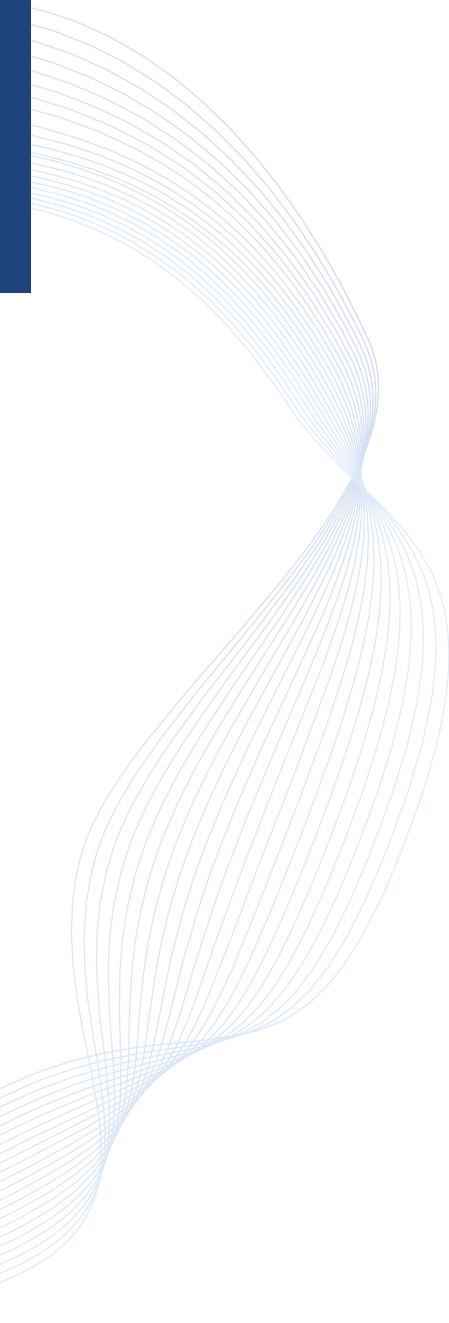




# BRAND BOOK

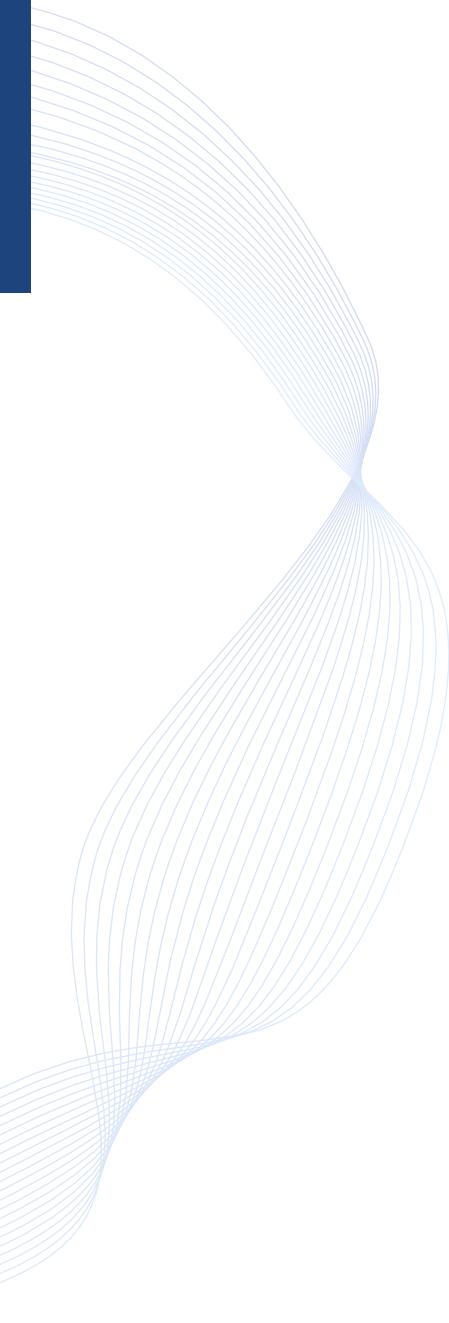


## BRAND OVERVIEW

Copym is a next-gen platform pioneering the tokenization of real-world assets (RWAs) through blockchain technology. From luxury properties and fine art to rare collectibles, commodities, and carbon credits, Copym democratises ownership by allowing fractional investment through secure digital tokens. Built on a foundation of transparency, security, and innovation, Copym bridges the tangible and digital worlds, offering investors access to premium assets like never before.

## PURPOSE OF THE BRAND IDENTITY

- ▼ Establish a credible and futuristic visual identity that aligns with blockchain innovation.
- ▼ Reflect security, transparency, and accessibility in design.
- ▼ Appeal to global, tech-savvy investors and institutions.
- ▼ Ensure adaptability across digital platforms, pitch decks, dashboards, and regulatory communications.



## BRAND POSITIONING

Copym positions itself as a trusted gateway to asset tokenization - making elite investments more inclusive through blockchain. It is the reliable, intelligent bridge between physical value and digital ownership.

### POSITIONING KEYWORDS:

Trust | Innovation | Accessibility | Security | Transparency | Wealth Tech

## BRAND PERSONALITY

### SECURE

Confidence in blockchain infrastructure and compliance.

### CREDIBLE

Professional tone to gain trust of investors and partners.

### MINIMALIST

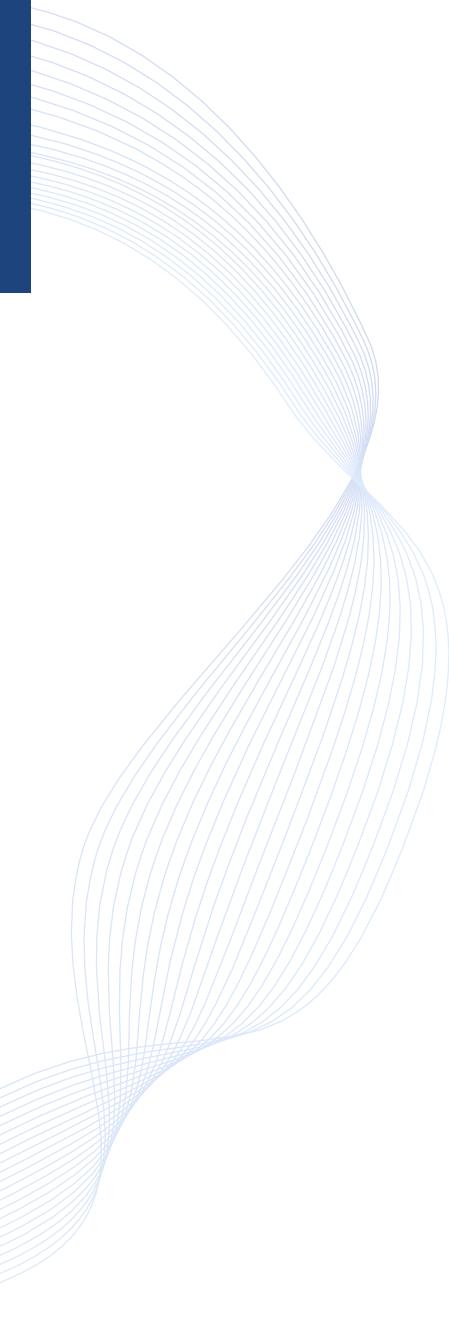
Clean, data-centric visual communication.

### PROGRESSIVE

Forward-thinking and at the cutting edge of financial innovation.

### EDUCATIONAL

Simplifying complexity for broader understanding.



## BRAND ARCHETYPE: THE SAGE

### CORE DESIRE

To understand the world and share knowledge.

### MOTIVATION

Truth, education, and informed decision-making.

### MESSAGING THEMES

Empower through knowledge | Unlock the future of ownership | Invest with intelligence.

### TONE OF VOICE

Informed | Clear | Trustworthy | Insightful

## THE CONCEPT

The Copym logo is a fusion of technology, symbolism, and hidden meaning designed to reflect trust, innovation, and the future of asset ownership.

### THE DUAL BLOCK SYMBOL

At the core lies a stylised geometric mark, representing:

**Two interlinked blocks** – symbolising blockchain technology and the concept of secure, decentralised ownership.

A **letter ‘C’** subtly formed in the negative space, reinforcing brand recognition and unity.

The **symmetry in design** reflects balance, accuracy, and trust – critical values in fractional investment and fintech.





## HIDDEN SYMBOLISM: TRIANGLE & EYE

Within the negative space, you can see a subtle triangular form, enclosing an eye-shaped figure, which symbolises insight, vision, and enlightenment, aligning with Copym's mission to democratise premium investments.



Nods to the "Eye of Providence", hinting at clarity and transparency in ownership and governance.

Creates a mystical yet futuristic aura, resonating with Copym's disruptive positioning in the blockchain economy.

## TYPOGRAPHY

A large, light gray graphic of the uppercase letter 'A' is positioned in the background, partially overlapping a white rectangular area where the font sample is placed.

Genos  
Regular

The Copym logo uses a modern sans-serif typeface that reflects clarity, professionalism, and digital precision. Its clean, angular letterforms mirror the structure of blockchain, while the bold geometry conveys trust and stability. Versatile and tech-forward, the font adapts seamlessly across platforms, reinforcing Copym's identity as a secure and innovative investment brand.

## COLOR PALETTE



#15a36e

#255f99

#ffffff

The Copym palette blends a dynamic green gradient with a deep tech blue to convey both growth and trust. The green tones (#15A36E to #158B6E) symbolise innovation, sustainability, and financial prosperity — aligning with Copym's vision of accessible, future-ready investments. The blue (#255F99) reinforces security, credibility, and professionalism, echoing the platform's commitment to transparency and tech-driven trust. Together, these colours position Copym as a premium, forward-thinking brand in the world of real-world asset tokenisation.

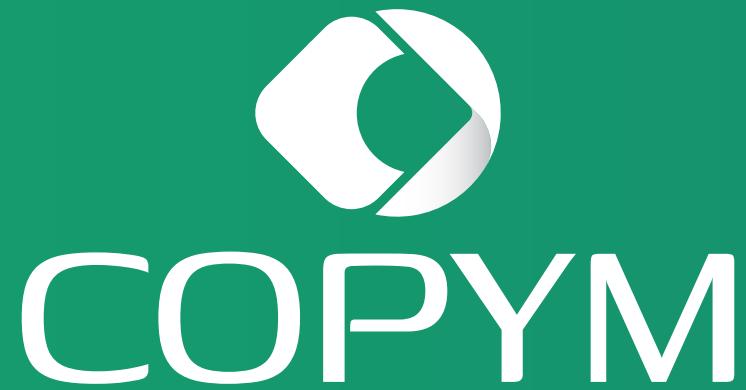
FINAL LOGO



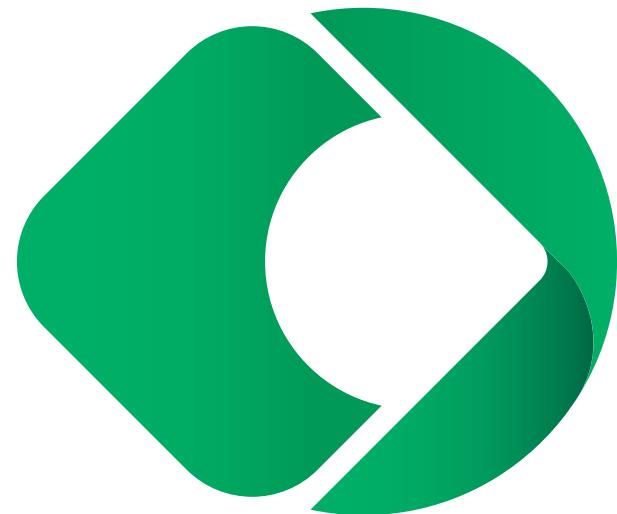




**COPYM**



LOGO ICON







# BRAND APPLICATIONS



## Invest in Luxury Cars, Fraction by Fraction

Copym opens up shared ownership of high-value automobiles via blockchain tokenization.



Lamborghini Huracán EVO

| 2025 · \$300/token ( $\approx$  AED 1,100)

| Secured on L2 Blockchain



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## Sail in Style, Invest with Confidence

Copym tokenizes ultra-luxury yachts, letting you co-own timeless experiences on the sea.

Azimut Grande 27 Metri

| 2025 · \$450/token ( $\approx$  AED 1,650)

| Secured on L2 Blockchain





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## TOKEN CARD

Current Value    \$66.500

Token ID    0x1234...5678

The COPYM logo consists of a green circular icon followed by the word "COPYM" in a white, sans-serif font.



## TOKEN CARD

Current Value      \$20.000

Token ID      0x1234...5678









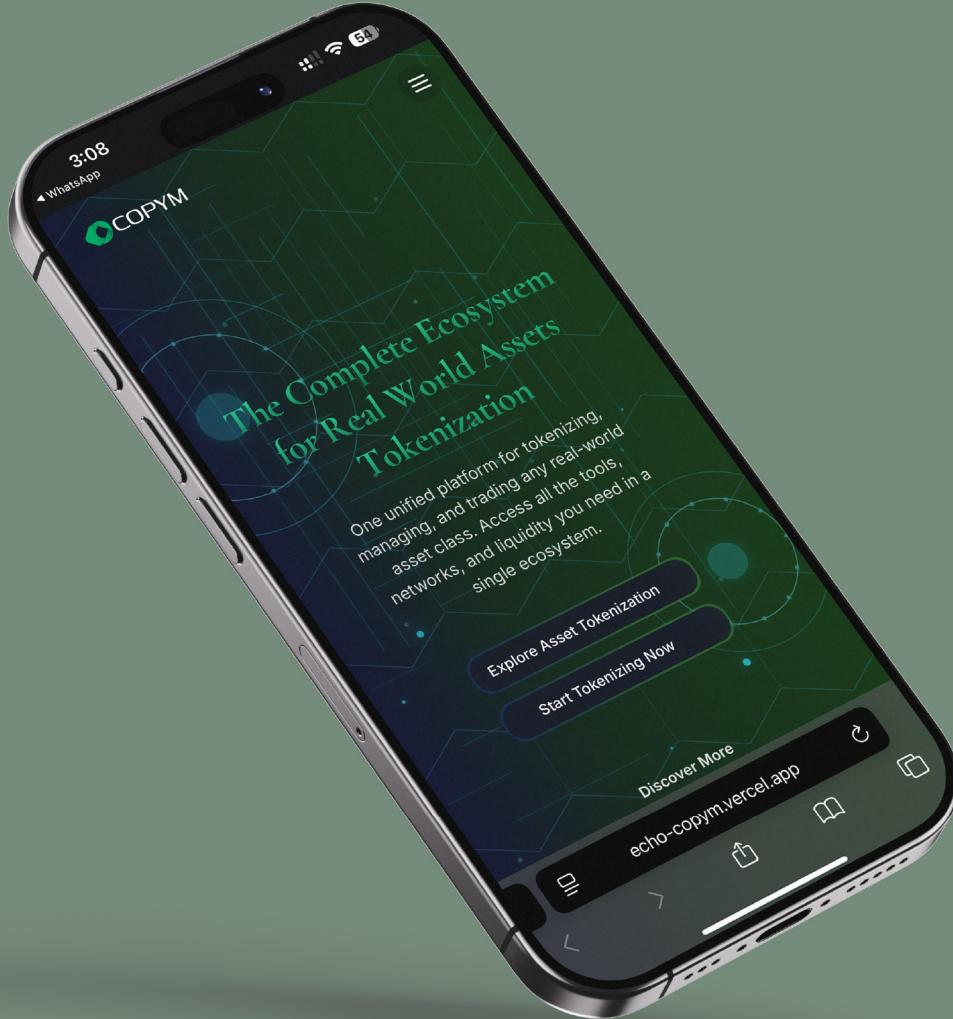
# Own a Share of the Sun

Copym lets you invest in large-scale solar farms through blockchain powered tokens. Clean energy, smart returns.

Solar Ownership Token

| \$100/token · Energy-Backed · L2 Secured

| Power the planet. Grow your wealth.









# Invest in Real Assets, Digitally Fractionalized

Copym enables global co-ownership of premium real estate through secure blockchain tokenization.

Luxury Apartment, Dubai

| 120m<sup>2</sup> · 2023 · \$18,000/token

| Secured on L2 Blockchain











# THANK YOU

DESIGNER  
KRISHNAPRASAD KV

COPYWRITING  
NIVIN CHANDRAN

PROJECT DIRECTOR  
SHAFAF CHOLAKKARA

AGENCY  
PICASSO CLOUDS