

Brand Identity

Loka Mining

Colors

Typography

Logo



Loka
mining

Graphic style

Applications

Loka

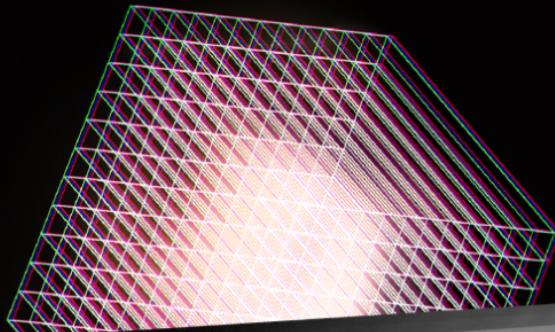
BLOG ABOUT MINERS

100001000

THE TOKENIZED **BITCOIN MINING** ECONOMY

00010001

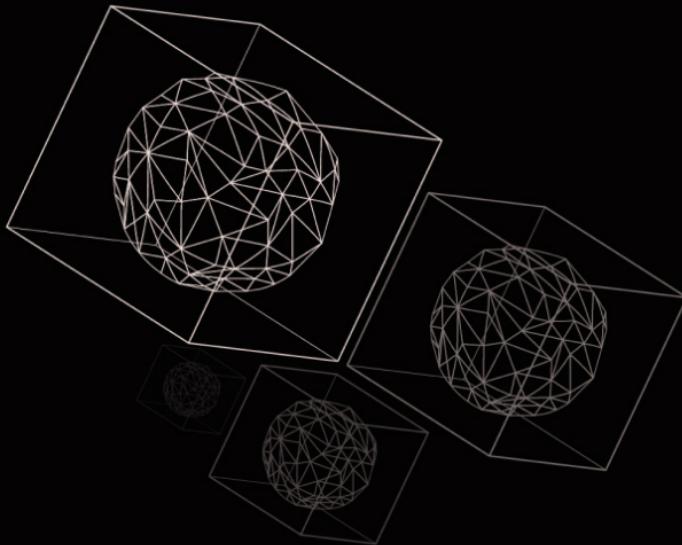
Start mining



PURPOSE

We exist to enable a
global, vibrant, tokenized
Bitcoin mining economy for all.

- ↗ Democratized Mining Investment Opportunities
- ↗ Permissionless Capital Access for Miners
- ↗ Native Bitcoin Yield



THE TE



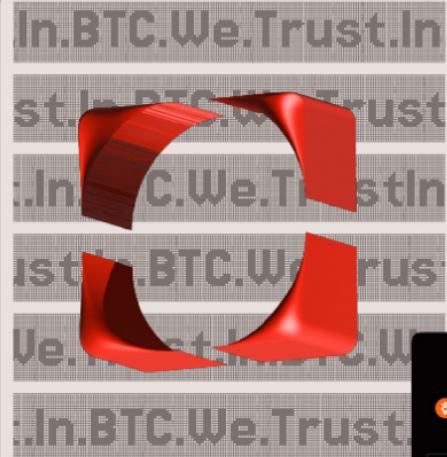
ANDY F. HANDIKA
CEO

SERIAL STARTUP FOUNDER

Kulina.id
Food marketplace
Google Launchpad SF
\$2M MRR

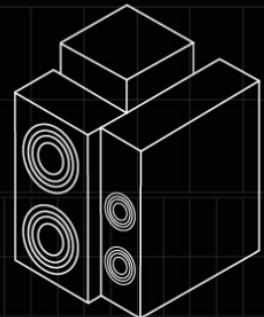
Netra.live
Web3 royalty distribution
49 releases | \$189K sales

**UNLEASHING
THE POWER OF
LIQUID MINING**



Key Benefits

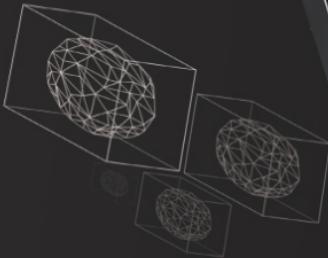
View all



**DISTRIBUTING
MINING POWER**

We exist to enable a
global, vibrant, tokenized
Bitcoin mining economy for all.

- Decentralized Mining Investment Opportunities
- Permissionless Capital Access for Miners
- Native Bitcoin Yield



WE ARE TOKENIZING MINING REWARDS AND HASHRATE CONTRACTS.

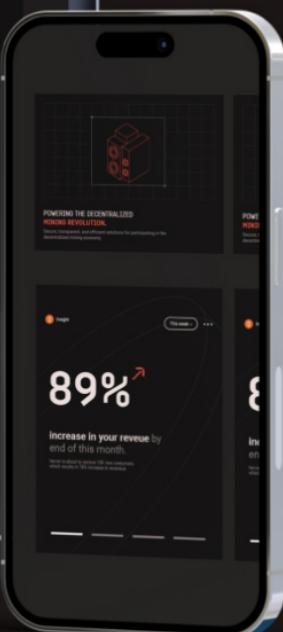
Our protocol empowers miners of all sizes to finance and scale their operations, Investors to **earn native Bitcoin yields**, and everyone to participate in a more resilient network through a decentralized mining pool, tokenized hashrate contracts, and our native Bitcoin yield token fully collateralized by BTC.

In a nutshell, we are delivering to the Bitcoin Ecosystem the same benefits that Liquid Staking brought to Ethereum.



MINING REWARDS FOR **EVERYONE**

The leading platform for democratizing Bitcoin mining, enabling anyone to contribute to the growth and security of the Bitcoin network.





Loka
m i n i n g

Introduction

Colors
Typography
Logo
Graphic Style
Applications

What are we going to see in this presentation?

We'll cover all the elements that make up your visual identity and the strategies that will be used to build and strengthen your presence in the market.

In the end, we'll have a system capable of helping the brand connect with the audience or any group of people influenced by it.

Primary colors

Choosing a monochromatic color palette allows for a reliable look, which will help build credibility.

Red Orange is chosen to represent BTC and futurism, Off Black signifies seriousness, and Off White alludes to technology.

#F74B37

Red Orange

#040303

Off Black

#FFF1ED

Off White

Display typography and headlines

It's necessary to use a standard typography in displays and headlines so that the brand is easily recognized. For Loka, the chosen typography for headlines is:

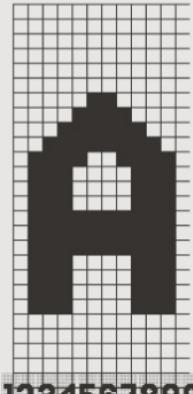
A
1234**5**67890
!@#\$%&

Klamp

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum ac leo a nunc rhoncus dapibus eget vel sapien. Quisque ullamcorper vehicula justo a facilisis. Integer eu turpis sed nibh cursus tincidunt. Nunc aliquet felis sed elit consequat, quis laoreet purus tempor. Aenean non venenatis quam. Sed euismod ipsum nec velit volutpat, a rhoncus est vulputate."

Graphic composition type

To create compelling designs that evoke technology and decentralization, a third typography for compositions has been chosen:



Jersey

**"Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Vestibulum ac leo a nunc rhoncus dapibus eget vel sapien.
Quisque ullamcorper vehicula justo a facilisis. Integer eu
turpis sed nibh cursus tincidunt. Nunc aliquet felis sed elit
consequat, quis laoreet purus tempor. Aenean non
venenatis quam. Sed euismod ipsum nec velit volutpat, a
rhoncus est vulputate."**

Initial understandings

In the logo ideation process, the first step was to understand its symbols, and for that, we need to comprehend who or what it represents.

Bitcoin



Mining



Decentralization

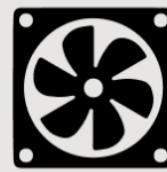


The elements

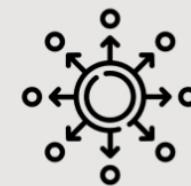
Once the meanings were understood, it was necessary to define the ways to represent all of this clearly and objectively.



+

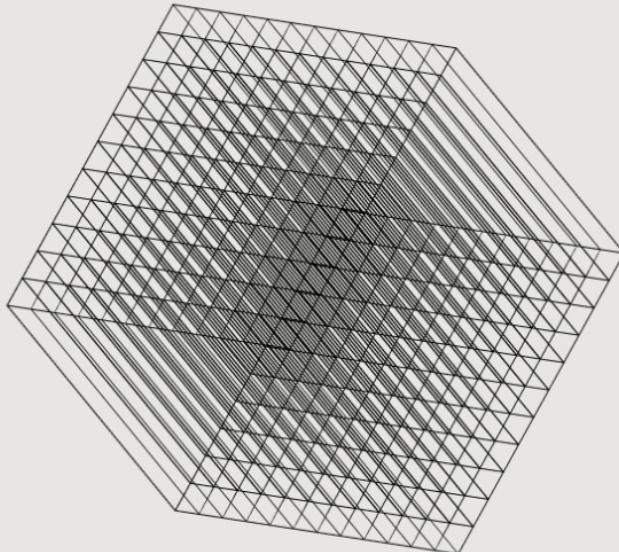


+



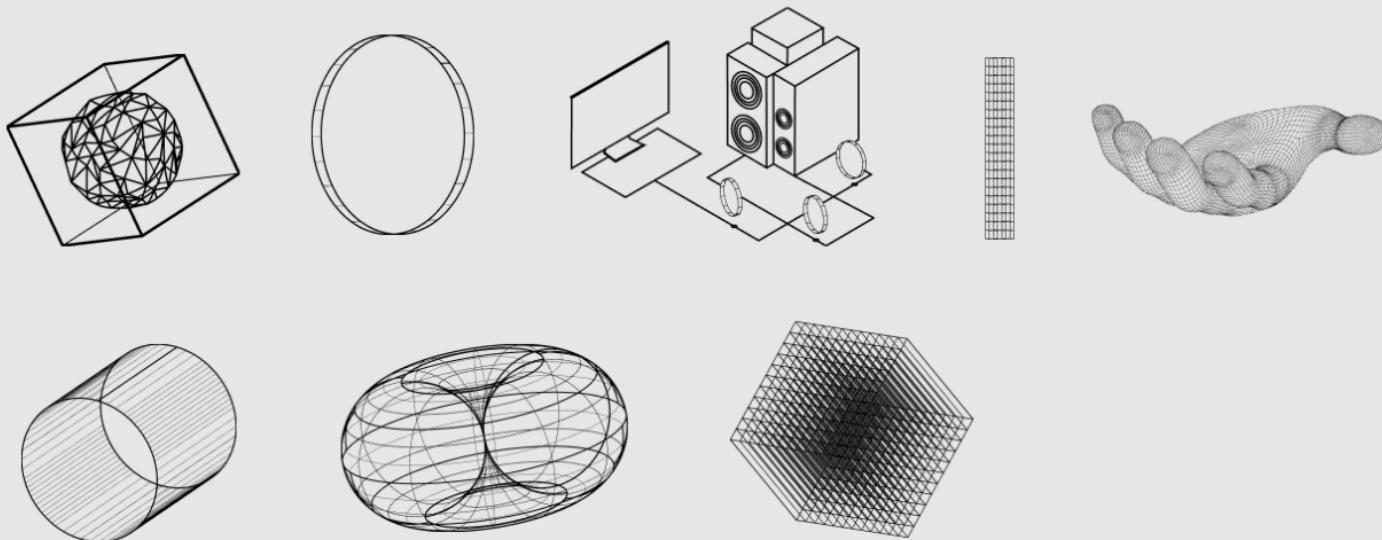
Graphic Style

To make the brand even richer and reinforce the idea of decentralization and transparency, a graphic style has been defined to be used throughout the brand's communication: the wireframe design style:



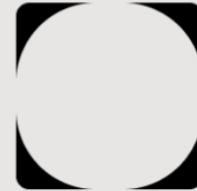
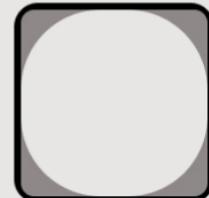
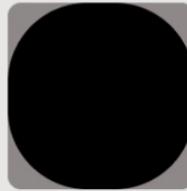
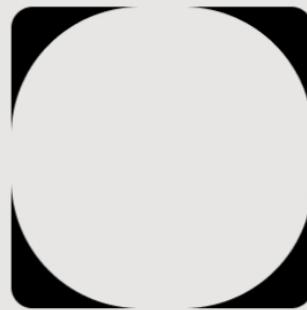
Supporting vectors

A series of vectors have been created using the Wireframe style to assist in the brand compositions:



The symbol

In the symbol, we find the representation of Bitcoin in gestalt, the shape symbolizes mining, and the four corners reflect decentralization.



The typography

For the typography of the logo, modern letters evoke technology.

More open shapes with a narrow finish express the boldness of the Hero archetype while maintaining the intelligence of the Magician, as well as resembling the symbol, harmonizing the overall form.

Loka

Available versions



Secondary colors

The addition of tonal variations will bring more vibrancy to the brand and offer more visual possibilities, especially in online pieces.

Red Orange

#F56818

Off Black

#1F1B1B

Off White

#FFF1ED

#120F0F

#7C726F

#0B0909

#4E4645

Typography for subtitles and body text

A second typography has been selected for subtitles and body text:

A

1234567890
!@#\$%&

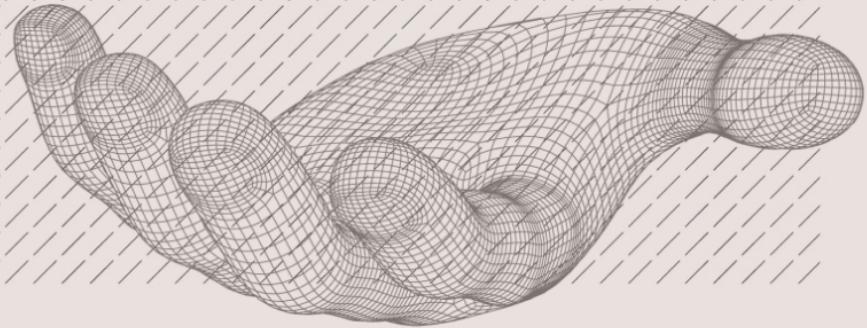
Roboto

“Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum ac leo a nunc rhoncus dapibus eget vel sapien. Quisque ullamcorper vehicula justo a facilisis. Integer eu turpis sed nibh cursus tincidunt. Nunc aliquet felis sed elit consequat, quis laoreet purus tempor. Aenean non venenatis quam. Sed euismod ipsum nec velit volutpat, a rhoncus est vulputate.”



**POWERING THE DECENTRALIZED
MINING REVOLUTION.**

Secure, transparent, and efficient solutions for participating in the decentralized mining economy.



We are creating a world where Bitcoin Mining is truly

DECENTRALIZED, LIQUID, AND INCLUSIVE.

8 Liquid mining tokens

[View all](#)

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PIONEERING THE FUTURE
OF BITCOIN DEFI