

Briefing step by step

1. **Analyzing** the landscape of existing logos on blockchain
2. **Identifying** the trend based on geometrical patterns & triangulation
3. **Creating** a unique identifiable shape, still linked to the main trend

ANALYZING: the main players



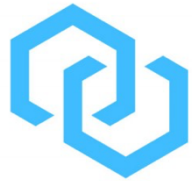
HYPERLEDGER



CryptoCoin.News



FLUX THE SYSTEM



Chain



**BLOCKCHAIN
FOUNDRY**



polybius

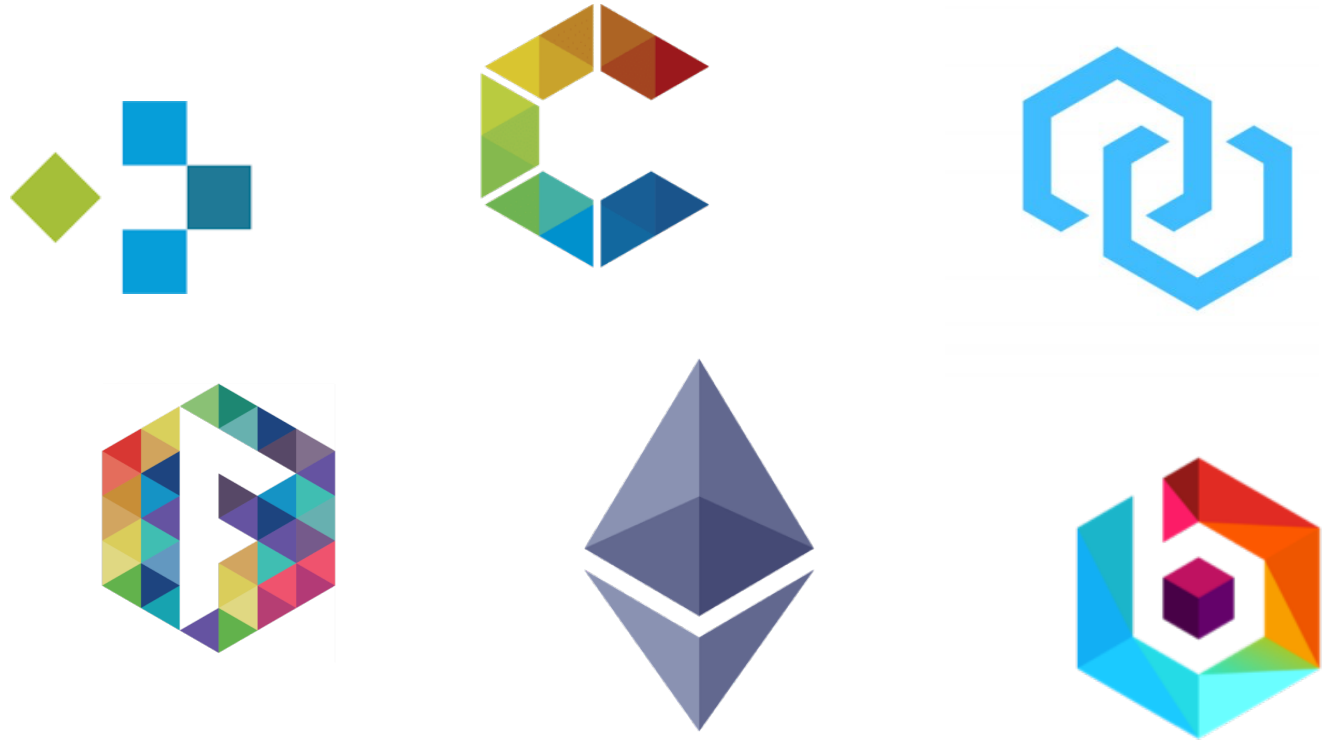


ethereum

IDENTIFYING: the geometrical trend

Triangular & block-like shapes

- New
- High tech
- Network
- Connections
- Cryptography



CREATING: a “unique mix” eg. FLUX logo

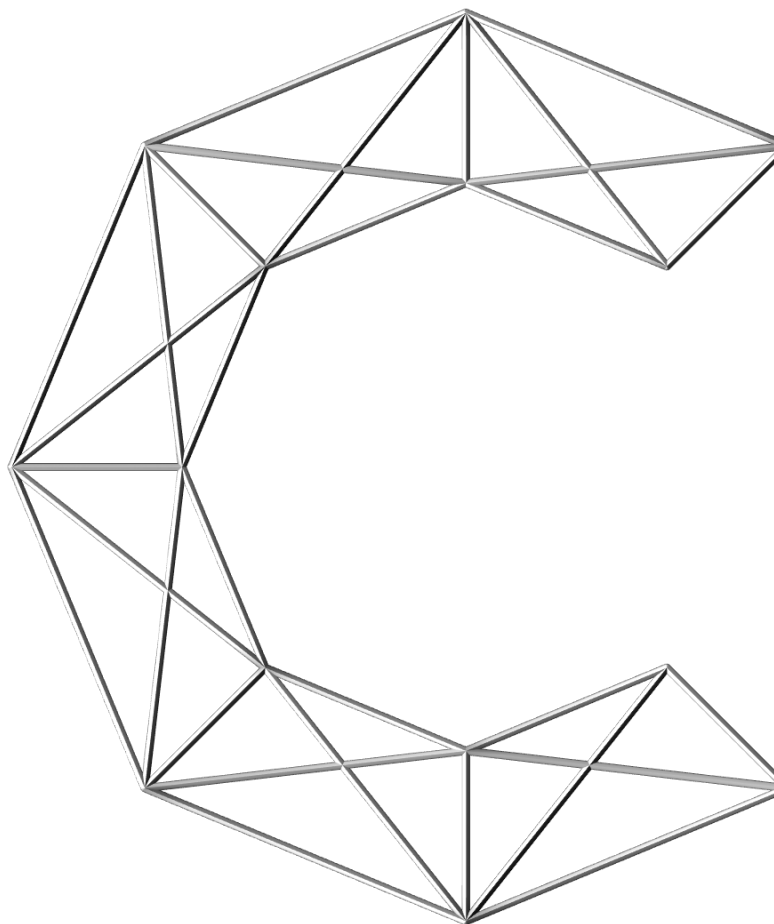
- **Triangulation & geometrical**
- **Wide range of colors**
- **Identifiable as “Council” & “Blockchain”**



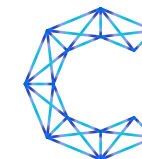
EG. On the right → FLUX logo
<https://voteflux.org>

Draft (1) white background

- Transparent for neutrality
- Neutral color gray with 3D effect best
- Only line color (if necessary)
- **Council “C” shape**
- Triangulation



cold



warm

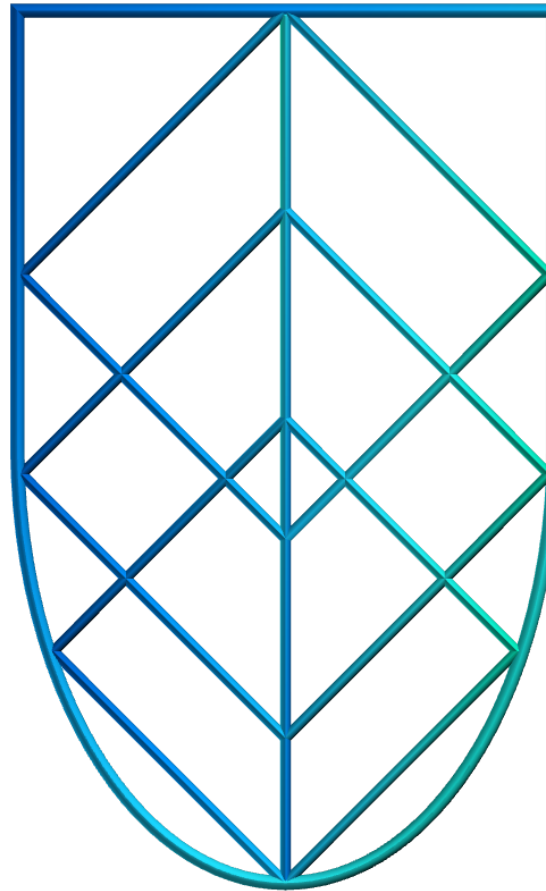


neutral

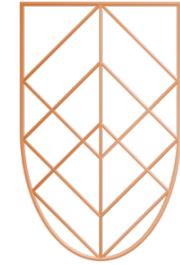


Darft (2) white background

- Transparent for neutrality
- Only line color (if necessary)
- **“Shield” shape**
- Triangulation



warm



cold



neutral

