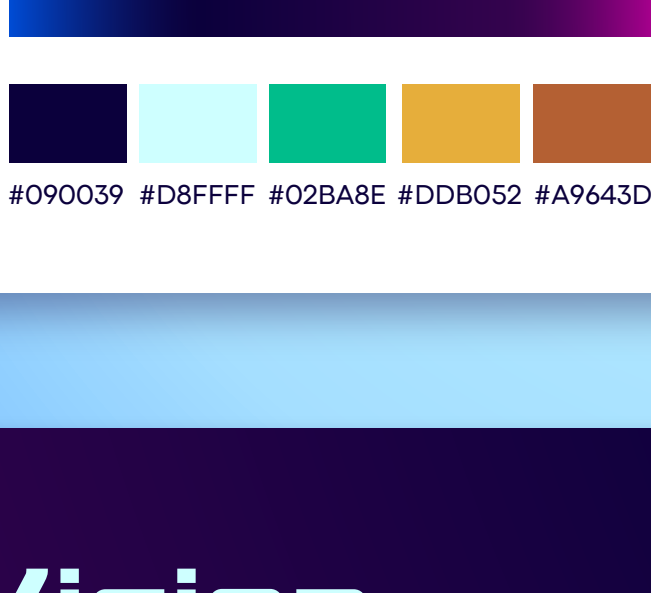


Logos



Palette



Vision

Essence Words:

- Autonomy
- Community
- Responsibility

The Babylon Web3 Academy is a learning collective that provides community-centric content. Unlike a hype-centric Youtuber, we provide reasoned, thoughtful analysis in your best interest. Our services are for the crypto-serious who need advanced guidance and don't know where to find it.

Our mission is to promote & foster a learning community focused on understanding the ideas, tech, & value underlying the web3 ecosystem.

We are passionate about what we do because of the freedom and confidence that web3 brings to the individual. We believe that web3 is a new paradigm for financial empowerment. We want to grow a collective that values the same things we do:

Camaraderie, Duty, Empowerment, Excellence, Fellowship, Freedom, Respect, and Togetherness.

Our target audience are 20-40 yr old humans who are already well established in crypto. But we must have a nurturing funnel, and welcoming experience for the crypto-curious, as well. Our goal is to help them answer questions like:

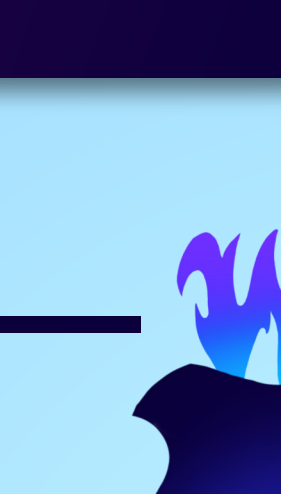
"How can this help me retire, or reach my financial goals?"
"What's this all about?" "How can crypto help me get ahead?"

Badges

Level up on Discord through tutorials & challenges



Novice



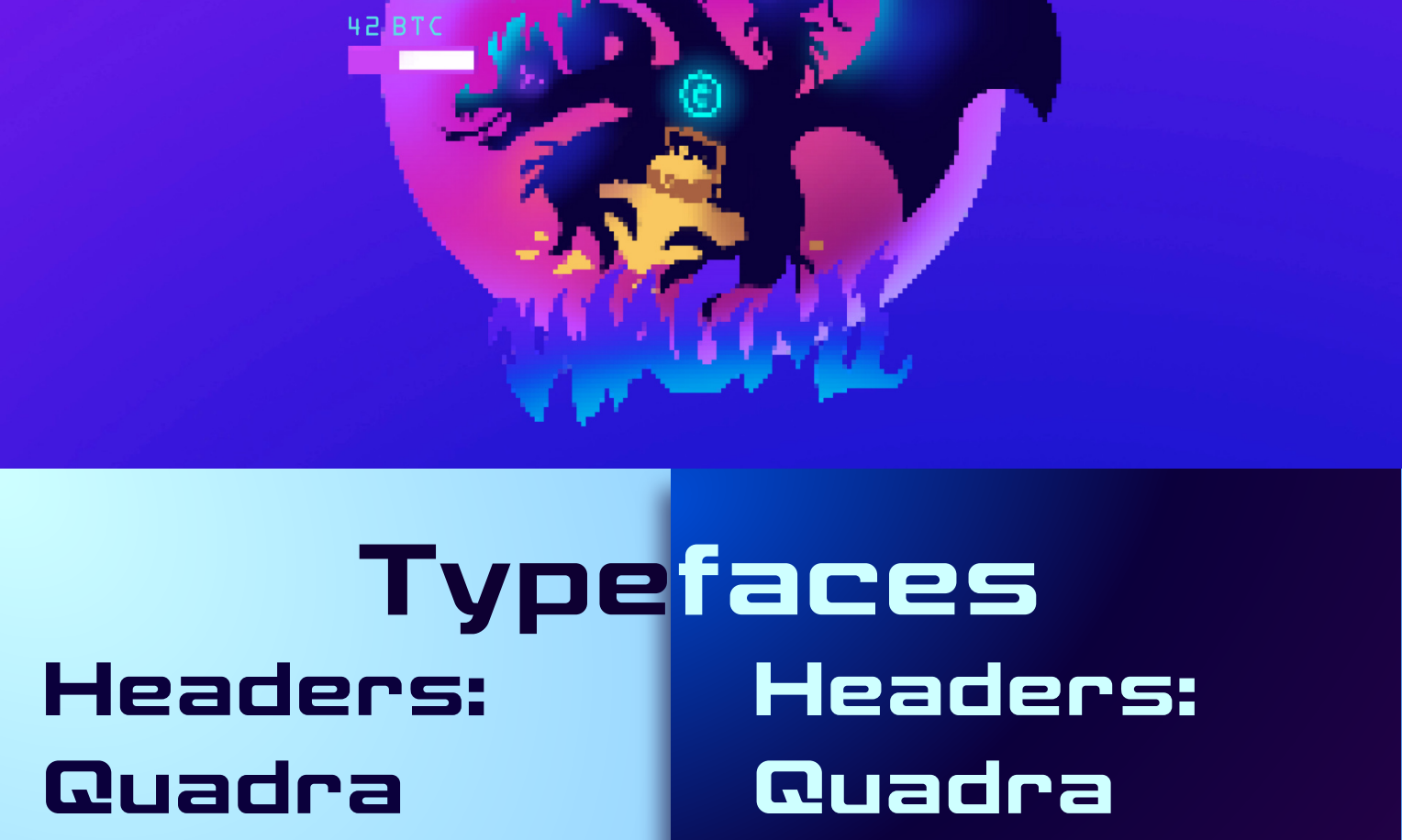
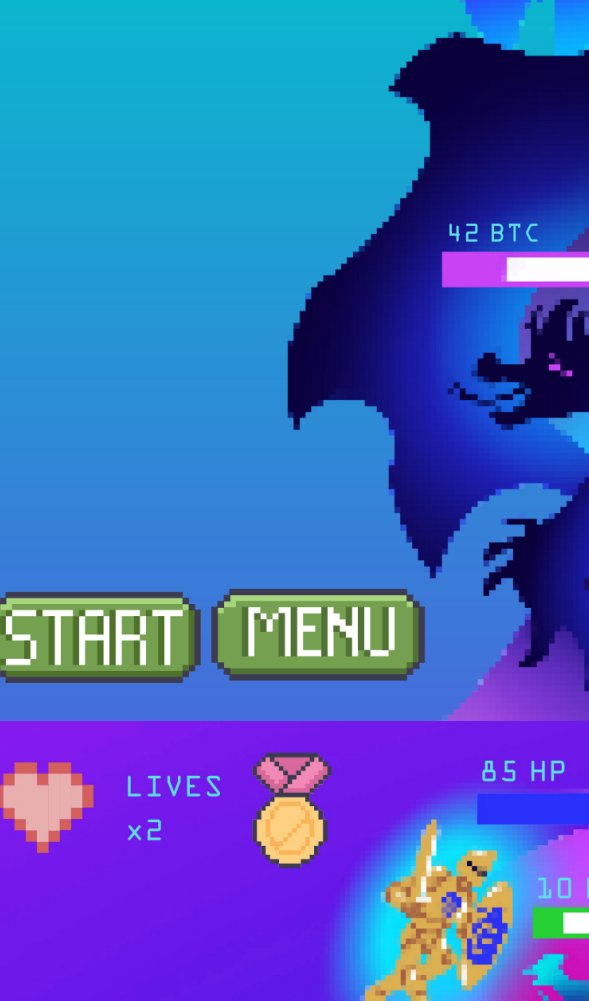
Dabbler



Expert

Mascot

Conquer the web3-headed dragon.



Typefaces

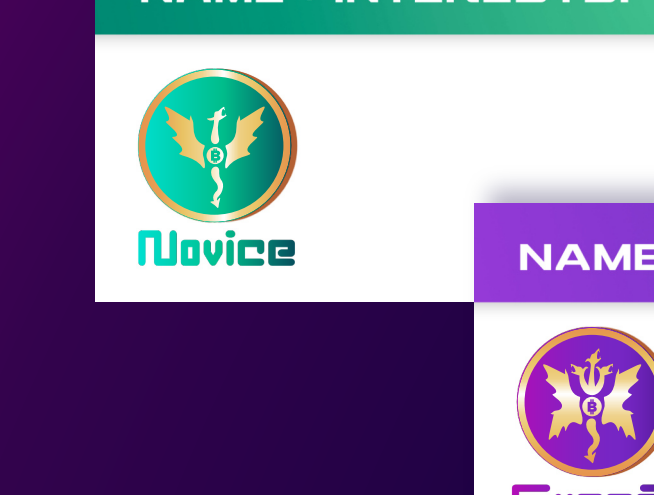
Headers:

Quadra

Subheaders: ◊CR-A BT

"Quotes: Codec Pro Italic"

Body Text: Codec Pro Regular



Light: #090039

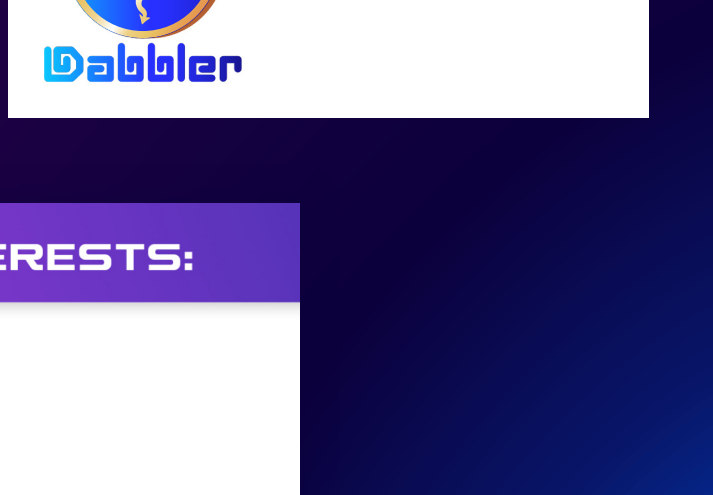
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Subheaders: ◊CR-A BT

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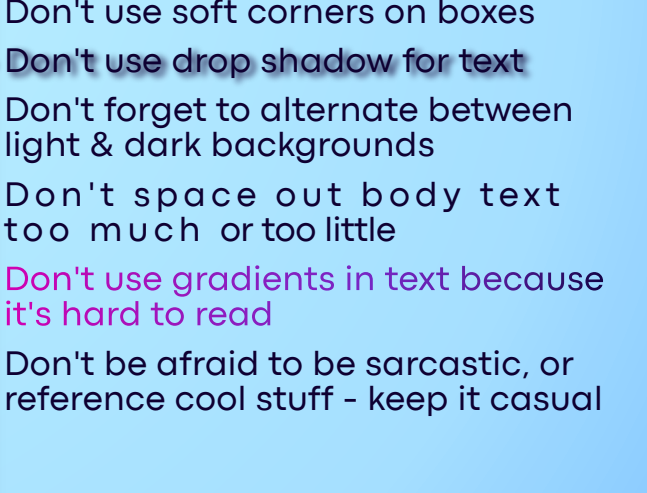
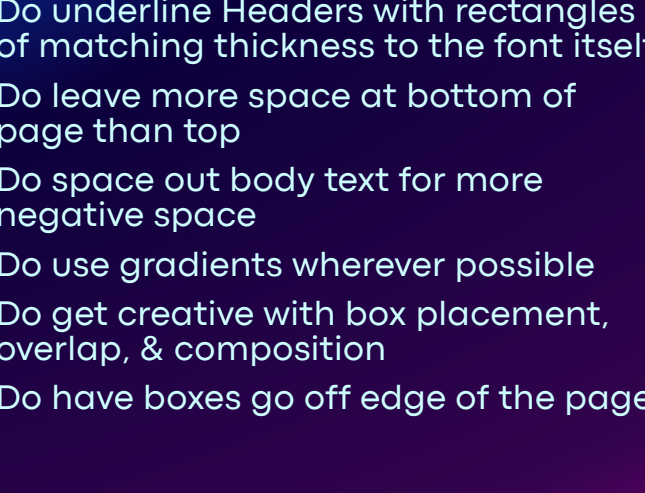
Body Text: Codec Pro Regular



Dark: #D8FFFF

Nametags

Get templates on Canva



Rulez

The Do's and Don'ts of Design

- Do left align text (except "Quotes")
- Do use #090039 (drop shadows on floating boxes)
- Do underline Headers with rectangles of matching thickness to the font itself
- Do leave more space at bottom of page than top
- Do space out body text for more negative space
- Do use gradients wherever possible
- Do get creative with box placement, overlap, & composition
- Do have boxes go off edge of the page
- Don't use **Quadra** to represent the hand-lettered logo
- Don't use drop shadows on mascot
- Don't use soft corners on boxes
- Don't use drop shadow for text
- Don't forget to alternate between light & dark backgrounds
- Don't space out body text too much or too little
- Don't use gradients in text because it's hard to read
- Don't be afraid to be sarcastic, or reference cool stuff - keep it casual

Moodboard

Gradient/Gamer/
Graffiti/Galaxy



Business Cards

Get template on Canva

