DECENTRAL®

VERSION 2

November 1

BE THE

CHANGE YOU

WANT TO

SEE

Đecentral

BRAND STRATEGY

1.1.0

Đecentral Brand Strategy

BRAND DNA

1.1.1

Our one core value

EMPOWERMENT

Empowerment is at the heart of where Đecentral comes from, what we do and where we are going.

Đecentral Brand Strategy

BRAND POSITIONING

1.1.2

Our purpose

EMPOWERING CHANGE

Our purpose is to empower people to take control of their own lives.

Đecentral Brand Strategy

BRAND VALUES

1.1.3

Our beliefs

CHOICE

We create integrated, multi-partners platform where users have plenty to choose from

SAFETY

We make it secure for users to interact with and transact inside our platform

PRIVACY

We respect people’s privacy at all times

ACCESSIBILITY

We make it easy for anyone to have access to all that blockchain has to offer

BRAND BEHAVIOUR

How we behave

Brave

We are willing to pave the way and go places no other brand has ever gone before. Because why not?

Surprising

We always bring an element of surprise to everything we do

Rewarding

We always ensure there is a clear reward for our audience

Interactive

We create experiences that are participatory in nature

Well-Crafted

We lead with design for consistently beautiful experiences

Purposeful

We don't do things for the sake of doing them, everything we do, we do it for a reason

BRAND PERSONALITY

What we sound like

Optimistic

We are hopeful and confident about the future

Inclusive

We speak to anyone and everyone

Non-Conformity

We don't comform to prevailing ideas or practices

Playful

We are fond of games and amusement

Transparent

We make our thinking and motives clear to everyone

BRAND PILLARS

What our brand is built on

Inclusive Platform

From users and partners to businesses and developers, anyone can be a successful part of our platform

Rewarding Experiences

We strive for a user experience that is rewarding

Transparent Communications

We are transparent and forthcoming in the way we communicate with our audience

Intuitive Products & Services

We create products and services that are easy to use no matter your profile

WHY
THE FUCK
NOT
?

Đecentral

IDENTITY SYSTEM

1.2.0

LOGO

Our logo was designed to demonstrate decentralized power. It is the core of the Đecentral identity and the key element in driving recognition.

MINIMUM SPACE AND SIZE

The Ðecentral logo should always have a minimum clearspace around it and should not be reproduced below a certain size to ensure maximum visibility and brand recognition. The suggested measurements are minimums and, in the case of clear space, more space should be used when possible.

1.75” wide for print

200px wide for digital

LOGO COLOUR

The Đecentral logo is always blue with orange unless on a photographic or blue background in which instance the blue is reversed to white.

Orange
PMS 021C
C0 M73 Y100 K0
R255 G105 B1
#FF6901

Navey Blue
PMS 7685C
C96 M83 Y26 K12
R38 G66 B119
#264176

LOGO DON'TS

1. Don't use a gradient in the logo
2. Don't squeeze or stretch the logo
3. Don't use dropshadows
4. Don't outline the logo
5. Don't change the colour
6. Don't alter logo proportions

1

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COLOUR

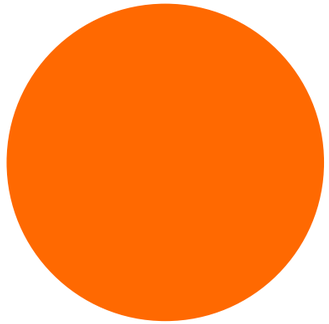
Primary

Orange and Navy Blue are the primary colours for Đecentral.

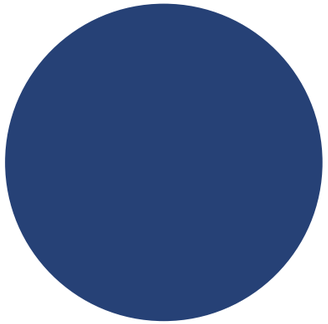
Background

White and gray are an important part of the palette that provide an unintrusive platform for the Đecentral identity allowing maximum recognition.

Use white as a stand-in for Navy Blue in the logo when it is placed on a photographic or blue background.

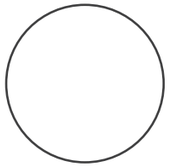


ORANGE
PMS 021C
C0 M73 Y100 K0
R255 G105 B1
#FF6901

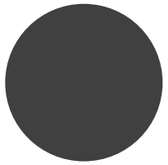


NAVY BLUE
PMS 7685C
C96 M83 Y26 K12
R38 G66 B119
#264176

GRAY
C2 M1 Y1 K0
R246 G246 B246
#F6F6F6



WHITE
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF



CHARCOAL
C0 M73 Y100 K0
R40 G40 B41
#404041

TYPOGRAPHY

Bebas Neue is a bold poster typeface with stylistic cues rooted in historical information dissemination and protest movements. It is used with Gotham, a do-everything gothic face characterised by open forms and high legibility.

Bebas Neue

ABCDEFGHIJKLMNOPQRST
UVWXYZ
1234567890@!$%^&*():;”

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@!$%^&*():;”

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@!$%^&*():;”

TYPEFACE STYLING

Bebas Neue is our headline typeface and is set very wide (+100). Different weights of Gotham are used for specific purposes within the typographic hierarchy.

HEADER - BEBAS NEUE

Short/medium copy length

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER

Tracking 100

Subhead- Gotham Bold

Short/medium copy length

Medium font size/emphasis

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh ismod tincidunt ut laoreet dolore

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Body copy - Gotham Book

Long copy length

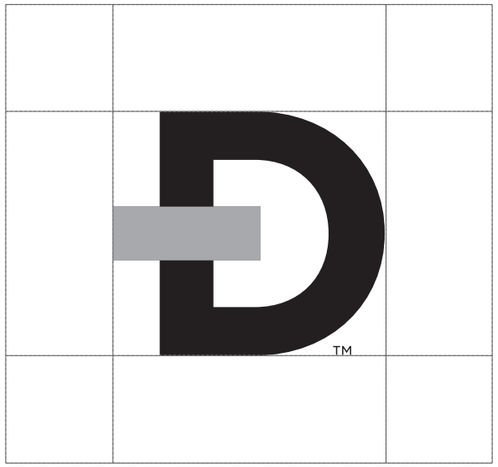
Small font size

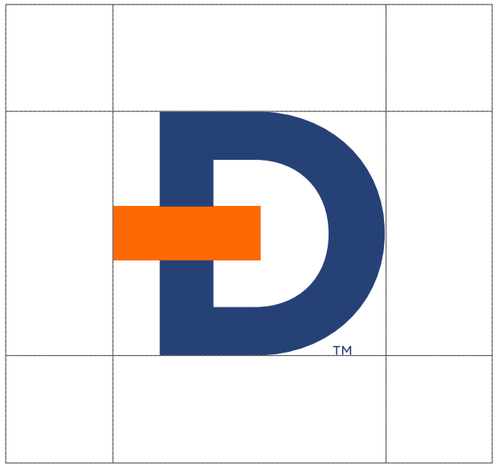
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

CHO SE
TO
CHANGE YOU R
W ORLD.

ICON: THE CROSSED D

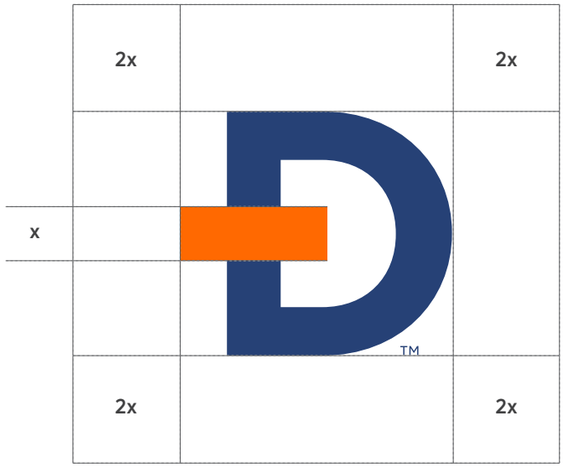
In chemistry the crossed D icon represents dispersity, a process that eventually results in equilibrium, a concept that informs Đecentral brand DNA, Empowerment.





ICON MINIMUM SPACE AND SIZE

The Đecentral icon should always have a minimum clearspace around it and should not be reproduced below a certain size to ensure maximum visibility and brand recognition. The suggested measure-ments are minimums and, in the case of clearspace, more space should be used when possible.



0.25” wide for print

45 pixels wide for digital

ICON COLOUR

The icon is always blue with an orange bar except in instances where it is placed on a blue background or photo, in which case the D is reversed to white. The colour of the bar is **never** altered.

ORANGE
PMS 021C
C0 M 73 Y100 K0
R255 G105 B1
#FF6901

NAVY BLUE
PMS 7685C
C96 M 83 Y26 K12
R38 G66 B119
#264176

ICON DON'TS

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6. Don't alter logo proportions

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DECONSTRUCTED PATTERN

Use this pattern, a deconstructed Đecentral logo, to add subtle texture to brand compositions.

DECENTRAL

DECENTRAL®

Identity Guidelines

Version 2

November 1

Empowered by jaxx

Jaxx 2.1.0

Brand Strategy

Brand Strategy

Brand DNA

2.1.1

Our one core value

Empowerment is at the heart of where we come from, what we do and where we are going.

Empowerment

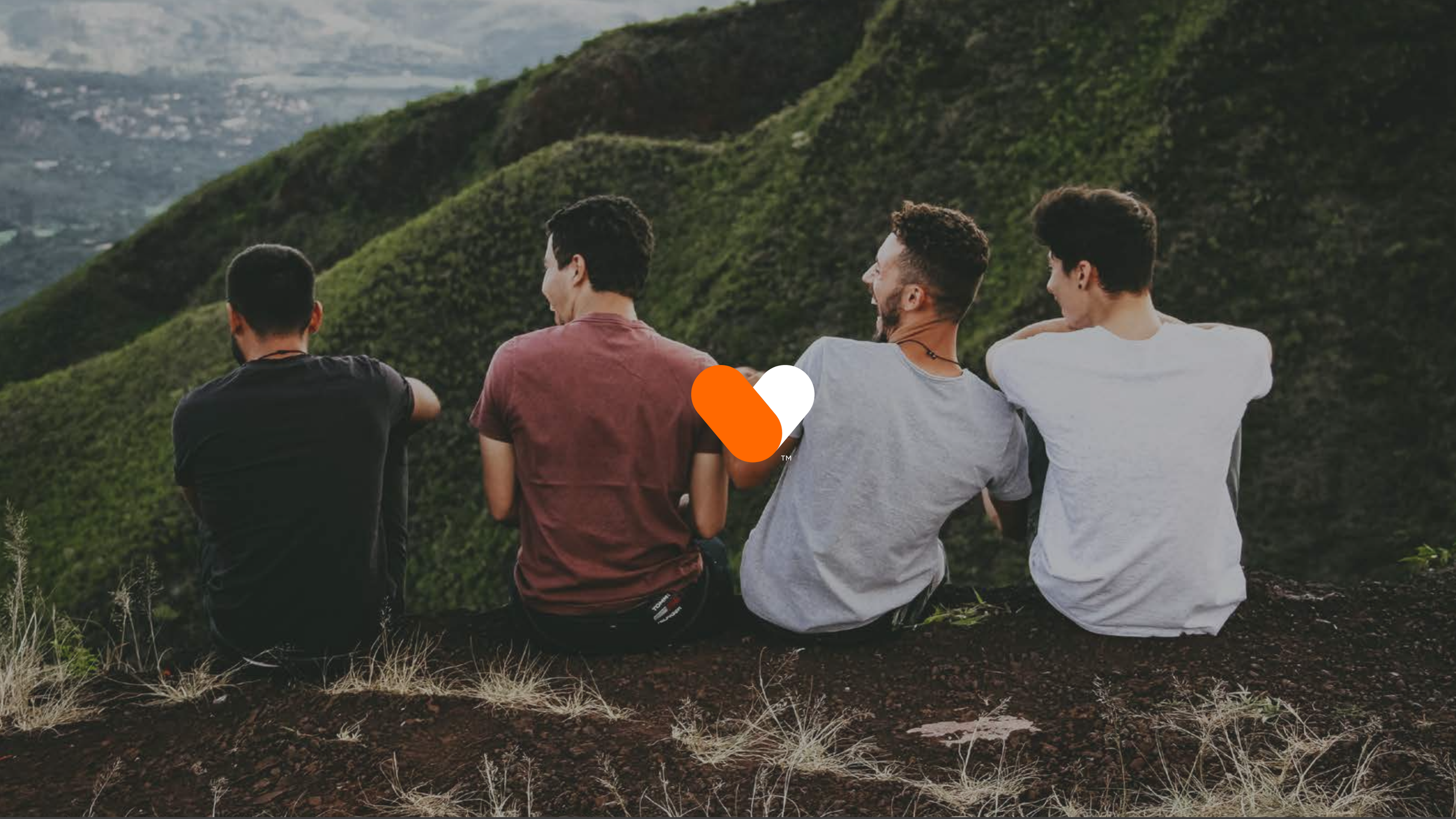
Brand Strategy

Brand Positioning 2.1.2

Our purpose

Our purpose is to shift power back to the people through blockchain technology.

Power to the People



Brand Strategy

Brand Values

2.1.3

Our beliefs

Choice

We create integrated, multi-partners platform where users have plenty to choose from

Safety

We make it secure for users to interact with and transact inside our platform

Privacy

We respect people's privacy at all times

Accessible

We make it easy for anyone to have access to all that blockchain has to offer

Brand Behaviour

How we behave

Brave

We are willing to pave the way and go places no other brand has ever gone before. Because why not?

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Well-Crafted

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Purposeful

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Brand Personality

What we sound like

Optimistic

We are hopeful and confident about the future

Inclusive

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Non-Conformity

We don't conform to prevailing ideas or practices

Playful

We are fond of games and amusement

Transparent

We make our thinking and motives clear to everyone

Brand Pillars

What our brand is built on

Inclusive Platform

From users and partners to businesses and developers, anyone can be a successful part of our platform

Rewarding Experiences

We strive for a user experience that is rewarding

Transparent Communications

We are transparent and forthcoming in the way we communicate with our audience

Intuitive Products & Services

We create products and services that are easy to use no matter your profile

Empowered by Jaxx

Jaxx 2.2.0

Brand Identity System

Logo

Our logo was designed to be an approachable, easily understood beacon for the Jaxx brand. It is the core of the Jaxx identity and the key element in driving brand recognition.

Minimum Space and Size

The Jaxx logo should always have a minimum clearspace around it and should not be reproduced below a certain size to ensure maximum visibility and brand recognition. The suggested measurements are minimums and, in the case of clearspace, more space should be used when possible.

1 ” wide for print

100 px wide for digital

Colour

Jaxx always leads with orange supported by the remaining colours in the palette. Achieve this through the logo colour or an orange dominant colour scheme.

Orange

Pantone 021C

C 0 **M** 73 **Y** 100 **K** 0

R 255 **G** 105 **B** 1

HEX ff6901

Navy Blue

Pantone 7685C

C 63 **M** 0 **Y** 17 **K** 0

R 40 **G** 207 **B** 221

HEX 28cfdd

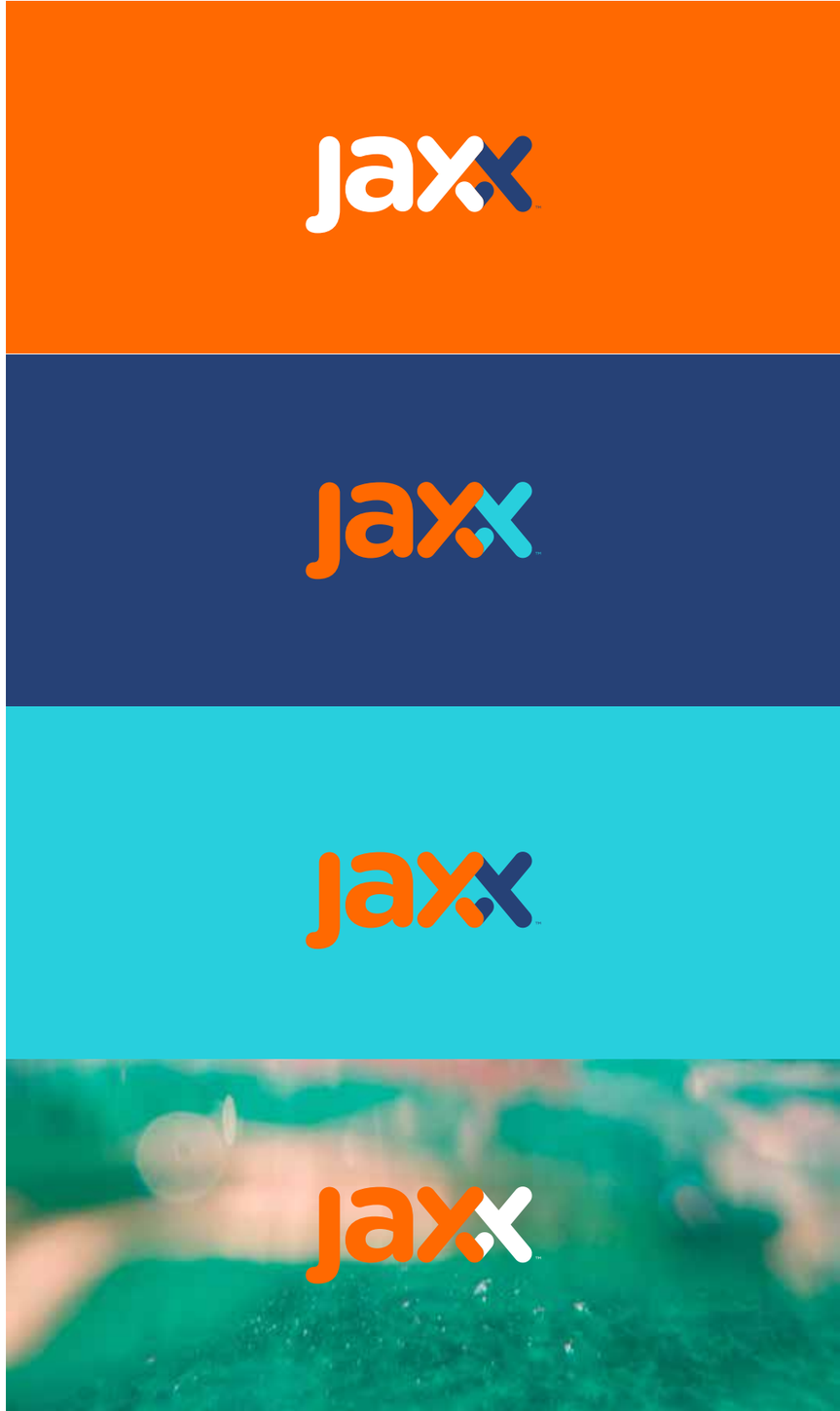
Robin's Egg Blue

Pantone 311C

C 96 **M** 83 **Y** 26 **K** 12

R 38 **G** 66 **B** 119

HEX 264176



Dont's

1. Don't use a gradient in the logo
2. Don't squeeze or stretch the logo
3. Don't give the logo a drop shadow
4. Don't outline the logo
5. Don't change the colour
6. Don't alter logo proportions

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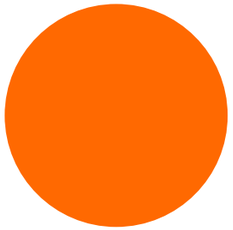
Colour

Primary

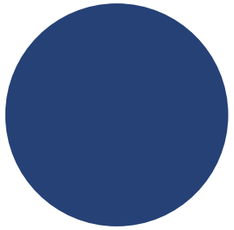
Orange is the primary colour for Jaxx. Use it to establish a strong brand presence either with large colour fields or bright accents on white.



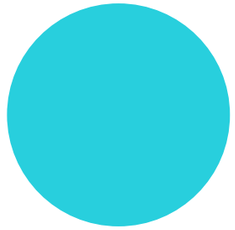
Orange
Pantone 021C
C 0 **M** 73 **Y** 100 **K** 0
R 255 **G** 105 **B** 1
HEX ff6901

Secondary

Navy Blue and Robin's Egg Blue are the colours supporting orange. Use them as a complement to orange in the logo or to provide variation in composition.



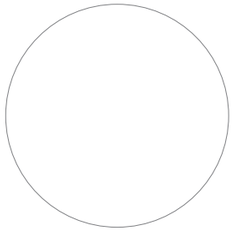
Navy Blue
Pantone 7685C
C 96 **M** 83 **Y** 26 **K** 12
R 38 **G** 66 **B** 119
HEX 264176



Robin's Egg Blue
Pantone 311C
C 63 **M** 0 **Y** 17 **K** 0
R 40 **G** 207 **B** 221
HEX 28cfdd

Background

White is an important part of the palette that keeps the brand looking bright and positive. Use it as a stand-in for orange in the logo when it is placed on an orange background.



White
Pantone
C 0 **M** 0 **Y** 0 **K** 0
R 255 **G** 255 **B** 255
HEX ffffff

Typography

Uni Neue is our typeface. It is a bold contemporary sans serif with soft characteristics giving it an approachable confidence.

Uni Neue heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@!$%^&*():;”

Uni Neue bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@!$%^&*():;”

Uni Neue regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@!$%^&*():;”

Uni Neue book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@!$%^&*():;”

Primary Typeface Styling

Different weights of Uni Neue are used for specific purposes within the typographic hierarchy. Uni Neue is **never** set in all caps.

Header - Uni Neue heavy

Short/medium copy length

Large font size

Lorem ipsum dolor sit amet, consectetuer

Intro copy - Uni Neue bold

Short/medium copy length/emphasis

Medium font size

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh ismod tincidunt ut

Subhead- Uni Neue regular

Short/medium copy length

Medium font size

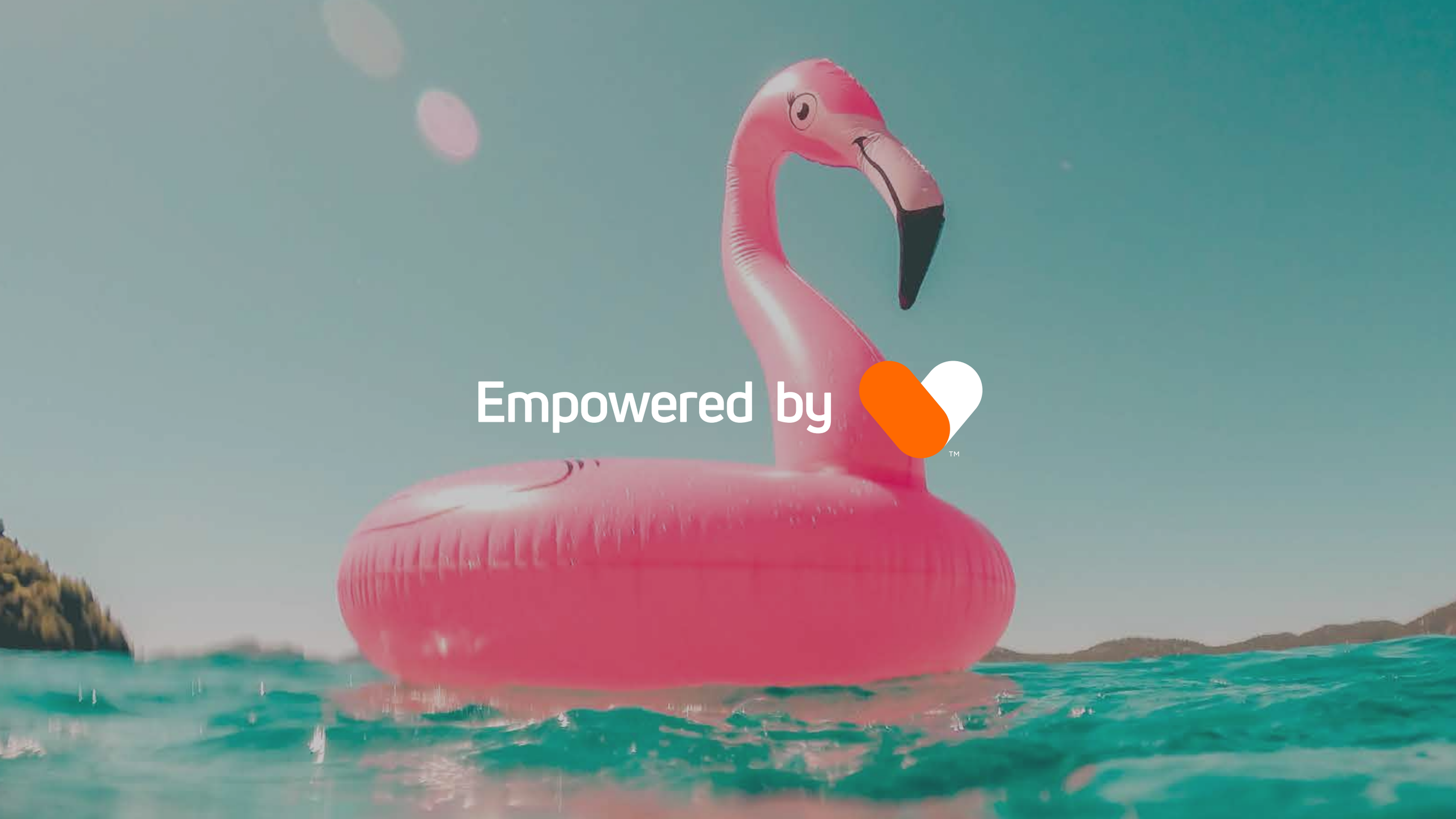
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh ismod tincidunt ut laoreet dolore

Body copy - Uni Neue book

Long copy length

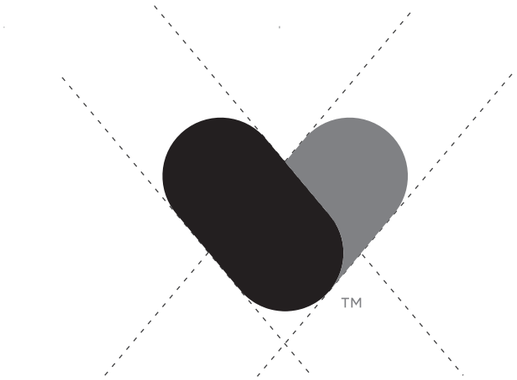
Small font size

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.


Empowered by

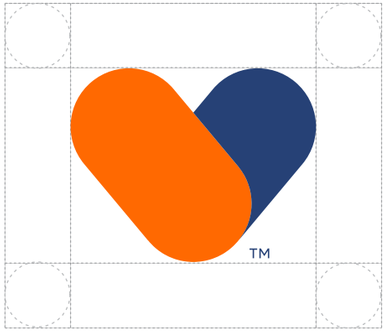
Icon

The Jaxx icon is a discoverable element in the Jaxx logo and represents the love created through a shared experience facilitated by Jaxx. It should be used as shorthand for this type of exchange or connection.



Minimum Space and Size

The Jaxx icon should always have a minimum clearspace around it and should not be reproduced below a certain size to ensure maximum visibility and brand recognition. The suggested measurements are minimums and, in the case of clearspace, more space should be used when possible.



0.4” wide for print

50 pixels wide for digital

Icon Colour

The icon colour always leads with orange when possible but is ultimately determined by it's environment. Please use only approved icon colour combinations to ensure consistency of brand application.

Orange

Pantone 021C

C 0 **M** 73 **Y** 100 **K** 0

R 255 **G** 105 **B** 1

HEX ff6901

Navy Blue

Pantone 7685C

C 63 **M** 0 **Y** 17 **K** 0

R 40 **G** 207 **B** 221

HEX 28cfdd

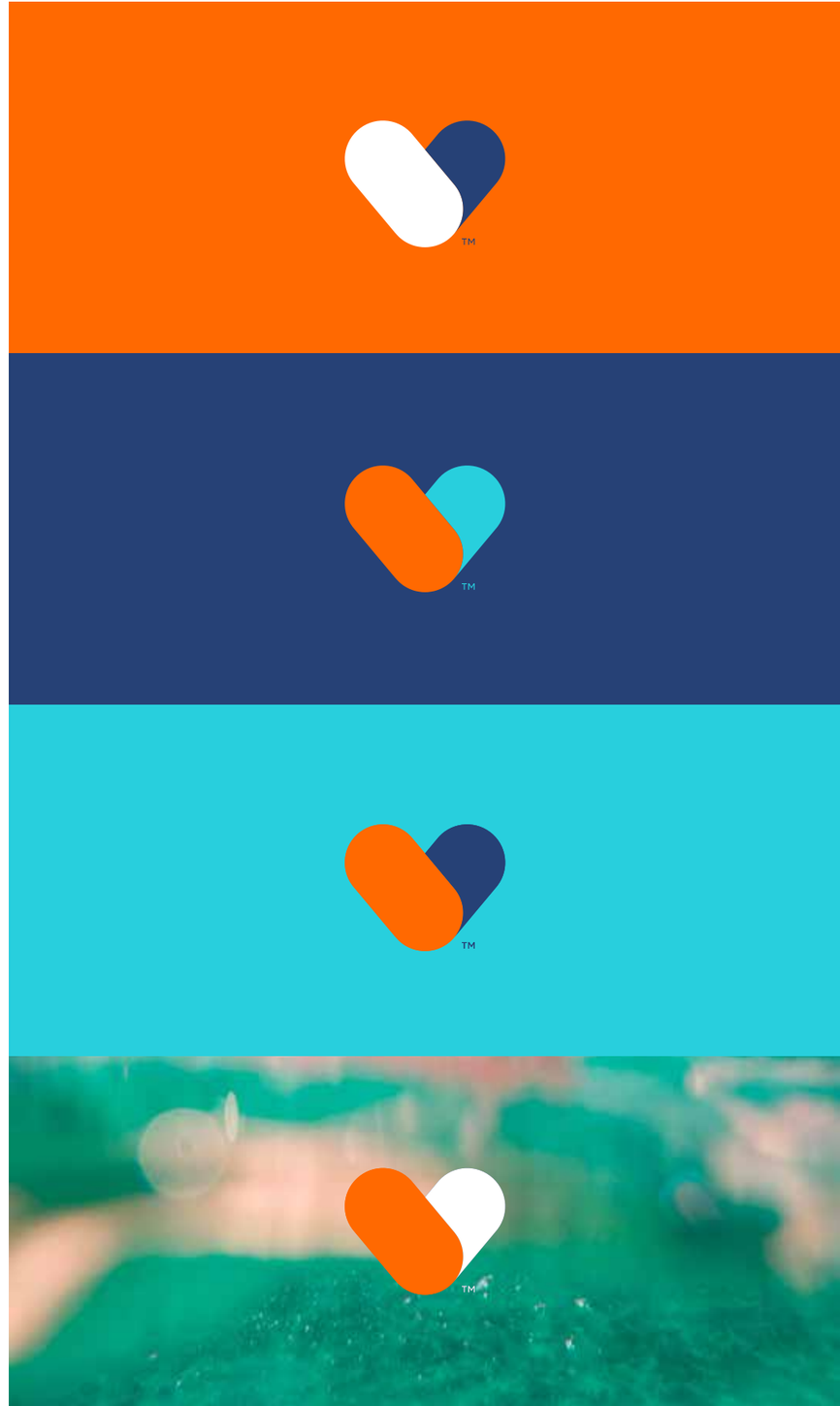
Robin's Egg Blue

Pantone 311C

C 96 **M** 83 **Y** 26 **K** 12

R 38 **G** 66 **B** 119

HEX 264176



Dont’s

1. Don’t use a gradient in the logo
2. Don’t squeeze or stretch the logo
3. Don’t give the logo a drop shadow
4. Don’t outline the logo
5. Don’t change the colour
6. Don’t alter logo proportions

‘Empowered by’ Lockups

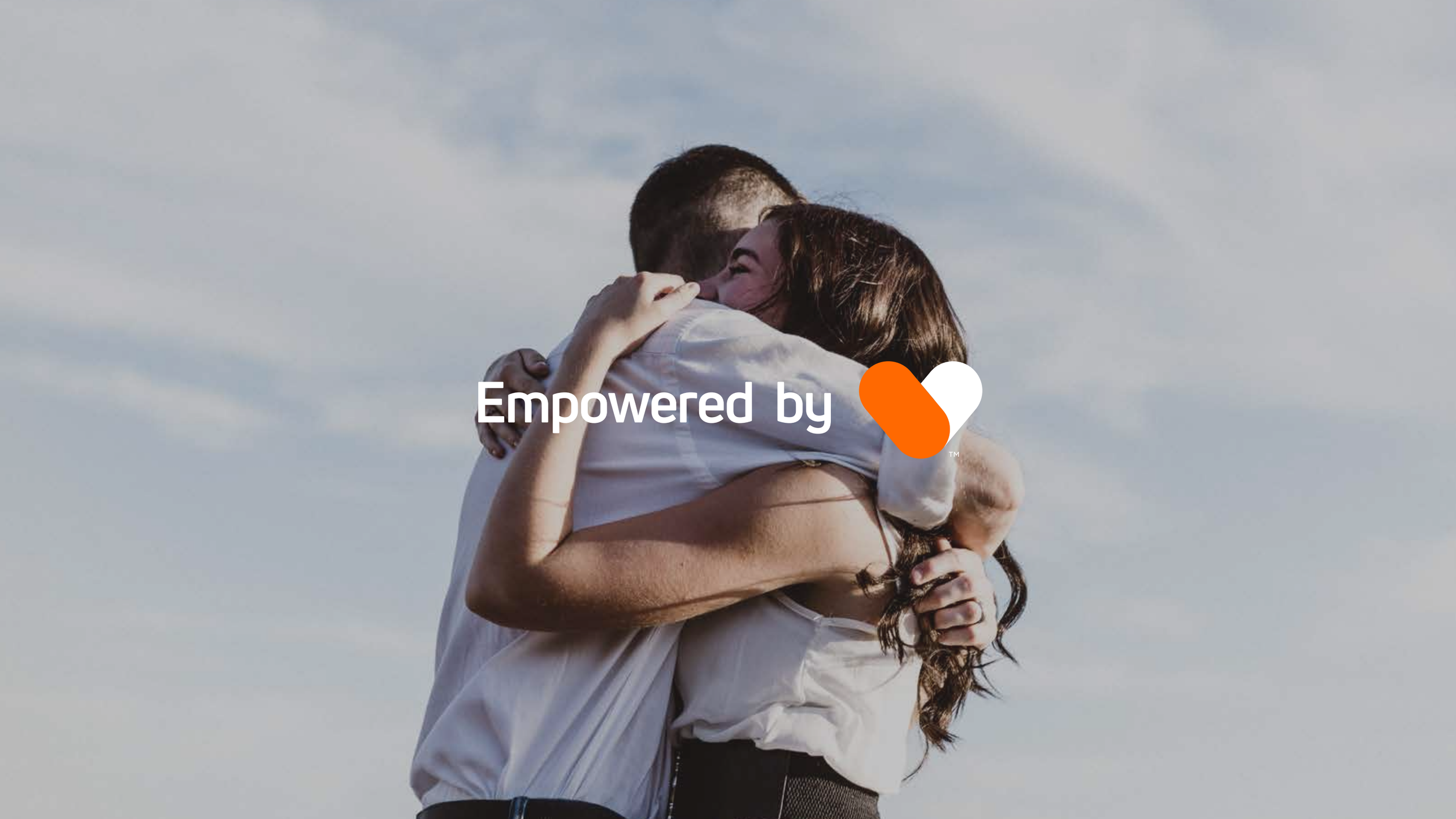
The 'Empowered by' lockups are used primarily with photography in a sign-off capacity to convey the role and values of our brand.

The empowered individual

Empowered by jaxx

Empowering a shared experience or connection

Empowered by


Empowered by

Identity Guidelines

Community by Đecentral®

Version 2

November 1

Community by Decentral 3.2.0

Brand Identity System

Logo

The Community by Đecentral logo is the core of the Community by Decentral identity and the key element in driving recognition.

Minimum Space and Size

The Community by Đecentral logo should always have a minimum clearspace around it and should not be reproduced below a certain size to ensure maximum visibility and brand recognition. The suggested measurements are minimums and, in the case of clear space, more space should be used when possible.

1 " wide for print

120 px wide for digital

Colour

The Community by Đecentral always leads with orange supported by Navy and the remaining colours in the palette.

Orange
Pantone 021C
C 0 **M** 73 **Y** 100 **K** 0
R 255 **G** 105 **B** 1
HEX ff6901

Navy Blue
Pantone 7685C
C 96 **M** 83 **Y** 26 **K** 12
R 38 **G** 66 **B** 119
HEX 264176

Community by Đecentral

Community by Đecentral

Community by Đecentral

Community by Đecentral

Community by Đecentral

Dont's

1. Don't use a gradient in the logo
2. Don't squeeze or stretch the logo
3. Don't give the logo a drop shadow
4. Don't outline the logo
5. Don't change the colour
6. Don't alter logo proportions

Icon

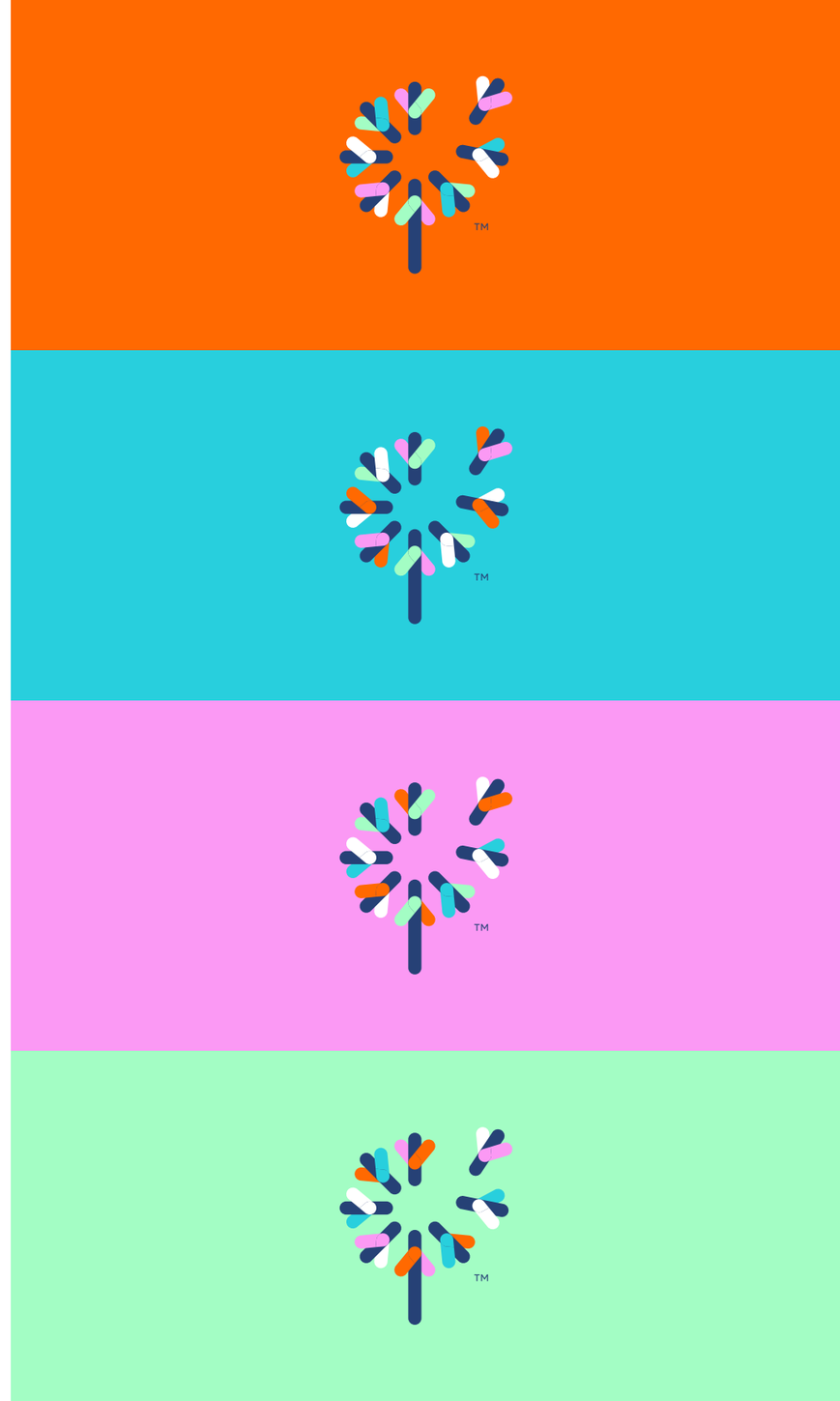
The Community by Ðecentral icon represents the power of the collective exprience.

Orange
Pantone 021C
C 0 **M** 73 **Y** 100 **K** 0
R 255 **G** 105 **B** 1
HEX ff6901

Robin's Egg Blue
Pantone 311C
C 63 **M** 0 **Y** 17 **K** 0
R 40 **G** 207 **B** 221
HEX 28cfdd

Pink
Pantone 311C
C 10 **M** 44 **Y** 0 **K** 0
R 251 **G** 153 **B** 244
HEX fb99f4

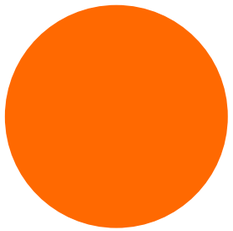
Mint
Pantone 7685C
C 32 **M** 0 **Y** 35 **K** 0
R 163 **G** 253 **B** 196
HEX a3fdc4



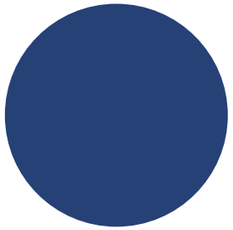
Colour

Primary

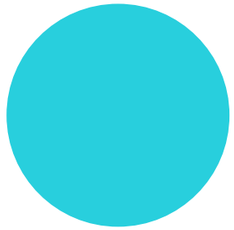
Orange is the primary colour for Jaxx. Use it to establish a strong brand presence either with large colour fields or bright accents on white.



Orange
Pantone 021C
C 0 **M** 73 **Y** 100 **K** 0
R 255 **G** 105 **B** 1
HEX ff6901



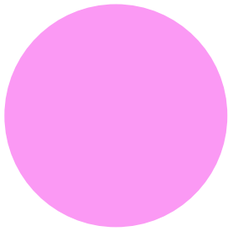
Navy Blue
Pantone 7685C
C 96 **M** 83 **Y** 26 **K** 12
R 38 **G** 66 **B** 119
HEX 264176



Robin's Egg Blue
Pantone 311C
C 63 **M** 0 **Y** 17 **K** 0
R 40 **G** 207 **B** 221
HEX 28cfdd

Secondary

Robin's Egg Blue and Navy Blue are the colours supporting orange. Use them as a complement to orange in the logo or to provide variation in composition.



Pink
Pantone 311C
C 10 **M** 44 **Y** 0 **K** 0
R 251 **G** 153 **B** 244
HEX fb99f4

Mint
Pantone 7685C
C 32 **M** 0 **Y** 35 **K** 0
R 163 **G** 253 **B** 196
HEX a3fdc4

Identity Guidelines

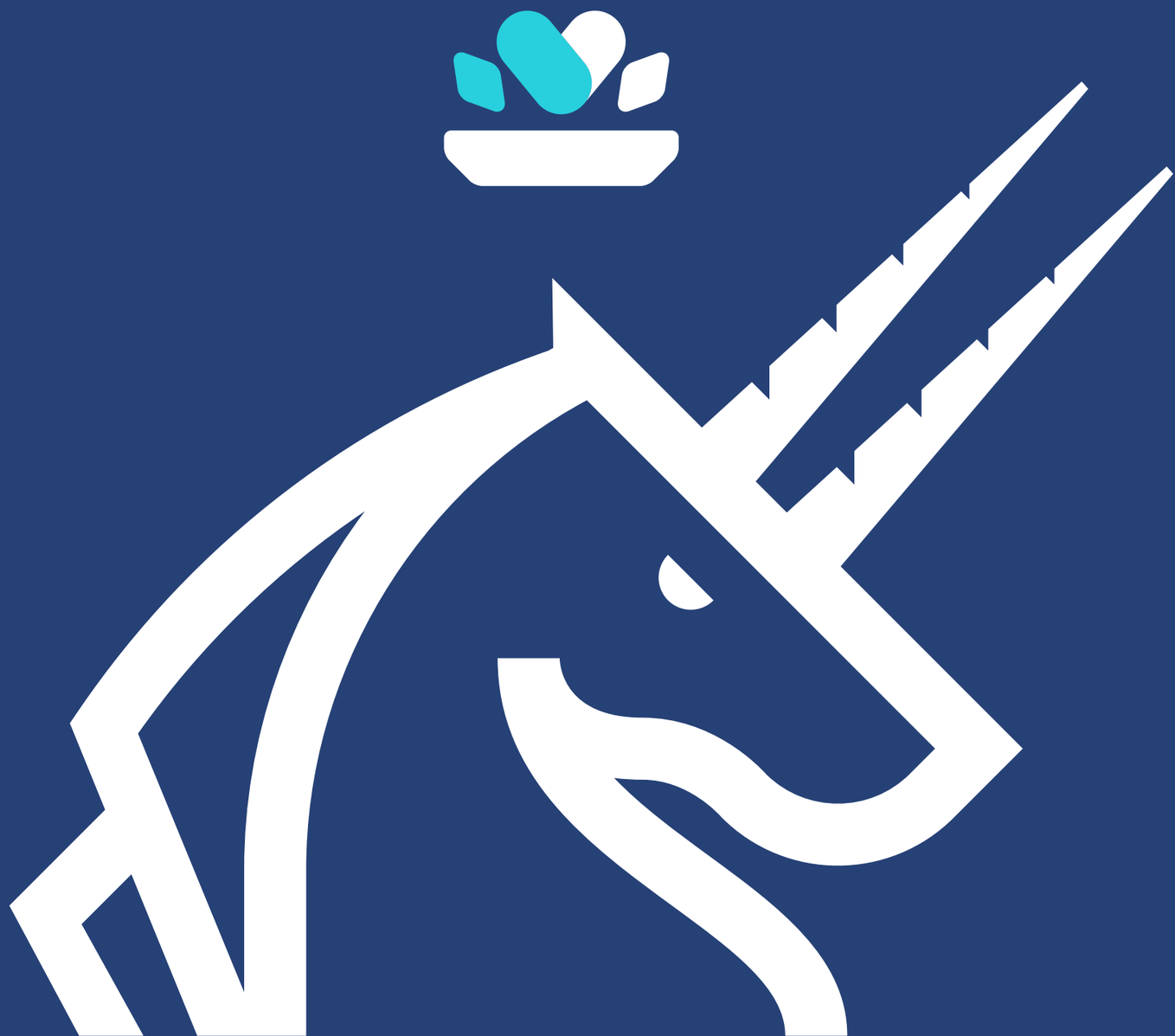
DDV®

Version 2

November 1

DDV 4.2.0

Brand Identity System



Logo

The DDV logo is the core of the DDV identity and the key element in driving brand recognition.

Minimum Space and Size

The DDV logo should always have a minimum clearspace around it and should not be reproduced below a certain size to ensure maximum visibility and brand recognition. The suggested measurements are minimums and, in the case of clear space, more space should be used when possible.

1 ” wide for print

100 px wide for digital

Colour

DDV always leads with Navy supported by Robin's Egg Blue

Navy Blue
Pantone 021C
C 0 **M** 73 **Y** 100 **K** 0
R 255 **G** 105 **B** 1
HEX ff6901

Robin's Egg Blue
Pantone 311C
C 96 **M** 83 **Y** 26 **K** 12
R 38 **G** 66 **B** 119
HEX 264176

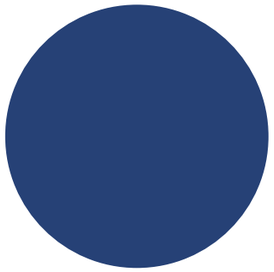
Dont's

1. Don't use a gradient in the logo
2. Don't squeeze or stretch the logo
3. Don't give the logo a drop shadow
4. Don't outline the logo
5. Don't change the colour
6. Don't alter logo proportions

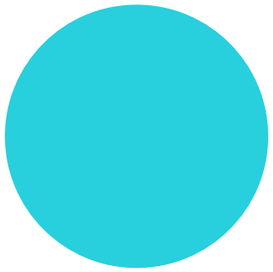
Colour

Primary

Navy is the primary colour for DDV. Robin's Egg is used as an accent providing visual interest.



Navy Blue
Pantone 7685C
C 96 **M** 83 **Y** 26 **K** 12
R 38 **G** 66 **B** 119
HEX 264176



Robin's Egg Blue
Pantone 311C
C 63 **M** 0 **Y** 17 **K** 0
R 40 **G** 207 **B** 221
HEX 28cfdd

Background

White and gray are used as background colours

Gray
Pantone 7541
C 0 **M** 0 **Y** 0 **K** 5
R 241 **G** 242 **B** 242
HEX f1f2f2

White
C 0 **M** 0 **Y** 0 **K** 0
R 255 **G** 255 **B** 255
HEX ffffff