



BITCOIN NOVA

BRAND GUIDELINES

WHY GUIDELINES?

The following guidelines have been designed to help the community create a professional, powerful, easy and consistent brand identity that clearly communicates the Bitcoin Nova spirit.

The guidelines are intended to be as unrestrictive as possible, so that every member of the community can express their ideas freely.

All brand assets can be downloaded at www.bitcoinnova.org/brand

Guidelines by

Sp_Note

E5MJiTWo3cNehswKbj5zmoNfwr2JVidMf3bpCswzWeJQ7g3m3Bjvb8dAvs1RXq3F6dfW1UFTNQ3yULqeQbbgJ8GY1yUHPKC

Nicolas_Ala

EAsX15ieXY1NAk9Yu3NoVBfBqUgsFPsv47Ff4W1t491vHiD8fyGHD7nR7gVk1FrcbP2d2mJfBt3M45NgbV6ZRcSdHixcSPH

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WORDMARK

The wordmark is representative of the Bitcoin Nova in network and is favored when the focus of the document is the network as a whole. It is the primary and preferred version of the logo. 90° rotations of the wordmark are permitted.



STACKED

The stacked variant of the logo was created for cases in which the standard version is not suitable, such as stickers, posters, profile pictures, etc.



BITCOIN NOVA



BITCOIN NOVA

SYMBOL

The Bitcoin Nova symbol was created to represent privacy, union, simplicity and all the core values that its community represents.

It can be separated from the wordmark as long as the Bitcoin Nova networks name is being prominently promoted in the document or page.



TICKER

The ticker icon was created to represent the Bitcoin Nova currency. It is favored instead of the symbol in places which the prominence of the network is not necessary or has already been established elsewhere in the document.



PRIMARY COLORS

This is the palette of our core identity.

Its usage is preferred in cases in which you need a stronger brand presence in hand with the core Bitcoin Nova values.

C: 100

R: 0

M: 1

G: 232

Y: 0

B: 234

K: 8

H: 00e8ea

SECONDARY COLORS

We have a secondary palette so everyone has more freedom in designing their own assets.

You are permitted to use any varying shade or tint of these colors that you see fit.

H: 40C18E

H: 6D9EEB

H: 45818E

H: 8E7CC3

H: DE5F5F

H: 00e8ea

H: 022c56

SAFETY ZONE

The safe zone for every logo version is represented by the height of the central hexagon in the symbol.

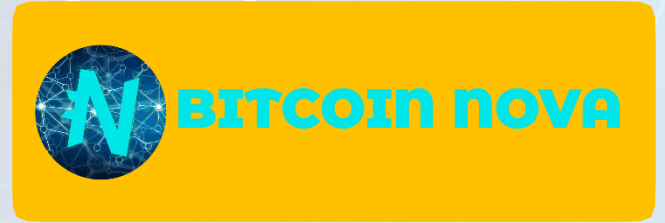
Necessary clear space is built into the core files.



INCORRECT USAGE

Here are some, but not limited to, incorrect usages of the logos.

- Do not stretch or distort them
- Do not place non white version on full color
- Do not alter the colors of them
- Do not rotate them (90° is acceptable)
- Do not use low-res images (our Github files only)



TYPE FAMILIES

The three type families for use in Bitcoin Nova materials are Roboto, Montserrat and Ubuntu.

Roboto is the family to use for the main body copy inside any given document.

All typefaces inside the respective families are valid.

Montserrat

Roboto

Ubuntu

LANGUAGE

UPLIFTING

We want to give the best first impresion to people tired of empty promises, and projects with no real value. People should feel like they can make a difference with Bitcoin Nova!

FUN

We are a brand that relies solely on people who would spend time on awesome projects for the greater good of the network, community, and union. This is the way of the Bitcoin Nova spirit!

INVITING

We pride ourselves on being open to anyone who wants to assist and help Bitcoin Nova spread across the globe. There is always a place for you to fit in with the Bitcoin Nova community!

FILE CHEAT SHEET

bitcoinnova__stacked__color@2x.png

Version

Color

Size

Format

	WEB	PRINT
	bitcoinnova_wordmark_color.png	bitcoinnova_wordmark_color.eps
	bitcoinnova_wordmark_white.png	bitcoinnova_wordmark_white.eps
	bitcoinnova_stacked_color.png	bitcoinnova_stacked_color.eps
	bitcoinnova_stacked_white.png	bitcoinnova_stacked_white.eps
	bitcoinnova_symbol_color.png	bitcoinnova_symbol_color.eps
	bitcoinnova_symbol_white.png	bitcoinnova_symbol_white.eps
	bitcoinnova_ticker_color.png	bitcoinnova_ticker_color.eps
	bitcoinnova_ticker_white.png	bitcoinnova_ticker_white.eps



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SLOW & STEADY