IMAGINE IF

Imagine IF was born from a belief that we need more spaces where people are encouraged to imagine big, wild, positive futures—not just in theory, but in practice. It's a call to action for dreamers, builders, and believers to come together and shape the world we want to live in. Each "Imagine IF..." talk plants a seed for what's possible when we combine bold imagination with human action.

Our brand personality is imaginative, bold, hopeful, human-centered, and visionary, reflecting our core belief in a brighter future empowered by innovation. We champion optimism about the future and empowerment through technology, leveraging creativity as a catalyst for change.

Our values underscore freedom and individual agency, fostering community-driven innovation. This translates into a brand voice that is consistently uplifting and inspiring, designed to be both thought-provoking yet accessible. We speak with confidence, grounded in possibility, maintaining a conversational, emotionally resonant, and future-oriented tone that invites engagement and inspires action.

IMAGINE IF

primary logo

IMAGINE IF

secondary logo

brandmark

IMAGINE IF

wordmark

NOTES:

- Centered around the theme of "exploration," the image presents an abstract sun ascending behind a prominent mountain peak. The mountain view itself embodies an expansive perspective, suggesting the ability to perceive beyond conventional limits.
- An accompanying arrow points upward, denoting upward thinking or progress.
- Wordmark Typeface: Encode Sans Expanded Bold

Color Palette

sunrise orange	coral	light purple	royal purple	midnight blue
hex#: e68158	hex#: ffc6c2	hex#: b683ed	hex#: 7958ed	hex#: 070c70
CMYK: 0, 58, 60, 0	CMYK: 0, 30, 14, 0	CMYK: 36, 53, 0, 0	CMYK: 66, 70, 0, 0	CMYK: 100, 98, 19, 21
RGB: 244, 144, 108	RGB: 255, 198, 194	RGB: 182, 131, 237	RGB: 121, 88, 237	RGB: 7, 12, 112

This vibrant color palette is perfectly suited for embodying imagination, boldness, and a human-centered vision.

Sunrise Orange (hex #e68158), with its optimistic glow, should be employed for key calls to action, prominent headlines, and elements that demand immediate attention, symbolizing the brand's hopeful outlook and visionary drive.

Coral (hex #ffc6c2), a softer yet equally inviting hue, can be utilized for background accents, subtle textural elements, or to soften bold statements, reflecting the brand's human-centered approach and fostering a sense of warmth and community.

Light Purple (hex #b683ed) is ideal for illustrating creative concepts, infographics, or sections emphasizing innovation and freedom, acting as a visual representation of creativity as a catalyst for change.

Royal Purple (hex #7958ed), with its regal depth, serves as a powerful primary color for the brand's logo, essential typography, and prominent graphic elements, embodying empowerment through technology and the brand's bold, visionary stance.

Finally, Midnight Blue (hex #070c70) provides a stable and professional anchor, perfect for foundational elements like body text, navigation bars, or as a contrasting backdrop, underscoring the brand's optimism about the future and its commitment to community-driven innovation with a grounded sense of reliability.

Typography

Rethink Sans Bold-For Headlines
abcdefghijklmnopqrstuvwxyz

Rethink Sans Regular- For paragraphs
abcdefghijklmnopqrstuvwxyz

Cormorant Garamond Bold Italic -
for "Imagine IF" phrase when used in hero moments.

Imagery/Icons

This brand embodies a futuristic yet warm aesthetic, combining clean, minimalist design with moments of imaginative flair. It aims for high event production quality that holds a grassroots, human tone.

Examples:







Imagine IF stands apart by rooting its vision in Freedom Tech (bitcoin) ethos + human flourishing + creative optimism. It's not about elite access or academic theory—it's about real people using tools to build a better world. The "Imagine IF..." format is emotionally engaging and personal, giving it a distinct voice that combines imagination with agency.

[DESIGN BY LEAH DORRIAN FOR BITCOIN PARK]