NANO

Brand Guidelines

Nano Brand Guidelines - January 2020 - v2.1.1

Preface

New in-depth Brand Guidelines

At the Nano Foundation, we understand the importance of having a coherent brand identity, which comes from a consistent approach in applying design, print and copy guidelines across as much of our output as possible.

This style guide is intended to aid designers and content creators in understanding and supporting the approach that Nano Foundation uses in delivering a clear and cohesive message.

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Introduction

Brand Idea

Nano - making money efficient, for a more equal world

Nano is digital money for all the world and accordingly, our styling provides professional and accessible content. We focus on simplifying the subject matter and seek to reach people on an emotional level, and this is reflected by the language that we use and the simple style of our visual content.

Nano is a new way to use money for people and businesses who want to do more with less.

Unlike traditional ways to pay, Nano is fee-less and instant.

Brand expression

Critical to a consistent and coherent message is the considered use of language across the NANO ecosystem.

Below are some examples of our evolving language choices.

The use of the words **OPEN** and **LIGHT** and their synonyms is encouraged, as they help to demystify the technology and allow people to feel confident about initiating interactions with Nano. A sense of Nano being **LIGHT** also evokes feelings of the technology being low impact, fast and accessible.

At the Nano Foundation, we hold ourselves to high ethical standards and endeavor to stand out in the space based on the **RESPONSIBLE** and **EMPOWERING** nature of our project. Billions of people across the world are without access to secure banking and/or live in financially volatile regions. The nature of the Nano protocol can empower people to participate securely in both local and global economies.

RESPONSIBILITY instills confidence in a very volatile and young market that has yet to be regulated in any meaningful way and is evidenced by our open distribution. Additionally, the relative **GREEN** nature of Nano when compared to both fiat and incumbent cryptographic solutions to currency is something which we feel will appeal to many people, governments and institutions.

Avoiding the use of previously used terms; **FREE** and **INFINITELY SCALABLE** is a strict requirement, as these terms can be viewed as hyperbolic and disingenuous. We will substitute these with other terms such as **FEE-LESS** and **SCALABLE**.

Brand personality

Brand personality is the set of qualities that we want people to feel and/or associate every time they interact with NANO

Visual Identity

Our Logo

The full Nano logo consists of the mark and the text. This logo should not be modified in any way, or its color changed, to preserve the consistent brand identifier within our designs.

The text is based on the typeface Antipasto

Mark

Full lockup

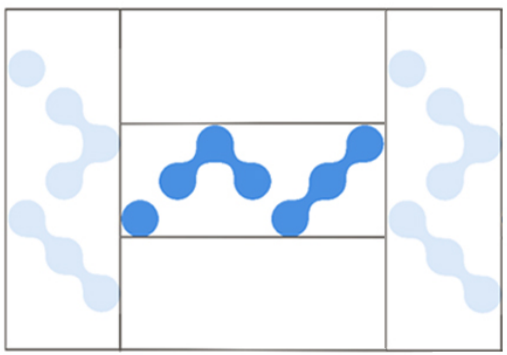
Clear space

The minimum amount of clear space required around the NANO logo is shown to the right.

This area must remain free from any visual elements or text, which helps the logo to stand out and ensure it's not compromised by its surroundings.

Important : the opaque marks denote clear space and are not part of the logo guidelines.

Mark



Full lockup

Minimum Sizes

To make sure our logo is always visible, we've determined a minimum display size for both digital and print applications.

While our logo can be resized to fit different types, it's important that you never scale them below the recommended size.

Mark

Minimum digital size: **50px** wide
Minimum print size: **25mm** wide

Full lockup

Minimum digital size: **100px** wide
Minimum print size: **50mm** wide

Sub-branding

We welcome positive and productive services to sub-brand with us, and we ask that you take care to be consistent with spacing and proportions when integrating projects with the Nano identity

Country

Events

Co-branding

Following this guide shows how we co-brand Nano with another logo.

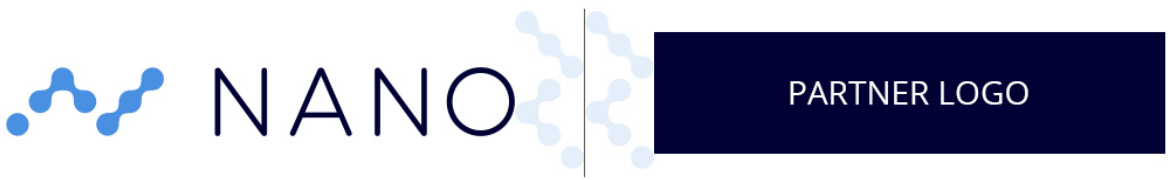
For the side-by-side version, divide them by a keyline and using the Nano mark from our logo as minimum clear space.

This allows both partners to have an equally weighted presence

If you can't use the side-by-side version, the stacked version is permitted.

Important : the opaque marks denote clear space and are not part of the logo guidelines.

Side-by-side



Stacked version

Incorrect Use

Do Not: Sizing

Do not squish or squash the logo. Any resizing must be in proportion.

Do Not: Color

Do not change the color of the logo or any of the logo elements. It's always in Soft Blue or in reverse only. Only white is tolerated.

Do Not: Rotate

Do not rotate or skew the logo.

Do Not: Gradients

Don't use gradients.

Do Not: Effects

Do not add any effects to the logo like a drop shadow, bevel or emboss

Do Not: Use another font

Do not use any other font, no matter how close it might look to Nunito.

Backgrounds

The text is reversed out when used with darker backgrounds or our ‘Dark Blue’ color.

For use over a ‘Light Blue’ (same color of the mark) background, please use a monochrome version of the logo.

B&W

The black-and-white version is used in black-and-white productions (fax, etc.) where the color version is unsuitable.

It can also be used in very exceptional cases for special applications such as embroidery or engraving.

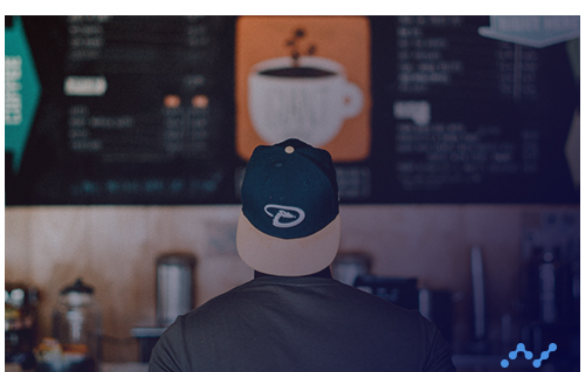
Imagery

For use over a graphics/photography, the ‘mark’ is privileged.

As a rule of consistency, the ‘mark’ flourish is used in the bottom right corner of many of our graphics/photography, and it provides a recognizable image without impinging on the design space.

Its use follows the rules, light blue (#4A90E2) on dark and dark blue (#000034) on light colors.

For placement over busy images (e.g. opposite image), use the nano dark blue gradient provided in the kit.



Typography

Our primary typeface is **Montserrat.** It is a functional and contemporary typeface but it does not neglect design aspects and is able to combine this with happy and open character that gives it appeal and attractiveness.

It comes in different available weights, but we mainly use **Montserrat Light** for headings.

This font can be found on https://fonts.google.com/specimen/Montserrat

Headings

Montserrat light

1234567890!@#$%^&*()
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

h1 Nano is decentralized digital

h2 Nano is decentralized digital money

h3 Nano is decentralized digital money for all the

h4 Nano is decentralized digital money for all the world

h5 Nano is decentralized digital money for all the world

Typography

Our secondary typeface is **Open Sans**.This version contains the complete 897 character set, which includes the standard ISO Latin 1, Latin CE, Greek and Cyrillic character sets. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Available in different weights, but we mainly use **Open Sans Regular** for the body copy, and **Open Sans Semibold** to emphasize words

This font can be found on https://fonts.google.com/specimen/Open+Sans

Body copy

Open Sans Regular

1234567890!@#$%^&*()
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Emphasize

Open Sans Semibold

1234567890!@#$%^&*()
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Color palette

The Nano color palette is made up of 3 primary colors and 2 secondary colors.

Soft Blue & **Dark Blue** are at the heart of our brand and express trust and responsibility, while also giving people a feeling of security and confidence.

Primary

HEX : #4a90e2 (sRBG)
RGB: R74 G144 B226 (sRBG)
CMYK: C70 M38 Y0 K0 (Coated FOGRA39)

Soft blue

HEX : #000034 (sRBG)
RGB: R0 G0 B52 (sRBG)
CMYK: C100 M93 Y42 K67 (Coated FOGRA39)

Dark blue

Color palette

Secondary Colors

Dark Grey adds sophistication and contrasts well with the primary colors.

Light Blue can be used as a off white alternative for backgrounds or illustrations.

Secondary

HEX : #676686 (sRBG)
RGB: R103 G102 B134 (sRBG)
CMYK: C65 M58 Y28 K11 (Coated FOGRA39)

Blue-Grey

HEX : #F4FAFF (sRBG)
RGB: R244 G250 B255 (sRBG)
CMYK: C5 M0 Y0 K0 (Coated FOGRA39)

Light blue

Applications Example

Color

About Nano

Nano (formerly RaiBlocks) is decentralized, sustainable, and secure next-generation digital money focused on addressing the inefficiencies present in existing cryptocurrencies, making it ideal for everyday transactions.

Each account has their own blockchain

Designed to solve peer to peer transfer of value, Nano aims to revolutionize the world economy through an ultrafast, fee-less and decentralized network that is open and accessible to ever

Community Spotlight: Nano Venezuela

Fabián talks with us about **Nano.org.ve** and **Localnano.com**. This week, I was able to catch up with Fabián, who is running a Nano...

SOFT BLUE is favored for main titles (h1), buttons and links.

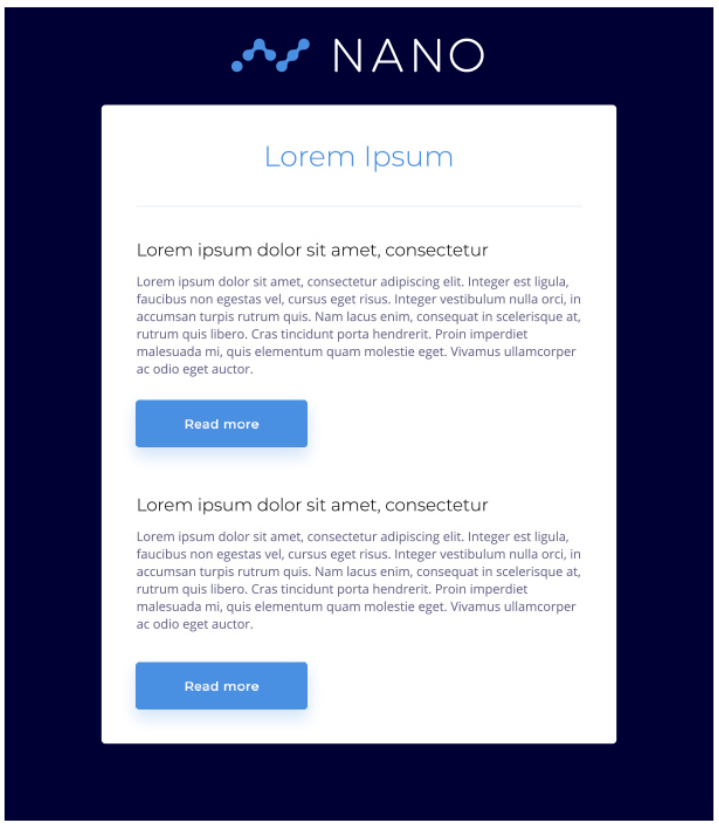
Blue-Gray or **WHITE** font color which suitability contrasts the background is preferred when producing the copy.

DARK BLUE is recommended for other headings than the main ones, and is also favored for backgrounds and illustrations.

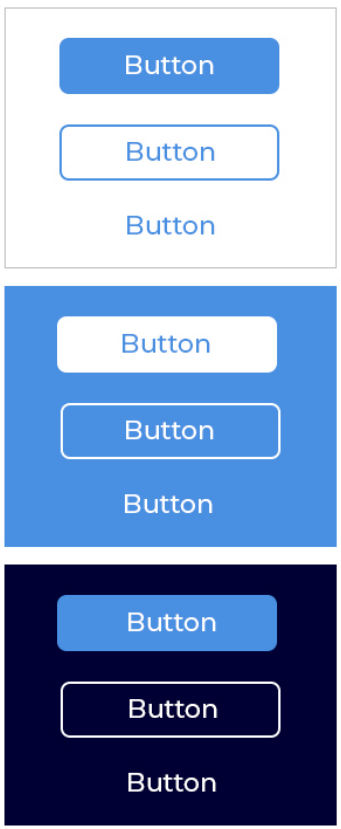
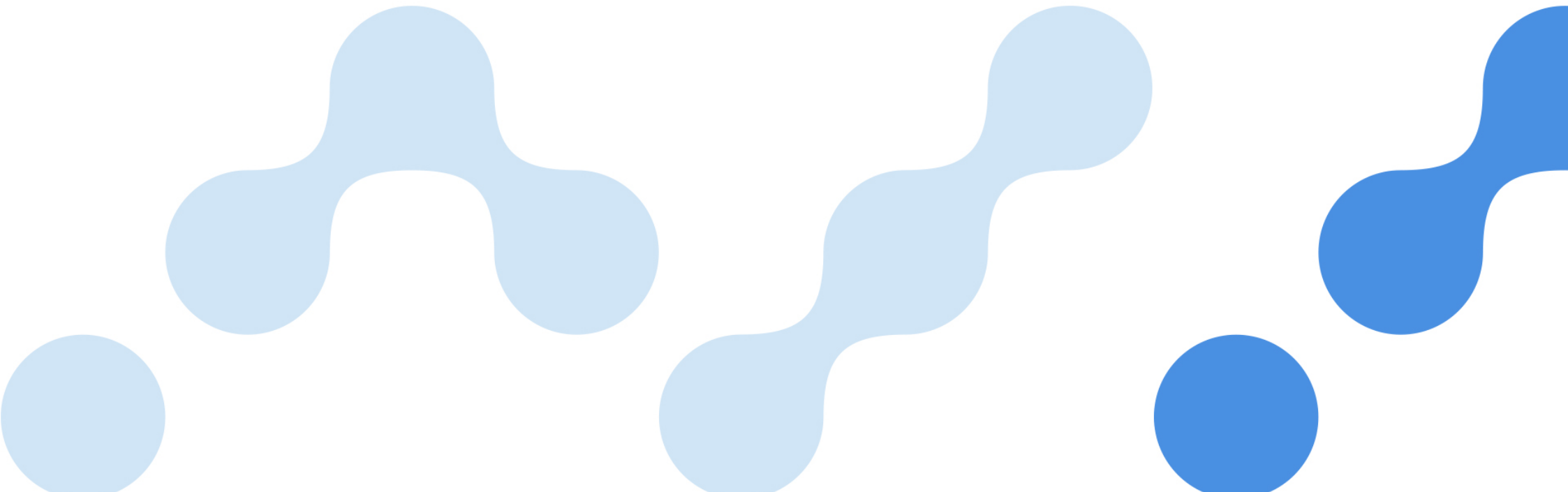
LIGHT BLUE is recommended for backgrounds or any cases where you want an extra option than White.

Assets

Email



Buttons



Stickers