

Linda Bucksey

CAPABILITIES DECK

JULY 2026



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Hi, I'm Linda Bucksey!

I'm pleased to share a little more about my work and experience with you.

I'm a senior graphic, brand and product designer with over 10 years of experience helping startups and established businesses build clear, credible and engaging brands. I work mainly with technology, AI, innovation-led and digital-first companies, creating brand identities, websites, product interfaces, presentations and marketing content.

Through LR Creative Studio, I support businesses at different stages of growth, from developing a new idea to refining an existing brand or providing ongoing creative support.

Best wishes,

Linda Bucksey

Graphic Designer

What I do

I help startups and established businesses in technology, AI and other innovation-led industries turn complex ideas into clear, credible and engaging brands and digital experiences.



Brand & Visual Identity

- Brand identities
- Logos
- Visual systems
- Guidelines
- Campaigns
- Social content
- Print
- Event design



Web & Product Design

- Websites
- Landing pages
- Digital products
- Apps
- UI design
- Wireframes
- Prototypes
- Design systems



Presentations & Visual Content

- Pitch decks
- Reports
- Sales materials
- Custom illustrations
- Iconography
- Visual storytelling

Selected clients

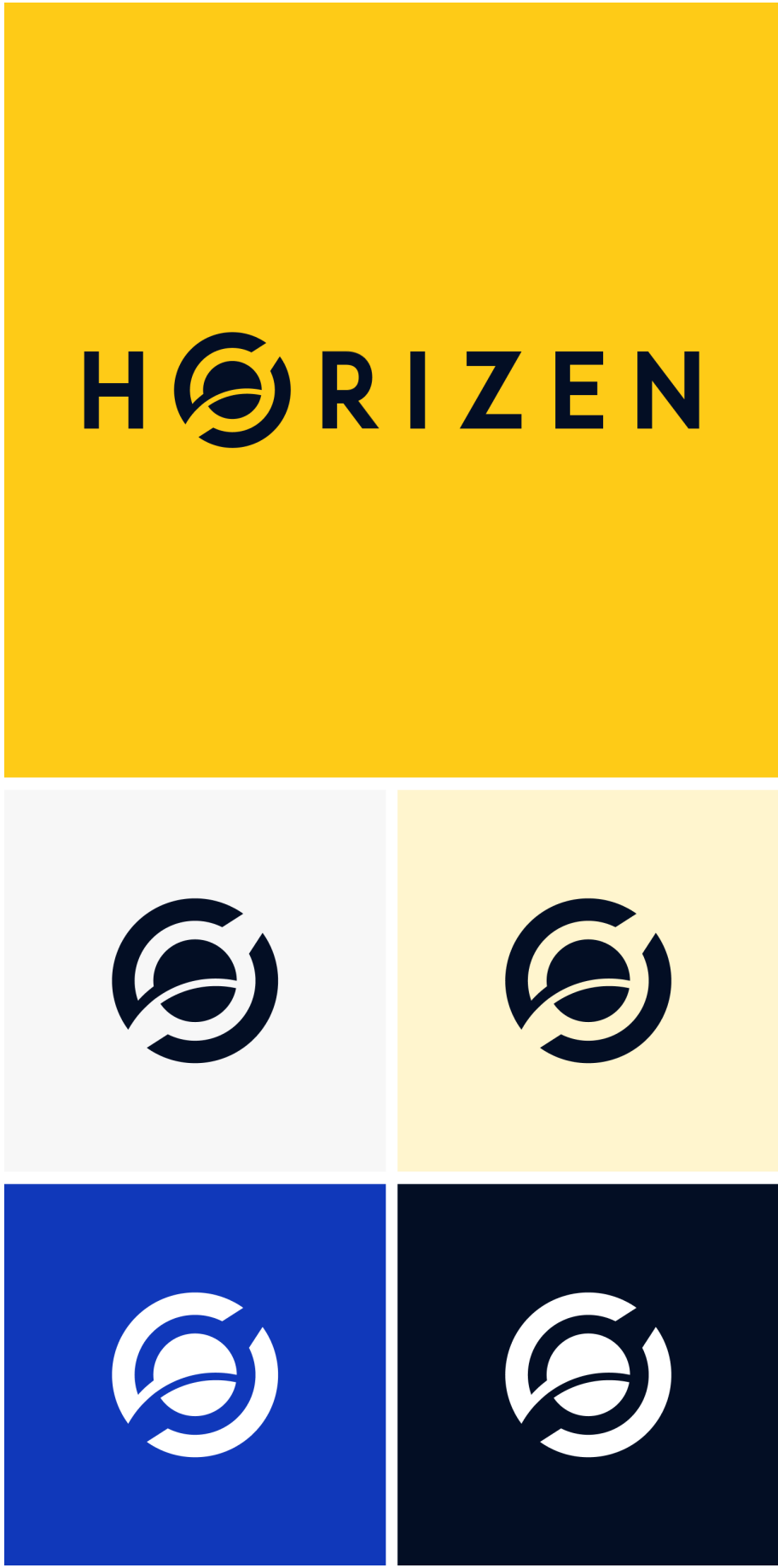


... and many more.

Work, in practice

A closer look at some of the brands, products and experiences I've helped create.





Onchain Privacy That Works for You

Powering privacy-first applications and regulatory-ready infrastructure for the new digital economy.

Ecosystem

Build Now

Horizen is for:

Competitive Advantage

Compliant Trading

Secure Onchain Business

Privacy Matters, for Everyone

For **BUSINESS**, it enables compliance without exposure.

For **BUILDERS**, it unlocks access to new users, new markets, new possibilities.

Horizen restores balance onchain

No more choosing between being onchain or being private. Here, you can have both.

Build Now

PRIVATE AND

Horizen is the first fair-launched ZK privacy advocates

With roots dating to 2017, today ZEN helps powers the Horizen ecosystem with utility in DeFi, governance, and dApp utility.

No ICO or pre-mined supply.

Fixed maximum supply just like Bitcoin: 21 million.

Fixed maximum supply just like Bitcoin: 21 million.

ERC-20 token on Base (Ethereum).

Application access and utility.

ZEN staking program coming soon.

Horizen network fees used for ZEN buybacks.

View Tokenomics

Contract Address

Now Trading on:

Binance

Explore More

Coinbase

Aerodrome

Uniswap

Accessible for Institutional and Accredited Users

Now Live on Base

On July 23, 2025, ZEN successfully migrated to Base as an ERC-20 token - marking a new chapter in Horizen's evolution.

This migration gives ZEN access to Base's scalability, liquidity, and institutional reach while preserving its mission: building a secure, verifiable privacy layer for Web3.

All holders of legacy ZEN tokens can claim their migrated assets 1:1 on Base.

ZEN's Migration Hub

GRAYSCALE

Privacy isn't secrecy - it's protection and control in your hands.

Our Ecosystem is Growing

Home to the next generation of privacy-forward onchain applications.

At launch, Horizen brings together early DeFi, infrastructure, and compliance partners: each contributing to our shared mission of building a secure, verifiable privacy layer for Web3.

ZENDEX

ZENDEX is a privacy-first, high-performance DEX built specifically for Horizen that leverages zero-knowledge...

3 POINTS FOR EACH \$1 BET ON SPORT

Gambler

Gambler offers a premium gambling experience with no KYC requirements and features 3,000+ games from industry...

Obscura

Obscura is a social trading platform that empowers a community of anonymous traders who prove their results...

Explore More

Thrive Protocol

Developer Funding & Grants

Aerodrome

Liquidity & Market Depth

Horizen Labs

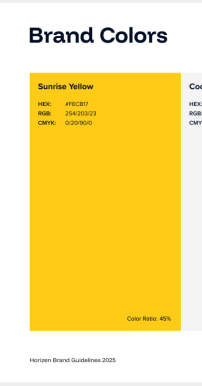
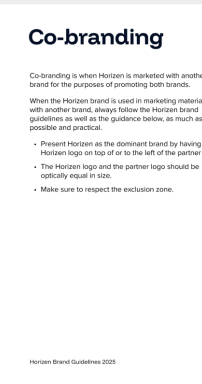
Privacy R&D and Tooling

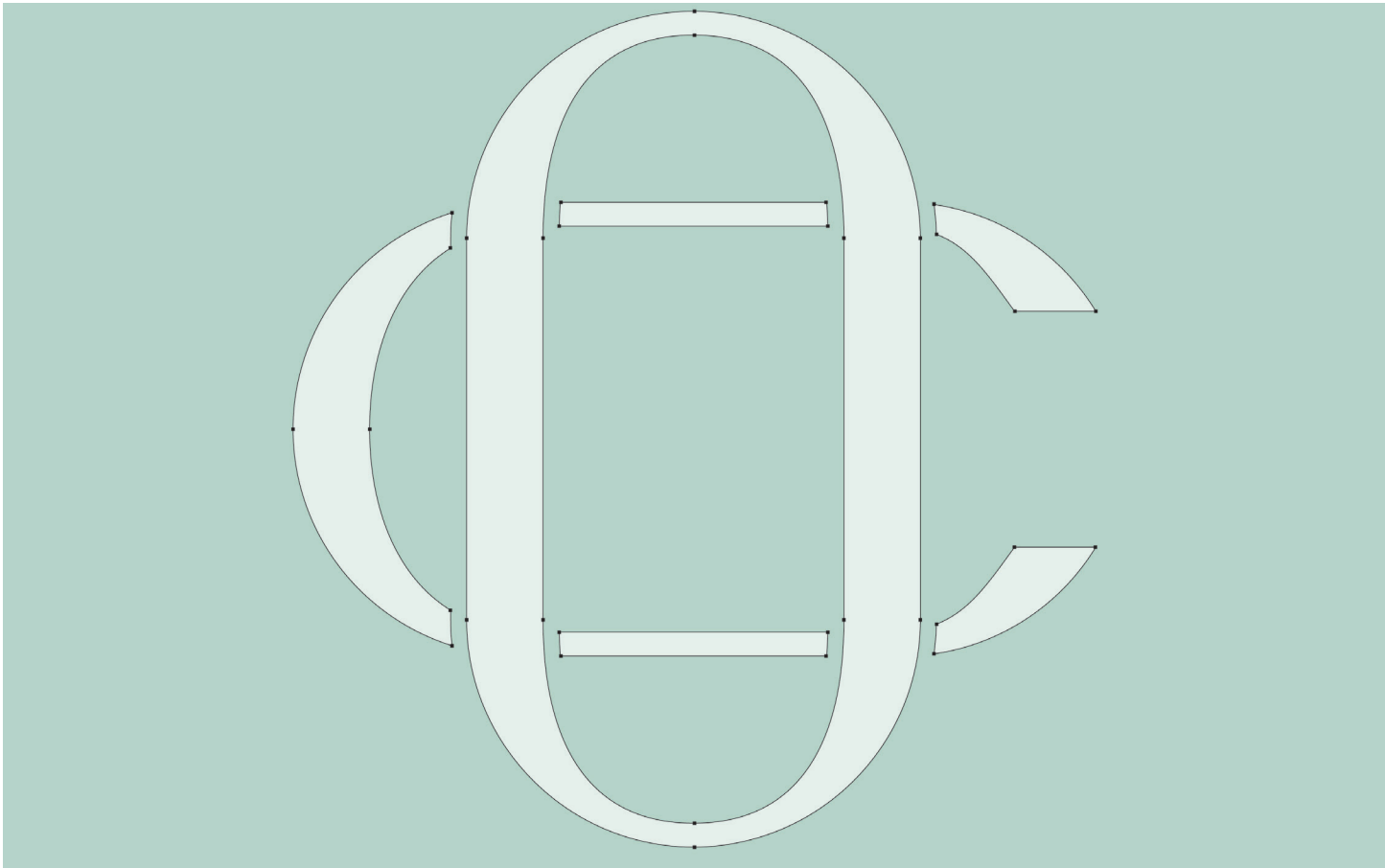
Base Ecosystem

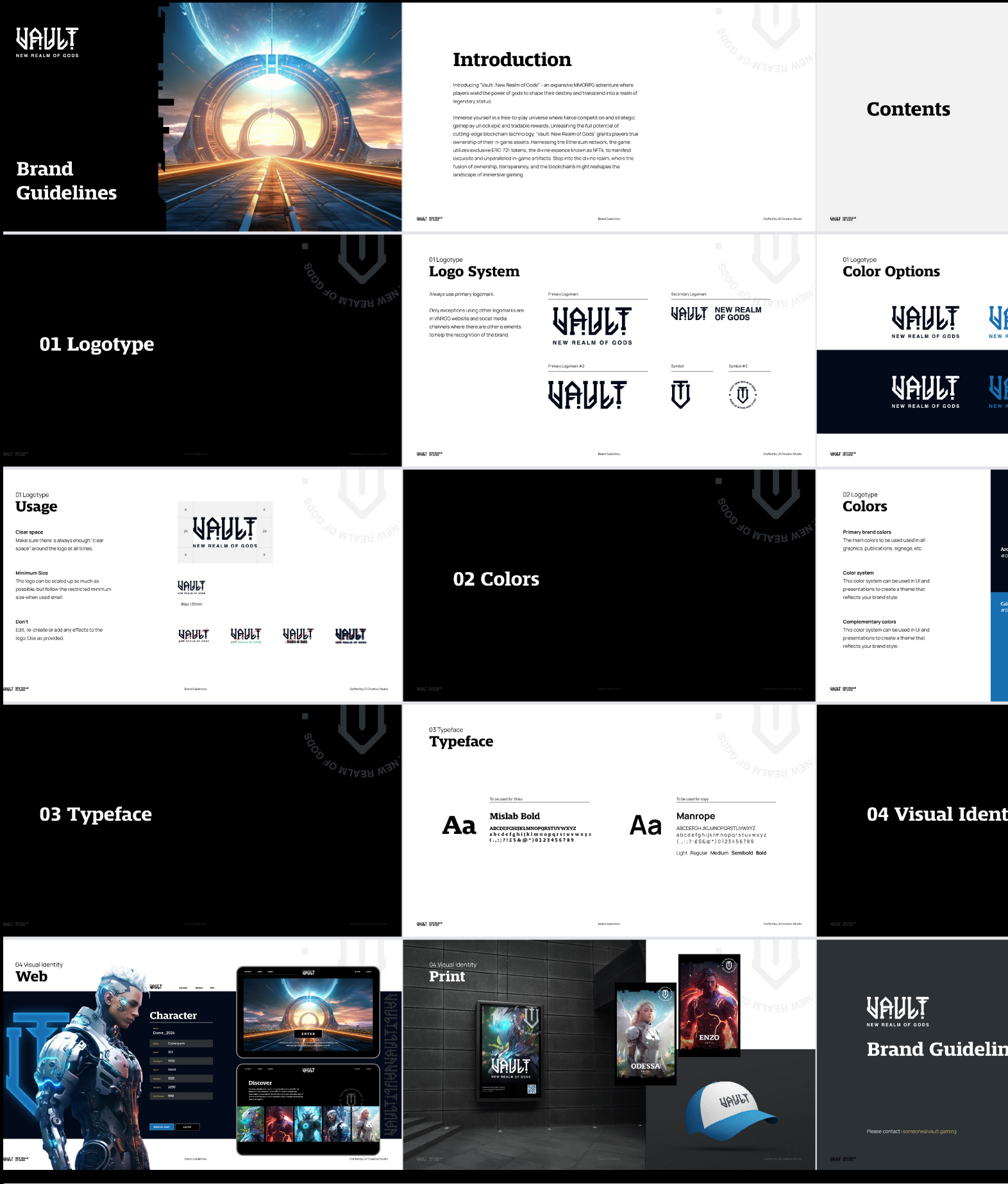
Infrastructure & Scalability

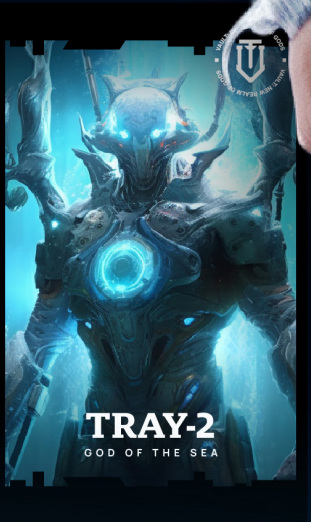
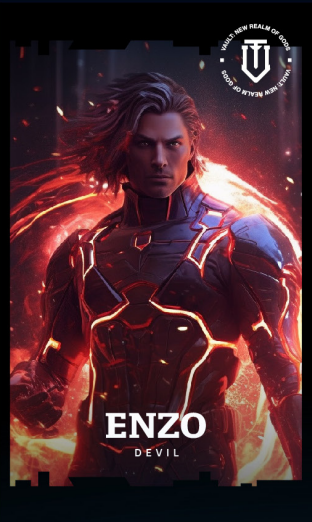
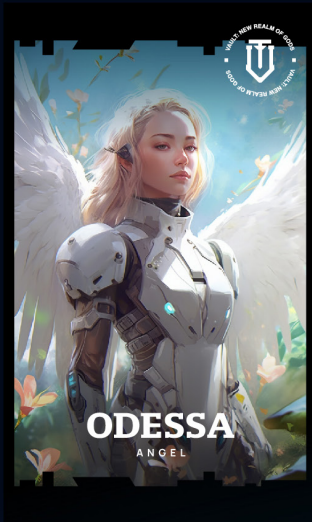
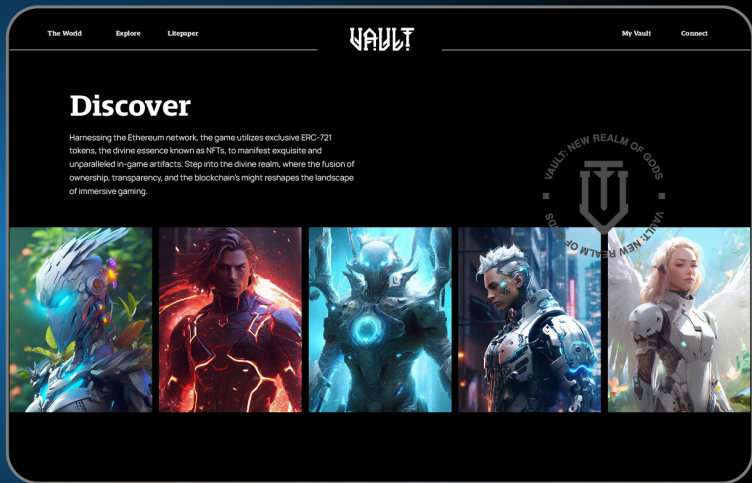
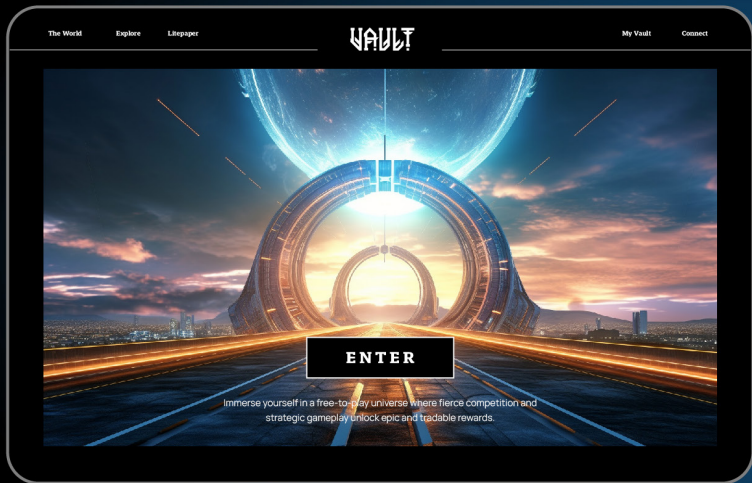
A New Horizon on Base

Our ecosystem thrives at the intersection of security and privacy.



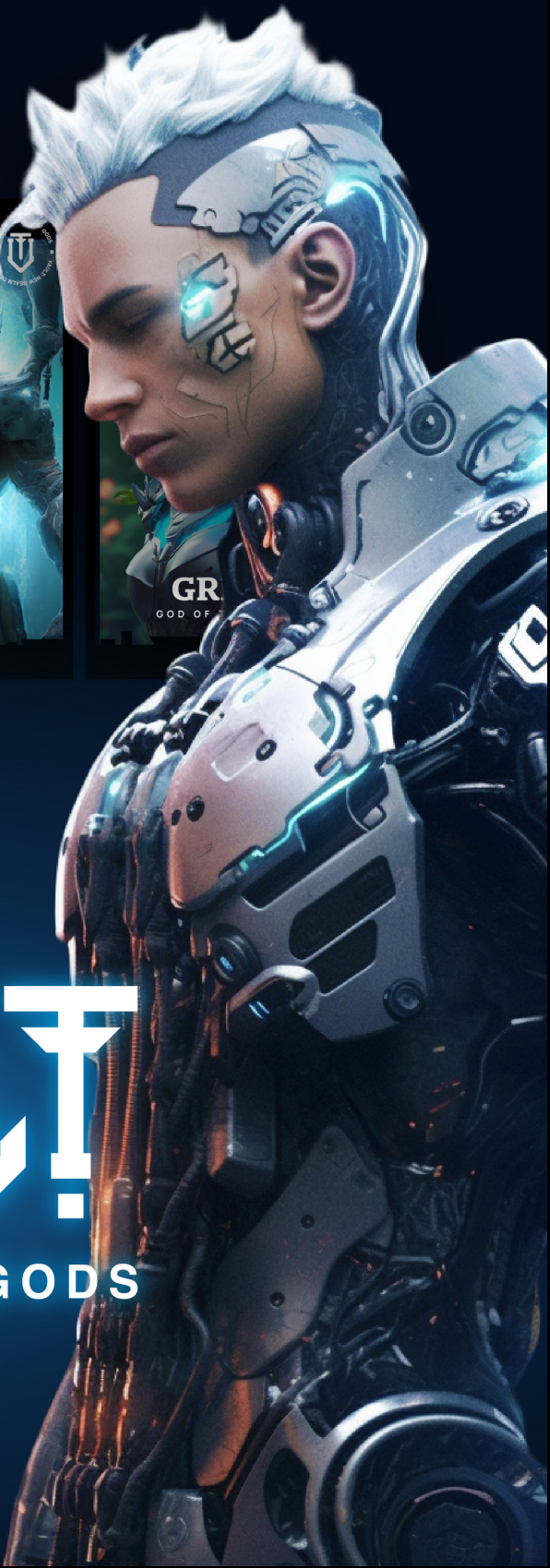






VAULT!

NEW REALM OF GODS







Brand Guidelines

JULY 2024

Logo System

Primary Logo

The primary logo is used for most internal communications and external materials.



Secondary Logo

The secondary logo is used when space constraints prevent the use of the primary logo.



Optional Logo

The optional logo should be used in limited spaces to enhance readability.



Icon

The icon is a visual representation of the LIQD brand and also serves as the token logo.



Logo Usage

Correct

Used as provided and is in contrast with the background for its clear readability.



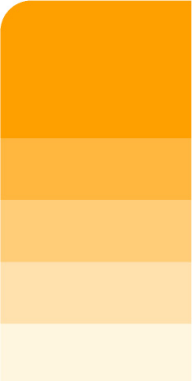
Incorrect

Do not edit, re-create, or add any effects to the logo. Do not place on the background where any of the logo elements blend.



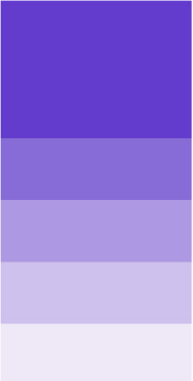
Urban Orange

HEX: FFA000
RGB: 255/160/0
CMYK: 0/44/94/0



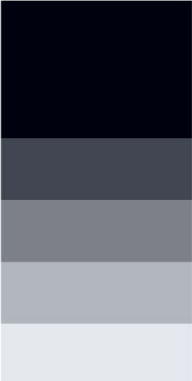
Deep Purple

HEX: 633BCC
RGB: 99/59/204
CMYK: 80/84/0/0



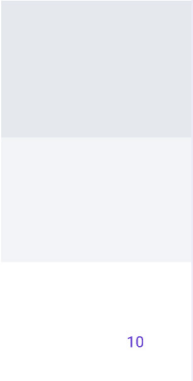
Ink Black

HEX: 00010F
RGB: 0/1/15
CMYK: 60/50/40/100



Mist Grey

HEX: E5E8EE
RGB: 229/232/238
CMYK: 9/5/3/0



Brand Fonts

Aa Kanit

Kanit is our official font and must be used for the headlines.

Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz1234567890#+-@=%/>{[?!]

SemiBold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz1234567890#+-@=%/>{[?!]

Aa Roboto

Roboto should be used for subheads and body copy.

Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz1234567890#+-@=%/>{[?!]

Italic
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz1234567890#+-@=%/>{[?!]

Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz1234567890#+-@=%/>{[?!]

Bold Italic
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
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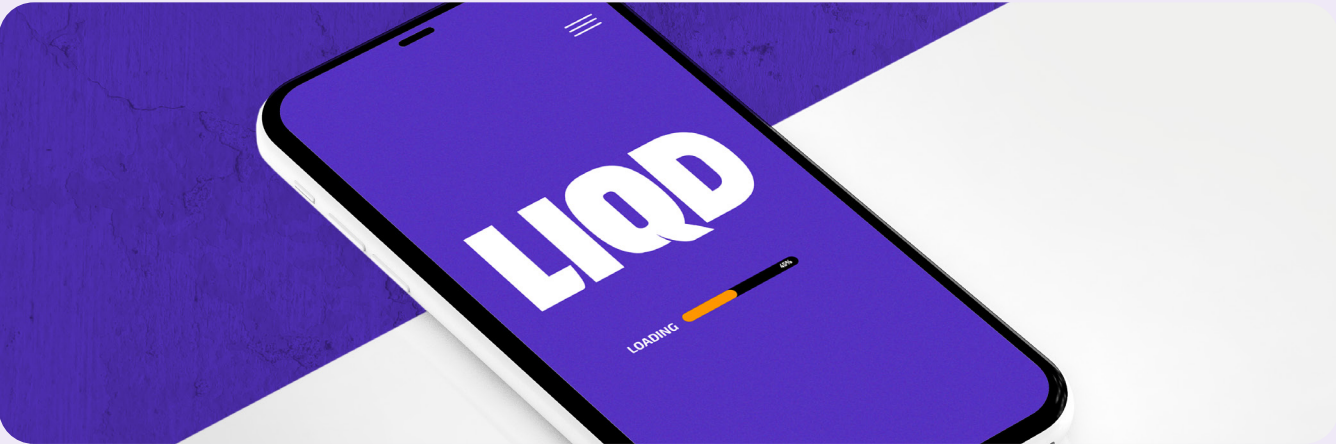
Koi Carp

Koi are often associated with strength of character, perseverance, accomplishment and courage. The fish also symbolise good fortune, success, prosperity and ambition.

Their long history and hardy nature has also led to koi being associated with longevity.

This character embodies rebellion and fun, and can also feature various masks reflecting the diverse and ever-changing nature of the crypto world.







VFlow

Green

Hex #B3FOA6
RGB 179, 240, 166
CMYK 30, 0, 46, 0

Light Blue

Hex #D6E4FF
RGB 214, 228, 255
CMYK 13, 6, 0, 0

Soft Blue

Hex #628EFF
RGB 98, 142, 255
CMYK 61, 43, 0, 0

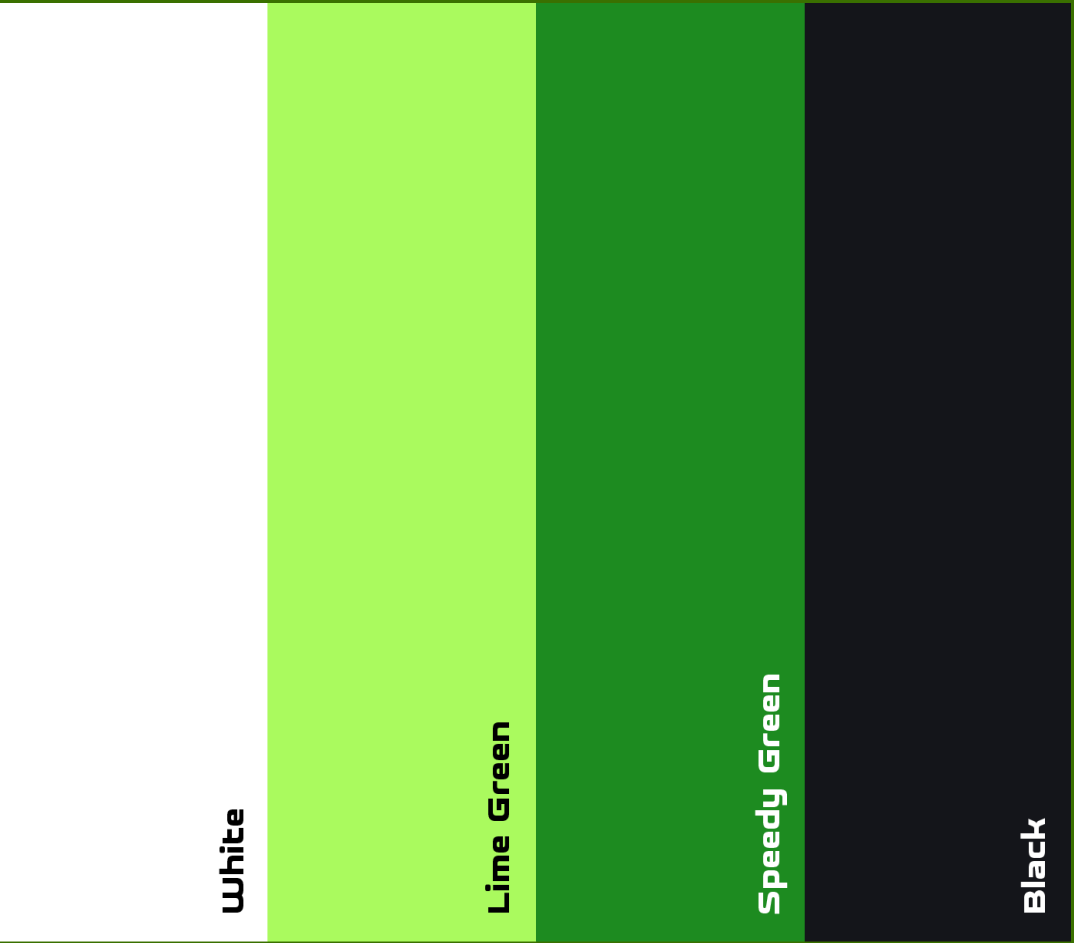
Bright Blue

Hex #4740FB
RGB 71, 64, 251
CMYK 79, 73, 0, 0

Black

Hex #111827
RGB 17, 24, 39
CMYK 87, 77, 55, 71







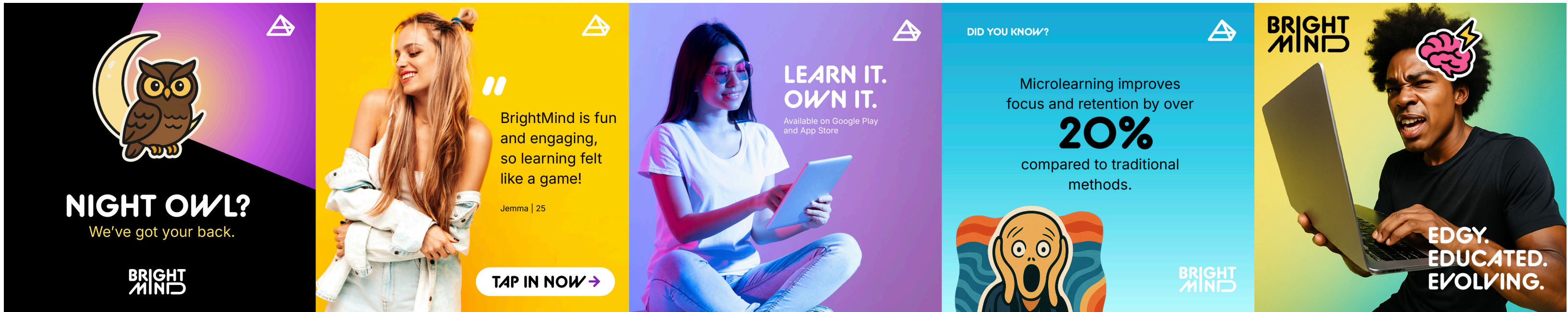
**BRIGHT
MIND**

The primary logo for BrightMind is a bold typographic mark, featuring distinctive letterforms that create a strong and memorable visual identity.



The supporting brand icon is inspired by a prism — symbolizing how learners develop the skills to grow, unlock their potential, and expand into a spectrum of bright opportunities and knowledge.





LEARNING JUST LEVELLED UP.

 www.BrightMind.io

BRIGHT
MIND

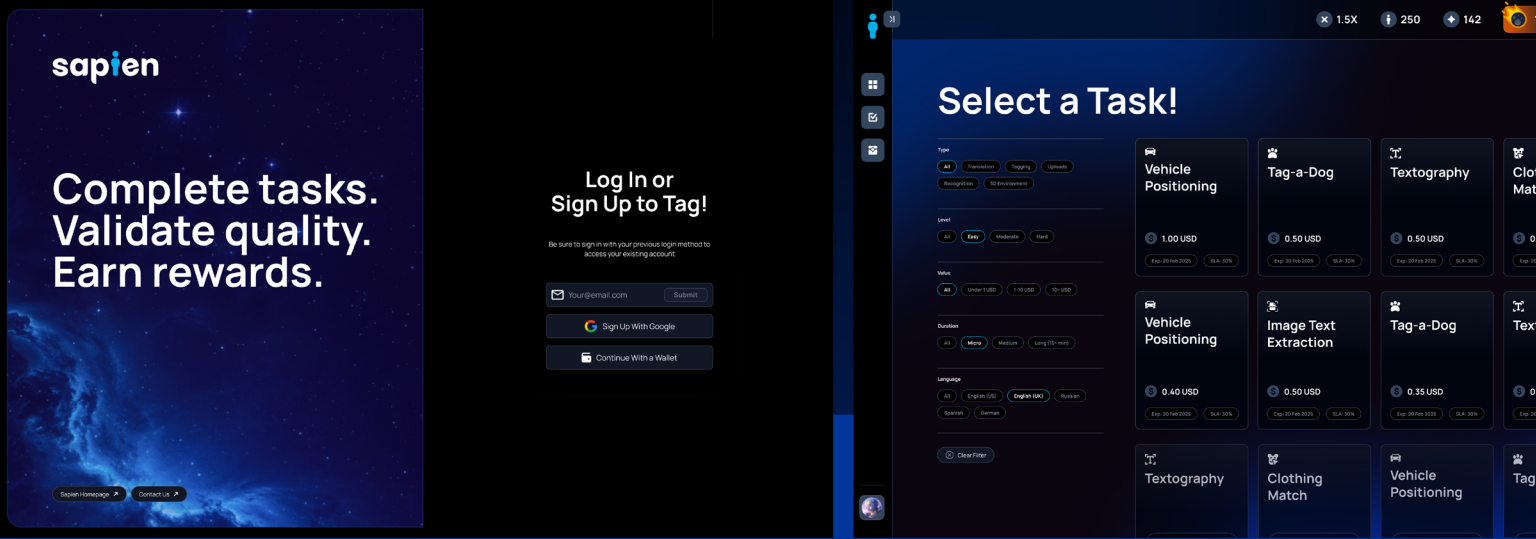




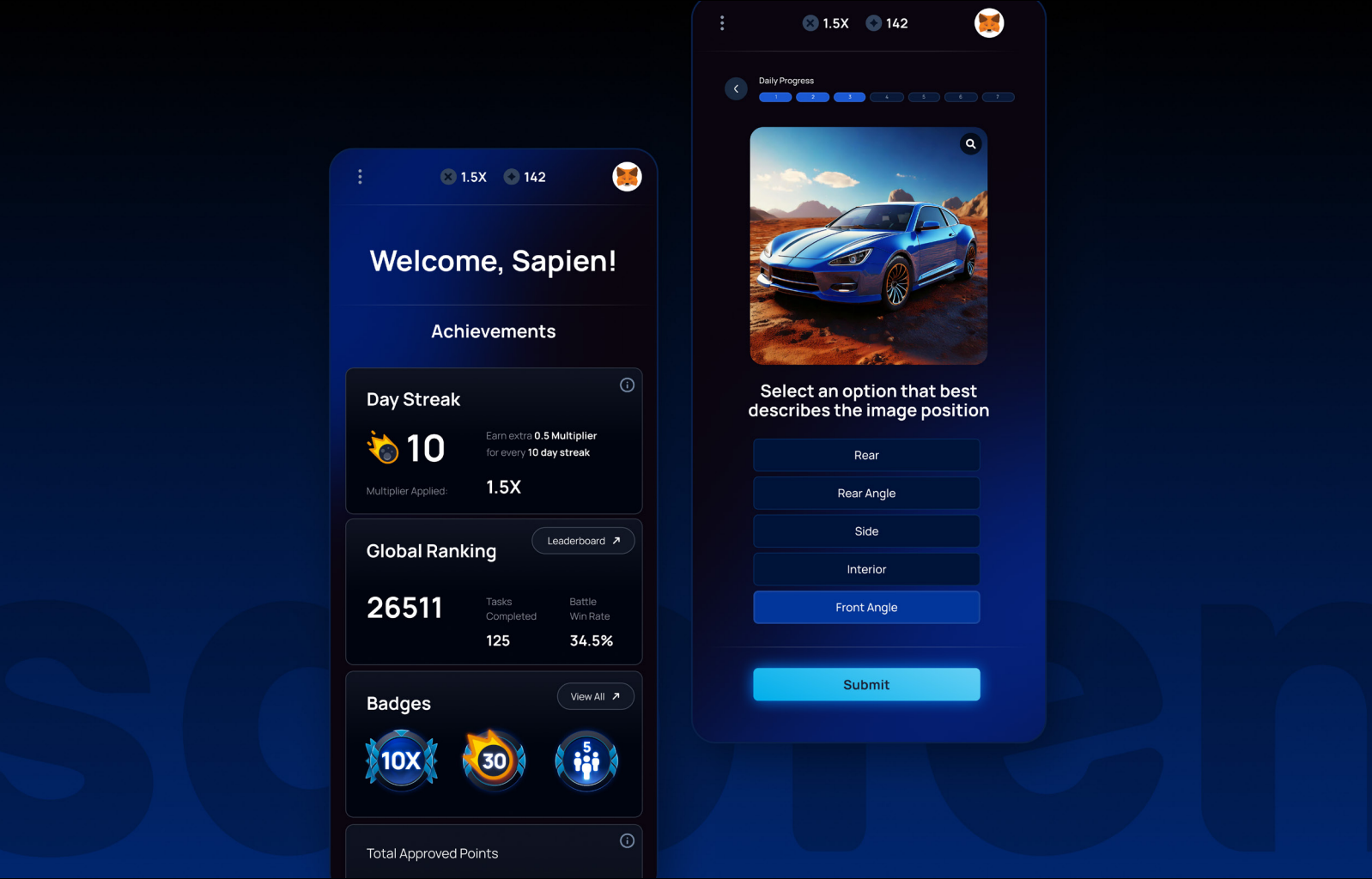
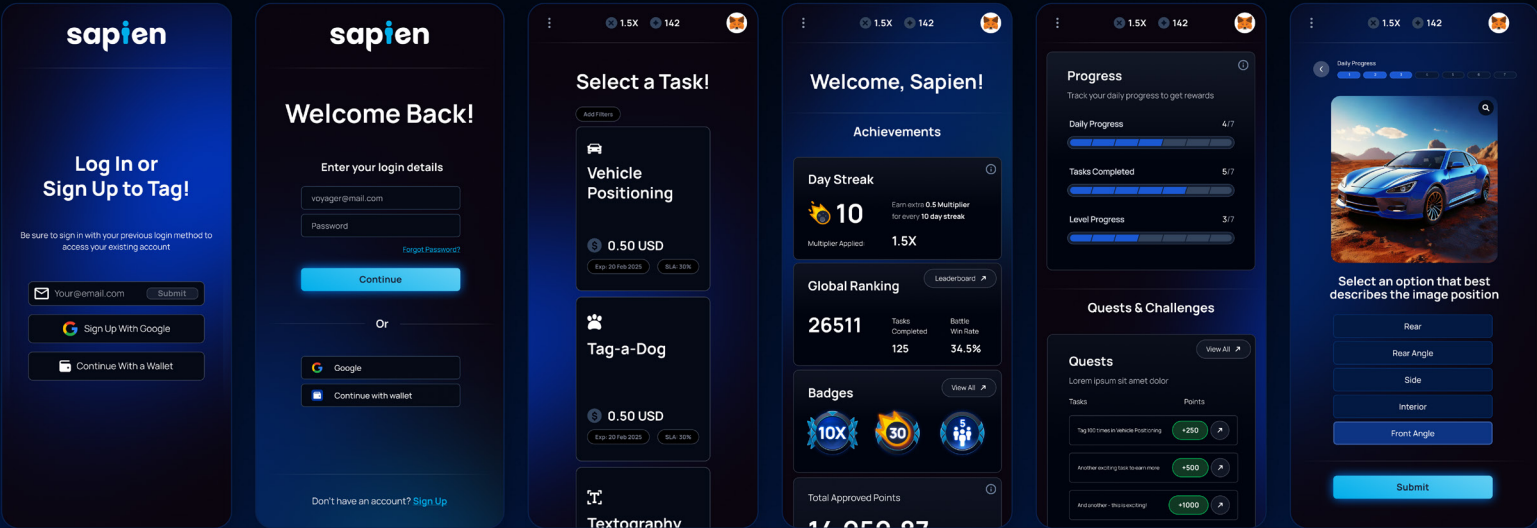
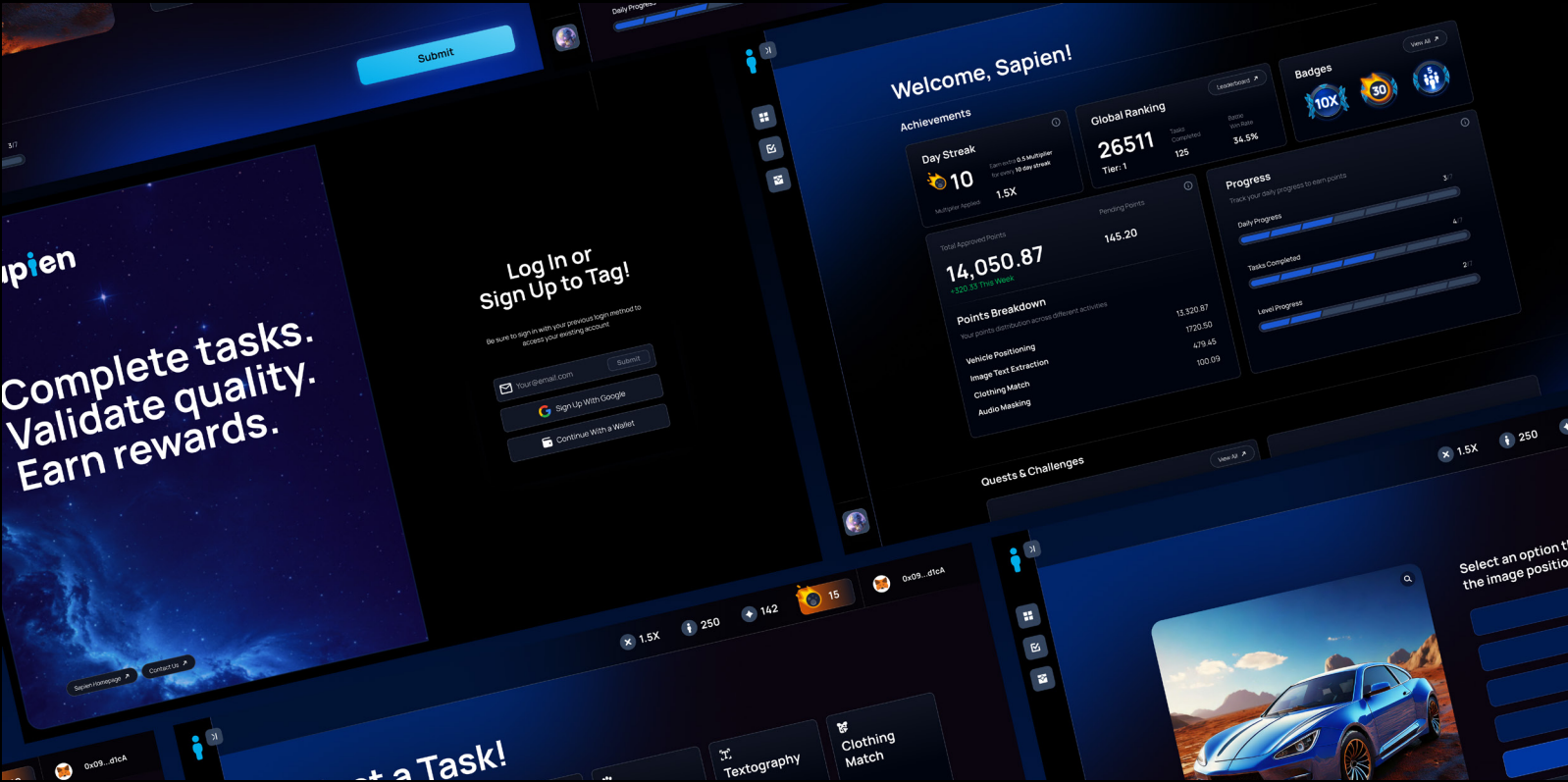
TITAN

CHAINSAW CARVING

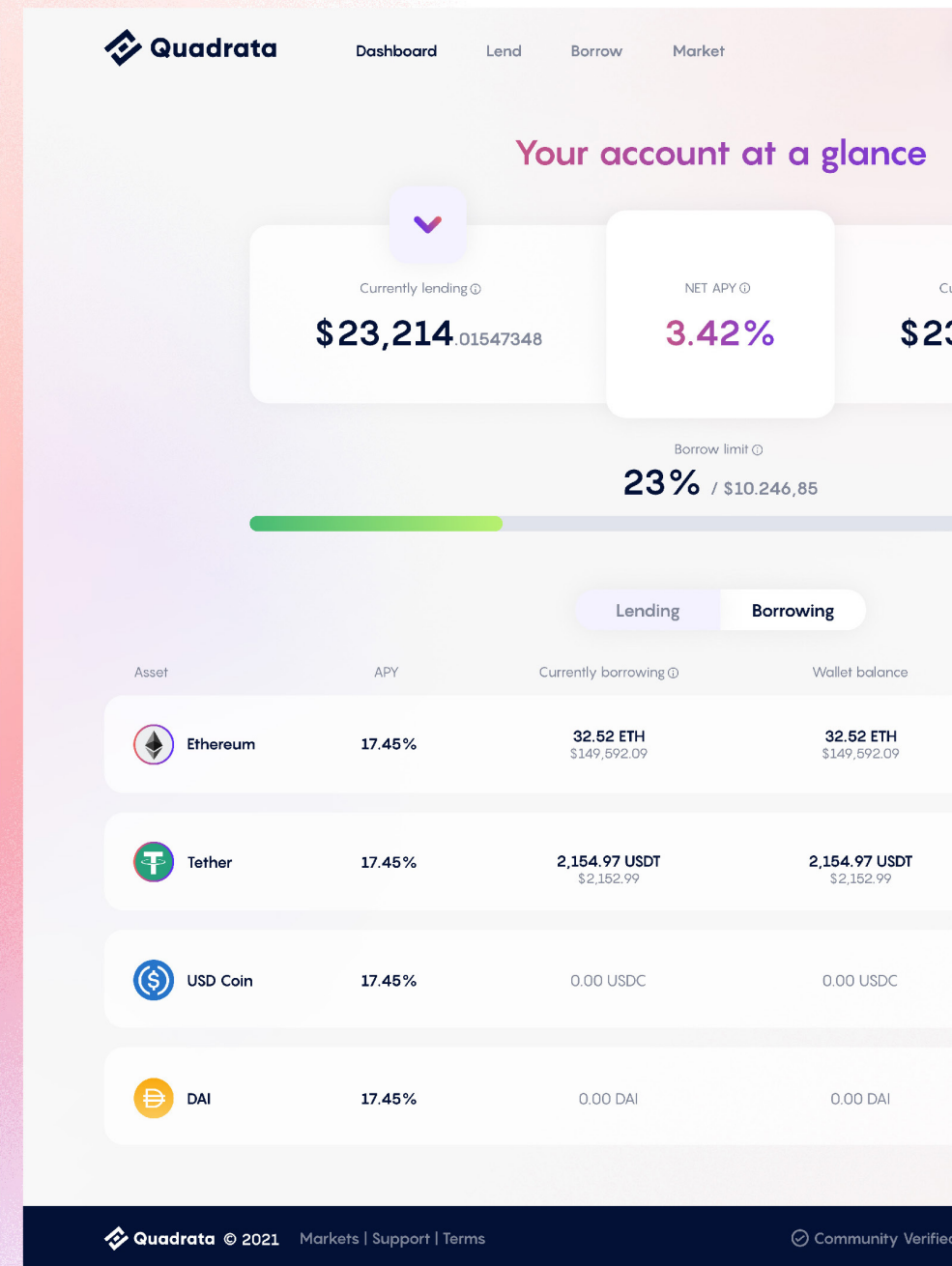
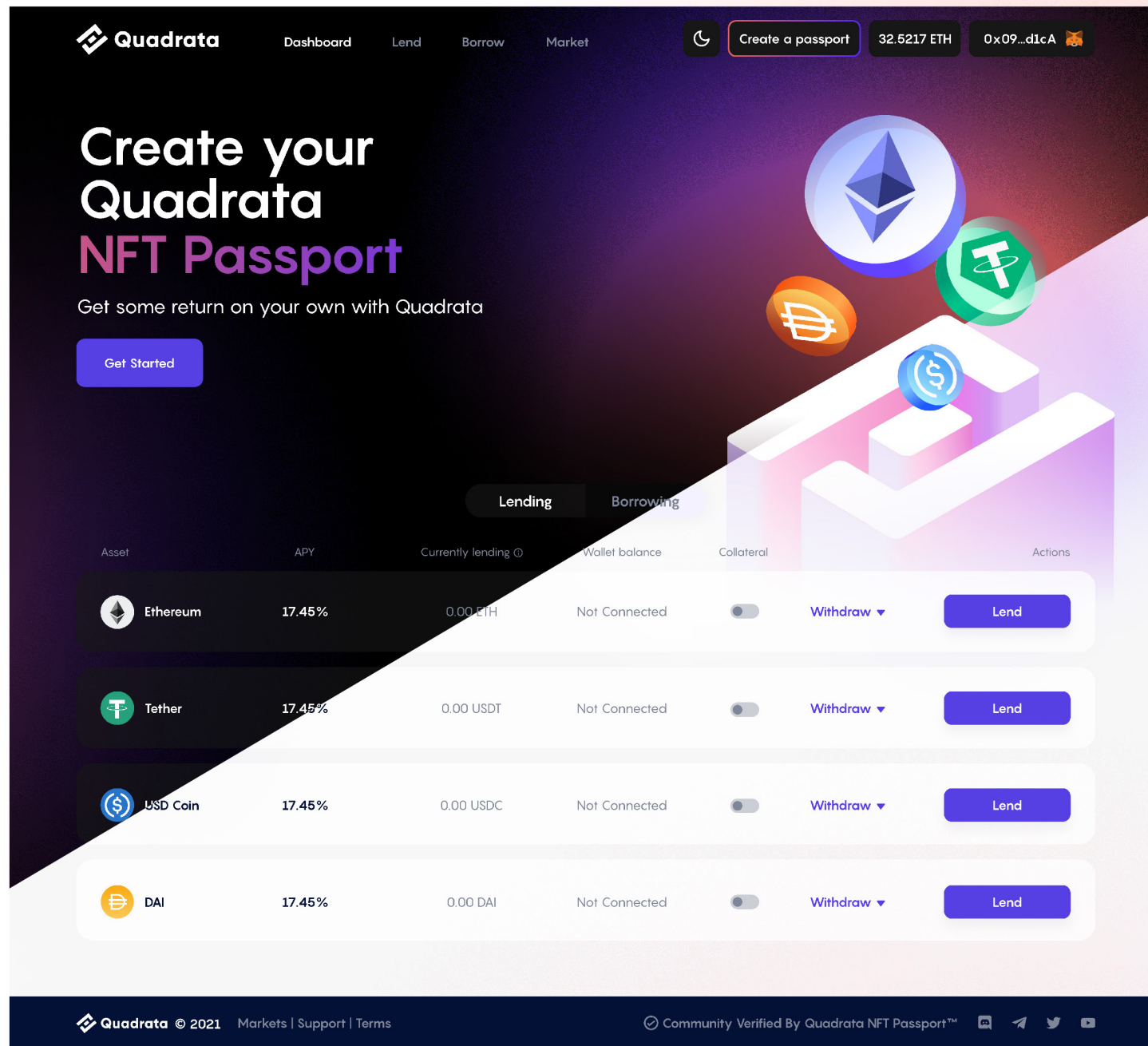
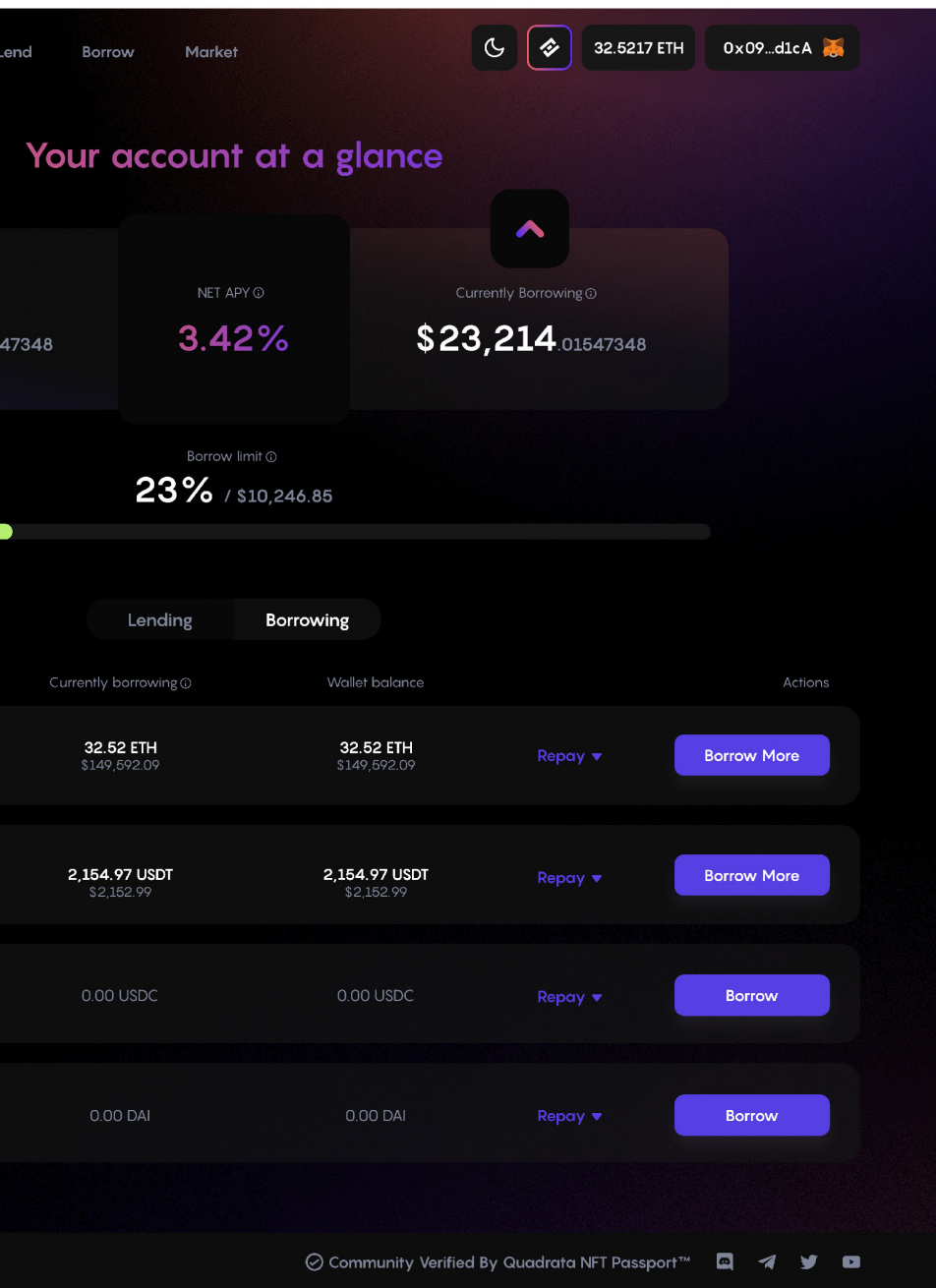
App UX/UI

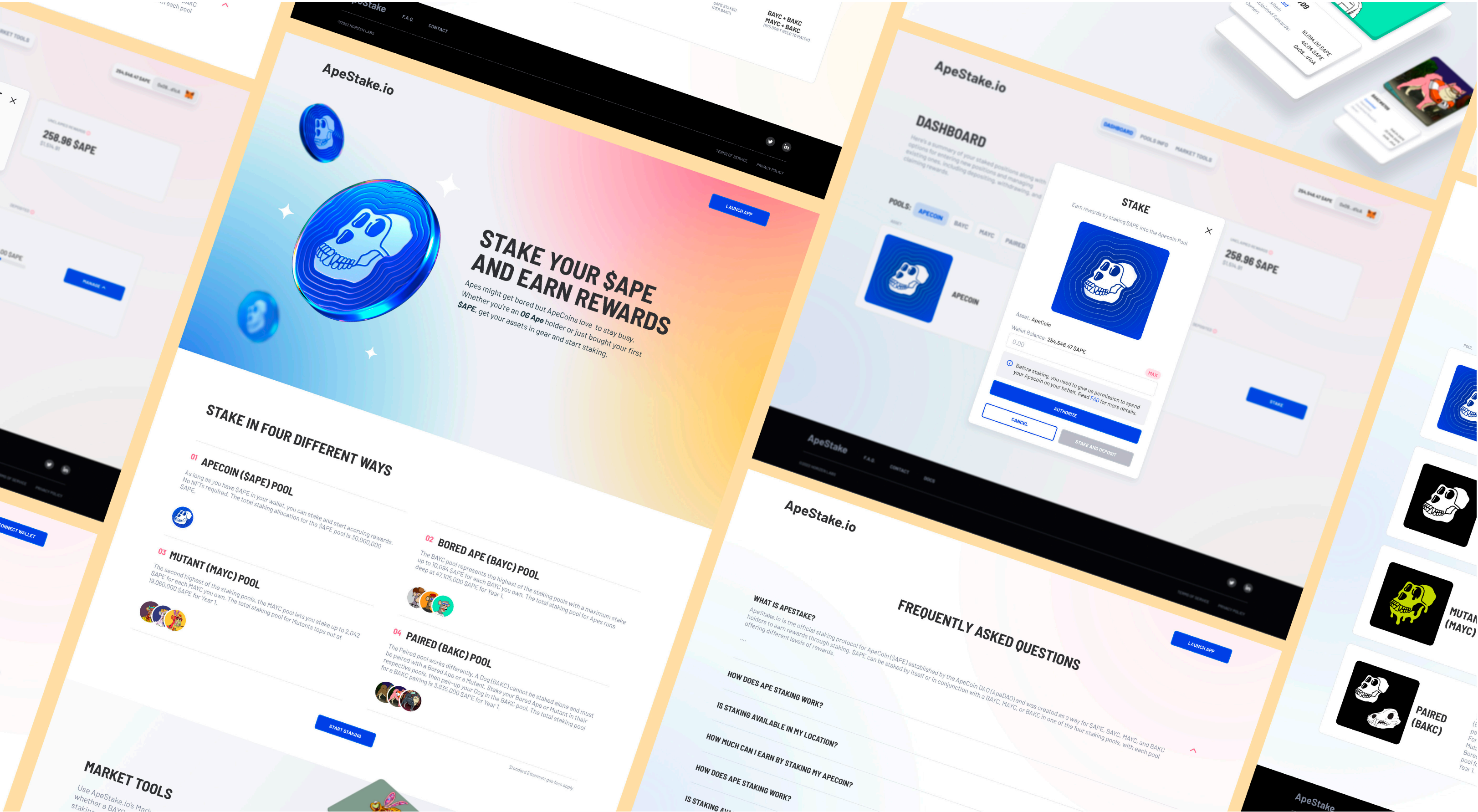


A community-facing platform designed to make AI training tasks feel clear, rewarding, and easy to complete. The interface brings together task flows, progress tracking, achievements, rankings, and rewards to keep users engaged while contributing high-quality data to AI systems.









Let's build something strong.
Get in touch.

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linda@lcreativestudio.com

Instagram:
[@lcreativestudio](https://www.instagram.com/lcreativestudio)

LinkedIn:
[Linda Bucksey](#)

Website:
www.lindabucksey.com