

FROM THE BITCOIN SYMBOL TO THE SATOSHI SYMBOL

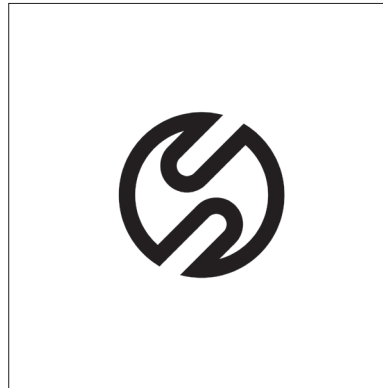
From the idea behind it to the final symbol

THE IDEA(S)

Design criteria:

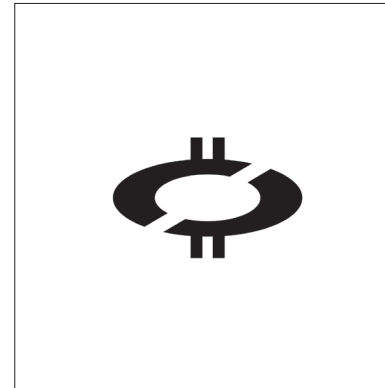
- » Uniqueness
- » Recognizability
- » Related to the Bitcoin symbol
- » Recognizable as currency symbol
- » Simple
- » Translate well to other fonts
(like other currency symbols)
- » Functionality with Unicode
- » Must work extremely small and extremely large

The first design drafts



Round circle with two rounded oblique notches. Stylized moon. The two indentations are meant to resemble an „s“.

- No relation to the Bitcoin symbol
- Not recognizable as a currency sign
- Too illustrative
- Too complicated



The diagonally divided oval is supposed to remind of an „s“ as well as a planet. The two vertical lines are derived from the USD sign.

- No connection to bitcoin „B“
- Too unbalanced
- Too dynamic, too much movement



A stylized „s“ with an elongated horizontal line, which is meant to be reminiscent of a planet while keeping the „s“ recognizable.

- No relation to the bitcoin „B“
- Too modern compared to the Bitcoin symbol
- Too geometric

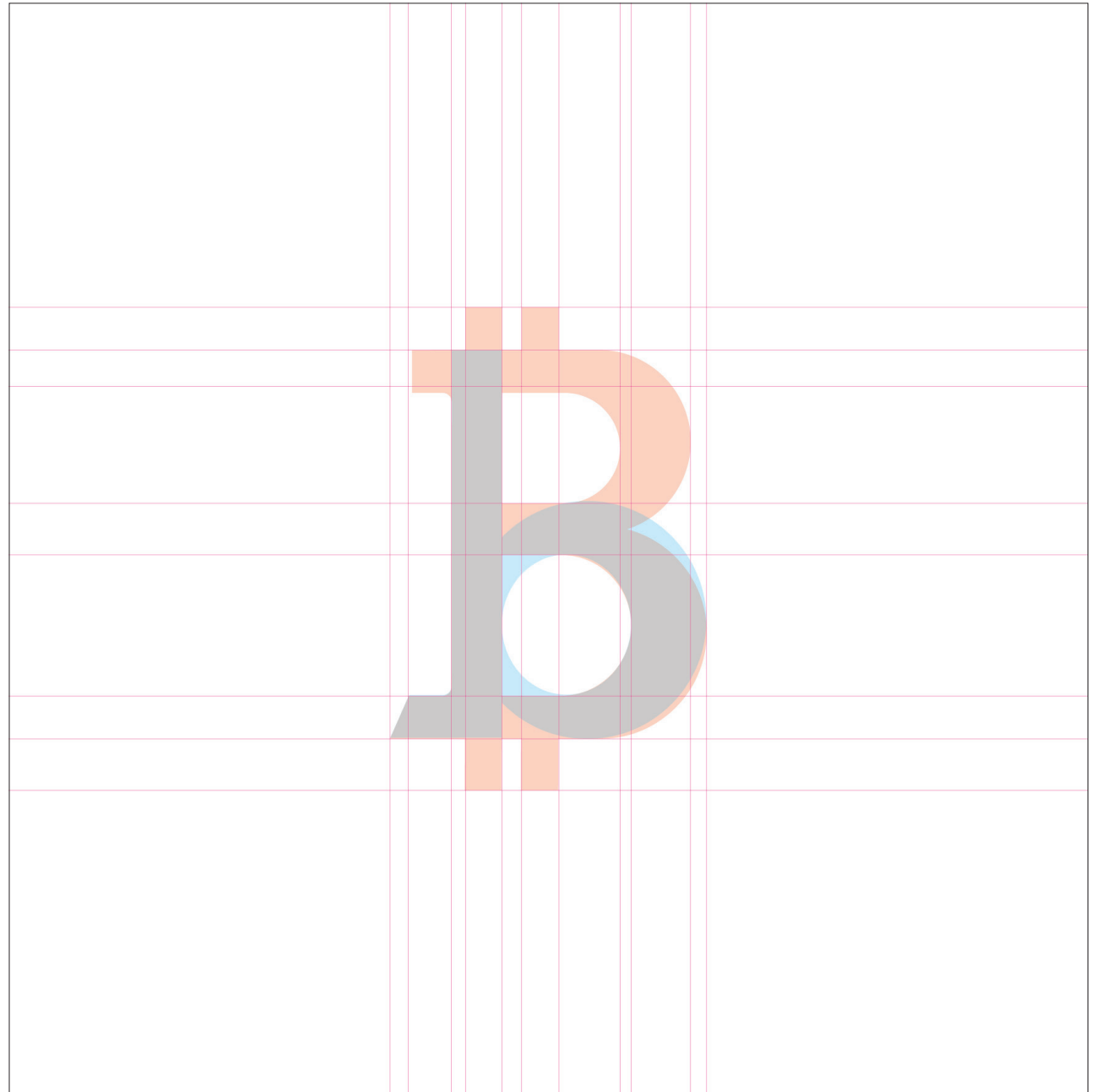
THE PATH TO SATOSHI-B

The idea behind the „Satoshi-b“

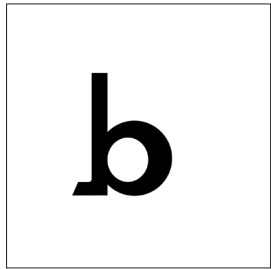
In the beginning, I constructed various symbols with different approaches. Mostly with the base of the „S“ because of the initial letter of Satoshi. The „S“ was „hidden“ in various ways in different graphic logos. Once it was the moon (from back to the moon). Once it was a planet, etc. But always one criterion was not met. Once it was too illustrative, once too complicated, once too modern.... What was missing in all of them was the connection, the relationship to the „B“ of Bitcoin. So I went back to the beginning.

I took the original logo and constructed the lowercase „b“ from the uppercase letter. I tried to reconstruct the „b“ in the same font as the uppercase „B“ so that it would be recognizable. The idea behind it is very simple. Just like the Satoshi is the small part to the Bitcoin, it is the same as the capital letter „B“ to the lowercase letter „b“:

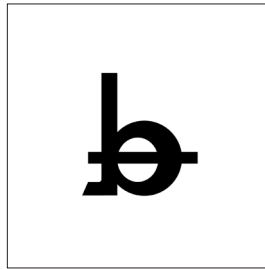
So I had a new starting point. Only the „b“ as a lowercase letter offered no uniqueness, no recognition feature as a symbol and thus no independence. On the following page you can find the way to the finished symbol as well as my thoughts on the respective designs.



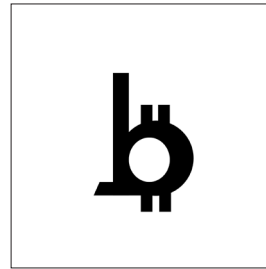
THE DESIGNS TO THE FINISHED SYMBOL



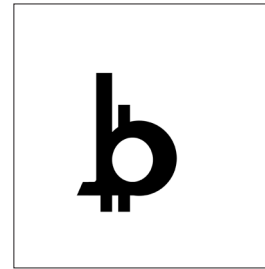
Normal small b, too much letter too little symbol, too little currency



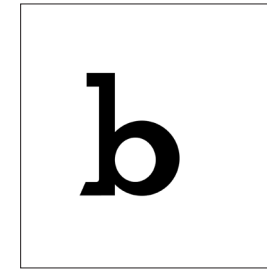
The b with a solid horizontal line is too reminiscent of a simple crossed-out b. Has no unique selling point.



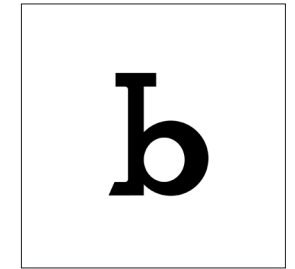
The b without the little point at the bottom loses its relationship to the B of Bitcoin. The vertical lines coming from the Bitcoin logo make the b tilt too much. it loses its balance.



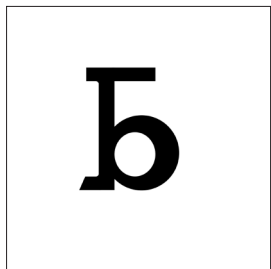
The positions of the thinner vertical strokes placed in the same place as in the Bitcoin logo make the symbol too choppy and the strokes, which should remind of a currency, lose this usefulness



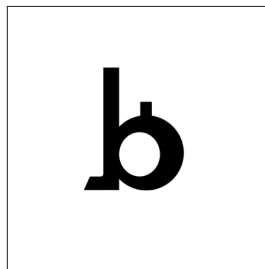
Only a horizontal stroke backwards looks like a little foot and reminds too much of the font „Courier New“. The symbol becomes a character and is no longer recognizable as a symbol.



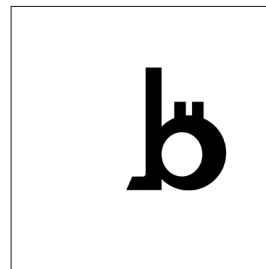
Here I had the same problem with the upper horizontal line as with the previous design.



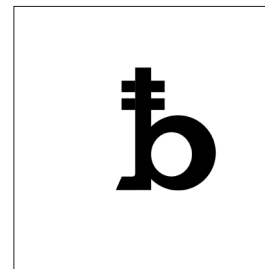
The extended serif throws the b out of balance. The vertical and horizontal lines, as well as the circle, fall apart.



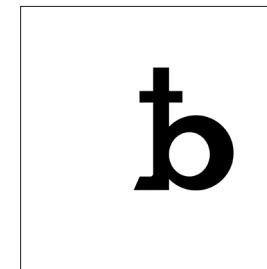
The single vertical line with the b is no longer a unified character. It looks like it was placed „by mistake“



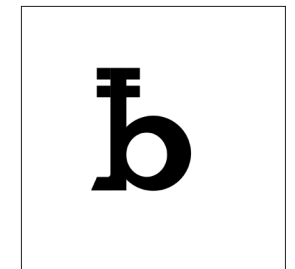
The two vertical strokes sticking out of the belly of the „b“ look out of place, it looks incomplete.



Too strongly reminds of a Chinese character



Reminds too much of the Christian cross.



On the next page the full statement of the finished symbol

THE FINISHED SYMBOL

Explanation

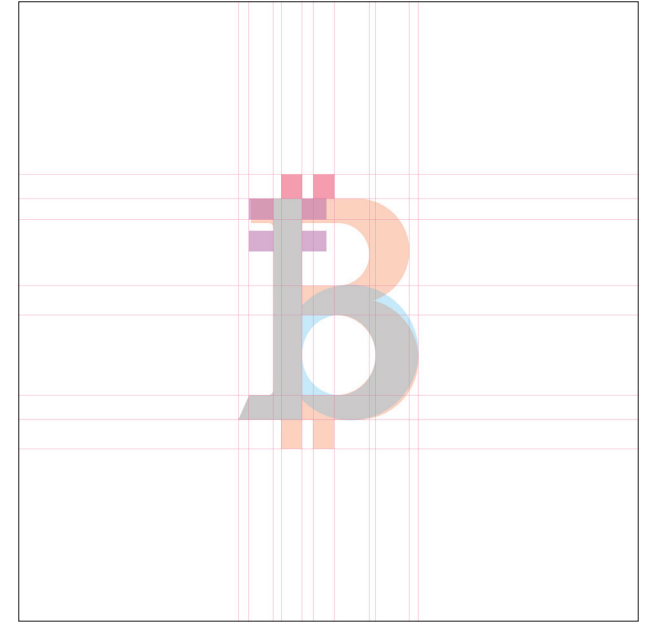
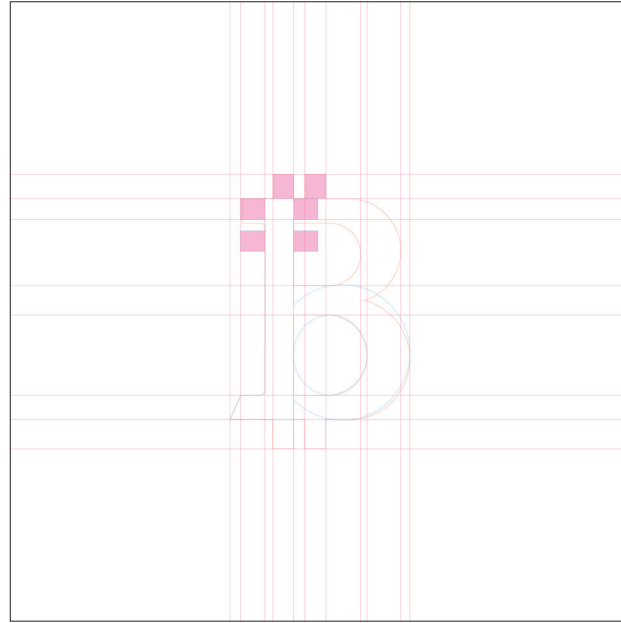
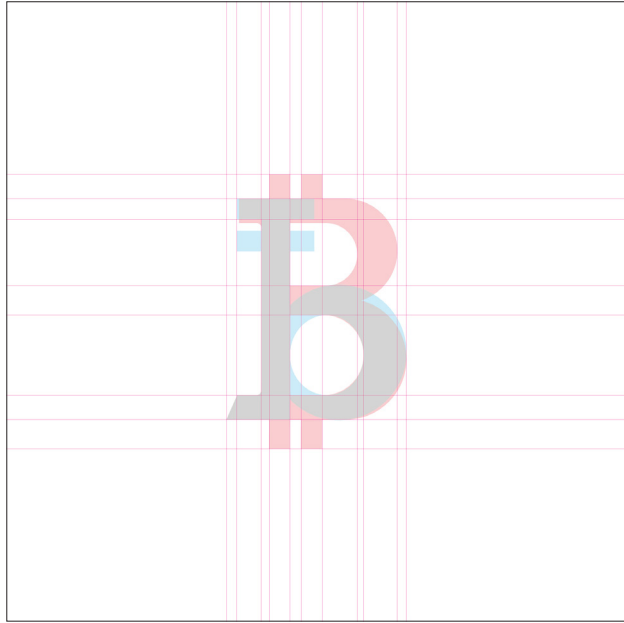
The symbol looks uniform and balanced. The two „currency bars“ are placed at the top and form a clear conclusion. They are still reminiscent of the currency strokes of the dollar sign as well as the two „currency strokes“ on the Bitcoin symbol. The symbol is independent, versatile and easy for font designers to integrate into other fonts without losing the recognition value. In the original font, i.e. the font shown here, it retains the relationship to the Bitcoin symbol and still remains independent. The finished symbol meets all the important criteria. It is simple, clear, forms a unit, fits together with the Bitcoin-B and still remains independent.

about the construction of the symbol

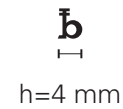
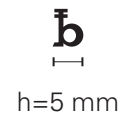
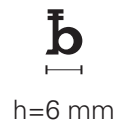
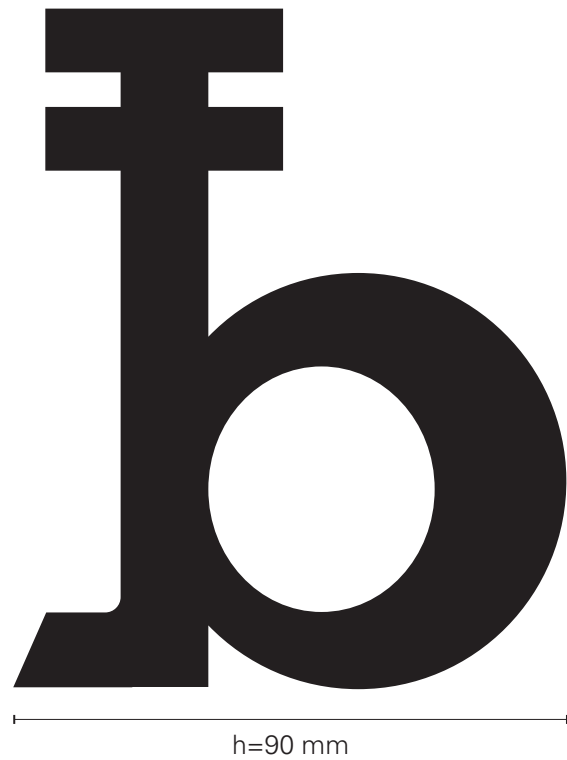
I took the two currency strokes from the vertical strokes of the Bitcoin „B“. The slanted smear at the serif (little foot) and the rounded transition to the vertical stroke of the b's were taken from the Bitcoin character. The thickness and width were also derived from the Bitcoin B. Thus, the Bitcoin-B and the Satoshi-b remain independent symbols and at the same time form a unit when they stand next to each other without appearing „ unfamiliar „.



CONSTRUCTION



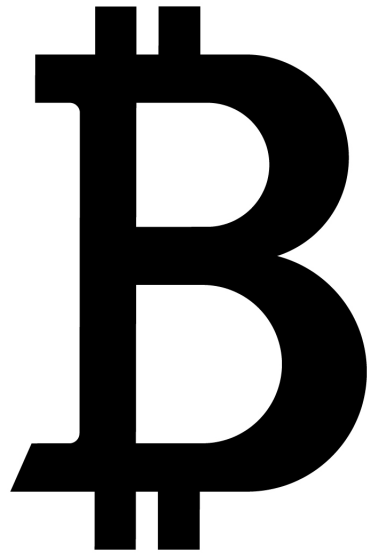
SIZE CHART



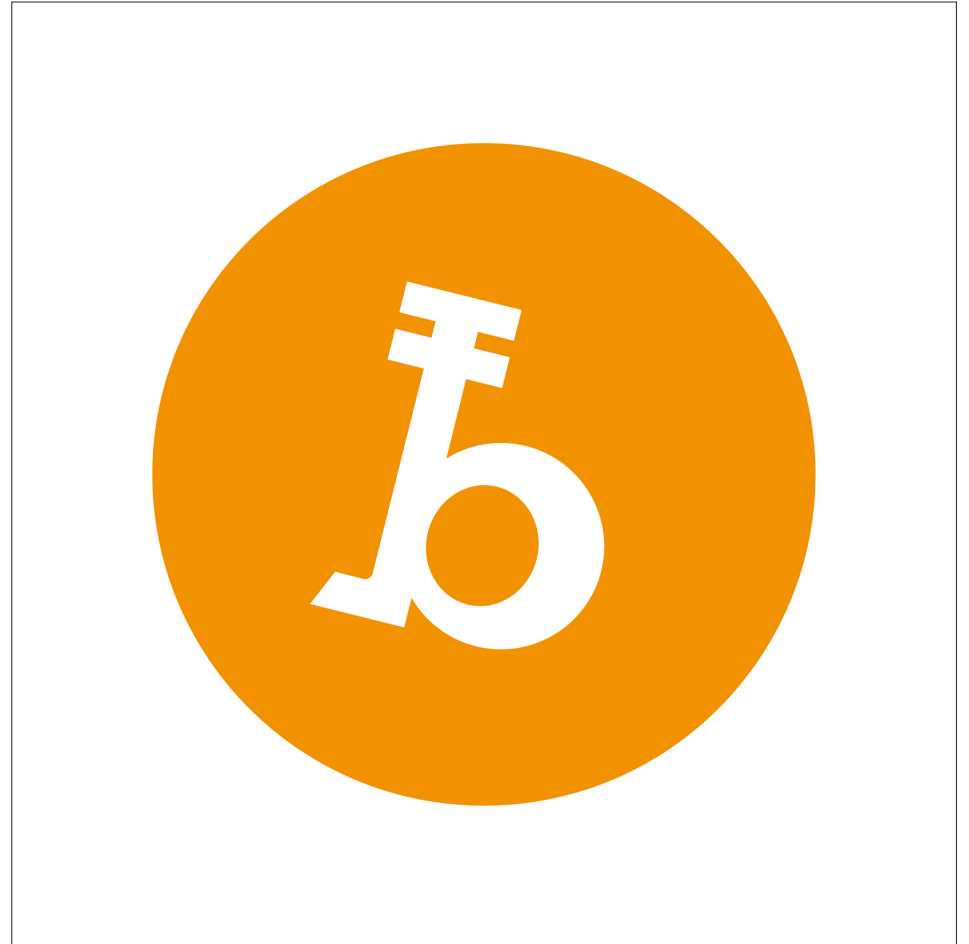
b nH
h=3 mm
11.7 pt
*(Typical font
size for
reading:
8 pt to 12 pt)*

b nH
h=2 mm
5.6 pt

BITCOIN LOGO AND SATOSHI LOGO, WITHOUT ROTATION



BITCOIN LOGO AND SATOSHI LOGO, WITH 14° ROTATION AND ON ORANGE BACKGROUND



BITCOIN LOGO AND SATOSHI LOGO, WITH 14° ROTATION IN ORANGE

