



BDPW BRAND GUIDELINES

VISUAL IDENTITY · APPLICATIONS

2024 | BDPW.IO

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01

BRAND OVERVIEW

MISSION STATEMENT

BDPW exists to simplify and elevate **crypto investing** through clarity, reliability and security.

CORE VALUES

1. Safety

We prioritize the protection of client assets with an inbuilt safety net, of our own Hedge Fund Capital.

2. Expertise

Our team brings deep knowledge of crypto markets and investment strategies to deliver high-performing solutions.

3. Trust

We build lasting relationships through transparency, consistency, and responsibility.

BRAND PERSONALITY

- Luxurious
- Confident
- High-tech
- Minimalist
- Strong

02

LOGO

MAIN LOGO



BLACK DIAMOND

◆ PRIVATE WEALTH LTD ◆

BASIC LOGO

LOGO ALTERNATIVES



LOGO ALTERNATIVE



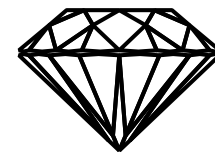
LOGO INVERTED



HORIZONTAL LOGO

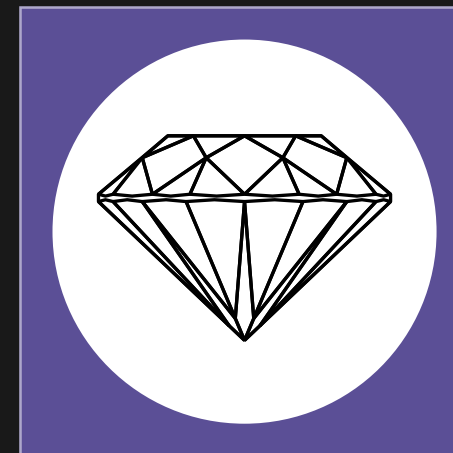


BLACK DIAMOND
PRIVATE WEALTH LTD



BLACK DIAMOND
PRIVATE WEALTH LTD

ICONS



03

COLOR PALETTE

PRIMARY COLOR



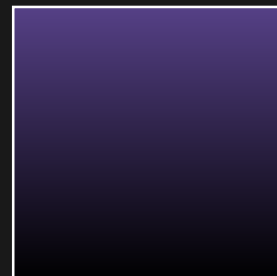
BLACK

RGB: 25 25 25

HEX: #191919

CMYK: 0 0 0 98

GRADIENT



RGB: 85 64 134

TO

RGB: 0 0 0

ACCENT COLOR



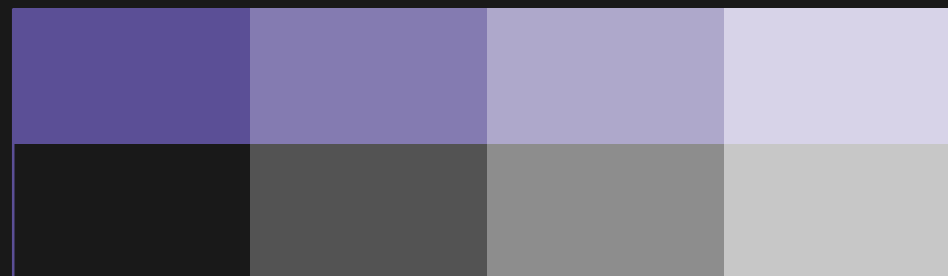
PURPLE

RGB: 91 79 150

HEX: #5B4F96

CMYK: 78 76 0 15

SHADES



04

TYPOGRAPHY

TYPGRAPHY

- ▶ Headline Typeface - Corbel All Caps
- ▶ Body Typeface - Corbel
- ▶ Typeface for Numbers - Circle Light

FONT HIERARCHY

SUBHEADING

Minor heading

Font hierarchy refers to the structured use of different font styles, sizes, and weights to guide a reader's attention through a design or layout. It's essential for clear communication.

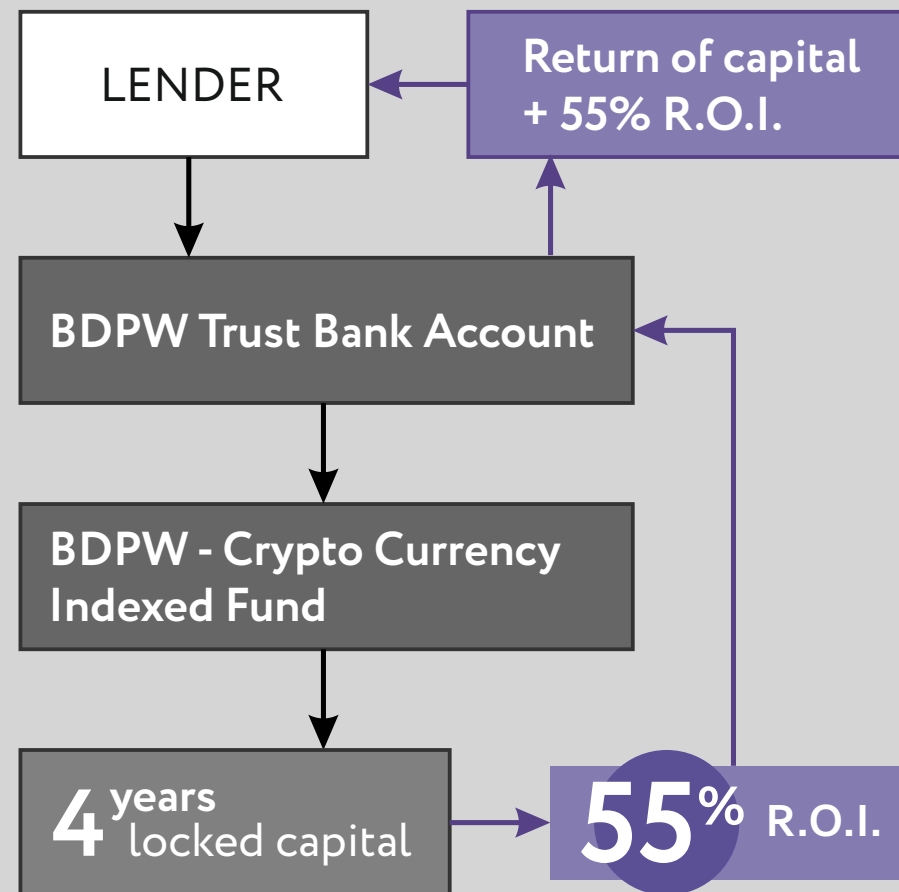
05

DATA VISUALIZATION STYLE

DATA VISUALIZATION

BDPW brand presents data in a consistent, strong and readable way. The style is characterized by dark colors and geometric layouts. It includes straight lines, right angles, shades of grey and purple accents.

Infographics include: charts, tables, graphs and diagrams.



| Top 7 performing super funds (Balanced)

Super fund	Investment option	10 yr return (% per year)
TelstraSuper	Defensive Growth	6.9%
Vision Super	Balanced	6.9%
AustralianSuper	Conservative Balanced	6.7%
Hostplus	Conservative Balanced	6.6%
Australian Retirement Trust	Retirement	6.4%
Aware Super	Conservative Balanced	6.3%
UniSuper	Conservative Balanced	6.2%

06

TOKEN DESIGN

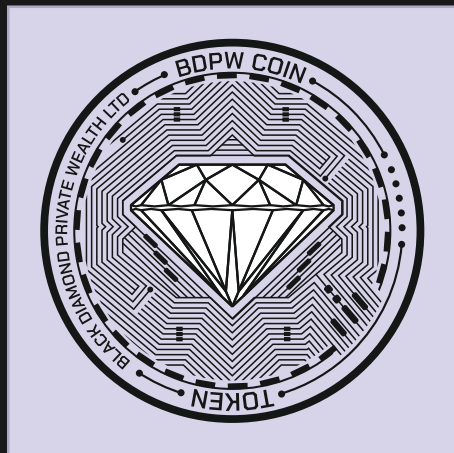
TOKEN DESIGN

Cryptocurrency token design is the visual identity, a representation of a digital coin.

It is crafted to build trust, drive recognition, and stand out in the competitive crypto market.



TOKEN DESIGN



07

APPLICATIONS

PRINT & DIGITAL ASSETS

These assets are materials used for both physical and digital communication. They include items such as business cards, letterheads, pitch decks, and brochures, which are designed to promote and represent the brand across both online and printed platforms.





DIGITAL PRESENCE

These assets are materials used for online platforms, including own website, social media, email signatures, and digital ads.



New Message



Recipients

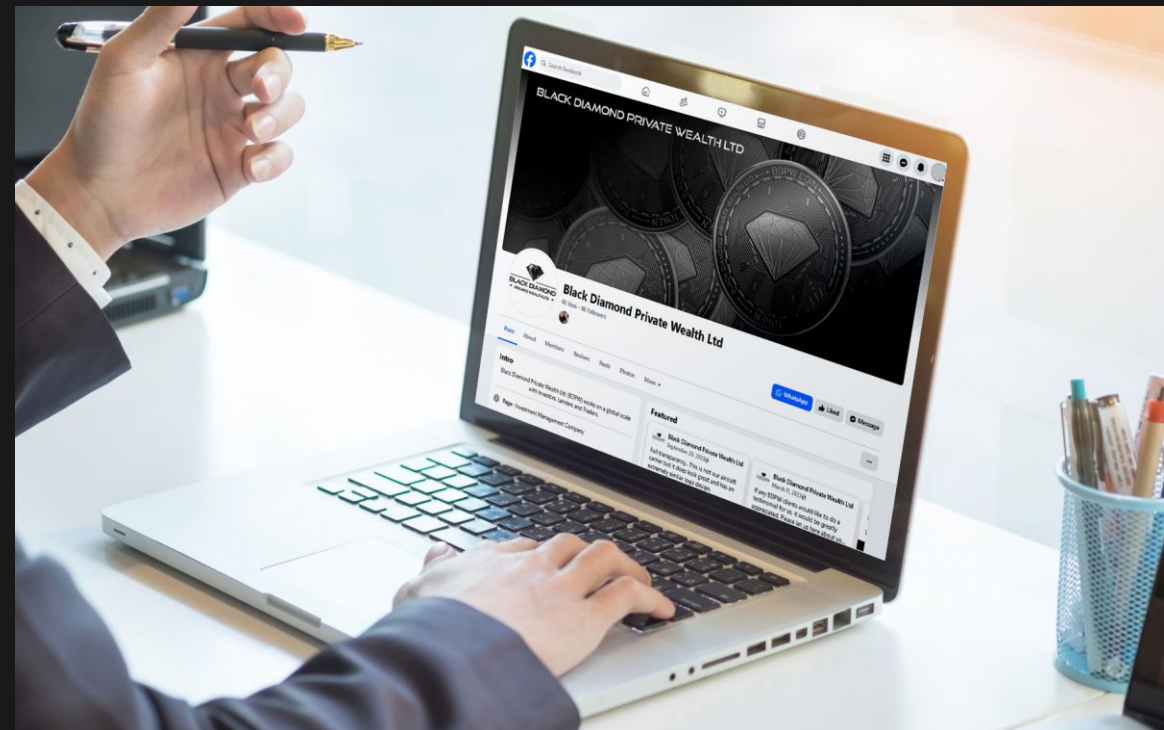
Subject



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CONTACTS

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Brand guidelines
were created by Elena Zekria for
Black Diamond Private Wealth Ltd in 2024
https://elenazekria.tilda.ws/landing_page