



# NavCoin Brand Guidelines

BY THE NAVCOIN CORE COLLECTIVE - MAY 2018

# What is NavCoin?

NavCoin is a decentralized cryptocurrency that uses an open-source platform and peer consensus to operate without a central authority. It's designed to be fast, low cost and energy efficient. Managing and issuing NavCoin is carried out collectively by the network. Development and promotion of NavCoin is carried out collectively by the community. NavCoin's design is public, nobody owns or controls NavCoin, and anyone can contribute.



# Our Purpose

"We will always operate in the best interest of the Network."

NavCoin is a truly decentralized, open source protocol that anyone can contribute to. Freedom of the individual is paramount. No one can tell you what NavCoin is or isn't, it is what you make it. These guidelines are designed to communicate NavCoin Core's direction and to enable cohesion if you share our vision for NavCoin.

We believe NavCoin is a vector for a profound change in the way the worldwide economic system operates - handing freedom, privacy and financial power back to the individual. For that reason, a crucial part of our role in the NavCoin community is to be champions of NavCoin's neutrality and consensus driven decision making.

If this resonates with you, an effective way to share this vision is by creating informational and promotional material based on the brand guidelines in this document. When we're all singing from the same page our voice will be its most powerful.

# Definitions

**NavCoin** - This is the name of the project. It is a proper noun and should always be capitalized. It uses what's known as camelCase and should also have a capitalized C with no space between Nav and Coin. The reason why it uses camelCase is to provide a clearly readable namespace for other NavCoin projects like NavPay and NavTech.

**NAV** - This is the currency denomination of NavCoin. This is similar to writing a \$ symbol.

**In a sentence** - "I think NavCoin is so awesome I want to sell my car for 100 NAV."



# Definitions

**NavCoin.org** - This site is focused on the NavCoin core protocol only. It houses basic information about the protocol, developer documentation, where to buy NAV and what wallets you can store it in.

**NavHub.org** - This site is focused on the wider eco-system of NavCoin software, websites and services which use the NavCoin protocol. Here's where you can find community projects, news, merchants and more.



# Language

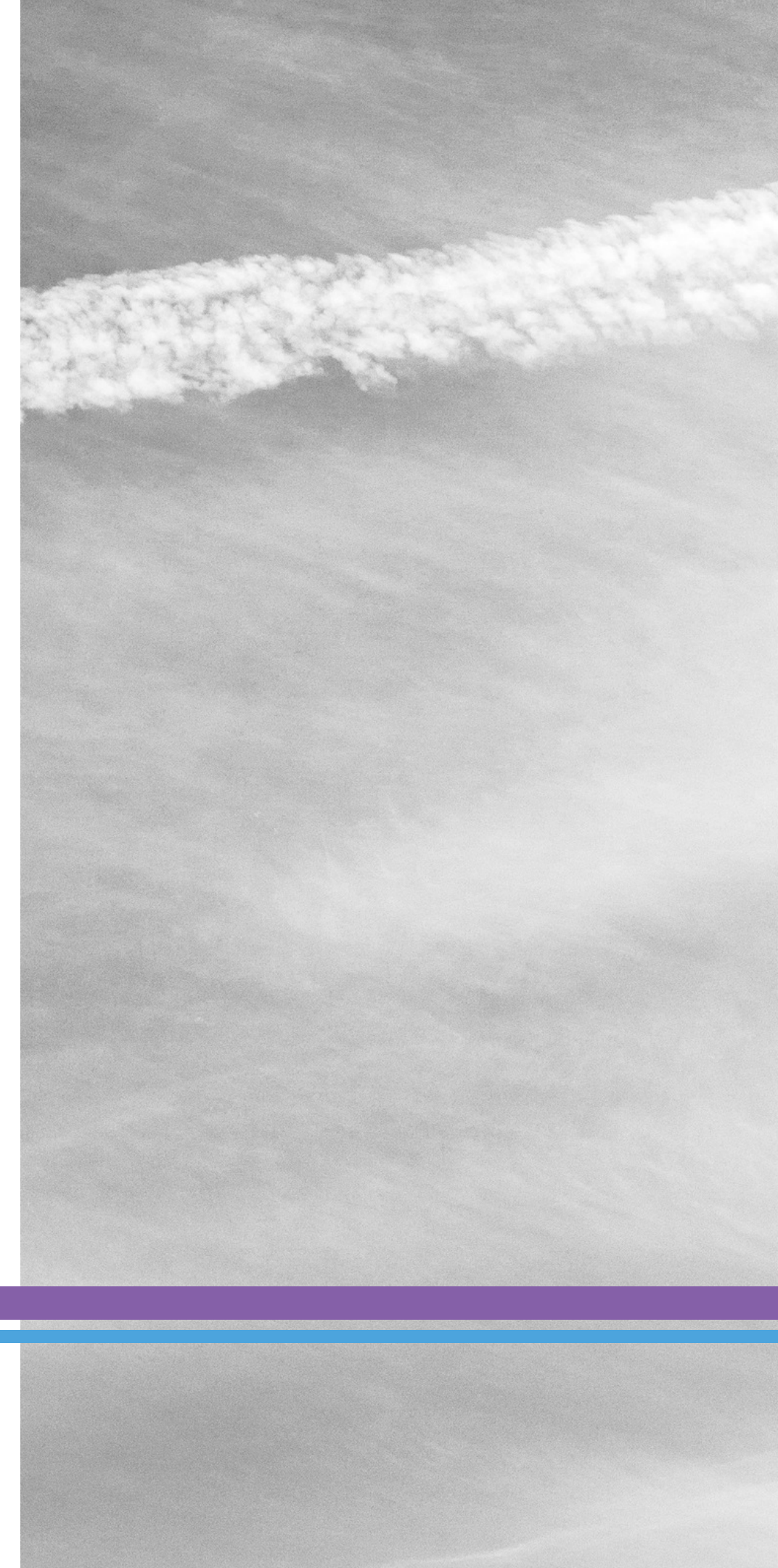
NavCoin Core values factual communication about its projects and remains humble in its approach to content creation. See this framework for the type of language we either encourage, or steer clear of when talking about projects.

## WORDS TO USE

- Community
- Decentralized
- Collaboration
- Project
- Contribute
- Share

## WORDS NOT TO USE

- Shill
- Moon
- Market
- Hype
- Pump
- Investment



# Tone of voice

- NavCoin Core communicates factually and to the point. We respect peoples intelligence and autonomy with our transparency and clarity.
- We aren't afraid of using technical descriptions, yet we strive to communicate our ideas in simple terms without condescension.
- While we're eternal optimists, we don't make wild claims and there is never any hype or puffery. We tell it like it is, and that's that.



# Community

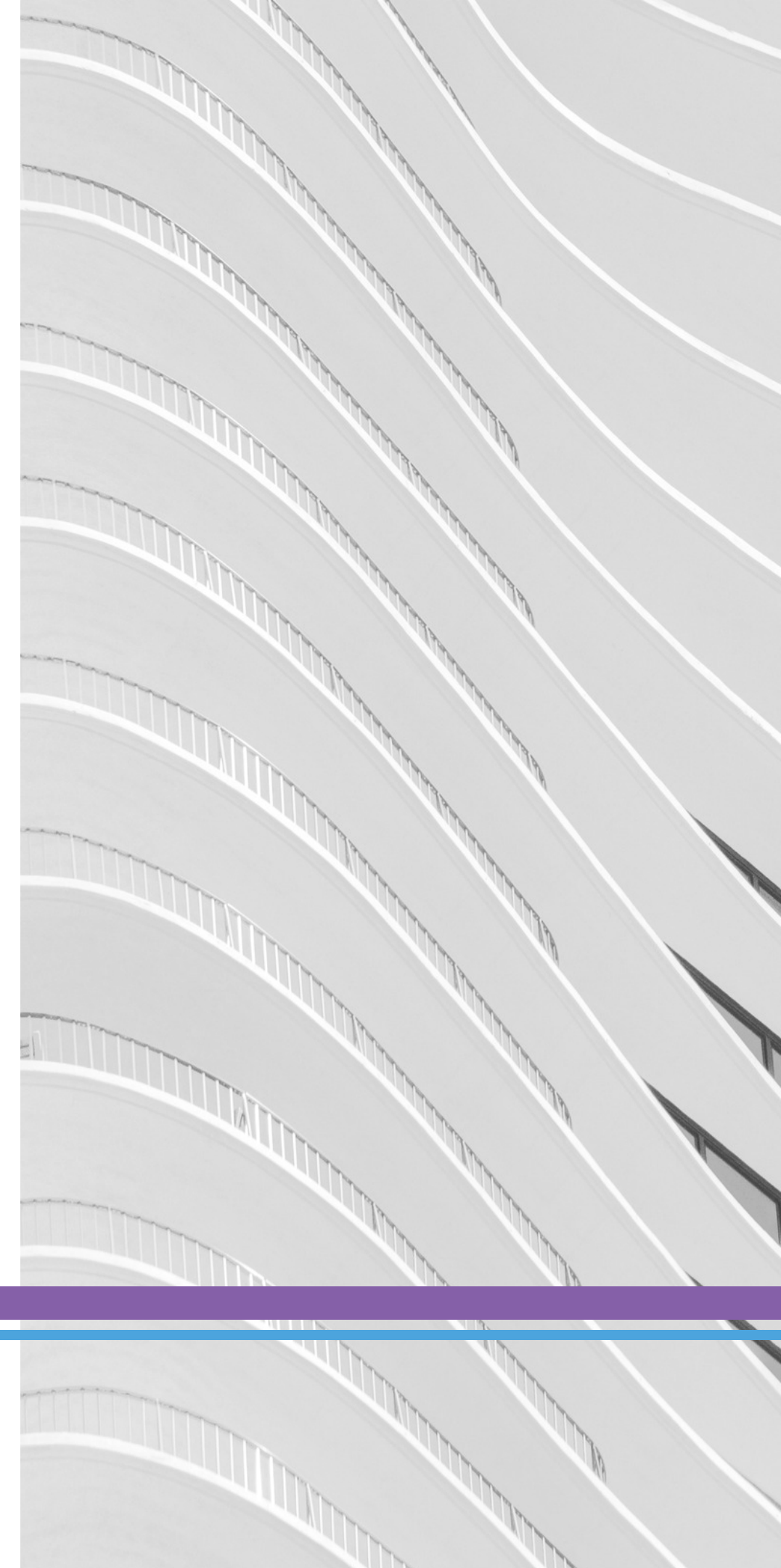
NavCoin Core values constructive communication and remains humble in it's conversation when discussing projects. See this framework for an idea on how we like to guide discussions.

## **WE ASPIRE TO BE**

- Polite
- Upbeat
- Supportive
- Inclusive
- Respectful
- Constructive

## **WE DISCOURAGE BEING**

- Discriminatory
- Condescending
- Manipulative
- Authoritative
- Demanding
- Abusive





# Logos

The NavCoin logo is our key brand asset . There is one core logo shown below, with two 'icon' variations for use where space is limited.



**Download logo pack here:**

<http://bit.ly/logopack-05-2018>

# Logo Spacing

Sizing, background and spacing is important when using the NavCoin logo. It should have clean, clear spacing around it to look its best.



# Logo Placement

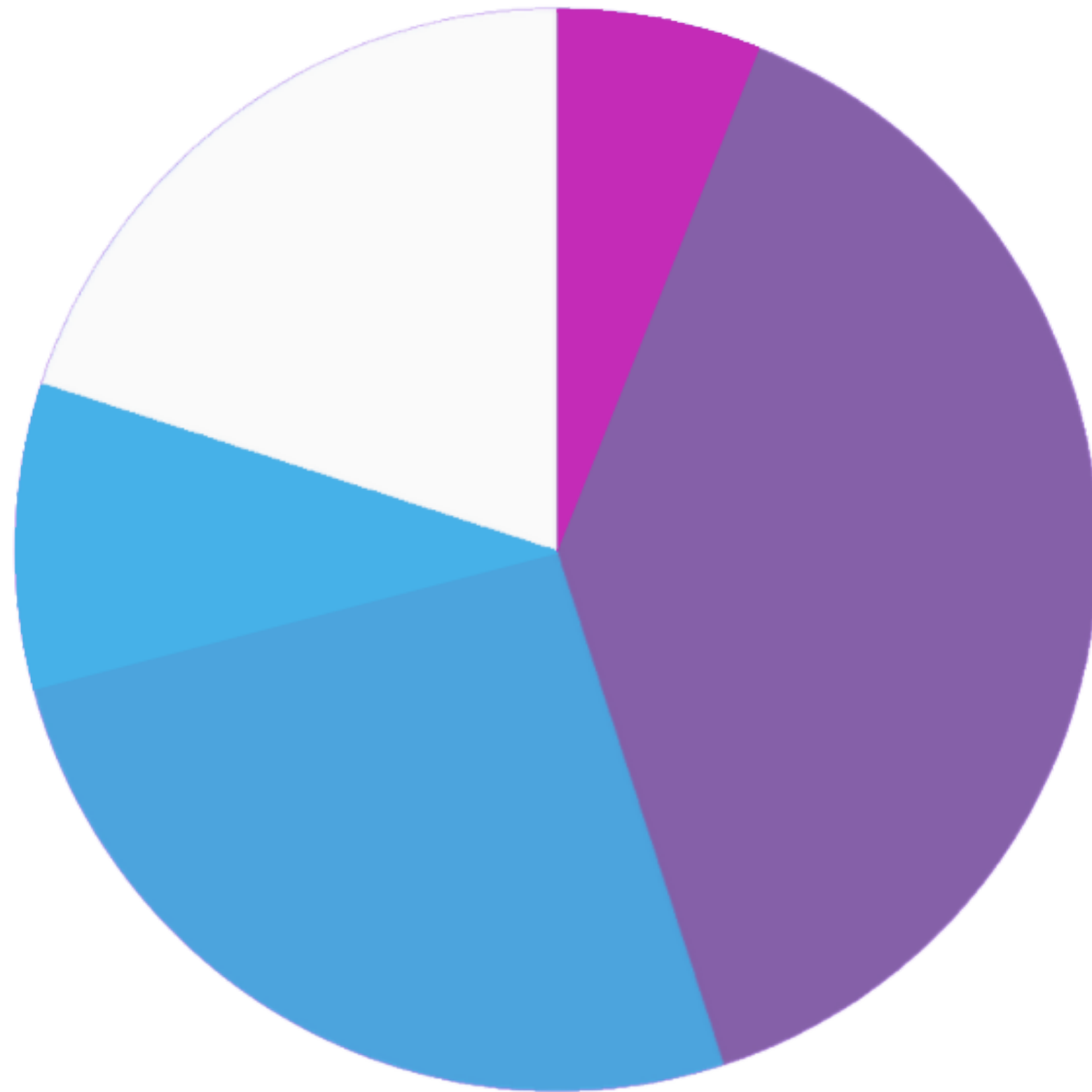
When using the NavCoin Logos it's important that they are placed on appropriate backgrounds for maximum effect.

Using a clean background in either a white gradient or darker colours is best. Avoid using busy imagery or multicoloured backgrounds as the logo can easily get lost.



Vs





## OUR COLOURS

**35%**

Purple

RGB: 125, 90, 181  
CMKY: 59, 74, 0, 0  
HEX: #7d5ab5

**25%**

Blue

RGB: 66, 182, 235  
CMKY: 63, 10, 0, 0  
HEX: #42b6eb

**20%**

White

RGB: 250, 250, 250  
CMKY: 1, 1, 1, 0  
HEX: #fafafa

**12%**

Light Blue

RGB: 70, 177, 232  
CMKY: 63, 14, 0, 0  
HEX: #46b1e8

**8%**

Magenta

RGB: 196, 43, 183  
CMKY: 33, 88, 0, 0  
HEX: #c42bb7

# Web Assets



Download icon pack here:

<http://bit.ly/iconpack-05-2018>

# Gradients and overlay

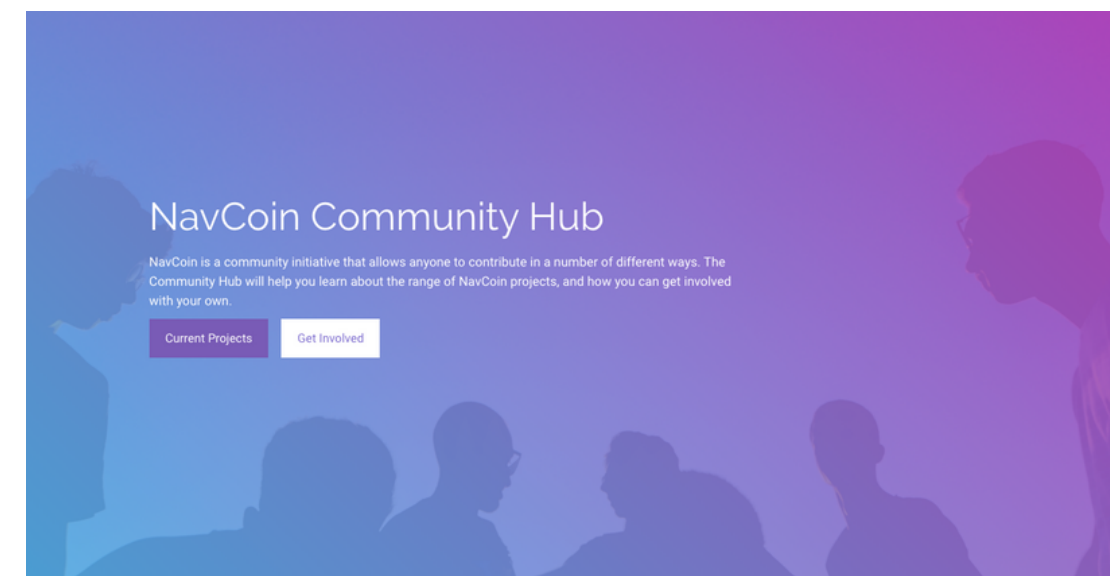


Image Overlay



Use purple(#8560a8) layer over background image

Web Image Gradient Overlay



Use css gradient over background image

```
background: linear-gradient(45deg,  
  rgba(68, 178, 233, 0.88) 0%,  
  rgba(197, 41, 181, 0.88) 100%);
```

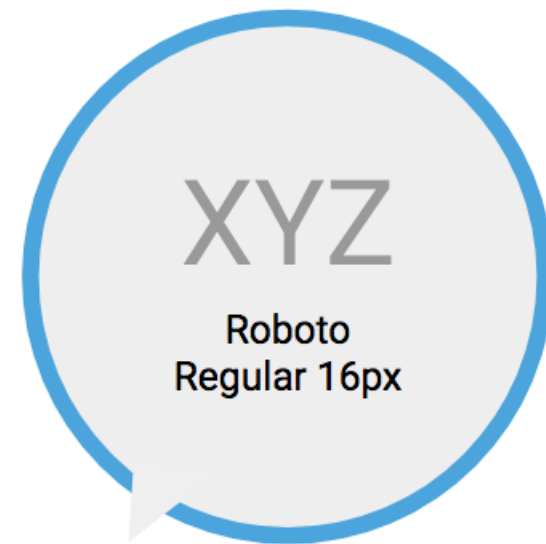
# The Typefaces

Download font pack here:

<http://bit.ly/fontpack-05-2018>



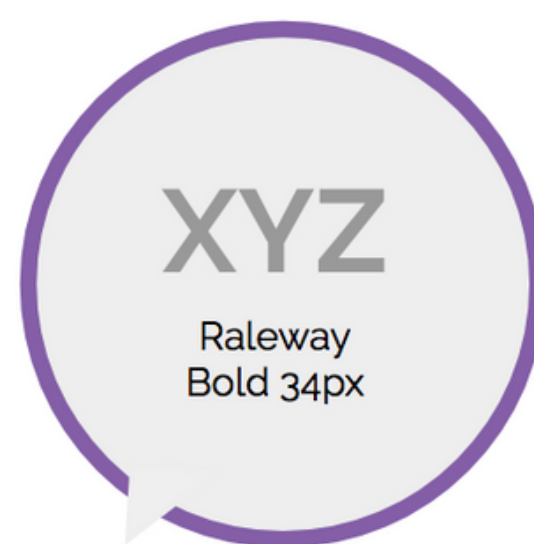
Title/Intro



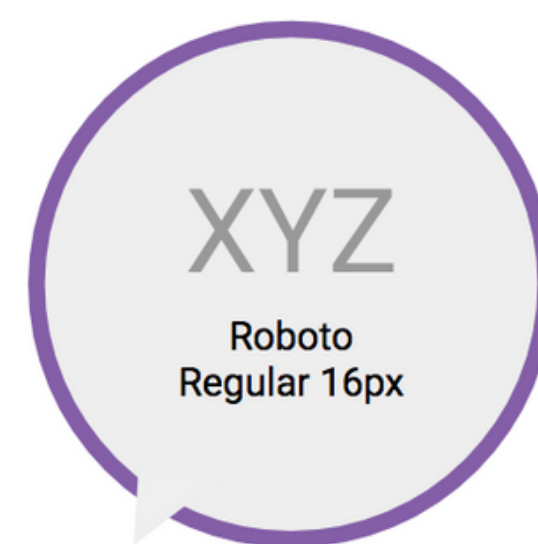
Text/Paragraph



Navigation



Title/Intro



Text/Paragraph



Navigation

# Tagline

## **SIMPLIFYING CRYPTOCURRENCY**

Most of people think crypto and blockchain is too difficult to get your head around. But NavCoin makes it easy to take part in its community by taking away the complexity. If there is only one thing they should remember about NavCoin it's that.

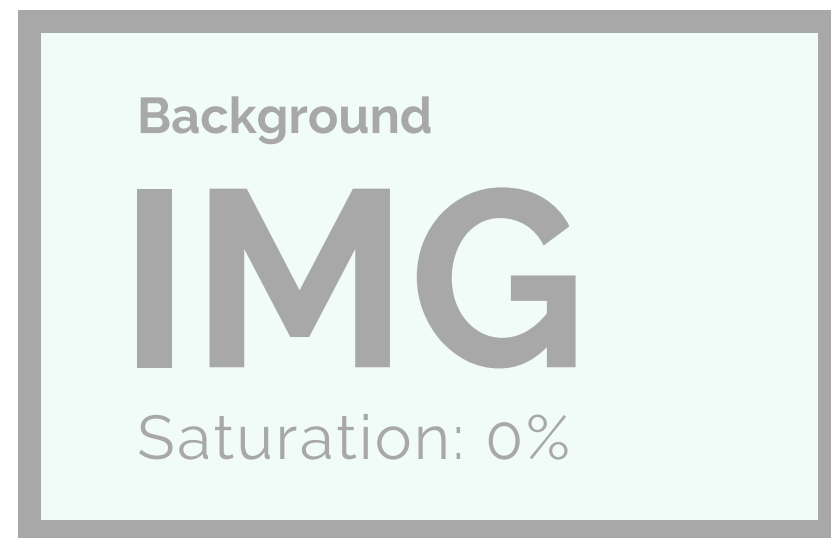




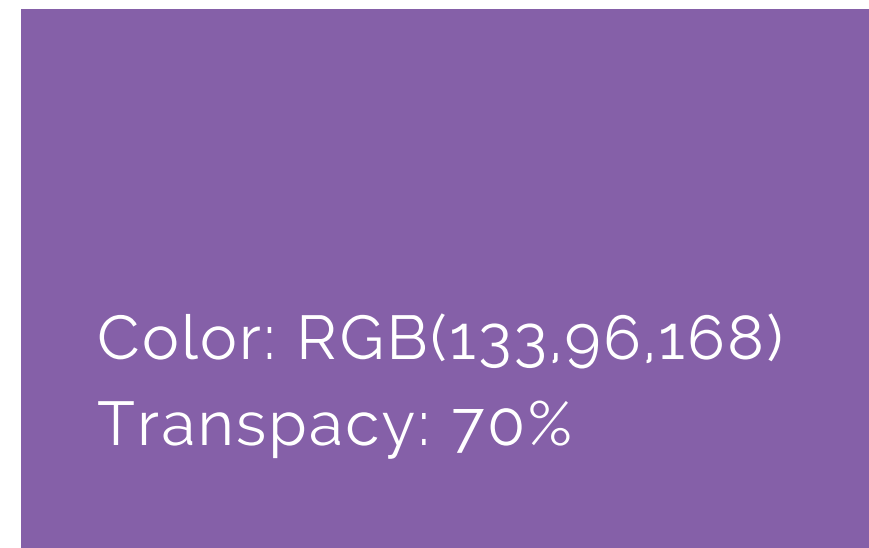
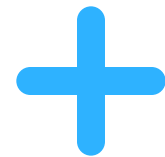
# Using Imagery

## IMAGE WITH OVERLAY OR GRADIENT

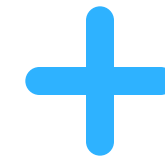
When using imagery sourced online we use a gradient overlay. We use this format for community news updates. Guidelines are as follows.



BOTTOM LAYER



MIDDLE LAYER



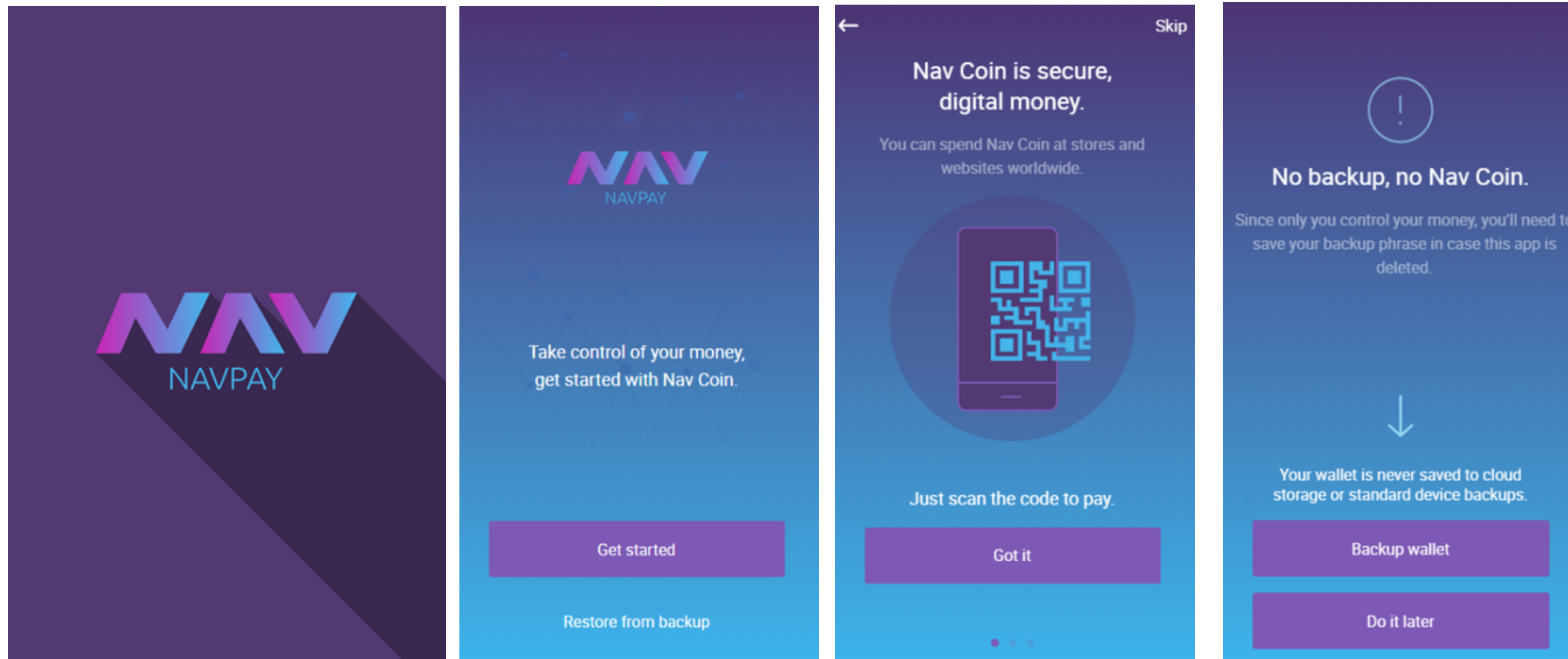
**SAMPLE TITLE**

Color: RGB(255,255,255)  
Font: Big John

TOP LAYER



# Navpay Assets



Download NavPayAssets here:

<http://bit.ly/navpay-05-2018>

## IMAGE SOURCING

Images are sourced from unsplash.com and are not usually intended to illustrate a topic literally. Instead They help Support concepts and Feelings we want to convey. For example a fast paced network, a Place where you can feel free, or the meeting point of two different ecosystems.



We try to use images of high quality and neutral resemblance, not staged stock photography.

The NavCoin community is thriving, and it's up to all of us to contribute to it positively and sustainably. The good news is, how you contribute is within your control. NavCoin community members enjoy complete autonomy and agency. We are all free to do what we think is in the best interest of NavCoin.

With this guide you have a great starting point for creating your own activities in support of the NavCoin community.

NavCoin is what you make it, so why not get started now?

**Thank you!**

---

---