



Shakti Foundation Logo Presentation

Presented on April 17, 2018

Design Context

This design assignment is to develop a logo and graphic identity for The Shakti Foundation in Switzerland.

The Foundation will soon be launching a new cryptocurrency called Shakti Coin. We would like to use the same graphic treatment and logo for the Foundation and the Coin.

Like all cryptocurrencies Shakti Coin will be based on the distributed ledger technology known as blockchain technology. It will not exist in physical form like fiat currency. It will be a purely digital currency.

Unlike most cryptocurrencies, however, this token will deliver on the yet unrealized potential for blockchain-based currencies to promote social good and financial inclusion. As such, Shakti Coin was not designed as an investment vehicle, but rather is intended to work as an actual currency for average people everywhere to use everyday.

The base unit of the currency will be a digital token that will have a value of about 5 USD and will be electronically distributed to parents each day their child attends school.

The development team has been operating under the working name "Shakti Coin" for the new currency.

Shakti is an ancient word that originated with the Sanskrit language around the 2nd millennium BC. Today it is widely associated with Hinduism and India. Since we want Shakti Coin to be truly global currency we do not want the Shakti brand identity to reinforce these associations in any way. If anything, we'd like the design to reflect more of a Scandinavian feel.

We need to develop a graphic profile for the brand so we can begin producing marketing communication materials ahead of the ICO. This work has been in development as part of the brand identity work. We are proud to share the finished logo with you today.

Design Brief

Professional designers typically work from a creative brief to develop a graphic profile. Below are key elements from the brief that was provided to the designer.

Target Market

- The coin is intended to be used by families and individuals globally, its target market is truly global.

Objectives

- To develop a logo treatment and graphic profile for the Shakti brand that can be used for both:
 - the Shakti Foundation
 - the Shakti Coin

Success criteria

- **Visually striking**
 - To stand out and help build awareness.
- **Unique & unambiguous**

- So not to be confused with other cryptocurrencies or fiat currencies.
- **Recognizable and easily recalled**
 - To leave an impression and be remembered.
- **Familiar yet new**
 - To help people feel a sense off what is familiar to assist with acceptance.
- **Acceptable to all cultures**
 - So as not to unintentionally offend anyone, anywhere.
- **Relevant to the brand identity**
 - It must, at least, make sense in the broader context of the brand
 - Ideally it would help reinforce brand values.

Design Category

We want to belong to the category but signal that we are very different from the others. How do we stand apart from the most popular cryptocurrencies today?

One way is to play down the futuristic “techno-crypto” aspect that many coins use as part of their brand identity. We want to replace that with something more human, more organic.

We have looked at these brands:

- Bitcoin - <https://bitcoin.org/en/>
- Etherium - <https://www.ethereum.org>
- Tronix - <https://tron.network/enindex.html>

- Ripple - <https://ripple.com/>
- LiteCoin - <https://litecoin.com/>
- EOS - <https://eos.io/>
- Huobi Token - <https://www.huobi.pro/ht/>
- DASH / DigitalCash - <https://www.dash.org/>
- Zcash - <https://z.cash/>
- Monero - <https://getmonero.org/>
- Neo - <https://neo.org/>
- Nano - <https://nano.org/en>
- Cardano - <https://www.cardano.org/en/home/>
- Tron - <https://tron.network/>
- VeChain - <https://www.vechain.org/>
- Nebulas - <https://nebulas.io/>





Shakti Coin Logo

AgencyG Duffy

www.duffy.agency

Strategic Marketing for
International Brands ©2018



Shakti Coin

www.shakti.coin.com

Shakti is the concept or personification of divine feminine creative power, sometimes referred to as "The Great Divine Mother" in Hinduism. As a mother, she is known as "Adi Shakti" or "Adi Parashakti." On the earthly plane, Shakti most actively manifests through female embodiment and creativity/fertility, though it is also present in males in its potential, unmanifest form. Hindus believe that Shakti is both responsible for the creation and the agent of all change. Shakti is cosmic existence as well as liberation, its most significant form being the Kundalini Shakti, a mysterious psychospiritual force.



The designer began working with the forms of the "S" and "C" as well as known monetary symbols. He tried to marry that with aspects of the brand identity, particularly the social good angle. After many iterations he arrived at these two interlocked, interdependent forms.

The colors reflect a stylish and contemporary feel that are sufficiently conservative but not stiff, cliched or aloof. They can also be associated to the colors of silver and gold.

The form borrows from other currency symbols yet is completely new. An interesting aspect of the form is that it can be interpreted as one hand grasping another. If one adopts a visual perspective looking from above then this could be a handshake — a fairly universal symbol of trust and commerce. From a side perspective it could be interpreted as one person helping another person up in a spirit of cooperation. Both apply to this coin. The form also lends itself well to the creation of a currency symbol.



Shakti is the concept or personification of divine feminine creative power, sometimes referred to as "The Great Divine Mother" in Hinduism. As a mother, she is known as "Adi Shakti" or "Adi Parashakti." On the earthly plane, Shakti most actively manifests through female embodiment and creativity/fertility, though it is also present in males in its potential, unmanifest form. Hindus believe that Shakti is both responsible for the creation and the agent of all change. Shakti is cosmic existence as well as liberation, its most significant form being the Kundalini Shakti, a mysterious psychospiritual force.

Application Examples









Shakti Coin





Shakti Coin

www.shakti.coin.com









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