

BRIEF 3

ZCash

Overview:

The market for cryptocurrencies is heavily saturated with brands unable to separate themselves from competing coins. Zcash is distinct in that it allows for shielded transactions. Much like Bitcoin Zcash has a finite supply of units available.

With the current branding, the high-value positioning of the coin is not communicated well. The key selling point of Zcash and its privacy is not clearly communicated to the cryptocurrency community.

Deliverables:

- New Logomark (Static) & Logo Kit
- Dynamic usage of logo mark (animated gifs and or video)
- Lockup Options (if applicable)
- Color Palette
- An animated version in a website splash screen prototype (HTML development not needed client would only like to see how that will look.)

Logo Kit:

1. Full-color logo in EPS, JPG and PNG format
2. Reversed (White) logo in EPS, and PNG format
3. B&W Logo in EPS, JPG and PNG format
4. Optional* One-Color logo in EPS, JPG and PNG format

Optional Deliverables:

- Patterns
- Mockup in advertising

Target Audience:

Currently, the target audience for cryptocurrency is undoubtedly tech-savvy. The target audience also skews heavily male. Currently, the male user base is at 86% (<https://coin.dance/stats/gender>). Additionally, the target audience skews young from 25-45. Zcash would like to expand its reach to more female users and retirees.

Messaging Core Business Objective:

Zcash would like its key selling point, privacy, to be at the forefront of this campaign.

The client does not want obvious messaging around privacy but rather a visual method of communicating that subtly.

Zcash would like to set itself apart from the vast amount of rival bitcoins and establish itself as a leader in the cryptocurrency field.

Through the new brand assets, the client will eventually use the deliverables provided by the designers in critical advertising campaigns through other agency partners.