

TRUSTCHAIN

VISUAL IDENTITY PROJECT



FOSTERING A HUMAN-CENTRED,
TRUSTWORTHY AND SUSTAINABLE
INTERNET

VIBRANT
ENERGETIC
OPTIMISTIC
EXPERIMENTAL

The future of internet poses its challenges, but amazing worlds will be waiting for the *User* to create and transform. This internet will make us greater, empower and energize the reach of human expression.

But also, the need to make it fair and accessible for everyone, it's an opportunity for us to see eye to eye, to collaborate for a more sustainable intersection of life and digital life.

As base colors, the pink and yellow were selected for their complementary energy, pink as an empathetic and kind color – in tune with human-centred and ethical development of digital and industrial technologies – and yellow for its brightness and guidance.

Together the two core colors generate a gradient rich in orange, stabilizing and further symbolising an harmonious and trustfull social connectivity.

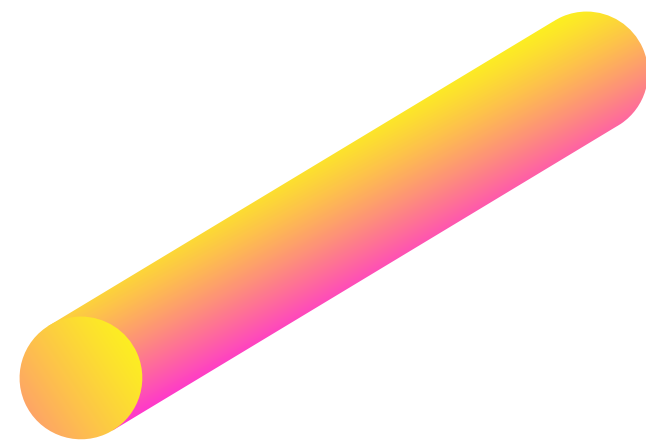


TRUST
CHAIN

EXTRUSION
BRANDING CONCEPT

C

Extrusion is the process of generating a 3D object from a flat shape i.e. a circle becomes a cylinder.



This process is in a way a representation of the concept of protocol, a seamless and perfect result of an expected outcome. It's truthfull to its format, it's mathematically mesmerizing, and brilliantly modular.

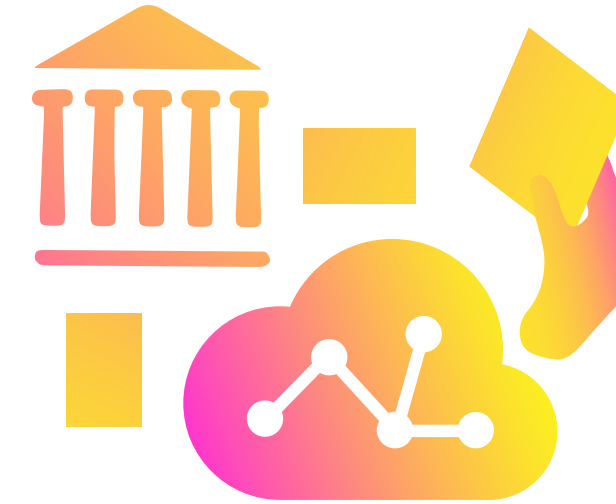
The interaction between 2D and 3D reflects the increased digitalization of society, the dialogue of physical with digital space.

TRUSTCHAIN WILL STAND BY THE SHAPES THAT BEST REPRESENT THE KEYWORDS

Portfolio / Ecosystem / Governance / Decentralised /
Human rights / Democracy / Community / Inclusivity /
Legal / Ethics / trustworthy / Privacy / Identity /
Self sovereign / Sharing / Resilient / Building blocks /
Interoperable / Storage / Portability / Secure / Reliable /
Sclalable / Multichain / Energy / Environment / Green /
Sustainable



Decentralised digital identity



Economics and democracy



User privacy and data governance



Multi chains support for NGI protocols



Green scalable and sustainable DLT

TRUSTCHAIN – VISUAL IDENTITY PROJECT

