



About:

The Phoenix Project is a basic set of visual resources for people who want to work on Ethereum Classic projects and style them using simple principles.

It is also an attempt at establishing brand values and a look and feel for the Ethereum Classic brand.



**ETHEREUM
CLASSIC**

Values:

Ethereum Classic is the original Ethereum chain, it is the product of sticking to moral and technical principles.

Much like the phoenix, Ethereum Classic rose from the flames to serve as a platform for trustworthy technology.

Our brand is symbolized by our Phoenix mascot and prism.

Key Values:

- Reliable.
- Trustworthy.
- Consistent.
- Transparent.



Logo:

Our logo was inspired by our new mascot.

The idea is to create a contraction ('ec') that is 'easy' to get and allows the public to quickly recognize without being too playful or relaxed.

A less organized set of triangles allows for a more accurate visual representation of what the ec network can look like.

The simplest version uses custom solid colors or backgrounds.



ETHEREUM
CLASSIC



ETHEREUM
CLASSIC



ETHEREUM
CLASSIC

Font Pairing:

For simplification purposes 2 font families were chosen that can work well together.

- Yantramanav.
- Oswald.

Both are available from google fonts.

If you're developing an identity for your ICO or Ethereum Classic project it would be advisable to use these two fonts and pair them with your web / app design.

Yantramanav:

A B C Ć Č D Đ E F G H I J K L M N O P Q R S Š T U V X Y Z Ž
a b c č ď đ e f g h i j k l m n o p q r s š t u v w x y z ž
1 2 3 4 5 6 7 8 9 0
' ? ' " ! " (%) [#] { @ } & \ < - + ÷ × = > ® © \$ € £ ¥ ¢ : ; , . *

Oswald:

A B C Ć Č D Đ E F G H I J K L M N O P Q R S Š T U V X Y Z Ž
a b c č ď đ e f g h i j k l m n o p q r s š t u v w x y z ž
1 2 3 4 5 6 7 8 9 0
' ? ' " ! " (%) [#] { @ } & \ < - + ÷ × = > ® © \$ € £ ¥ ¢ : ; , . *

Examples:

There are no restrictions about what you can or can't do within the design considerations of an Ethereum Classic project, but here are some examples to give you some inspiration.

The image shows a mobile application interface for ECWallet. At the top, the logo 'ECWallet' is displayed next to a green diamond icon. To the right is a menu icon consisting of three horizontal lines. Below the logo, the text 'Your Current ETC Balance:' is shown in bold, followed by the amount '87,538' with a circular refresh icon to its right. Underneath the balance, the equivalent value 'US\$ 1,050,450' is listed, with a note 'Estimated according to Bitfinex.' To the right of this information are two buttons: a green 'SEND' button and a dark grey 'RECEIVE' button. A horizontal line separates this section from the rest of the screen. Below the line, there is a QR code on the left and the text 'YOUR CURRENT ETC ADDRESS:' followed by the address '0XC464FFD5A4E8A89CEEABE1B9B8800585304785FF'. To the right of the address is a small icon of a clipboard with a document and the text 'Copy Address To Clipboard'. Another horizontal line follows. The next section is titled 'Transaction History' with a downward arrow icon. It lists six transactions in a table format:

Date	Amount
NOV 12TH 8:12 AM CONFIRMED	2321 ETC
OCT 8TH 3:50 PM SENT TO: 0X31...0684	-29.999 ETC
AUG 23 2:12 AM CONFIRMED	30 ETC
JUL 15TH 8:00 PM CONFIRMED	214.323 ETC
JUL 1ST 3:24 PM SENT TO: 0X31...0684	-15430 ETC
JUN 30TH 3:00 PM CONFIRMED	10 ETC

WALLET MOCKUP EXAMPLE

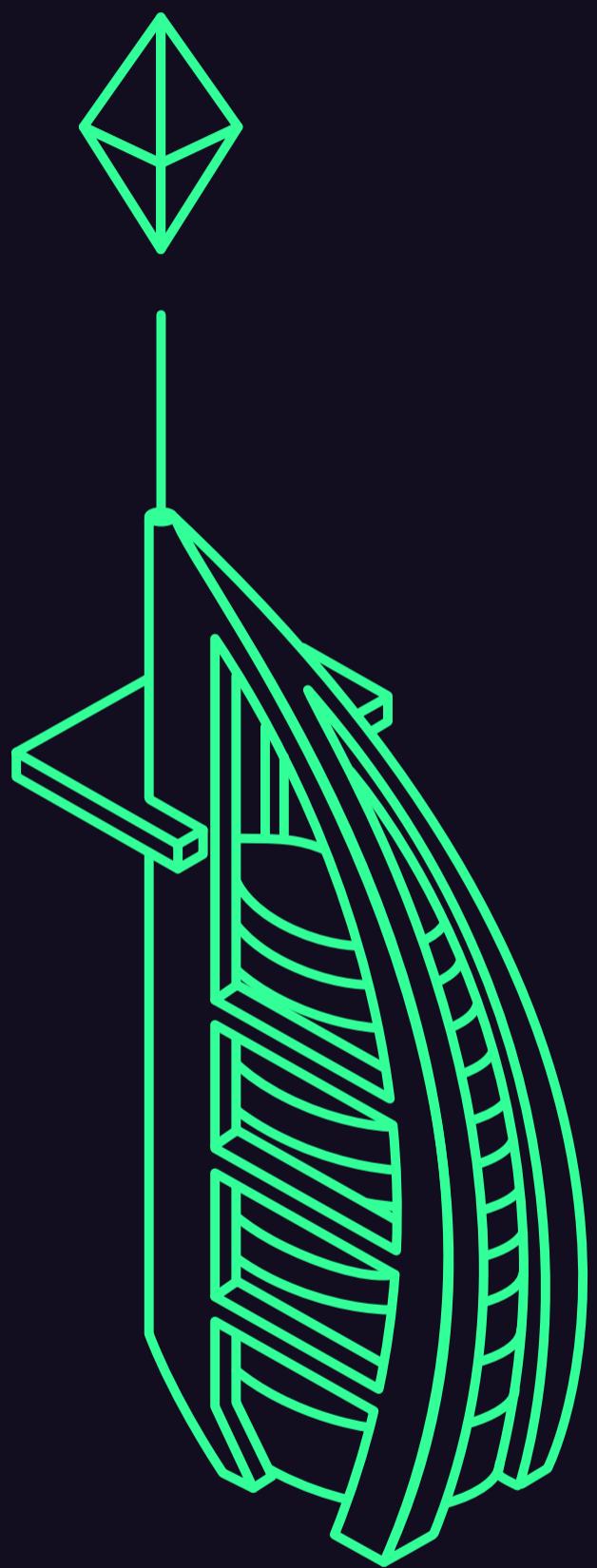


ILLUSTRATION STYLE 1

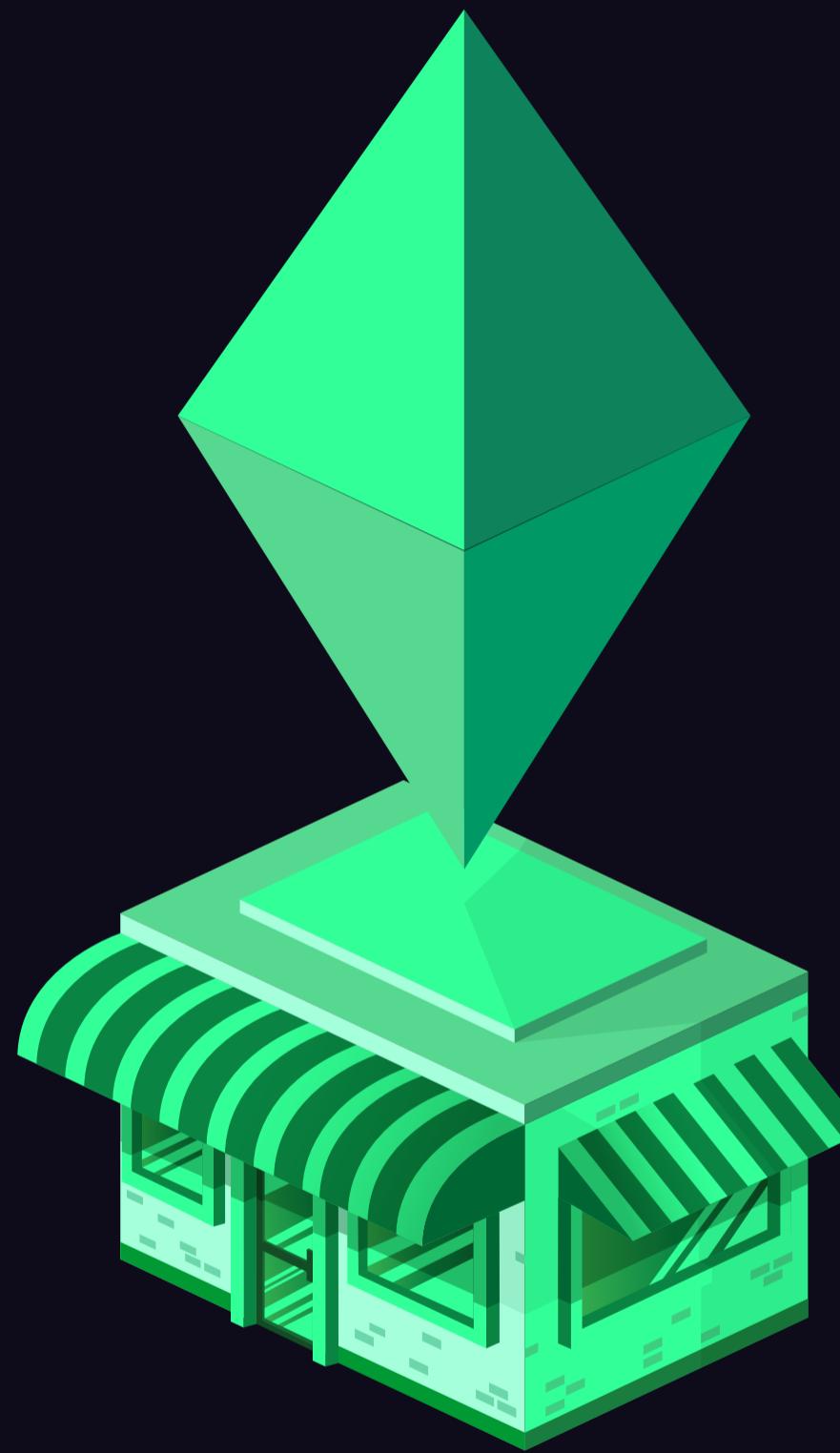
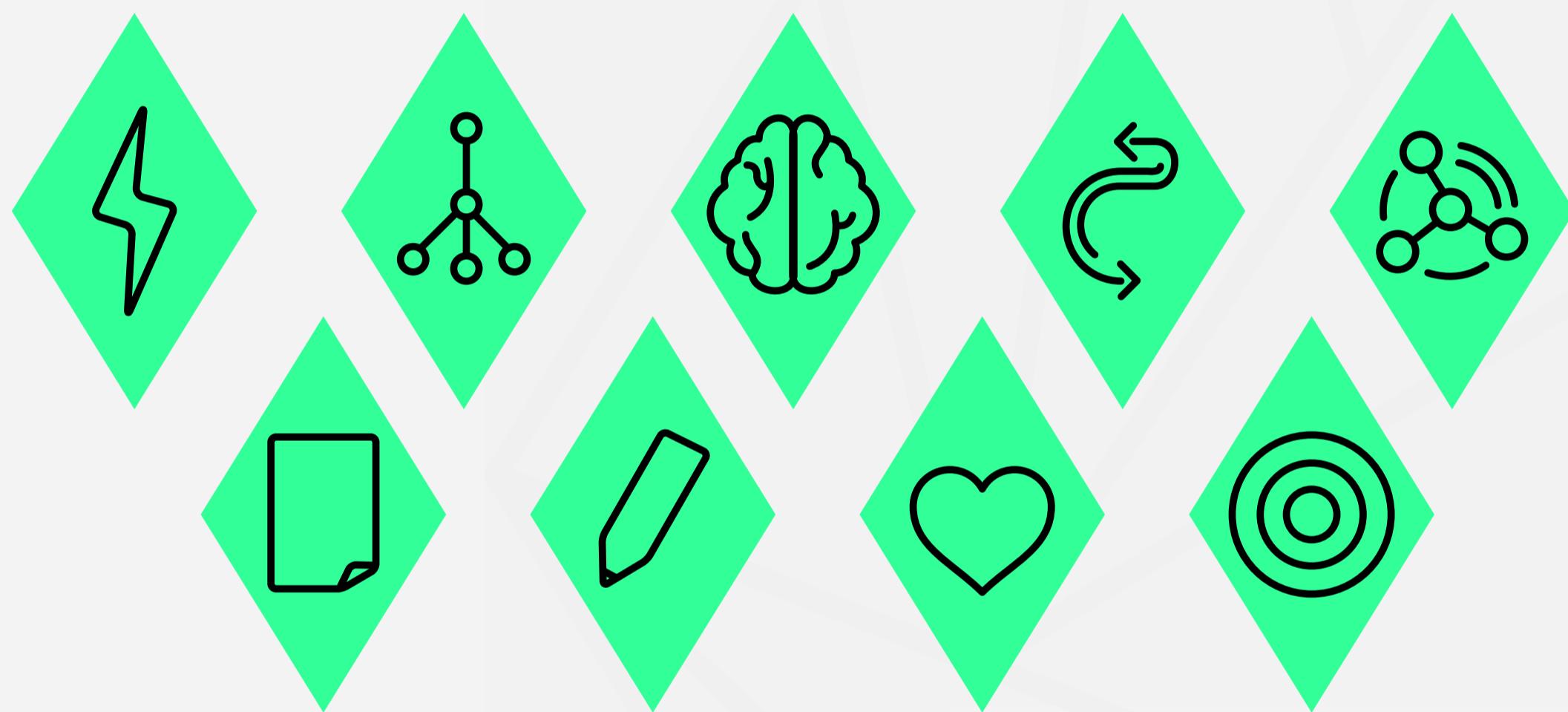


ILLUSTRATION STYLE 2



ICON STYLE



Ethereum Classic Marketplace ICO

YOU DON'T HAVE TO BE A PROGRAMMER TO USE CRYPTOCONTRACTS.

Finding Apps on the ETC Network is hard, using them is harder.
MKT takes care of that functioning very much like an app store.

This is the central repository where you can quickly find and use
ETC apps.

[Learn More](#)[Token Launch](#)

KEY DOCUMENTS:

[Whitepaper](#)[Key Dates](#)[Terms & Conditions](#)[Crowd Contribution](#)

WEBSITE EXAMPLE

ARISE



THRIVE



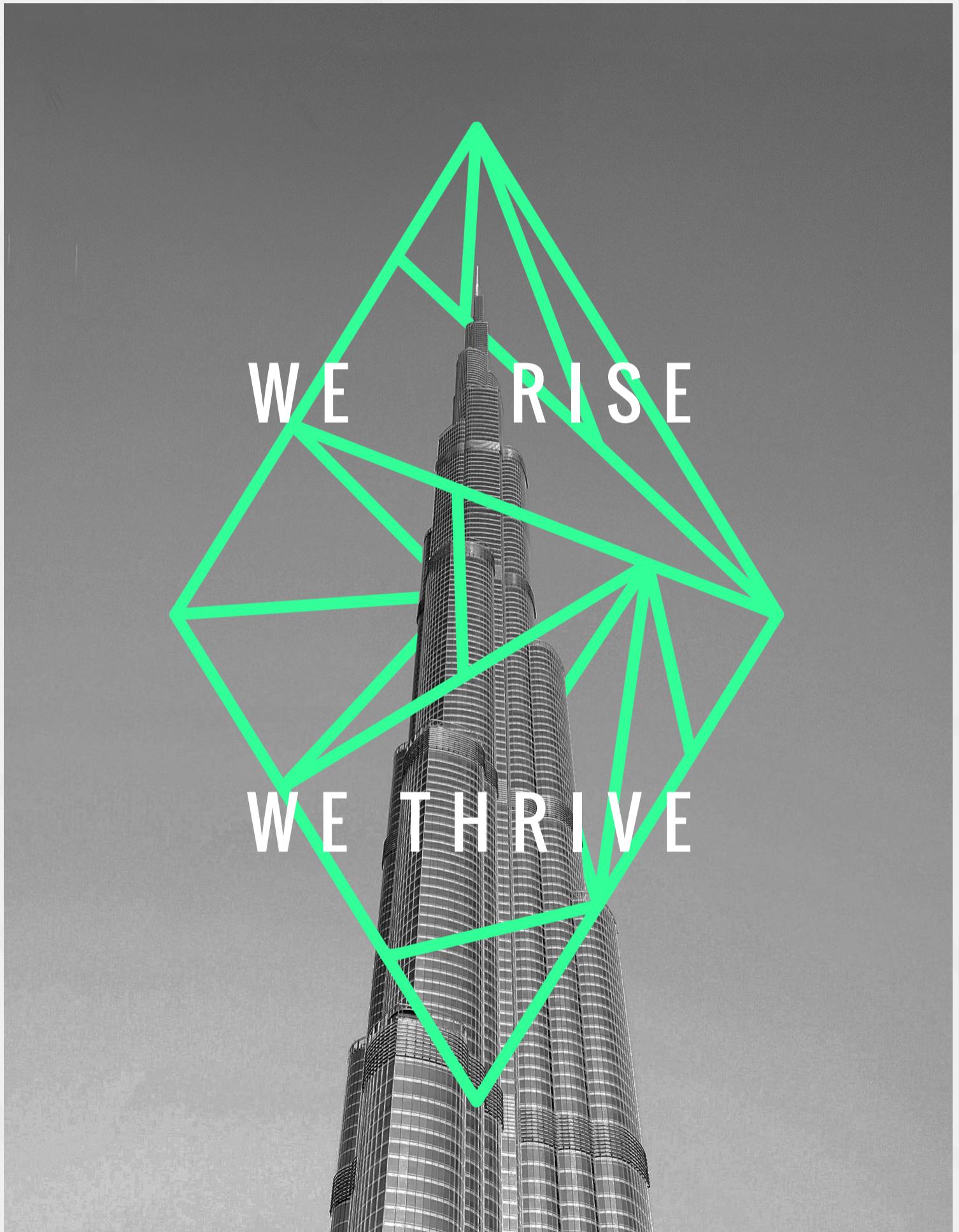
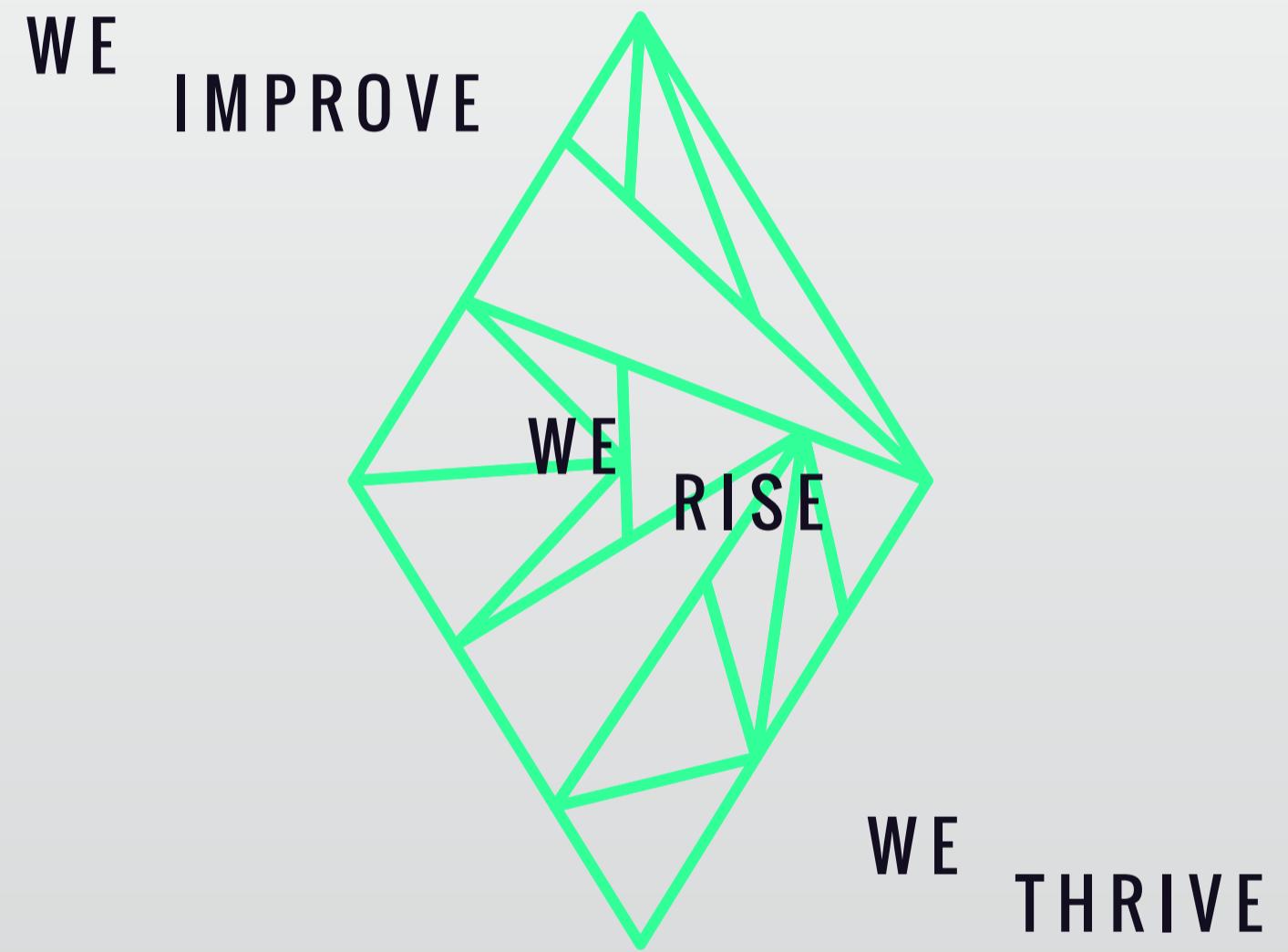
RELIABLE

BLOCKCHAIN

TECHNOLOGY



VISUAL STYLES



VISUAL STYLES

Color:

There are 2 main colors being used on the brand: teal and deep blue.

Secondary colors are yellow, blue and magenta.

PRIMARY COLORS:



R=51 G=255 B=153
#33FF99



R=19 G=19 B=19
#131313

SECONDARY COLORS:



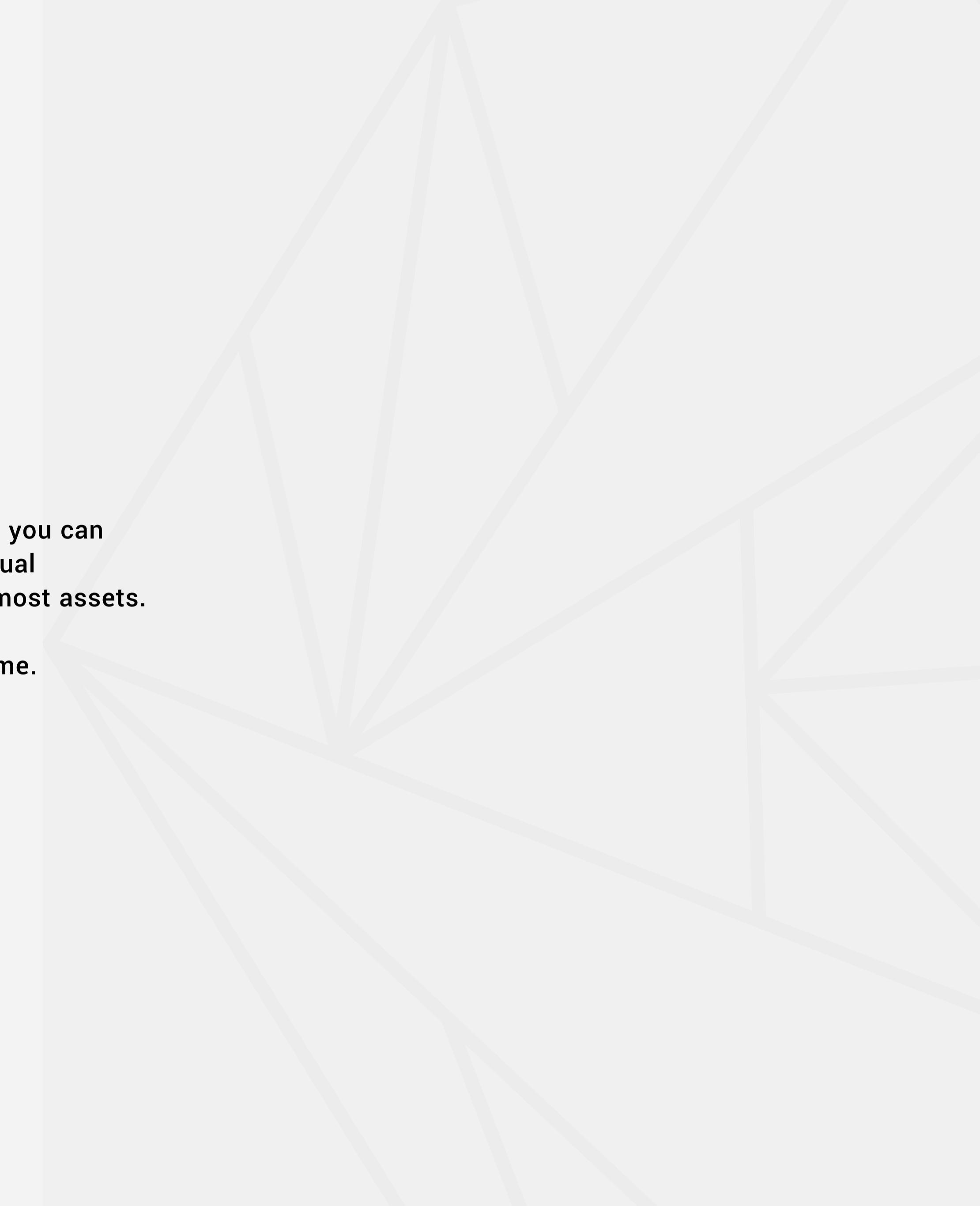
R=255 G=237 B=000
#FFED00



R=52 G=255 B=244
#33FFF4



R=253 G=02 B=93
#FD025D



**By combining very few elements you can
create a pleasing and simple visual
language that can be ported to most assets.**

Now go make something awesome.

