

Brand Identity v2

Pitch

Context

Strong Brand Identity

1. "Exterior Reflects Interior"
2. Consistency

INTERIOR (Core)

Brand Strategy -> Brand Personality

| culture. | attributes and benefits. | behaviour. | tone of voice. | look and feel. |
|--|---|---|---|---|
| decentralization growth novelty community authenticity honesty optimism inclusion fairness | abundant reliable secure trustless composable anti-fragile accessible sustainable radical organic | ambitious unconventional curious simple kind sturdy earnest resilient efficient light-hearted consistent honest | genuine welcoming thoughtful respectful friendly witty candid sincere light-hearted sophisticated profound | charming iconic refined light-hearted intuitive tactile symbolic |

INTERIOR (Core)

Beanstalk Interior = Harmonious combo of math & nature

EXTERIOR (Look & Feel)

Brand Strategy -> Brand Personality

Refined

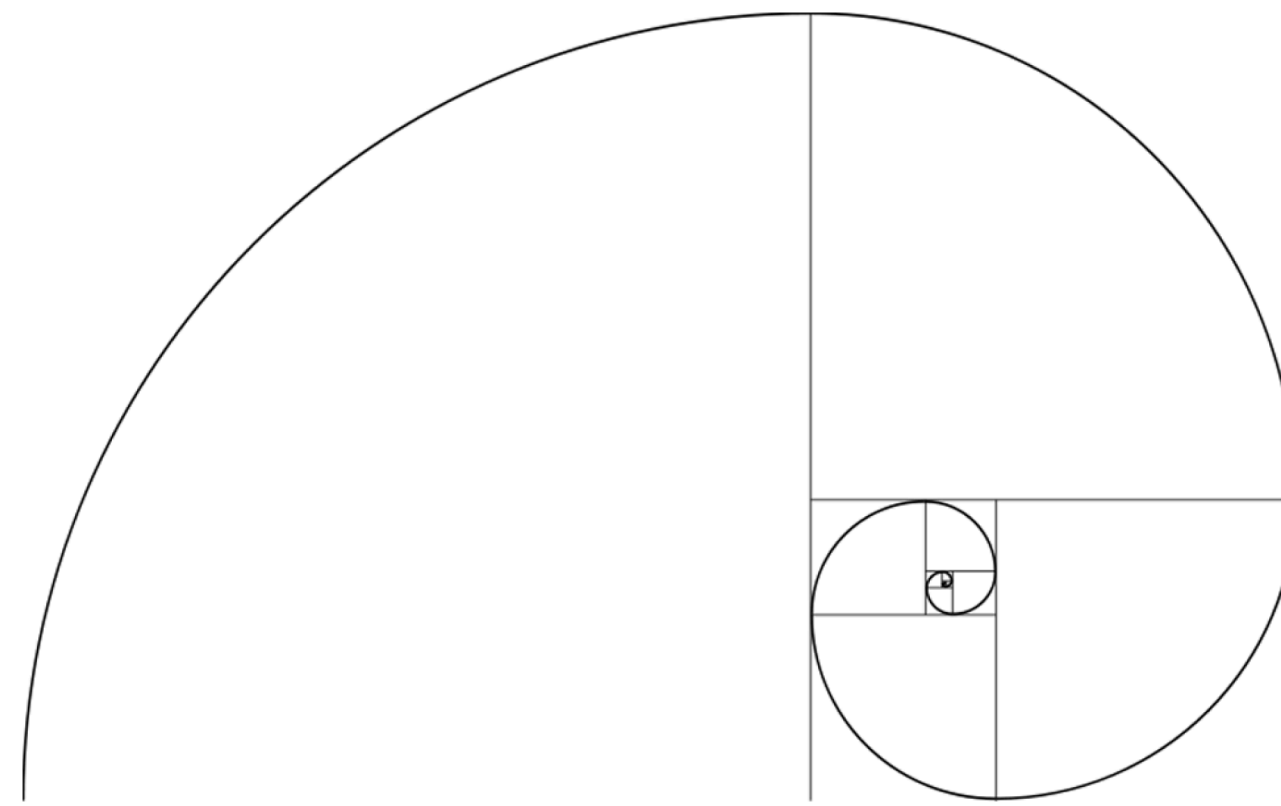
Charming

Iconic

EXTERIOR (Look & Feel)

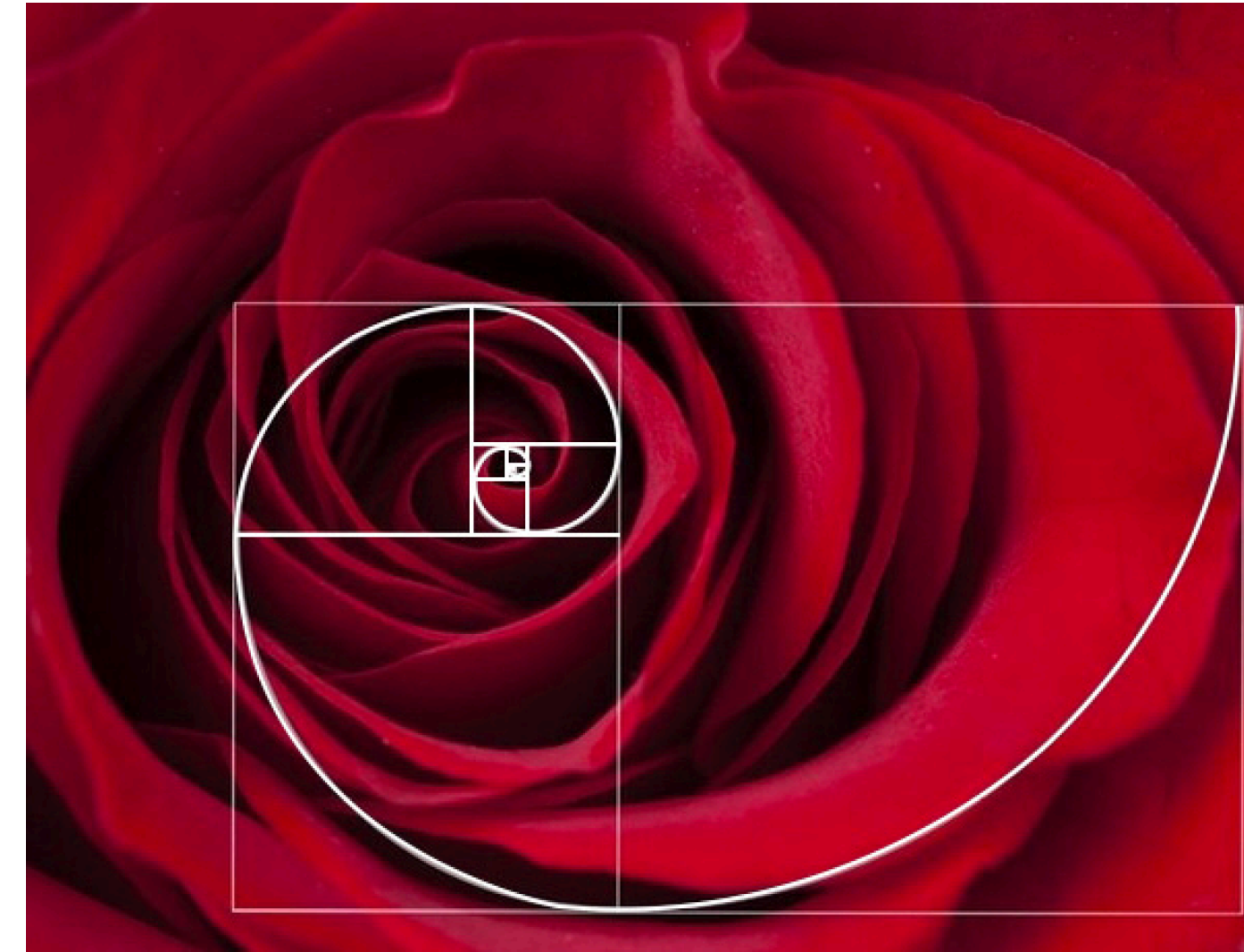
Harmonious combo of math & nature = Golden Ratio

Golden Ratio



Golden Ratio = 1 : 1.617 or 62 : 38

Golden Ratio



Golden Ratio

62 / 38 -> 60 / 30 / 10

60% Refined

30% Charming

10% Iconic

Clean, methodical, systematic

Appealing, welcoming, familiar, disarming

Different from other protocols, novelty, quirks

A Redefined Logotype

Beanstalk

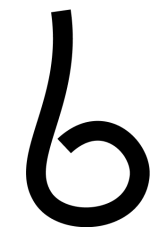
Beanstalk K

Beanstalk

A Redefined Logomark

Failures

Ooh, still too alien but
some potential here..



please something
work



where tf did the
potential go



croissantstalk

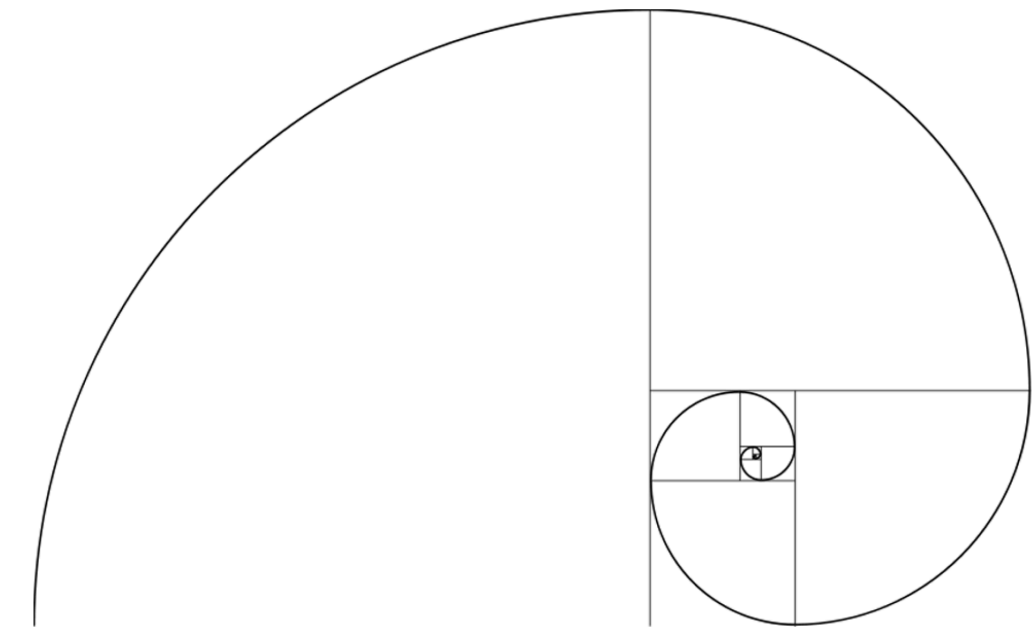
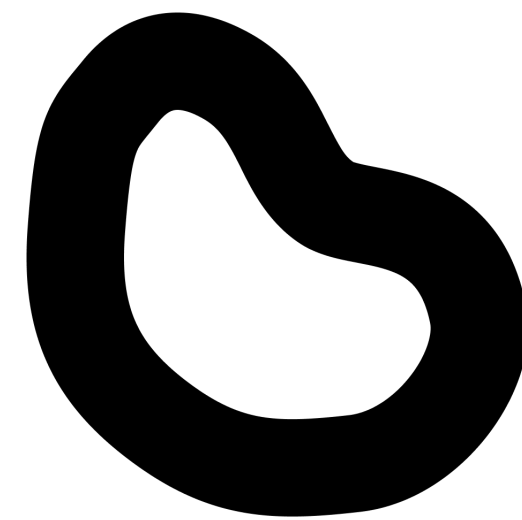
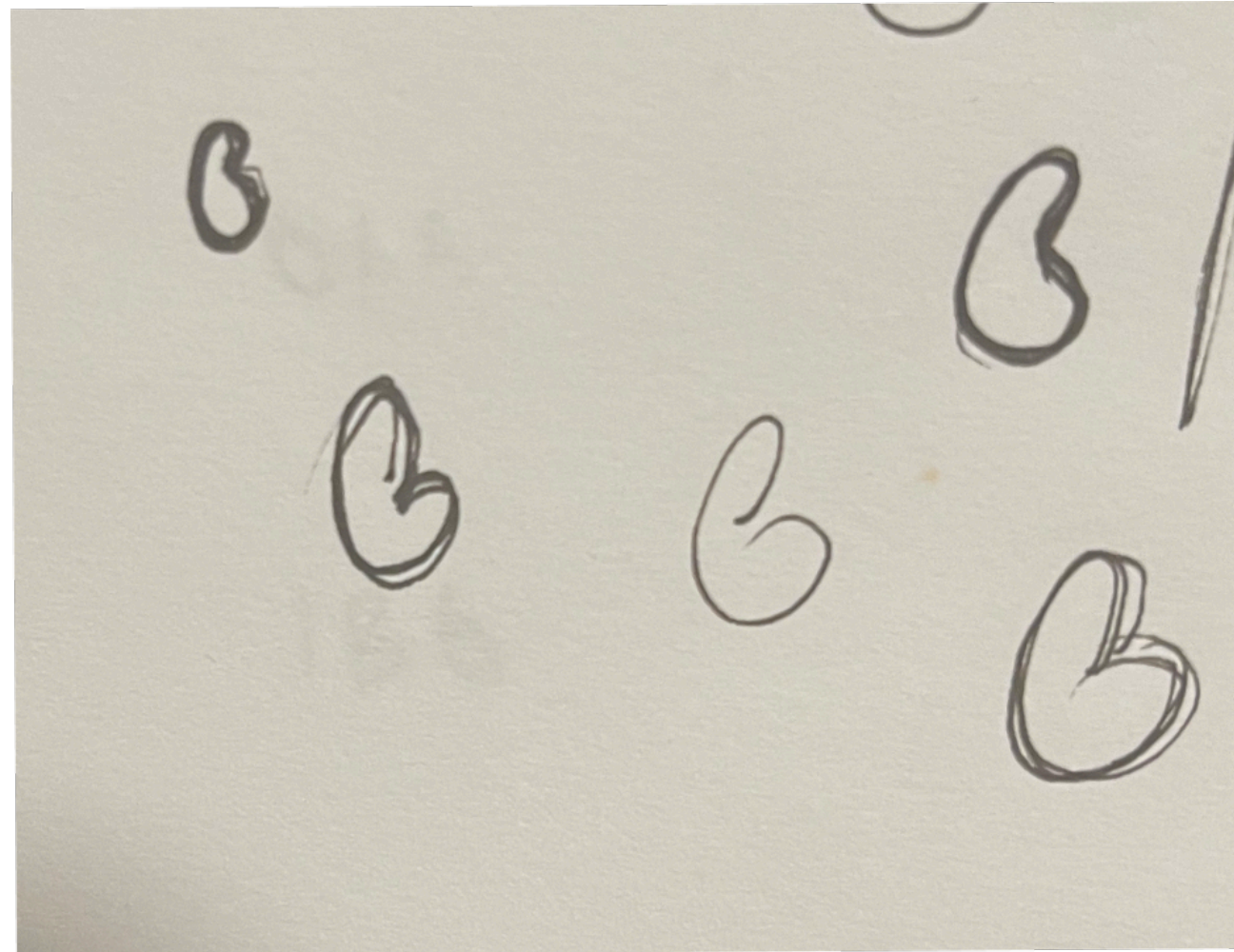
first iterations, cool,
let's keep moving

Am I getting
the finger?

Bean? Butt?

Garlicstalk

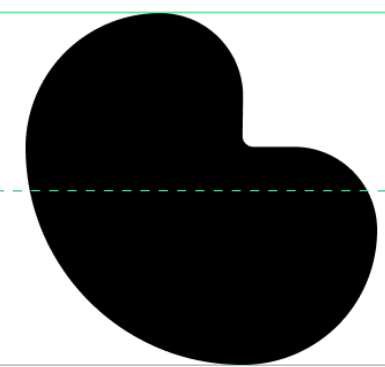
Construction



Construction



 **Beanstalk**

 **n**

Color

Inspiration



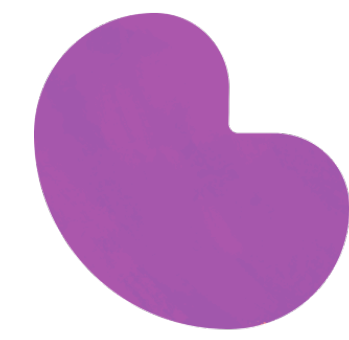
Hyacinth Bean Plant
"Jack and the Beanstalk Plant"



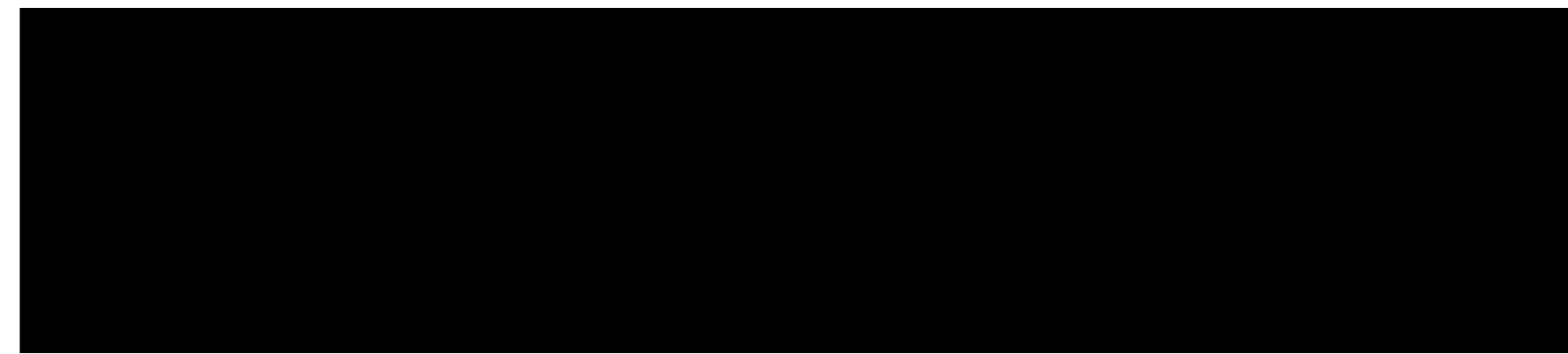
Chris Sasaki



Miroslav Sasek



Beanstalk



Typography

What is Obviously?

As a lover of hand-painted signage, I have a dark side I rarely mention: I have a soft spot for vinyl too. I love to see Impact made extremely wide, and Antique Olive Nord squished to comical proportions. I love when the vinyl starts peeling up on the sides, and the corners are the only bits that manage to remain adhered to the substrate. I love the billboards for HEMPCON, TATTOOCON, and all the other CONS that advertise with black on an obnoxious shade of pink or neon green. With all those things in mind, I set out to make Obviously. There are 96 styles for all sorts of feelings. Use it for the nail salon, the laundromat, and the mechanic. Subtlety is for the birds. Let's communicate OBVIOUSLY.

| | | | |
|-----------------|-------|---|--|
| Narrow | _____ | ○ | abcdefghijklmnopqrstuvwxyz1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 |
| Narrow Medium | _____ | ○ | abcdefghijklmnopqrstuvwxyz1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 |
| Narrow Semibold | _____ | ○ | abcdefghijklmnopqrstuvwxyz1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 |
| Narrow Bold | _____ | ○ | abcdefghijklmnopqrstuvwxyz1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 |
| Narrow Black | _____ | ○ | abcdefghijklmnopqrstuvwxyz1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 |
| Narrow Super | _____ | ○ | abcdefghijklmnopqrstuvwxyz1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 |

Narrow Obviously Medium
-5% Letter Spacing

What is Obviously?

What is Obviously?

What is Obviously?

What is Obviously?

What is Obviously?

What is Degular?

Thin

As a lover of hand-painted signage, I have a dark side I rarely mention: I have a soft spot for vinyl too. I love to see Impact made extremely wide, and Antique Olive Nord squished to comical proportions. I love when the vinyl starts peeling up on the sides, and the corners are the only bits that manage to remain adhered to the substrate. I love the billboards for HEMPCON, TATTOOCON, and all the other CONS that advertise with black on an obnoxious shade of pink or neon green. With all those things in mind, I set out to make Obviously. There are 96 styles for all sorts of feelings. Use it for the nail salon, the laundromat, and the mechanic. Subtlety is for the birds. Let's communicate OBVIOUSLY.

Medium

As a lover of hand-painted signage, I have a dark side I rarely mention: I have a soft spot for vinyl too. I love to see Impact made extremely wide, and Antique Olive Nord squished to comical proportions. I love when the vinyl starts peeling up on the sides, and the corners are the only bits that manage to remain adhered to the substrate. I love the billboards for HEMPCON, TATTOOCON, and all the other CONS that advertise with black on an obnoxious shade of pink or neon green. With all those things in mind, I set out to make Obviously. There are 96 styles for all sorts of feelings. Use it for the nail salon, the laundromat, and the mechanic. Subtlety is for the birds. Let's communicate OBVIOUSLY.

Regular

As a lover of hand-painted signage, I have a dark side I rarely mention: I have a soft spot for vinyl too. I love to see Impact made extremely wide, and Antique Olive Nord squished to comical proportions. I love when the vinyl starts peeling up on the sides, and the corners are the only bits that manage to remain adhered to the substrate. I love the billboards for HEMPCON, TATTOOCON, and all the other CONS that advertise with black on an obnoxious shade of pink or neon green. With all those things in mind, I set out to make Obviously. There are 96 styles for all sorts of feelings. Use it for the nail salon, the laundromat, and the mechanic. Subtlety is for the birds. Let's communicate OBVIOUSLY.

Bold

As a lover of hand-painted signage, I have a dark side I rarely mention: I have a soft spot for vinyl too. I love to see Impact made extremely wide, and Antique Olive Nord squished to comical proportions. I love when the vinyl starts peeling up on the sides, and the corners are the only bits that manage to remain adhered to the substrate. I love the billboards for HEMPCON, TATTOOCON, and all the other CONS that advertise with black on an obnoxious shade of pink or neon green. With all those things in mind, I set out to make Obviously. There are 96 styles for all sorts of feelings. Use it for the nail salon, the laundromat, and the mechanic. Subtlety is for the birds. Let's communicate OBVIOUSLY.

Possibilities

GOVERNANCE

| BIP | Title | Status | % Voted |
|-----|-----------------------|-----------|---------|
| 12 | Silo Generalization I | Committed | 69% |

Summary:

Upgrade the Silo to support arbitrary token Deposits, based on a token whitelist.
Add the BEAN:3CRV Curve pool to the whitelist for 1 Stalk and 4 Seeds per Bean denominated value (BDV) Deposited.

Problem:

The Silo currently only supports Deposits of Beans and LP Tokens for the BEAN:ETH Uniswap V2 pool. As the sophistication of the Beanstalk ecosystem increases, (e.g., the BEAN:3CRV Curve pool) it is essential that the Silo can scale to accept arbitrary tokens.

Proposed Solution:

The Silo will accept arbitrary token Deposits based on a token whitelist. Each token on the whitelist must include a formula for BDV, and the Stalk and Seed values per BDV Deposited.

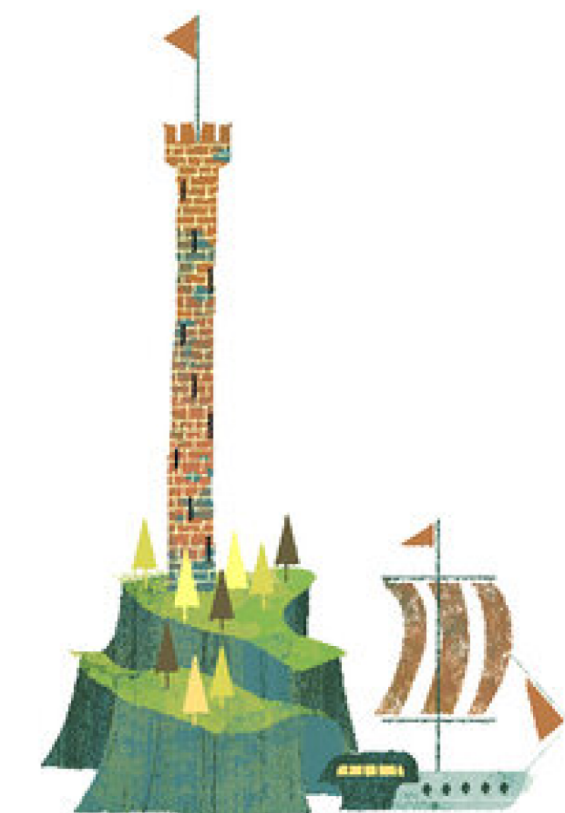
Tokens can be added to the Silo whitelist via BIP. Tokens on the whitelist can be Deposited, Withdrawn, and Claimed, but not Converted.

Economic Rationale:

Incorporating other assets into the Silo via a whitelist allows Beanstalk to offer Stalk and Seed rewards to arbitrary liquidity pools, assets and protocols that are benefiting Beanstalk in some capacity.

The BEAN:

3CRV Curve Pool has started attracting liquidity, which has significantly decreased (1) price deviations from the value peg and (2) the correlation of the Bean and Ether prices. Offering Stalk and Seed rewards for Depositing the BEAN:3CRV Curve LP Tokens into the Silo is likely to both increase the stickiness of the capital currently in the pool and attract new liquidity to the pool.



GOVERNANCE

No Active BIPs

BIPs[®]

| | BIP | Title | Status | % Voted |
|---|-----|-----------------------|-----------|---------|
| ^ | 12 | Silo Generalization I | Committed | 69% |

BIP-12: Silo Generalization I

Summary:

- Upgrade the Silo to support arbitrary token Deposits, based on a token whitelist.
- Add the BEAN:3CRV Curve pool to the whitelist for 1 Stalk and 4 Seeds per Bean denominated value (BDV) Deposited.

Problem:

The Silo currently only supports Deposits of Beans and LP Tokens for the BEAN:ETH Uniswap V2 pool. As the sophistication of the Beanstalk ecosystem increases, (e.g., the BEAN:3CRV Curve pool) it is essential that the Silo can scale to accept arbitrary tokens.

Proposed Solution:

The Silo will accept arbitrary token Deposits based on a token whitelist. Each token on the whitelist must include a formula for BDV, and the Stalk and Seed values per BDV Deposited.

Tokens can be added to the Silo whitelist via BIP. Tokens on the whitelist can be Deposited, Withdrawn, and Claimed, but not Converted.

Economic Rationale:

Incorporating other assets into the Silo via a whitelist allows Beanstalk to offer Stalk and Seed rewards to arbitrary liquidity pools, assets and protocols that are benefiting Beanstalk in some capacity.

The BEAN:3CRV Curve Pool has started attracting liquidity, which has significantly decreased (1) price deviations from the value peg and (2) the correlation of the Bean and Ether prices. Offering Stalk and Seed rewards for Depositing the BEAN:3CRV Curve LP Tokens into the Silo is likely to both increase the stickiness of the capital currently in the pool and attract new liquidity to the pool.

Effective:

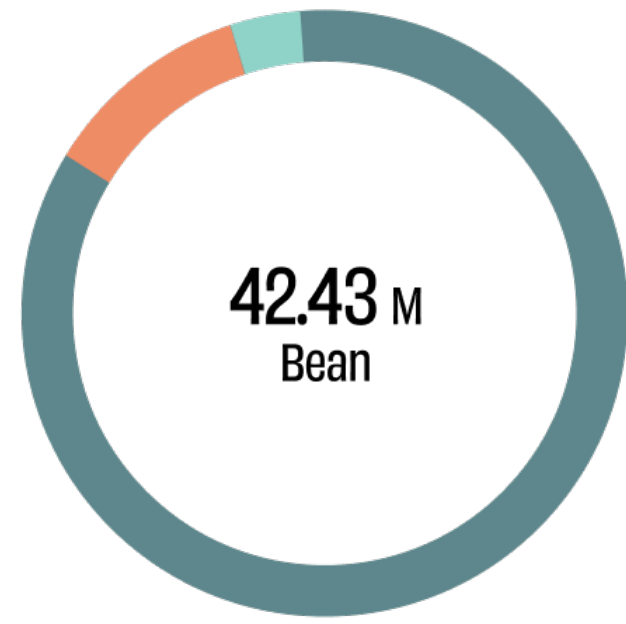
Effective immediately upon commit.

Award:

5000 Beans to Beanstalk Farms.

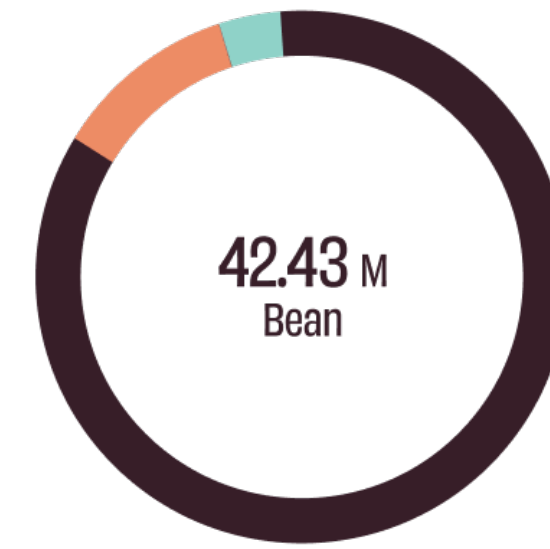
To see the full GitHub submission, [click here](#).

| | | | | |
|---|----|----------------|-----------|-----|
| v | 11 | Farmers Market | Committed | 68% |
|---|----|----------------|-----------|-----|



Beans

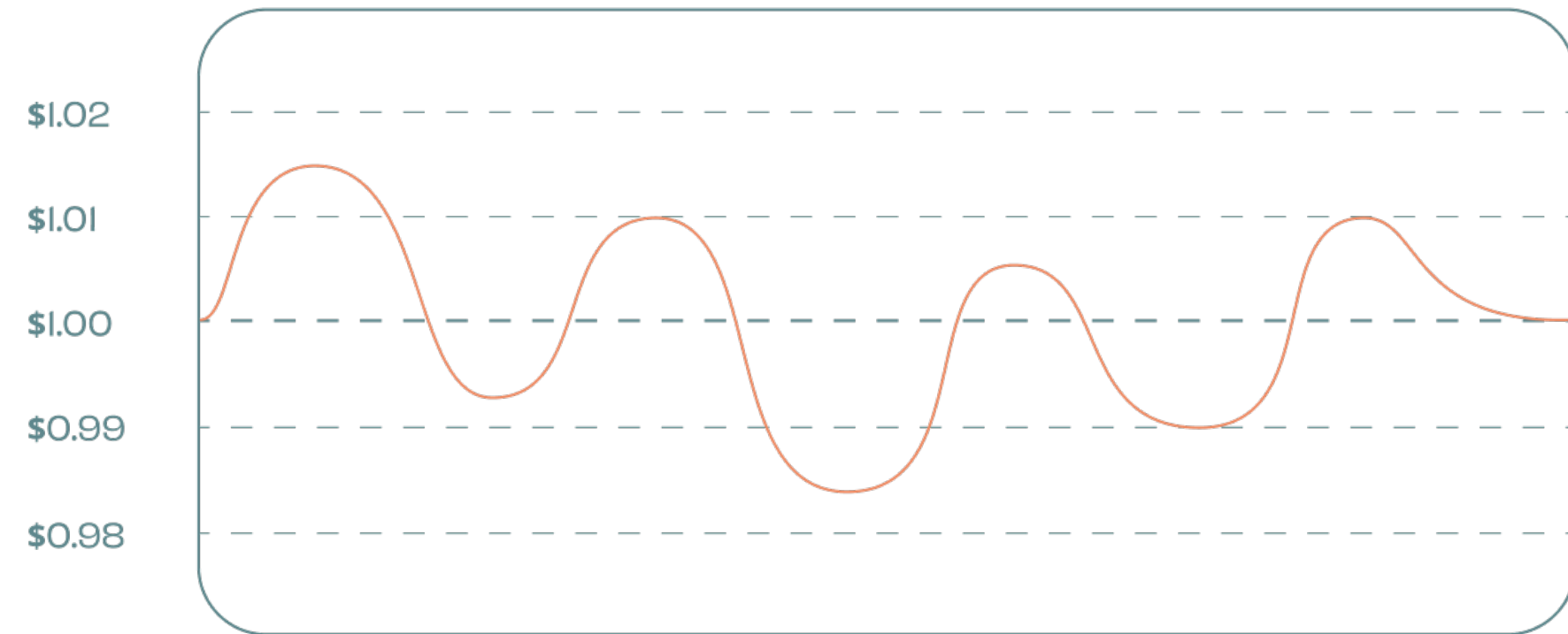
- Calculating Beans 1.62 M
- Deposited Beans 34.23 M
- Withdrawn Beans 54,677
- Pooled Beans 4.85 M
- Budget Beans 1.55 M



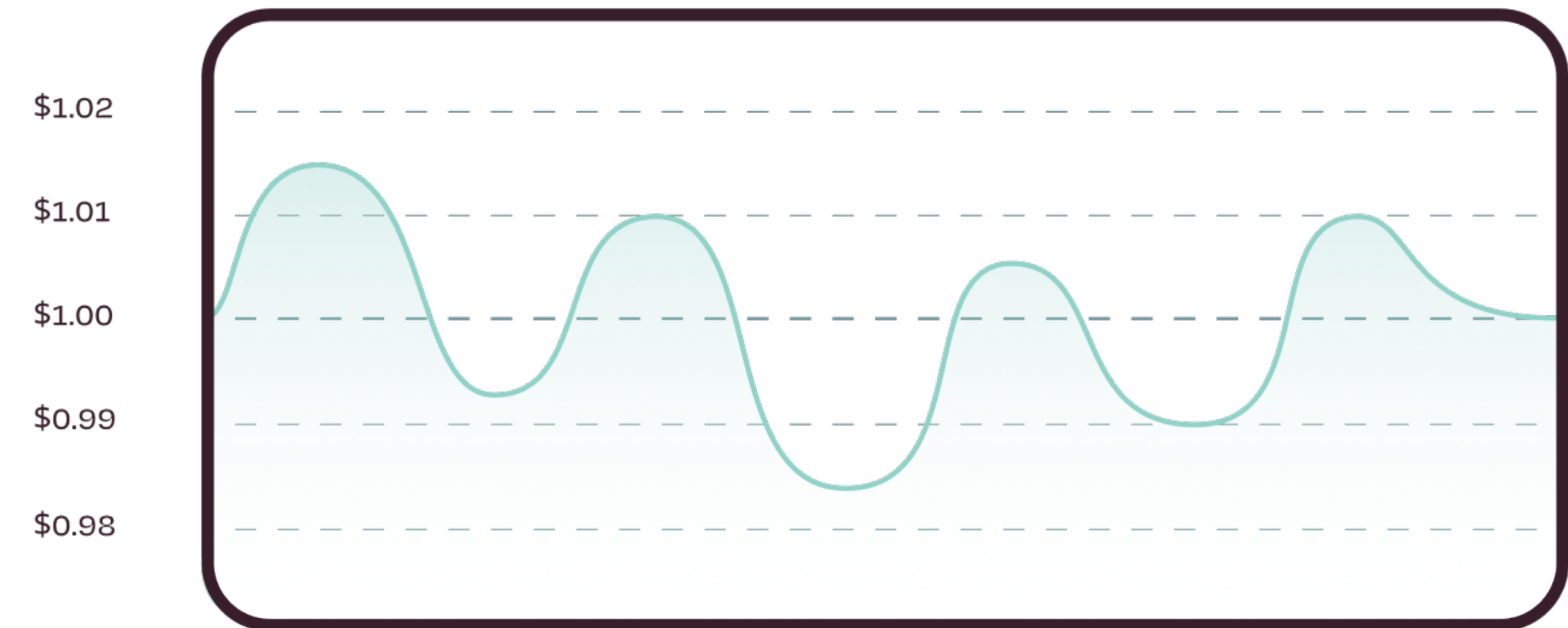
Beans

- Calculating Beans 1.62 M
- Deposited Beans 34.23 M
- Withdrawn Beans 54,677
- Pooled Beans 4.85 M
- Budget Beans 1.55 M

Price




Price Volume Liquidity Market Cap Supply Crosses







Learn

 **Whitepaper** v1.7.0

 **Discord** Join the community and ask questions

 **Dune Analytics** View Beanstalk Protocol analytics


 **Beanstalk FAQ**
Bean Merchant • Community


 **What is Beanstalk**
Austin • Community

 **Podcast w/ Publius**
nasjaq • Community

 **\$BEAN vs ESD**
DrParth • Community

Follow

 **Twitter**

 **Medium**

 **Reddit**





Thank you