

DRAFT

PHORE BRAND GUIDELINES AND VISUAL IDENTITY



00 TABLE OF CONTENTS

About	3	Color palette	3
Master logo	4	Brand application	4
Logo variations	5	Designer contact	5
Logo usage	6	Glossary	5
Typography	7 - 8		



BRAND DEFINITION

- 1.1 Understanding the power of the Phore Marketing Guidelines
- 1.2 Design Principles of the Phore Brand
- 1.3 Brand Elements and Voice
- 1.4 Brand Story
- 1.5 Brand Essence and Tagline

UNDERSTANDING THE POWER

If you are reading this, it is because you are one of the few people entrusted with the care and nurturing of one of this company's most valuable assets—the Phore brand. Please handle it with care.

Powerful brands are built on consistency. More than just a logo, or a tag line, or a website, our brand is embodied at every point of interaction with a user. Every experience. Every time. Their emotional connection to the brand deepens with each and every consistent interaction and experience. When everything works together, we present a clear and consistent picture of who we are and what we stand for. And that builds trust, which in turn builds long-term adoption and additional use cases. These guidelines are meant to help ourselves, and our community, express Phore's core identity and values. This will be achieved with correct and consistent adherence to our visual system. With our collective effort, the Phore identity, style and brand will become a recognizable brand across the world.

OUR DESIGN PRINCIPLES

We value a set of four design principles which we use to inform our marketing designs and communications.

Powerfully Unassuming

Our brand message is voiced through our bold green and dark navy blue colorways. Our straightforward and modest Window Logo invites the user in an unassuming but intriguing way. Our assertive quicksand text is complimented with a rounded, balanced and

Clean and Efficient

Visionary and optimistic. Phore's visual expression is clean and efficient. Clean design helps our audience focus on our message of human connections and allows us to clearly communicate our optimistic vision of positively impacting the world.

Less is more

Approachable and understandable A simple, approachable visual aesthetic is key to how we portray our brand. By using a "less is more" philosophy and focusing on humanizing and simplifying blockchain solutions, we can quickly and clearly connect with our

Key Brand Identifiers for Recognizing Alive and impactful Confident and positive, our Window logo, Bold Green colorway and simplified iconography system distinguishes our brand from the competition. Our colors evoke emotion and stimulate a brand association that uniquely differentiates and

ELEMENTS OF THE BRAND

01 OUR LOGO

Our brand is communicated through a carefully chosen set of verbal and visual elements that allow us to consistently convey our messages to multiple audiences across multiple platforms. These elements are the tools you will use as you craft our branded marketing and communications materials.

BRAND VOICE

In all communications, our tone of voice reflects a brand personality that's clear, collaborative, secure, compassionate, familiar, personal, and trusted.

BRAND VOICE

When developing communications pieces or delivering presentations to support products and services that carry the Phore brand, we consistently use a brand voice— a way of speaking and writing— that clearly reflects a sense of connection. We understand the problems blockchain and decentralizied environments can solve on a day-to-day basis and how our products and services help provide them with safe, secure, fungible, financial

TAGLINE

‘DELIVERING BLOCKCHAIN TECHNOLOGY TO THE REAL WORLD’

Our tagline is approachable and meaningful. Each word was carefully chosen based on it’s ability to re-engage the user as the sentence progresses. We live by this statement within in everyting we do and we validate it’s intention within our messaging and marketing materials. Phore creates real solutions for real-people, just as our marketing materials are crafted with real intention and balanced with a human approach and connective quality.

BRAND STORY

Phore Blockchain enables the transfer of value across an accessible, standardized ecosystem that is secure, flexible and scalable. The platform supports a variety of applications and ventures which accord a growing range of capabilities including: (Jen to update)

DELIVERING BLOCKCHAIN TECHNOLOGY TO
THE REAL WORLD

VISUAL IDENTITY SYSTEM

- 2.1 Primary Logo
- 2.2 Primary Logo Alternative Usage
- 2.3 Ellipitcal Logo
- 2.4 What To Avoid
- 2.5 Brand Essence and Tagline
- 2.6 Correct Spacing
- 2.7 Iconography
- 2.8 Brand Colors
- 2.9 Typography
- 2.10 Key Brand Identifiers

OUR GUIDELINES

Our visual identity consists of our Primary Logo, our Secondary 'Ellipitcal Window' Logo, our Brand Colors and our Brand Typography. Each component works together to form a cohesive and unified experience.

PRIMARY LOGO

Our logo is humble in it's approach and provides users with a sense of trust, intrigue and interest upon first glance. The rounded edges and gaping 'window' evokes a sense of depth which aims to stimulate the imagination - much like the Phore Blockchain itself. Our use of lower case text and our bold, green colorway communciates a simple, sensible and approachable experience for our audience.



ALTERNATIVE LOGO OPTIONS

The Phore Primary logo be used whenever possible, however some partners, alliances and other branding materials may require a colorway and aesthetic that is more visually appealing for their particular environment. The following logo usage options are available for use within these materials.



ELLIPITCAL WINDOW LETTER LOGO

In addition to our Primary Logo, we incorporate an Ellipitcal Window Logo in many of our materials. This simplfied version of our primary logo is used to



PRIMARY ELLIPTICAL LOGO
Primary Green: #00d188



ELLIPITCAL LETTER LOGO
Grey on Navy Background:
#232c38



ELLIPITCAL LETTER LOGO
Black Text:
#262626



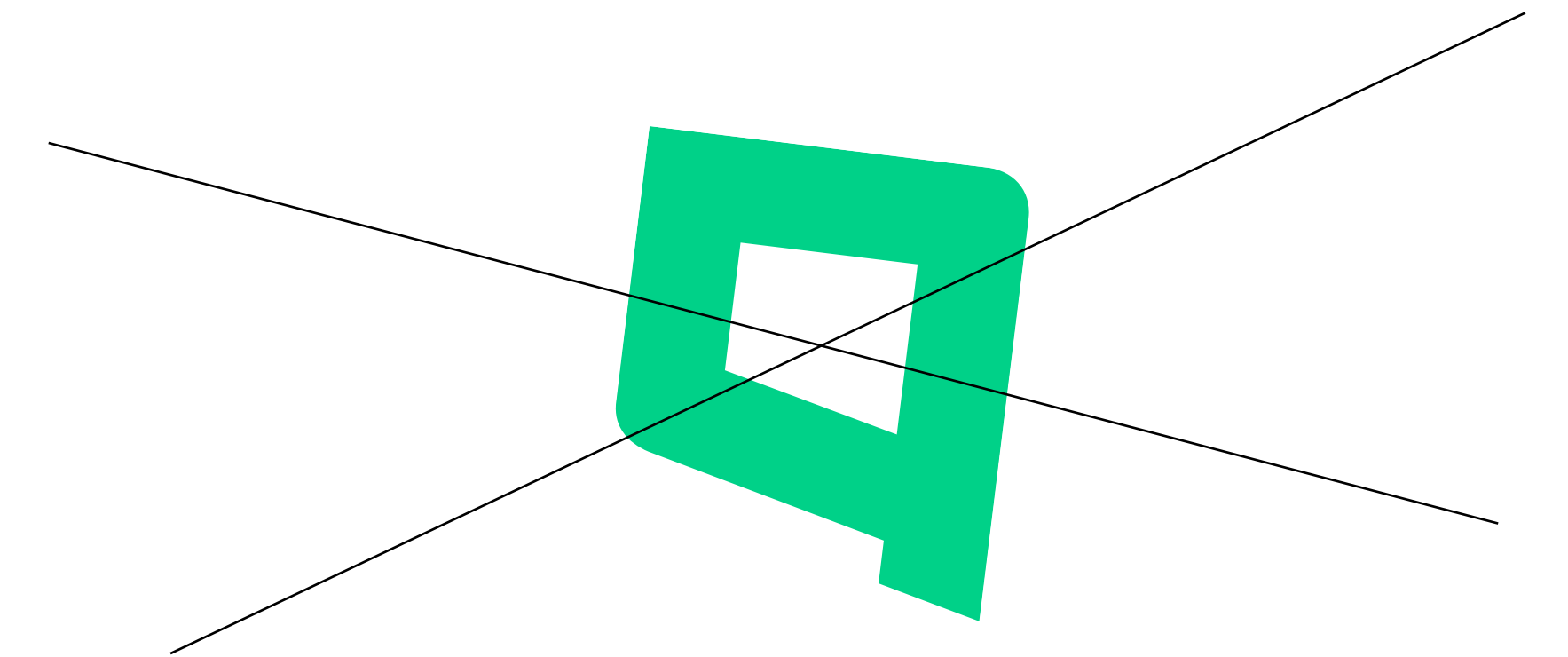
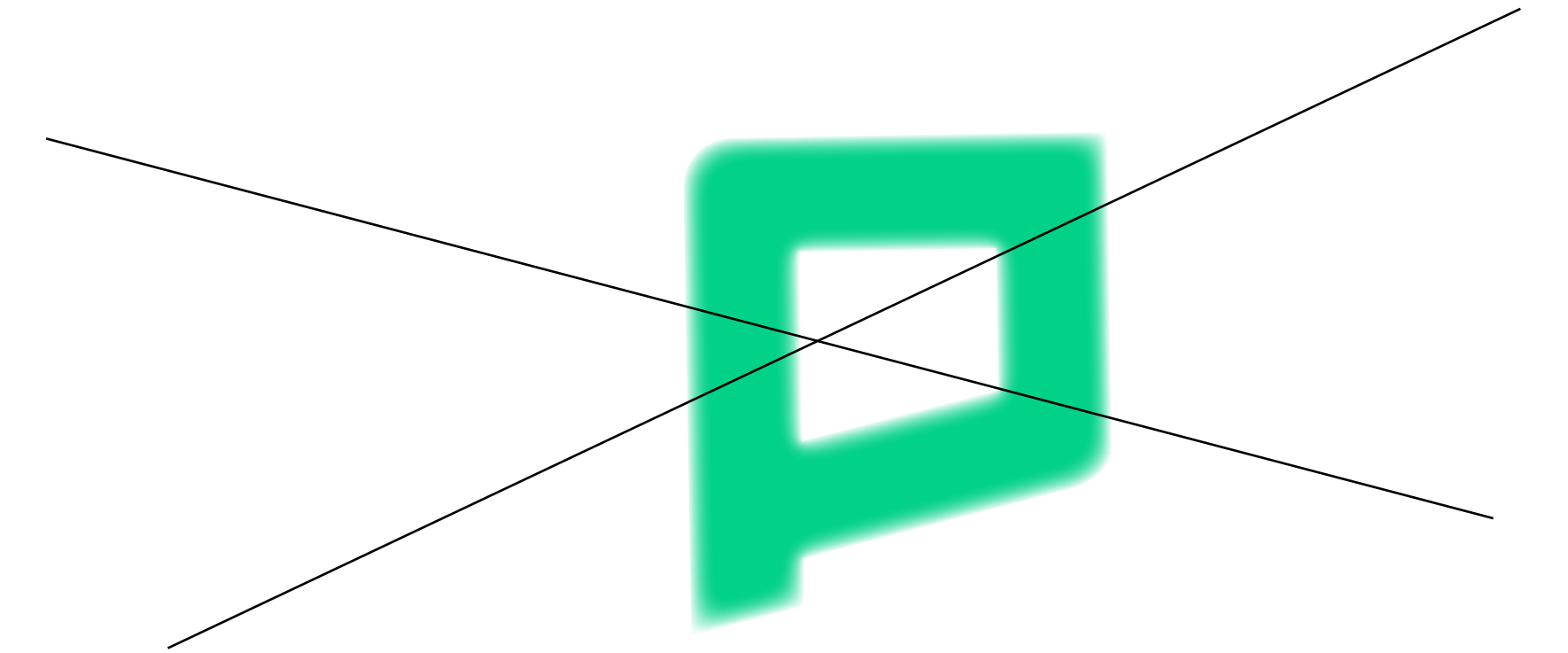
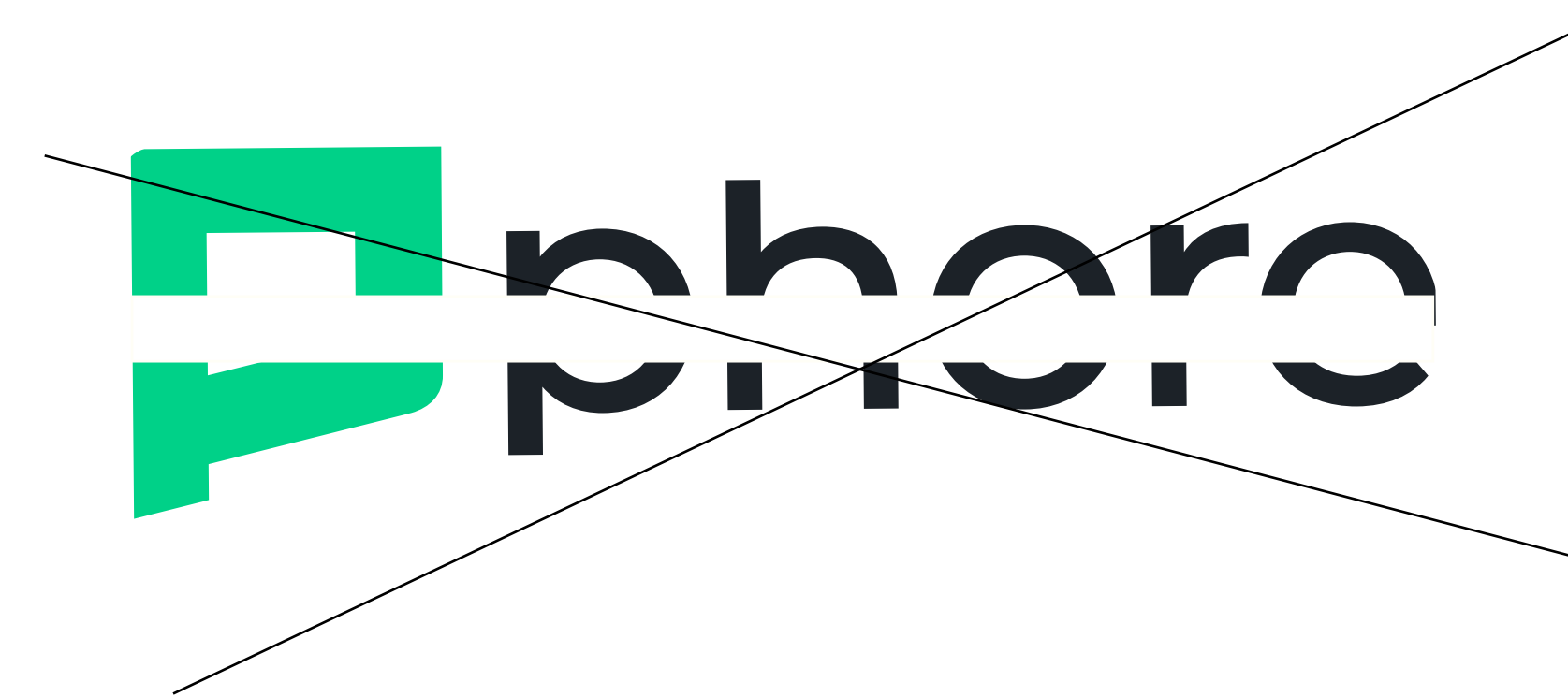
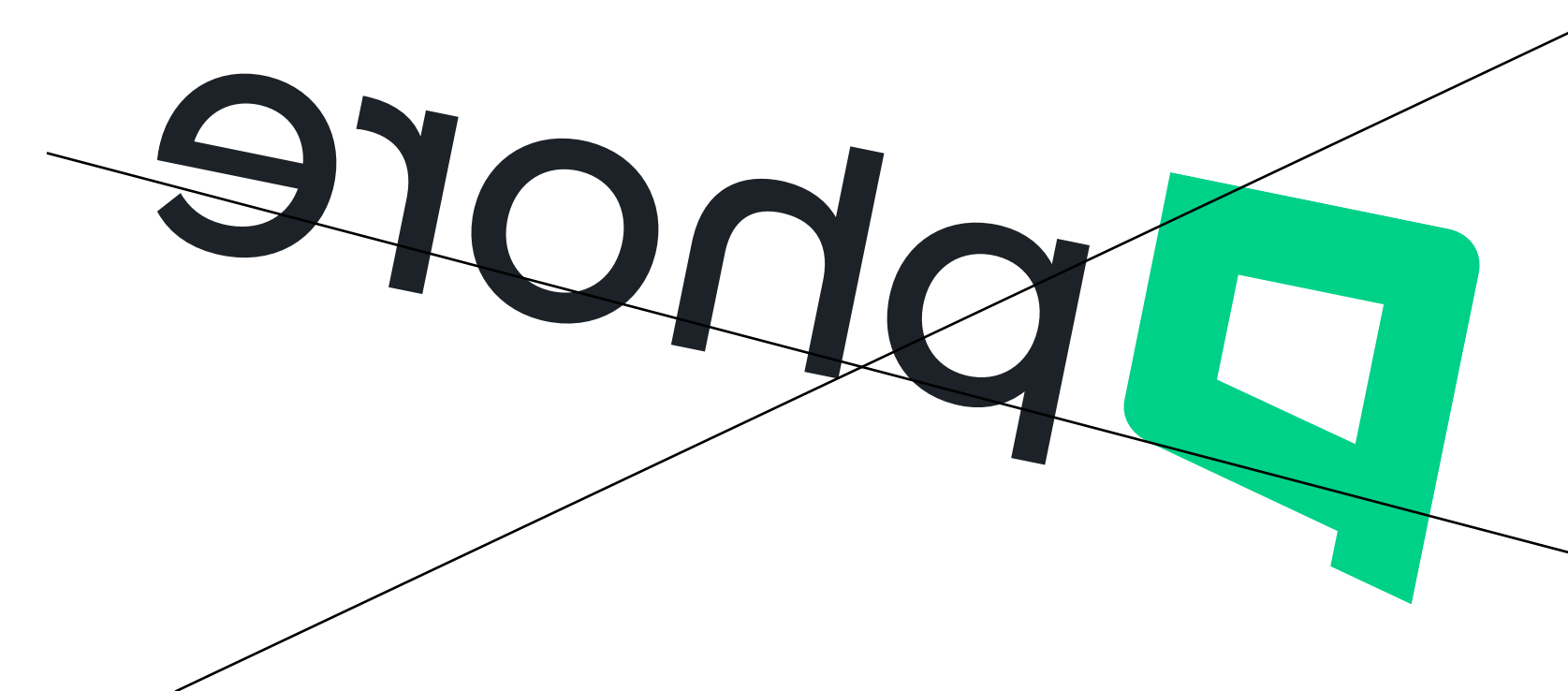
ELLIPITCAL LETTER LOGO
Background Navy:
#141c28

WHAT TO AVOID

For consistency and recognition purposes, the Phore logo must not be altered or re-created in any way. Examples of improper use are shown.



01 LOGO ALTERNATIVES



FPO -
needs minor
adjustments

CORRECT SPACING

To ensure its integrity and visibility, the Phore logo should always be isolated from competing text, images, and graphics. The signature must be surrounded on all sides by an adequate area, called “open space,” which is equal in size to the height of the letter ‘P’ within the logo

SIGNATURE OPEN SPACE

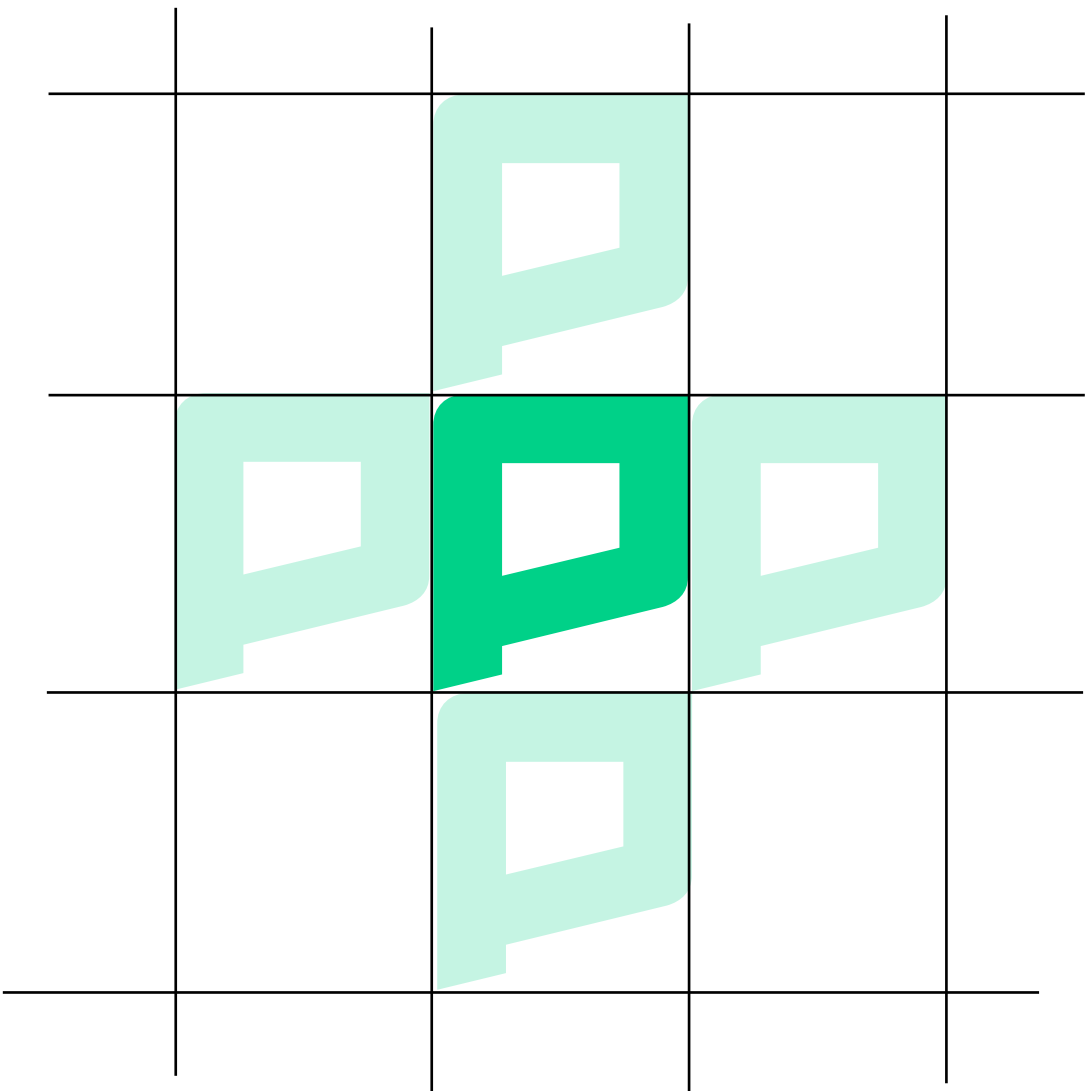
There should be a specific amount of “open space” or area of isolation maintained around the Phore Logo. This open space should be kept free of graphics, text, or other signatures. This space also defines the minimum acceptable distance from the logo to the edge of a printed piece. The light green area (x) denotes minimum open space surrounding the signature. This open space is determined by the height of the ‘p’ and denotes one open space unit.

SIGNATURE MINIMUM SIZES

Phore logos can be sized down to arecommended width of 1/4 inch. If the signature with brand line will be used, the minimum width of the wordmark is recommended to be no less than 1/4 inch.



01 LOGO SPACING



Exclusion zones

Always allow a minimum space around the logo



Minimum width

The logo minimum width is 90px or 32mm.



Maximum width

There is no maximum size defined for this logo.



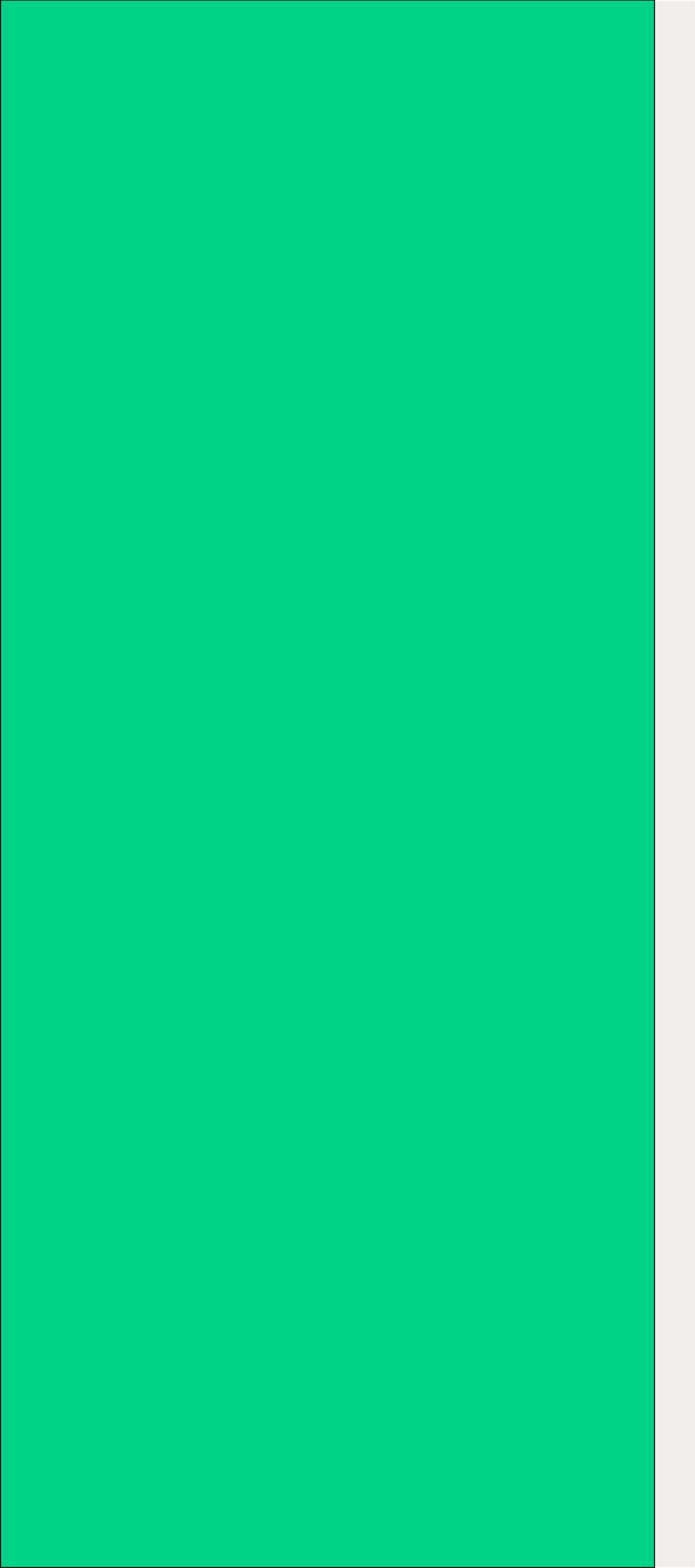
Minimum width

The logo minimum width is 90px or 32mm.



Maximum width

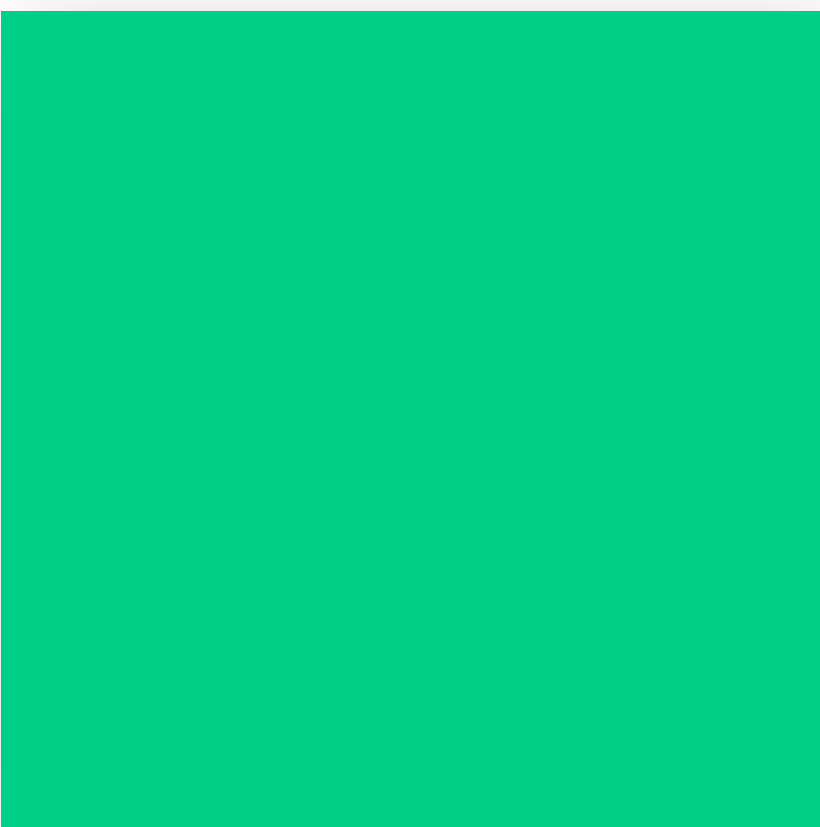
There is no maximum size defined for this logo.



COLOR PALLETTE

Much like the logo and overal design approach, the Phore colorways were selected to be original, intrigiing and inviting. Our bold, sea-green calls out to the viewer in a fresh an interesting way, while our dark navy blue and black call attention to some of the Phore blockchain’s security and privacy features.

Primary



Primary Green:
#00d188

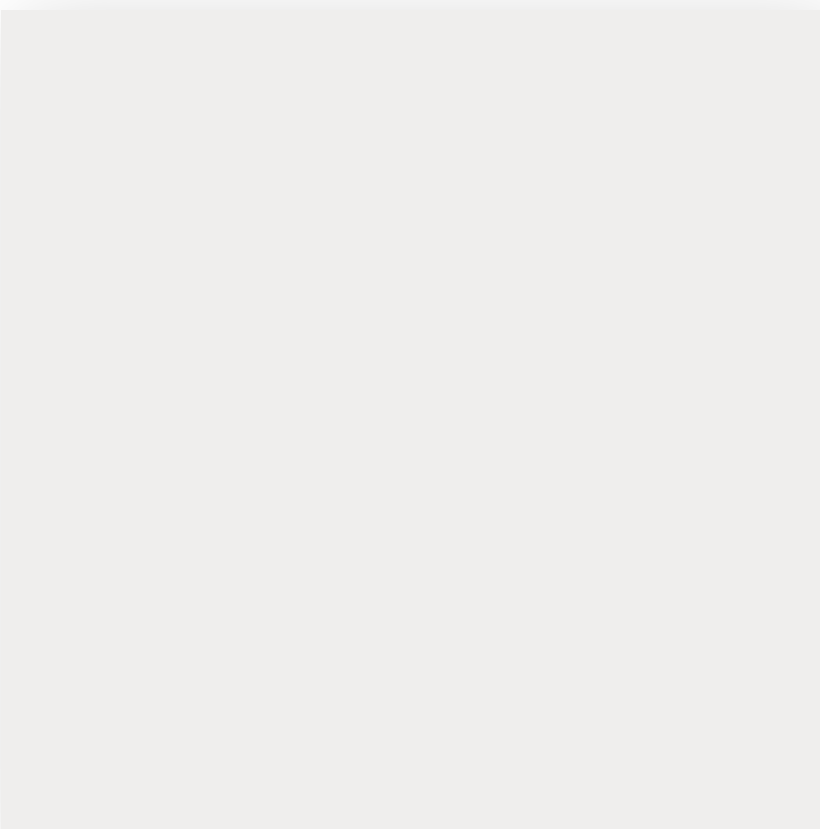


Black Text:
#262626



Background Navy:
#141c28

Secondary



Grey on White Background:
#eeeeee



Grey on Navy Background:
#232c38



FPO - Can I please have acces to the icons for these so I may build this section.

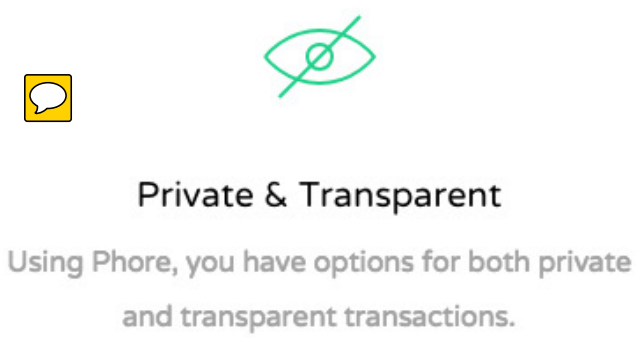
ICONOGRAPHY

When creating icons, please use a simple linear style, as shown.

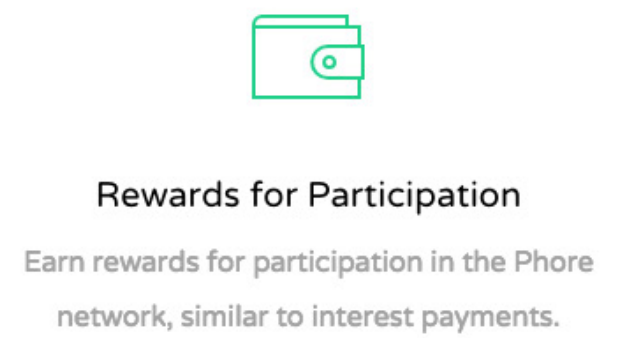
Icon typeface
Hind



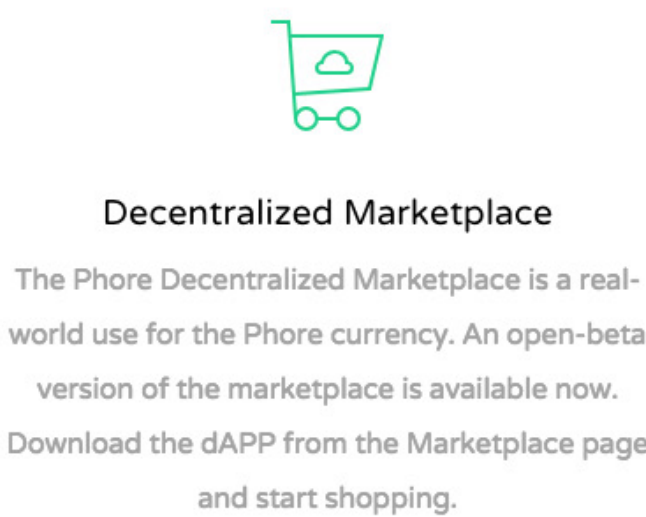
Reliable & Quick Transactions
Fast, scalable, secure, and reliable transactions.



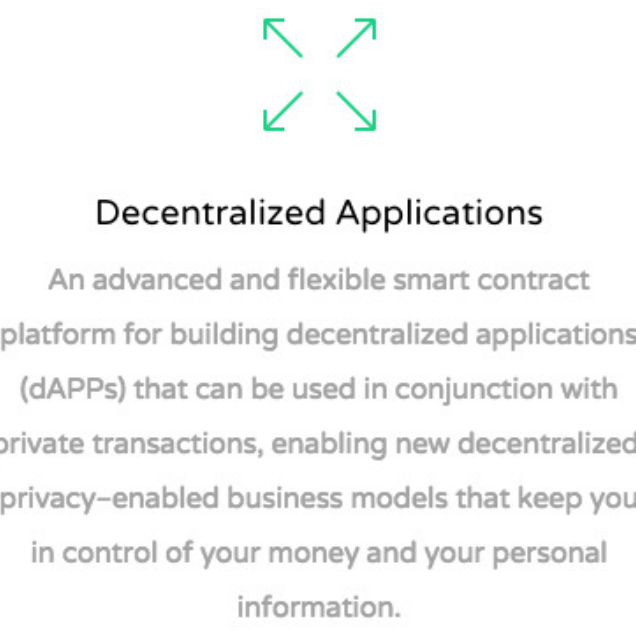
Private & Transparent
Using Phore, you have options for both private and transparent transactions.



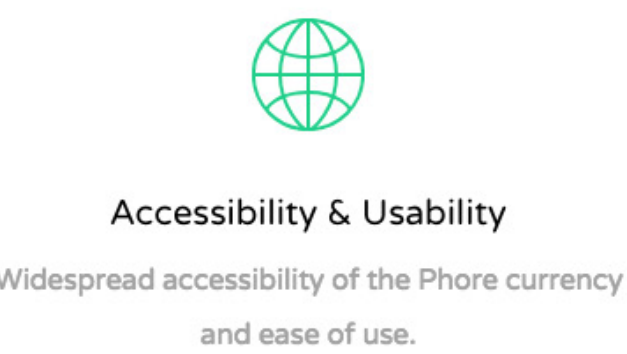
Rewards for Participation
Earn rewards for participation in the Phore network, similar to interest payments.



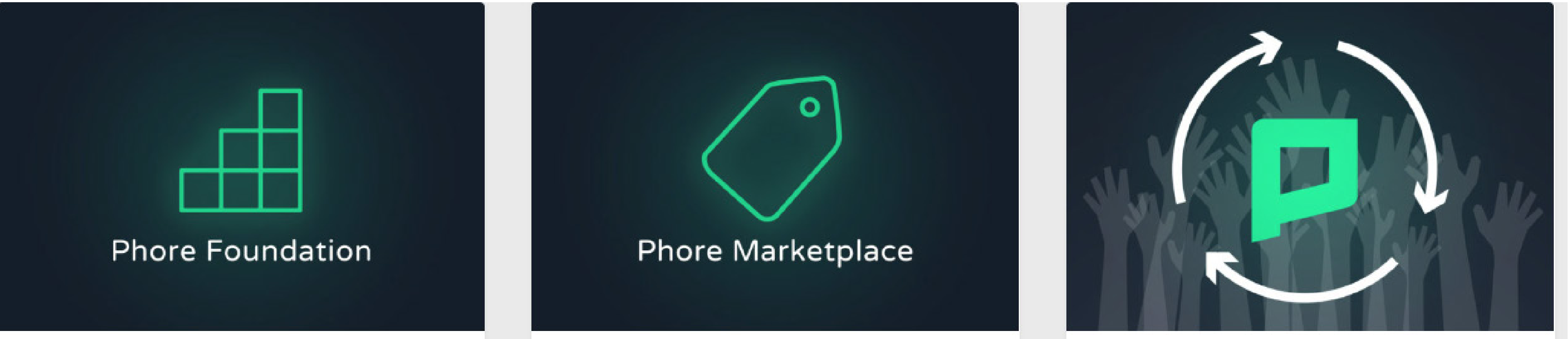
Decentralized Marketplace
The Phore Decentralized Marketplace is a real-world use for the Phore currency. An open-beta version of the marketplace is available now. Download the dAPP from the Marketplace page and start shopping.



Decentralized Applications
An advanced and flexible smart contract platform for building decentralized applications (dAPPs) that can be used in conjunction with private transactions, enabling new decentralized, privacy-enabled business models that keep you in control of your money and your personal information.



Accessibility & Usability
Widespread accessibility of the Phore currency and ease of use.



TYPEFACE

Varela Round is our primary typeface for Body text and Hind is our primary typeface for Headings. Use thes typefaces for most web and print communications (titles, body text, etc).

Montserrat Bold is our main typefacefor buttons and Taglines. Condensed in any weight. Useful when space is limited.

FPO -
needs minor
adjustments

Hind

Valera Round

Montserrat Bold

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+=":?><



Book

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Italic

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Bold

Semiotics aesthetic
freegan pour-over
jianbing. Artisan blog
retro neutra.

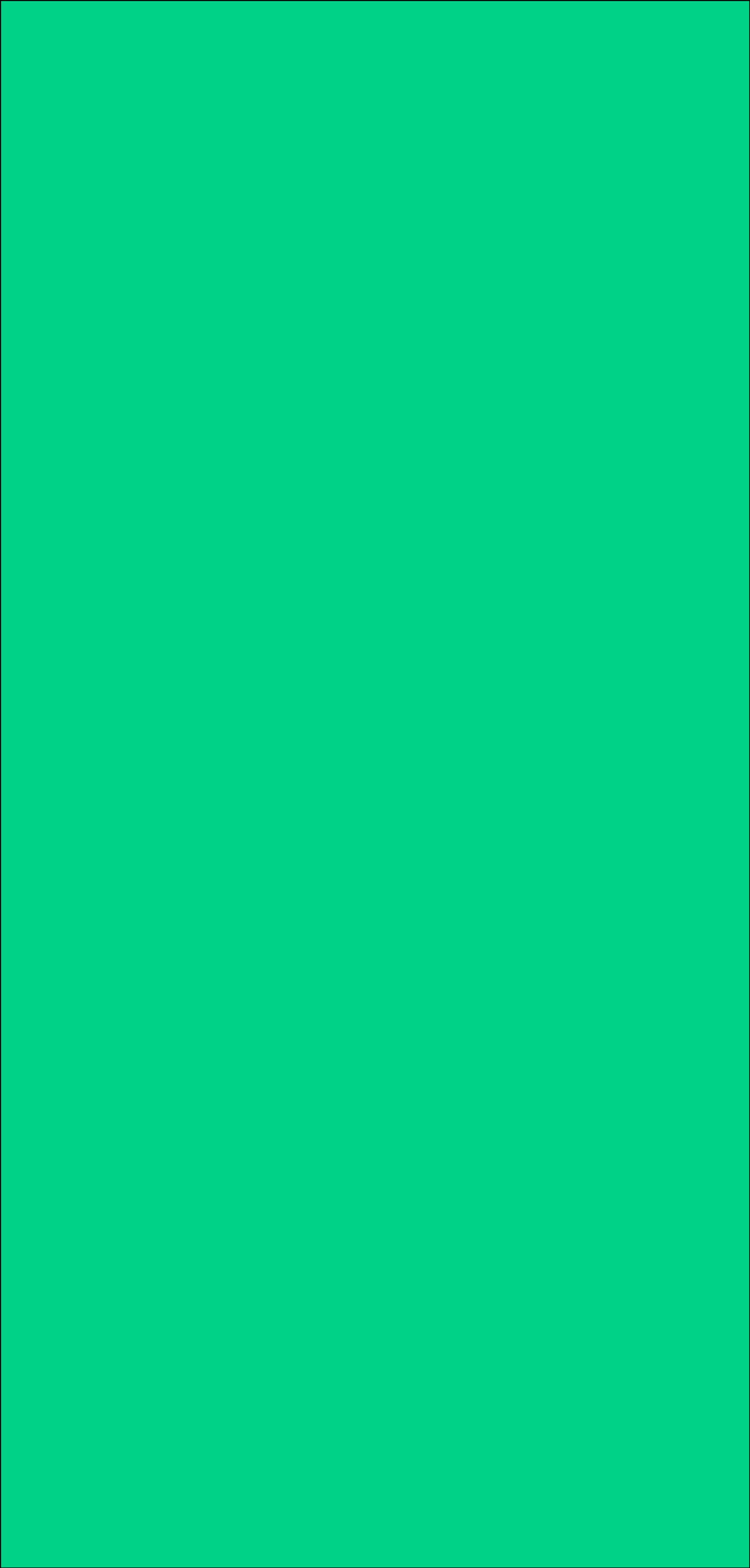


FPO -
needs minor
adjustments

SPECIAL FEATURES

Our rounded logo and detail approach
are intentional identifiers that f





Brand guidelines

www.phore.io
~~+555-5555~~
info@phore.io