Grand Fan®

Connect with the people you love.

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GRAND FAN – THE HOUSE OF CELEBRITIES.

We're using digital badges to connect, FULL KYC verified Celebrities with FULL KYC verified FANs. Moreover, we'll sell additional services to the FAN, like Celebrities NFT, Ticketing, Merchandising, Gadgets, and more.

Idea & Goal

We'll work worldwide, so the main style should be minimal and simple.

Challenges

To create a style that works worldwide and take in mind that we're working with different cultures all around the world so we have to make sure that the style is not offensive in any way to any culture around the world.

To connect the concept of celebrities, fans, and the blockchain technology that we are using to create our digital badge and provide a high level of trusted and secured information.

Purpose

Vision

Missions

Values

Positioning
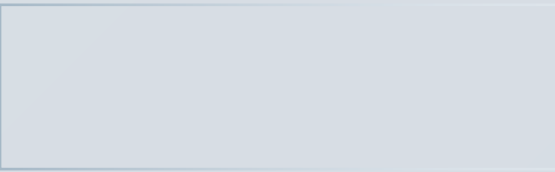
- Core massage
- Personality
- Tone of voice & Language
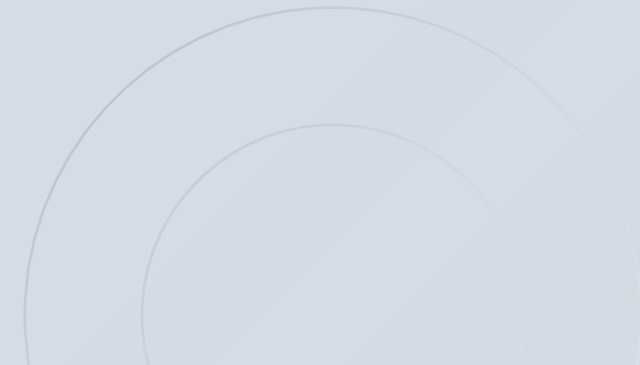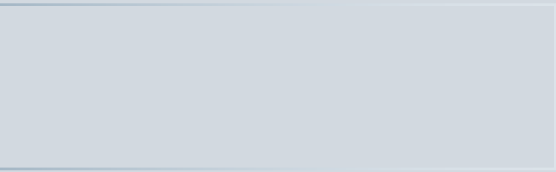
Brand Purpose

Create for the first time in the world a direct connection between celebrities and their fans.

Brand Visions

- Create a direct link to the people you love.

- Create an exclusive connection between the celebrities and their fans.

Brand Missions

- Offering a digital badge to create a true connection between the celebrities and their fans.

- To become the leader in this sector

Brand Values

Integrity

Respect

Sustainability

Clarity

Communication

Core message:

Conect with the people you love.

Emotional / Rational

Believable

Relevant

Simple

Brand Personality

Daring

Spirited

Honest

Reliable

Contemporary

Authentic

Tone of voice

Serious

Respectful

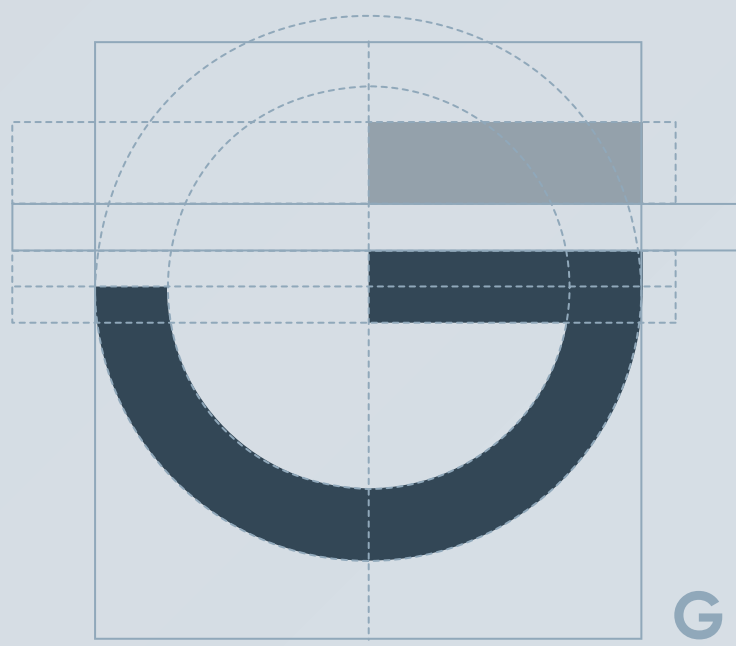Outspoken

Informative

The circle is used in our logo to represent unity, commitment, love and community.

Straight lines can make a logo feel calm and secure.

Horizontal lines are used to represent communication and calmness for a company that brings together information and communication technology sectors.

They're excellent for inspiring a sense of strength and stability.
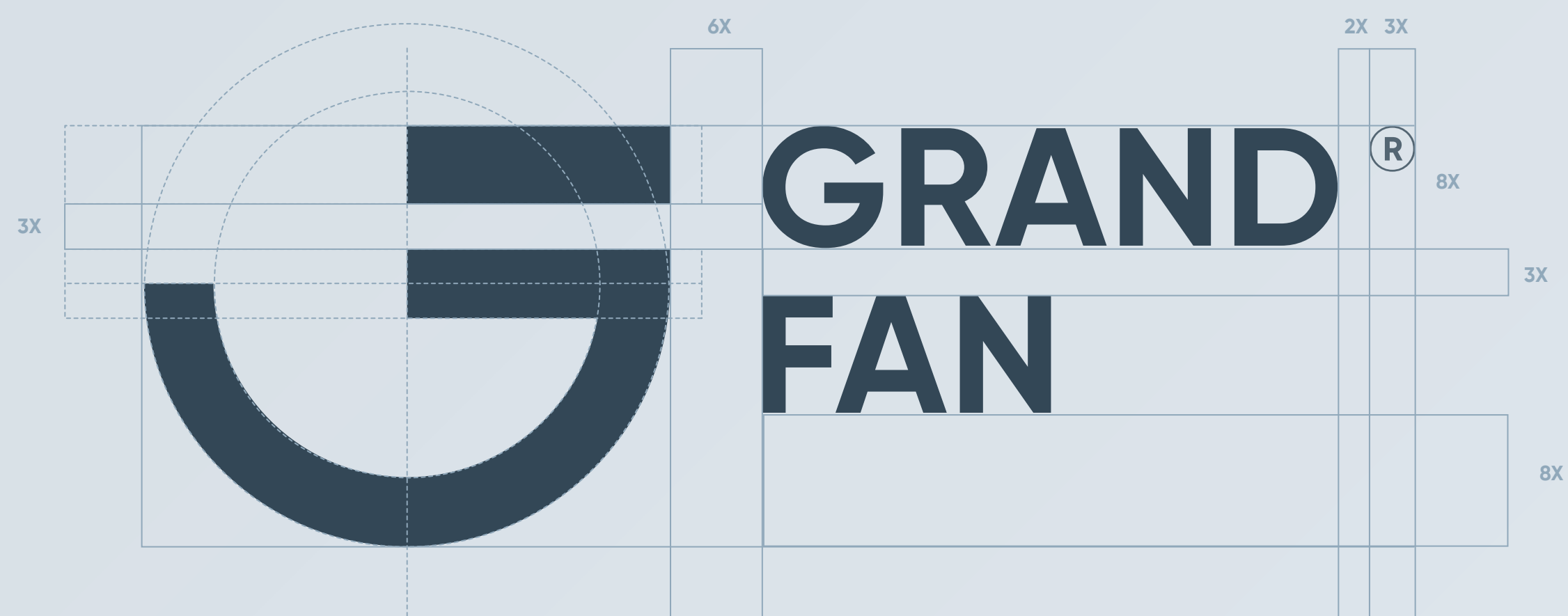
GRAND
FAN ®

Grand Fan®

Brand Colours

COLOUR PALETTE

PANTONE 5395 C
R: 8 G: 32 B: 50
C:92 M:76 Y:53 K:63
HEX #082032

PANTONE 7477 C
R: 51 G: 71 B: 86
C:82 M:64 Y:48 K:34
HEX #334756

PANTONE 7543 C
R:144 G:168 B:186
C: 46 M:26 Y: 19 K: 0
HEX #90A8BA

PANTONE 656 C
R:224 G:232 B:238
C:11 M:4 Y:3 K:0
HEX #E0E8EE

Gradient

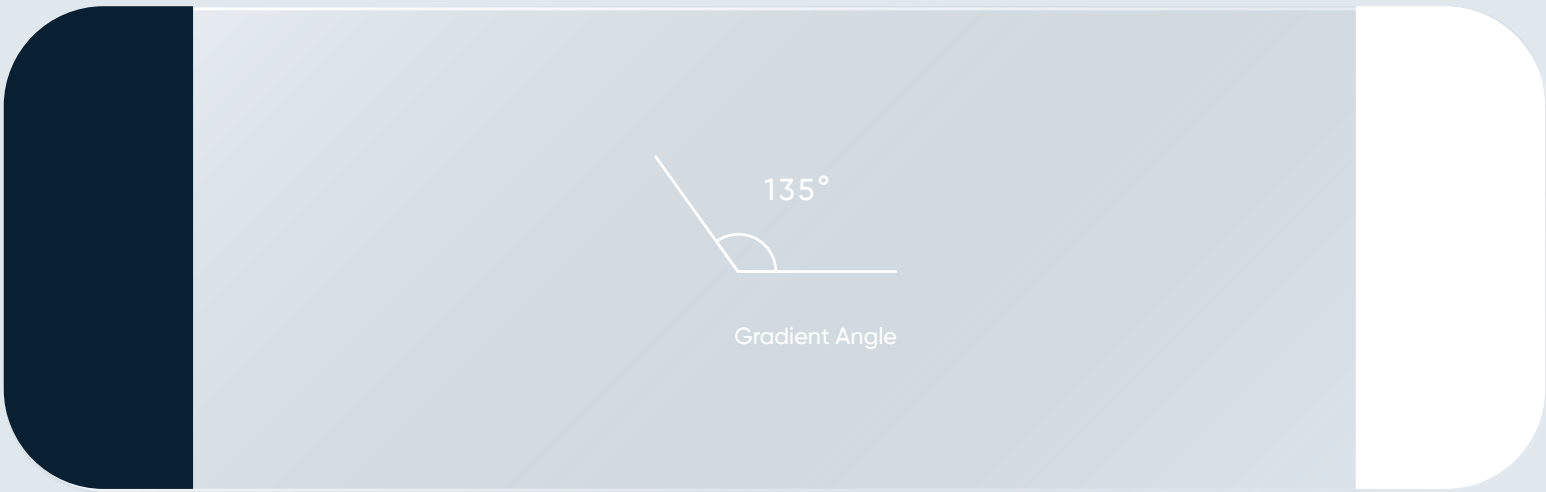## Dark Version

135°

Gradient Angle

PANTONE 5395 C

R: 8 G: 32 B: 50

C:92 M:76 Y:53 K:63

HEX #082032

PANTONE 7477 C

R: 51 G: 71 B: 86

C:82 M:64 Y:48 K:34
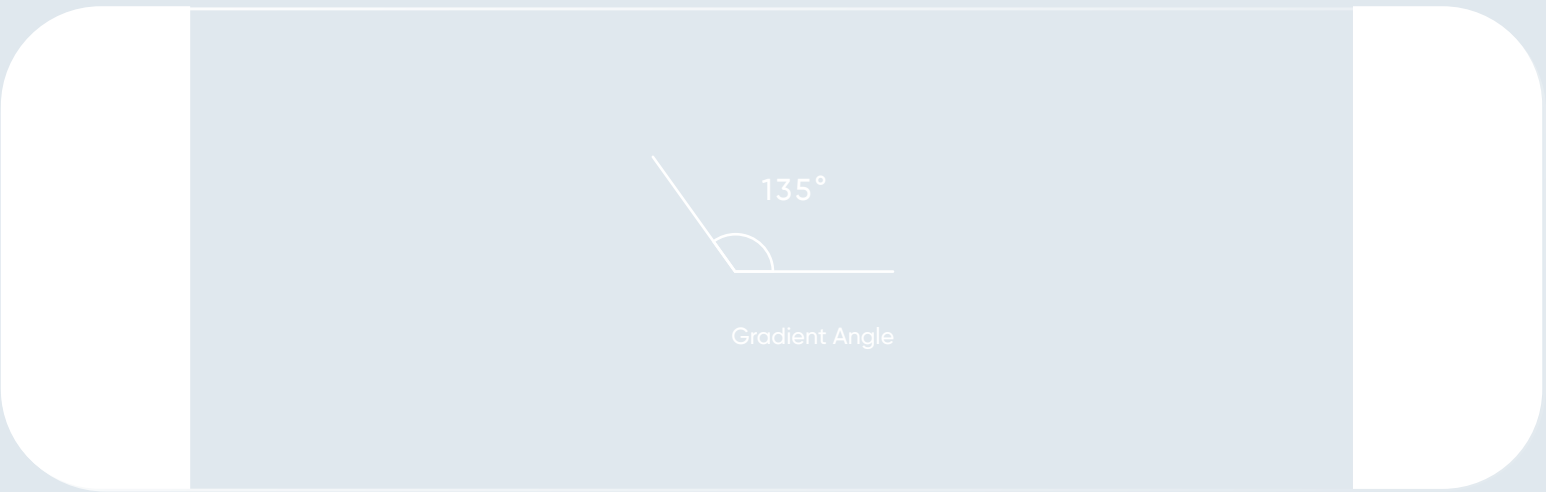
HEX #334756

Transparent Effect Gradient

135°

Gradient Angle

Opacity 0%

PANTONE 5395 C

R: 8 G: 32 B: 50

C:92 M:76 Y:53 K:63

HEX #082032

Opacity 40%

R:255 G:255 B:255

C:0 M:0 Y:0 K:0

HEX #FFFFFF

Outline Border

135°

Gradient Angle

Opacity 10%

R:255 G:255 B:255

C:0 M:0 Y:0 K:0

HEX #FFFFFF

Stroke weight   1 pt

Opacity 100%

R:255 G:255 B:255

C:0 M:0 Y:0 K:0

HEX #FFFFFF

Gradient

Light Version

135°

Gradient Angle

PANTONE 7543 C

R:144 G:168 B:186

C: 46 M: 26 Y: 19 K: 0

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HEX #E0E8EE
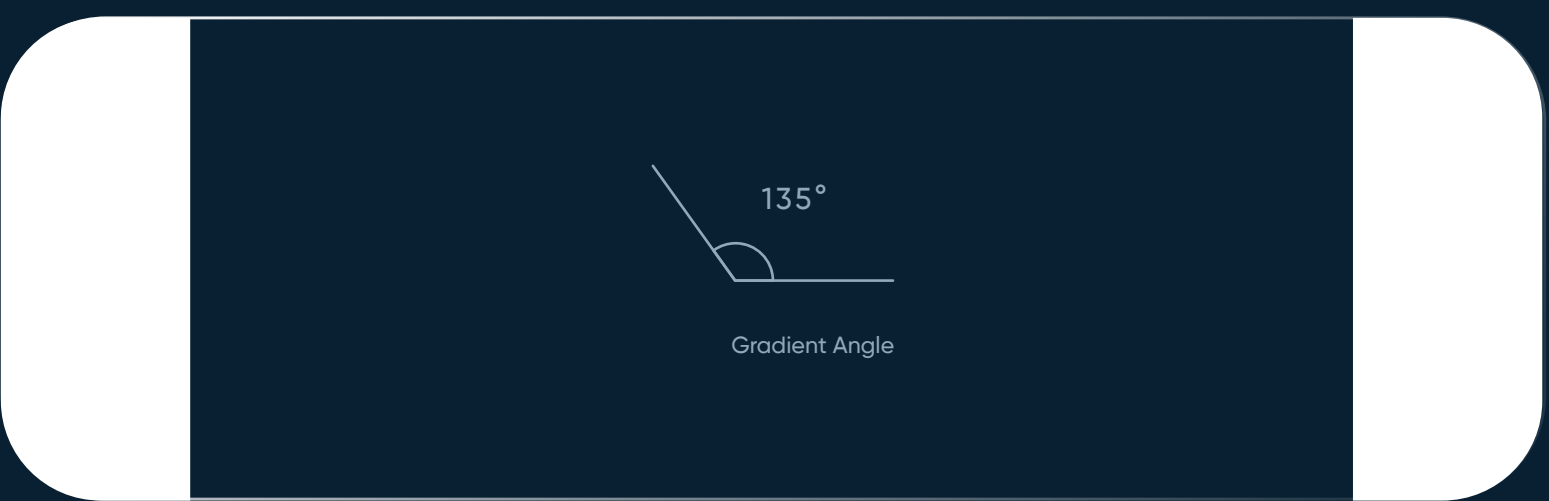
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C:0 M:0 Y:0 K:0

HEX #FFFFFF

Gilroy

Gilroy

Gilroy

Gilroy

Gilroy

Gilroy

Aa

A a B b C c D d E e F f

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

1 2 3 4 5 6 7 8 9 & %

App Design

Our App is designed to help you simply to get your digital badge and other services that we are offering with clear options and not complex.
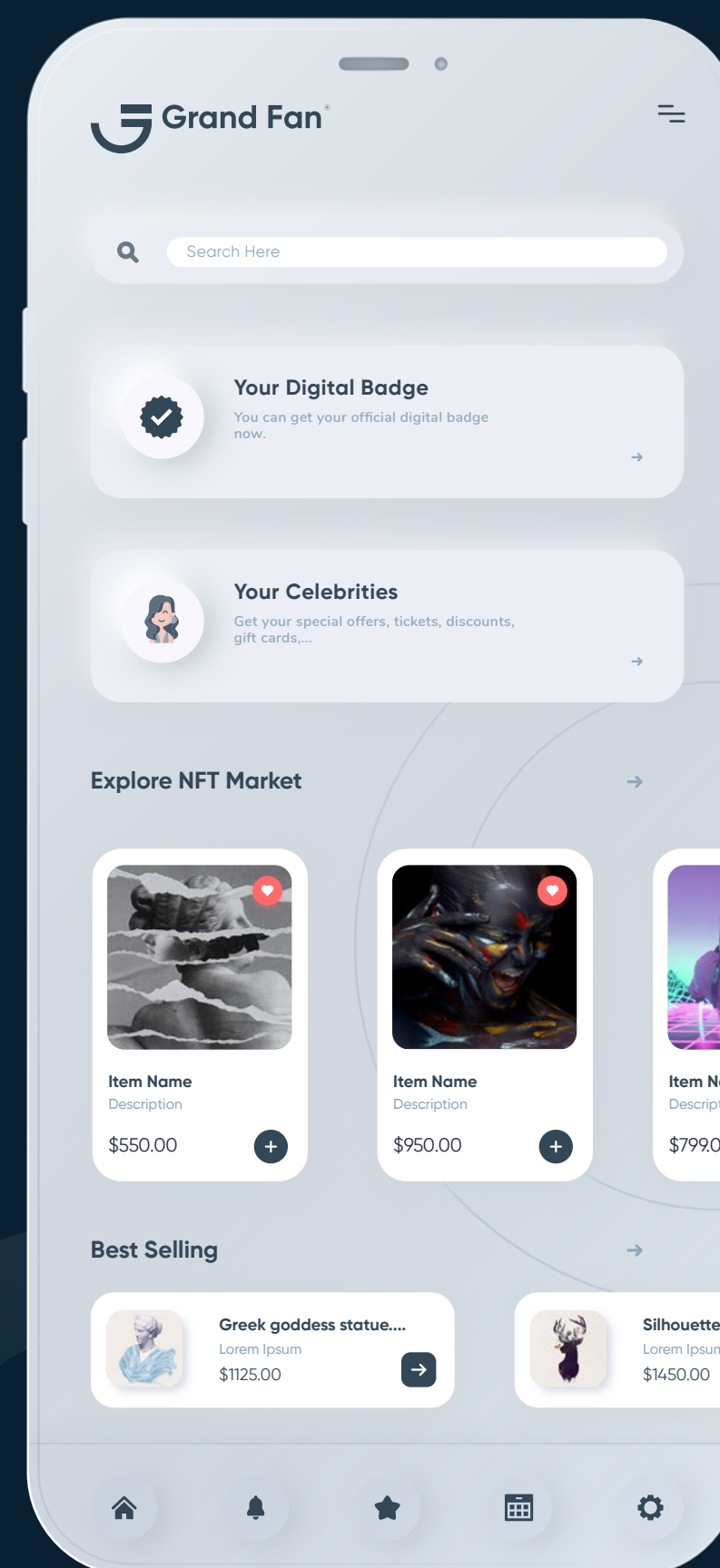
Dark Version

Light Version

Our App Icon could be used in the dark and light versions.
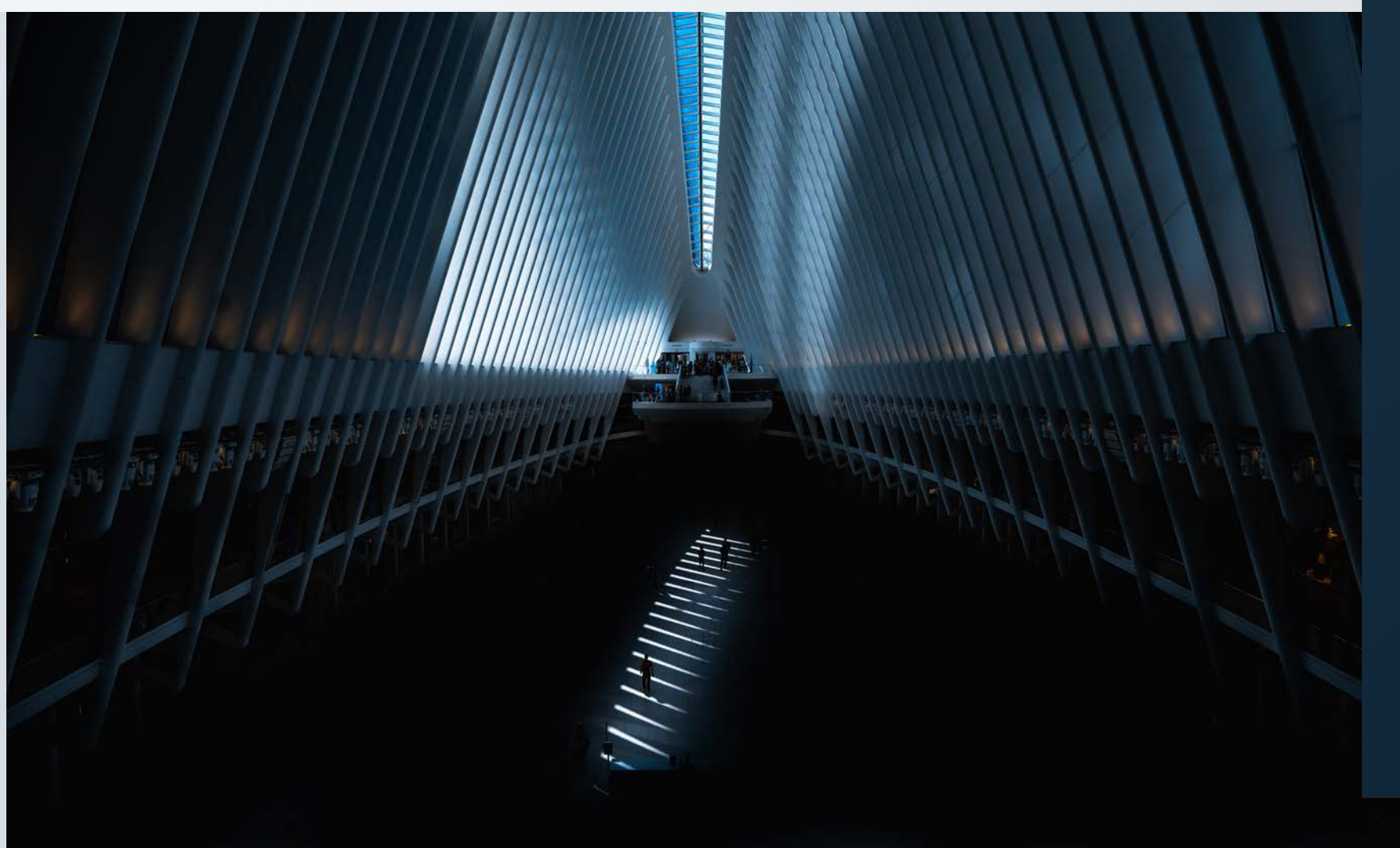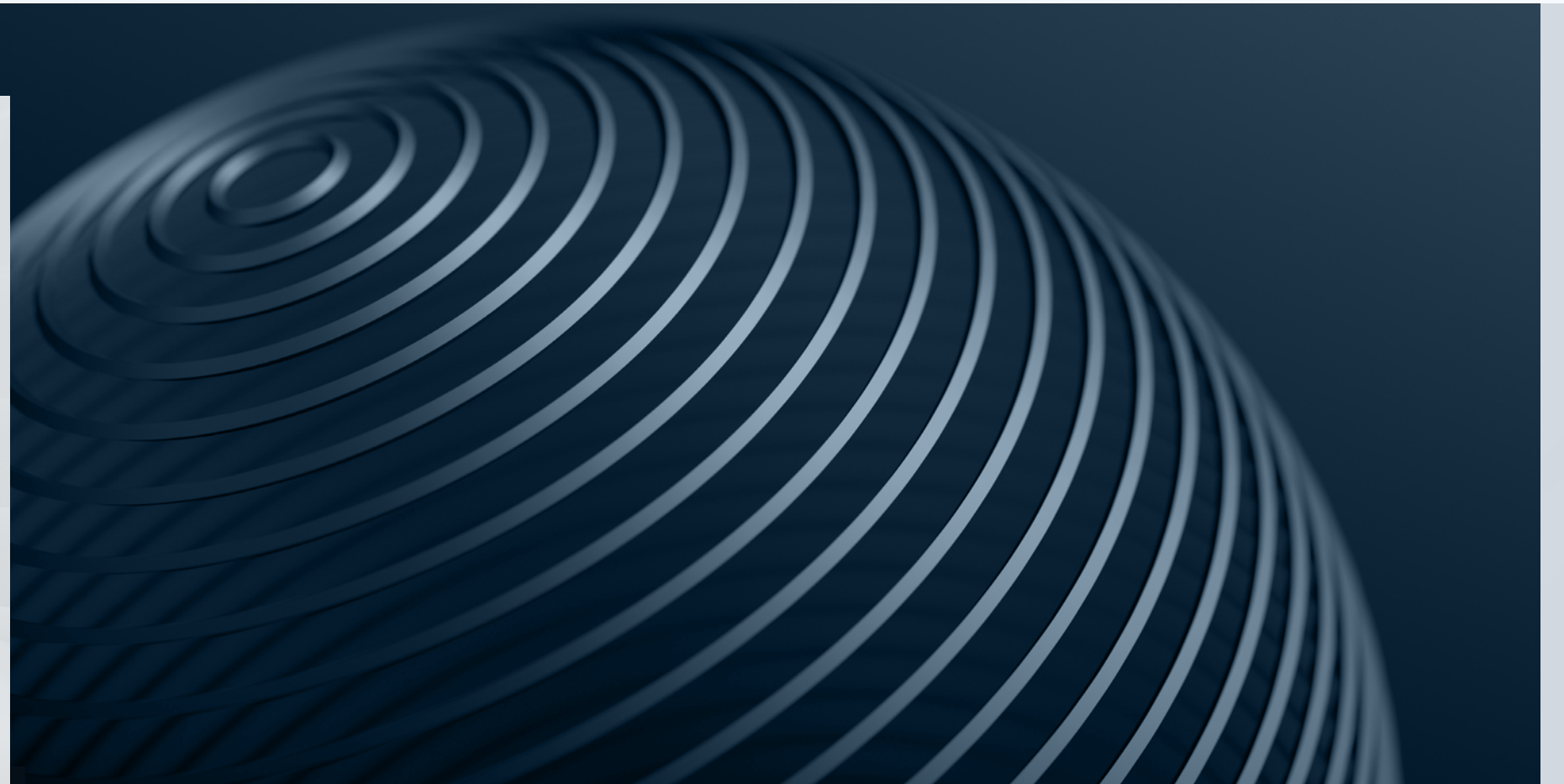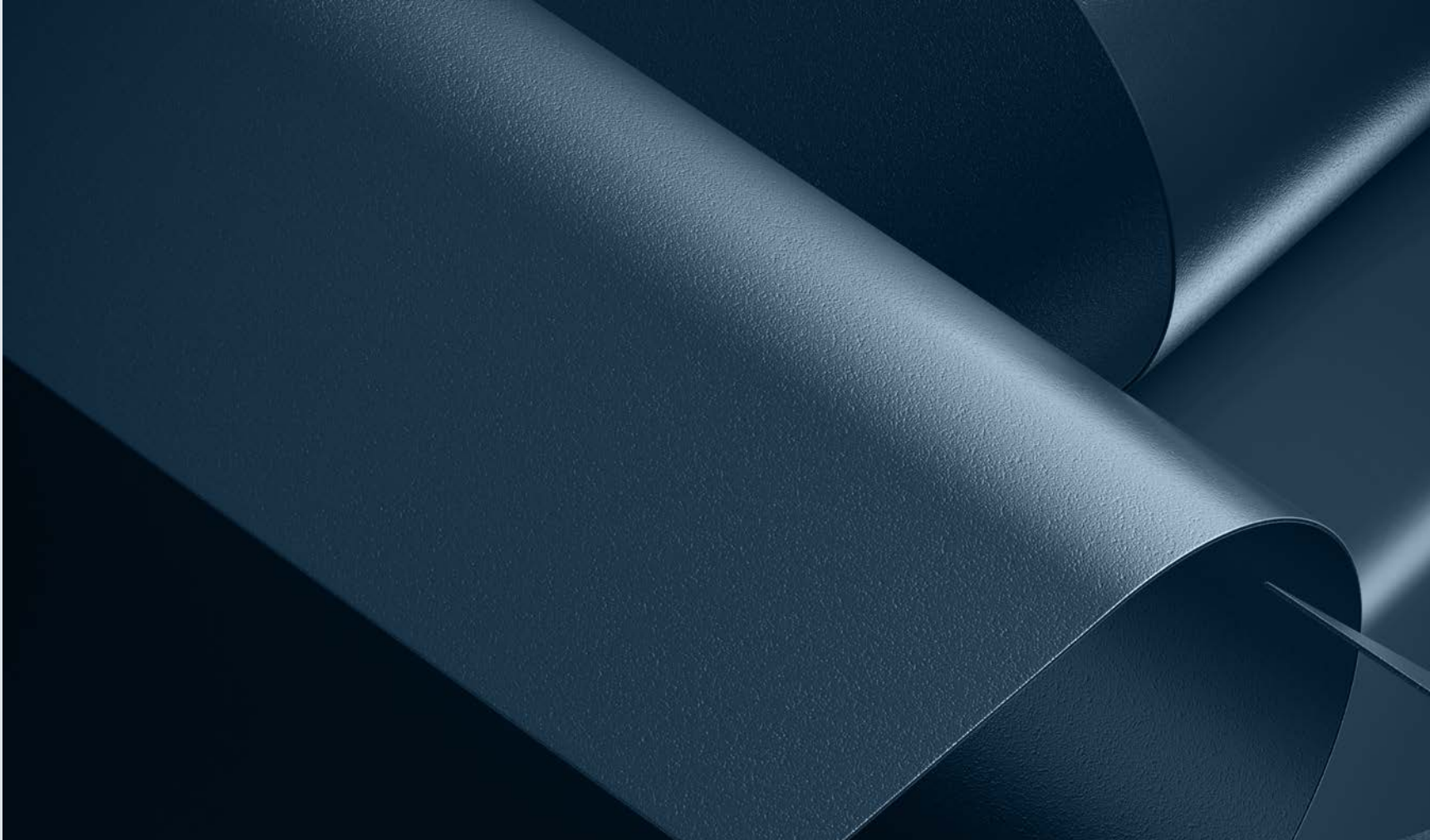
Social Media Applications

Cover Image Style:

Brand Imagery

Our brand style is adopted from the geometric shapes along with modern Architecture depending on rounded shapes and straight lines.

Thank You