Proton Wallet Logo

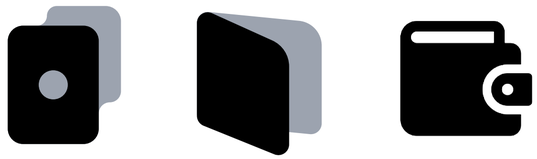
Branding explorations

Q1 2024 | Growth Studio

1. Wallet

The most straightforward direction: depicting the digital wallet via the representation of a physical wallet.
Several shapes can follow this direction, from the most illustrative shape to the most abstract one.

Initial Shape Concept



1. Wallet

A

Logomark with background

1. Wallet

A

Logo suite comparison

1. Wallet

B

Logomark with background

1. Wallet

B

Logo suite comparison

1. Wallet

C

Logomark with background

1. Wallet

C

Logo suite comparison

1. Wallet

D

Logomark with background

1. Wallet

D

Logo suite comparison

1. Wallet

E

Logomark with background

1. Wallet

E

Logo suite comparison

1. Wallet

F

Logomark with background

1. Wallet

F

Logo suite comparison

1. Wallet

G

Logomark with background

Note: out of the design system

1. Wallet

G

Logo suite comparison

Note: out of the design system

1. Wallet

H

Logomark with background

Note: out of the design system

1. Wallet

H

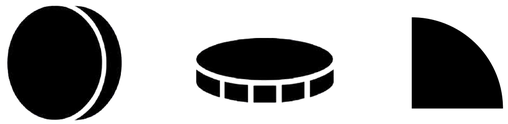
Logo suite comparison

Note: out of the design system

2. Coin

The second direction is to represent the Proton Wallet logo by the coins that are inside the wallet, as it occurs in both physical and digital worlds. Visually, coins can be collected, stacked up or embedded inside the wallet (cropped).

Initial Shape Concept



2. Coin

A

Logomark with background

2. Coin

A

Logo suite comparison

2. Coin

B

Logomark with background

Note: 1/4 coin cropped inside the wallet.

2. Coin

B

Logo suite comparison

2. Coin

C

Logomark with background

Note: 1/2 coin cropped and closing of the wallet.

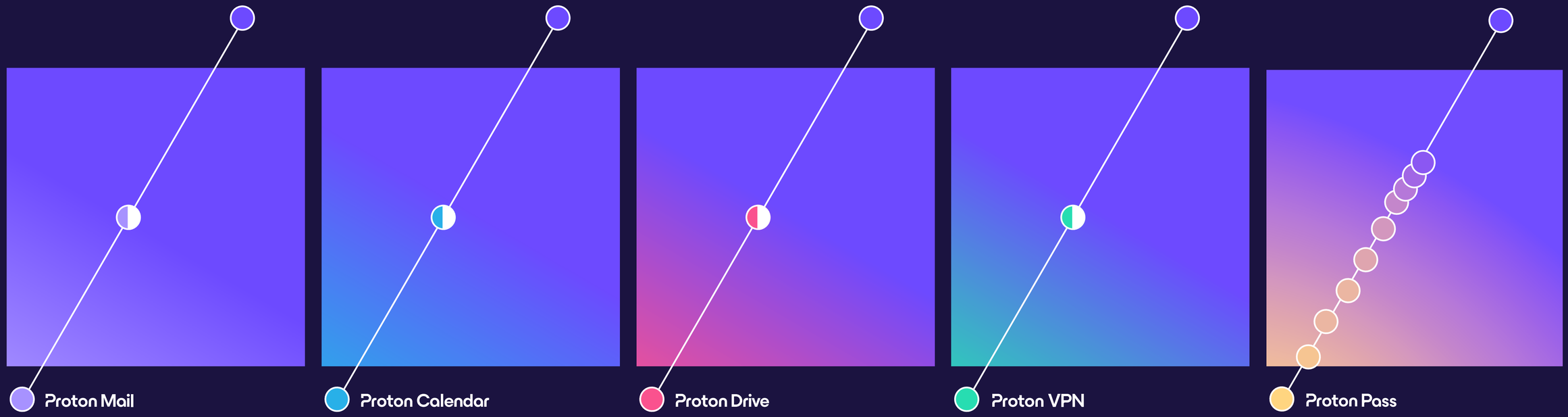
2. Coin

C

Logo suite comparison

Current Colors

Aside from the shape of the logo, a dedicated gradient color should be used to identify Proton Wallet and make it fit the whole Proton ecosystem.



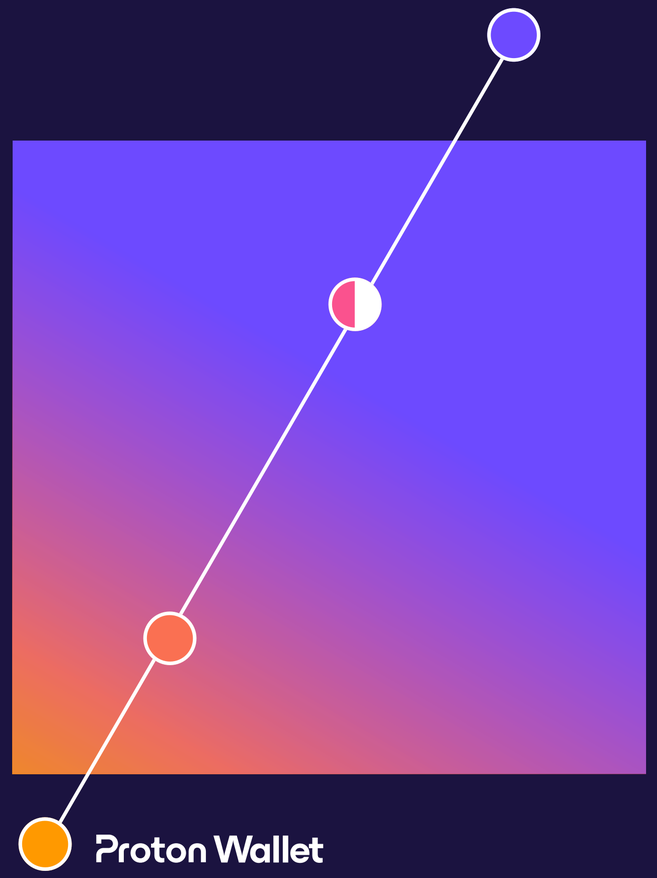
Logo suite colors

Color

A

#FF9900

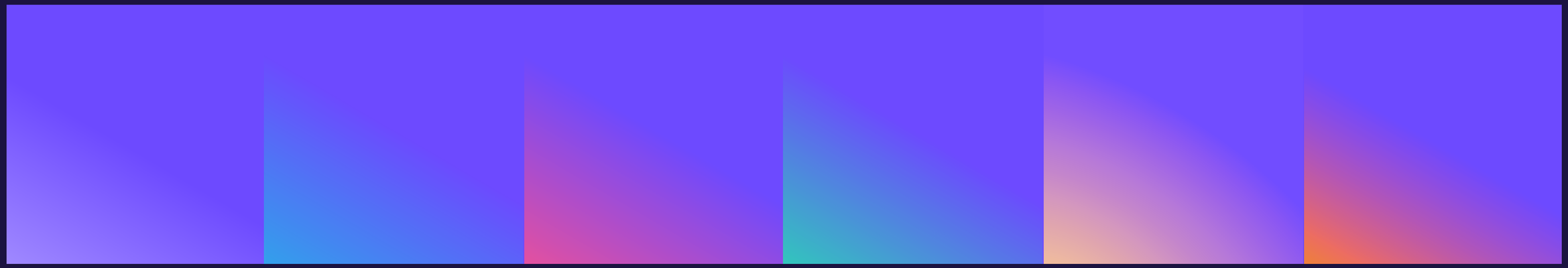
#FA7052



Product color option

Color

A

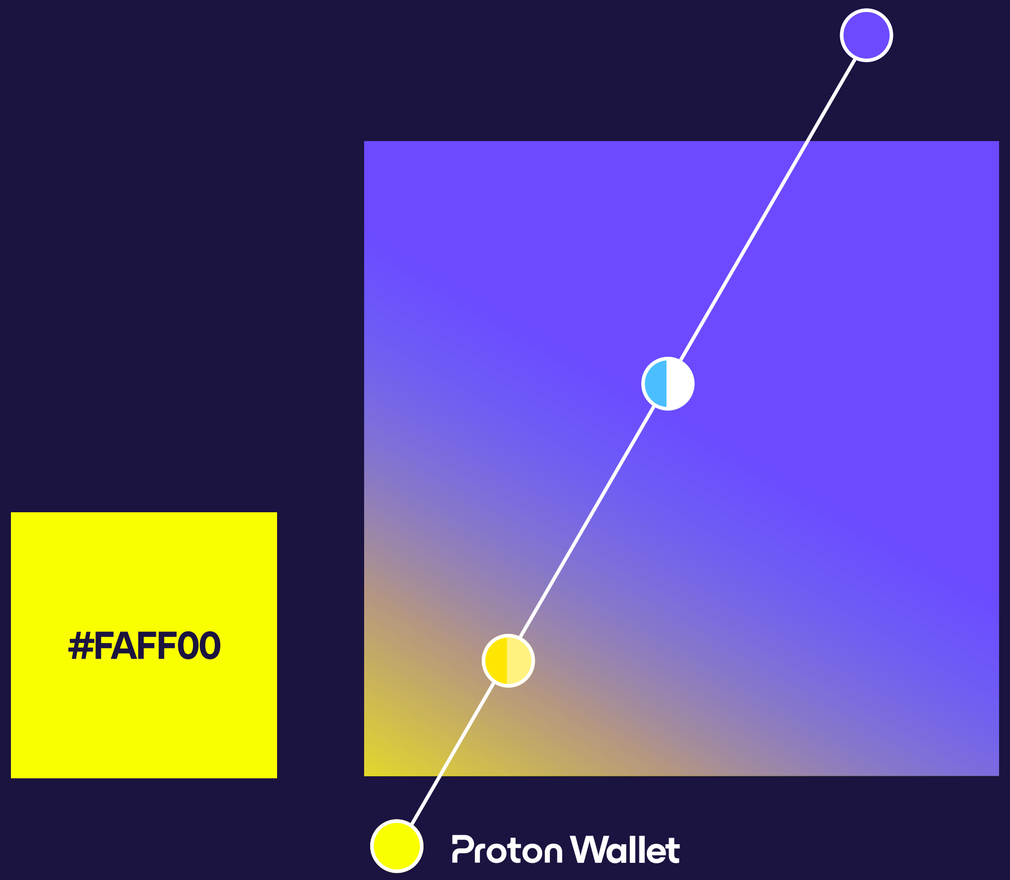


Mail Calendar Drive VPN Pass Wallet

Logo suite comparison

Color

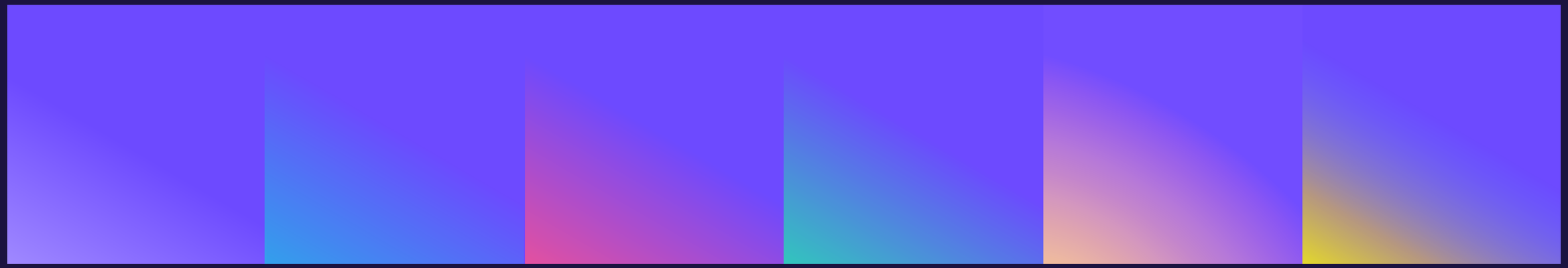
B



Product color option

Color

B



Mail Calendar Drive VPN Pass Wallet

Logo suite comparison

Thank you

Proton Wallet Logo

Branding explorations

Q1 2024 | Growth Studio

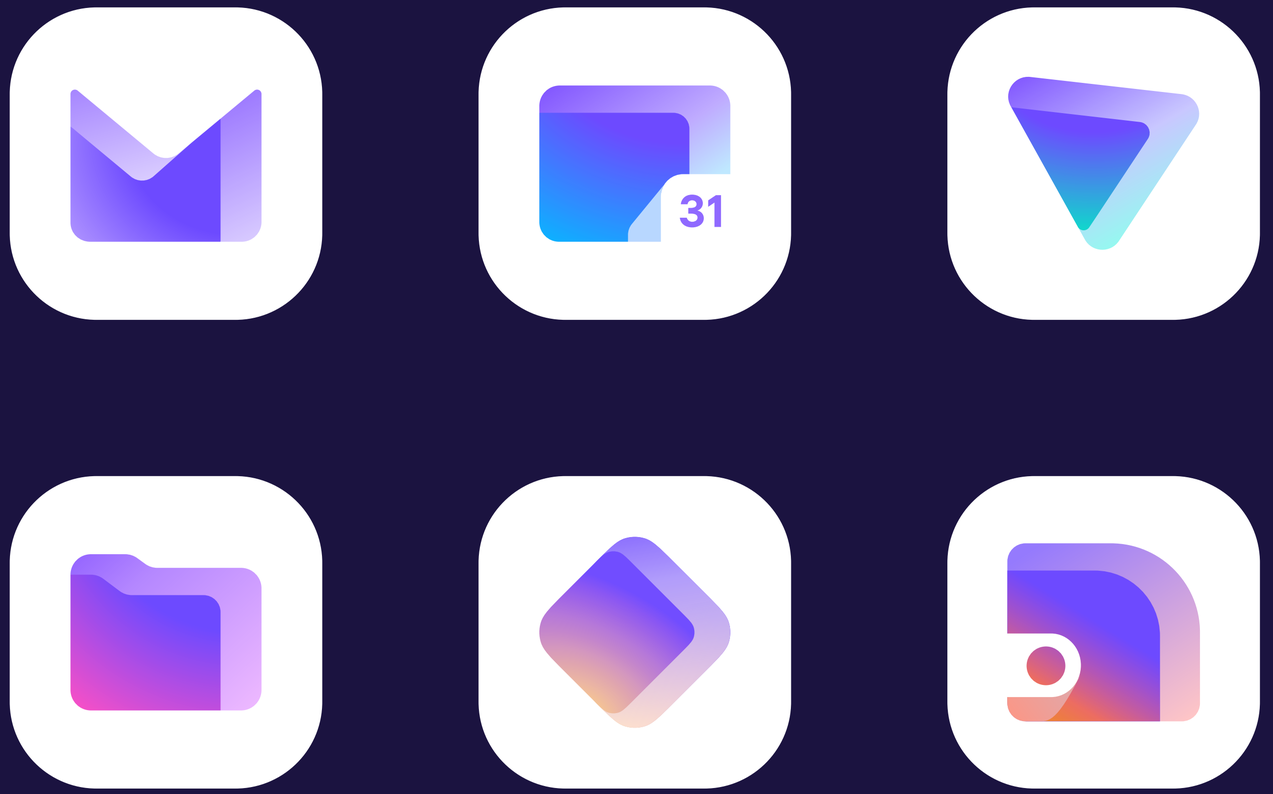
Disclaimer

- After several rounds of exploration, we came to one merging visual approach that sticks the roots of the **design system** through **one simple explicit shape** illustrating the concept of the product.
- The open wallet direction was kicked out during the exploration process, as it was not possible to make it fit the product ecosystem and it lacked versatility & readability.
- The proposals that follow are a **pre-selection** from hundreds of icons and hours of research.
- We have selected options that are **conceptually and visually unique.**
- There could be several variations for each icon (corner radius, edge angle, shape size etc...).

Closed Square Wallet

Closed Vintage Wallet

Proton Wallet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Alternative Shapes

Alternative Colors

Proton Wallet

Proton Wallet

Thank you

Proton Wallet Logo

Branding explorations | Round 3

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Outcome

- We have deepen our research and tried other approaches discussed during the previous round (clasp on right side, money bag, other shapes...)

- After careful considerations, we have decided to not go with a wallet logo that is too figurative or illustrative to differentiate us from the market/competitors and better fit our abstract ecosystem.

- We would like to stick to an icon that represents a wallet in an abstract way (dosen't need to be logical). We refined the icon to make it look more balanced and elegant (curves, clasp, shape..) as well as fitting fully to the ecosystem in terms of corner radius and size.

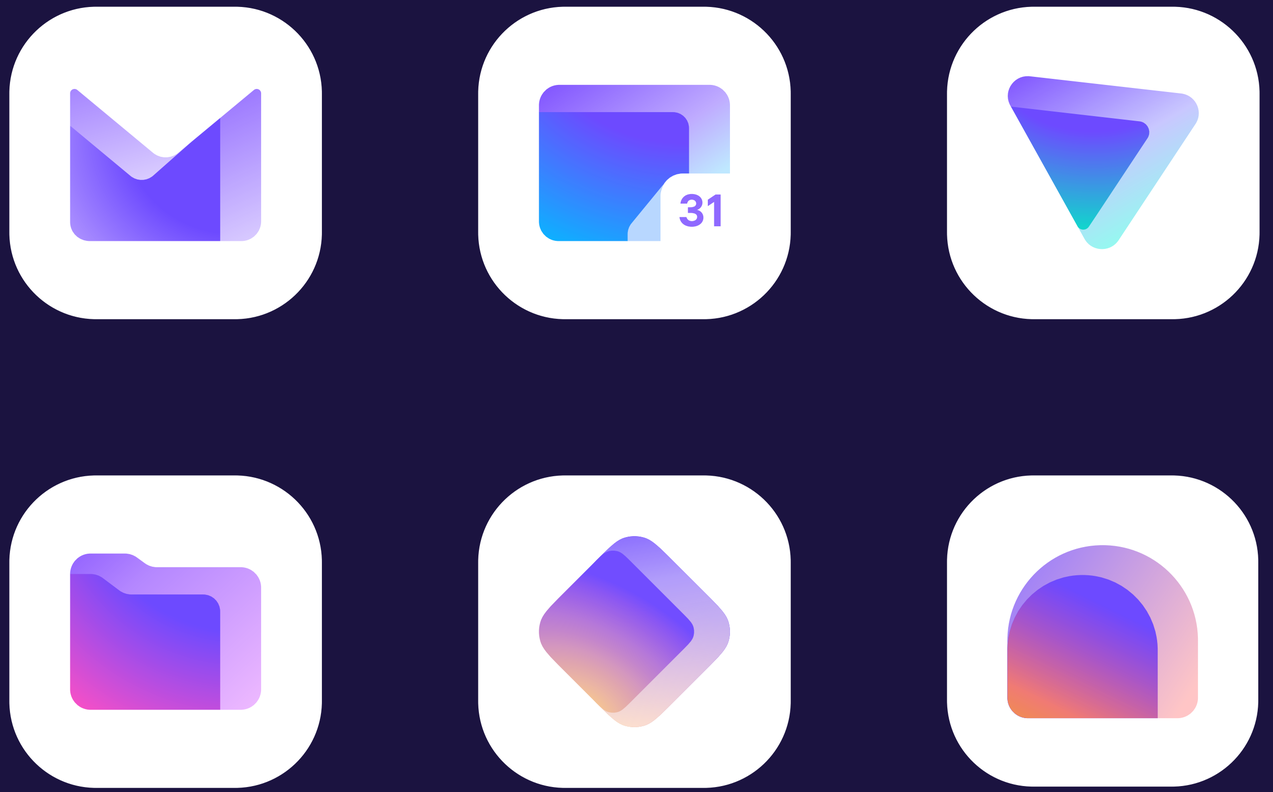
- We also propose an alternative approach to this direction with the portal shape, in case there is no mutual agreement on the previous shape.

Alternative: The Portal

Proton Wallet

💡 **Portal direction**

- In terms of shape, it's quite recognisable and fits into the logo ecosystem.
- In terms of semantics, it can be seen as the door to Web 3, which is actually a wallet.
- And even if it's a stretch, we could say that we see a wallet rotated.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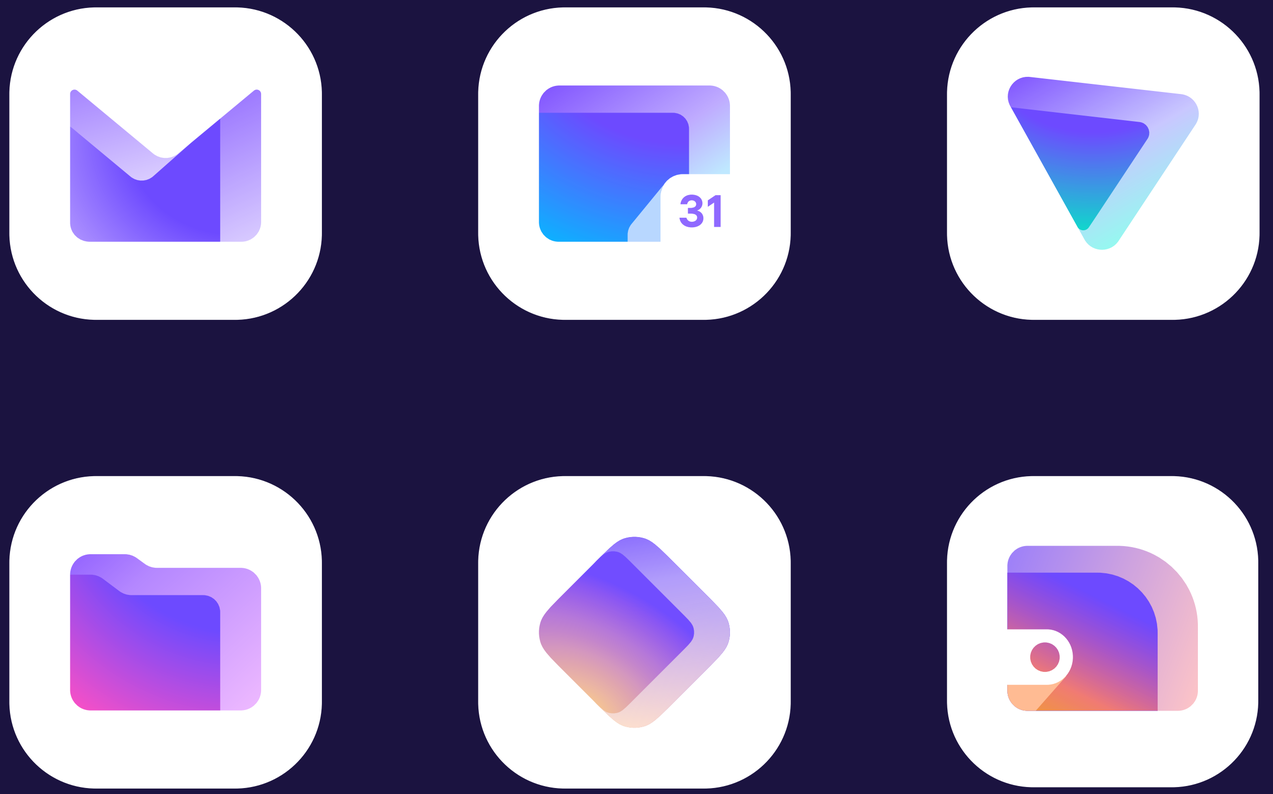
Proton Wallet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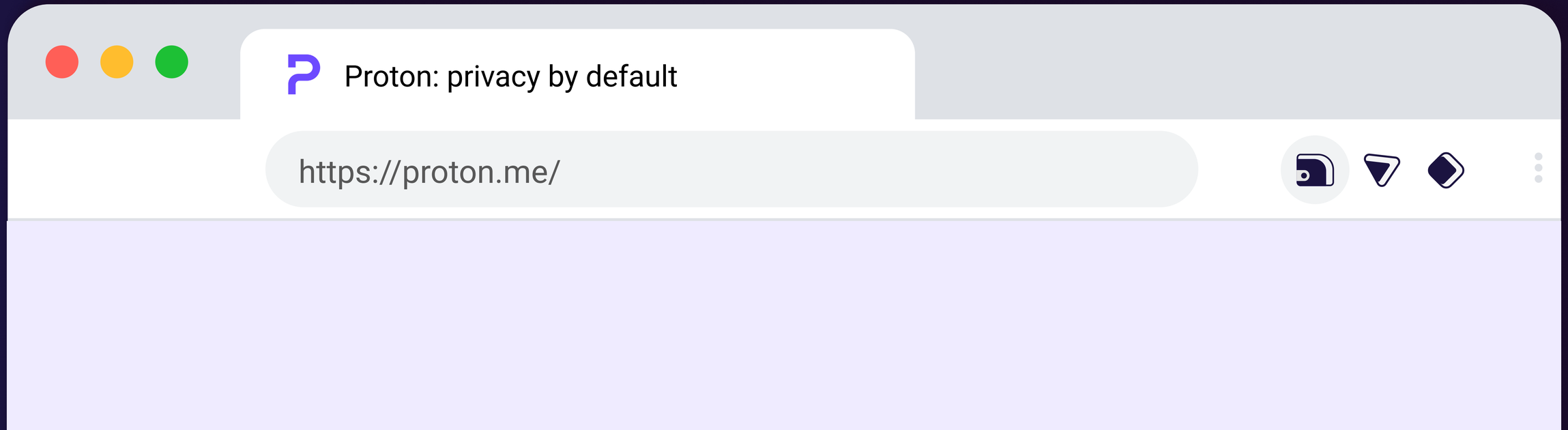
31


Proton: privacy by default
https://proton.me/

Thank you