EMPOWERMINT

Brand Manual
and Guidelines

Brand Manual
Guidelines for 2021.

Introduction

These guidelines describe the visual and verbal elements that represent EMPOWERMINT brand and identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our brand.

These guidelines reflect EMPOWERMINT'S commitment to quality, consistency and style. The EMPOWERMINT brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the EMPOWERMINT name and marks.

Index

EMPOWERMINT Identity
When Image meets Design.

Vision

Support the creator economy by enabling universal adoption of blockchain technology with the simplest, most reliable, and most accessible user experience in the market. In other words: blockchain made simple.

Mission

Empower creators by protecting their intellectual property and securing perpetual rewards for their invaluable talents.

Company
About Us.

BLOCKCHAIN MADE SIMPLE.

EMPOWERMINT aims to empower creators by bolstering their ability to earn a livelihood and gain exposure for themselves and their work, while keeping them in the driver's seat of their own destiny.

EmpowerMint is a technology company that offers a centralized marketplace for buyers, sellers, and creators of digital items such as art, music, images, and collectibles through the use of smart contracts.

The end-to-end platform combines NFT minting, personalized discover pages, product analytics, a digital wallet, and advanced exchange-style trading into one location – secured by blockchain and built for the everyday consumer.

The ultimate product empowers creators to pursue their dreams by granting access to a global capital market. We strive to put creators in the driver's seat of their own destiny by securing their intellectual property rights and a stream of income that exists beyond the initial point of sale – in perpetuity. Our goal is to EMPOWER creative minds to do what they do best: create. We take care of the rest.

EMPOWERMINT
About Us.

Blockchain Made Simple.

Web Design

1. EMPOWERMINT'S web design is clean modern and informative.

2. Our marketplace is easy to use, wonderfully designed and searchable.

Application Design

1. Our marketing materials are consistent with all aspects of our brand and identity.

Motion Design

1. Our graphic design compliments our web, mobile application and marketing designs. Our brand and identiy are consistent.
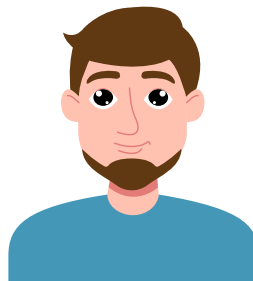
Design for us is not just what it looks like and feels like. Design is how it works.
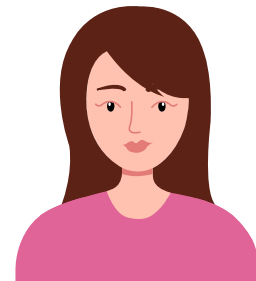
Company Leadership

CEO / Co-Founder

Henihilia atusdae esteri quia nihilit provit assunt.

Vice President / Co-Founder

Henihilia atusdae esteri quia nihilit provit assunt.

VP Finance / Co-Founder

Henihilia atusdae esteri quia nihilit provit assunt.

EMPOWERMINT
Brand and Identity.

Our brand and corporate identity.

Identity

Values

Corporate Identity
How we are seen.

Our logo is bright, electrifying, eye-catching and modern. We want to make sure you see us.

Our imagery is a mix of colorful two dimensional graphics, isometric graphics and three dimensional graphics.

Our identity is geared towards creators and empowering their creativity and livelihood using all of the tools in our arsenal.

Our Values
What we value and strive for.

- Create wildly successful customers.
- Reduce friction and simplify.
- Add value. Then add some more.
- Think big and think long-term.
- Build community.
- Power for all.

Design

Culture
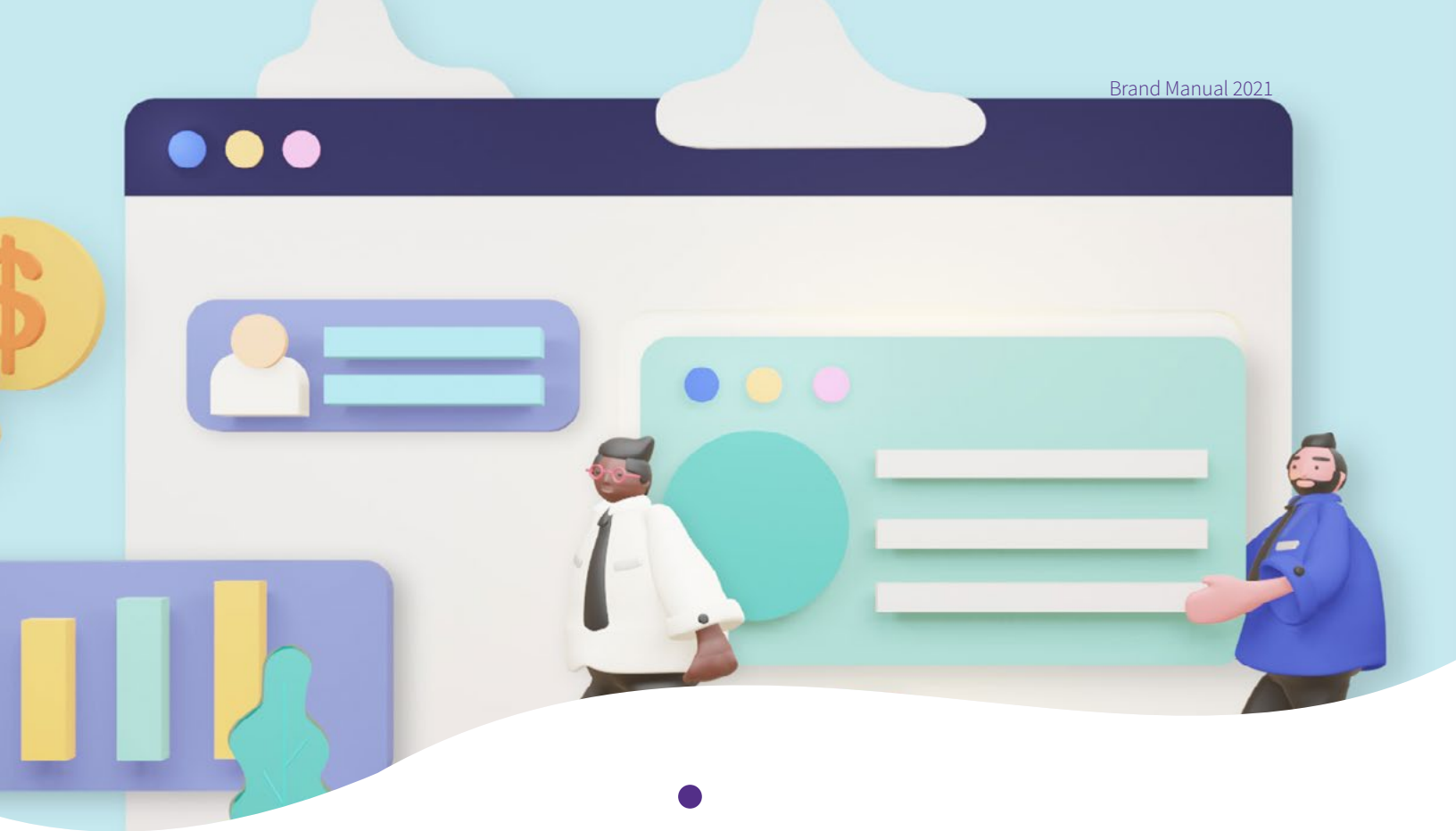
Design
How we wanna look.

EMPOWERMINT'S design is colorful, modern, clean, creative and minimal without being boring. We strive to entertain the and engage our users.

As time and technolofy evolve, our brand will also evolve. Our eyes and minds are geared toward the future and defining what design will look like.

Corporate Culture
What we care about.

Our culture is to compel the world's best creators to use our platform by offering them a no-fee, simple, yet effective route to gaining exposure, monetizing their creations, and earning a stream of income in perpetuity.

Simultaneously, incentivize users and buyers to engage in our ecosystem, empowering them to make informed buying decisions, while growing their portfolio of assets and wealth.

Brief,
goals and
content.
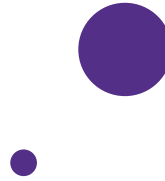
EMPOW
B L O C K C H A I N

The brand brief.

EMPOWERMINT is a brand identity that is efficient to use, flexible across all platforms and applications, and is able to feature relevant content in a globally consistent way.

The brand goals.

Our brand is global, powerful and exciting. Our goals for our brand are to draw you in and engage with you and show you what we are about. Our goal is to empower creative minds to do what they do best: create.

EMPOWERMINT
About us.

Introductional quote:

Our goal is to empower creative minds to do what they do best: create.

We take care of the rest.

ERMINT
MADE SIMPLE

The design process, at its best, integrates the aspirations of art, science, culture and creativity.

Visual Basics
Corporate Logo.

EMPOWERMINT
About us.

The logo is the graphic element that succinctly and quickly identifies EMPOWERMINT.

The logo.

The EMPOWERMINT Masterbrand or Corporate Logo comprises two elements, the logo symbol and logo type. The Logo Symbol is a powerful, modern image evoking the culture of creativity - the connection between the strength of communication and the different points that influence.

The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The typeface of EMPOWERMINT is Source Sans Pro Bold and has also been chosen to compliment and balance perfectly with the sub text.

The logo symbol.

Consists of a powerful element evoking the culture of design services and a black square backround.

The logo text.

Carefully chosen for its modern and refined, highly legible style, The font that is used here is Source Sans Pro Bold and Extra Light.

EMPOWERMINT
BLOCKCHAIN MADE SIMPLE

Company Title Text and Sub Text

Logo Across Specifications
Construction and Clearspace.

The Construction

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark.of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.
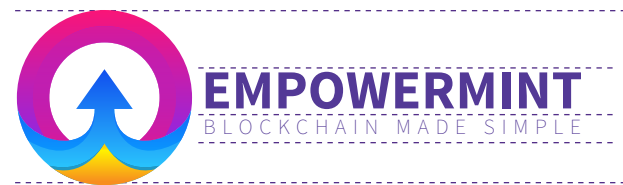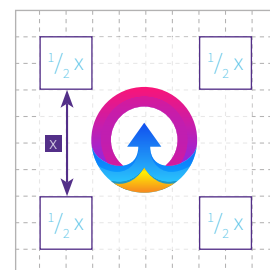

The Clearspace

Clearspace

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Computation

To work out the clearspace take the height of the logo and divide it in half.

(Clearspace = Height / 2).

Clearspace Full Logomark

Clearspace Single Logomark

EMPOWERMINT Specifications
Application on a background.

Logo A

Colored or Dark Background

Logo B

White or Light Background

Minimum logo sizes

Full Logo

Minimum Size: 5 mm x 5 mm

Logo Symbol
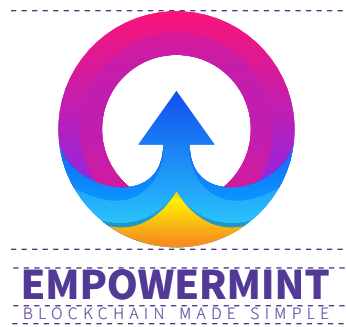
Minimum Size: 5 mm x 5 mm

Whenever you use the logo, it should be used with a minimum height of 12 mm. The clear space is additional to the logo height to ensure its visibility.

Logo Specifications
Construction and Clearspace.

The Construction

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The Clearspace

Clearspace Full Logomark

Clearspace

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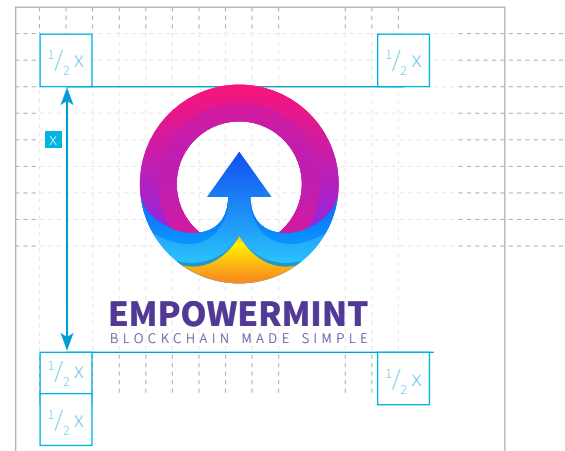
Clearspace Single Logomark

Computation

To work out the clearspace take the height of the logo and divide it in half.

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EMPOWERMINT Specifications
Application on a background.

Logo A

Colored or Dark Background

Logo B

White or Light Background

Minimum logo sizes

Full Logo

Minimum Size: 5 mm x 5 mm

Corporate Typography
Primary Font.

Source Sans Pro
A Sans Serif family font
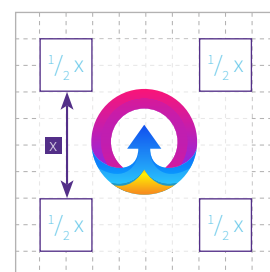
Primary Font
Source Sans Pro

Director/Designer
Keri Mitoff

Source Sans Pro is a sans serif typeface created by Paul D. Hunt for Adobe Systems. It is the first open source font family from Adobe, distributed under the SIL Open Font License. The typeface is inspired by the forms of the American Type Founders' gothics by Morris Fuller Benton with both a larger x-height and character width. It is available in six weights (Regular, ExtraLight, Light, Semibold, Bold, Black) in upright and italic styles.

Corporate Typography
Font Styles.

Font Name

Source Sans Pro

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Charactes

! " § $ % & / ( ) = ? ` ;
: ¡ " ¶ ¢ [ ] | { } ≠ ¿ '
« ∑ € ® † Ω ¨ / ø π • ± '
æ œ @ ∆ º ª © ƒ ∂ , å ¥ ≈ ç

Corporate Typography
Typograhic hierarchy.

Context Text
and inner Headlines

Caption Text

SEMPOWERMINT.

Source Sans Pro
06 pt Type / 10 pt Leading

Copy Text

EMPOWERMINT.

Source Sans Pro
09 pt Type / 14 pt Leading

Headlines Copytext

EMPOWERMINT.

Source Sans Pro
12 pt Type / 15 pt Leading

Sublines Sections

EMPOWERMINT.

Source Sans Pro
16 pt Type / 20 pt Leading

Headlines and
Typobreaks

Headlines and Title

EMPOWERMINT.

Source Sans Pro
21 pt Type / 25 pt Leading

Big Sequencer Title

The Headline

Source Sans Pro
38 pt Type / 38 pt Leading

EMPOWERMINT

BLOCKCHAIN MADE SIMPLE

Quality in typography

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information.

Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for EMPOWERMINT Studio layouts.

EMPOWERMINT

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Hello Buyer, Explorer

Artist Name - Category Name

Information

$399.99

Buy   Bid

Hello Buyer, Explorer

KLM SAMPLE

Artist Name - Category Name

Information

$399.99

Buy   Bid

KLM SAMPLE

- Category Name

Artist Name - Store/Shop Name

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

$399.99

Buy   Bid

Hello

Daily
Analysis At A Glance

Weekly
Analysis At A Glance

You May Also Like:

View All →

Artist Bio:

Store

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Ask Artist A Question?

Q&A

Recommended by Curators

EMPOWERMINT

Business Plan 2021

Introduction to
EMPOWERMINT.

EmpowerMint is a technology company that offers a centralized marketplace for buyers, sellers, and creators of digital items such as art, music, images, and collectibles through the use of smart contracts.

The end-to-end platform combines NFT minting, personalized discover pages, product analytics, a digital wallet, and advanced exchange-style trading into one location – secured by blockchain and built for the everyday consumer.

The ultimate product empowerscreators to pursue their dreams by granting access to a global capital market. We strive to put creators in the driver's seat of their own destiny by securing their intellectual property rights and a stream of income that exists beyond the initial point of sale in perpetuity. Our goal is to empower creative minds to do what they do best: create.

We take care of the rest.

+

Mission

Our Mission
Empower creators by protecting their intellectual property and securing perpetual rewards for their invaluable talents.

+

Vision

Our Vision
Support the creator economy by enabling universal adoption of blockchain technology with the simplest, most reliable, and most accessible user experience in the market. In other words: **blockchain made simple.**

EMPOWERMINT
BLOCKCHAIN MADE SIMPLE

TRADE - CREATE - CONNECT

Company Synopsis

EmpowerMint aims to empower creators by bolstering their ability to earn a livelihood and gain exposure for themselves and their work, while keeping them in the driver's seat of their own destiny. We will compel the world's most talented creators to use our platform by providing a no-fee, simple, effective, and direct path to participating in the global market while earning a perpetual stream of income via royalties, which they control. Simultaneously, users are incentivized with economic rewards (tokens) for engaging in our ecosystem, and analytics allows buyers to make better-informed decisions, contributing to the growth of their portfolio of assets and wealth.

With the implementation of fractionalized and bundled smart contracts, which represent ownership of assets, buyers will be able to seamlessly allocate their capital and trade security tokens 24/7 using the exchange module on every product page. When creators choose to fractionalize a creation, effectively turning their NFT (non-fungible token) into a fungible security that can be bought and sold, EmpowerMint earns 2.5% of the equity, while creators stand to gain from the increased royalty velocity made possible by lowering the barrier of entry for buyers to transact.

Simultaneously, user and product data will be collected and aggregated using the Discover platform, which doubles as a marketplace and social media community. Users will be compensated with tokens for rating creations on Discover, and this rating data will be used to ascribe badges to products and artists. Badges gauge characteristics such as popularity, trends, interest, rarity, and artist status, providing a method of validation that can ultimately boost the value of a creator in the community and the products they release.

After adding social proof and searchable metadata, market and user data will be compiled into glanceable analyses such as graphs of historical price movement. These metrics will appear on each Discover dropdown and every product page, offering guidance to buyers in uncharted investment territory. Discover will also function as a community-building and engagement tool where

Company Synopsis Continued

users and creators can interact through typical social media activities including likes, comments, and shares, while staying engaged through notifications, streaks, and rewards.

Our unique no-fee model for creators, lifetime-earnings structure, and value-add creation ecosystem compels creators to list on our platform while simultaneously growing their community and brand. By lowering the barriers of entry for investment through fractionalization, increasing the breadth of assets available to trade, providing best-in-class purchasing information, and fostering the ultimate flexibility for how buyers allocate their capital, we strive to achieve a fair market value appraisal for every creation listed on EmpowerMint.

Ultimately, the network effect will continually grow EmpowerMint's catalog and compound the value of membership. By providing economic incentives to creators, users, and buyers for engaging with our platform, while simultaneously bolstering and appraising the value of the creations, an increasing amount of stakeholders will choose to join for financial and creative empowerment.

Notably, nothing mentioned here is unproven. Rather than reinventing the wheel, we are synthesizing the most effective factors among proven models. We are combining our world-class resources with top-notch talent under a new technological ideology at a time when the market is ripe for growth.

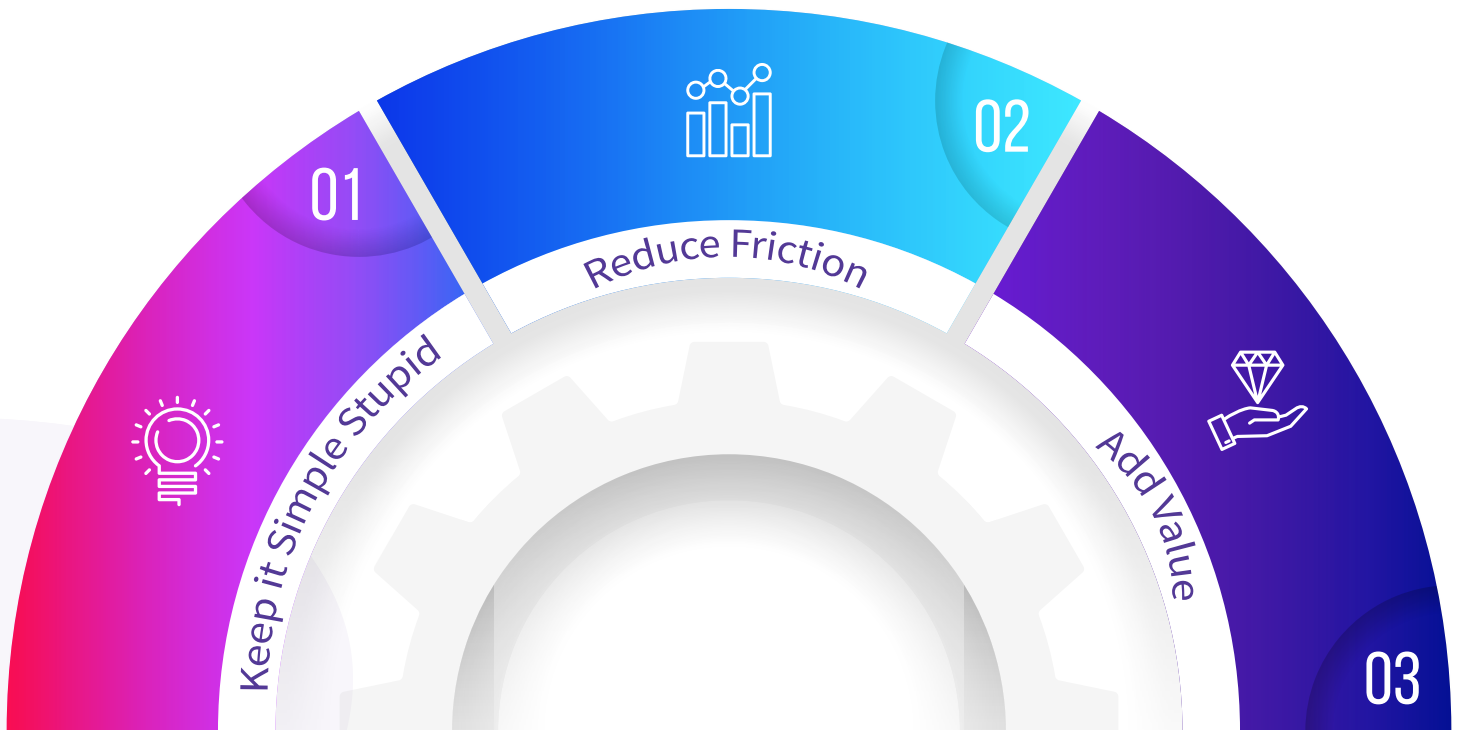The company with the competitive advantage in a global market.

Core Strategy

Compel the world's best creators to use our platform by offering them a no-fee, simple, yet effective route to gaining exposure, monetizing their creations, and earning a stream of income in perpetuity.

Simultaneously, incentivize users and buyers to engage in our ecosystem, empowering them to make informed buying decisions, while growing their portfolio of assets and wealth.
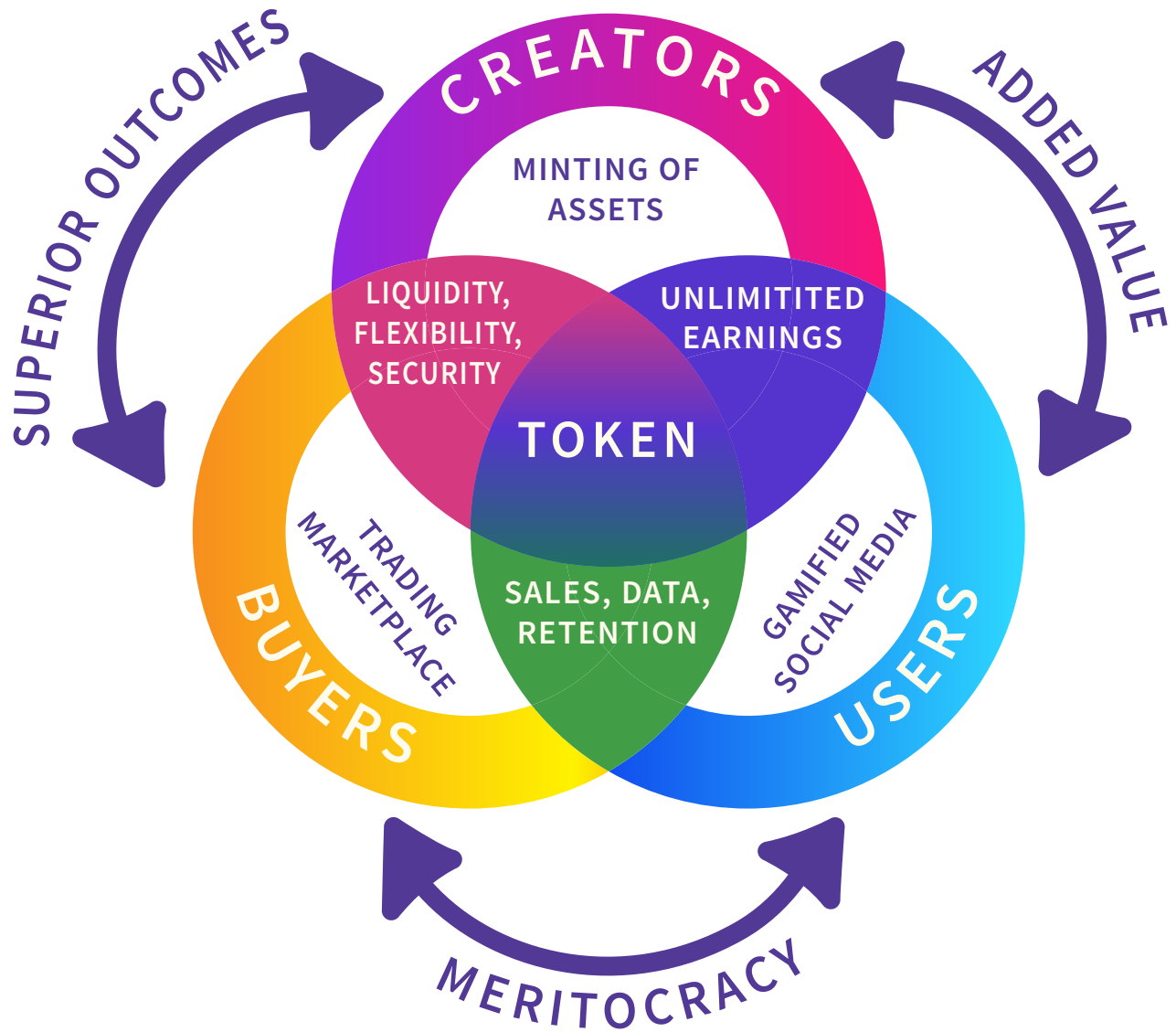
01

Keep it Simple Stupid

02

Reduce Friction

03

Add Value

1. **K.I.S.S. PRINCIPLE - KEEP IT SIMPLE STUPID**

2. **REDUCE FRICTION**

3. **ADD VALUE**

Our Ecosystem

CREATORS

BUYERS

USERS

SUPERIOR OUTCOMES

ADDED VALUE

MERITOCRACY

MINTING OF ASSETS

LIQUIDITY, FLEXIBILITY, SECURITY

UNLIMITITED EARNINGS

TOKEN

TRADING MARKETPLACE

SALES, DATA, RETENTION

GAMIFIED SOCIAL MEDIA

TRADE - CREATE - CONNECT.

EMPOWERMINT
BLOCKCHAIN MADE SIMPLE

TRADE
CREATE
CONNECT

EMPOWERMINT
BLOCKCHAIN MADE SIMPLE

Pricing and Revenue
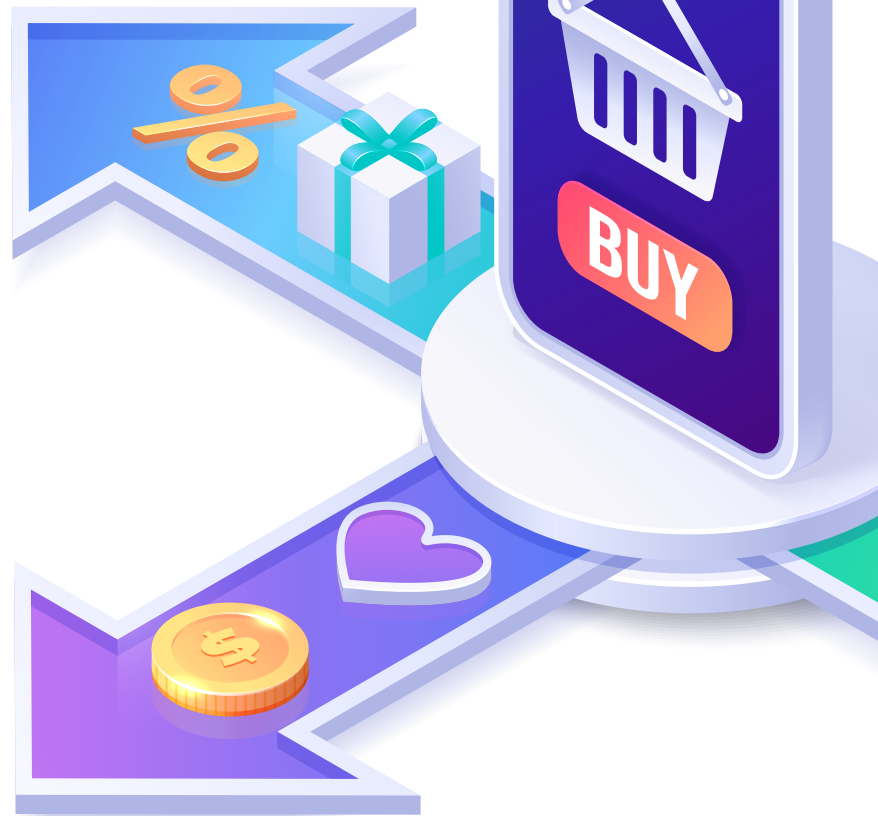
REVENUE STREAMS

01. **Transaction fees** from buyers and sellers

02. **Royalties** from our equity stake in fractionalized NFTs

03. **Ability to sell our equity stakes** at optimal times

04. **Additional paid features** as the company and app evolve

EMPOWERMINT

BUY

Buyers

Pricing and Revenue

PRICING

Whole NFT's

- EmpowerMint receives a transaction fee of 5% of the sale price.
- Fees are split evenly among buyers (2.5%) and sellers (2.5%) at the point of sale.

Fractionalized NFT's

- Creators pay zero out-of-pocket fees when they fractionalize their NFT.
- EmpowerMint receives a 2.5% equity stake in every fractionalized NFT. Proportional to our equity

stake, we receive 2.5% of the royalty fee when shares are bought and sold in the secondary market. This revolutionary model creates alignment with all users of our platform through the shared goal of adding value. Our portfolio will grow along with the overall market and trend.

- EmpowerMint receives a fee equal to 5% of the share price from every transaction in the secondary market. This fee is split evenly among the buyer (2.5%) and the seller (2.5%).
- Creators receive a royalty fee every time shares of their NFT are bought and sold in the secondary market.
  - Creators set their royalty fee upon listing, and this fee is split evenly

among the buyer and seller at the point of sale.

- This gives creators some control over the volume of trading (high royalty = less trading; low royalty = more trading).
- The data we provide will highly encourage users to optimize their royalty rates.

Gas Fee's

- Utilizing private blockchain to avoid gas fees as much as possible
- If applicable, user pays gas fee.

Additional Paid Features

- Sellers can pay a fee to temporarily "boost" their product on the Discover page to gain more exposure
- Sellers can pay a fee to be featured on our homepage, newsletter, etc.

Sellers
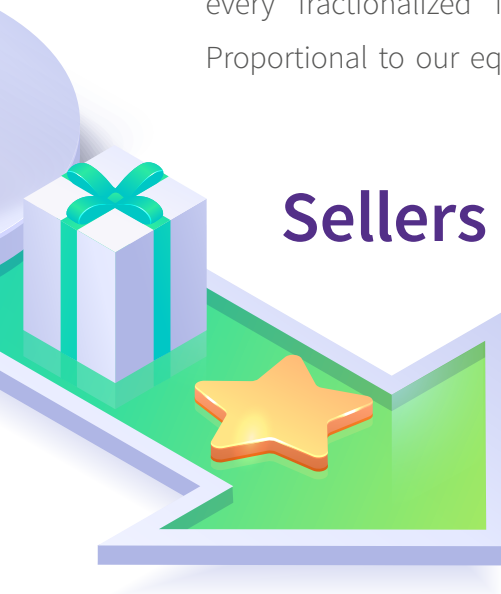
Future Development - Phase 03.

Phase 03
Long-Term Outlook

Phase 03
Execution

Marketplace

Expand smart contract applications into the real estate, automotive, healthcare, and manufacturing industries

• For example, this technology can extend to car leases and titles, rental agreements, housing contracts, and much more

Leverage Industry Connections

• Co-founder has a wealth of deep industry connections that we estimate equates to roughly $3 billion worth of assets available for tokenization

• This includes:

- Real Estate Portfolio of 12 hotels, 500+ multi-family units, 7 high-value single-family homes, various commercial and industrial properties, and notably the site of a 157-acre logistics hub within 10 miles of LA's port, and more:

- Ownership of 10 car dealerships, including land, performing at the highest level nationwide (CEO of Mercedes Benz: "One of the top 2 operators in the country")

Leverage Industry Connections Continued

- Connections to the world's leading vehicle OEM CEOs

- Ownership of an apparel design and manufacturing firm producing 40 million garments each year under 15+ notable brands including GAP, Banana Republic, Eddie Bauer, Orvis, Bally Total Fitness, and more

- Medical Director's support and guidance: An operationally savvy industry veteran from one of CA's largest healthcare providers ($10B, X Lives)

Industry Analysis.

value proposition. Even among NFTs, we are already seeing applications beyond art gain traction, such as concert tickets and backstage passes. Digital art is the easily digestible entry point for consumers, and we will leverage our industry connections to blaze the trail for a plethora of additional use cases.

With the community we hope to build with our NFT marketplace, technological infrastructure that can scale across any product type, and the wealth of well-established connections the co-founders hold across the automotive, healthcare, manufacturing, and real estate industries, we are wellpositioned to build upon the rapid adoption of this technology and become the one-stop-shop for the creator economy and beyond.

Sources:

https://www.digitalmusicnews.com/2021/03/04/3lau-nft-sales-record/

https://decrypt.co/62898/the-10-most-expensive-nfts-ever-sold

INVES

EMPOWERMINT
BLOCKCHAIN MADE SIMPL

ST IN YOUR FUTURE