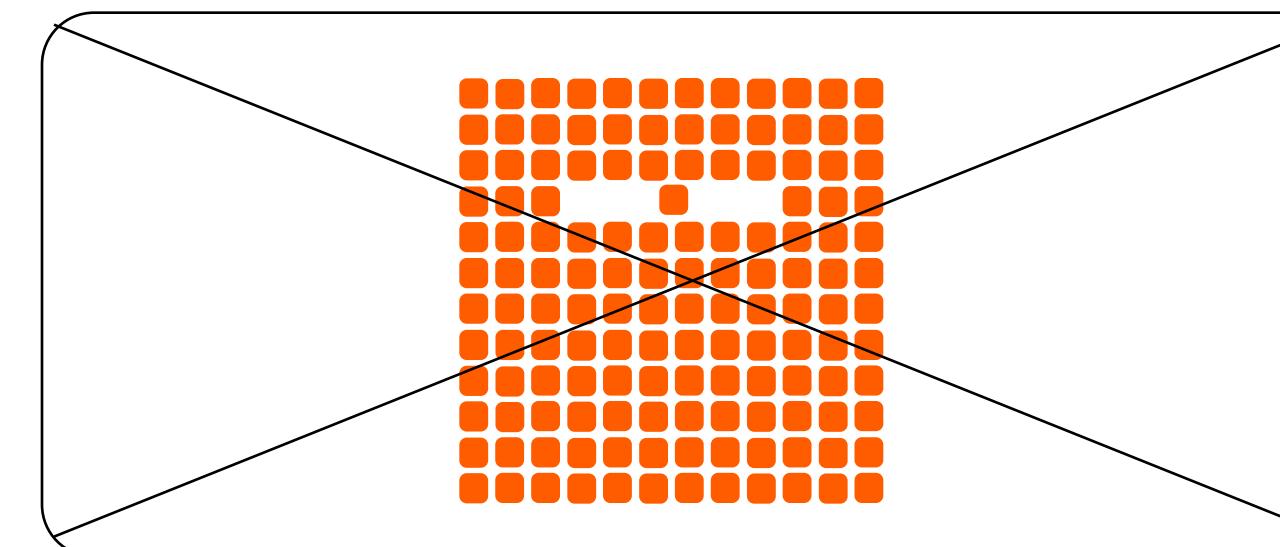


STEP 3

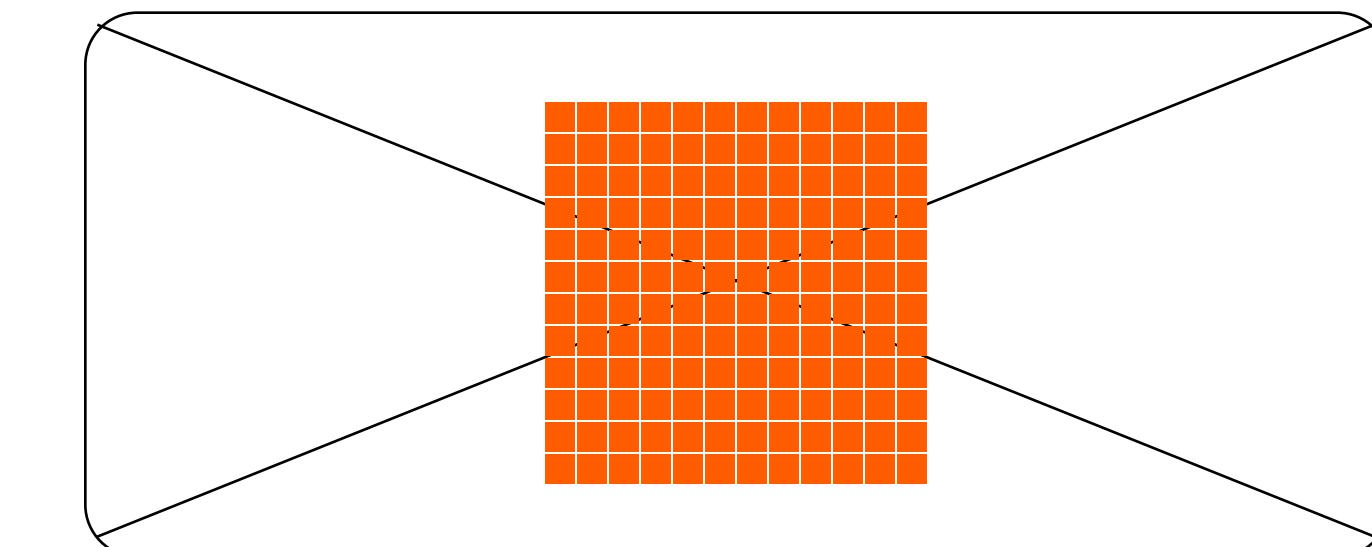
Find the best pixel arrangement to refine the icon



✗ do not exceed the canva size

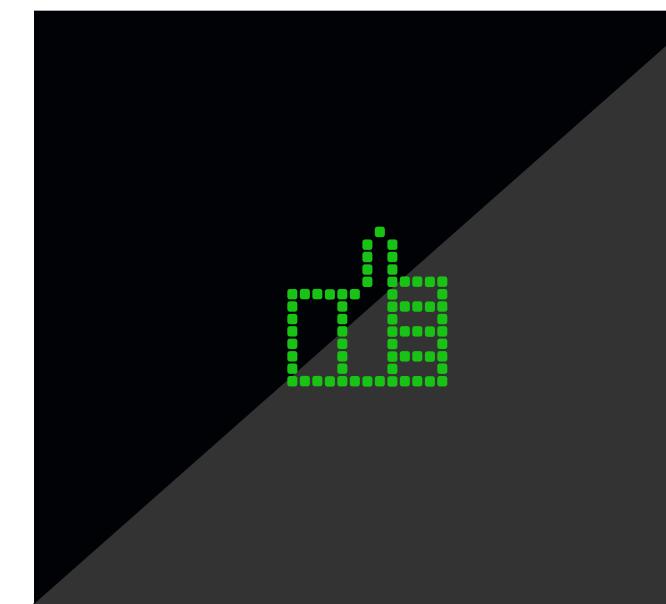
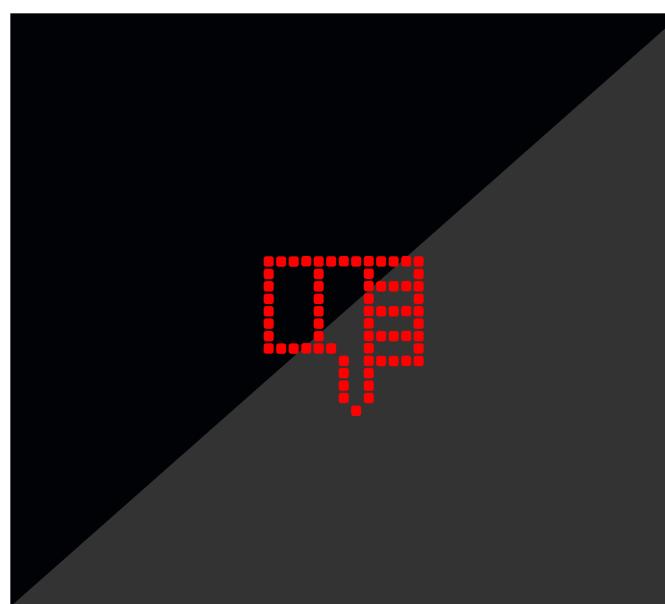
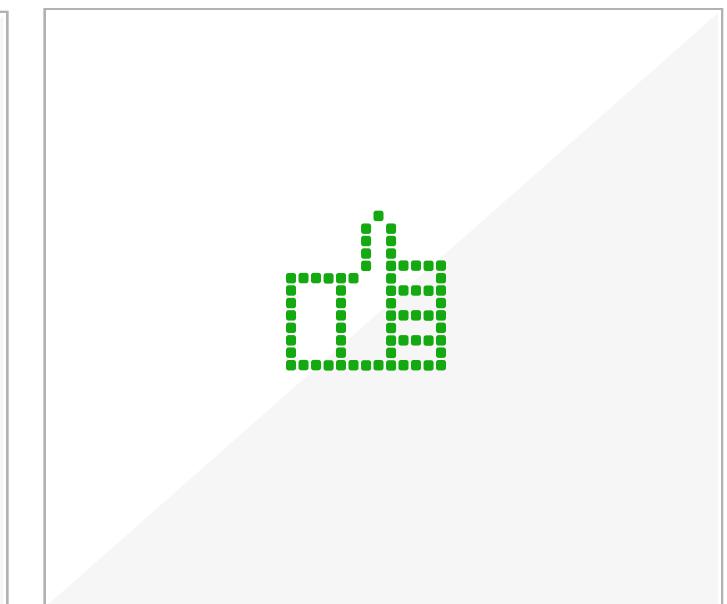
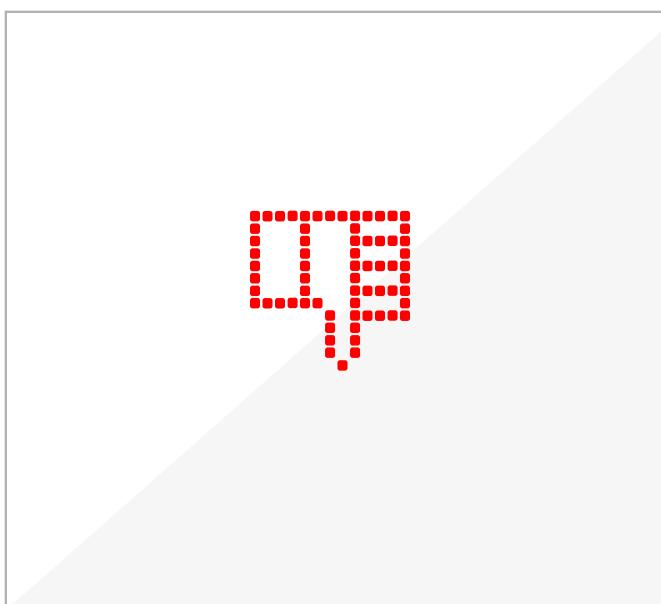
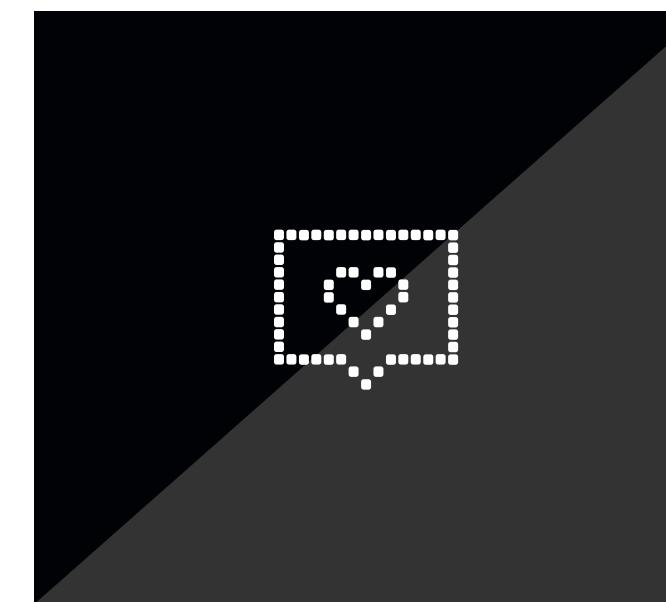
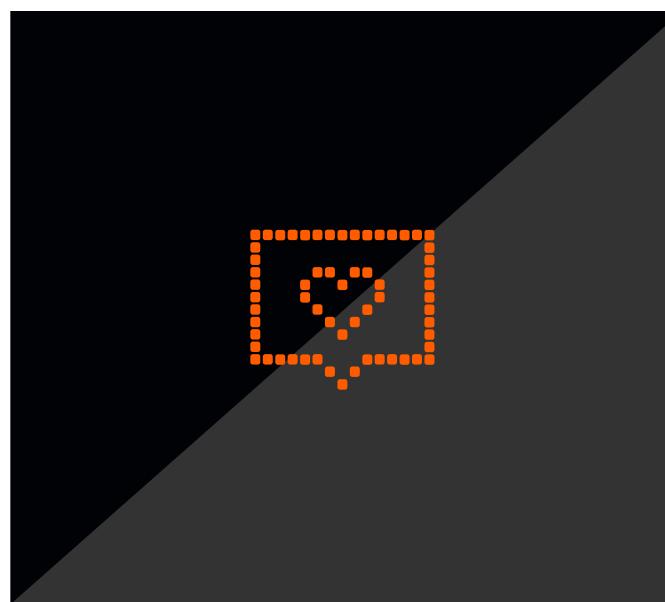
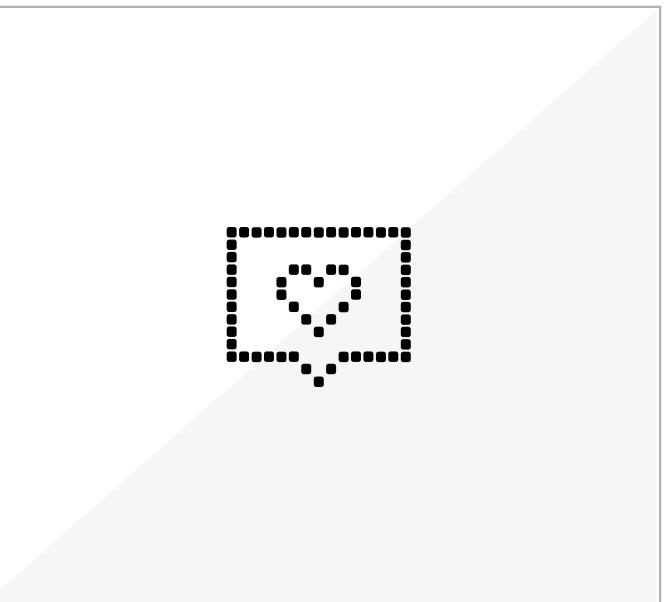
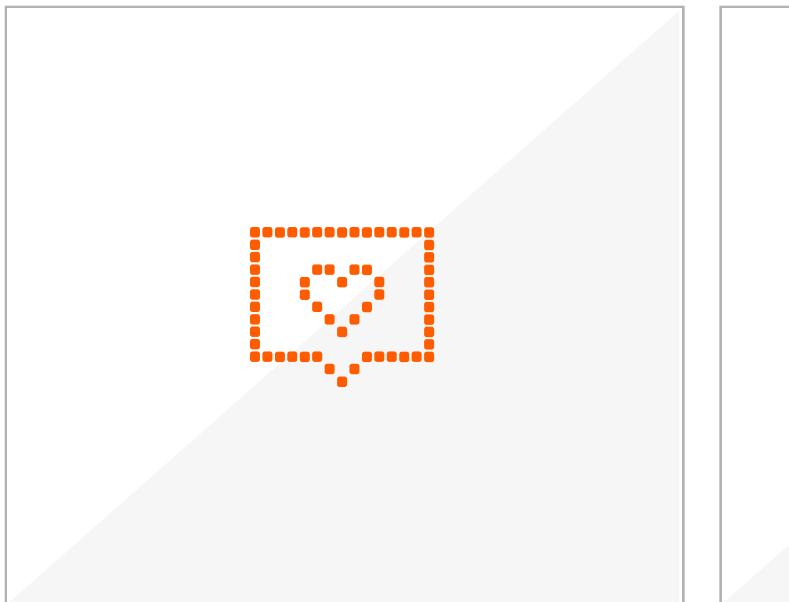


✗ do not move pixels around.



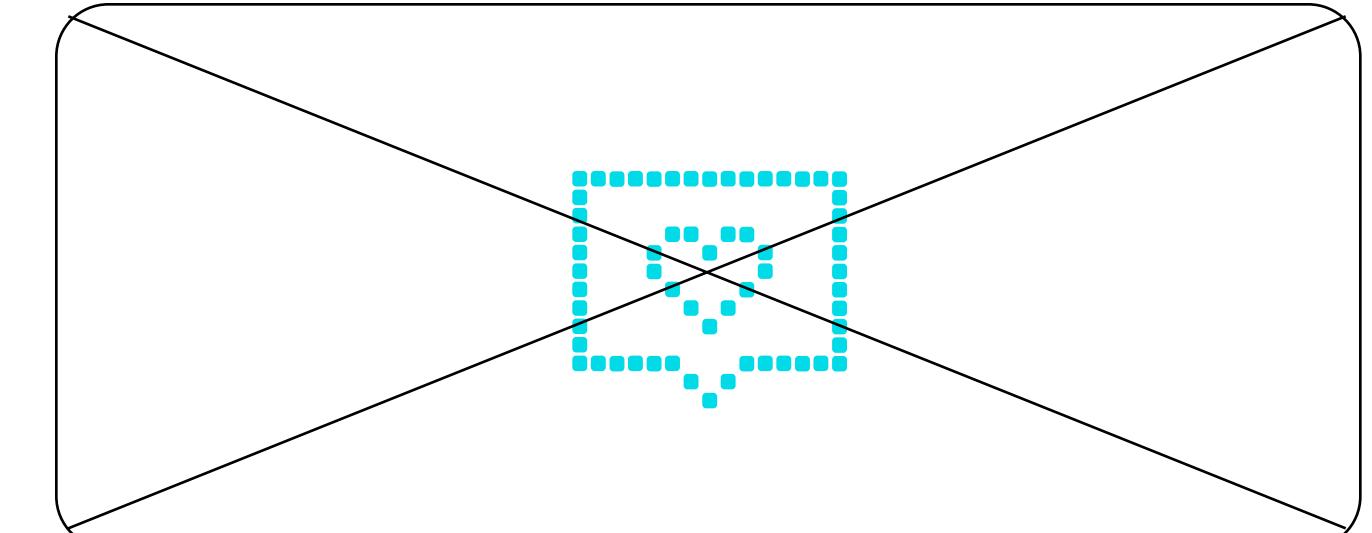
✗ do not modify the pixel shape and its padding

PIXEL ICONS COLOR

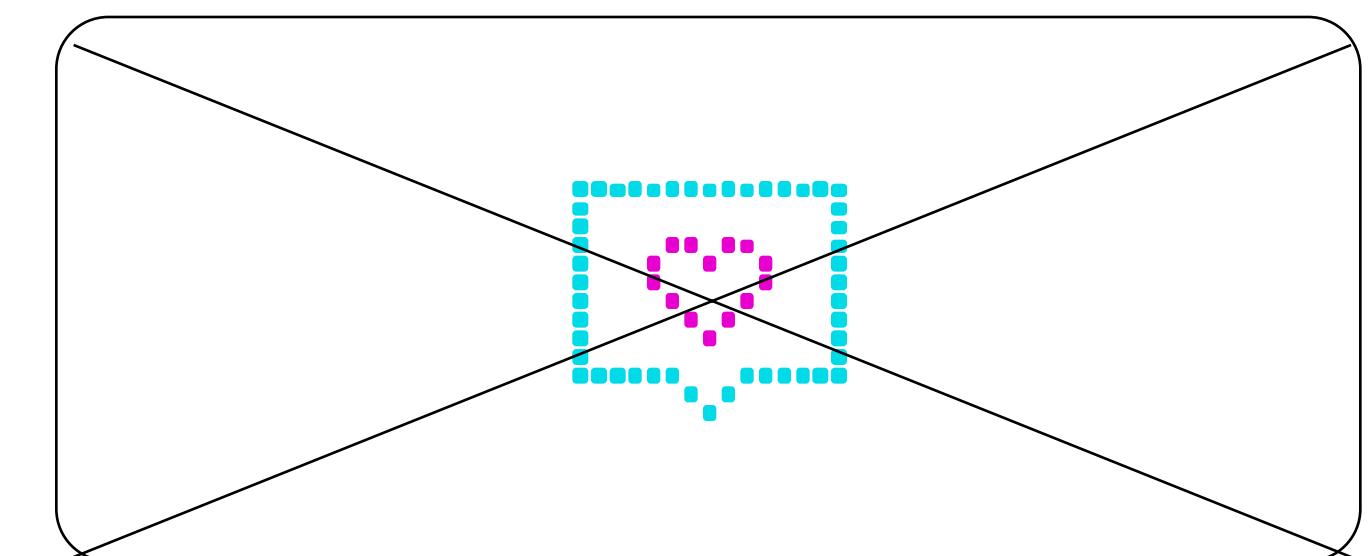


Pixel icons should be in orange or black over light & dark backgrounds.

Exception for failure or success, where red and green can be used.



✖ do not use a pixel icon in another color



✖ do not mix colors inside an icon