

Mytho Branding Document

This document serves as your guide to Mytho's branding. It's designed to help the team understand and apply the brand's elements consistently while preserving its unique identity. Below, you'll find details on the logo, colors, typography, voice, and more—complete with examples and practical tips.

1. Visual Identity

1.1 Logo

The logo is Mytho's visual cornerstone, symbolizing the transformation of cultural ideas into digital assets.



- **Variants:**
 - **Full Color:** Gradient version for digital use (website, social media, presentations).
 - **Monochrome:** White (#FFFFFF) for dark backgrounds or black (#000000) for light backgrounds—ideal for print or minimalist designs.
 - **Icon:** A simplified "T" with a gradient, used for avatars or small UI elements.
- **Usage Rules:**
 - Place on a #170a38 (dark) background for optimal contrast.
 - Use alternative color variations of the logo when it cannot be placed on the preferred dark background.
 - Ensure clear space of at least 10% of the logo's height on all sides.
 - Minimum height: 50px to keep text legible.
- **What to Avoid:**
 - Don't stretch or distort the logo—keep proportions intact.
 - Avoid colors outside the brand palette.
 - No additional shadows or effects unless specified.

You can find logo and icon variations at: <https://github.com/mytho-io/media-kit/>

1.2 Color Palette

Mytho's colors evoke magic and innovation, creating a bold and recognizable identity.



#6600FC #A907D0 #FE128E #FD093F #FBA80C #180A3B



- **Primary Color:**
 - **#6600FC (Purple)**
 - RGB: 102, 0, 252
 - Use: Headings, accents, UI elements (e.g., progress bars).
- **Accent Colors:**
 - **#FBA80C (Orange)**
 - RGB: 251, 168, 12
 - Use: Buttons, calls to action, active states.
 - **#FE128E (Pink)**
 - RGB: 254, 18, 142
 - Use: Highlights, decorative details.
- **Background Color:**
 - **#180A3B (Dark)**
 - RGB: 23, 10, 56
 - Use: Website background, social media posts, presentations.
- **Additional Colors:**
 - **#A907D0 (Magenta)** and **#FD093F (Red)**
 - Use: Gradients, minor accents.
- **Gradients:**
 - Combine **#6600FC** → **#FBA80C** or **#6600FC** → **#FE128E** for a glowing "aura" effect around logos or visuals.
- **Usage Rules:**
 - Use white text (**#FFFFFF**) on **#180A3B** backgrounds.
 - Stick to the palette—avoid external colors.

1.3 Typography

Mytho's fonts balance modern clarity with a touch of mystique.

- **Primary Font:**
 - **SK Concretica**
 - Style: Clean, sans-serif.
 - Use:
 - Body text: 14-16pt, Regular.
 - Subheadings: 18-20pt, Medium.
 - Buttons: 14pt, Bold.

1.4 Slogan

The slogan captures Mytho's essence in a few powerful words.

- **Main Slogan:**
 - **"Where Culture Becomes Currency"**
 - Meaning: Turning cultural ideas into valuable digital assets.
- **Alternatives:**
 - **"Transform Ideas into Legends"**
 - **"Create Digital Myths"**
- **Usage:**
 - Homepage (below logo), ads, social media, email sign-offs.

2. Brand Foundations

2.1 Mission

- **Full Statement:**

"Mytho exists to empower creators and communities to transform their ideas and cultural expressions into valuable digital assets, fostering a new era of decentralized creativity and ownership."
- **Short Version:**

Mytho helps creators tokenize ideas and build communities.
- **Usage:**
 - "About Us" page, investor pitches.

2.2 Vision

- **Full Statement:**

"Our vision is to create a decentralized ecosystem where creativity is the currency, and communities are the foundation of value."
- **Short Version:**

A platform where creativity and community shape Web3's future.
- **Usage:**
 - User communications, roadmaps.

2.3 Values

- **Creativity:** Ideas spark change.
- **Community:** Users are the core.
- **Transparency:** Openness in everything.
- **Innovation:** Pushing Web3 forward.
- **Sustainability:** Long-term focus.
- **Security:** Protecting users.
- **Usage:**
 - Social posts, content development.

3. Brand Voice and Tone

3.1 Voice

- **Description:** Inspirational, mystical, friendly, and creative—motivating users while highlighting Mytho's uniqueness.
- **Traits:**
 - Enthusiastic yet approachable.
 - Subtle mystique for a magical vibe.
 - Mentorship-like tone.
- **Examples:**
 - "Your ideas are sparks—let Mytho turn them into legends."
 - "Ready to create? We're here to guide you!"

3.2 Key Words

- **Transformation:** A key concept reflecting the process of turning ideas into digital assets or legends.
- **Magic:** Adds a sense of mystery and wonder, reinforcing the Magician archetype.
- **Legend:** Emphasizes creating something timeless and significant in the digital world.
- **Community:** Highlights users as an essential part of Mytho's ecosystem.
- **Creativity:** Showcases the platform's innovative and artistic approach.
- **Inspiration:** Motivates users to create and explore.
- **Digital Myth:** A central idea blending technology and storytelling.
- **Tokenization:** A technical term with a focus on creative potential.
- **Empowerment:** Shows how Mytho gives users control over their ideas.
- **Sustainability:** Underlines the long-term value built on the platform.

3.3 Signature Phrases

- **"Transform your idea into a legend":** Focuses on creating something meaningful.
- **"Create your digital myth":** A call to action tied to Mytho's core mission.
- **"Where culture becomes currency":** Highlights the value of creativity in the ecosystem.
- **"Unleash the magic of tokenization":** Adds a mystical twist to a technical process.

- **"Build a community, grow a totem":** Emphasizes the link between users and their projects.
- **"Your creativity, your currency":** Reinforces the value of ideas.
- **"Join the new era of digital culture":** An inspiring invitation to participate.

3.4 Words to Describe the Platform

- **Innovative:** Highlights a cutting-edge approach.
- **Decentralized:** Reflects the platform's technical foundation.
- **Secure:** Builds trust with users.
- **Scalable:** Indicates growth potential.
- **Community-driven:** Emphasizes the role of the audience.
- **Creative:** Focuses on artistic freedom.
- **Mystical:** Ties to the Magician archetype.
- **Transformative:** Showcases the ability to change ideas and lives.

3.5 Phrases for User Interaction

- **Creators:** Those who generate ideas and content.
- **Visionaries:** People with forward-thinking perspectives.
- **Pioneers:** Trailblazers in digital culture.
- **Explorers:** Those who experiment and discover.
- **Builders:** Creators of communities and projects.
- **Storytellers:** Those who shape digital myths through narrative.

3.6 Words to Describe Users and Their Actions

- **"We're here to help you bring your vision to life":** Supportive tone.
- **"Let's explore how you can create your totem":** Engaging approach.
- **"Your community is your greatest asset":** Focus on audience value.
- **"Transform your passion into a digital legend":** Motivational message.
- **"Step into the magic of Mytho":** Invitation to join.

3.7 Words and Phrases to Avoid

- **Blockchain:** Use "decentralized platform" or "digital ecosystem."
- **Cryptocurrency:** Opt for "tokens," "digital assets," or "currency of creativity."
- **Utility:** Focus on "creativity," "inspiration," or "transformation."
- **Profit:** Replace with "value" or "growth."
- **Technical:** Prefer "innovative" or "magical."

4. Visual Style

4.1 Core Motifs

- **Divine Beings:** Dragons, phoenixes—symbols of magic and power.
- **Totems:** Stylized artifacts tied to tokens.
- **Gradients:** Purple–orange glow effects.
- **Fantasy Landscapes:** Abstract, mythical backgrounds.

4.2 Image Style

- Semi-realistic or stylized illustrations with vibrant colors and subtle glow.

4.3 Recurring Elements

- **Totem Icons:** Category symbols (e.g., philosophy).
- **Patterns:** Small totem designs for decor.
- **Frames:** Gradient borders for posts.

5. Mytho Brand Archetype: Magician

5.1 What is the Magician Archetype?

The Magician archetype embodies transformation, inspiration, creativity, and mystique. It symbolizes the power to turn the ordinary into something extraordinary and meaningful. The Magician inspires change, opens new possibilities, and helps people achieve what seems impossible.

5.2 Why Mytho is a Magician?

Mytho perfectly aligns with the Magician archetype because it enables users to transform their ideas, passions, and cultural values into digital assets—essentially “digital myths.” This process of tokenization and community-building resembles modern alchemy: creativity becomes value. Innovation, a focus on community, and sustainability reinforce this archetype, empowering users to shape the future of Web3 through their unique visions.

5.3 How to Use It in Communications?

- **Highlight Transformation:** Emphasize how Mytho turns ideas into legends. Use phrases like “transform your idea into a myth,” “unleash the magic,” or “create your digital legend.”
- **Inspire Creativity:** Position Mytho as a platform that unlocks creative potential. Tap into users’ desire to experiment and explore new frontiers of digital culture.
- **Add Mystique:** Infuse visuals and text with a sense of mystery—think totems, mythical creatures, or shimmering gradients—to evoke a magical vibe.

- **Motivate and Support:** Encourage users to see themselves as creators and visionaries. Use uplifting calls-to-action like "shape your future" or "build your legend."

Example in Action:

"Mytho isn't just a platform—it's a path to transformation. By launching a token, you're not just creating an asset—you're crafting a digital myth that unites your community."