

**ETH CANAL**

PANAMA 2026

BRAND VOICE

WORK DESIGN

BRAND GUIDELINE

**BRAND  
GUIDELINE**

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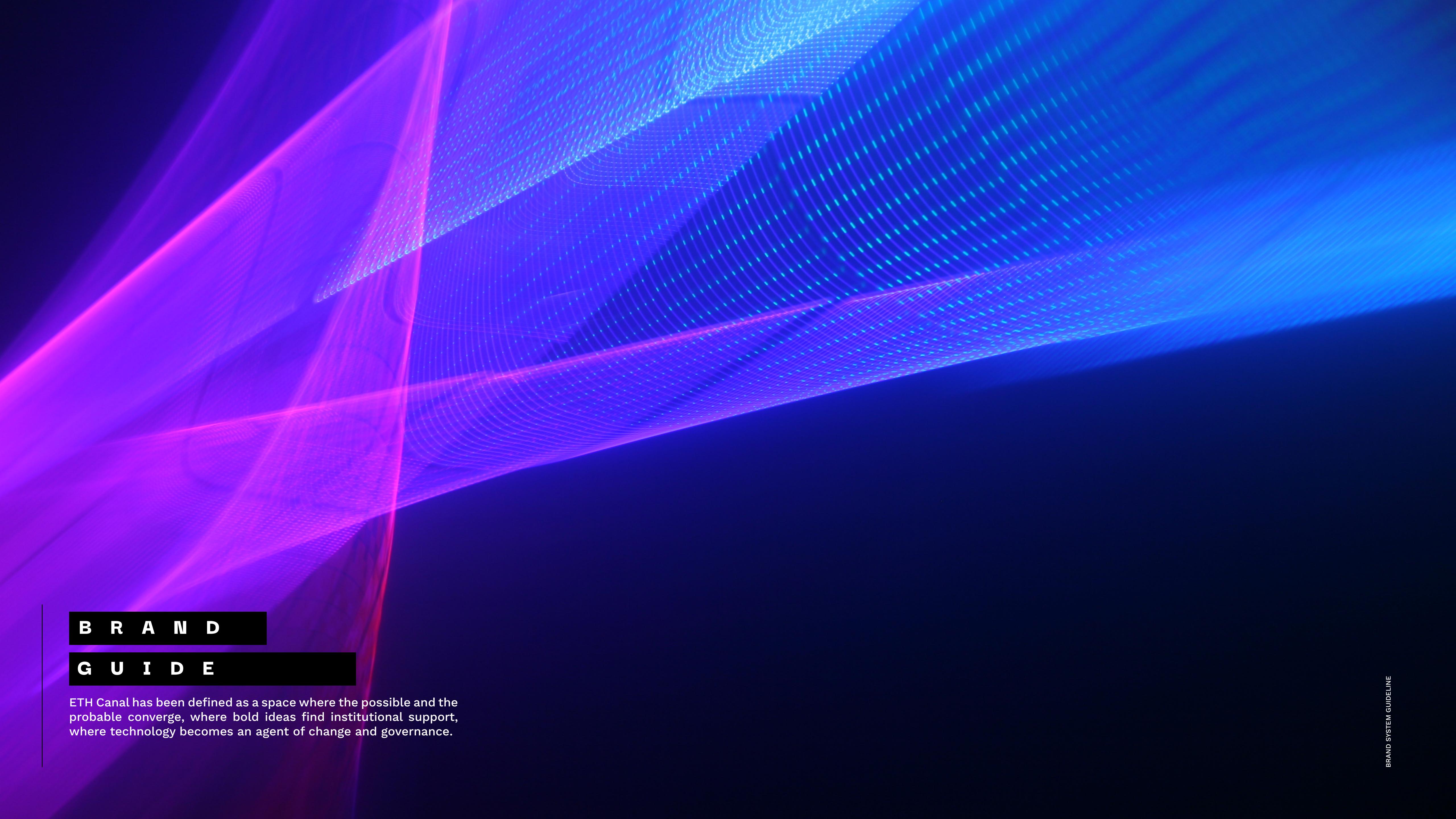
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The background features a dynamic, abstract digital design. It consists of two main color-coded regions: a purple area on the left and a blue area on the right. Both regions feature intricate, wavy patterns composed of numerous small dots or pixels, giving them a textured, digital appearance. These patterns overlap and transition into each other across the center of the frame. The overall effect is one of motion and depth.

## **B R A N D**

## **G U I D E**

ETH Canal has been defined as a space where the possible and the probable converge, where bold ideas find institutional support, where technology becomes an agent of change and governance.



## Mission Statement

To be the creative spark of the Spanish-speaking Ethereum ecosystem: **we connect companies, startups, developers, researchers, and dreamers to build a decentralized future together.**

ETH Canal drives digital transformation through the exchange of ideas, responsible technological adoption, and the co-creation of real solutions.

## Professional Personality (Tone & Voice)

ETH Channel expresses itself with one voice:

- **Bold and visionary:** always looking up to what can be, not just what is.
- **Inspiring and disruptive:** seeking to challenge convention, exploring the unproven, inviting action rather than contemplation.
- **Inclusive and collaborative:** everyone has a place: large companies, startups, researchers, students.
- **Technically rigorous yet accessible:** we don't sacrifice precision, but we avoid language as a barrier.
- **Relaxing and transformative:** we want anyone reading our mission to feel they can get involved, create, and participate.



## About the Brand

ETH Canal is the Latin American epicenter of Ethereum innovation. Located in Panama, we emerge as a bridge between bold ideas and transformative realities. We are not just an event, we are a movement: we bring together business, research, technology, talent, and community to make decentralized power tangible.

We believe that Ethereum and blockchain technologies are not the distant future, but the accelerated present, and that their true value is revealed when they connect with people and their real needs.

## Brand Reason

ETH Canal emerged from the need for a space that:

Recognizes Panama as a strategic hub: open to innovation, geographically connected, with institutional ecosystems increasingly attentive to decentralization.  
[ethcanal.xyz](http://ethcanal.xyz)

Integrates diverse voices: researchers, developers, companies, students, startups, forming a network that advances not only technical concepts but also real-world applications.  
[ethcanal.xyz](http://ethcanal.xyz)  
+1

Serves as a catalyst for structural change: not just conferences, but also hackathons, alliances, and collaborations that generate concrete impact.

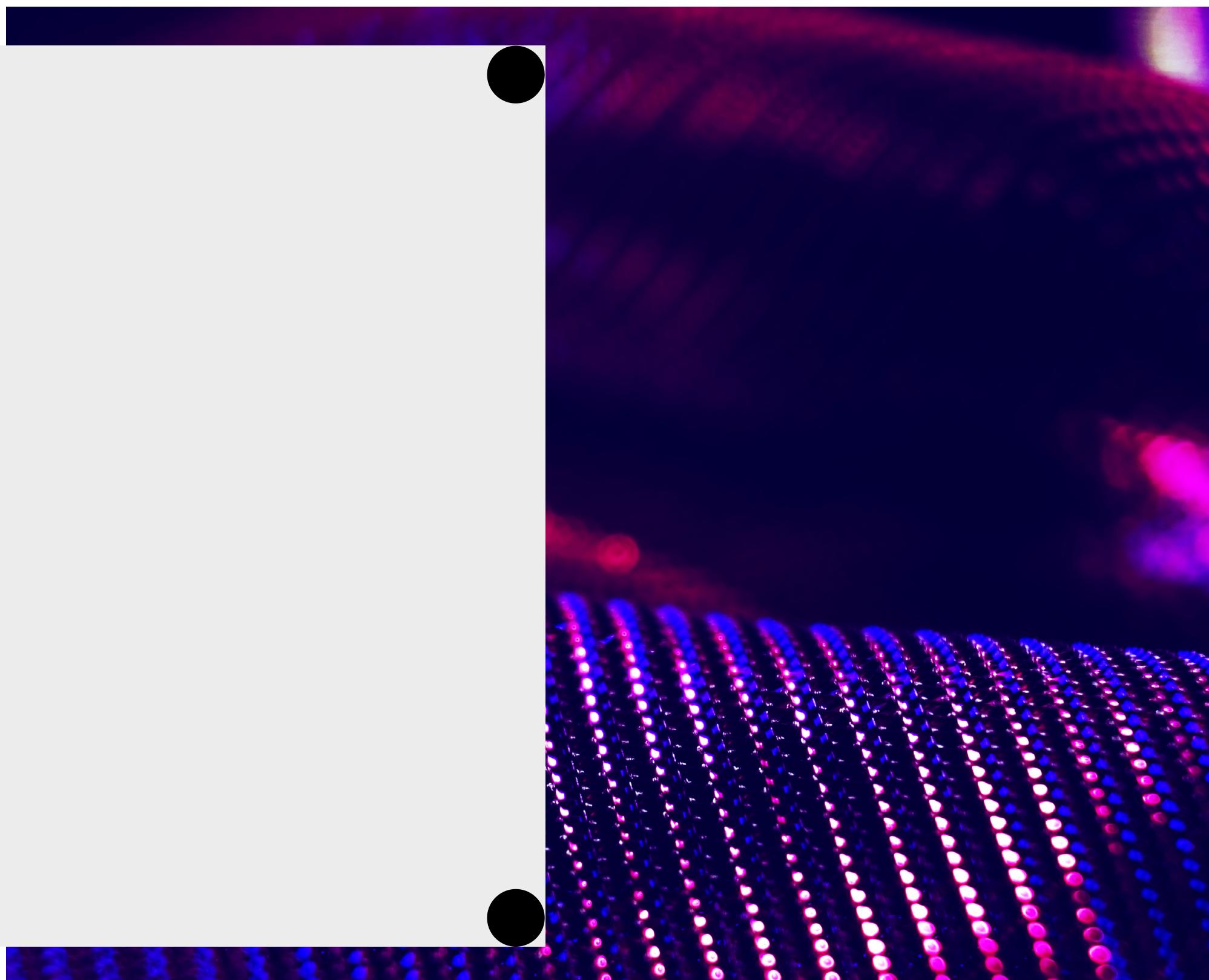


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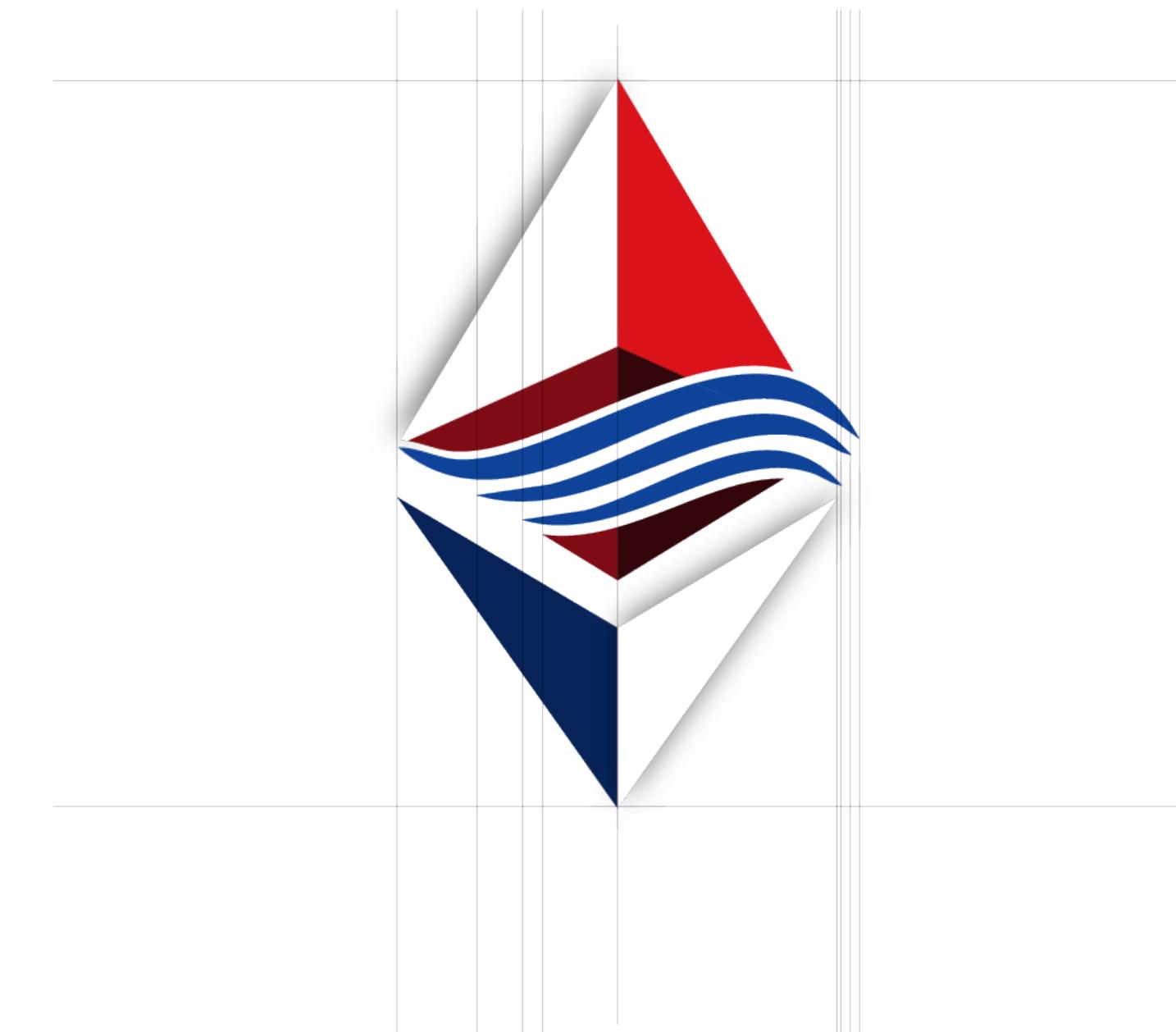
## About the Logo

The ETH Panama Canal 2026 logo was developed based on a hierarchical grid that ensures balance, proportion, and visual harmony in each of its elements. The isotype, inspired by the iconic geometric shape of Ethereum, is the compositional core and represents technological innovation. It integrates colors and shapes that evoke Panamanian identity: red and blue as a reference to the national flag and the dynamic waves that symbolize the Panama Canal as a global connection point. The typography, aligned with the grid, reinforces solidity and modernity, while the descriptor "Panama 2026" adds temporal and territorial context to the event. Overall, the design conveys a solid, contemporary brand deeply linked to the country's cultural and strategic environment.



## About the Construction

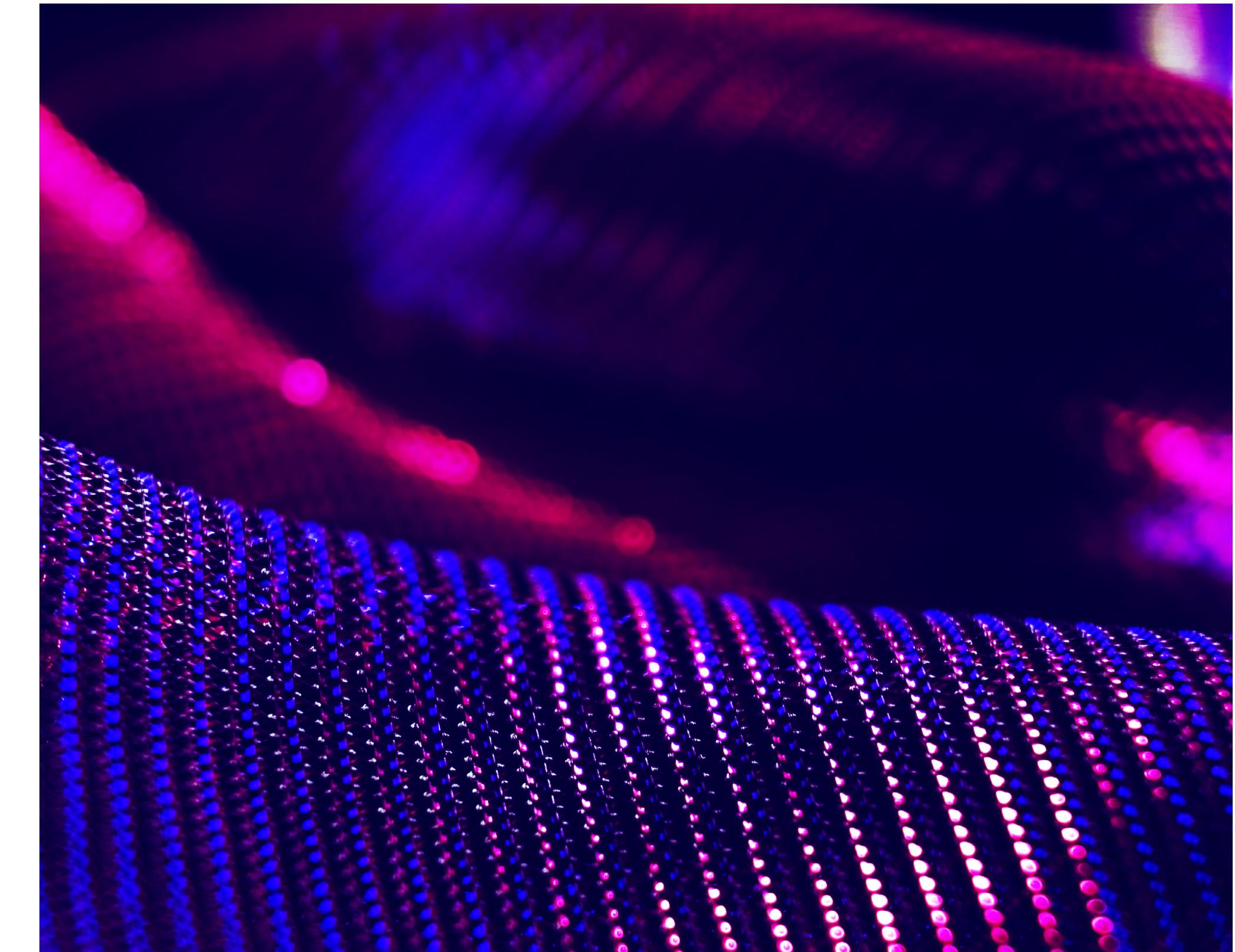
The construction of the ETH Canal Panamá 2026 logo was developed from a hierarchical grid where the base unit of measurement corresponds to 1X. The starting point was the intervention of the Ethereum icon, respecting its original proportions and adding organic waves that cross the upper part of the isotype, generating dynamism and alluding to the Panama Canal. From this core, the typographic blocks were organized following precise proportional relationships: the main block with the brand name ("ETH CANAL") was sized in a proportion of 2.5/15 with respect to the height of the isotype, guaranteeing visual hierarchy and legibility; while the secondary block ("PANAMÁ 2026") was established in a proportion of 1/15, ensuring balance and subordination to the whole. In this way, the proportion system, based on the hierarchical grid, ensures consistency, harmony, and scalability in all applications of the logo.

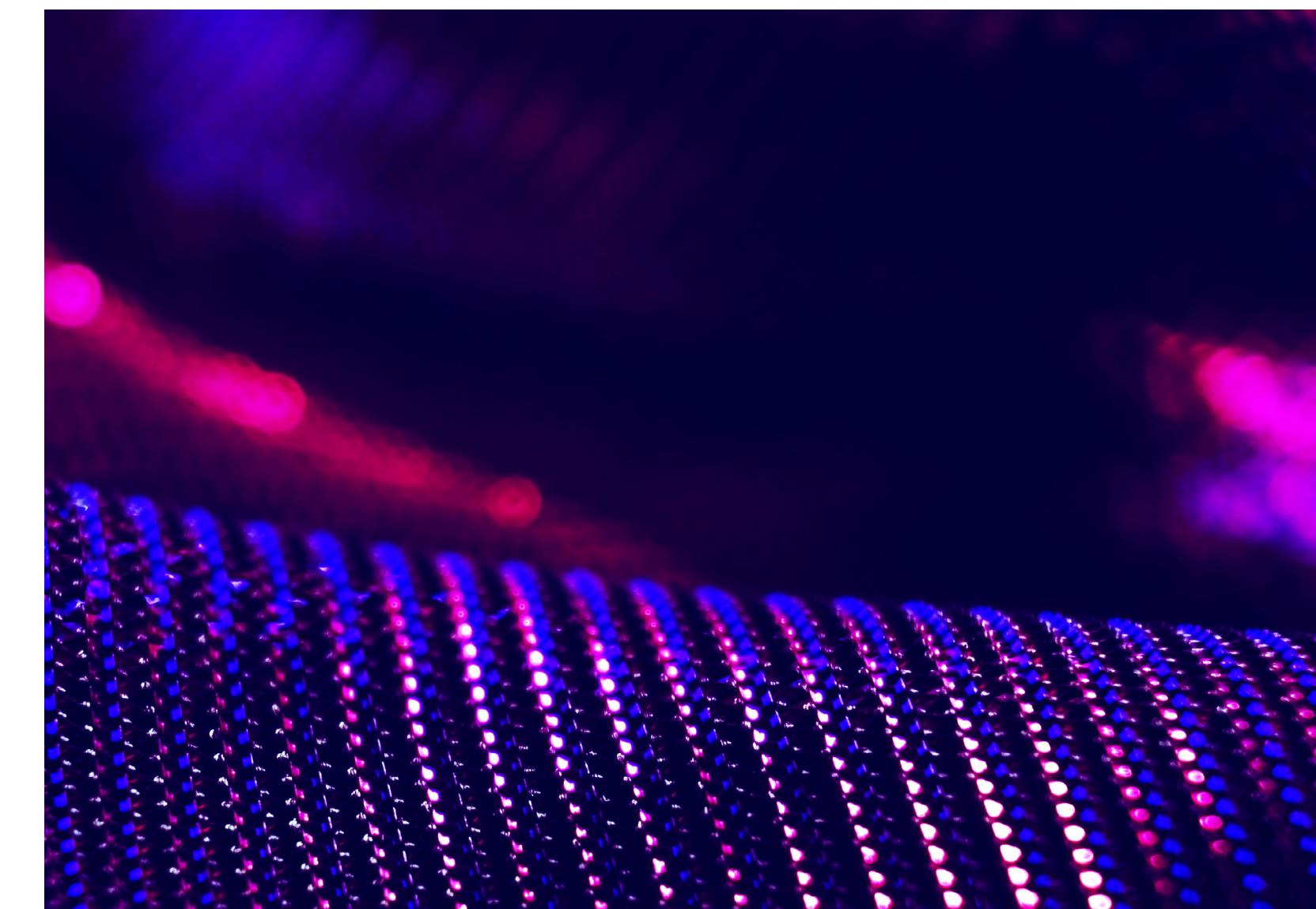
**Isotype****Logotype**

**ETH CANAL**  
**PANAMA 2026**

**About the Construction**

The visual identity of ETH Canal Panama 2026 is defined as an imagotype, that is, a composition in which an isotype and a logo coexist in an integrated manner. The isotype corresponds to the central graphic element, based on the geometric figure of Ethereum intervened with organic waves that represent the dynamism of the Panama Canal. The logo is made up of two typographic blocks: the main name "ETH CANAL," which lends strength and hierarchy to the brand, and the secondary descriptor "PANAMÁ 2026," which contextualizes the location and date of the event. The interaction between both components guarantees versatility in its applications, allowing both the graphic icon and the textual name to be recognized, jointly or independently, without losing brand consistency.





### About the inviolability zone

The inviolability zone of the ETH Canal Panama 2026 logo is defined by a safety margin equivalent to  $4X$  on all sides, where  $X$  corresponds to the base unit established in the construction grid. This minimum space must be kept free of any graphic, typographic, or photographic elements that could interfere with the correct legibility and recognition of the logo. The application of this protection area ensures that the isotype and typographic blocks retain their visual hierarchy and are clearly projected on all supports and scales.



## About the positive & negative versions

The ETH Panama Canal 2026 logo offers two application versions, known as positive and negative versions. The positive version is defined as "full," utilizing the complete construction of the logo and typographic blocks in their official colors or in versions adapted to the chromaticity of the support. The negative version is defined as "empty," in which the logo shapes are reserved against the background without being filled, allowing them to blend with the color or texture of the surface where it is applied. It is important to note that this version is not reduced to black and white, but rather a void interpretation that preserves the integrity of the original grid and proportions. The appropriate use of both slides guarantees the versatility of the logo in diverse contexts, preserving its legibility and visual consistency in print and digital media.





The ETH Panama Canal 2026 logo has two types of layout: horizontal and vertical. The main and original version is the horizontal layout, in which the logotype and typographic blocks are arranged along a single axis, ensuring visual balance and maximum legibility in most formats. However, on supports or spaces where the application area does not allow for a correct reading of the entire design—whether due to size, proportion, or graphic composition restrictions—the use of the vertical layout is authorized. This variant preserves all the proportions defined in the original grid and ensures that the logo maintains its visual integrity and recognition even in contexts of limited use or limited format.

The use of logo layouts must follow strict application criteria. The horizontal version, defined as the main composition, should not be compressed, rotated, or forced into narrow vertical spaces, as this affects proportion and legibility. Likewise, the vertical version should be reserved only for formats in which the entire logo cannot be read horizontally; it should never be used for aesthetic preference or as a substitute for the main logo. Under no circumstances is it permitted to alter the proportion between the isotype and logo, rearrange typographic blocks, or misalign elements in relation to the construction grid. Compliance with these standards guarantees the coherence and visual consistency of the identity across all media.

## About the Layout

# COLOR

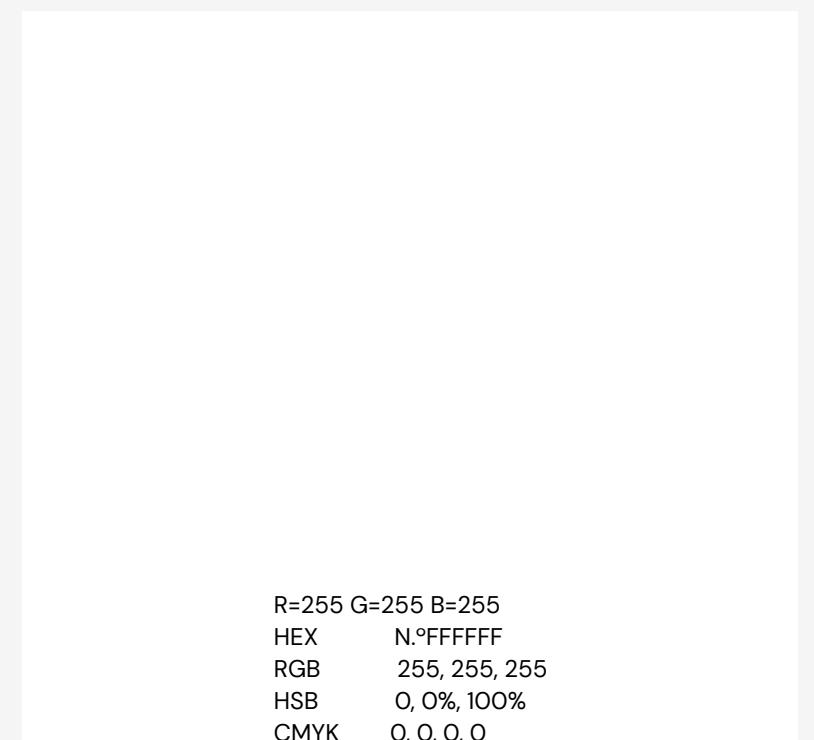
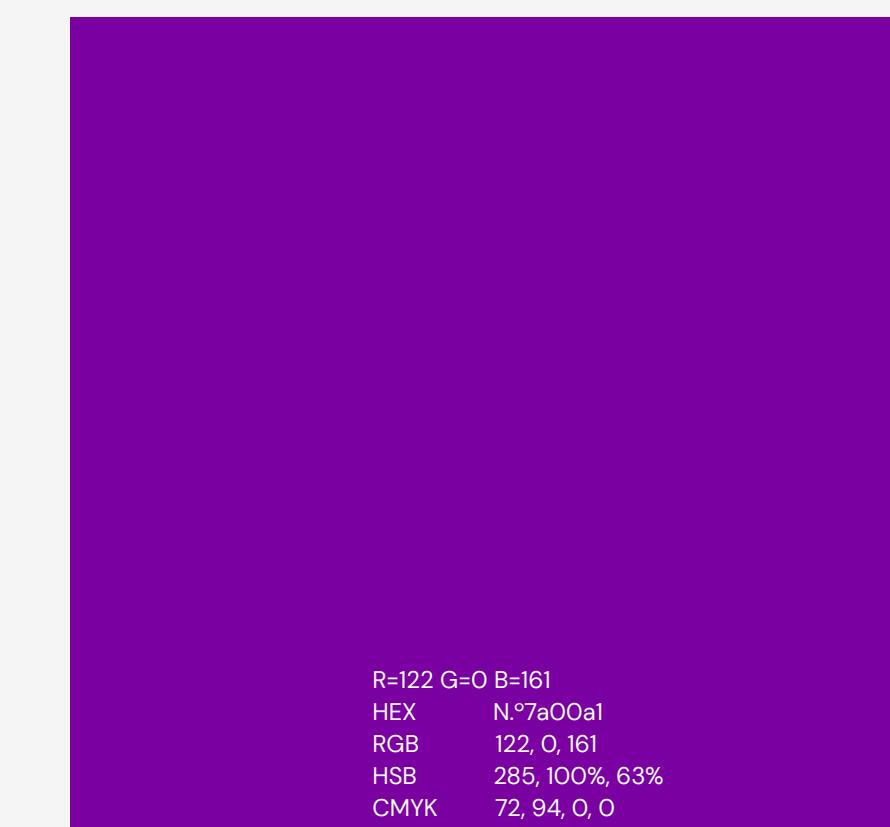
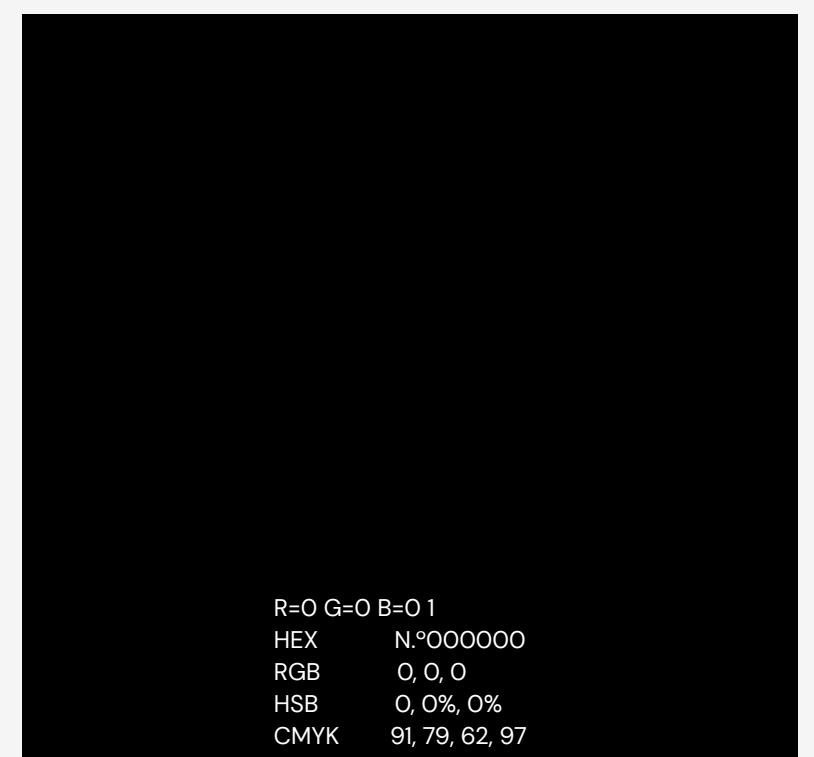
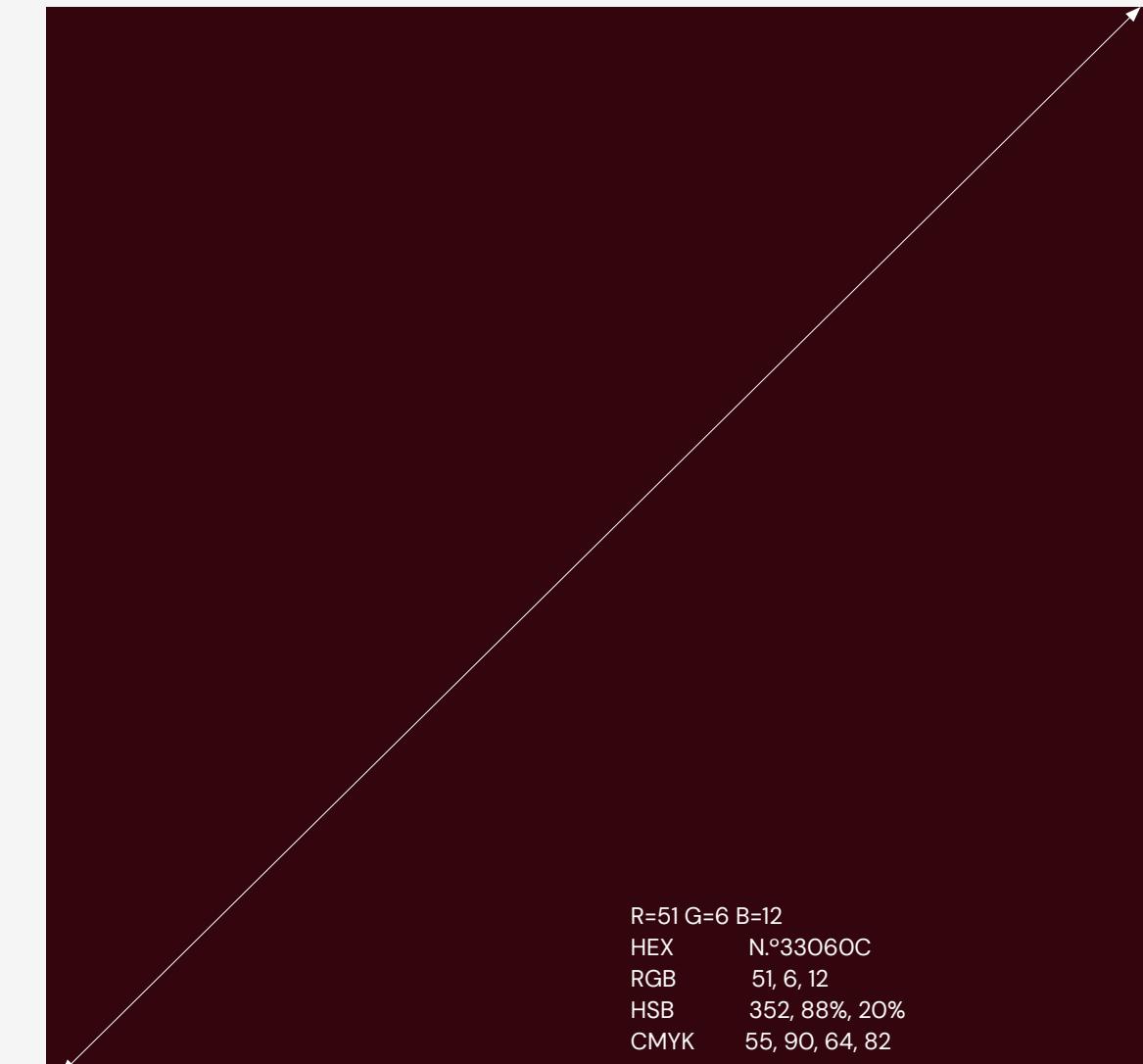
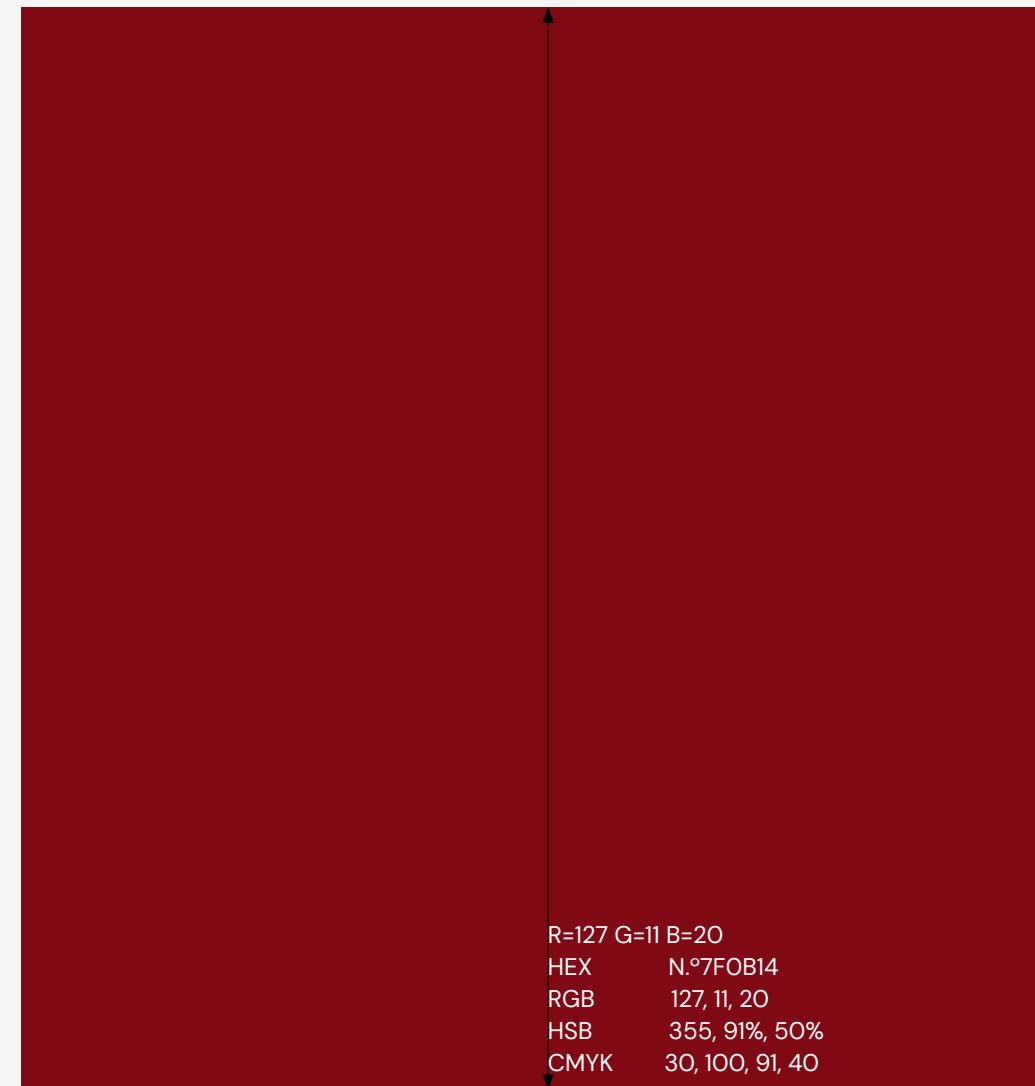
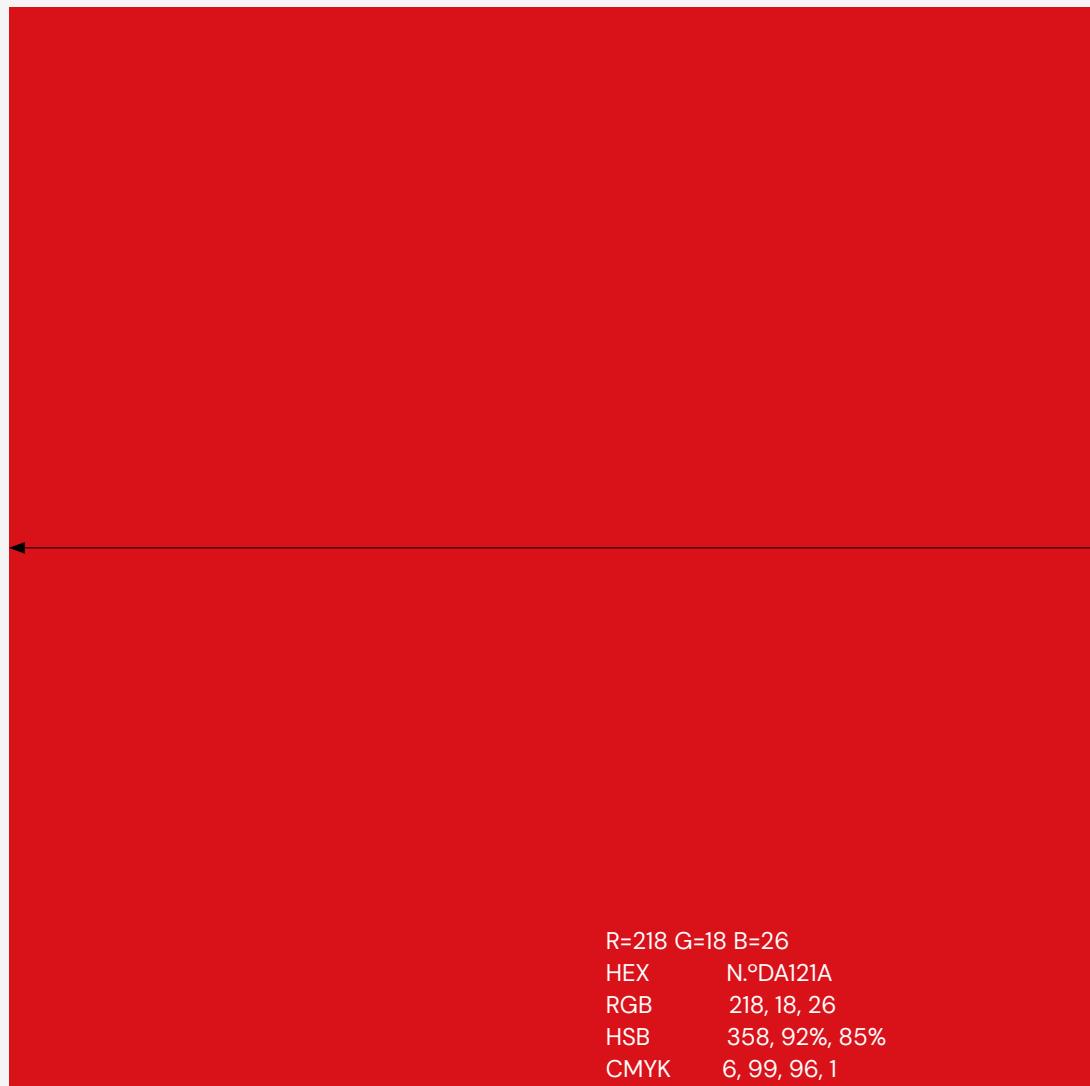


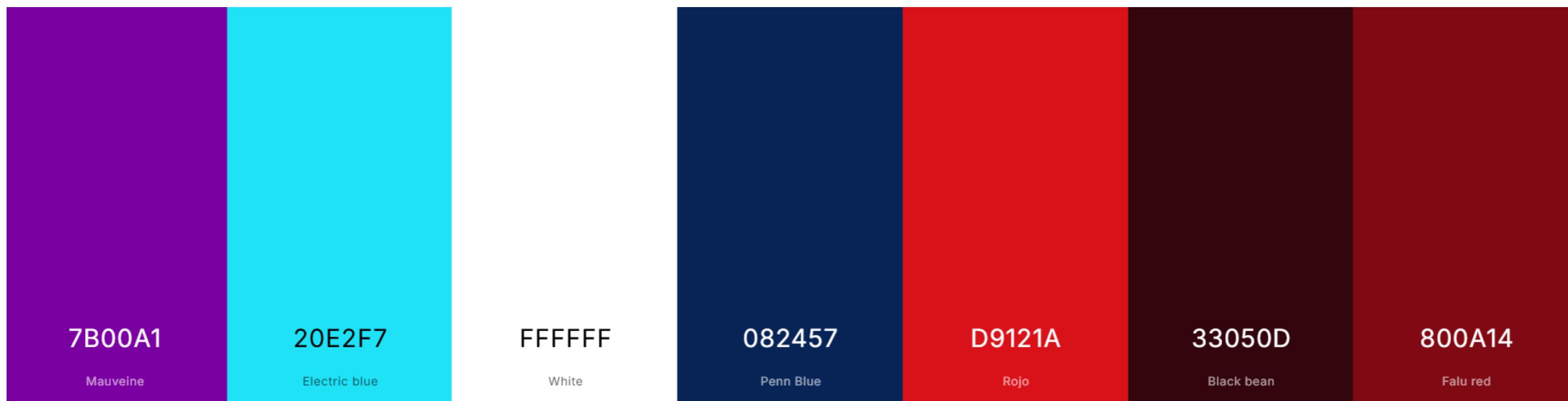
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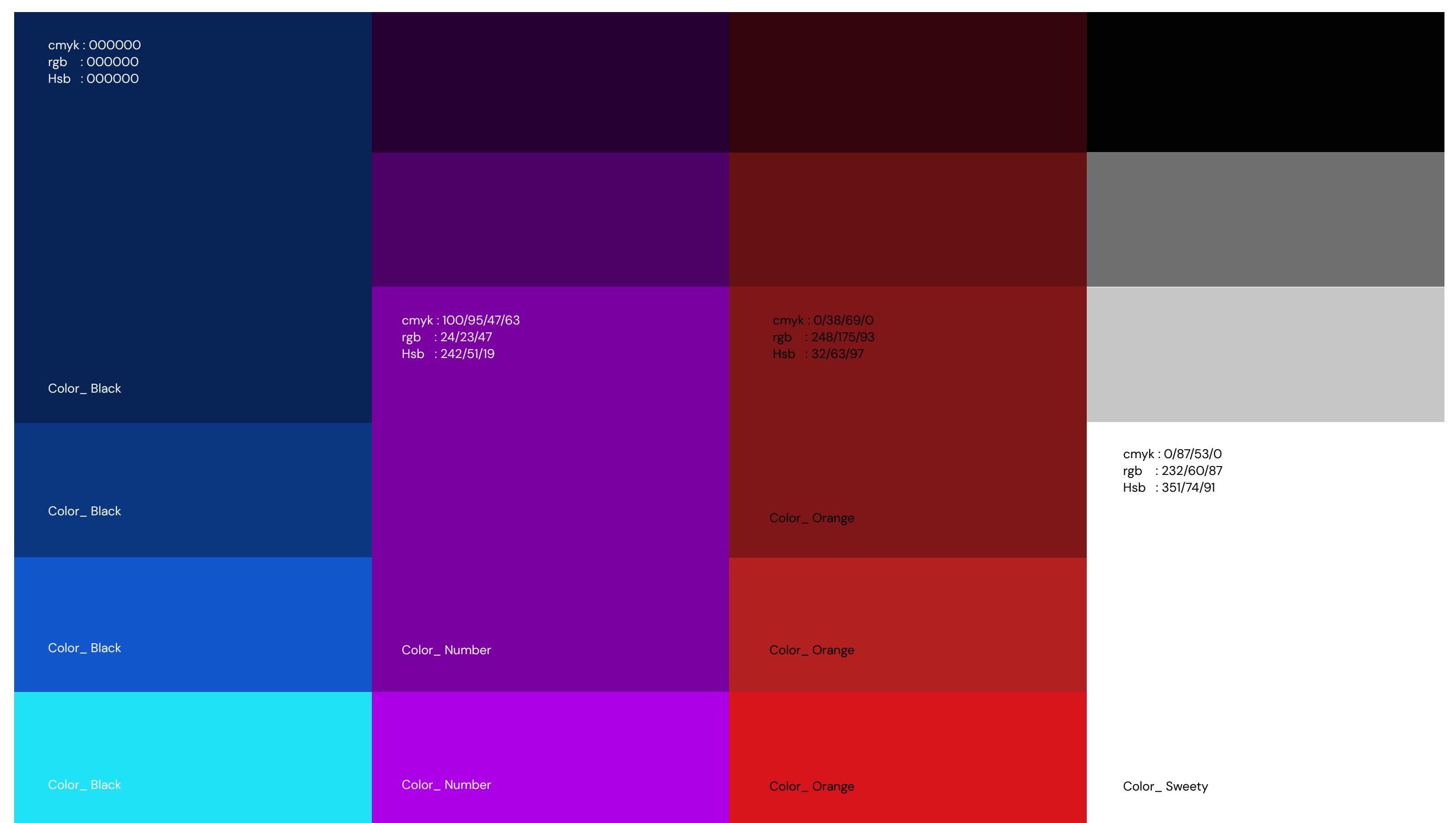
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## About the Colors

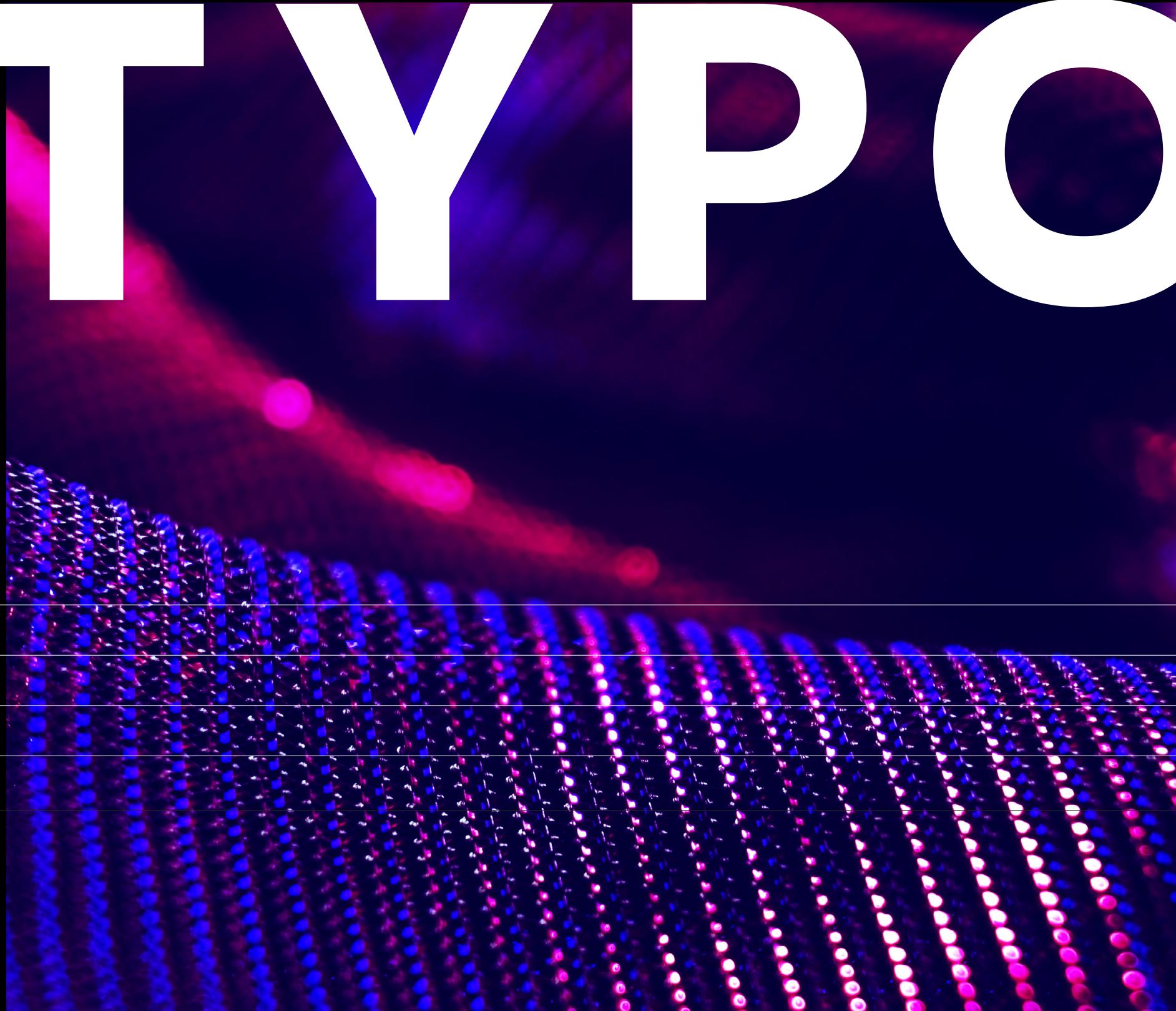
The ETH Canal Panamá 2026 color palette is structured based on a triadic combination complemented by analogous contrasts. Red (D9121A / 800A14) and deep blue (082457) constitute the base of high complementary contrast, evoking the colors of the Panamanian flag and conveying institutional strength and solidity. This duality is balanced by electric (20E2F7) and mauveine (7B00A1), which function as vibrant accents within the triad, bringing dynamism, innovation, and contemporary energy to the visual system. The use of white (FFFFFF) ensures legibility and cleanliness, while darker tones such as Black Bean (33050D) function as a support for contrast and elegance. Together, the chromatic harmony achieves a balance between tradition and innovation, with contrasts that generate visual impact without losing cohesion, adapting to multiple applications, both digital and print.



# TYPO

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Primary Typefac  
Montserrat

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### Primary

The Montserrat typeface belongs to the geometric sans serif family, designed to offer a clean, modern, and highly legible appearance. Its balanced shapes and clear proportions give it versatility in different sizes and media, while maintaining good legibility in both digital and print media. Montserrat conveys modernity, solidity, and closeness, qualities that make it an ideal typeface for innovative and contemporary communication projects. It is recommended for titles.

### Secondary

The Poppins typeface is a geometric sans serif with a contemporary design that stands out for its sweeping curves and balanced proportions. Its rounded construction gives it versatility, freshness, and accessibility, while maintaining excellent legibility on screens and in print. Thanks to its modern and friendly style, Poppins is ideal for reinforcing innovative and relatable messages within a strong visual identity.

### Complementary

Montserrat and Poppins are modern, geometric sans serif typefaces, ideal for titles, subtitles, and highlights. For long blocks of text, it's best to contrast them with a highly legible typeface that reduces eye strain both digitally and in print.

**Source Serif Pro** → Adobe's modern, clear, neutral serif font is great for dense blocks without losing legibility.

**Work Sans (to maintain sans serif)** → optimized for long paragraphs in digital, although with a less rigid air than Montserrat.

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GET STARTED

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## MONTSERRAT

Name

Classification and family

Construction and form

Family: Sans Serif.

Subfamily: Geometric, with humanist inspiration.

Designer: Julieta Ulanovsky (2010).

Origin: Inspired by the signage and urban posters of the Montserrat neighborhood, Buenos Aires.

- It is characterized by its geometric structure, with broad curves and clear counterforms.
- Its proportions are balanced, with a generous x-height that improves legibility.
- It features clean, straight lines, giving it a modern and minimalist look.
- It combines geometric inspiration with a humanistic touch, making it less rigid than other purely geometric sans serifs such as Futura or Avenir.
- It features a wide typeface family with multiple weights (Thin, Light, Regular, Medium, SemiBold, Bold, Black) and styles (normal and italic), providing great versatility.

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## POPPINS

Name

Classification and family

Construction and form

Family: Sans Serif.  
Subfamily: Geometric.  
Designer: Indian Type Foundry (2014).  
Inspiration: Based on pure geometric shapes, especially circles.

- Geometric shape with a very pronounced circular construction (example: the “O” is a perfect circle).
- Large x-height, which improves readability on screens.
- Straight and clean lines, with no serifs.
- Extensive family with multiple weights (Thin to Black) and italic styles.

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## SOURCE SERIF PRO

Name

Classification and family

Family: Serif.  
Subfamily: Transitional / Contemporary.  
Designer: Frank Grießhammer for Adobe (2014).  
Part of the “Source” family (along with Source Sans and Source Code).

Construction and form

- Inspired by classic serif typefaces, but optimized for digital environments.
- Moderate contrasts in the strokes, improving legibility.
- Generous x-height and balanced spacing, designed for long blocks.
- Extensive family with weights from Extra Light to Black.

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## WORK SANS

Name

Classification and family

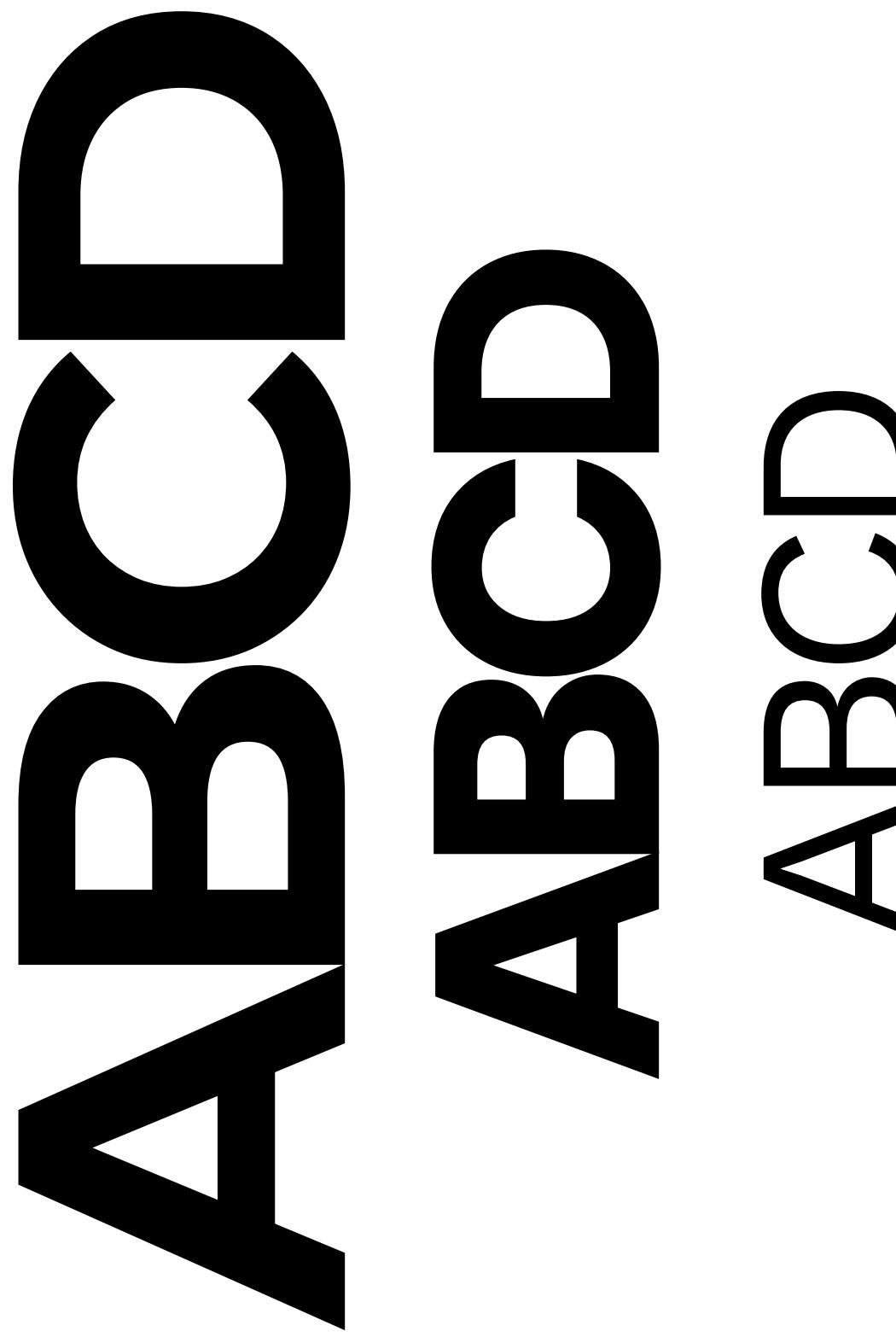
Construction and form

Family: Sans Serif.  
Subfamily: Humanist/Contemporary Grotesque.  
Designer: Wei Huang (2015).  
Inspiration: 19th-century grotesque typefaces, adapted to digital design.

- A less rigid sans serif structure than a geometric one, with more natural strokes and humanistic proportions.
- A good ratio of x-height to ascenders/descenders, optimized for on-screen reading.
- A wide range of weights, designed to cover everything from headlines to running text.

# TYPOGRAPHIC HIERARCHY SYSTEM

## ETH PANAMA CANAL 2026



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### Main headings (H1)

**Font:** Montserrat Bold / Black

**Use:** Covers, main headings in print and digital, section titles.

**Recommended size:** Digital: 48-64 pt Print: 32-48 pt

**Quality:** Solid, modern geometry → conveys strength, innovation, and authority.

### Subtitles (H2 – H3)

**Font:** Poppins SemiBold / Medium

**Use:** Subheadings in print and web materials, highlighting in presentations or graphic pieces.

**Recommended size:** H2 → 28–36 pt H3 → 20–24 pt

**Quality:** Circular and fresh style → provides accessibility and proximity, balancing the geometric rigidity of Montserrat.

### Main text / Paragraphs

**Font:** Source Serif Pro Regular

**Use:** Long blocks of text in documents, articles, publications, manuals, press releases.

**Recommended size:** Digital: 14–16 pt Print: 10–12 pt

**Quality:** Transitional serif → ensures long-lasting legibility and gives an editorial and professional feel.

### Alt text for digital

**Font:** Work Sans Regular / Light

**Use:** Digital interfaces, dashboards, short notes, applications where serif fonts aren't functional.

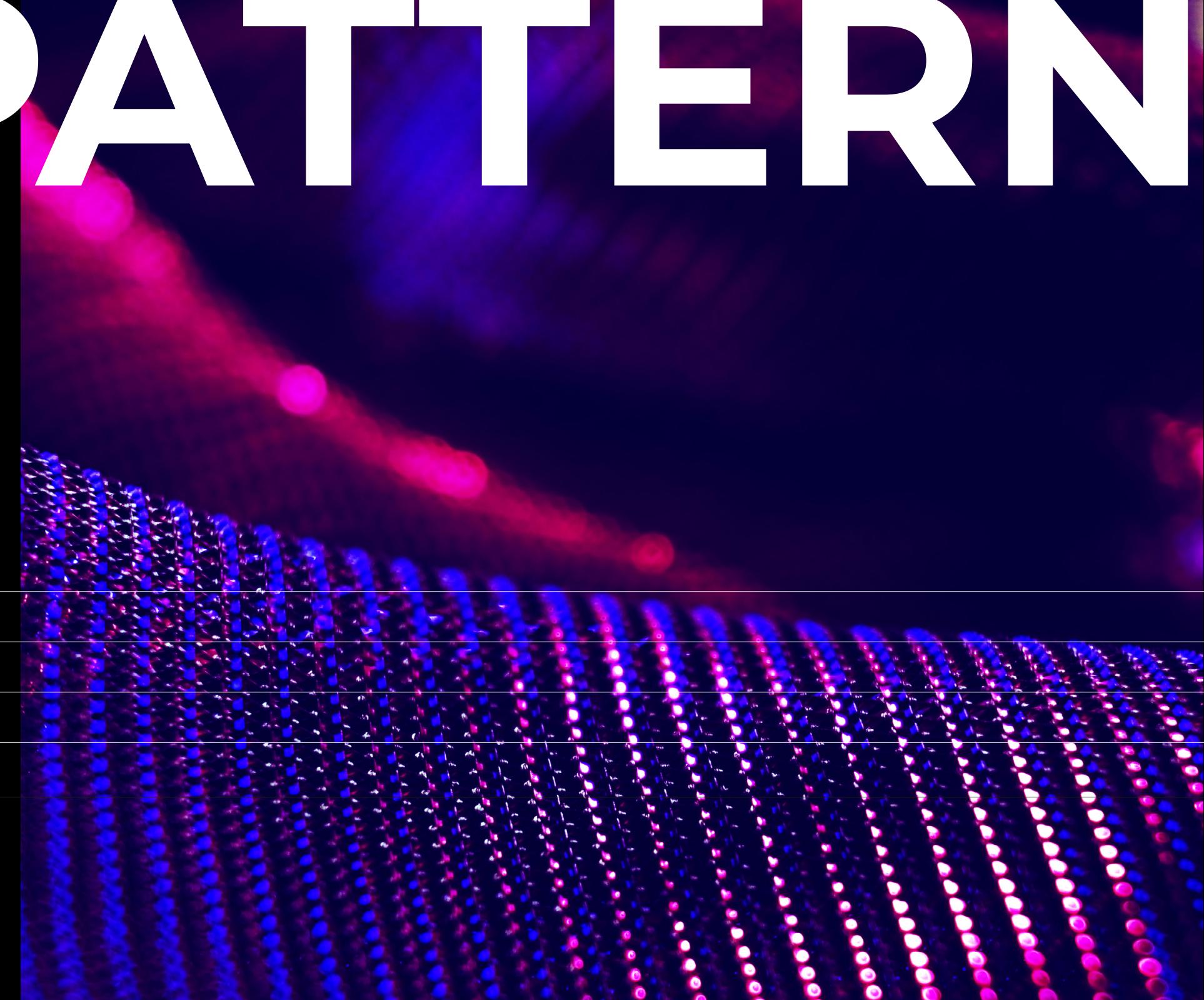
**Recommended size:** Digital: 14–16 pt Print: 10–12 pt

**Quality:** Humanist sans serif → maintains legibility on small screens with a warmer, more neutral tone.

# PATTERNS

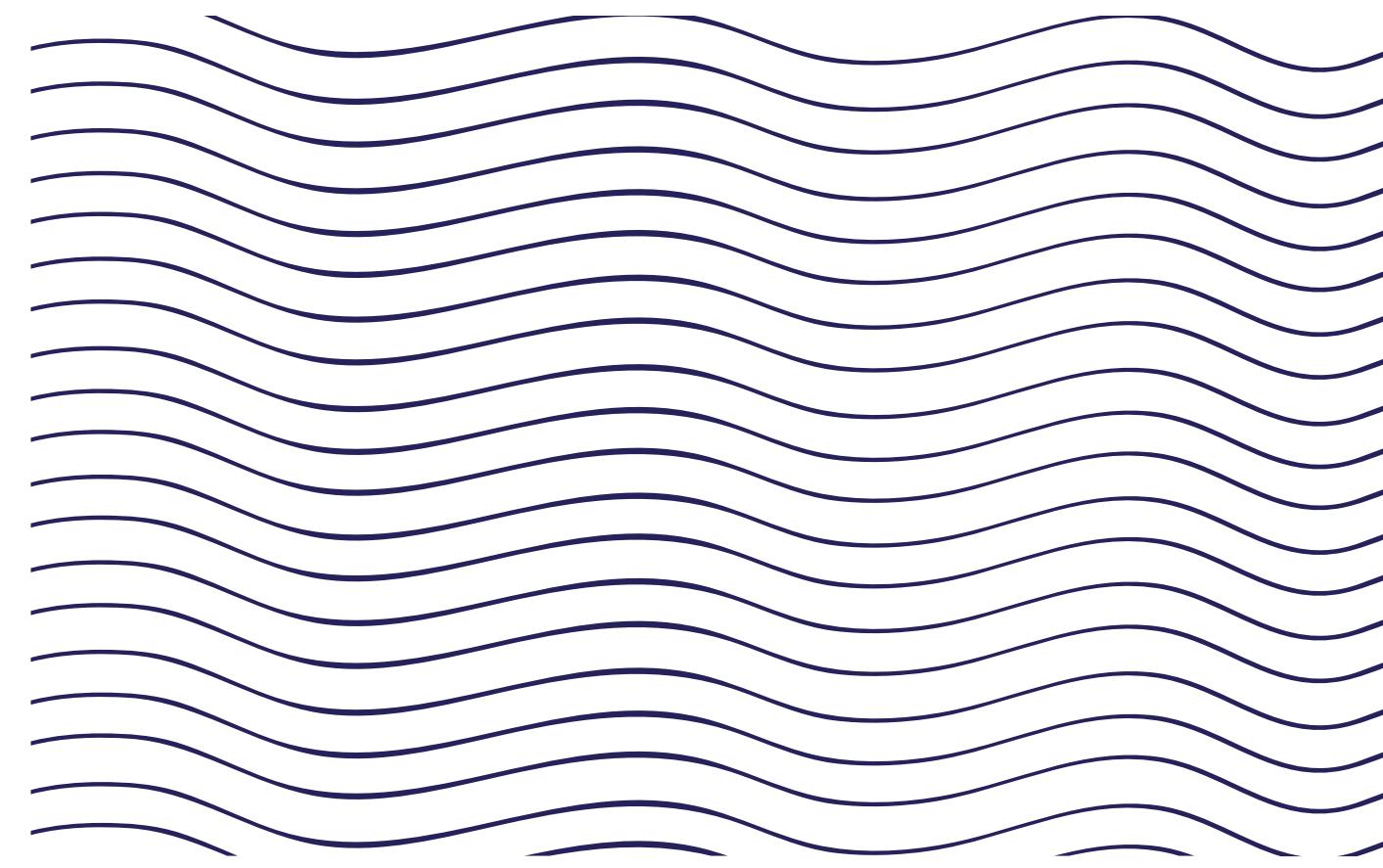
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### Pattern 1 — Canal Waves

This pattern is inspired by the fluid and continuous movements of the waves of the Panama Canal, a symbol of connection, progress, and constant flow.

The waves, derived directly from the logo, provide visual rhythm and guide the reader's reading of the content, generating a sense of balance between modernity and tradition.

Its use is ideal for backgrounds, dividers, or visual rest areas within graphic compositions.

### About the patterns

ETH Canal's patterns reinforce the brand's visual identity and provide dynamism, rhythm, and consistency across the various communication media. Each pattern has an aesthetic and conceptual purpose linked to the brand's values of innovation, fluidity, and movement.



### Pattern 2 — Triangle Sequence

The second pattern is composed of a modular sequence of triangles, symbolizing energy, progress, and direction.

This design provides visual dynamism and can be used as a support element in digital or print formats, reinforcing the brand's technological and avant-garde character.

Its flexible layout allows it to be adapted to different proportions while maintaining the visual coherence of the graphic system.

# APPLICATIONS

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## Components

Corporate Folder |  
Letterhead |  
Business Card |  
Corporate Envelope |

## Corporate Color

**ETH Canal Blue** Pantone 2767 C / C:100 M:90 Y:10 K:77 /  
HEX #0A1128

**Panama Red** Pantone 186 C / C:10 M:100 Y:85 K:5 /  
HEX #C8102E

**Light Gray** Pantone Cool Gray 3C / C:8 M:5 Y:7 K:16 /  
HEX #D9D9D6

**Pure White** Background and Breathing Areas

## Color Mode

CMYK for printing / RGB and HEX for digital media.

## Color Tolerance

±5% variation in tonal density.

## Recommended printing

**Offset:** for high-volume runs (letterheads, folders, envelopes).

**Digital (laser or HD inkjet):** for short or customized production runs.

## Optional finishes

Matte lamination, sectorized UV varnish, or logo embossing.



The ETH Canal 2026 Pitch Deck features a modern visual composition that is structured and consistent with the brand's institutional identity. Its design combines a corporate and technological approach, aligned with the aesthetics of the blockchain and Web3 ecosystem, but adapted to a premium and institutional audience.

## 1. Visual direction

The design uses a corporate color palette centered on deep blue tones, white, and red accents, consistent with the ETH Canal visual system.

The blue color conveys solidity, confidence, and technology, while the red and gray accents add energy and visual hierarchy. Dark backgrounds with light typography reinforce digital readability and the elegance of the material.

## 2. Typography

A contemporary sans serif typeface with clean lines and excellent legibility is used to reinforce the clarity of the message. Headings use a medium to bold weight to mark sections, while secondary texts maintain generous spacing and well-defined hierarchies.

## 3. Composition and structure

The deck maintains a modular grid system, ensuring visual consistency across all slides.

The sections combine short blocks of text, minimal iconography, and airy layout, prioritizing quick comprehension.

The use of negative space and consistent alignment allows for fluid and professional reading, ideal for corporate presentations to sponsors or investors.

## 4. Graphic elements

Headings consistent with the logo and tagline "Sponsorship and Year-Round Partnership."

Flat icons and linear graphics that reinforce messages without distracting.

Simplified maps, tables, and diagrams to visually communicate timelines, percentages, and benefits.

Photographs and renders with an institutional tone, high resolution, and cool color balance.

## 5. Visual identity and consistency

The ETH Canal logo appears strategically in headers and footers, ensuring consistent brand presence. Margins and proportions respect an identity grid that unifies the deck with other visual system materials (stationery, brand manual, social media).

## 6. Technical production recommendations

**Presentation format:** 16:9 (widescreen) for compatibility with projection and digital devices.

**Color:** RGB mode (digital presentations) and CMYK only for printing.

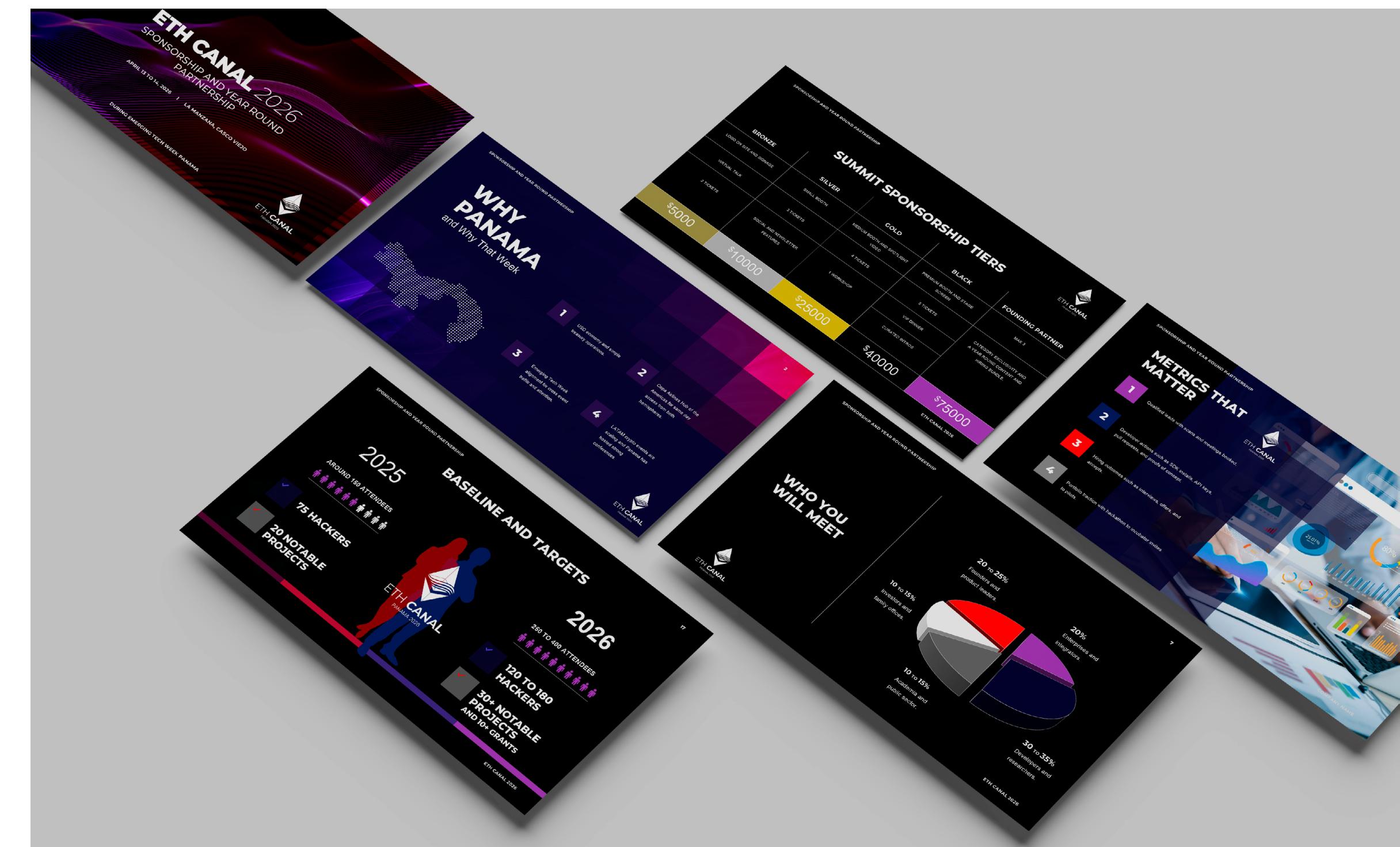
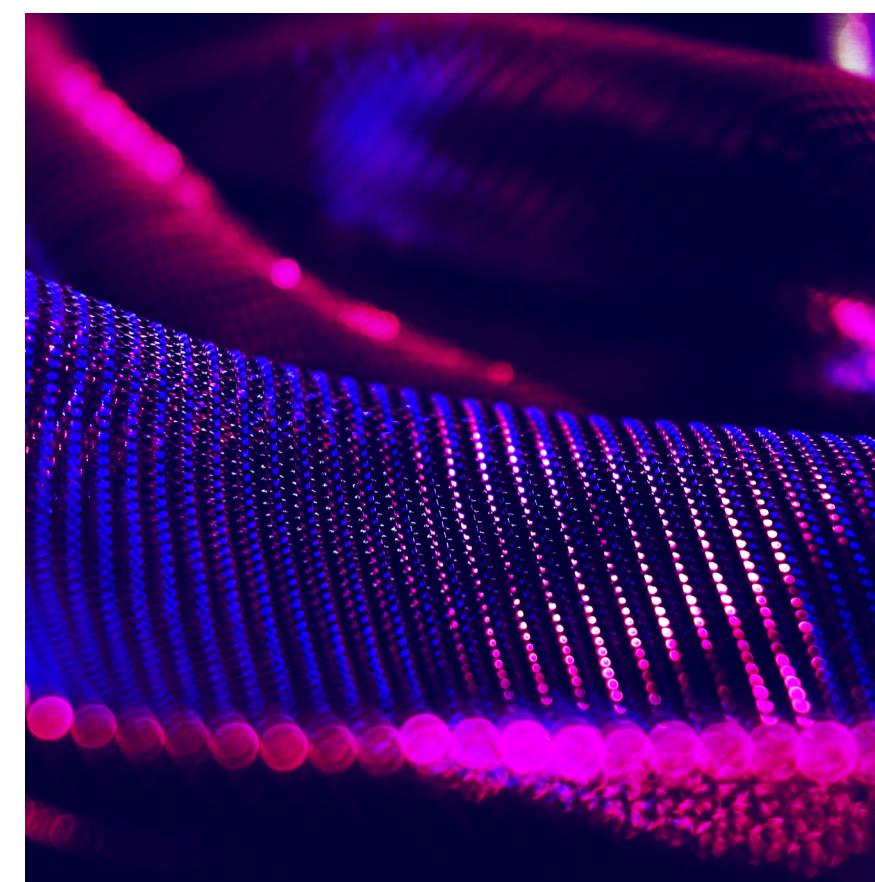
**Graphics resolution:** minimum 150 dpi on screens, 300 dpi for printing.

**Recommended software:** Figma, Keynote, or PowerPoint with embedded fonts.

**Export:** Interactive PDF or editable presentation, optimized for a size smaller than 10 MB.

## 7. Visual language

The design balances informational clarity and visual appeal, with an aesthetic that reflects innovation, order, and confidence. Strategic reading is prioritized, directing the eye toward figures, dates, and sponsorship levels.



The ETH Canal 2025 Whitepaper was designed as a high-level institutional document, with an editorial and technological focus, which clearly communicates the organization's vision, structure, and programs. Its visual composition responds to the principles of clarity, typographic hierarchy, modular grid, and chromatic consistency, aligned with the general graphic system of ETH Canal.

## 1. Art direction and style

The design maintains a minimalist and professional graphic line, where content is the protagonist. Structural white predominates, combined with accents in deep ETH Canal blue, which reinforces the institutional identity. The use of linear graphics, clean numbering, and wide margins provides an orderly and elegant reading experience, ideal for technical and academic presentations.

The editorial format balances visual white space and blocks of information, maintaining readability even on digital devices.

## 5. Graphic elements

Vertical numbering and headings aligned to the left margin, reinforcing the modular structure. Linear icons and simple diagrams in flat style. Hierarchical visual layout for sections such as "Vision," "Governance," and "Programs." Institutional patterns applied in low opacity (5–10%) as decorative background or chapter dividers.

## 6. Production and media

### DIGITAL VERSION:

**Format:** Interactive PDF.

**Minimum resolution:** 150 dpi.

**Color:** RGB.

Active links to sections and references.

### PRINTED VERSION (OPTIONAL):

**Paper:** 150 g/m<sup>2</sup> matte coated paper (interior) / 250 g/m<sup>2</sup> (cover).

**Printing:** Digital offset or HD laser.

**Finish:** Matte lamination with UV varnish on logo.

**Binding:** Stapled or glued dossier style.

## 2. Structure and grid

- **Base format:** A4 portrait (8.5 × 11.4 inches)
- Internal margins: 12.3
- **Grid:** 6 columns / 8 rows for balance between text and visual elements.
- **Safe area:** 10 mm for headers and page numbering.
- **Visual hierarchy:**
  - Section titles numbered with large typeface.
  - Subtitles in semi-bold style.
  - Paragraphs with generous spacing for smooth reading.

## 7. Visual consistency

The white paper is fully aligned with the ETH Canal 2025–2026 ecosystem, sharing the same typography, colors, and editorial style as the Pitch Deck, Brand Manual, and institutional pieces. This consistency ensures visual unity, professionalism, and consistency in brand communication with sponsors, institutions, and the international blockchain community.

## 3. Color palette

**ETH Canal Blue** – Pantone 2767 C / HEX #0A1128 / C:100 M:90 Y:10 K:77

**Panama Red** – Pantone 186 C / HEX #C8102E / C:10 M:100 Y:85 K:5

**Neutral Gray** – Pantone Cool Gray 3C / HEX #D9D9D6

**Technical Black** – for main texts (#111111)

**Pure White** – main background (#FFFFFF)

**Color mode:** CMYK for printing and RGB for digital distribution.

**Contrast:** high, ensuring legibility on screens and printed media.

## 4. Typography

**Main:** Poppins (geometric sans serif, high visual performance).

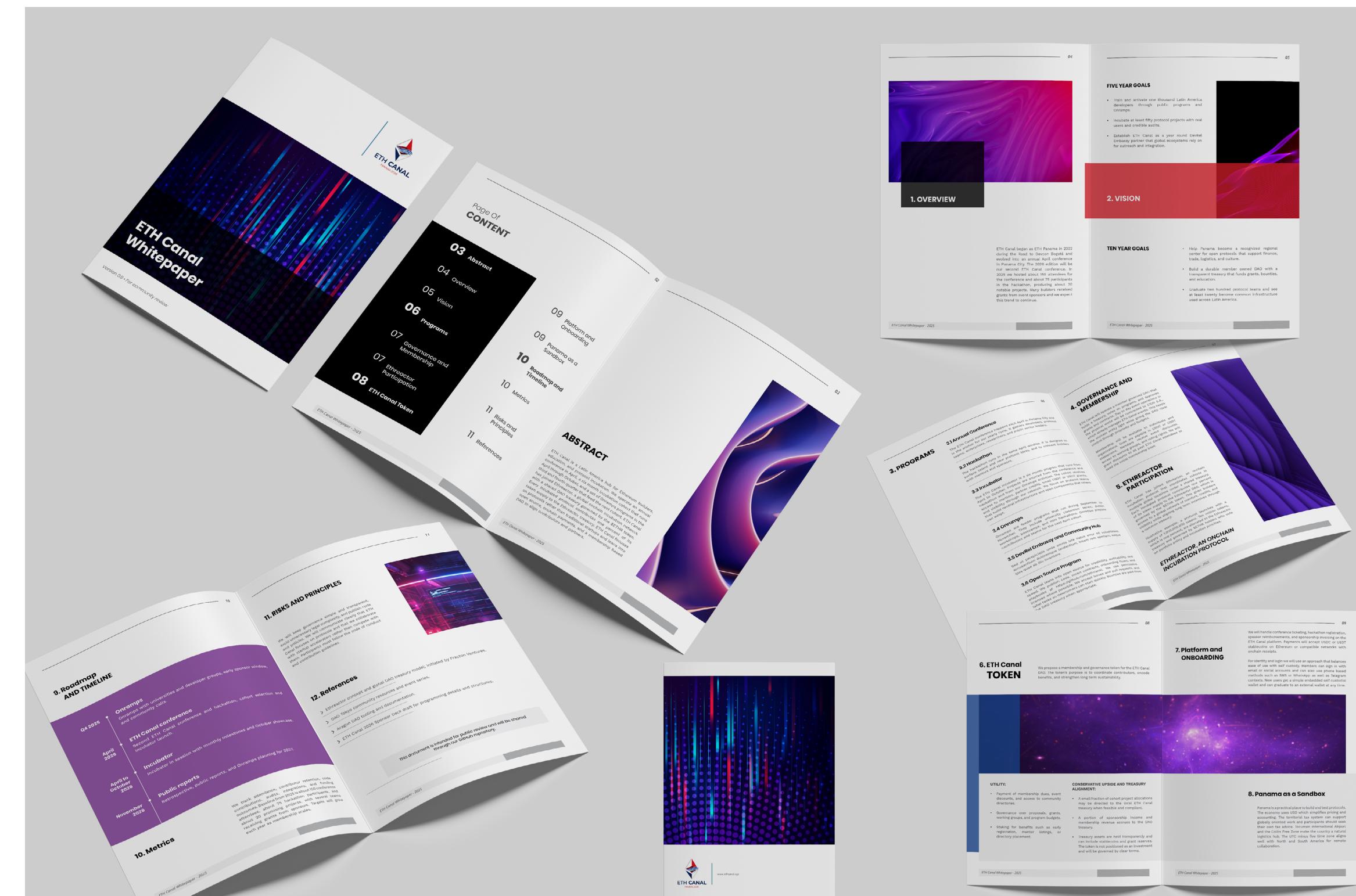
### Typographic hierarchy:

**Titles:** Poppins Bold – 36 pt

**Subtitles:** Poppins SemiBold – 18 pt

**Body text:** Work Sans Regular – 10 pt / line spacing 14 pt.

**Web/digital alternative:** Poppins or Inter for compatibility.



### Tumbler & Mug

The ETH Panama Canal 2026 tumbler & Mug features a minimalist and modern design, with special text for programmers, designed to maintain a clean and functional aesthetic, but with a touch of humor and relevance to their field:

#### OPTION 1: CLASSIC AND ESSENTIAL

**MAIN TEXT:** CODE

**SECONDARY TEXT:** Powered by Coffee & Algorithms.

**SMALL TEXT/DETAIL:** Syntax: Hydrate();

#### OPTION 2: PROGRAMMER HUMOR

**MAIN TEXT:** DEBUG

**SECONDARY TEXT:** My code works. I don't know why.

**SMALL TEXT/DETAIL:** 404: Coffee not found.

#### OPTION 3: INSPIRATION AND PRODUCTIVITY

**MAIN TEXT:** BUILD

**SECONDARY TEXT:** Fueling Innovation, Line by Line.

**SMALL TEXT/DETAIL:** Commit & Hydrate.

#### OPTION 4: WITH A NOD TO ETHEREUM

**MAIN TEXT:** Ethereum

**SECONDARY TEXT:** Decentralized Hydration.

**SMALL TEXT/DETAIL:** Proof of Stake (and water).

#### OPTION 5: ETHEREUM AND PRODUCTIVITY

**MAIN TEXT:** ETH

**SECONDARY TEXT:** Fueling the Smart Contract Era.

**SMALL TEXT/DETAIL:** Gas: Hydration Required.

#### OPTION 6: ETHEREUM PROGRAMMER HUMOR

**MAIN TEXT:** BLOCKCHAIN

**SECONDARY TEXT:** My code is decentralized. My coffee isn't.

**SMALL TEXT/DETAIL:** 0x... (Coffee Address)

#### OPTION 7: INSPIRATION AND ETHEREUM COMMUNITY

**MAIN TEXT:** DAPP

**SECONDARY TEXT:** Building the Future, One Smart Contract at a Time.

**SMALL/DETAIL:** Stay Liquid.



### Texts focused on Ethereum forks

#### OPTION 1: THE DAO FORK (2016)

**MAIN TEXT:** DAO

**SECONDARY TEXT:** Reversing History, One Block at a Time.

**SMALL TEXT/DETAIL:** ETH vs. ETC: Choose Your Side.

#### OPTION 2: TANGERINE WHISTLE (2016)

**MAIN TEXT:** GAS

**SECONDARY TEXT:** Tuning the Network, One Whistle at a Time.

**SMALL TEXT/DETAIL:** Gas Price: Optimized.

#### OPTION 3: THE MERGE (2022)

**MAIN TEXT:** MERGE

**SECONDARY TEXT:** Proof of Stake: The Future is Here.

**SMALL TEXT/DETAIL:** Energy Efficient Hydration.

#### OPTION 4: PECTRA (2025)

**PRIMARY TEXT:** PECTRA

**SECONDARY TEXT:** Staking to the Max.

**SMALL TEXT/DETAIL:** Validator Limit: Increased.

#### OPTION 5: FUSAKA

**PRIMARY TEXT:** BLOBS

**SECONDARY TEXT:** Scaling Up, One Blob at a Time.

**SMALL TEXT/DETAIL:** Data Capacity: Doubled.

### Technical Specifications ETH CANAL Panama 2026 Agenda

#### 1. Format and dimensions

**PRODUCT TYPE:** Corporate agenda / institutional notebook.

**CLOSED FORMAT:** 14.8 × 21 cm (A5 vertical).

**OPEN FORMAT:** 29.6 × 21 cm.

Orientation: Vertical.

**BINDING:** Sewn or glued with spine (Moleskine type).

#### 2. Materials

##### COVER:

**MATERIAL:** 2 mm rigid cardboard with polyurethane (PU) or soft-touch synthetic vinyl coating.

**BASE COLOR:** Matte graphite black (Pantone Black 6 C or equivalent CMYK 100 79 44 93).

**FINISH:** Soft to the touch with a smooth texture.

**CLOSURE:** No elastic band.

**BOOKMARK:** ETH blue satin ribbon (Pantone 287 C).

##### INTERIOR:

**PAPER:** 90 g/m<sup>2</sup> natural white offset.

**PRINTING:** One ink (warm gray 70%) or full color if it includes internal institutional design.

**SUGGESTED PAGINATION:** 180–200 pages.

#### 3. Printing finish

**RECOMMENDED TECHNIQUE:** White UV screen printing or laser engraving on PU (for logo and text).

**ALTERNATIVES:** Silver metallic hot stamping or bas-relief printing (for premium version).

**PROTECTION:** Optional selective UV varnish on the isotype to highlight volume.



### Texts for the notebook & pin focused on Ethereum ecosystem

#### OPTION 1: FOCUS ON BUILDING AND THE FUTURE

**PHRASE:** BUIDL THE DECENTRALIZED FUTURE.

**WHY IT WORKS:** “BUIDL” is an iconic term in the crypto community that means to build, not just “HODL.” It’s a call to action for programmers.

#### OPTION 2: ON LOGIC AND SMART CONTRACTS

**PHRASE:** CODE IS LAW. SMART CONTRACTS ARE THE NEW FRONTIER.

**WHY IT WORKS:** “Code is Law” is a fundamental principle of smart contracts. It highlights the importance of the logic programmed into Ethereum.

#### OPTION 3: INSPIRATION THROUGH INNOVATION

**PHRASE:** POWERED BY ETHEREUM. DRIVEN BY INNOVATION.

**WHY IT WORKS:** It connects directly to the Ethereum platform as the engine of new ideas and solutions.

#### OPTION 4: REFLECTION ON DECENTRALIZATION

**PHRASE:** DECENTRALIZING THE WORLD, ONE DAP AT A TIME.

**WHY IT WORKS:** Highlights Ethereum’s goal of creating decentralized applications (DApps) that transform the world.

#### OPTION 5: A NOD TO THE EVOLUTION OF THE NETWORK

**PHRASE:** FROM PoW TO PoS: EVOLVING THE DIGITAL FRONTIER.

**WHY IT WORKS:** Refers to the transition from Proof of Work (PoW) to Proof of Stake (PoS) on Ethereum, a major technical milestone.

#### OPTION 6: FOR THE STRATEGIC THINKER

**PHRASE:** THINK GLOBAL. CODE LOCAL. DEPLOY ON ETHEREUM.

**WHY IT WORKS:** An adaptation of the saying “Think Global, Act Local,” focusing on the global nature of Ethereum and the act of programming.