

SQUARE43

ACCELERATE

LOGO CONCEPTS

JANUARY 2025

LAYERS IN MOTION

LOGO 01

Clusters of digital shapes come together to form a multifaceted, dynamic emblem that fearlessly captures crypto industry's cutting-edge vibe. It's all about communicating the essence of fragmentation and digital sophistication. With sharp lines, pixelated textures and cascading 3D effect, the design feels almost alive, evoking the thrill of innovation and limitless possibilities. Always moving, always evolving, it's a virtual vision of the future breakthroughs unfolding today.



ACCELERATE

The word "ACCELERATE" is rendered in a bold, white, sans-serif font. It is positioned above a horizontal base composed of a blue and white checkered pattern. To the left of the text, several vertical lines of varying heights and colors (purple, blue, and green) create a sense of motion or speed. The entire graphic is set against a solid black background.





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SCALE OR DIE

New York City 19-23 May 2025





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RETRO- FUTURE DRIVE

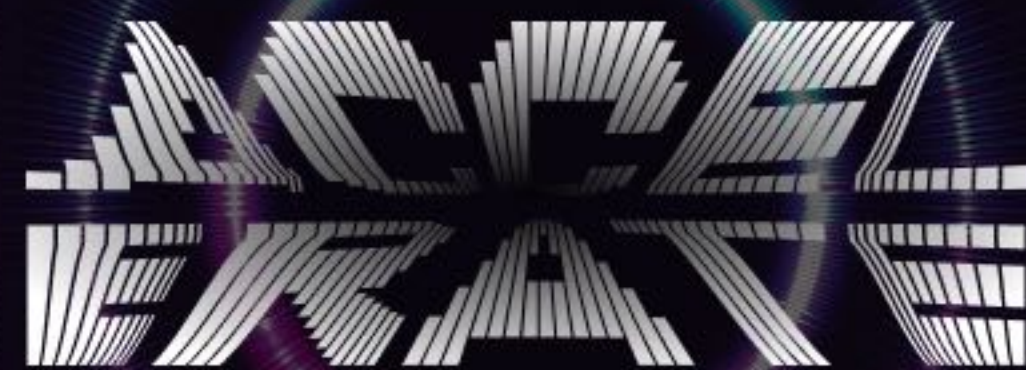
LOGO 02

Imagine a logo that blends the iconic visuals of Star Wars with the electrifying nostalgia of Back to the Future, where the spirit of the DeLorean, a symbol of velocity and timeless innovation, races through the fabric of possibility. Glowing neon accents in electric blue evoke both the notion of cutting-edge technology and '80s sci-fi allure. Dynamic motion elements, such as light trails and pixel-inspired patterns, embody quantum progress, shattering the linear concept of time while embracing a multidimensional path of growth. This design captures the acceleration of success, where yesterday's limits dissolve into the boundless opportunities of tomorrow.

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UNIFYING FORCE

LOGO 03

The design tells the story of something once broken, now coming together with strength and purpose. The fragmented, slightly distorted font, symbolizes the process of uniting splintered pieces into a whole. The letters reconnecting represent the acceleration of progress and the dynamic force of forward thrust. Bold yet playful, the concept embodies the energy of persistent evolution, transforming fractured segments into unity at breakneck speed. It evokes a sense of rapid growth, hope and the exhilarating journey toward harmony.



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ELECTRIFYING TENACITY

LOGO 04

The graphic representation captures the essence of digital speed, with an angular, tech-forward design that feels almost sculptural in its precision. Sharp, futuristic lines carve through space, blazing a trail like a jet engine gearing up for a powerful launch. The logo's clean form symbolizes a future in motion, where speed, innovation, and forward-thinking collide. It is an invitation to leap into tomorrow, evoking an electric rush that fuels anticipation and embodies crypto's pioneering spirit.

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ALWAYS FORWARD

LOGO 05

The aim of the logo is to capture the notion of power with a sharp, angled typography that conveys momentum and urgency, while drawing inspiration from the bold emblems of iconic American brands of the past. The slightly slanted design reflects the drive for progress, while the signature gradient of purple, blue, and green brings a modern, digital energy to the table. In all variants, the concept remains versatile and strong, perfectly encapsulating the commitment to pushing boundaries and unlocking new possibilities.



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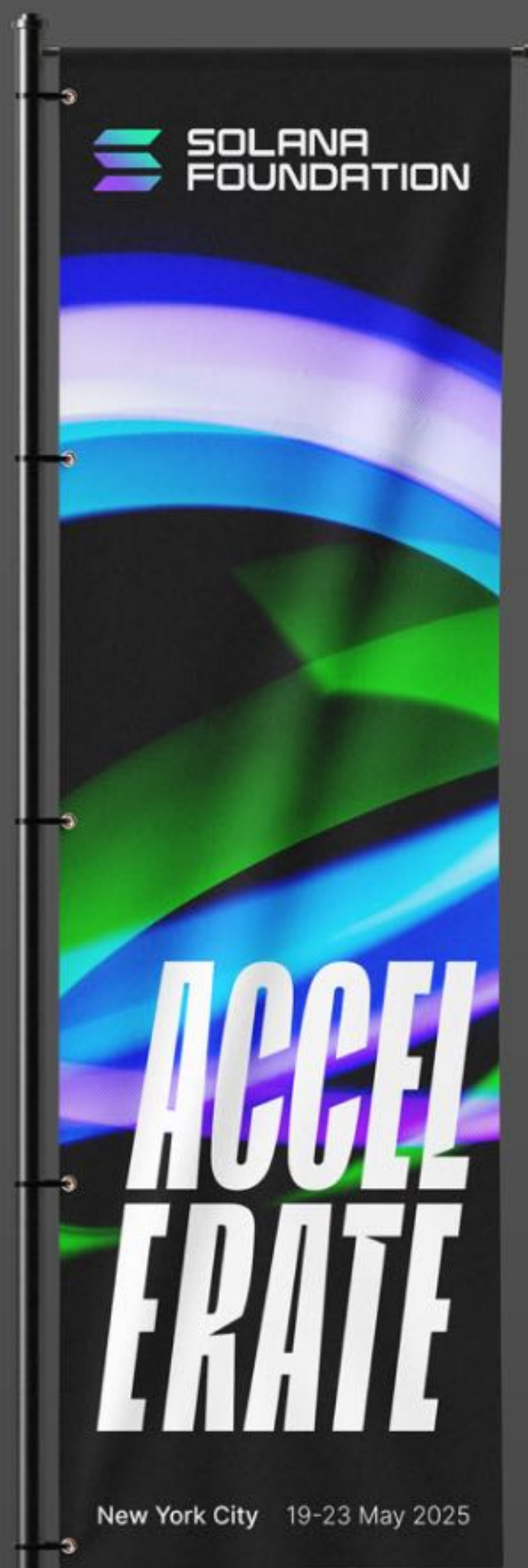
The image is a promotional poster for the Solana Accelerate event. It features a large, vibrant digital display in a dark, industrial-style space with concrete walls and floors. The display shows the Solana logo, the word 'ACCELERATE' in large, bold, white letters, and the tagline 'SCALE OR DIE' below it. At the bottom of the display, it says 'New York City 19-23 May 2025'. The background of the display is a dynamic, abstract pattern of green, blue, and purple light waves. Silhouettes of people are visible in the foreground, walking through the space, adding a sense of scale and activity to the scene.

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A crowd of people is seen from behind, walking through a space with tall, thin concrete pillars. The scene is illuminated with vibrant blue and orange lights, creating a modern, tech-oriented atmosphere. In the background, there are tables and chairs, suggesting an outdoor event or festival.

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The Solana logo, consisting of three horizontal bars in blue, green, and orange, followed by the word "SOLANA" in a bold, white, sans-serif font.

SOLANA

CUT THROUGH INERTIA

LOGO 06

Envision a logo that doesn't just represent acceleration - it commands it! With a razor-sharp strike slicing through the word Accelerate, it demands attention and signals progress in its purest form. The break in the word is more than a visual element. It is a declaration of imminent change, cutting through the noise and confusion of the status quo. The sharp edges and dynamic angles create a sense of unrelenting speed and action, fueling advancements with great intensity - a concept that doesn't just speak, it moves as a progressive symbol of a radical shift.

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