



Bitcoin Well Brand Guidelines

Branding

Brand Story

Bitcoin Well was born from a vision inspired by the pioneers of the past. When new lands were colonized, the first essential resource established was a well; water is the very source of life, and without it, a settlement would perish within weeks. In this spirit, “Bitcoin Well” represents not just a name but embodies our mission to **enable independence**. We believe that true survival in today’s world hinges on individual autonomy, and we are help play a role in that freedom.

But our story doesn't end there! The clever play on words —“Bitcoin Well”—captures both our mission and a sense of joy. We couldn't resist the delightful double entendre of "Bitcoin good." This embodies our brand's personality, infusing it with warmth and accessibility, while reassuring our audience that they have a reliable source of independence at their fingertips.

Once a well is established, the real adventure begins. Just as settlers needed to build and cultivate their colonies, our customers are empowered to harness their newfound independence and innovate upon it. With Bitcoin Well as their partner, they can embark on a journey of growth, knowing they have the support and resources to thrive. Together, we foster a community where independence is not just a goal but a pathway to endless possibilities.

Target Audience

Bitcoin Well's target audience spans young adults to middle-aged individuals who prioritize financial freedom and independence. These proactive and often tech-savvy individuals are drawn to innovative financial solutions that align with their values. They are keen on adopting the ethos of Bitcoin, viewing it as a tool for securing personal and financial autonomy in an increasingly centralized world. For them, Bitcoin Well serves as a trusted partner in navigating the complexities of this new financial landscape.

This audience is characterized by a strong focus on personal freedom and a healthy skepticism of centralized control. They are enthusiastic learners who are eager to understand and spread the benefits of Bitcoin. Their pursuit of knowledge is matched by a desire to engage with a community that is both exciting and welcoming, reflecting their aspirations for empowerment and change.

Additionally, these individuals value accessibility and approachability in their interactions with Bitcoin Well. They want to ensure that others perceive their Bitcoin journey as inclusive and not intimidating or extreme. Thus, maintaining an approachable and friendly atmosphere is crucial for fostering confidence in both the initiated and the uninitiated.

Ultimately, they seek out brands that resonate with their mindset and offer solutions catering to both the younger, change-driven generation and the older cohort searching for reliable, trustworthy options. Bitcoin Well's commitment to education and empowerment positions it as an ideal partner for individuals looking to embrace financial independence without compromise.

Single-minded Proposition

A Single-Minded Proposition (SMP) is a focused, clear statement that captures the main benefit or promise a brand makes to its customers.

It emphasizes what the brand stands for, serving as the core idea that guides all brand messaging, design and positioning to ensure consistency and differentiation in the market.

enable independence

You can be free but still reliant. You can be independent but still constrained. Or you can come closest to both with Bitcoin Well.

At its essence, Bitcoin is freedom. But if someone else controls your bitcoin, that’s not freedom.

Bitcoin Well gives you control. You use your money how you wish. And when that happens, Bitcoin goes from being an asset to the enabler of a more flexible, autonomous, independent life.

When you unshackle your bitcoin, you’re claiming your independence and all it can mean – the ultimate goal.

Vision

A world where individuals can *hold* and *use* their money. This means giving them the convenience of modern banking with the benefits of bitcoin (in self-custody).

Mission

Enable independence.
Our mission is only two words that need no further explanation.

Values

Who we are is reflected in our values. These are the central and key benefits that guide our actions, unite our people and uphold our mission.

Trust

Not popularity. We prioritize building lasting trust with our customers and community, even if it means making decisions that aren't always the most popular. Authenticity and integrity guide our actions, ensuring we always act in the best interest of those we serve.

Passion

Not contentment. We are driven by a deep passion for Bitcoin and its potential to empower individuals. We never settle for the status quo, but instead, continuously strive to improve, innovate, and inspire others to join our mission.

Adaptability

Not traditionalism. We embrace change and innovation, constantly seeking new ways to improve and evolve. We're not bound by tradition, but rather driven by a desire to find the most effective solutions, even if they challenge conventional wisdom.

Excellence

Not perfection. We are committed to delivering exceptional quality in everything we do, understanding that mistakes are a natural part of growth and innovation. We embrace learning from our experiences and constantly strive for excellence, rather than being paralyzed by the pursuit of unattainable perfection.

Tone of Voice

Brand Persona

Like a good Dad

Imagine Bitcoin Well as a warm-hearted, encouraging father figure who embodies the best qualities of a supportive parent. He is earnest and genuinely cares about the well-being of his children, striving to build trust through every interaction. With a humble demeanor, he understands that everyone has their unique journey and maintains a willingness to learn alongside them, celebrating growth and progress without judgment.

His patience allows him to guide his children patiently through complex problems, providing encouragement and reassurance that they can achieve their dreams of financial independence. He is approachable and friendly, ensuring that everyone feels comfortable in expressing their thoughts and asking questions, no matter their level of understanding. He fosters open dialogues and nurtures a safe space for learning.

His strength lies in his unwavering belief in his children's potential, inspiring them to take ownership of their futures. With wisdom earned through experience, he offers valuable insights that empower them to make informed decisions. His tone is infused with warmth and support, making it evident that he is their biggest cheerleader—a constant reminder that they are never alone on their journey.

As a good dad, he possesses a joyful enthusiasm for life and the exciting possibilities that lie ahead. He encourages exploration and innovation, rooting for every step taken toward independence and inviting his children to embrace their unique adventures with open arms.

In summary, Bitcoin Well embodies the essence of a good dad—compassionate, empowering, and dedicated to supporting others in their quest for independence and financial freedom, nurturing a community where everyone can thrive.

Personality

Humble

While they champion financial independence, Bitcoin Well remains rooted in humility, recognizing that learning and growth are ongoing processes for everyone. They value the journey alongside their customers, celebrating each step towards empowerment.

Caring

At the heart of Bitcoin Well is a genuine concern for their customers' well-being. They prioritize building lasting relationships, providing support and resources that help individuals thrive in their pursuit of independence.

Strong

Bitcoin Well embodies strength by standing firm in their mission to enable independence. They are resilient advocates for their customers, navigating challenges together and inspiring confidence in their shared vision for the future.

Approachable

Bitcoin Well fosters an inviting atmosphere, making it easy for people of all backgrounds to engage with Bitcoin and financial concepts. Their friendly demeanor encourages open dialogue, ensuring that no one feels intimidated on their journey.

Wise

With deep knowledge and experience in the financial landscape, Bitcoin Well approaches challenges with wisdom, offering insights that empower customers to make informed decisions. Their guidance is grounded in principles that promote sustainable independence.

Patient

Understanding that financial literacy is a journey, Bitcoin Well exercises patience in guiding customers through complex concepts. They take the time to ensure everyone feels informed and confident in their choices, regardless of their starting point.

Tone of Voice

Warm & Supportive

Our voice should convey a sense of care and encouragement, much like a good dad. It should make customers feel valued, understood, and supported on their journey towards financial independence.

Accessible & Approachable

Communication should be clear, friendly, and inviting, avoiding jargon and technical language that might alienate the audience. The aim is to create a comfortable atmosphere where *anyone* can engage with the brand and feel at ease discussing Bitcoin and finance. If your sentence needs and explanation, it's not accessible.

Enthusiastic & Passionate

Our tone should express excitement about the potential of Bitcoin and the mission of enabling independence. This passion can be contagious, inspiring others to share in the journey and the values of the brand.

Empowering & Inspiring

Our tone should instil a sense of confidence and motivation, encouraging individuals to take charge of their financial futures. It should celebrate their achievements and progress, emphasizing the potential for growth and self-sovereignty.

Trustworthy & Genuine

Our voice should reflect integrity and sincerity, fostering trust among customers. Offering honest insights and being transparent about goals helps build strong, lasting relationships.

Reflective & Thoughtful

Given Bitcoin Well's commitment to education and wisdom, the tone should also embody a sense of patience and insight, guiding customers through complex ideas with clear, thoughtful and simple explanations.

Optimistic & Forward-Looking

The voice should convey a sense of hope and positivity about the future, encouraging individuals to envision and create their desired lifestyles free from limitations.

How We Sound

When people read what we’re saying to them, here’s what it should sound like and feel like:

- We take you and your future seriously.
- You can do this, and we’re excited to help you on your bitcoin journey.
- We’ve learned a few things, but we won’t lecture you about them because this is about you.
- Jump in, we’ve got your back.
- We’re always happy when you drop by here.
- Just like a parent readies their kids for “launch,” we’re your independence launch pad.
- We’re proud of you for charting your own course.
- You got this. And you got us. You’re not alone here.
- There’s no dumb questions. Ask anything.
- We’re building this future together, so we’re all constantly learning and trying new things

Writing Tips

When people read what we're saying to them, here's what it should sound like and feel like:

- Be less “gung-ho” and “keen”, and more inspirational and confidence-inspiring
- Like a spice, use bitcoin jargon sparingly
- Don't end every paragraph like this! Because you're making everything sound super-exciting! Which means that nothing is!
- Be a dad of few words, unless you're explaining something significant, or telling a story in a longer post: stories are great ways to make a point
- Short paragraphs keep people reading. Think of food on a plate for a toddler: lots of easy little bites!
- Good headlines are like a good billboard: a single thought in under 10 words
- Conversely, use long headlines if you want something to really stand out. The same applies to copy in general: when you interrupt the norm, with things like a quote, a stat, a single word or two, something different than what else is on the page, the sudden deviation gets their attention. So use it wisely.

Wellisms

The more we repeat our core principles, ideas and beliefs, the better. Here’s some of the most important ones, that will help you start or end a paragraph, create a CTA, and always write in a mission-driven way.

Bitcoin the way it was intended.

Self-custody is self-freedom. Think about it.

The world's first publicly traded non-custodial bitcoin company.

“Get off zero.”

Future-proof your money.

The best way to buy bitcoin.

We exist to enable independence.

Before & After



*Canada-only for now

Lite Accounts; to protect your privacy

You can use a Lite Account (email address and password) to sell bitcoin and receive up to \$950 per transaction. You can sell up to \$3,000 per day with a Lite Account.

Lite Accounts have a 3% spread. No other fees.

Start making a Lite Account

Protect your privacy with a Lite Account.

Banks are nosey. Our Lite Account lets you buy & sell bitcoin with just an email address and a password. No personal info need to get started.

GET A LITE ACCOUNT NOW

- Up to \$950 per transaction
- Up to \$3,000 per day
- 3% spread, no other fees

Before & After



*Canada-only for now

Lite Accounts; to protect your privacy

You can use a Lite Account (email address and password) to sell bitcoin and receive up to \$950 per transaction. You can sell up to \$3,000 per day with a Lite Account.

Lite Accounts have a 3% spread. No other fees.

Start making a Lite Account

Set-up a competitive advantage

Lead with key benefit

Protect your privacy with a Lite Account.

Banks are nosey. Our Lite Account lets you buy & sell bitcoin with just an email address and a password. No personal info need to get started.

GET A LITE ACCOUNT NOW

Use CTA to reinforce product benefit

Make “just the facts” fast and easy to scan, and separate so the main copy can do the selling/persuading

- Up to \$950 per transaction
- Up to \$3,000 per day
- 3% spread, no other fees

Reinforce multiple benefits

Use graphic assets rather than illustration to attract attention, or, include icons that are not so metaphorical.

5 Easy Headline Tips

1. Is there something in the name you can riff off?

'A Lite Account gives you heavy-duty privacy.'

2. Conquer a fear or hesitance...

'Ease-in anonymously with a Lite Account.'

3. ...or go right at the issue, and answer it in the copy.

'Want to preserve your privacy? Test the waters with a Lite Account!'

4. Diss the competition.

'The Lite Account. Because banks are nosey.'

5. Talk about other customers, impressive stats, other fact-based info.

Bitcoiners love Lite Accounts.'

The #1 headline writing tip:

Quickly list different features/benefits/aspects of the product/issue, then write some headlines for each one. Start with one, and once you're slowing down, switch to another... in 10 minutes you'll have a good dozen. For example, in this case (Lite Account):
Anonymity / Keep personal info personal / Being a beginner / Fundamental right to privacy

Visual Identity

Logo

This is our logo. It is our most important visual asset and should be the first choice when choosing a graphic element to represent our brand. The logo consists of an icon and a wordmark. The icon and the wordmark can be used independently or locked up together.

Consistent use of our logo is key to retaining brand strength through immediate recognition of who we are and what we stand for as a brand. It is vital that they are always applied consistently. They should never be altered, modified, or redrawn.



Icon

Our icon is shorthand for the brand. Often it is the first image to introduce the brand, in use cases such as our App Icon or our Social Media Avatars.

Only use the icon when the full logo is not legible (small instances or circles).



Logo Colours & Usage

The primary logo should be used in all instances where the logo is present. When the logo must appear on a dark background, the reverse logo can be used.

Do not alter the colours or orientation of the logo in any way.



PRIMARY LOGO



REVERSE

Logo Colours & Usage

The secondary logo can be used when a stacked format is preferable for the design.

Keep the ratio of the size of the icon and wordmark identical to the primary logo.



SECONDARY STACKED



SECONDARY STACKED REVERSE

Logo Colours & Usage

The secondary logo can be used when a stacked format is preferable for the design.

Keep the ratio of the size of the icon and wordmark identical to the primary logo.



DOUBLE STACKED



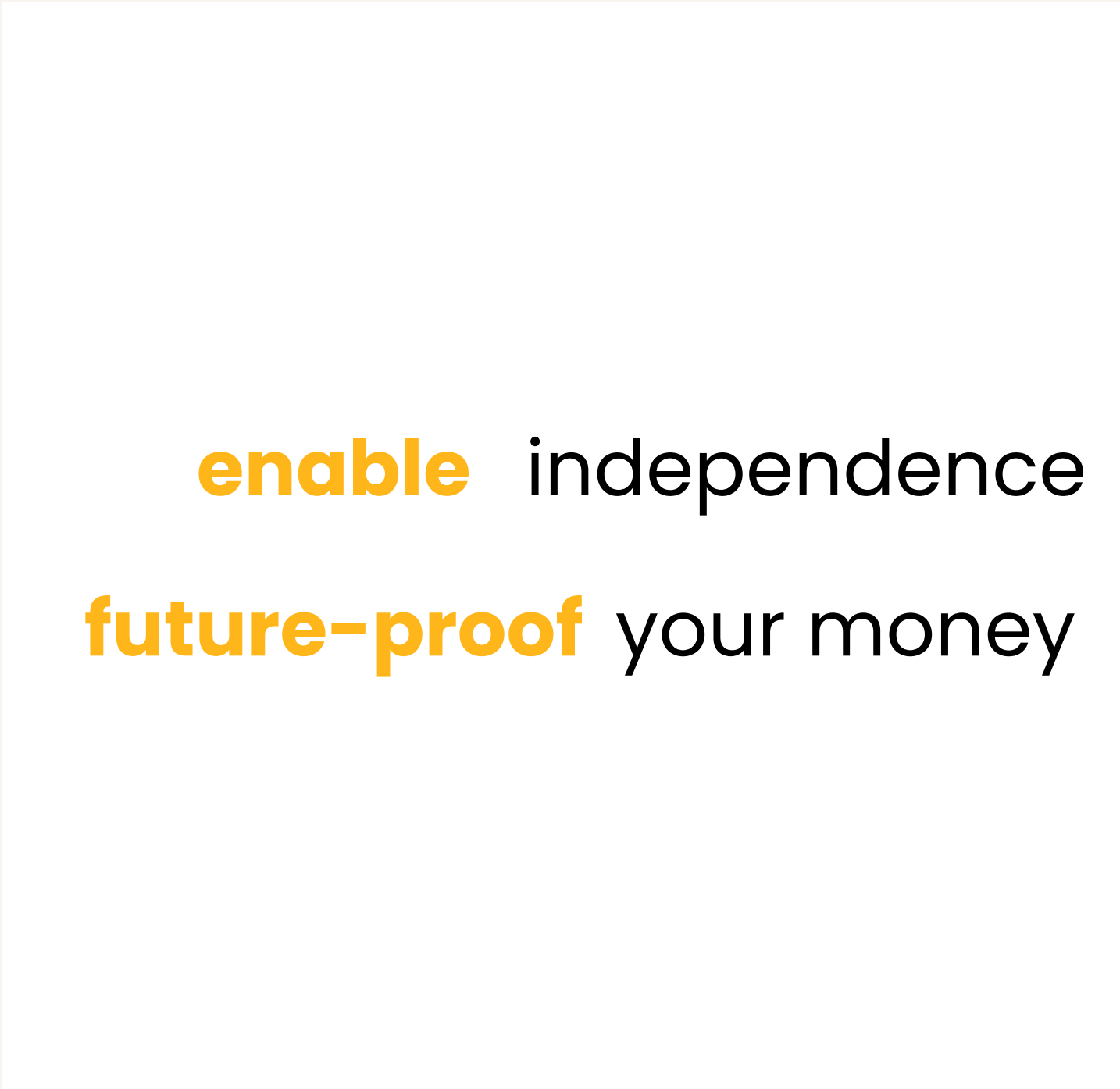
DOUBLE STACKED REVERSE

Branded mission

These sayings are integral to our identity. When written on their own, they should always look like you see here.
The first half is bold and orange, the second half is high contrast in either white or black font depending on the background.



DARK BACKGROUND



LIGHT BACKGROUND

Colours

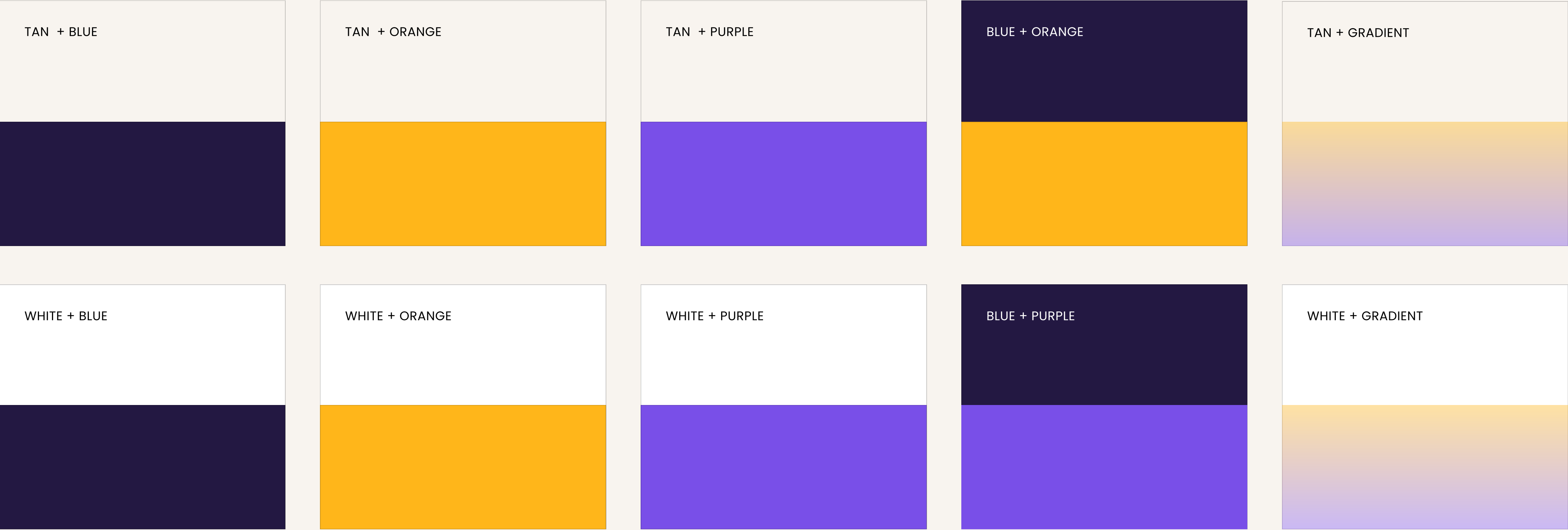
Our brand's colour palette is designed to be warm and distinctive. Different combinations of colour can dramatically change the tone and appearance of a document so it is important to consider how they work together.

To help achieve greater brand recognition it is important that our colour palette is applied consistently. Our brand colours have been carefully selected to convey the perfect tone for us.

ORANGE #FFB71B	BLUE #17182F	PURPLE #7A4FE8
TAN #F8F5F0	WHITE #FFFFFF	GRADIENT at 40%

Colour Usage

Our colours help bring our brand to life, so we should use a variety of combinations to keep it looking fresh. Shown here are examples that should act as guidance on how we can use different colour combinations when building creative.



Colour Usage

Legibility of text is vital for our brand. Be sure to check that all colour combinations are approved by a [colour contrast checker](#) when applying fonts and colours to the website and other digital creative.

Only use these text colour combinations.

TAN BACKGROUND + BLUE TEXT Text Colour	ORANGE BACKGROUND + WHITE TEXT Text Colour	BLUE BACKGROUND + WHITE TEXT Text Colour
WHITE BACKGROUND + BLUE TEXT Text Colour	ORANGE BACKGROUND + BLUE TEXT Text Colour	

EXTRA BOLD

AäBbCcĐdEè

BOLD

FfGgHhIiJjKkLl

SEMI BOLD

MmNnOoPp

MEDIUM

QqRrSsTtUuVv

REGULAR

WwXxYyZz

LIGHT

(.,:;!?\$£€¥&)

Corners & Shadows

Where appropriate, we use a floating design style to organize layers of information. Rounded corners give the content an approachable personality while shadows applied to objects in the foreground amplify the floating appearance.

Objects should be layered on top of one another in an organized manner. Consider centre and left-alignment when organizing your information.

LARGE BACKGROUND BOXES
CORNER RADIUS: 20

PHOTOS
CORNER RADIUS: 20

Drop shadow

Position

X0

Y4

Blur

104

Spread

0

Color

000000

12%



What is real bitcoin?

It's probably not the bitcoin you know. At its essence, bitcoin is about one thing: freedom. But if someone else and their decisions control your wallet, your keys – your bitcoin – then where's the freedom in that? With Bitcoin Well, you control everything. And you're that much closer to freeing your independence.

SELL BITCOIN

Our Story

Learn more about us. Or even better, chat directly with Bitcoin Well founder, Adam O'Brien.

PRIMARY CTA

SMALLER CONTENT BOXES
CORNER RADIUS: 10

Jane Doe

@janedoe

★★★★★

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec congue et sapien quis fermentum. Sed eu tellus.

Jane Doe

@janedoe

★★★★★

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec congue et sapien quis fermentum. Sed eu tellus.

★★

Lorem
adipis
ferme

Drop shadow

Position

X0

Y0

Blur

54

Spread

0

Color

000000

7%

Buttons

We use three styles of buttons to establish a clear hierarchy on our website. A thick orange button is used for major CTA's. Two smaller buttons are used for secondary information in either purple or outlined (no fill). All buttons can be applied to either a light or dark background.



REGULAR



HOVER



REGULAR



HOVER



REGULAR



HOVER



- All buttons should be in Poppins font, medium weight, with 2% line spacing in uppercase only.
- For consistency and legibility, no other colour combinations should be used with the except of white backgrounds.
- All buttons should have rounded corners: 5.

Paint Markers

Paint streaks can be used to compliment text boxes where appropriate. These graphic assets are to be used subtly, to enhance a specific area of content, adding a vibrancy and excitement.

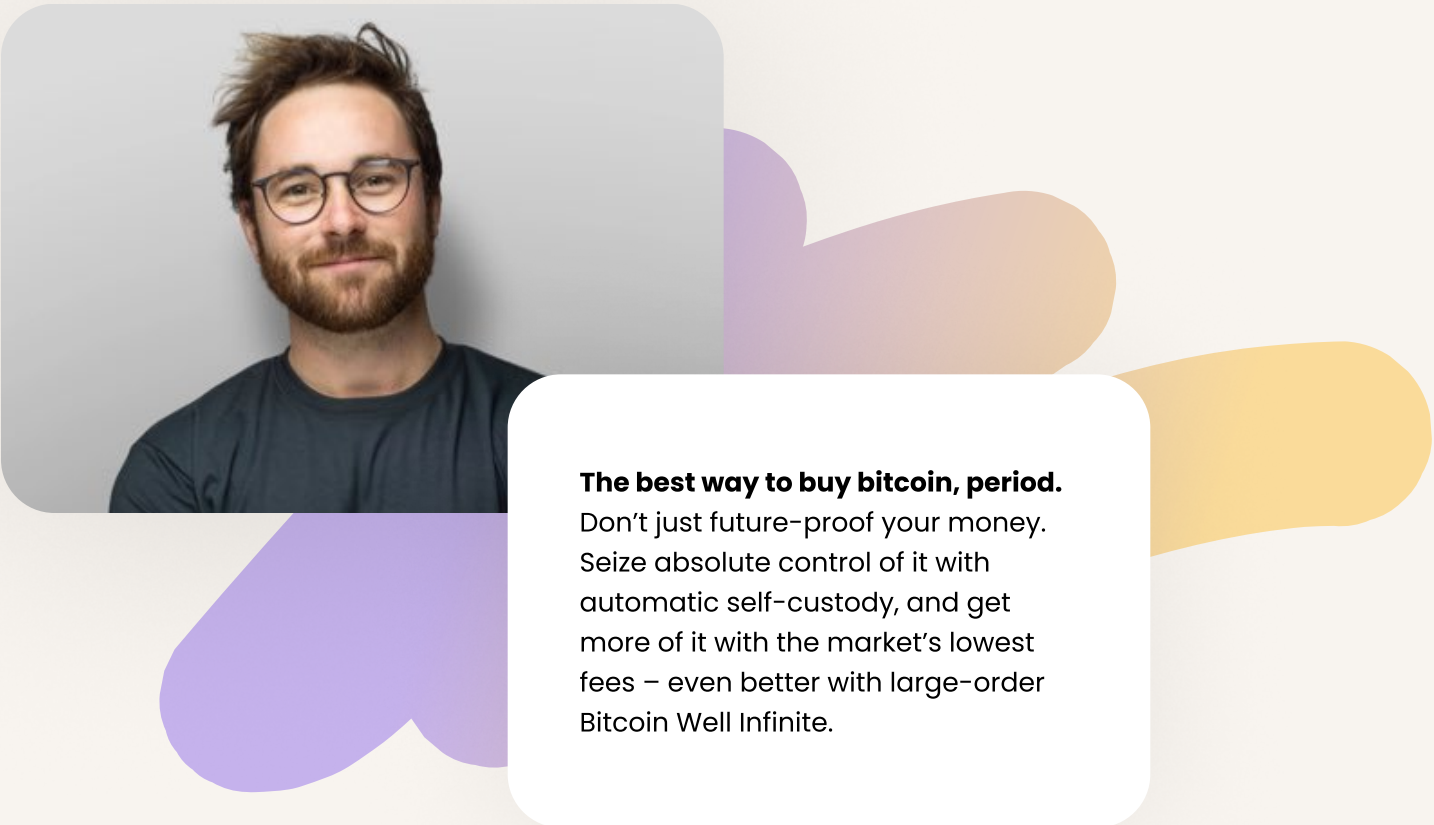
Only use orange and purple for the two colours, and apply a 40% transparency to the streaks to decrease intensity.



Visual Considerations

Your well. Your way.

Free your independence – with the fastest & safest way to buy real bitcoin on-chain or via the Lightning Network in Canada and the USA, on the world’s first non-custodial and publicly traded Bitcoin platform.



The best way to buy bitcoin, period.
Don't just future-proof your money. Seize absolute control of it with automatic self-custody, and get more of it with the market's lowest fees – even better with large-order Bitcoin Well Infinite.

What is real bitcoin?

It's probably not the bitcoin you know. At its essence, bitcoin is about one thing: freedom. But if someone else and their decisions control your wallet, your keys – your bitcoin – then where's the freedom in that? With Bitcoin Well, you control everything. And you're that much closer to freeing your independence.

LEARN MORE

TEXT

- Create contrast between headings and body copy using font size and weight.
- Left-align text boxes whenever possible for consistency.
- Keeping headings short and impactful.

LAYERS

- Create playful, layered collections of assets.
- Use the gradient sparingly as a background element at 40% transparency.

SPACE & HIERARCHY

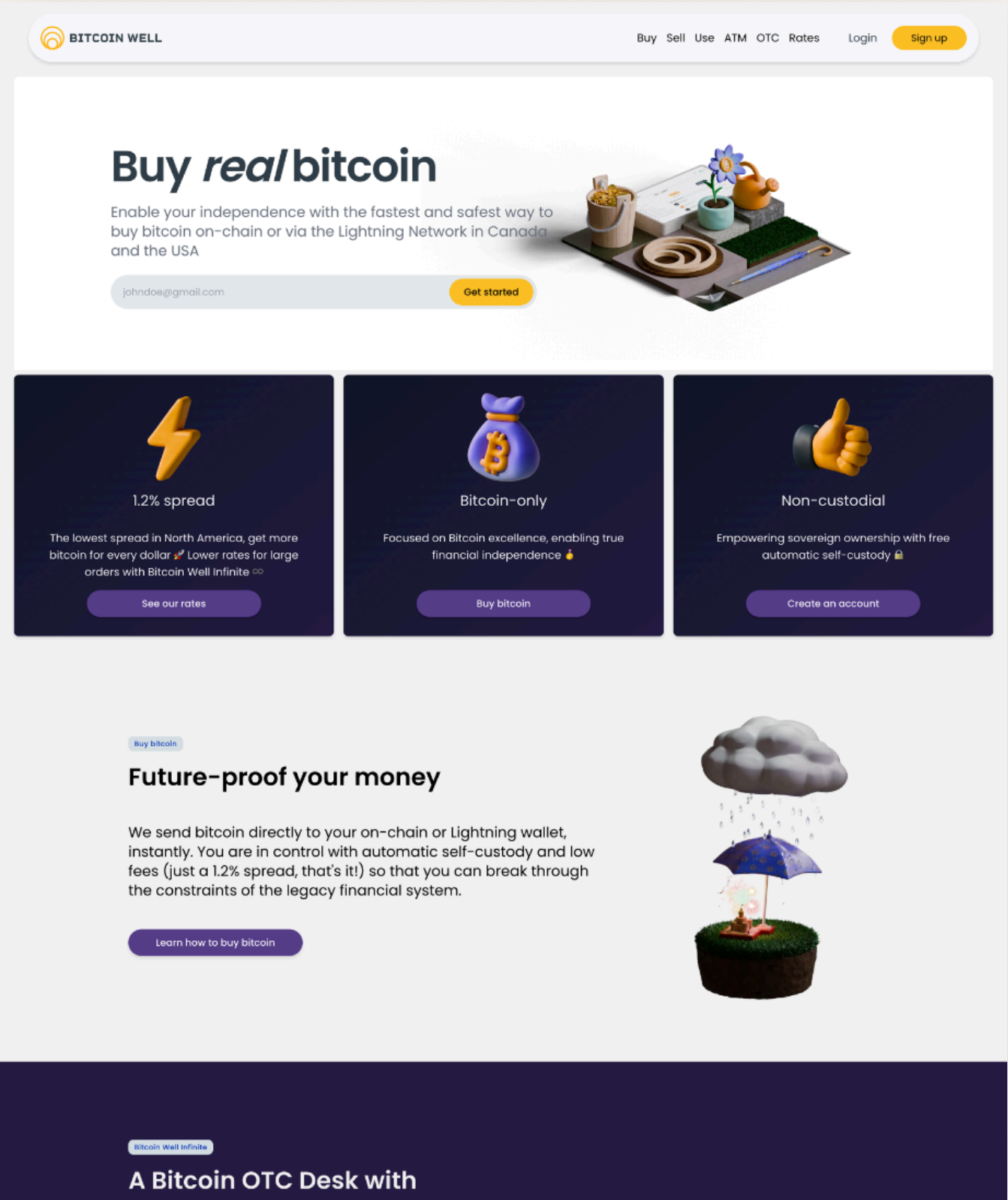
- Establish clear hierarchy with breathing room between content (such as text boxes, photos, or buttons).
- Only use orange, purple or the gradient as a highlight or accent to prevent design from becoming chaotic or overwhelming.

Application

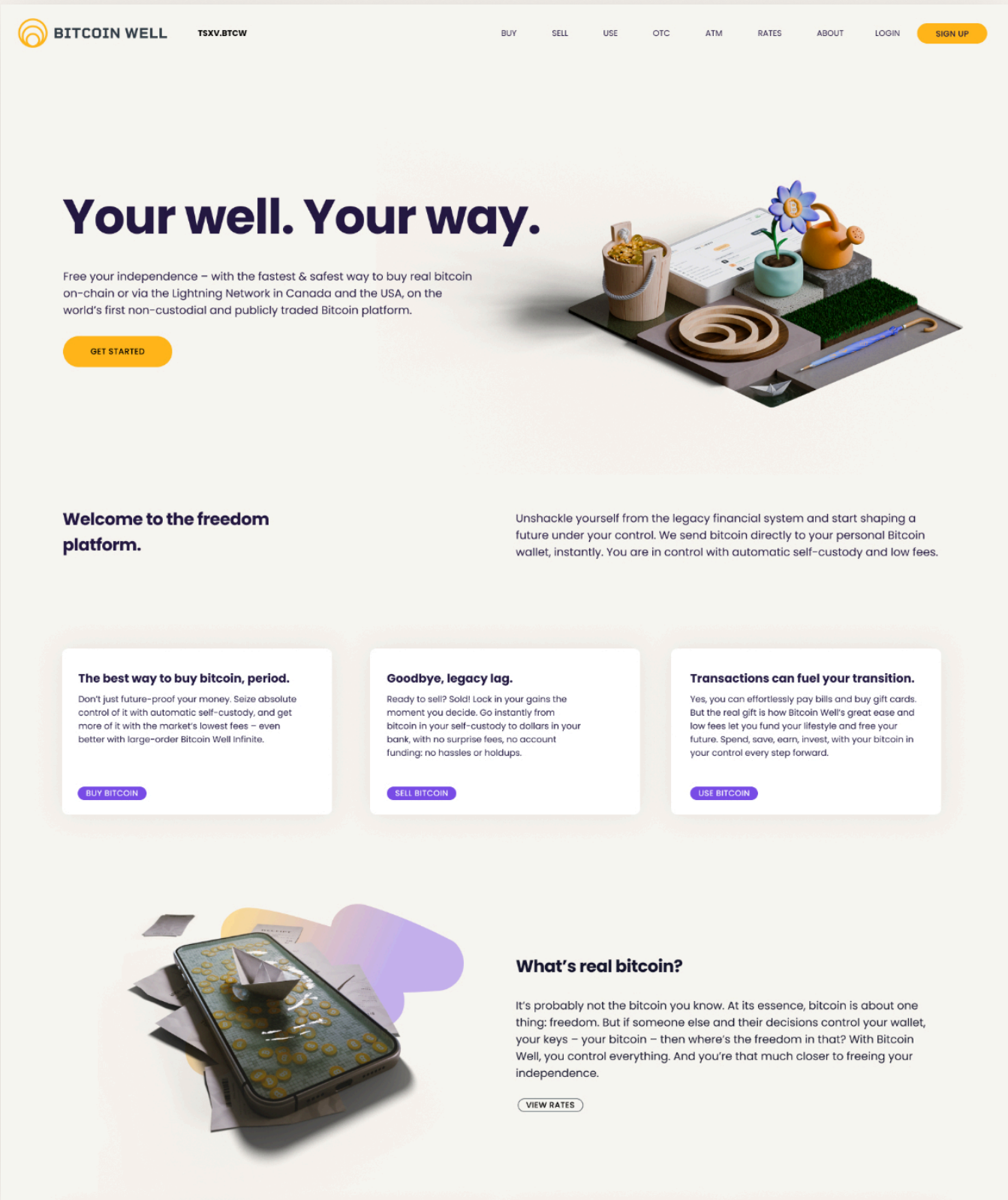
Icons: Website

Use 3D illustrations sparingly on website. Boxes and other graphic elements can replace current illustration locations to create variety and impact.

OLD HOMEPAGE



NEW HOMEPAGE



Icons: Blog

Use icons for blog posts, but keep colours cohesive with brand guidelines. Here are 3 new blog post examples.

OLD



How to Sell Bitcoin on the Lightning Network in the United States

By Konrad Fitzpatrick
2025-04-10

You can now quickly sell bitcoin for dollars through the Lightning network and your Bitcoin Well account! Instantly and easily bitcoin for dollars and send dollars automatically to your bank.

[Read more](#)



Save it and send It: Pay bills on-chain with static payee addresses 🇨🇦

By Konrad Fitzpatrick
2025-04-22

How to pay bills with bitcoin, now faster an easier than before! Save your bitcoin address and pay it whenever you want!

[Read more](#)



Introducing the Bitcoin Well Point Store: Redeem Points for the best bitcoin gear

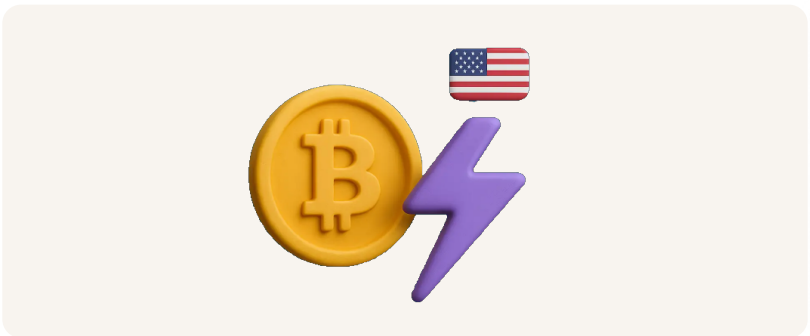
By Konrad Fitzpatrick
2025-04-24

We're thrilled to announce the launch of the Bitcoin Well Point Store, available now in Canada and the USA. Now you can redeem your Bitcoin Well points for prizes that level up and celebrate your Bitcoi...

[Read more](#)

NEW

- White background colour
- Use only brand colours behind icons
- Enlarge heading copy and decrease amount of body paragraph shown to allow for more breathing room between lines of text

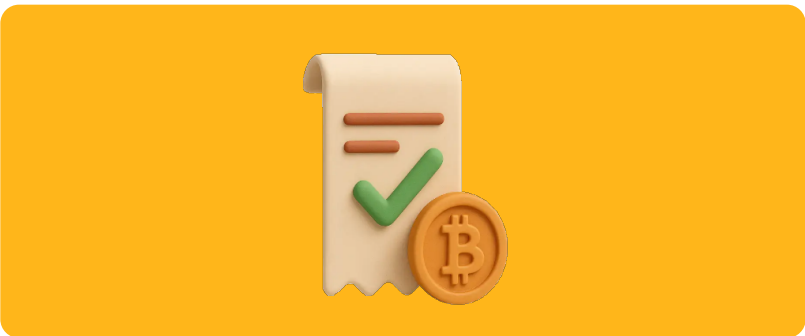


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