

# Brand Guide

## Brand Description & Tag Line

### ***We Connect – You Create and Control***

Phantasma is a blockchain for content distribution of NFTs, Gaming and dApps that is fast, secure and decentralized. The governance token is SOUL and the energy token is KCAL, which allow interoperability with other blockchains, while maintaining a decentralized governance system.

With its innovative staking mechanism, dual token system and advanced smart non-fungible tokens, it allows the Phantasma blockchain to be used for digital goods and services such as communication, entertainment, NFT marketplace and on-chain storage.

Phantasma's SOUL token can be found and traded on [Kucoin](#), [Switchero](#), [Uniswap](#) and [Bidesk](#) and KCAL can be traded on [Uniswap](#).

## Phantasma Color

- Phantasma Blue - #17b1e8
  - R:23 G:177 B:232
  - C:70 M:11 Y:0 K:0

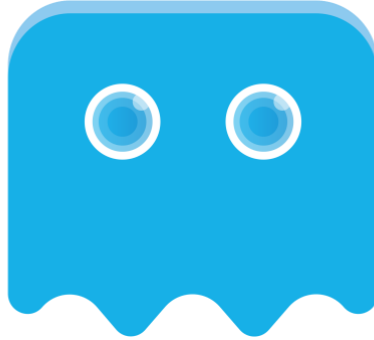
## Phantasma Font

- Viking Squad
  - [Download Font](#)
  - Used for Logo and Main Titles

## Phantasma Logo

- [Download Logos](#)
- Logo may be reproduced only in the versions shown here and may not be altered in any way.
- Requirements
  - Avoid using the logo on a busy background or backgrounds of similar color.
  - The smallest size the logo can be applied is with a width = 0.75"
  - The Phantasma logo should always have a bounding box or "clearspace" around it to separate it from surrounding elements. The minimum box should be in proportion with the other elements on this page.

# PHANTASMA CHAIN



## Contact Information

- **Founder** – Sergio Flores – [sergio@phantasma.io](mailto:sergio@phantasma.io)
- **President** – Bill Petridis – [bill@phantasma.io](mailto:bill@phantasma.io)
- **Sales & Marketing** - Scott Gallagher – [scott@phantasma.io](mailto:scott@phantasma.io)
- [Team Bios](#)

## Social Channels

- [Telegram – Main Channel](#)
- [Twitter](#)
- [YouTube](#)
- [Facebook](#)
- [Discord](#)
- [Reddit](#)
- [GitHub](#)
- [Medium](#)
- [LinkedIn](#)