

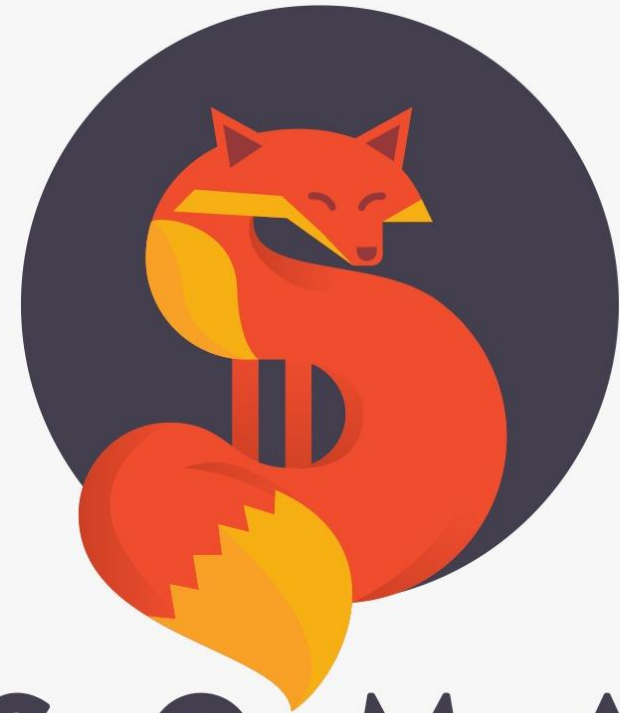
SOMA rebranding

2018 reorientation away from a cryptocurrency identity and toward a mainstream ecommerce solution based on blockchain

Original logo

Rationale for change:

- Originally conceptualized as a 'coin' logo
- Many people gave feedback that our logo is too similar to Firefox's (browser) and is thus confusing
- Fox has negative connotations in Anglo folklore (cunning, tricky)
- The presence of the fox as a mascot has no clear tie-in to our business proposition (in contrast, the 'bird' logo of Twitter does have a clear tie-in)
- Overall aesthetic is a bit 'cute' where we want to convey different connotations



S O M A

The Social Market

New logo



Rationale for new design:

- Orange keeps connection to previous design (though slightly different hue—see section on colors)
- Sleek, abstract pattern suggests
 - Diamond (luxury, clarity, truth)
 - Arrows (movement, interaction)
 - Fox (just enough fox in there for brand continuity to previous logo)
- Icon shape is distinctive and can be used with or without the 'soma' text accompanying



soma

Stacked logo

The SOMA logo can appear stacked in addition to the standard horizontal layout.





**Black & white
variations**

Font: Maven

Maven is the font used throughout this presentation. It is more distinctive than our previous font (Roboto was more 'generic').

Maven conveys both approachability and sophistication, with the right amount of futuristic design for a startup based on a new technology.

Despite Maven's striking appearance, its easy curves make for natural reading, even in long paragraphs (other 'striking' fonts are hard on the eyes).

SOMA Orange

Pantone 1375 C

CMYK C0 M50 Y100 K0

RGB R247 G148 B30

Hex #f7941e



Colors: SOMA Orange

This orange keeps continuity with previous branding while shifting the hue away from red. The original's higher red concentration impeded harmonization with blue, black and gold (black and gold will be central colors in sales materials as SOMA targets the luxury goods market, while Argentinian blue is a staple in the new color portfolio—see below). The new orange sits in the middle of the red-yellow spectrum, allowing an easy harmonization with all other colors that SOMA will be using.

The new SOMA Orange radiates warmth and invites a person to communicate and collaborate with our brand. It conveys approachability, dynamism, intelligence, and reliability.



Colors: Soma Black

SOMA Black

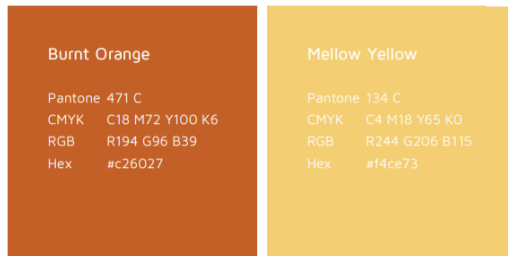
Pantone 5255 C

CMYK C74 M70 Y58 K70

RGB R35 G32 B40

Hex #232028

The new SOMA Black is a sophisticated off-black with a hint of blue. It balances, steadies, and tones other brand colors.



SOMA accent colors

These colors give the SOMA brand a wide repertoire of combinations and 'looks.' They work well to accentuate the two primary colors (orange and black). Argentinian Blue, especially, conveys trust, reliability, and calm.