BENDER

BENDER BRAND IDENTITY

February 8, 2021 - Louis Prenaud

THE WHOLE BIGGER THAN ITS PARTS

The concept of the graphic identity is a visual representation of the blockchain technology.
Essentially, it is decentralized, which is interpreted graphically by a collection of pixels that can independently move to create, or dissolve the logo, resembling a probability wave.

This graphic treatment hold the real personality of the brand identity, as it will form the different assets used throughout the user journey.

THE LOGO

Icon logo, expanded.

Icon logo, whole.

BENDER

Typographic logo, whole.

BENDER

Typographic logo, expanded.

The identity is based on the probability cloud. This is what will tie everything together. Along with the color palette, this is more important than the graphics.

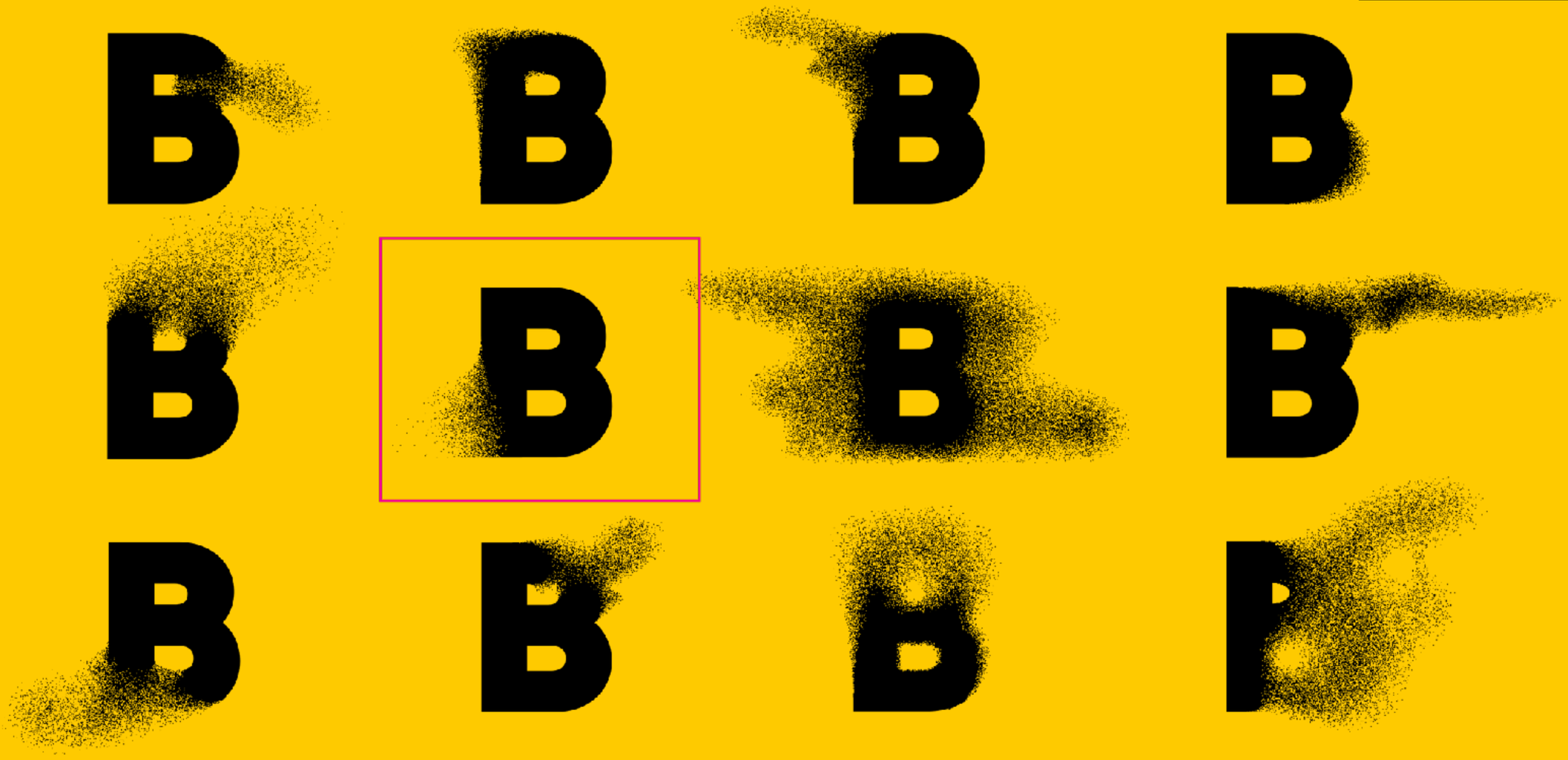
The logo is essentially typographic. It is based on the font *Porter Bold*, with a few tweaks.

There are 4 versions of the logo to be used depending on the context.

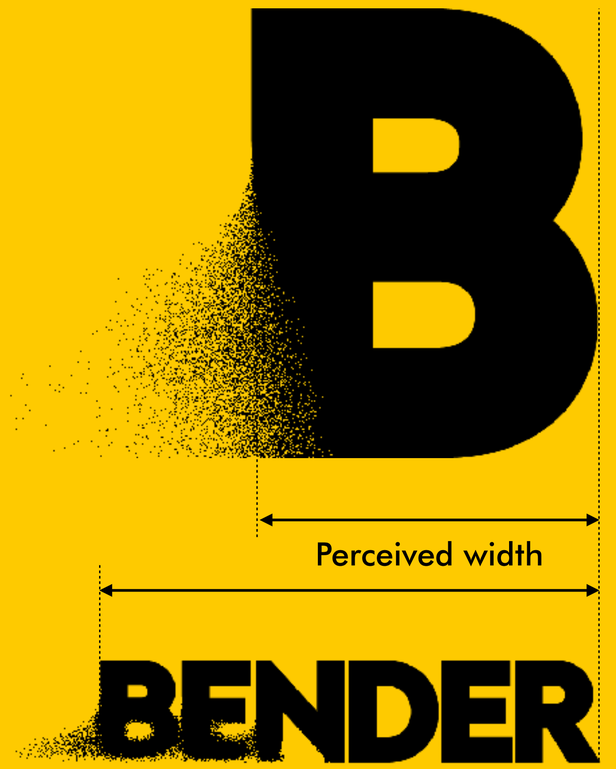
There are different options for the shape of the deformation of the B.
We picked a shape that was simple and elegant.
However, it is possible to change it for any other iteration of the same design principle.

NOTHING IS

HOLY

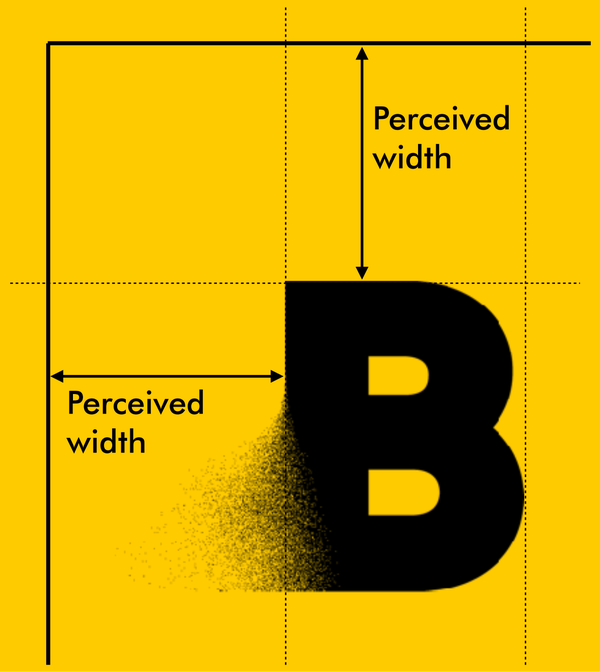


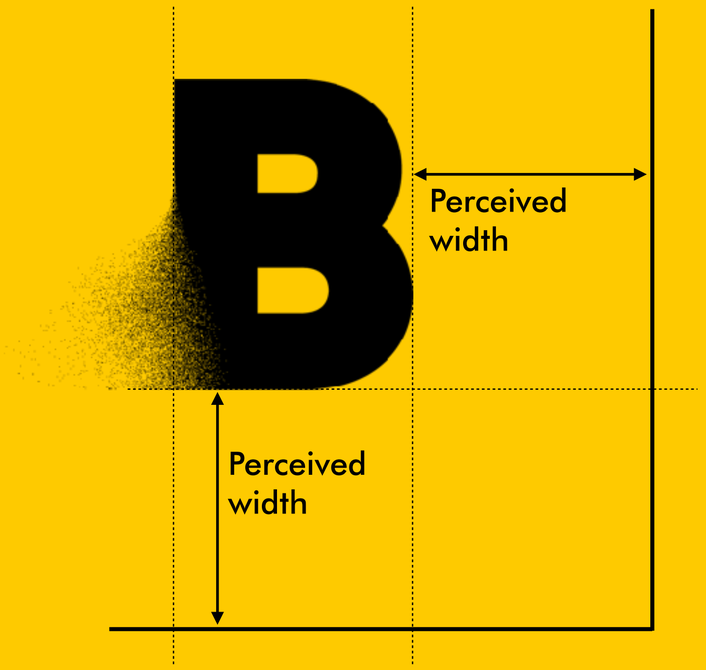
HOW TO USE IT

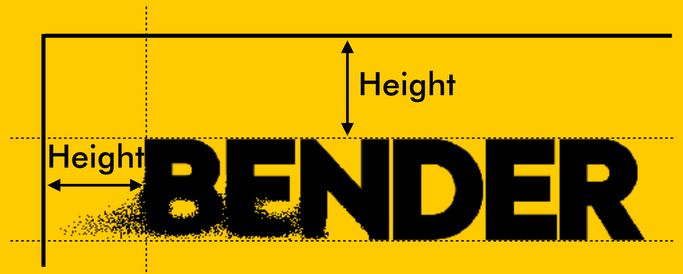


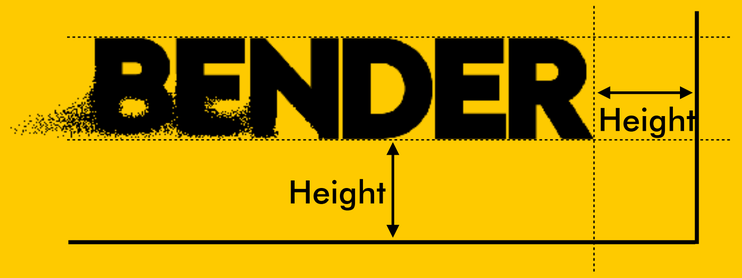
When using the logo, refer to the perceived width rather than the actual width of the file when designing a layout.

HOW TO USE IT









When positioning the logo in the corner of a page, it should be at a distance from the edges corresponding to the perceived width for the icon logo, and the height for the typographic logo.

COLORS

BENDER VISUAL IDENTITY \\\ LOUIS PRENAUD \\\ 2021

75%
#F6CD16

15%
#0000

8%
#FFFFFF

2%
#DF318F

SECONDARY PALETTE

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#003BBA

#F0A021

#F6E38F

#5E5E5E

COLORS

DOs

There are two colors of logos that can be used.
The black ones to be used on white, yellow, or bright photographic background.
The white logos are to be used on black or dark photographic backgrounds.

COLORS DON'Ts

The yellow logo should only be used occasionally as a transparent object.
When it is not clear which color should be used between the white and the black, always go with the black one as it is the true color of the logo.

SIZE MATTERS

Because the logo relies on a textured gradient, its size is really important.
If a hi-res logo is shrunk down the gradient will look flat.
If a low-res logo is blown out , the gradient will look pixelated.
As a general rule of thumb, don’t change the size of the logo you’re using.
You will find in the asset folder a series of differently sized logos, fit for every use, from a favicon to the side of a truck.

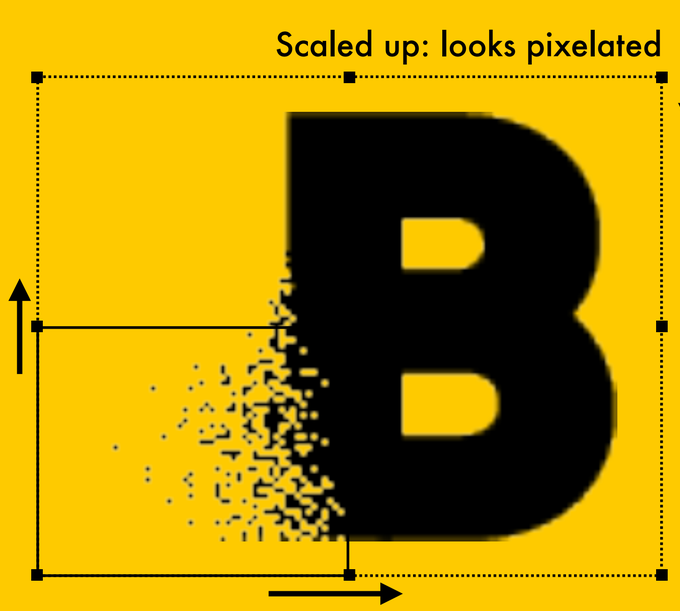
DOs

Drag and drop the logo you want to use without resizing it

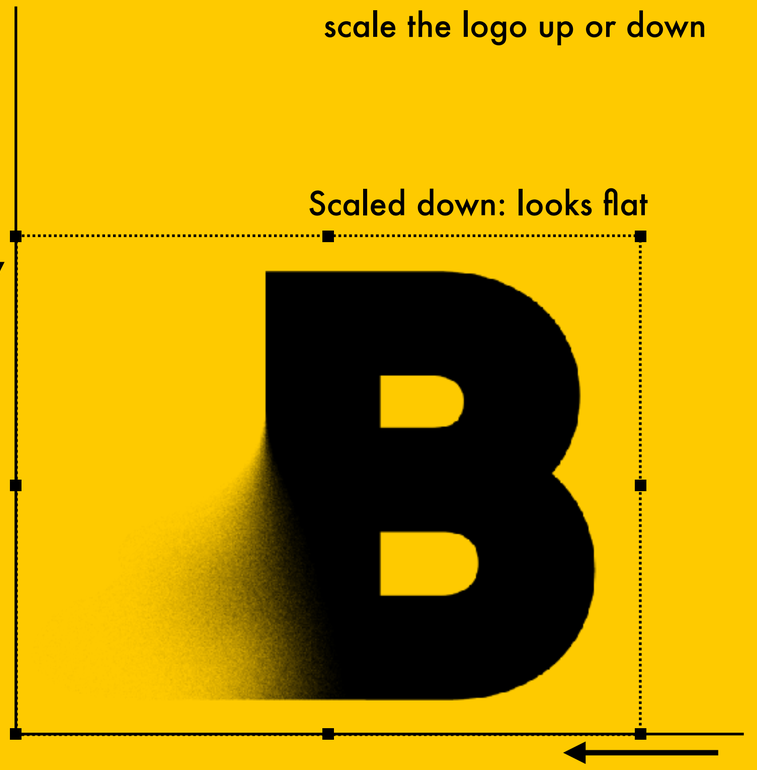
DON'Ts

Pull on the handles to scale the logo up or down

Scaled up: looks pixelated



Scaled down: looks flat



THE FONT

The font we want to use is Futura.
All styles can be used conjointly.

Whenever Futura is not available (looking at you, Google slides...) it can be substituted by Century Gothic, or any other sans serif, round, swiss-style font.

FUTURA

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

HIGHLIGHTED TITLES

The titles are written in Futura Bold on a black bar. They are written in a color matching that of the background. If the background is consisting of different colors, like on a photography, the title can simply be written in white.

IMAGERY

In order to stay compliant with the concept, the photos can be treated as bitmaps instead of showing them in full color.

It is encouraged but not mandatory. Overall, any kind of imagery can be used, as long as it serves a purpose and isn't too loud.

1. Open the image in photoshop.

2. Go to Image>Mode>Grayscale

3. Go to Image>Mode>Bitmap
Select a low dpi value so as to really get a texture out of it.

4. Go back to Image>Mode>RGB
And use the bitmap image as a clipping mask.
Export as a png to have a transparent image.

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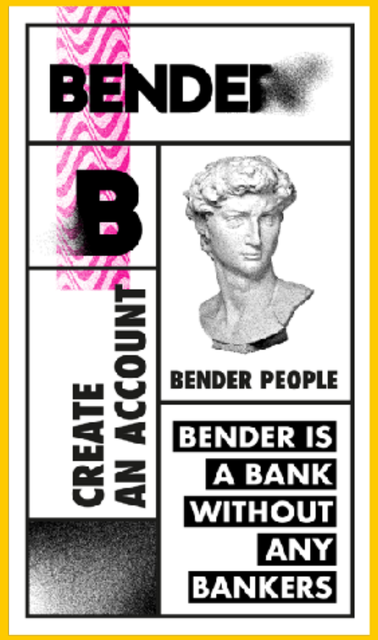
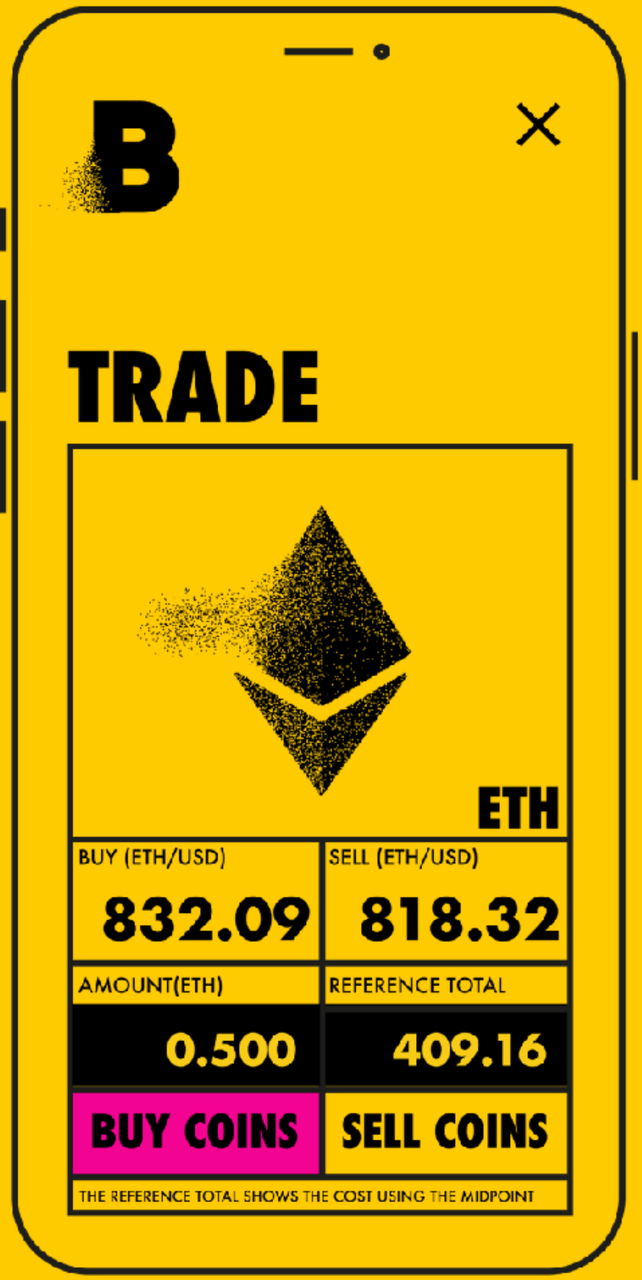


MARKETS GOVERNANCE DEVELOPERS PRICES DOCS

BADASS QUOTE ABOUT HOW COOL THE BENDER PROTOCOL IS GONNA BE

BENDER VISUAL IDENTITY \\\ LOUIS PRENAUD \\\ 2021



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BENDER

MARKETS GOVERNANCE DEVELOPERS PRICES ABOUT

WHAT IS BENDER?

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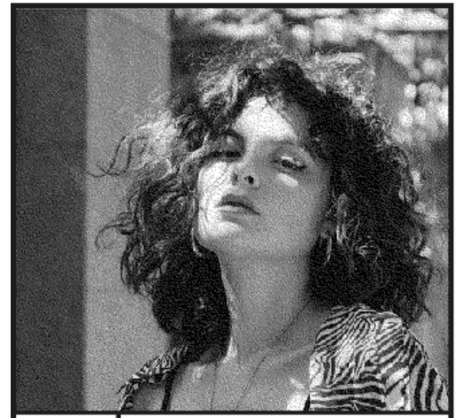

JANE WALKER
@JANEWALKER

TRADE

WATCHLIST
PORTFOLIO
NEWS FEED

DISCOVER

TRADE MARKETS
COPY PEOPLE

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@JANEWALKER

TRADE

WATCHLIST
PORTFOLIO
NEWS FEED

DISCOVER

TRADE MARKETS
COPY PEOPLE
INVEST

MORE

1-20 out of 99

Market	Change	1 day	Sell	Buy	52w range	Sentiment
BTC Bitcoin	-98.21 (-0.26%)		37,369.95	37,651.00	3,797.37 41,826.86	97% Buy
ETH Ethereum	25.98 (1.60%)		1,646.57	1,677.89	84.62 1697.44	98% Buy
BCH Bitcoin Cash	6.80 (1.60%)		432.99	441.25	135.81 631.13	99% Buy
XRP Ripple	-0.05 (-9.54%)		0.43	0.44	0.11 0.78	99% Buy
DASH Dash	21.41 (23.29%)		113.32	116.65	32.00 155.89	99% Buy
LTC Litecoin	5.82 (3.97%)		152.52	155.60	23.81 184.56	99% Buy
ETC Ethereum Classic	0.23 (2.93%)		7.93	8.16	3.17 12.90	100% Buy
ADA Cardano	0.08 (18.62%)		0.51	0.53	0.02 0.52	99% Buy
MIOTA IOTA	0.04 (9.04%)		0.48	0.49	0.06 0.50	99% Buy
XLM Stellar	0.03 (8.11%)		0.35	0.36	0.03 0.41	99% Buy

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MARKETS GOVERNANCE DEVELOPERS PRICES ABOUT

WHAT IS BENDER?

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BENDER

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WHAT IS BENDER?

BENDER ALLOWS YOU TO TRADE USING THE BLOCKCHAIN TECHNOLOGY

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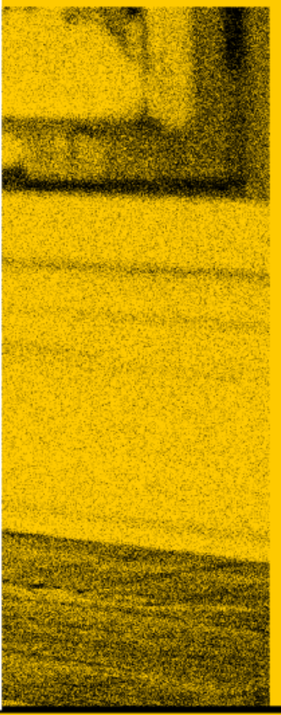

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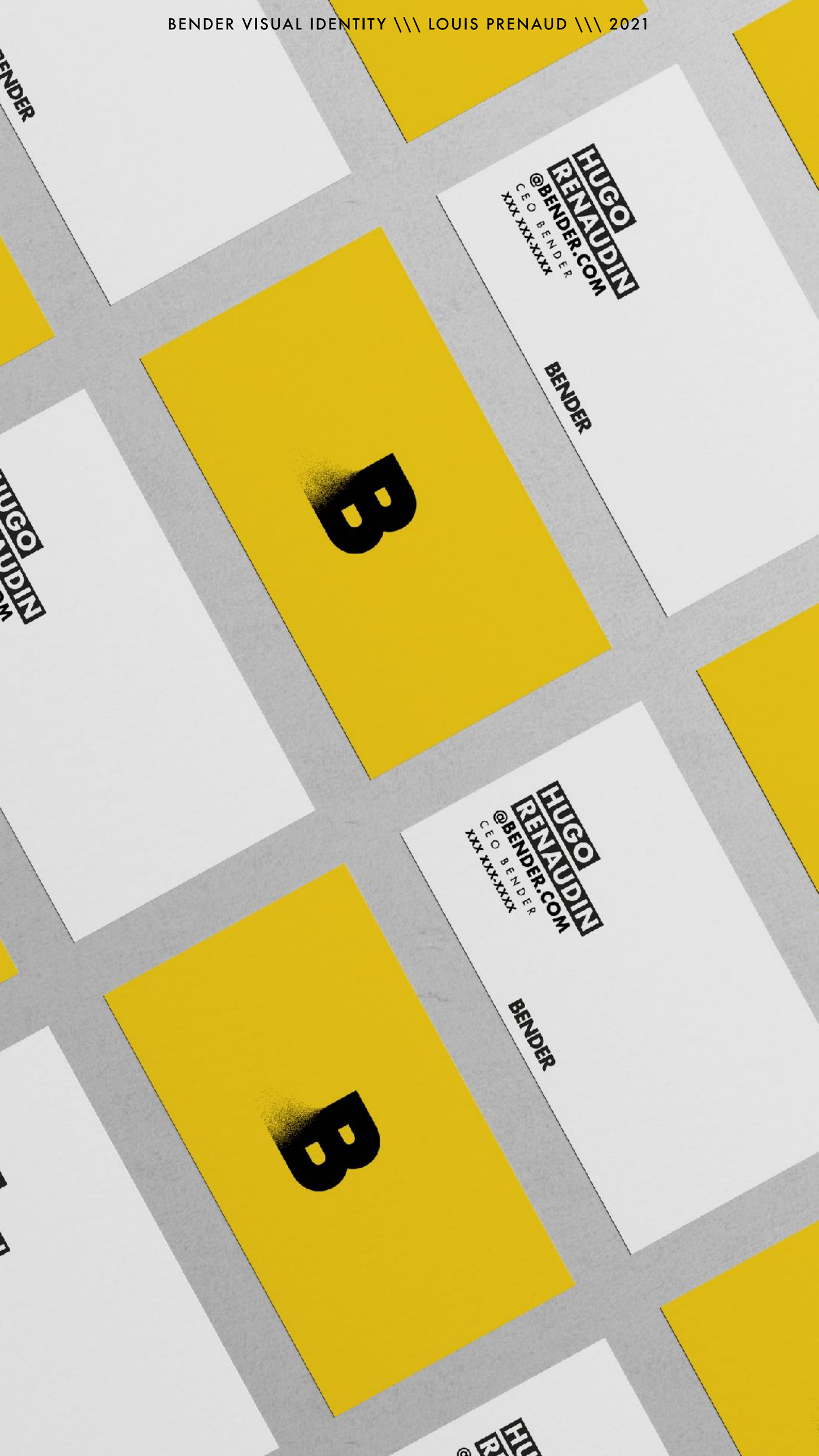
BUT FIRST, COFFEE

HERE'S HOW THE LOGO LIVES


HUGO
RENAUDIN
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CEO BENDER
XXX XXX-XXXX
BENDER
B

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THANKS