

Strategy[₿]

Media Kit

Q1 2025

Strategy is the world's first and largest Bitcoin Treasury Company, and the largest independent, publicly traded business intelligence company.

We provide cloud-native, AI-powered enterprise analytics software to thousands of global customers, and leverage 35 years of software expertise to explore innovation in Bitcoin applications. We believe the combination of our operating structure, Bitcoin strategy, and focus on technology innovation provides a unique opportunity for value creation.

Brandmark & symbol

Brandmark & variants

Strategy[฿]

Language

We use the term 'brandmark' as it goes beyond the simple graphical element traditionally associated with the term 'logo.' It encapsulates the visual aspect as well as the emotional and conceptual associations that our brand evokes.



Primary

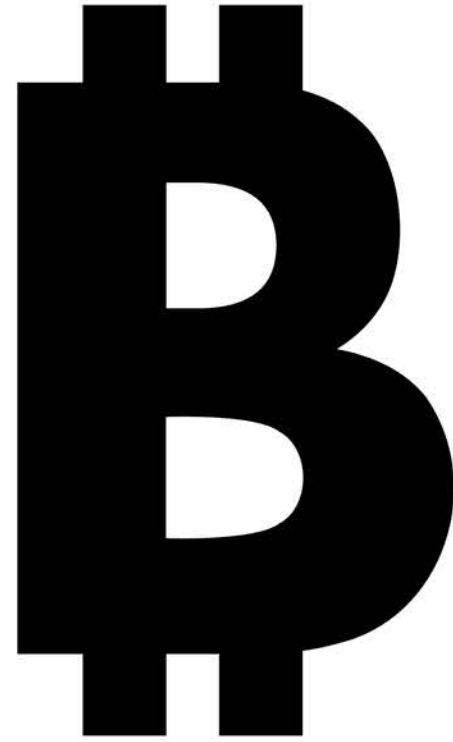
Variant - Reversed

Variant - Orange

Principles

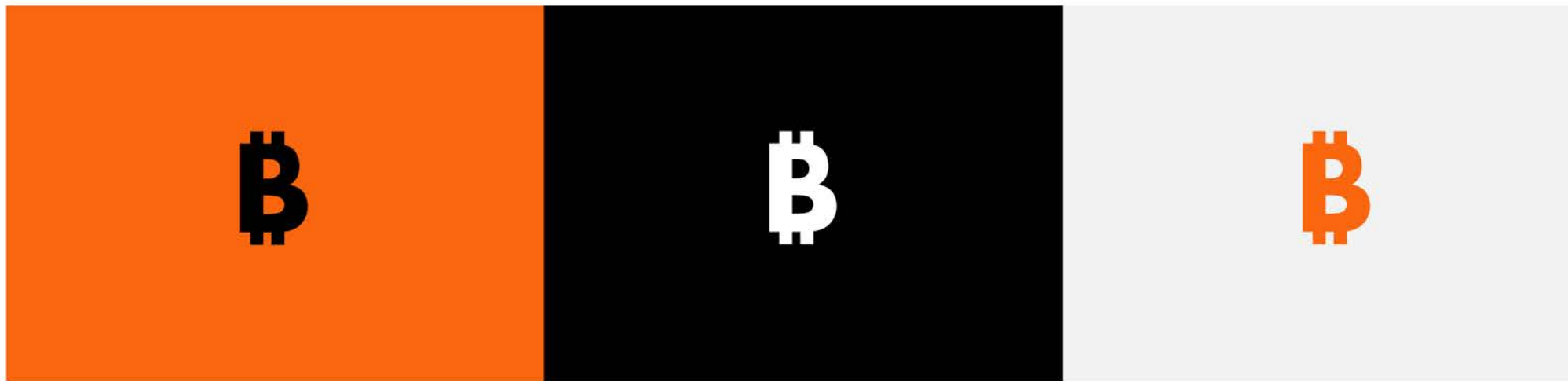
- The black brandmark is the primary version
- The brandmark must not be changed in any way
- The brandmark should never be used without the ฿ symbol
- The brandmark must always be visible and impactful

Strategy symbol & variants



Origin

Our ₿ symbol is custom-made and is a proprietary design inspired by the globally recognized Bitcoin.org logo. Do not refer to our symbol as the 'Bitcoin B'. Refer to it as 'the Strategy symbol'.



Primary

Variant - Reversed

Variant - Orange

Principles

- The black ₿ symbol is the primary version
- The ₿ symbol must not be changed or transformed in any way
- The ₿ symbol serves as a visual metaphor for our brand

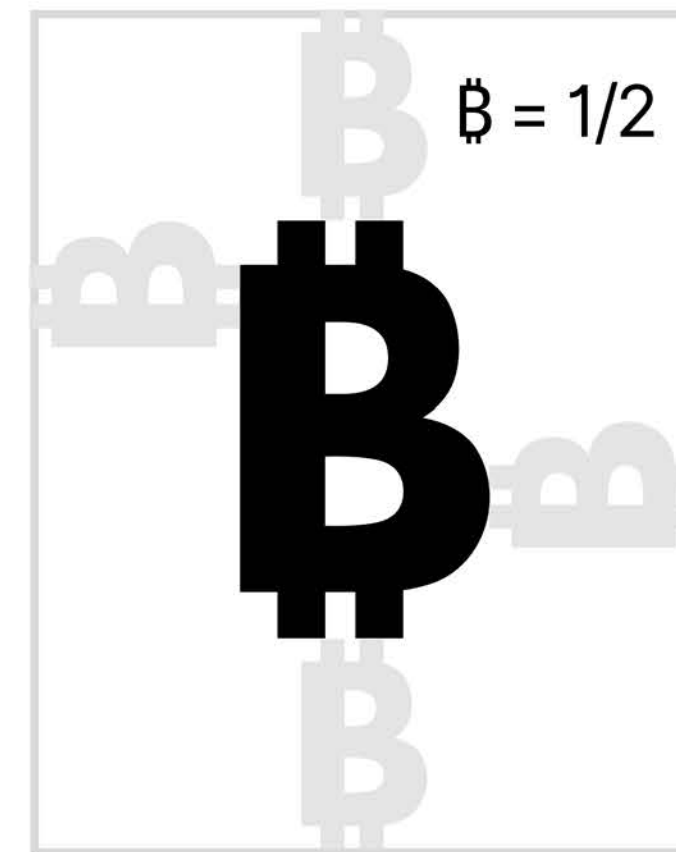
Safe zones

Safe zones are areas around our brandmark and symbol that must remain free of other graphics, text, or elements. These zones ensure visual integrity and impact by preventing distractions and maintaining legibility.



Brandmark safe zone

The height of the ₿ symbol is used to measure safe zone.
Do not place anything, including text, inside this zone



₿ symbol safe zone

The height of the ₿ symbol is used to measure safe zone. Do not place anything, including text, inside this zone

Examples



About Strategy

Strategy (Nasdaq: MSTR) is the world's first and largest Bitcoin Treasury Company. We are a publicly traded company that has adopted bitcoin as our primary treasury reserve asset. By using proceeds from equity and debt financings, as well as cash flows from our operations, we strategically accumulate bitcoin and advocate for its role as digital capital. Our treasury strategy is designed to provide investors varying degrees of economic exposure to bitcoin by offering a range of securities, including equity and fixed-income instruments. In addition, we provide industry-leading AI-powered enterprise analytics software, advancing our vision of Intelligence Everywhere. We leverage our development capabilities to explore innovation in Bitcoin applications, integrating analytics expertise with our commitment to digital asset growth. We believe our combination of operational excellence, strategic bitcoin reserve, and focus on technological innovation positions us as a leader in both the digital asset and enterprise analytics sectors, offering a unique opportunity for long-term value creation.

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Strategy[₿]

For any questions or special inquiries regarding the Strategy brand,
email brand@strategy.com