

BRAND VISION

FINANCIAL FREEDOM IN YOUR POCKET

Bitkit envisions a world where every individual seamlessly interacts with Bitcoin to unlock unprecedented financial freedom and digital independence.

We see a future in which self-custody and user sovereignty become the new normal—where decentralized tools converge with intuitive design to empower people everywhere to take control of their money, their data, and their identity.

By pioneering open-source solutions and championing financial inclusivity, Bitkit ignites a movement that transcends borders, liberates transactions, and fosters a global community of self-reliant creators.

Our mission is nothing short of revolutionizing how the world accesses and uses money: a frictionless, trustless experience that puts unstoppable economic power in the hands of the many.

WHO

RESPONSIBLE BITCOINERS

Overall, Bitkit speaks directly to responsible individuals who are ready to break away from traditional systems and embrace a self-sovereign path.



ETHOS

FORWARD FREEDOM

Bitkit projects a forward-thinking, sovereign-minded ethos anchored in Bitcoin's core values of freedom, censorship resistance, and empowerment.



STONE OF VOICE

HONEST, BASED, CONFIDENT

Bitkit blends unapologetic enthusiasm for freedom money with an emphasis on user-friendliness, underscoring our desire to simplify complexity and make Bitcoin accessible to everyone.

The tone of voice is bold yet approachable and hopeful, expressing confidence in a future where users can reclaim full ownership of their identity and money.

The Bitkit brand speaks with a slightly rebellious tone—challenging traditional systems and centralized structures.

The copy doesn't hedge or soften its statements. It conveys belief in Bitcoin's potential and the product's ability to simplify complex tasks. This directness establishes Bitkit as a credible, no-nonsense authority in the Bitcoin space.

ARCHETYPE

REBELLIOUS MAGICIAN EMPOWERS HEROES

Bitkit embodies a "Rebellious Magician" Jungian archetype, conjuring an effortless and awe-inspiring experience that challenges the old financial order. Through seamless automation and daring innovation, Bitkit delights users with a sense of wonder and magical, transformative experiences, making the complex appear simple and accessible.

Bitkit empowers users to become the true "Heroes" in this story by equipping them with the tools to achieve full autonomy over their money and data. By removing barriers to self-sovereignty, Bitkit enables ordinary individuals to step into their hero role with bold confidence. Championing personal freedom while challenging the status quo, Bitkit illuminates a path for those ready to seize their own destinies.



FEW UNDERSTAND THIS

Beneath every custodial wallet lies a self-custodial wallet — just not yours.

Take control of your money, and you'll never have to beg for permission to spend it.



EXAMPLE OF A BITKIT BRAND EXPRESSION

VISUAL STYLE

EDGY, FUTURISTIC, MINIMALISTIC

Bitkit's visual identity is edgy, futuristic, and approachable, reflecting its mission to empower and disrupt. A bold color palette—anchored by dark backgrounds and bright, energetic accents—amplifies a rebellious tone and clarifies key messages.

Streamlined 3D iconography and minimalistic interfaces ensure intuitive use, highlighting the user-first focus. Angular and wavy lines, along with sharp contrasts, convey forward momentum and embody the "Hero with a Rebel Streak" spirit—instilling trust while challenging the status quo.



IMAGERY

EPIC, CONFRONTING

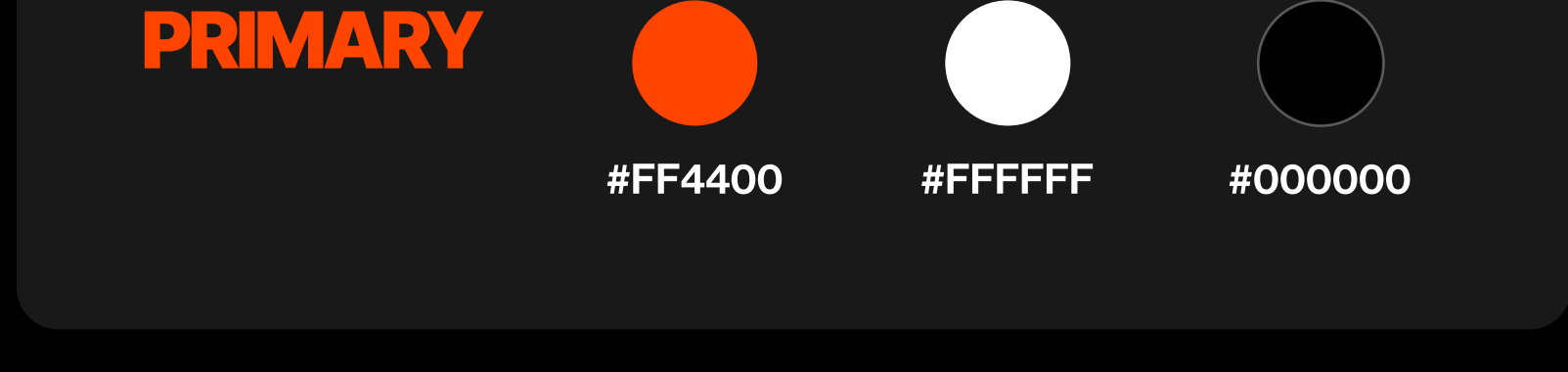
Bitkit imagery is minimal and purposeful, yet mystical and confronting, depicting epic or tense scenes that embody self-sovereignty, autonomy, and permissionless economics.

This approach keeps the focus on user empowerment and the Hero-Rebel identity, reinforcing Bitkit's mission to help individuals break free from traditional control. Bitkit leverages AI-generated imagery for greater creative flexibility and artistry.



COLORS

VIBRANT, HONEST



LOGO

FORWARD MOMENTUM

Bitkit's logo features a bold, minimal structure that reflects its rebellious spirit and its link to Bitcoin's decentralization ethos. Clean lines, angular shapes, and negative space create momentum while suggesting transparency and freedom from centralized constraints.

Its simplicity fosters recognition. By blending futuristic aesthetics with a nod to Bitcoin's (orange dot), the logo clearly represents Bitkit's identity. Preferably used with a background element that echoes its stroke.



BRAND VALUES

RATIONAL OPTIMISM

- Optimism**
Be positive, hopeful for a better, freer future.
- Wonder**
Surprise with delightful, magical, intuitive, polished UX.
- Security**
Be safe, trusted, reliable, stable.
- Empowerment**
Promote and enable autonomy and self-sovereignty.
- Popularity**
Be the go-to solution for those who value sovereignty.
- Consistency**
Be honest, high integrity, consistent, and trustworthy.
- Welcoming**
Be approachable, supportive, show goodwill.
- Excellence**
Always strive for the highest quality experience.

TERMINAL VALUES

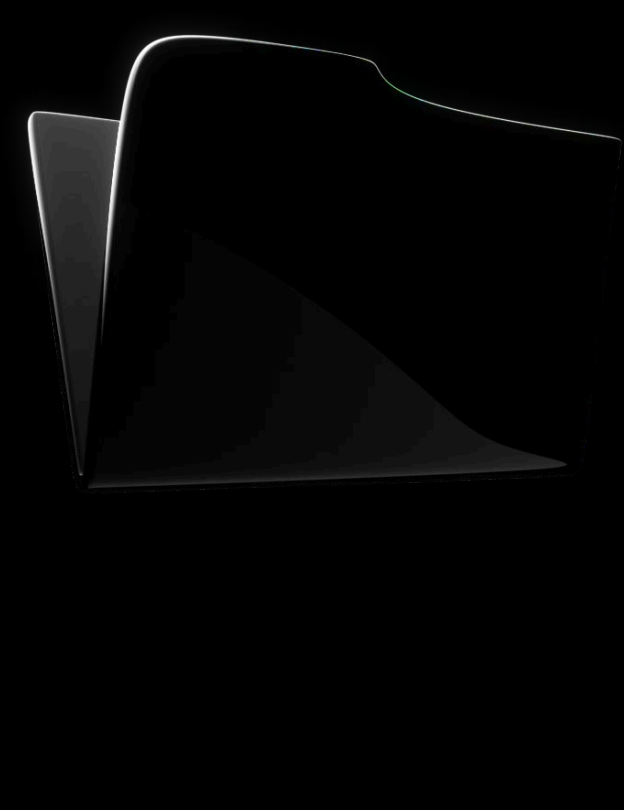
(ROKEACH)

- Freedom
- Family Security
- Self-Respect
- Inner Harmony

BRAND ASSETS

EVERYTHING BITKIT

- Logo
- Brand Mark
- Icons
- Imagery
- Product Mockups
- Product Screenshots
- Brand Manual



THE CHANGE

Don't carry your pocket money in someone else's pocket.



- OVERVIEW
- FEATURES
- BLOG
- HELP
- TERMS OF USE
- PRIVACY POLICY
- BRAND

