

Fast Protocol

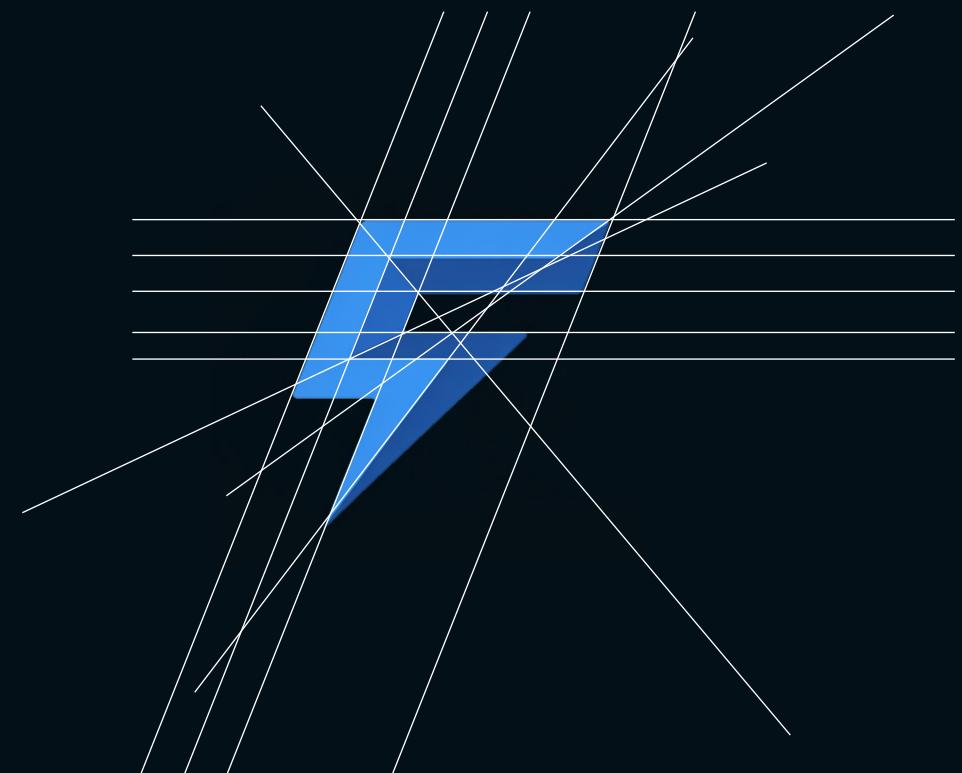
Brand Guidelines



COMPLETE LOGO



ICON CONSTRUCTION



LOGO USAGE



MAIN LOGO



SECONDARY USAGE



LOGO ICON

PRINT USAGE - WHITE



PRINT USAGE - BLACK

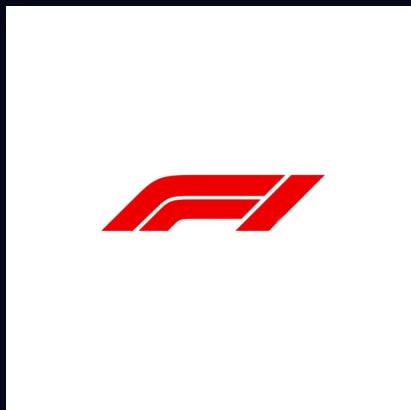


LOGO DESIGN OVERVIEW

The logo for Fast Protocol was developed with a clear intention: to visually communicate speed, intelligence, and forward momentum. With the transition to a muted cobalt blue, the brand gains a more refined and trustworthy tone while still retaining its conceptual connection to motion and digital acceleration. Blue is widely associated with technology, precision, and reliability—qualities closely tied to blockchain infrastructure and high-performance computing. During the research phase, inspiration was drawn from universal indicators of speed such as Formula 1 aerodynamics, data transfer flow, rapid cognitive response, and motion blur. These references shaped both the emotional impact and the visual direction, ensuring viewers instinctively connect the brand to efficiency, innovation, and next-generation performance.

Structurally, the symbol remains a streamlined fusion of the initials F and P, emphasizing continuity and identity clarity. The elongated edges and directional blur effects strengthen the sense of acceleration, while also hinting at the mechanics of digital movement—packets, blocks, and transactions in motion. The typography complements the refined color and symbol with a bold, clean, and slightly futuristic character, reinforcing attributes of precision and technical confidence. Together, the revised color palette and visual form create a cohesive identity—one that feels intelligent, secure, agile, and distinctly fast, fully supporting the technological vision behind Fast Protocol.

LOGO RESEARCH MOODBOARD



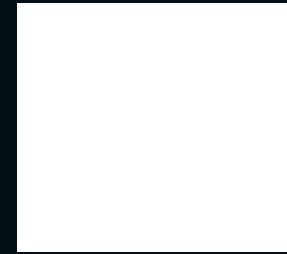
COLOR SCHEME - PALETTE



3a93ee



D9D6D3



ffffff



031017

TYPOGRAPHY

Aa
Sora

Faster blocks. Smarter protocol.

H1 34pt Sora **ExtraBold**

Faster blocks. Smarter protocol.

H2 22pt Sora **Bold**

Faster blocks. Smarter protocol.

H3 18pt Sora **SemiBold**

Faster blocks. Smarter protocol.

Body Text 14pt Sora Medium

Faster blocks. Smarter protocol.

Description 14pt Sora Regular



