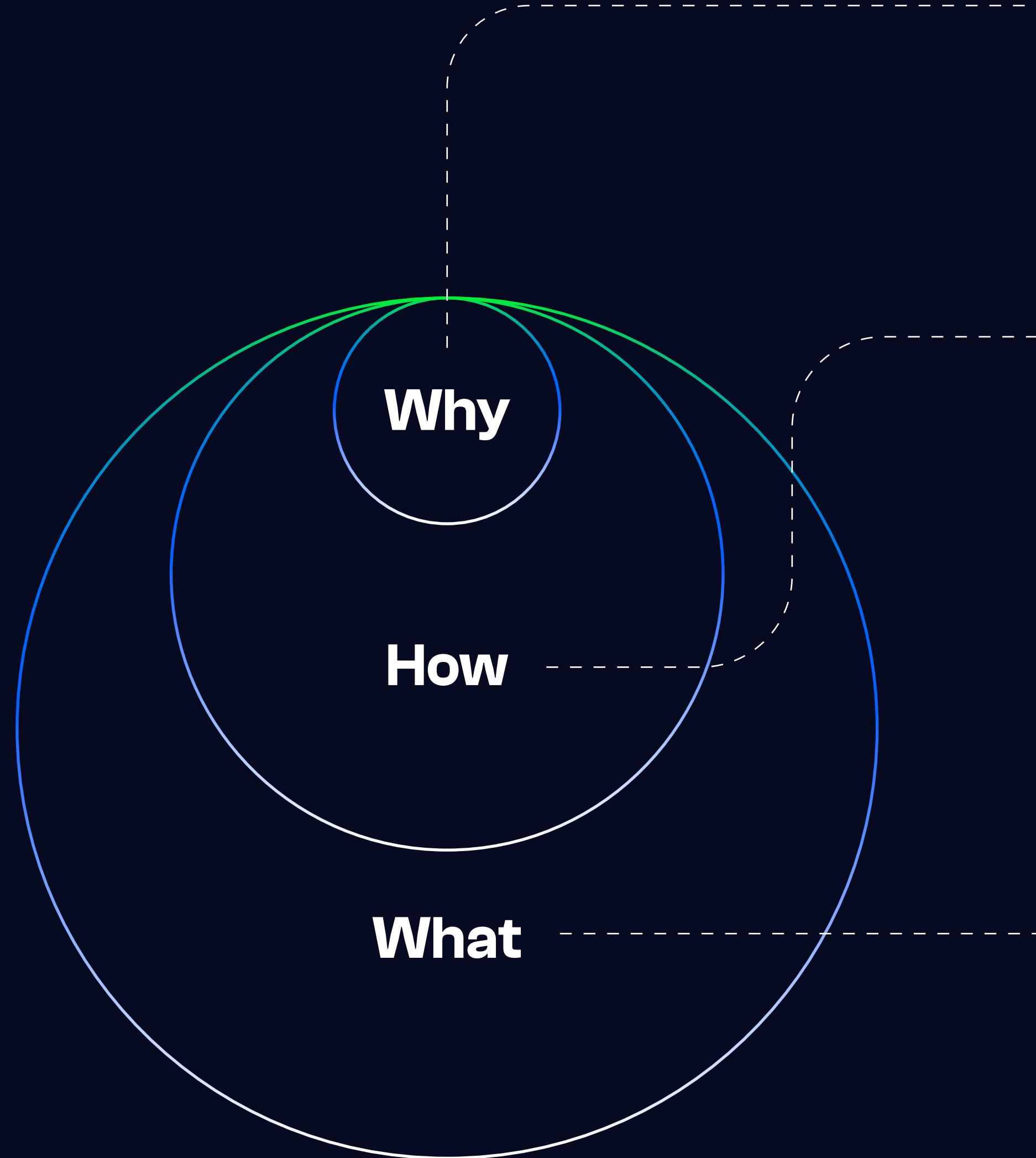




BRAND GUIDELINES
JULY 2025

Golden Circle



Why (Purpose)

To build the next wave for founders who dare to challenge the market, creating real and lasting impact through marketing and strategy that move markets.

How we do it

- We combine creativity, relentless strategy, and elite execution.
- We apply proprietary frameworks like Blitzkrieg to capture mindshare.
- We act as marketing architects: we plan, launch, and sustain waves of attention that create network effects and authentic growth.

What we do

We are Marketing Architects & Strategists that creates campaigns, narratives, community programs, and go-to-market strategies for ambitious Web3 projects.

Primal Branding

Creation Story

Founded to solve the biggest pain of crypto startups:
building hype that lasts.
Born from witnessing brilliant projects getting ignored or poorly communicated.

Creed (Core belief)

“Build your next wave.”
Every project has the potential for a great wave, we make it inevitable.

Rituals

Blitzkrieg Framework,
War Rooms, Wave Launches,
Breakpoint Debriefs.

Icons



Wave



Lightning (Momentum)



Surfer (Founder Rider)

Leader

MOIC Digital is guided by marketing architects who have helped launch and grow protocols with over **\$770M** combined TVL and **\$45MM** in funding.

Pagans (Nonbelievers/Enemies)

The Snake Oil Sellers promise the world, deliver nothing.

The Confidence Thieves keep founders feeling lost and dependent.

Sacred Words (Vocabulary)

ARCHITECTS

WAVE

RIPPLE EFFECT

BLITZKRIEG

FOUNDER MODE

BREAKPOINT

BUILDERS

Archetypes

50%

The Magician

MOIC is fundamentally transformational. Like the Magician, it sees hidden connections others miss. It turns underdog projects into market leaders by creating narrative alchemy, forging growth from overlooked potential.

Core Traits: Visionary, transformative, insightful, strategic.

Brand Expression: Proprietary frameworks (Blitzkrieg), strategic war rooms, narrative design, and creating waves that change market realities.

30%

The Hero

MOIC embodies the Hero's relentless pursuit of excellence and impact. It battles mediocrity in crypto marketing, refusing to let founders remain unknown or misrepresented.

Core Traits: Courageous, disciplined, results-driven, high-performing.

Brand Expression: Elite execution, “founders who dare to challenge the market,” market-conquering campaigns, measurable impact as proof of victory.

20%

The Outlaw

MOIC defies the status quo of generic agencies and traditional marketing. It challenges empty promises and vapid campaigns, fighting against the "Snake Oil Sellers" and "Vanity Metric Pushers."

Core Traits: Rebellious, bold, disruptive, nonconformist.

Brand Expression: Anti-agency stance, direct attacks on competitors' incompetence, creating a cult-like tribe that rejects superficial marketing.

Integrated Narrative Summary

We are **MOIC Digital**, we are marketing architects combining the **Magician** (Visionary and transformative impact), the **Hero** (Disciplined and high-performing work), and the **Outlaw** (bold and disruptive mindset) to build growth waves for founders who dare to challenge the market.

Why do we exist?

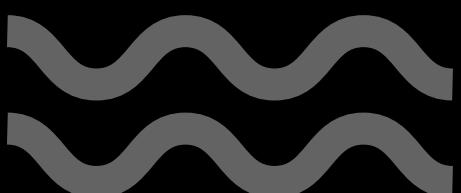
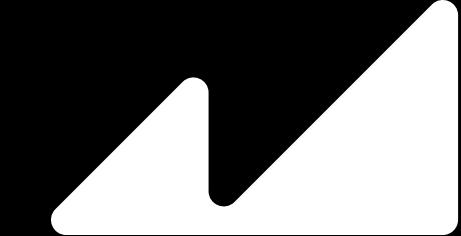
So that every crypto founder gets the wave they deserve, one that doesn't just ride hype, but creates real and lasting impact.

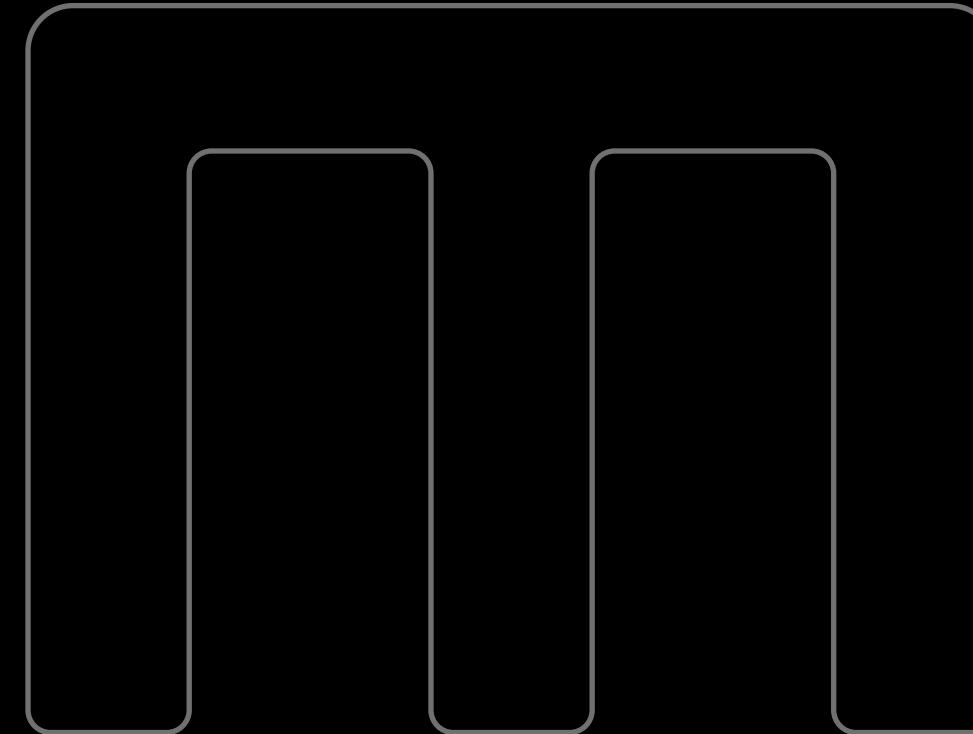
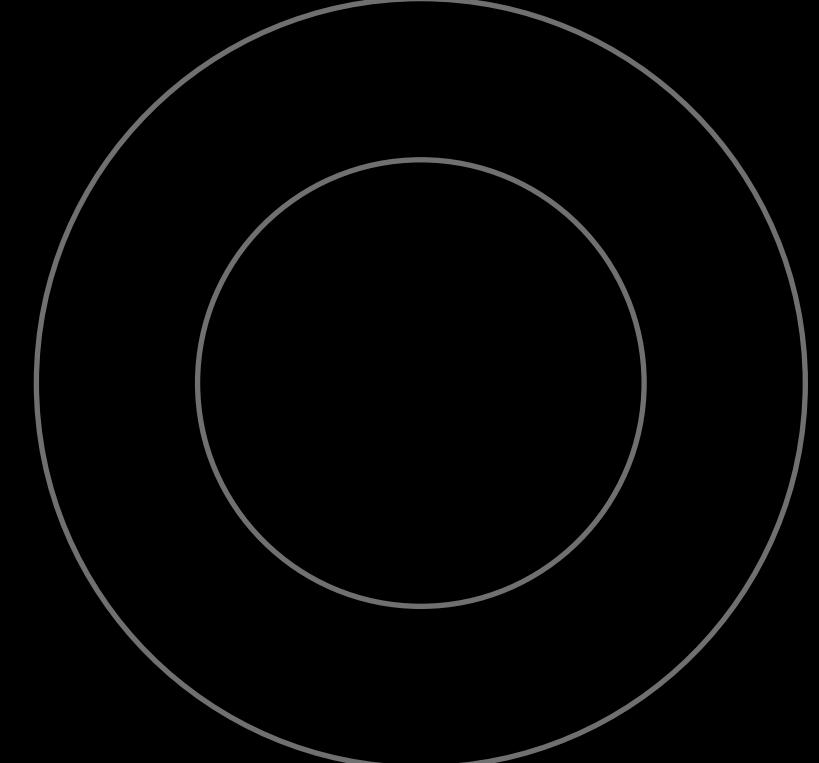
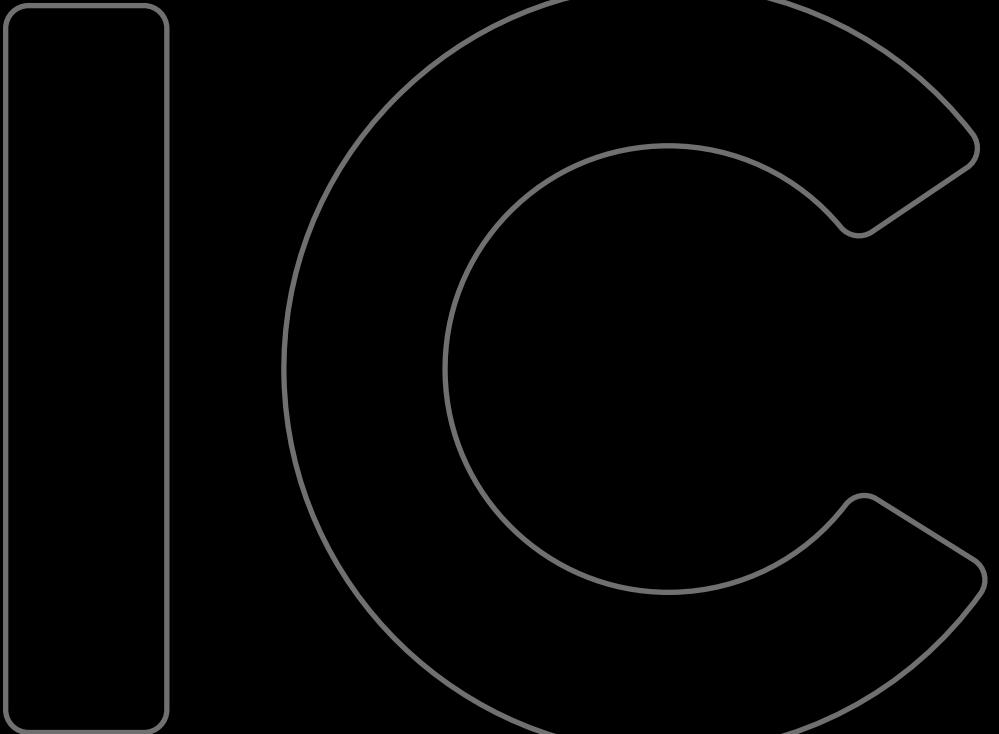
How do we do that?

With calculated creativity, strategic frameworks, and relentless execution.

What do we do?

We architect strategies, campaigns, and movements that move markets.

M +  +  = 

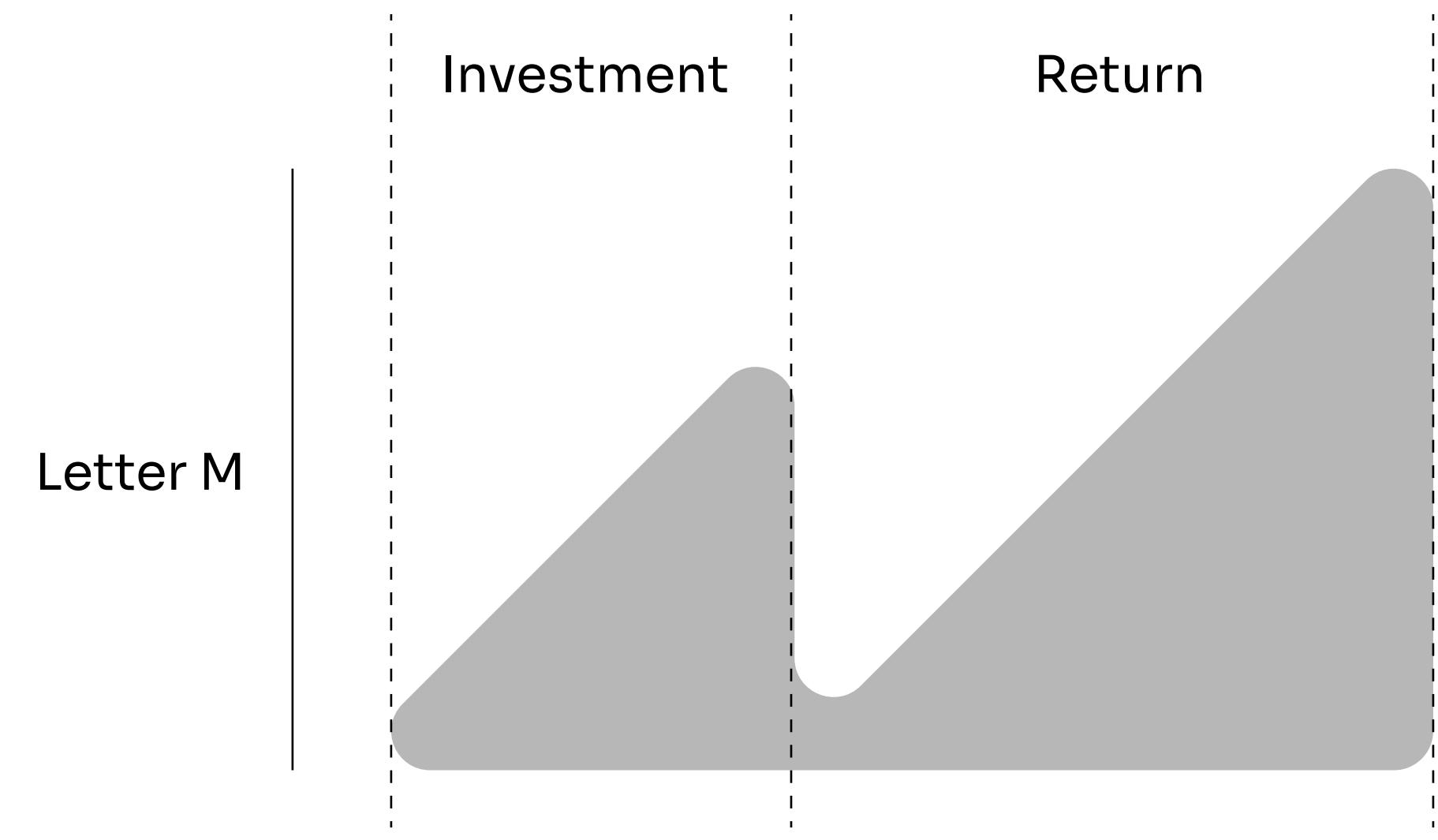
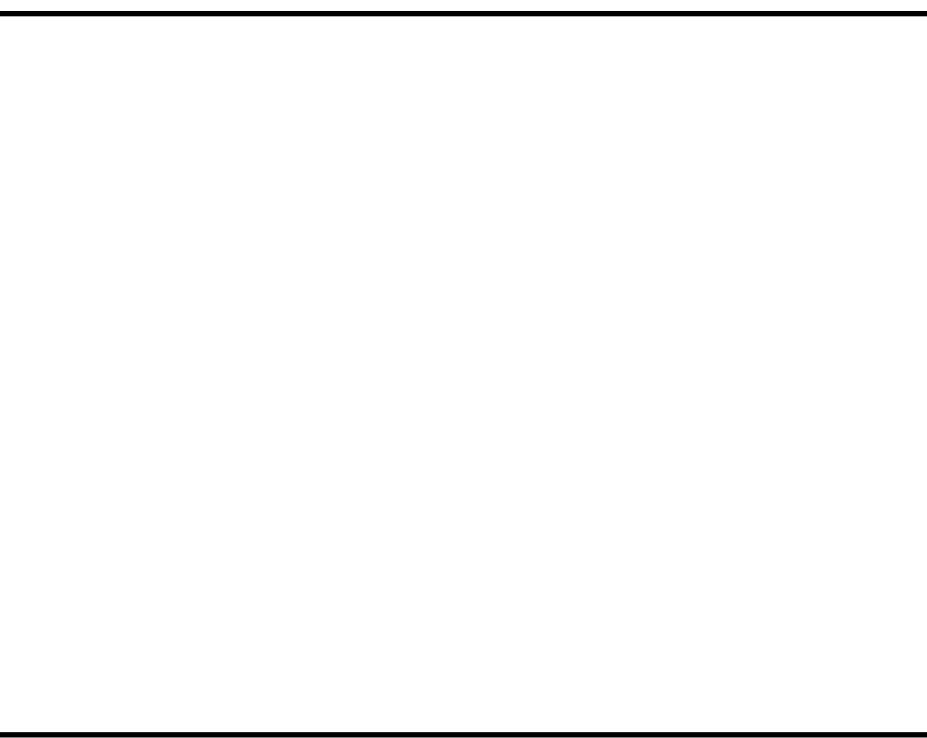
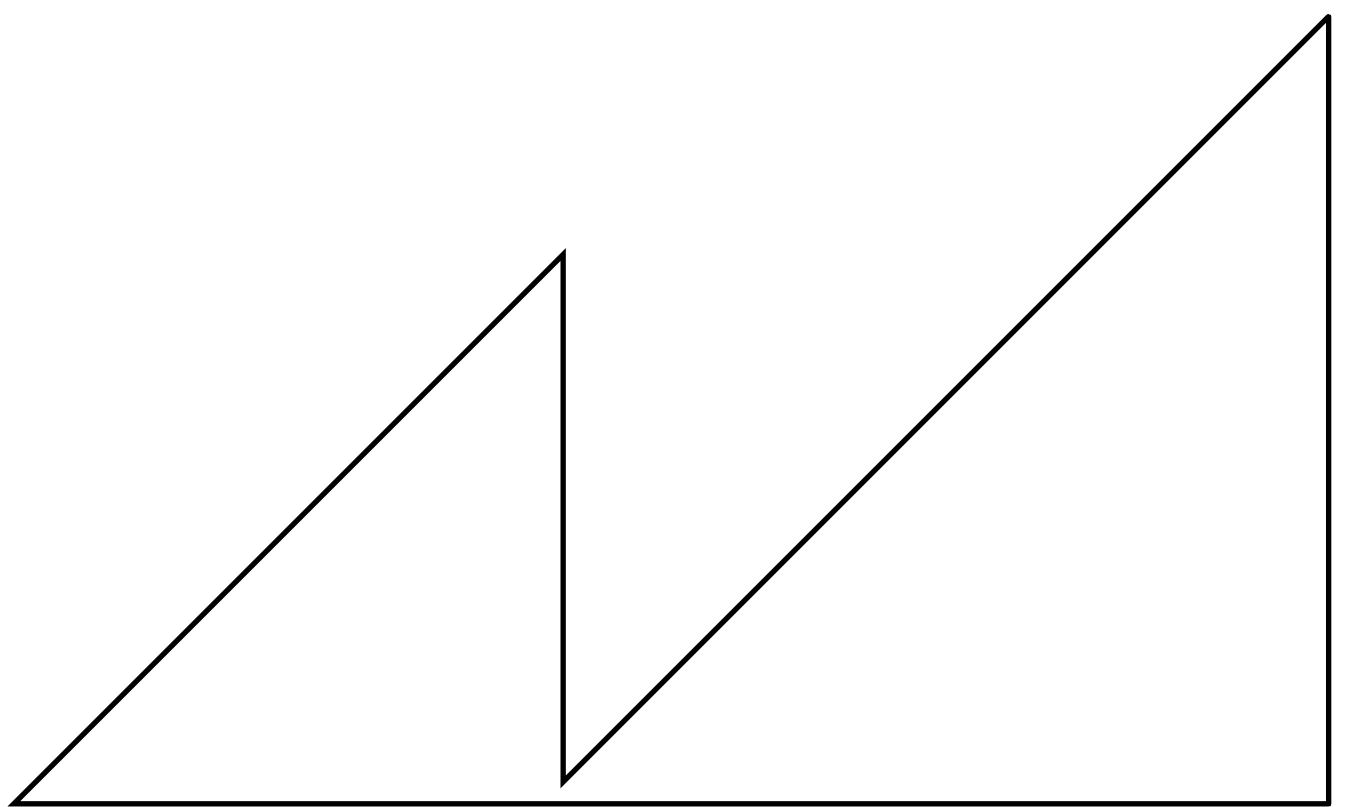
   

Our logo

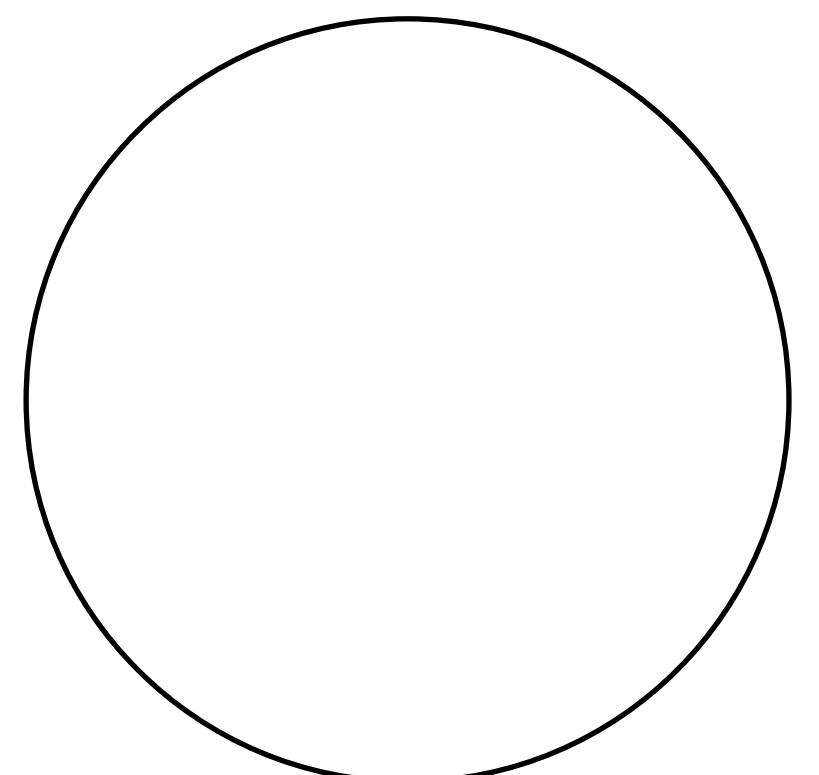
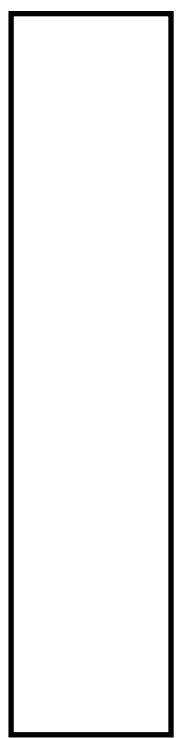
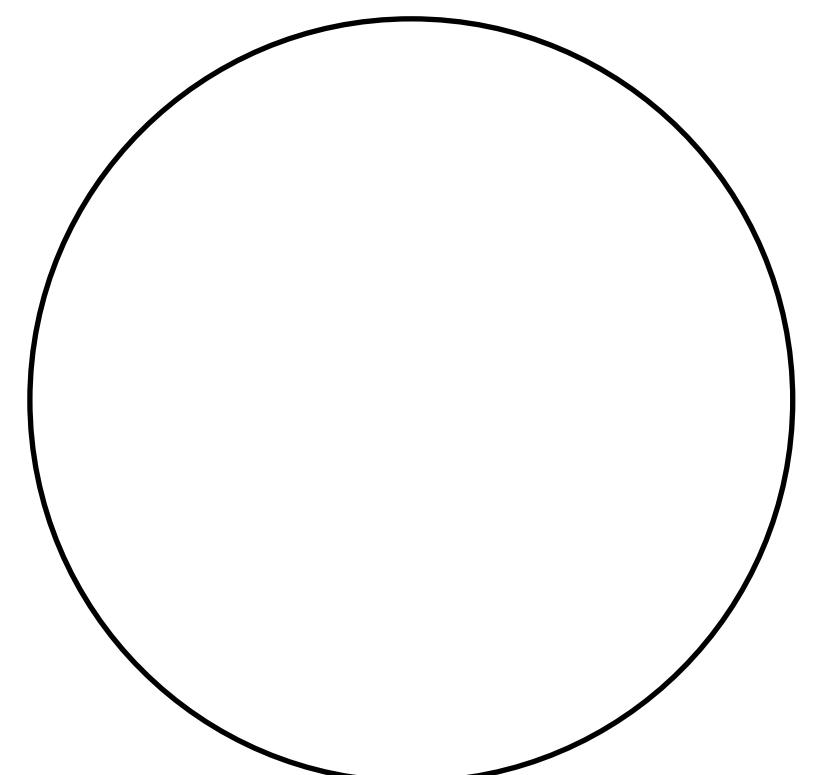
Our logo is the most important visual element of our brand identity. It is a visual representation of the acronym M.O.I.C. (Multiple On Invested Capital).

The symbol shows a graph with two parts: the investment (which is lower) and the return (which is higher). They both form a letter "M", initial of MOIC.

The typography is based on the three basic shapes: triangle, square and circle. It represents our essentialism point of view.



Multiple On Invested Capital (MOIC)

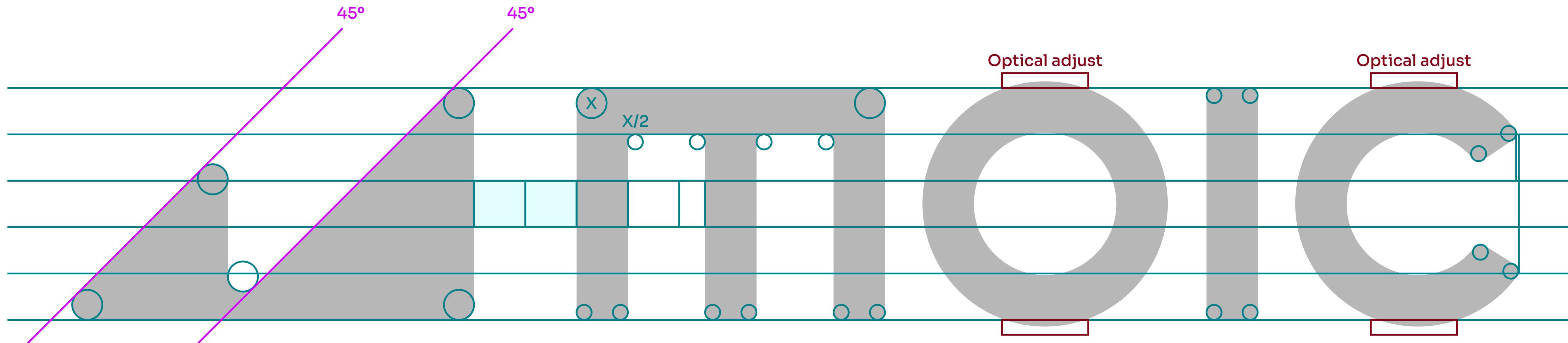


Grids and reduction

It is important to see the process behind the construction of the logo. Grids make you build everything in a mathematical way - but it's always important to think about optical adjusts.

Establishing a minimum size ensures that the logo's visibility and clarity are not compromised when used at smaller scales.

Refer to the minimum sizes specified on this page for proper use of the logo in reduced formats.



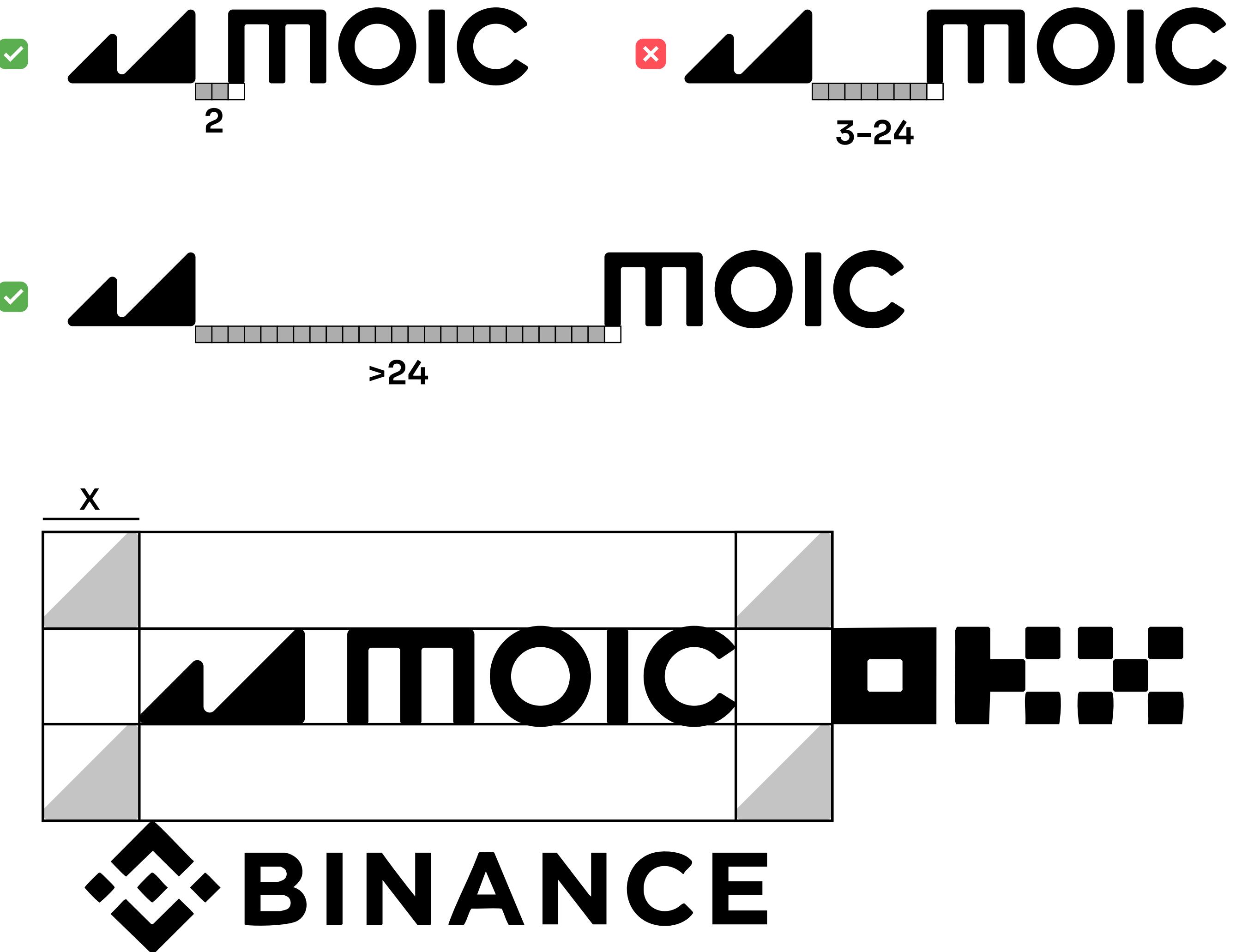
Distance and safety area

The exclusion zone ensures the clarity and prominence of the logo, separating it from competing visual elements such as text and additional graphics. This area should be considered the minimum safe distance to maintain, ensuring the logo has enough space to stand out.

The size of the exclusion zone corresponds to the height of the logo (indicated as X in the diagram).

Our symbol can be used separately from the name!

When both are used in the same piece, they may be placed apart, as long as the distance is not too short or visually mistaken for an error. The rule is to use the original logo or keep at least a 24-square gap between elements.



Colors and hierarchy

Our brand is supported by a color palette designed to be modern, minimalist, and contemporary.

Color combinations can significantly alter the style and appearance of a document, so it's essential to consider how they interact.

To help achieve a stronger brand recognition, it is vital that our color palette is used consistently.

Navy blue is the predominant background, and sea blue is the primary highlight color. One of the key features of our color usage is the glow effect.

We also use gradients to bring movement and depth to the brand.

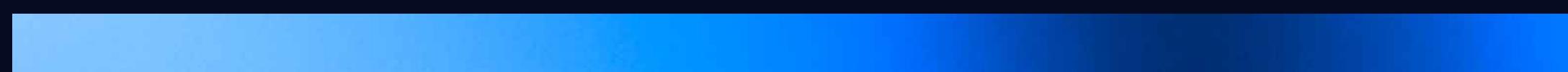
4-COLOR GRADIENT



#080B21



PERSONALIZED GRADIENT



Logo usage in colors and pictures

We will always prioritize high-contrast combinations. On darker backgrounds, the logo should appear in white. On lighter backgrounds, it should appear in black. If you suspect that a combination is too dark or too light, it's best to discard it.

The logo may also be filled with the personalized gradient or with pure blue.

If the photographic background needs to stand out, the symbol can be used with outline only.



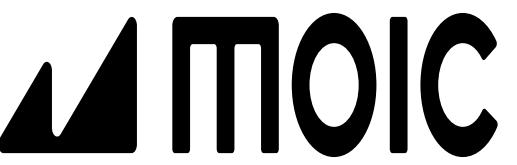
Incorrect uses

It is crucial that the presentation of the logo remains consistent. The logo must not be misinterpreted, altered, or added to. There should be no attempts to change the logo in any way.

Its layout, color, and composition must be preserved exactly as specified in this document — no exceptions.

To illustrate this principle, some of the most common misuses are displayed on this page.

✗ DISTORT



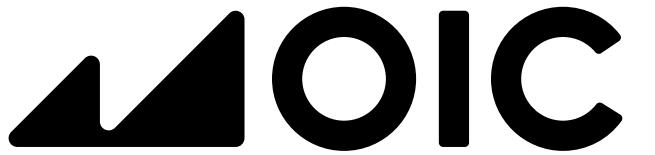
✗ STRETCH



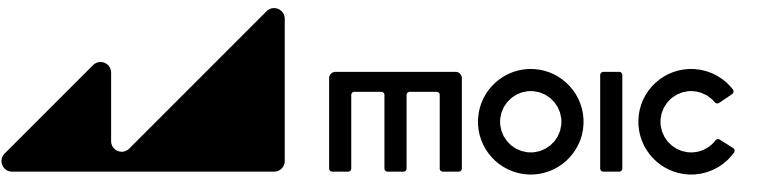
✗ TILT



✗ USE THE SYMBOL AS A LETTER



✗ ALTER THE PROPORTION



✗ PLACE THE SYMBOL RIGHT AFTER THE NAME



✗ CHANGE THE TYPOGRAPHY



✗ MIRROR THE SYMBOL



✗ USE THE GRADIENT INDIVIDUALLY



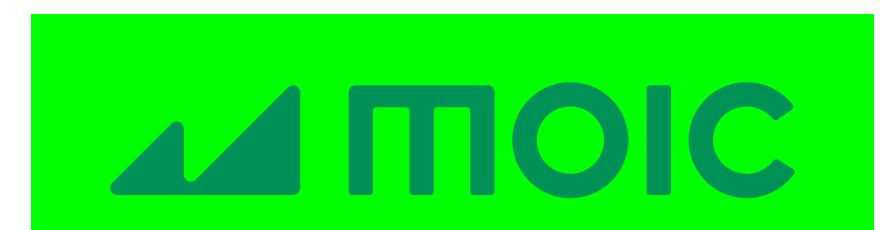
✗ USE THE FULL LOGO WITH OUTLINES



✗ COLOR LETTERS INDIVIDUALLY



✗ CREATE AN ANALOGOUS COLOR COMBINATION



Titles and subtitles

Clash Grotesk is our primary typeface, used in all contexts where emphasis is needed.

It is a simple, clean, and highly legible font. As a sans-serif typeface, it is bold and modern, yet also classic and approachable.

It has no sharp edges, which matches our logo quite well - as it has all rounded edges.

Clash makes an undeniable statement and is perfectly suited for titles and subtitles in both digital platforms and printed materials.

Clash Grotesk

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()?+

M

OTHERS

M

CLASH GROTESK

Paragraphs and complements

When it comes to paragraphs, body text, or areas requiring smaller and less prominent font sizes, our brand also uses the Sora font weights, ranging from Thin to ExtraBold.

This is a versatile font family that offers a wide range of typographic solutions.

It can be used with all uppercase characters in some cases.

The lowercase letter “L” looks like the number 1, which subtly reinforces our ambition to be number 1 in the industry.

Sora

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()?+

NUMBER 1

1

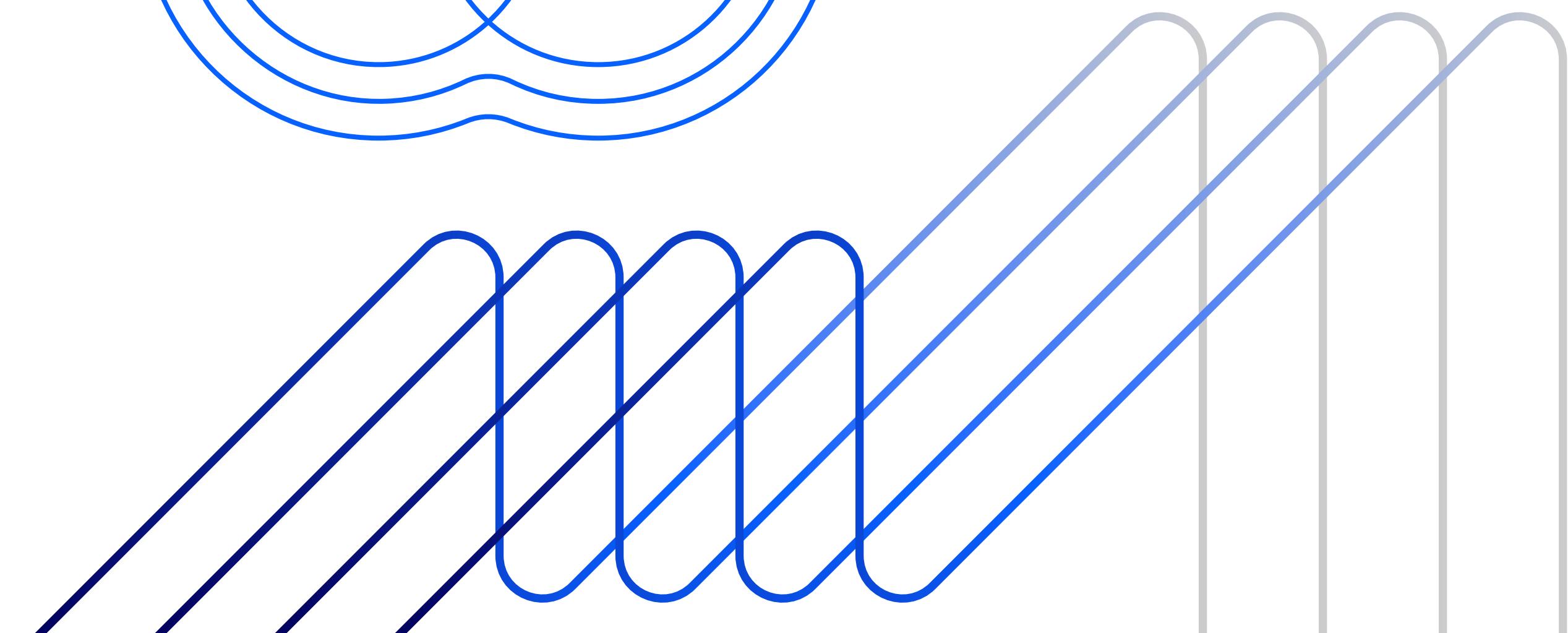
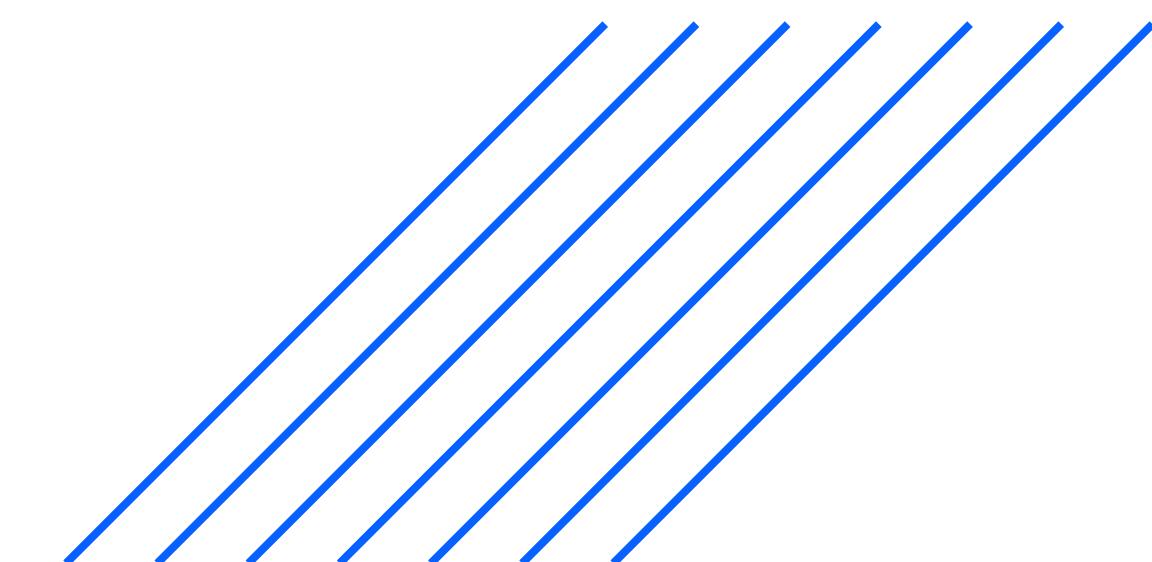
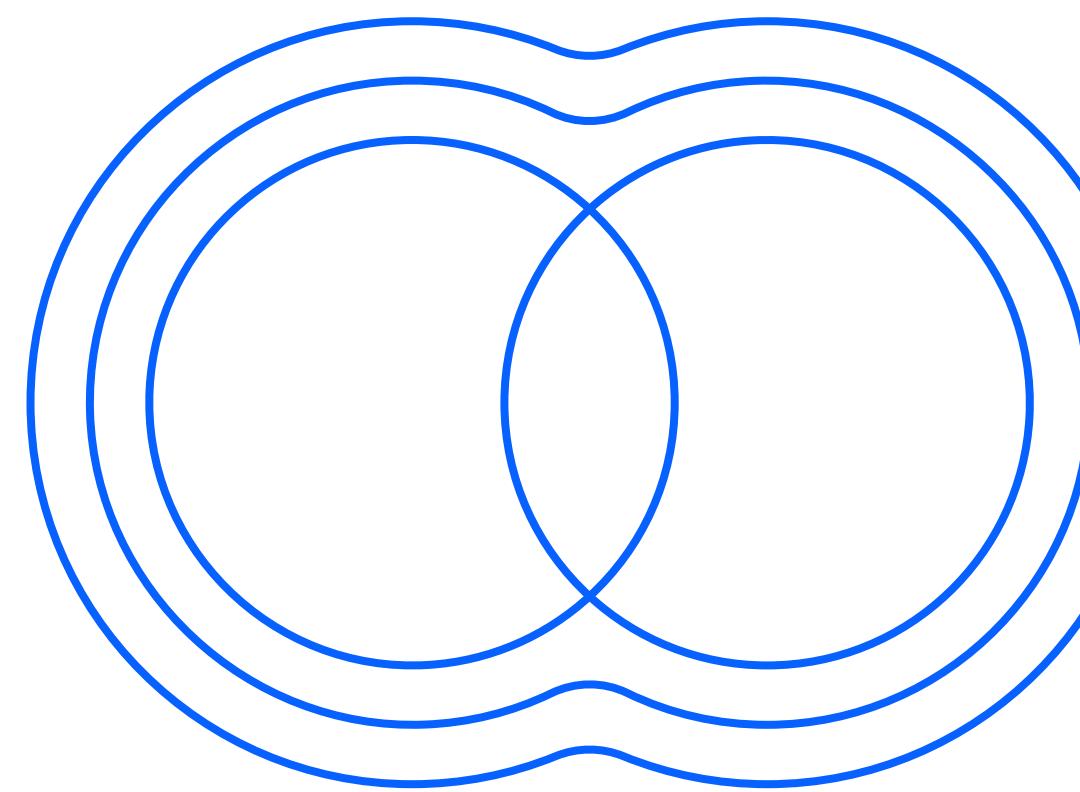
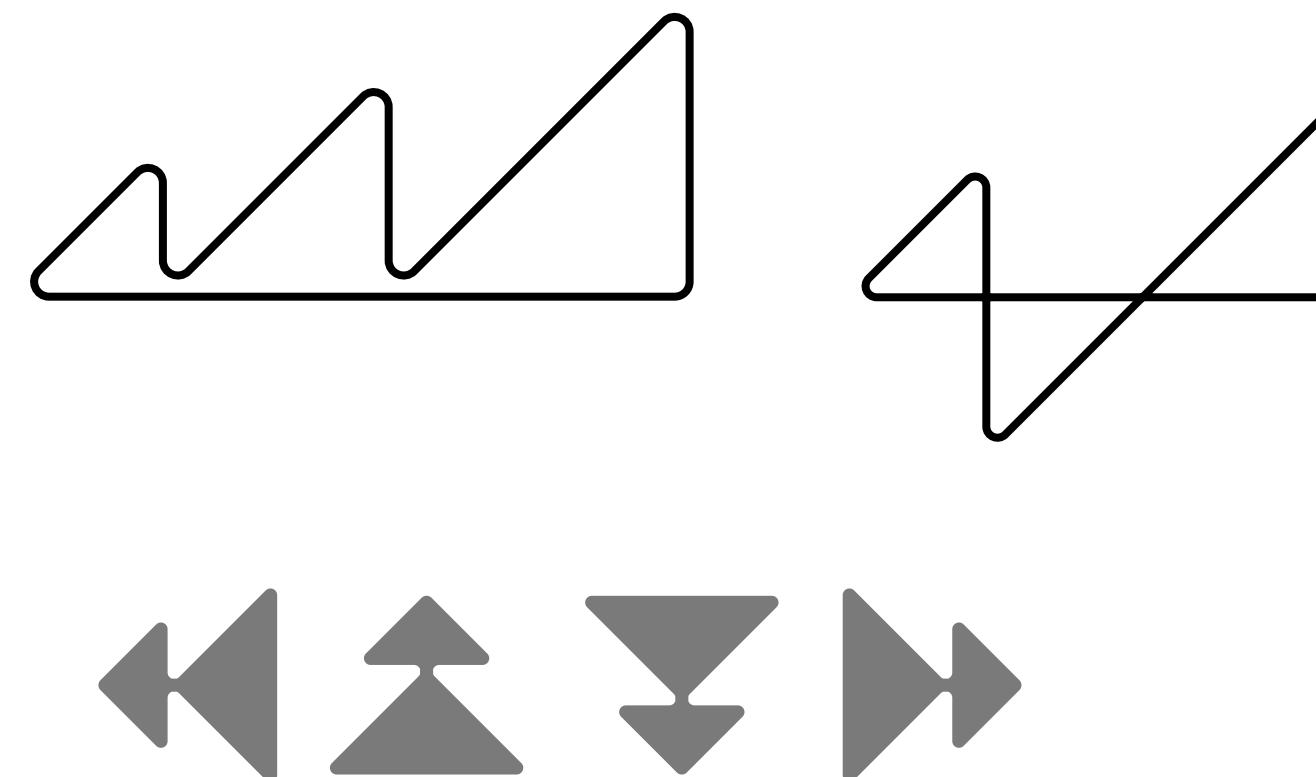
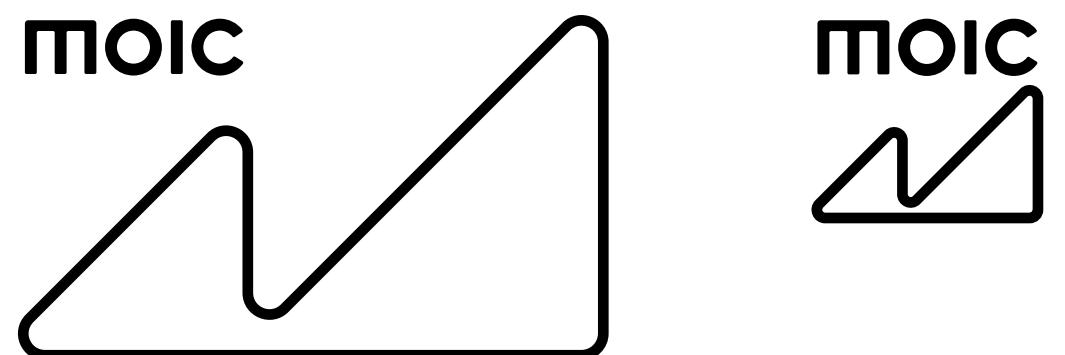
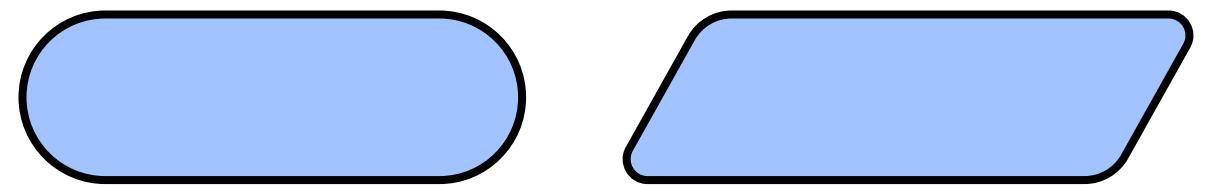
LOWERCASE “L”

1

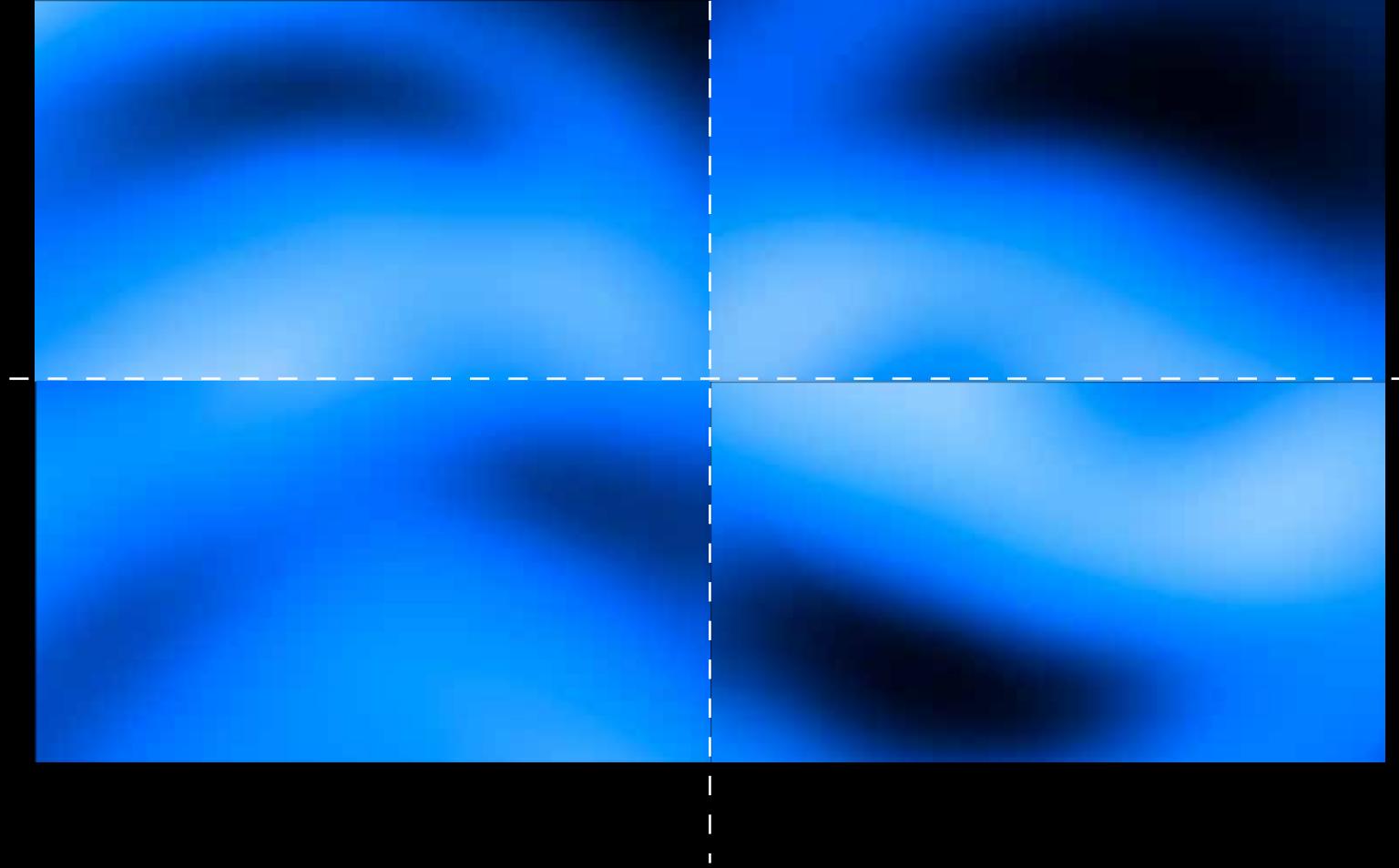
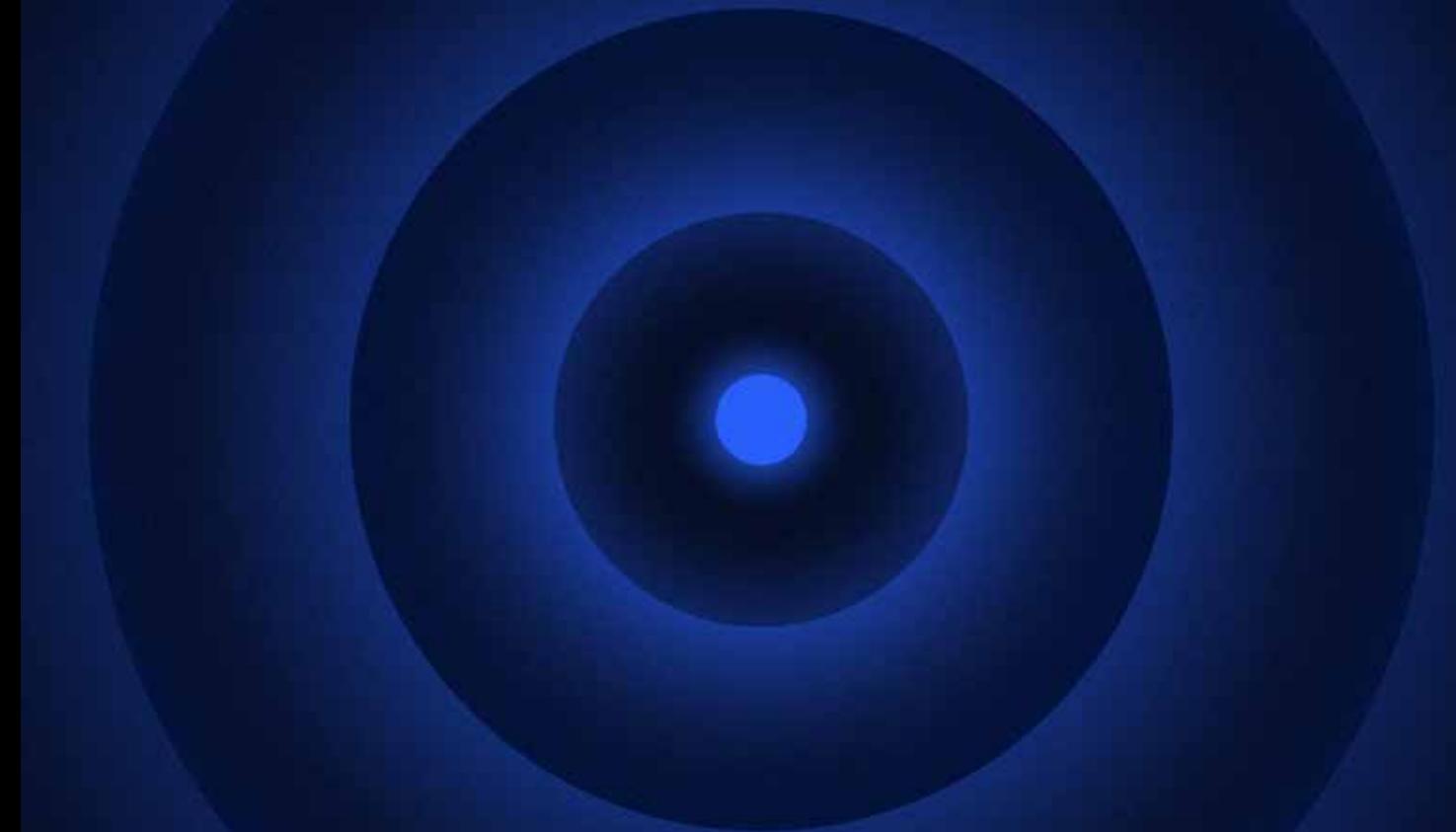
Complementary graphic elements

The brand's complementary graphic elements follow a consistent and impactful repetition pattern, giving us the flexibility to create endless applications while still maintaining coherence in our visual language.

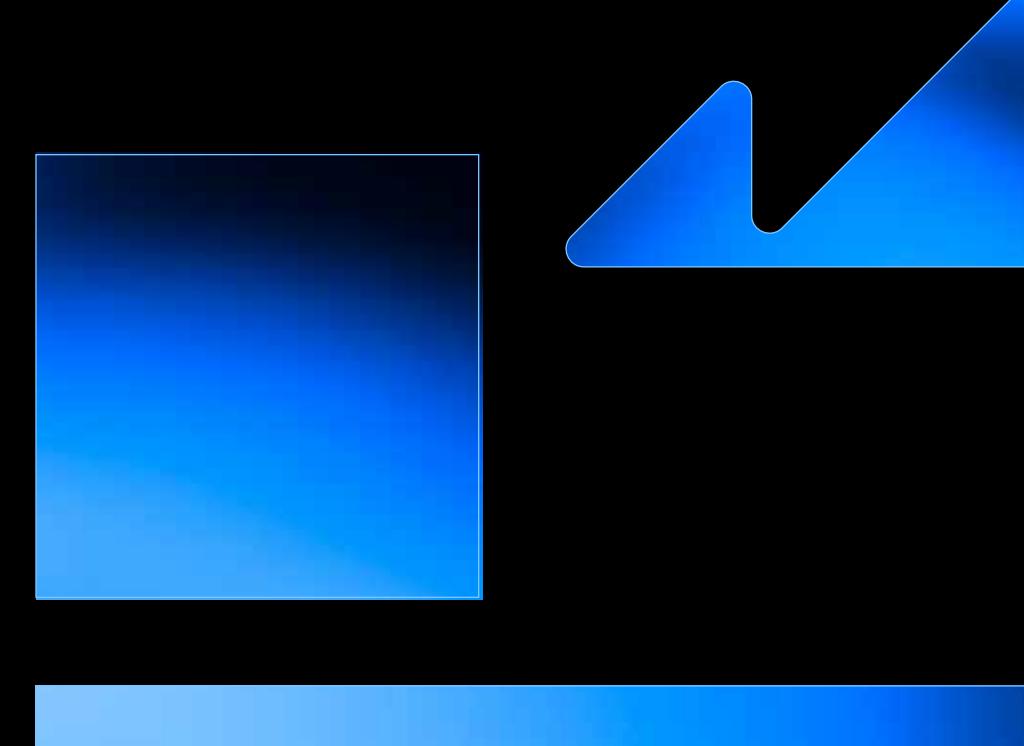
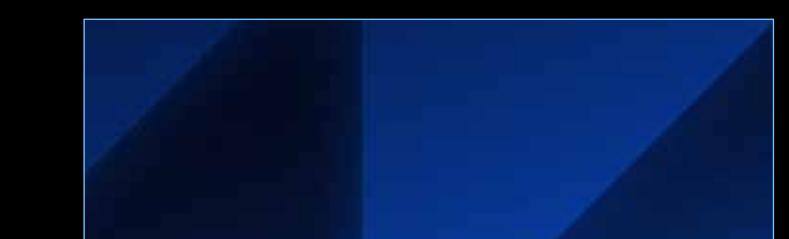
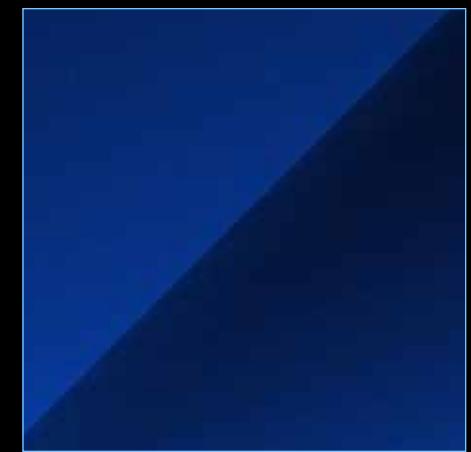
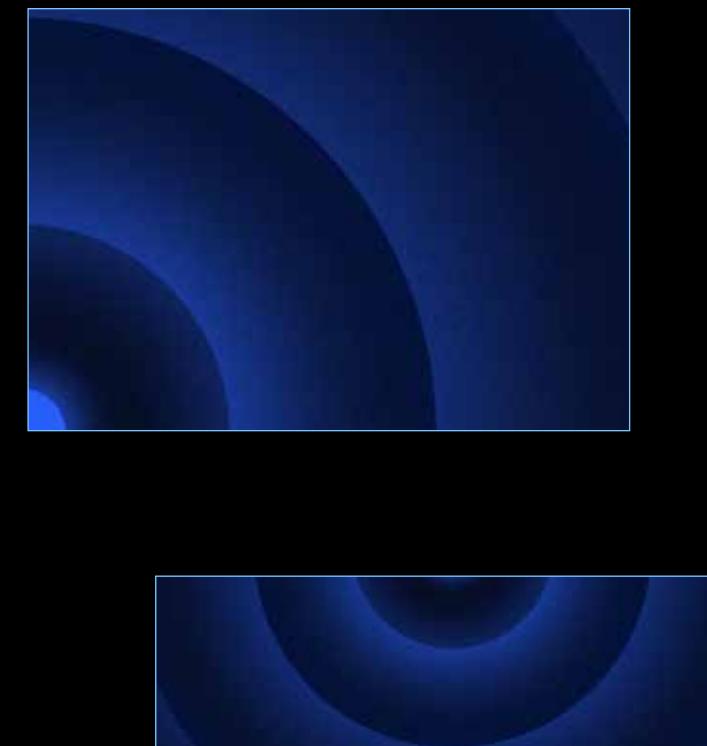
You can also play with the logo to develop your own graphic element, like a Christmas Tree!



Dark & Light Backgrounds



Multiple framing options



Applications



SINCE
WAVE RIDER
2023



The secret
weapon
behind
brands that
dominate.

MOIC

Built for
wave
impact.



Trusted by
50+ protocols



Built for
wave
impact.



MOIC



Rogério Berfran
Founder & CEO



Each
strategy
becomes a
wave.





Crypto powerhouse for
narratives and marketing
strategy.

TRUSTED BY
50+ PROTOCOLS.

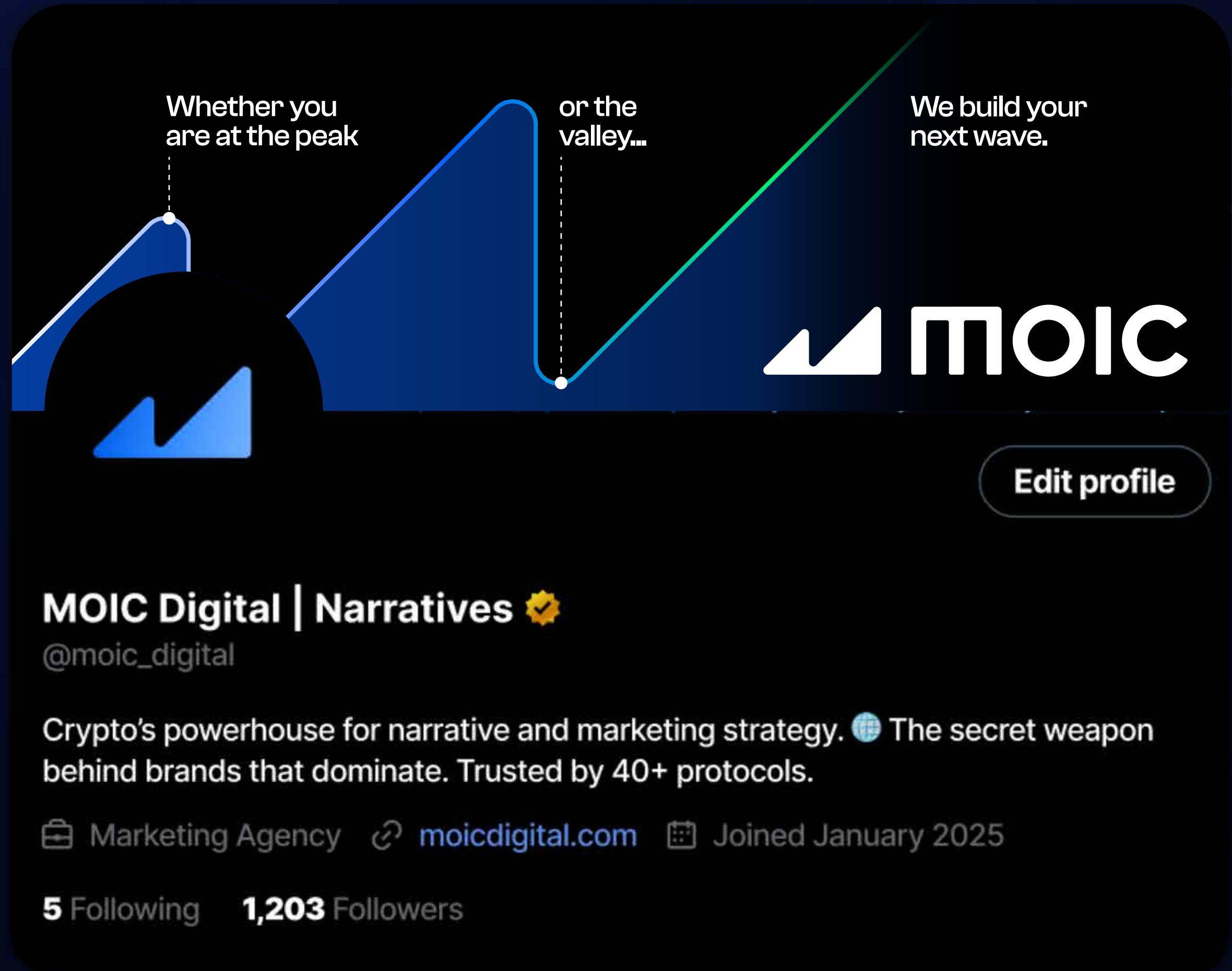


Whether you
are at the peak

or the
valley...

We build your
next wave.





Arbitrum Week

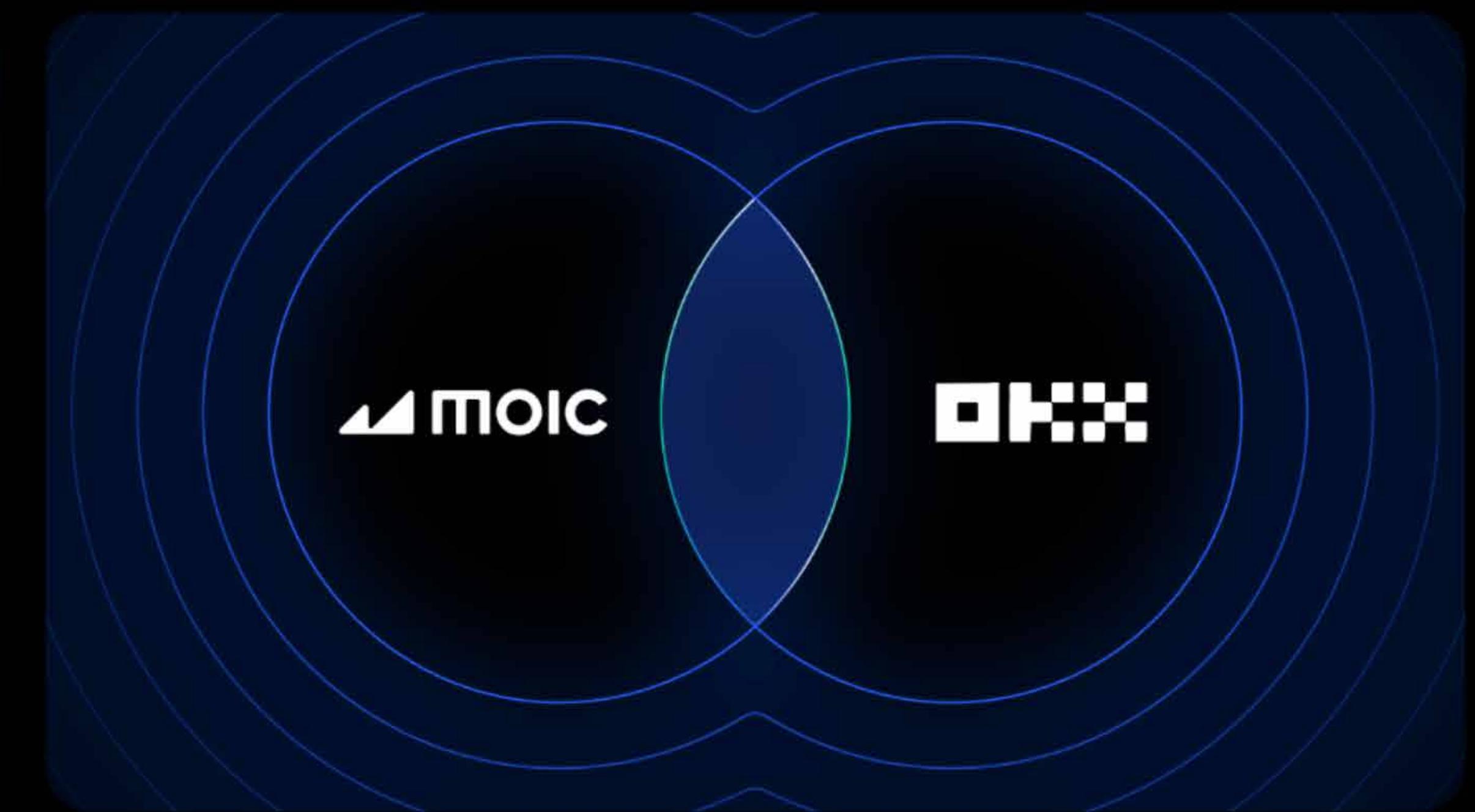
10-17 AUGUST

SHOWCASING
THE ECOSYSTEM

SPOTLIGHTING THE
BEST PROJECTS



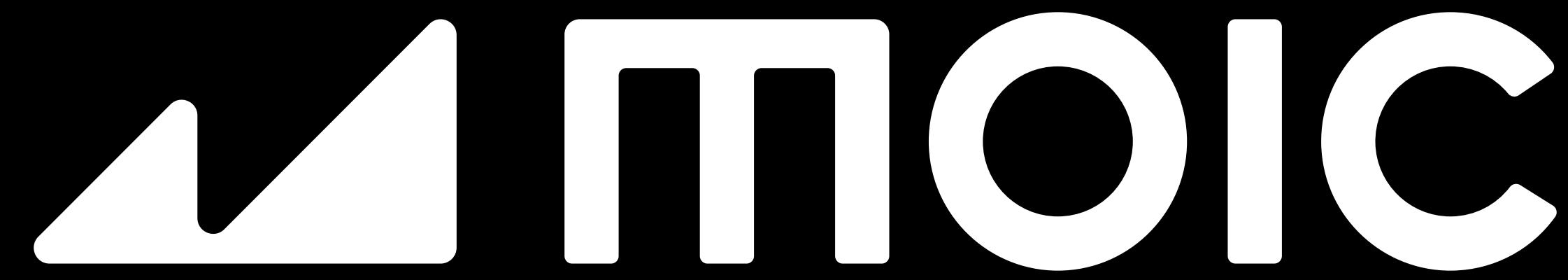
MOIC



+83%
Mindshare

Not an agency.
A multiplier.

Built for
wave
impact.



Branding by Morgs Studio, 2025