BRAND

GUIDE

Version 1.0

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ATEGY STRATEG

Concept Statement

There's a radically better creative reality, we'll get you there.

“Radical”, by definition, is a departure from the norm–rethinking systems from the ground up. The fundamental principles upon which the blockchain is built empower people like never before. For anyone making anything onchain, virtually every aspect of their creative reality is exponentially better.

We must be equipped to educate our audience about all these benefits. This audience comprises young crypto-savvy professionals, some others who are just a bit familiar and many more who are still in the throes of Web2 and don't know what they're missing. We aim to get 1 billion people onchain, approximately 1 in 8 people today. In addition to building great products, our brand must project confidence and inspire trust.

“We’ll get you there" is confident and reassuring. Onboard is owning the responsibility of transition. It's a clear, straightforward promise-like the feeling of safety you get from following an experienced guide, the consistent reliability you expect when using an excellent product, the assurance that Onboard will get you onchain. It's also flexible and open-ended, supporting the variety of ways Onboard "gets you there," from facilitating community and providing incentives to build, to creating new products.

Fidelity

These are the different simplifications of the concept statement depending on the kind of conversation or project,.

There's a radically better creative reality, we'll get you there.

There's more, onchain, we'll get you there.

More Onchain

This is a double entendre.
It implies that there is a radically better creative reality onchain, simultaneously with Onboard's ambition to get 1 billion people onchain.

More Onchain

More can also serve as a “prefix” word, quantifying all the value offerings that onchain brings.

MORE OWNERSHIP ONCHAIN
VALUE
COMMUNITY
OPPORTUNITY
FREEDOM
METRICS
SOLUTIONS
PORTABILITY
ANALYTICS

ERBAL VERBAL VERBAL V

Tagline

NEXT STOP, ONCHAIN

Brand Persona

Captain Amani "Forge" has her gaze locked on the digital horizon. She's been driving the Onchain Express for many years, navigating the online sea, ferrying countless souls frustrated by the woes of Web 2 into the unchartered shores of Web 3, a land brimming with ownership, freedom, and opportunity. Her voice crackled over the speakers, a hint of excitement in her tone, "All aboard! Next stop, Onchain”

Tone of Voice

Writing for Onboard is a deeply personal endeavor that must be imbued with the core values of our brand. It's not just about the visuals or the text, but about evoking the same (or close enough) feeling that Onboard's brand identity conveys. We aim for a distinct Onboard voice that can be recognized, even on the radio.

Onboard is full of character, like any dreamer. However, we always ensure that our character doesn't overshadow the importance of our message. What we have to say is always more significant than how we say it. If there's a way to say it more clearly, confidently, or delightfully, we do it.

At Onboard, we primarily compare ourselves to ourselves. The only time we compare ourselves to others is when it's necessary to convey a message. While our commitment to 'more onchain' remains, our tone adapts to our audience.

Delightful, Clear, Confident, with some humour

Our tone changes depending on the situation, but it's generally informal. We have a sense of humour, but we value clarity over entertainment.

If you're on the fence about whether you're using something that could be taken as offensive, inflammatory or exclusive, find another word.

Copy Principles

Preach Onchain
Be Inviting
Foster Community

Grammar and Mechanics

Write Positively

Use positive language rather than negative language. One way to detect negative language is to look for words like “can’t,” “don’t,” etc.

Examples

✓ To get paid, get onboard.

✗ You can’t get paid if you don’t download the app.

Grammar and Mechanics

Active Voice

Use active voice. Avoid passive voice. Use strong verbs. Do the action; don't have it done to you. In active voice, the subject of the sentence does the action. In passive voice, the sentence's subject has the action done to it.

Words like "was" and "by" can signal passive voice. Look for these words and revise sentences where they appear.

Examples

✓ Sandra downloaded the app.

✗ The app was downloaded by Sandra.

One exception is when you want to emphasize the action over the subject specifically. In some cases, this is fine.

“Your cart was cleared due to inactivity.”

Writing about Onboard

Company

Onboard is one word spelt with a big capital letter O. It's never written with a space like 'OnBoard' or 'On Board'. We talk and write about ourselves with confidence and excitement. We speak with accessible language.

We are very knowledgeable and versed in Web3 language and a variety of cultures, so we're always prepared to draw parallels and get our points across.

We don't use Onboarders/Onboardees to describe who we are or what we do. That means no "Happy Onboarding!" to sign-off emails, no matter how catchy a phrase might be. While the rest of the public may make up whatever word they want to describe Onboard usage or someone who uses it, we do not (externally) claim any of these as official terms.

Writing about Onboard

Customers

In the Onboard universe, our members are our Crew. Our Crew aren't just passengers; they're builders and creators, so they're valuable.

We don't think of our customers as numbers, so we never refer to an audience as "it" because they're always real people. We always say they.

The Onboard Crew are just as excited as we are on this journey. We accord them the respect we give teammates.

Our community is diverse. Many of us are from very different parts of the world. We should always be open-minded and prepared to accommodate other perspectives.

We want to reference different cultures, celebrating what makes us different while highlighting our common goal.

Writing about Onboard

Support

A customer who's lost money will require a different tone than one trying to set up her referral code. Essentially, context matters.

Always remember that there's a high chance you are writing or composing customer service content for a customer who likely needs guidance.

Show empathy, keep it clear and simple, always be human, avoid corporate jargon and use simple words to explain tough stuff.

Choose short words over long ones.

Writing about Onboard

Social

Social media can significantly elevate the Onboard brand; we know this. But it also creates opportunities to say the wrong thing, put off customers, and damage our brand.

Instagram

Globally, Instagram is an online showroom for the Onboard brand. The idea is to create a pleasant feeling around our brand and share visually exciting posts.

Regionally, we also use Instagram to promote awareness around our products and features. When writing for Instagram, consider the local cultural context. Is this a new market? How are we perceived?

Also, ensure you're not overdoing it with regionally cliche phrases like "Chale" when referring to people in Ghana.

Twitter

While making a mark with a joke is possible, knowing the barriers is important. All conversations should be professional, especially when responding to customers' questions.

We can use trendy language as much as it aligns with the core of the Onboard brand and is not used solely to generate clicks or flat attention. Avoid being condescending or sexist.

LinkedIn

The majority of LinkedIn's audience is professional. Content should be tailored to the LinkedIn audience without losing the oomph of the Onboard brand.

We want to educate people without patronizing or confusing them.

RKS MARKS MA

Logomark

Our logomark combines the letter “o” from Onboard and the visual of a spring at rest, ready at any time to propel.

It’s dynamic and clever and begins the conversation of getting anyone, anywhere, onchain.

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Wordmark

Our wordmark nicely contrasts the consistent stroke thickness in the logomark, while complementing with it's slightly tall x-height. It's also unexpected as brands in our space typically use geometric san-serifs.

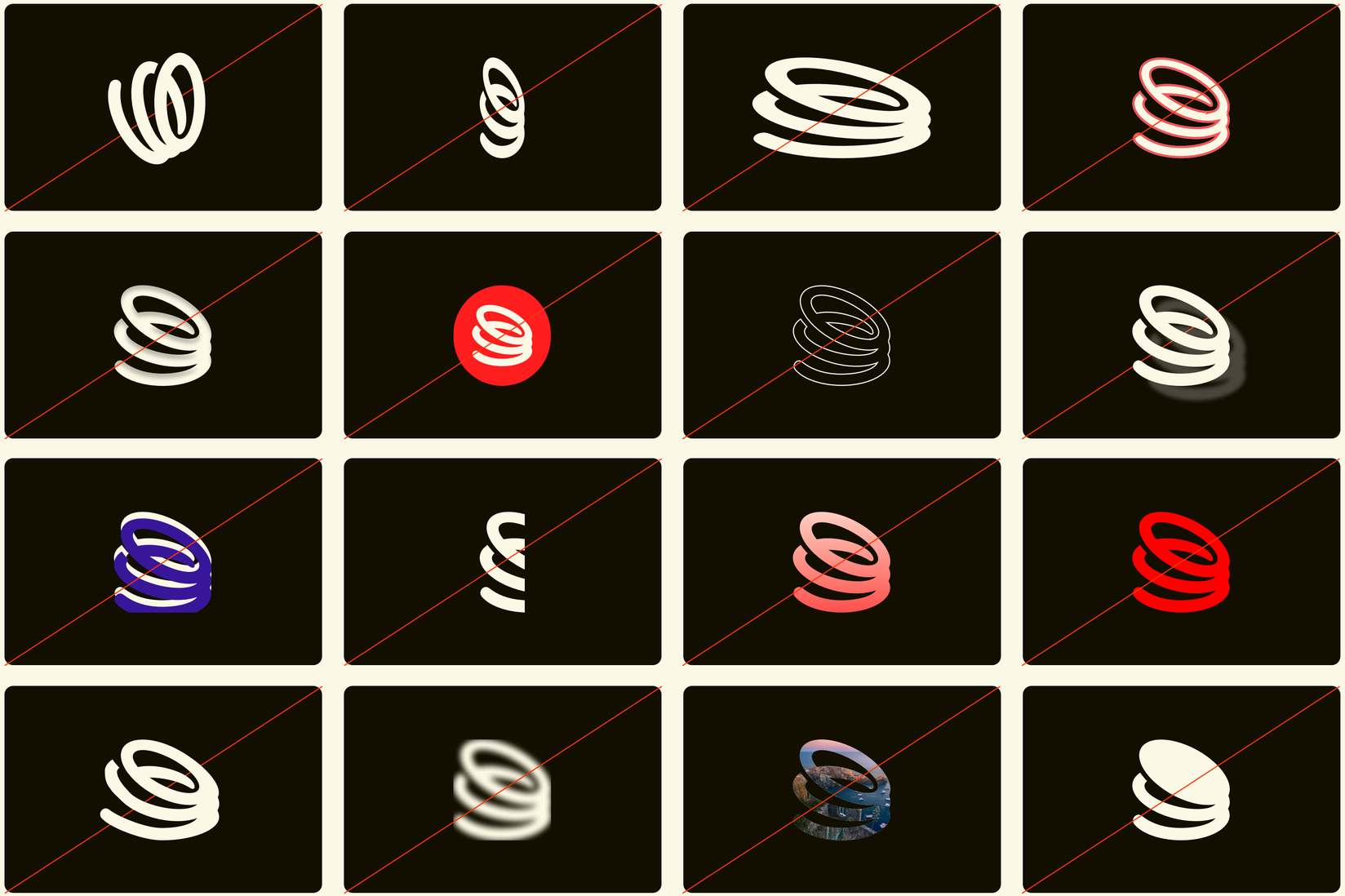
onboard

Lockup

The logomark and wordmark come together nicely while contrasting one another.

TOP TO BOTTOM, LEFT TO RIGHT

1. Don’t rotate.
2. Don’t layer effect on logo
3. Don’t add shape to logo
4. Don’t edit logo geometry.
5. Don’t compress
6. Don’t add background
7. Don’t crop
8. Don’t blur
9. Don’t extend
10. Don’t outline logo
11. Don’t use gradient on logo
12. Don’t mask images in logo
13. Don’t apply stroke
14. Don’t add drop shadow
15. Don’t use non-brand colors
16. Don’t fill logo



LOURCOLOUR CO

Rationale

Colour is a powerful emotional trigger, and the right combination of colours can effectively communicate. For Onboard, we want colour to help us realise a creative reality that is better.

We've interpreted "better" as inclusive and vibrant. This speaks to our mission to bring anyone, anywhere, onchain

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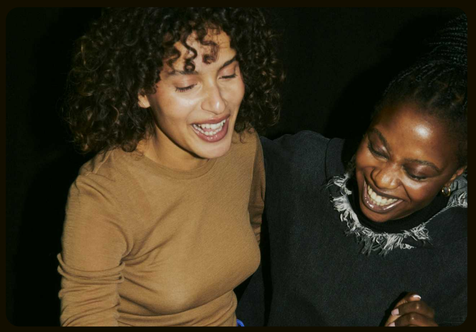

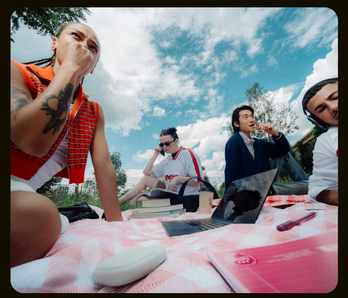

Values and Distribution

Our colours are rich, vibrant, diverse, inclusive, yet specific. This complete palette feels like it's for everyone everywhere while maintaining a point of view with a primary palette.

ONBOARD PURPLE
R94 G31 B236
#5E1FEC
2368C C82 M80 Y0 K0

HIGH LYLAC
R158 G124 B255
#9E7CFF
2655 C C24 M29 Y0 K0

ROVER BLUE
R56 G22 B153
381699
BLUE 072 C C97 M100 Y0 K04

GROUND PURPLE
R83 G0 B128
#530080
2745C C97 M100 Y0 K30

PULL PURPLE
R165 G0 B255
#A500FF
266 C C52 M82 Y2 K0

LITE PURPLE
R205 G124 B255
#CD7CFF
2572 C C10 M39 Y2 K0

STEAM WHITE
R252 G248 B230
#FCF8E6
663 C C0 M1 Y2 K0

SIGNAL GREEN
R0 G74 B9
#004A09
2427C C87 M0 Y100 K70

LITE GREEN
R0 G135 B44
#00872C
348 C C97 M22 Y100 K9

METRO GREEN
R198 G255 B0
#C6FF00
389 C ONLY PANTONE

CARRIAGE BLACK
R29 G23 B0
#1D1700
BLACK 6 CP C C0 M0 Y0 K100

WAY BLUE
R46 G15 B122
#2E0F7A
2745 C C97 M100 Y0 K50

HERITAGE BLUE
R0 G129 B240
#0081F0
MEDIUM BLUE C C100 M18 Y0 K0

SLEEPER BLUE
R102 G190 B255
#66BEFF
298 C C42 M0 Y1 K0

FLOOR BROWN
R72 G18 B4
#481204
4975 CP C36 M84 Y59 K85

STATION
R255 G54 B0
#FF3600
2347 C C0 M88 Y100 K0

RAPID ORANGE
R255 G144 B0
#FF9000
144 C C0 M31 Y100 K0

EXPRESS YELLOW
R255 G203 B0
#FFCB00
1235 C C0 M10 Y100 K0

Colour Combinations

These are appropriate colour combinations for the logomark and lockup

TYPOGRAPHY

System

Midnight Sans by Colophon is our Primary Typeface. It's bold, tight, warm and looks great onchain. It works as our main display type for short headlines. It is always set in uppercase.

Feature display compliments midnight sans beautifully and sets us apart even further in the crypto space. It is reminiscent of Apple ad campaigns from the 80s and 90s and embodies the radical change that we are certain onchain brings.

Euclid is a neutral workhorse geometric san-serif that works elegantly as body text and is particularly successful in product.

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Primary, Headlines	Midnight Sans, Colophon	Heavy	Uppercase Only

NEXT STOP, ONCHAIN

Secondary, Smaller Headlines, Subheadings, Paragraph	Feature Display, Commercial Type	Regular	Sentence Case Only

There's a radically better reality

Body	Euclid Circular A, Swiss Typefaces	Family	All Cases

There's a radically better reality, we'll get you there. Radical, by definition, is a departure from the norm—rethinking systems from the ground up. The fundamental principles upon which the blockchain is built empower people like never before.

Type Hierarchy

Midnight, Feature and Euclid

This composition consists of all three typefaces. Whenever all three are used, Midnight Sans must always be the largest type, followed by Feature Display.

Midnight Sans

Feature Sans

Euclid Circular A

NEXT STOP, ONCHAIN

There's a radically better reality

There's a radically better reality, we'll get you there. Radical, by definition, is a departure from the norm—rethinking systems from the ground up. The fundamental principles upon which the blockchain is built empower people like never before.

Type Hierarchy

Midnight and Euclid

In the cases where Midnight Sans is paired with Euclid, Midnight Sans must be significantly larger and must serve a clear headline purpose.

Midnight Sans

Euclid Circular A

NEXT STOP, ONCHAIN

There's a radically better reality, we'll get you there. Radical, by definition, is a departure from the norm—rethinking systems from the ground up. The fundamental principles upon which the blockchain is built empower people like never before.

Type Hierarchy

Feature and Euclid

In the cases where Feature Display is paired with Euclid, Feature Display must be significantly larger and must serve a clear secondary headline purpose.

Feature Display

Euclid Circular A

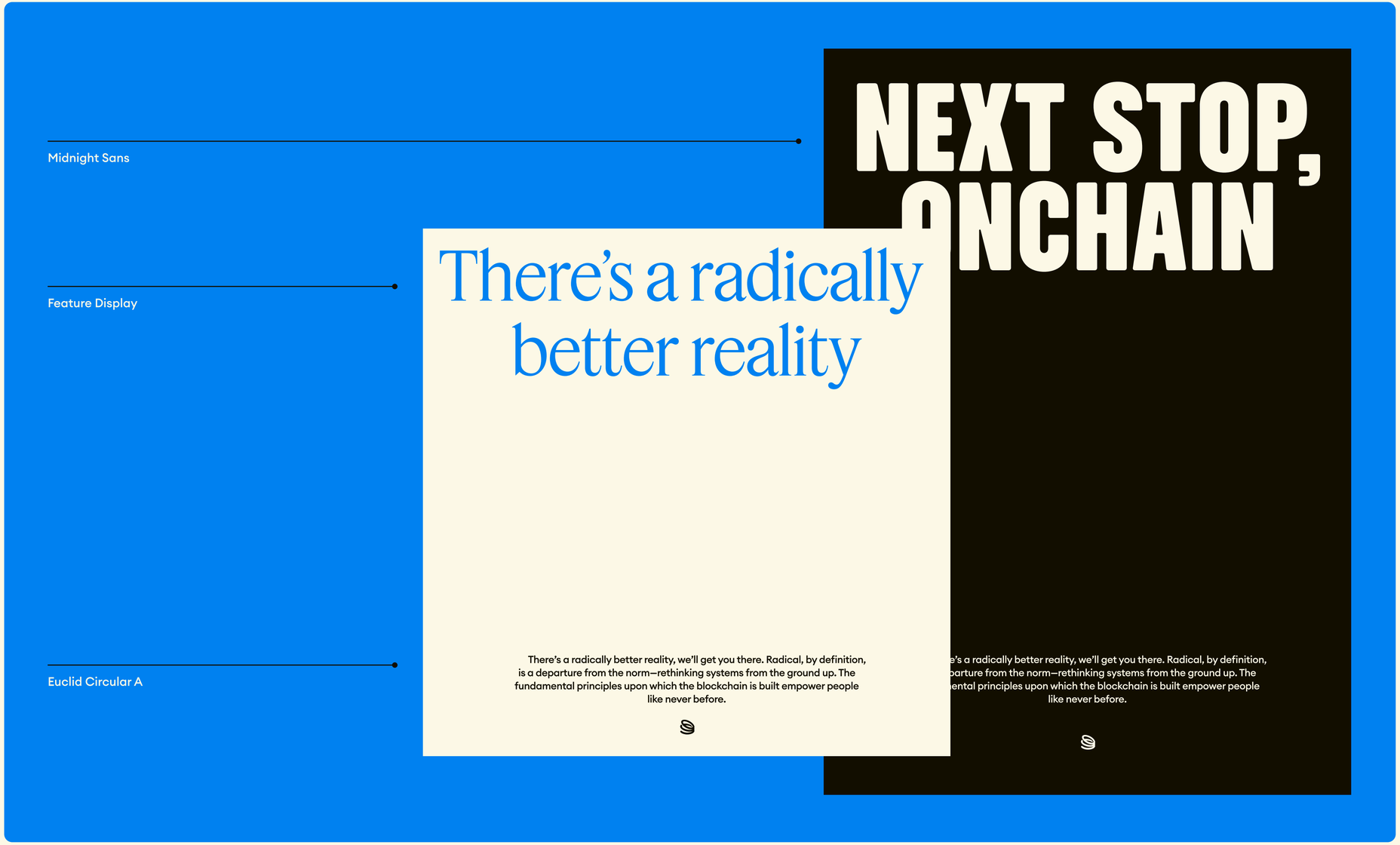
There's a radically better reality

There's a radically better reality, we'll get you there. Radical, by definition, is a departure from the norm—rethinking systems from the ground up. The fundamental principles upon which the blockchain is built empower people like never before.

Type Hierarchy

Different Comps

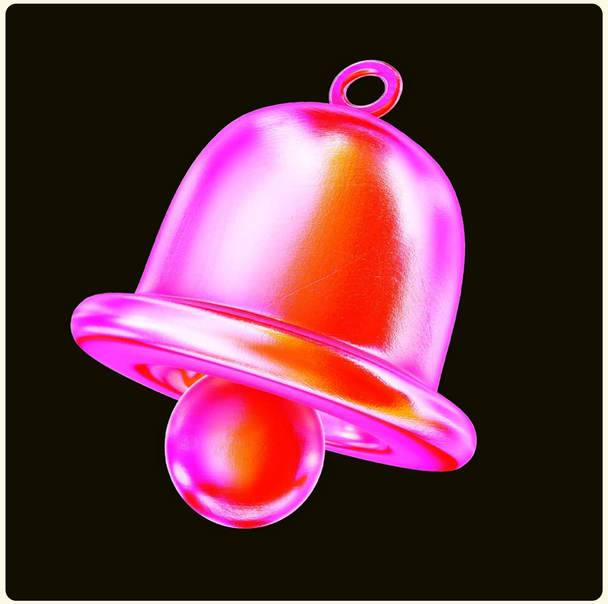
Whenever Midnight Sans and Euclid is in close proximity to a Feature Display and Euclid combination, Midnight Sans must maintain superiority.

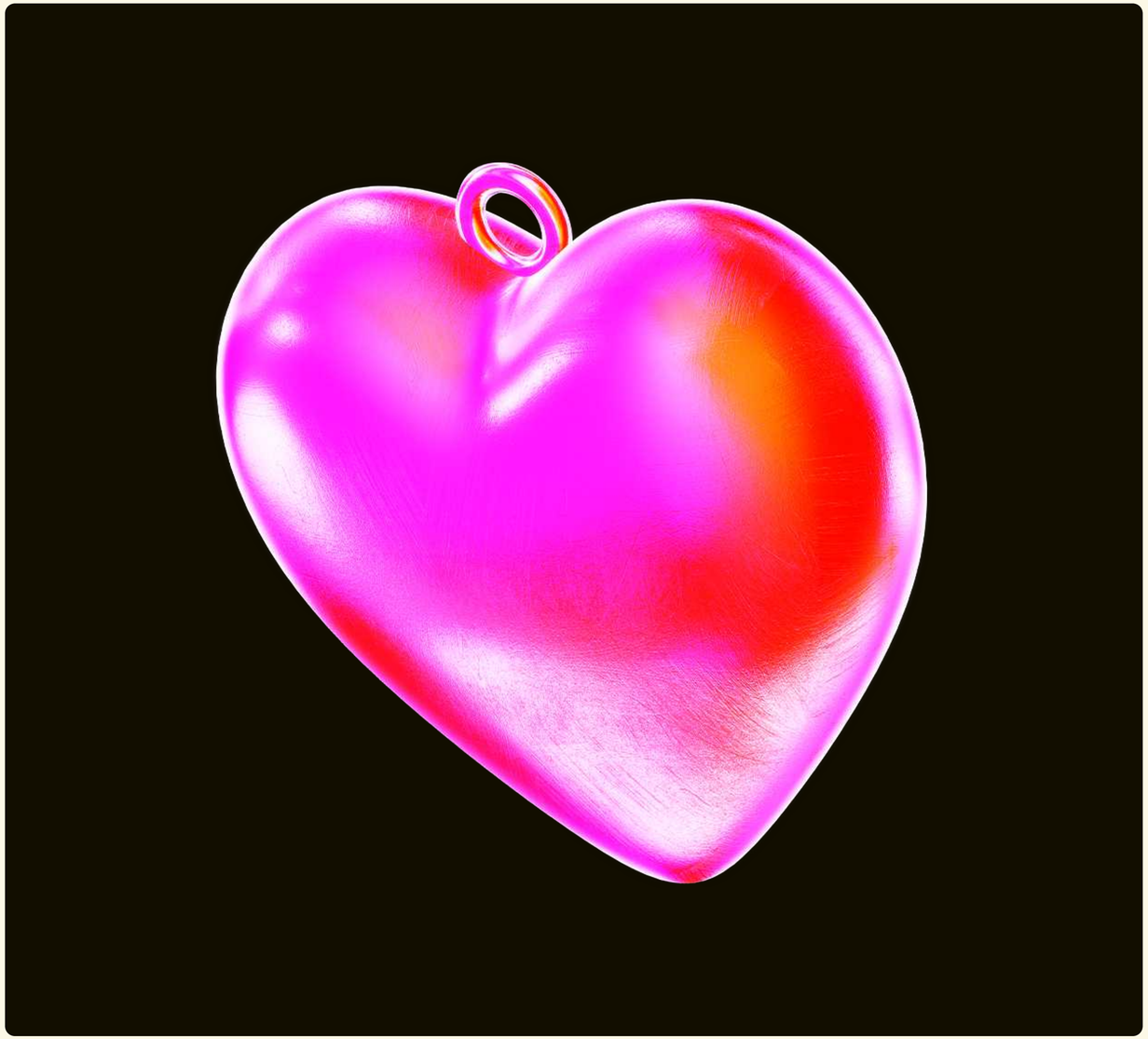


ILLUSTRATION

Style

Our Illustrations are treated as shiny colorful pendants. The illustrations have bails that connect the pendants to the chain, in this case, onchain.





DOWNLOAD ASSETS

Recipe

Here's a detailed guide on how to make our illustrations from scratch to finish.

01 Model

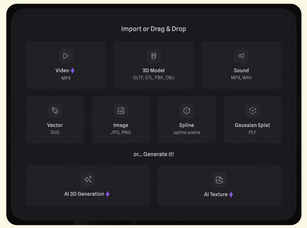
Elements can be modelled from scratch in spline or modelled in blender or any 3D software

02 Visual Character

Elements are generally modelled to have soft, rounded vertices and edges.

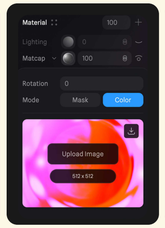
03 Details

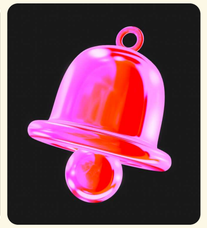
Ensure that all models always contain a bail



04 Import

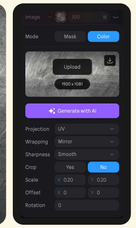
Import into Spline as 3D Model in any of these formats (OBJ,GLTX,STL)





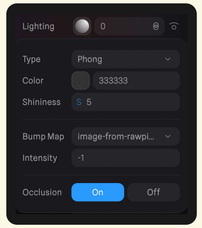
05 Colour Texture

To achieve the desired texture for the model, first apply this Matcap shader to the 3D model with a value of 100 and set the blend mode to normal. The material can also be rotated to fit the angles that the elements are modelled in



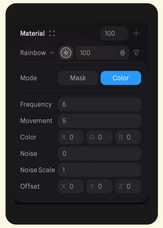
06 Imperfections

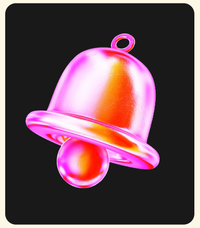
Next, apply this metal scratch texture to the model as an image material.



07 Imperfection Detail

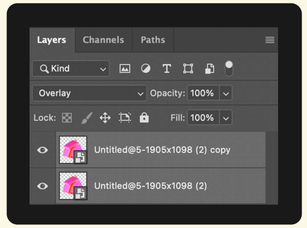
The default lighting material in Spline is modified to use the uploaded image texture as a bump map, with the intensity set to -1 and shininess set to 5. The image texture layer is then hidden.





08 Shine

A rainbow material is added to the model, the frequency is set to 5, and the movement is set to 6. The blend mode is set to overlay.



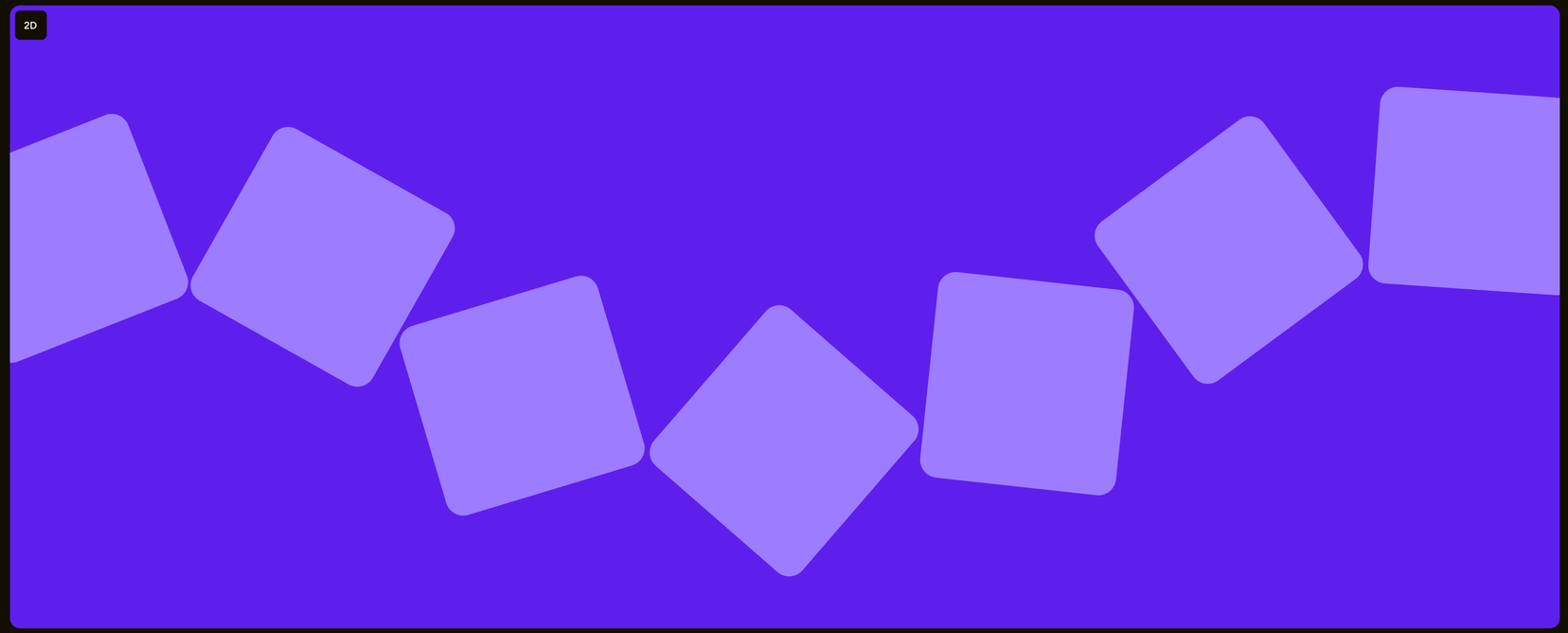
09 Post Work

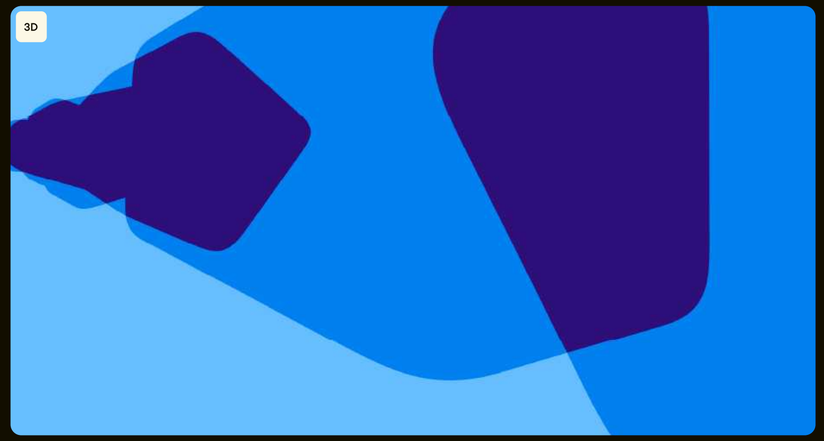
The model is exported in .png format. Once exported, the .png file is then imported into Photoshop for further refinement. In Photoshop, the model layer is duplicated to create an identical copy. This duplicated layer is then applied as an overlay on top of the original model layer. By using the overlay blend mode, the colors of the model are enhanced.

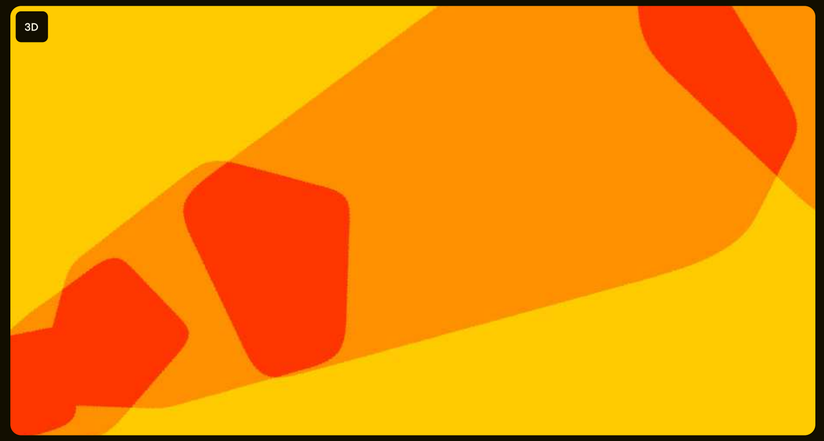
ELAY RELAY RELA

Rationale

Relay is a graphic interpretation of transition and community. 2D Relay consists of rounded blocks in a chain doubling down on the idea of collective strength and community. 3D Relay adds and extra dimension and perspective giving Relay a sense of depth, movement and direction.







DOWNLOAD ASSETS

2D Relay

2D Relay sits in three different crops each serving a slightly different purpose.

FULL CHAIN

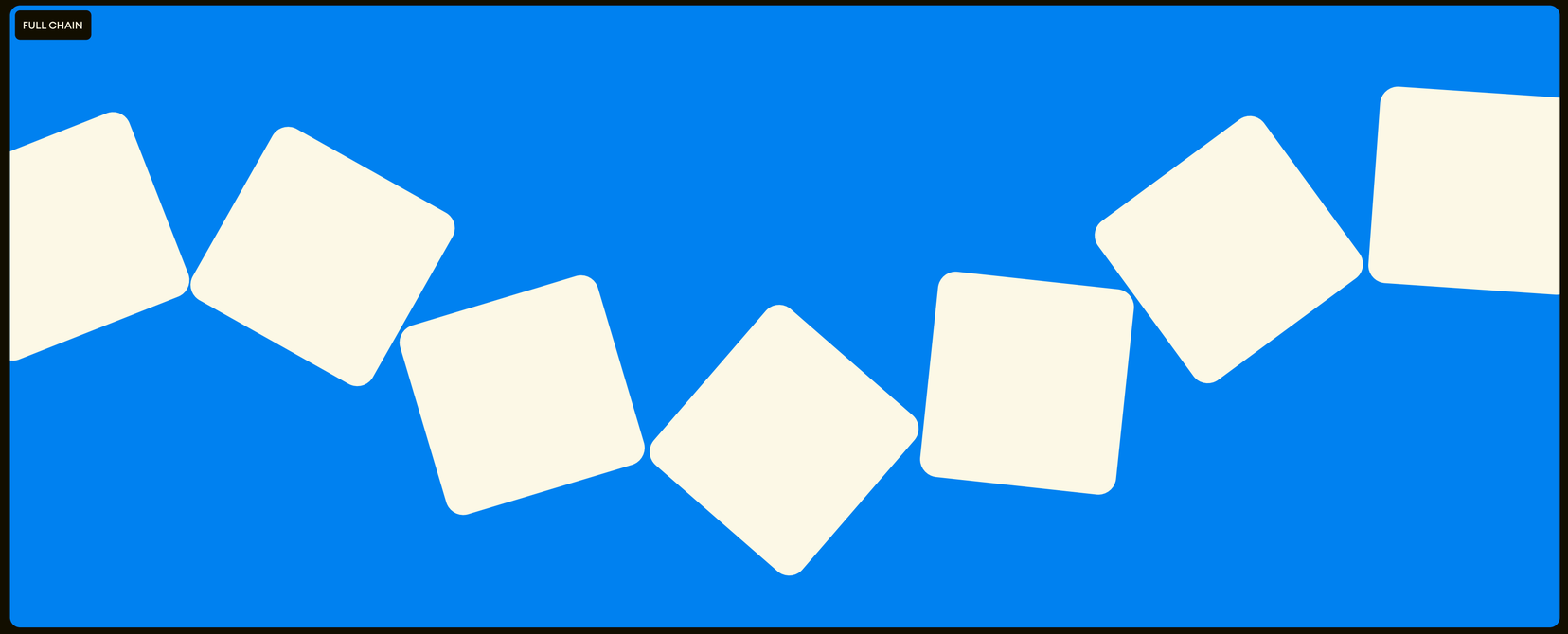
Full chain is consists of the most links. It shows a collective cut off on both ends. You never really know how long Full Chain is. This is what makes it so meaningful. It's endlessness.

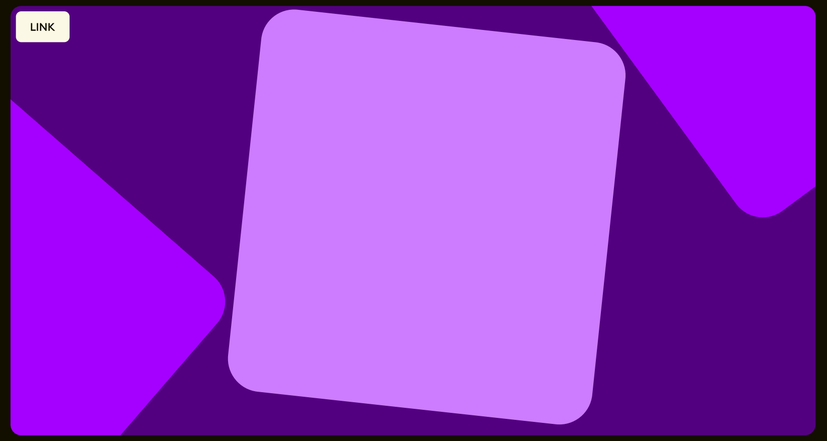
SHORT CHAIN

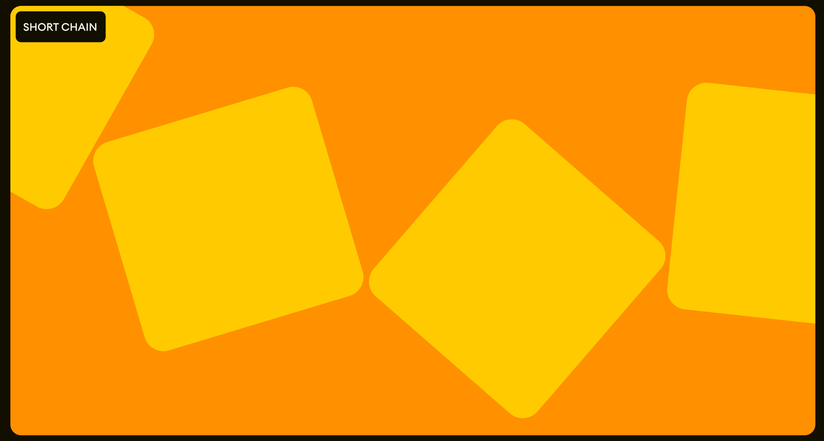
Short chain is a smaller window. It zooms in a bit into a section of the chain and focuses on a smaller group of links giving them a little more attention and importance.

LINK

Link is the singular unit of the chain. This is particularly useful if we have a specific bit of information that feels impactful outside of the context of community.

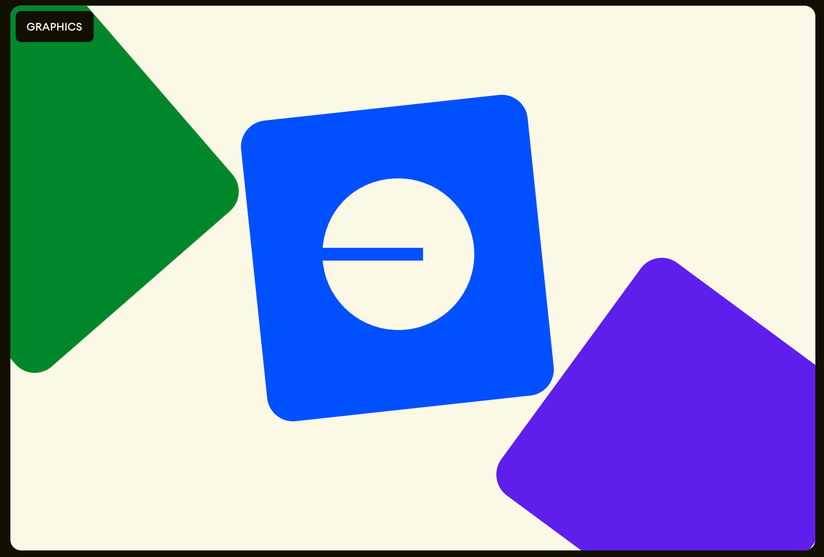






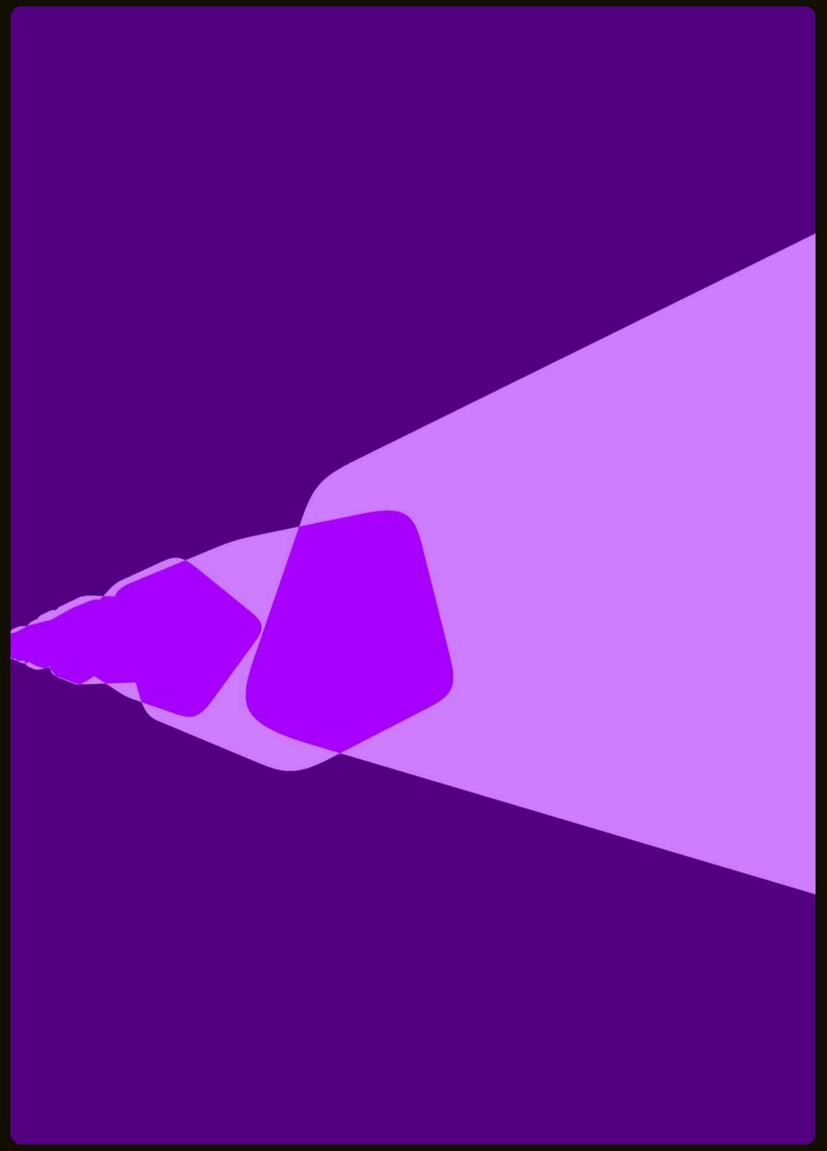
2D Relay as a Container

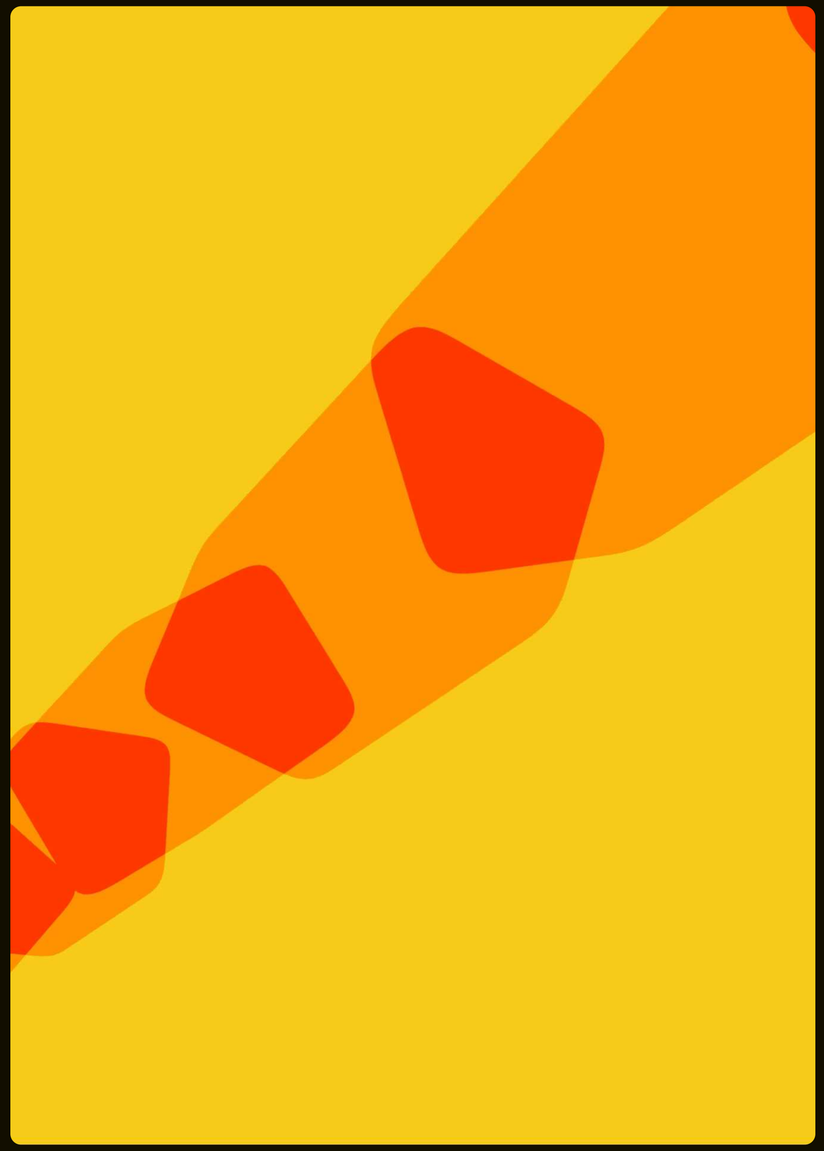
Relay can contain a veriety of elements. From images and video to logos and other graphics. It can also contain type, by itself, or in combination with any of the aforementioned elements.



Animated 3D Relay

3D Relay in motion really sells movement from online to onchain. Even when it's static. The forced perspective does a lot of heavy lifting in creating depth and dynamism. These graphics can be used in packaging and merchandise when static and as background ambient animation or front facing animation in digital.

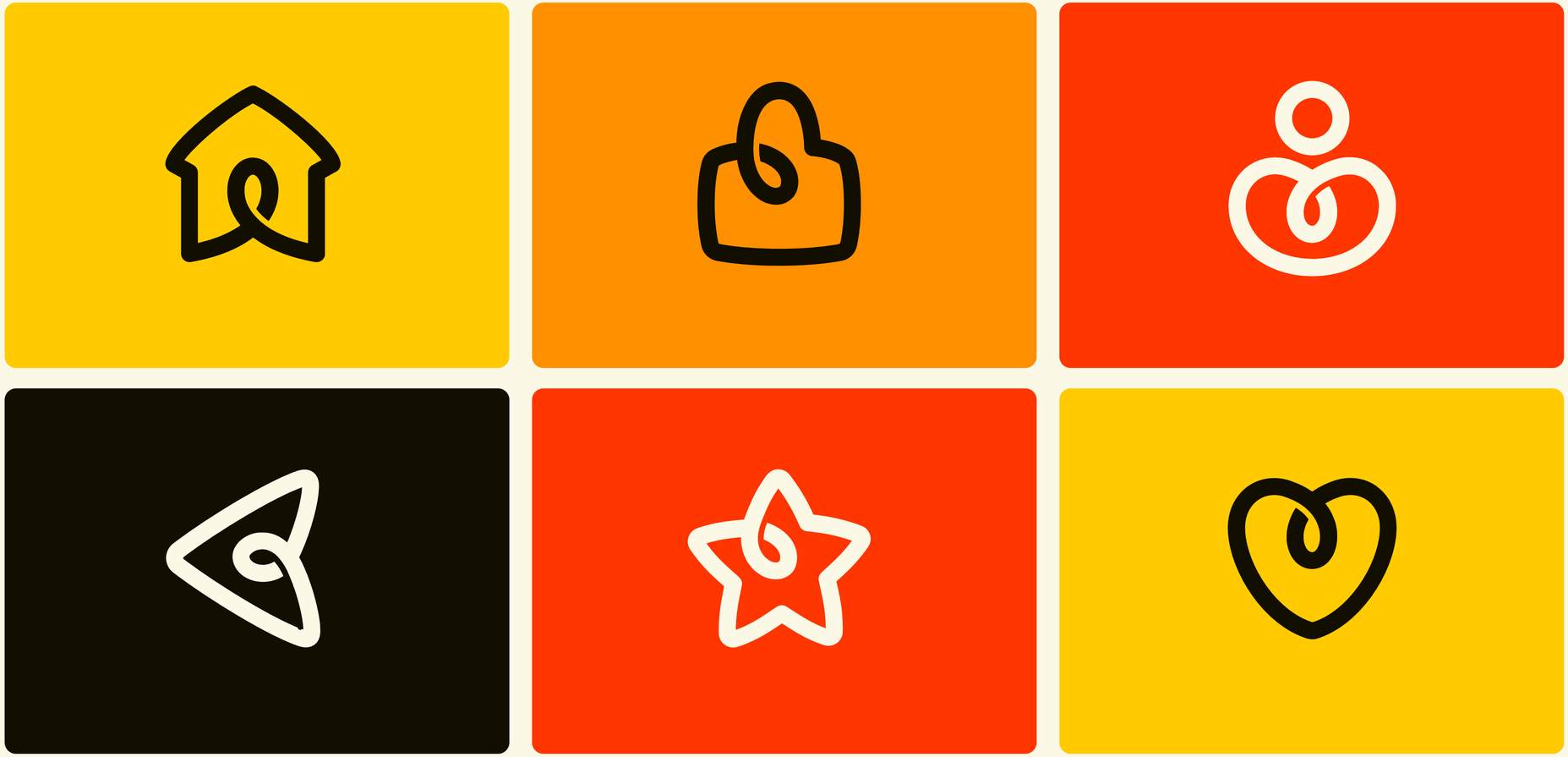




ICONOGRAPHY

Rationale

Key features of our logomark, such as its circular form, rounded edges, the multiplicity of elements, the continuous loop of the circles, the cast shadows are all attributes that have been seamlessly integrated throughout the entire icon system.



DOWNLOAD ASSETS

Recipe

These are the general guidelines that help us create a consistent line icon system for comms and product.

3px Thickness

Our Icons are drawn with a stroke thickness of 3px

1px Shadow

Line shadows of icons are set to be 1px

Rounded Exterior, Sharp Interior

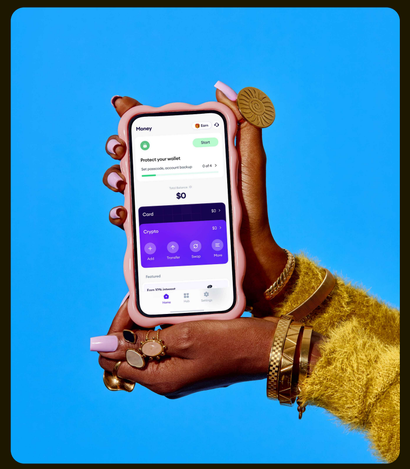
Exterior points are made to be rounded, while maintaining sharp interior points

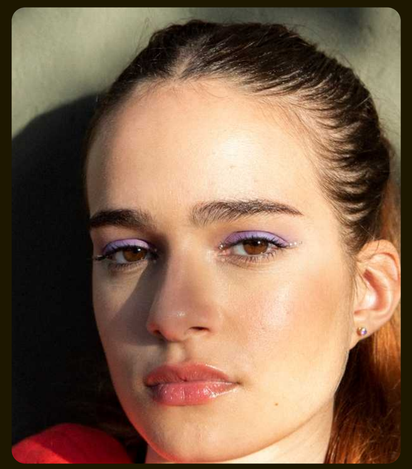
YPHOTOGRAPH

Rationale

Photography is a very important aspect of our brand system. These photos ground our communications and help make our promise of a radically better reality feel more realistic.

Think of the photo system as a replacement for an elaborate illustration system or heavily graphic system. Photos make our promise more relatable because we see ourselves in other people.

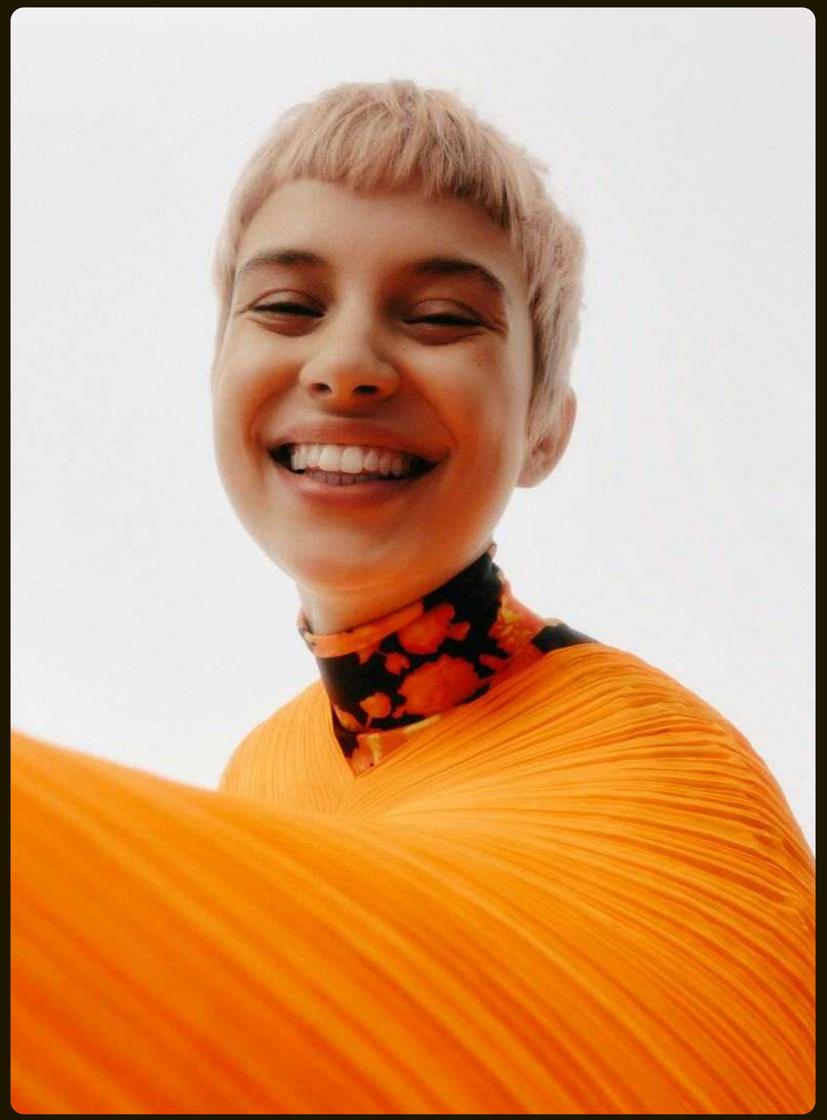




Photography

Portraits

Our portraits are of people comfortable in their skin. They are confident and move in the world with clarity about who they are and what they bring to the table. They come from all works of life and can be found everywhere.



Photography

Crypto-Savvy Young Pros

These are young people who are onchain and understand the value it brings to their lives. You're likely to be more creative if you have more control over monetization and IP.

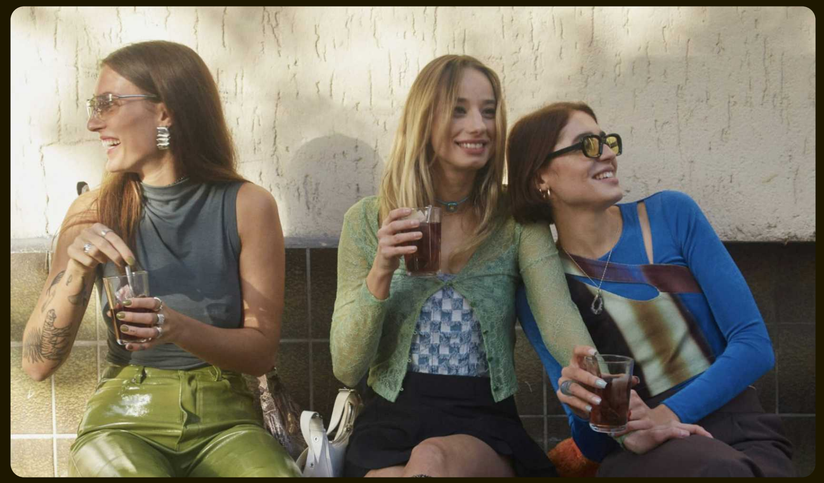
Crypto Savvy Young Professionals are passionate, hardworking and lost in the creative sauce.

Photography

Real-Life Community

The people onchain are real people. They meet in real life. They bring their friends, some of which are still online. They are confident and happy to exchange information and learnings.

These settings are calm, not too formal. Definitely not academic. We want more people to come onchain and the best way to do that is over causal conversation with refreshments *wink*.



Photography

Places and Landmarks

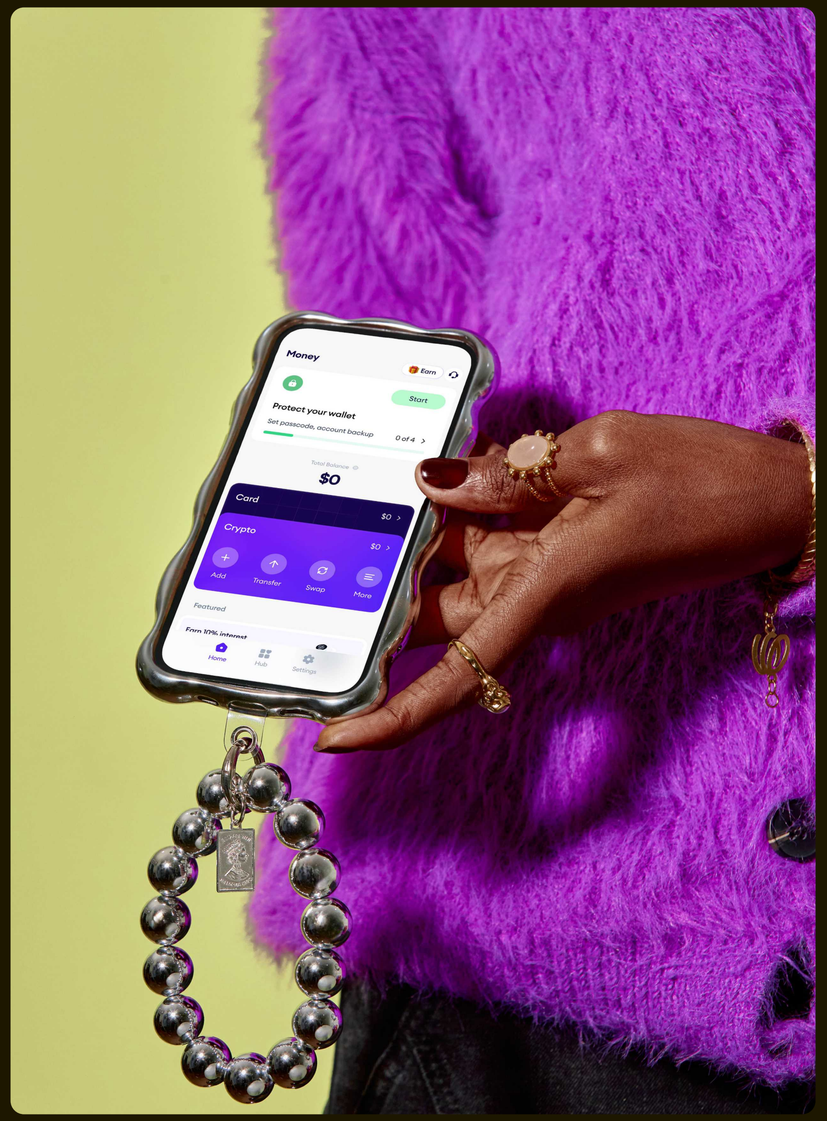
We want to get anyone, anywhere onchain. This means that we need to position ourselves as a global brand. This means visiting cities all over the world and showing that versatility in imagery.

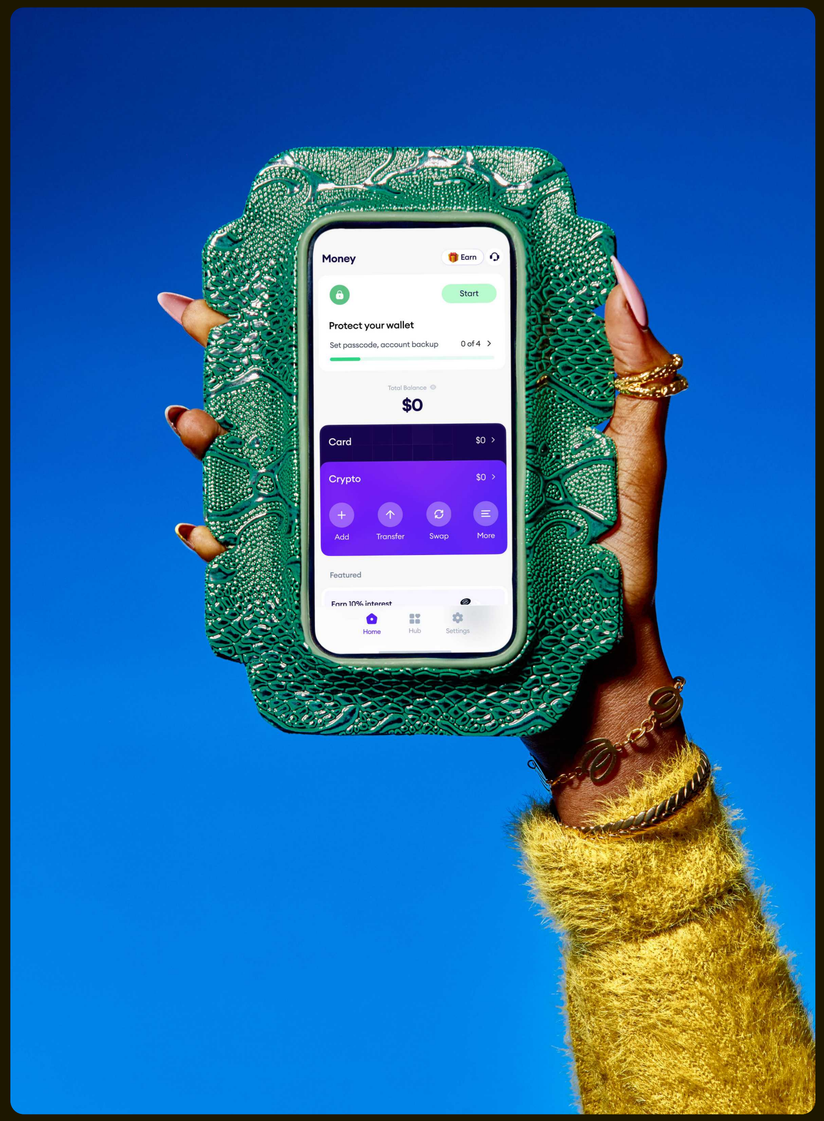
Photography

Product Screenshots/Video

We present our product with a lot of personality because people are the ones that use our product. These people are different. Some of them like to wear rings, others love an elaborate case. Some of them have tattoos, others like to do their nails.

This is a surefire distinct way to show to our Crew that what we've built is for them.





UT LAYOUT LA

Rationale

All of the devices in this document come together in our social media layout. From Relay to Photography to Typography. The following pages show how the different elements combine depending on communication needs.

DOWNLOAD ASSETS

Assets

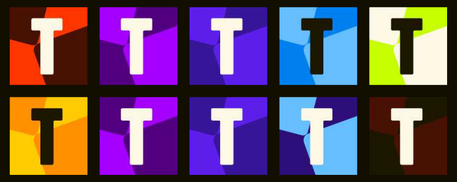
Copy on Relay

This is applicable when the need is straightforward, actionable copy. Relay works excellently as a background element while Midnight Sans sends the message across boldly.

Recipe

Copy on Relay

- Always ensure to use one of the colour combinations below.
- Also, a maximum of four lines of text.



Assets

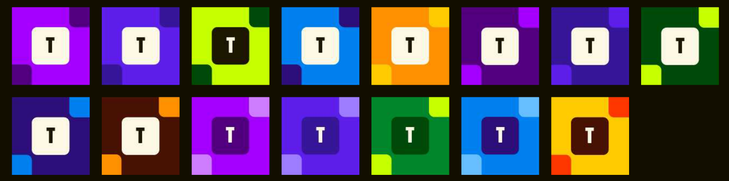
Copy in Link

If text is a bit longer but still actionable and direct, Copy in Relay works best. Placing copy in Relay implies that there is more information or value in other links.

Recipe

Copy In Link

- The radius of the rounded rectangle is always 10% of the width/height of the link.
- Always make sure Link is slightly tilted. Enough to look dynamic but not too much so text is legible.
- Make sure to use one of the colour combinations below.



Assets

Copy behind Relay

This is applicable when the bit of copy becomes more effective with imagery. This could be a call for community membership or a list of the best places to work remotely.

Recipe

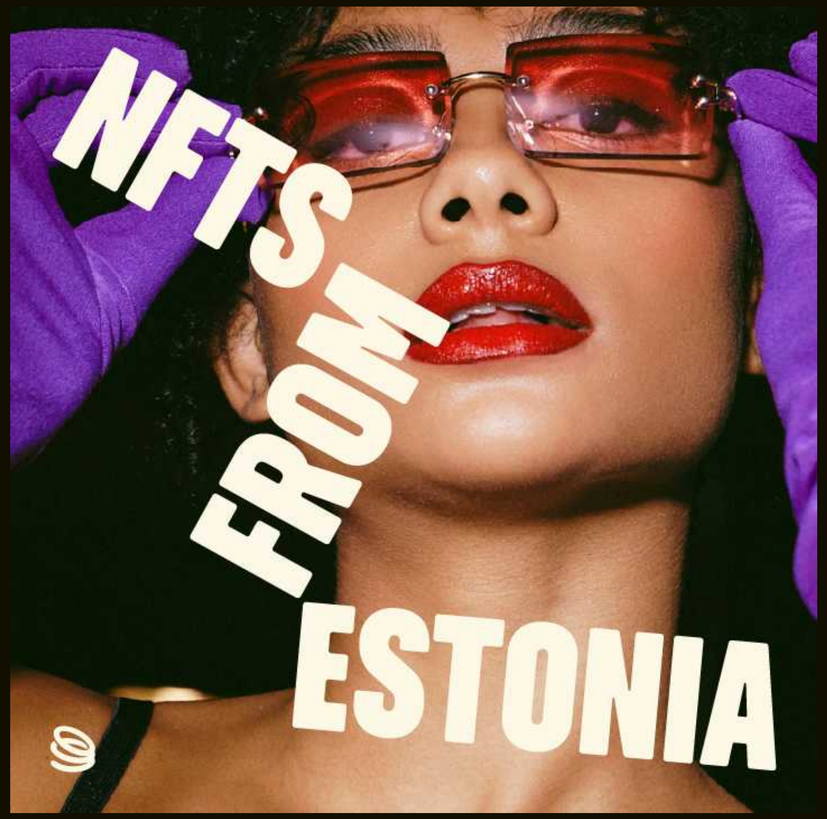
Copy behind Relay

- Always lead with Relay. Place the images first and work the text around that.
- Text is dynamic so move it around horizontally until it is legible.
- Try not to use more than 4 lines of text.

Assets

Open Word Chain

This is most effective when talking about specific member of our Crew. It is a word chain and play cleverly on our mission to bring people onchain.



Recipe

Open Word Chain

- Make sure the image has a clear focal point and isn't complicated in terms of colour and composition.
- Ensure that Midnight Sans is legible and set the reading order to be clockwise.
- Text is either set in Steam White or Metro Green.

Assets

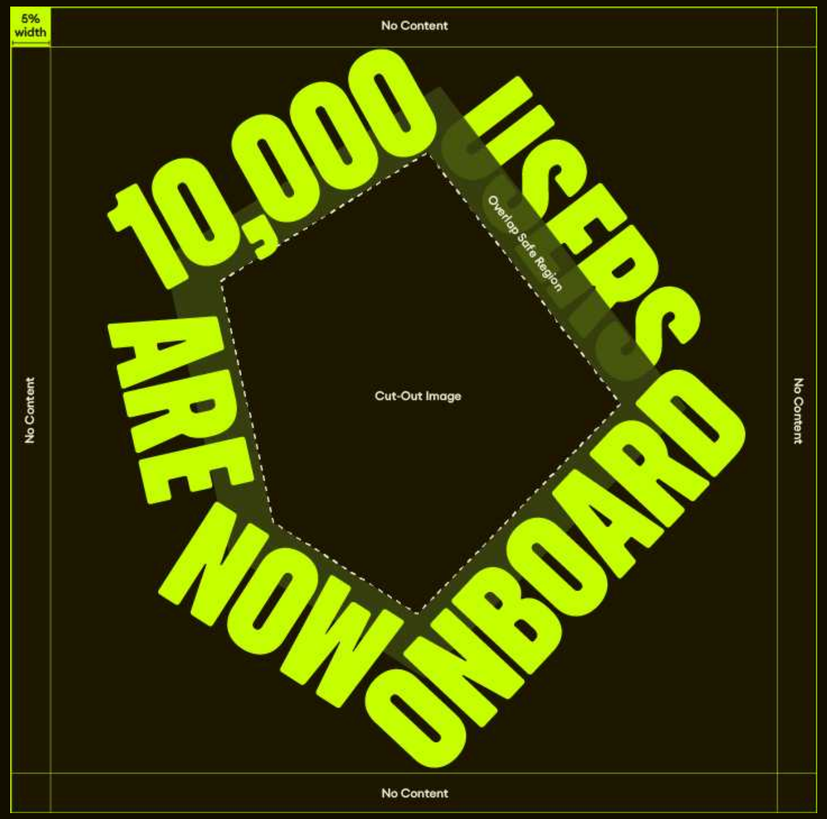
Closed Word Chain

This is most applicable in communications where copy is succinct and actionable. Maybe an announcement about the number of users on Onboard or a new feature.

Recipe

Closed Word Chain

- Ensure that the image is masked very neatly and not rushed.
- Make sure that the image is recognisable and easy to relate to.
- Do not use too many words so the system doesn't break.
- Use one of the approved colour combinations.



Assets

Closed Word Chain and Fisheye Photos

This is also immediately applicable as a marketing asset either in digital or activation. Fisheye photography is dynamic and brings some immediacy to the asset.

When we've got just one word, two at most, like "Chicago Onchain" that can be repeated in a loop, this template works excellently.

Recipe

Closed Word Chain and Fisheye Photos

- Always ensure that the words don't exceed two.
- Make sure the rounded corners of Link are exactly 10% of it's length/width.
- Always ensure the photograph is shot/treated with Fish Eye distortion.

Assets

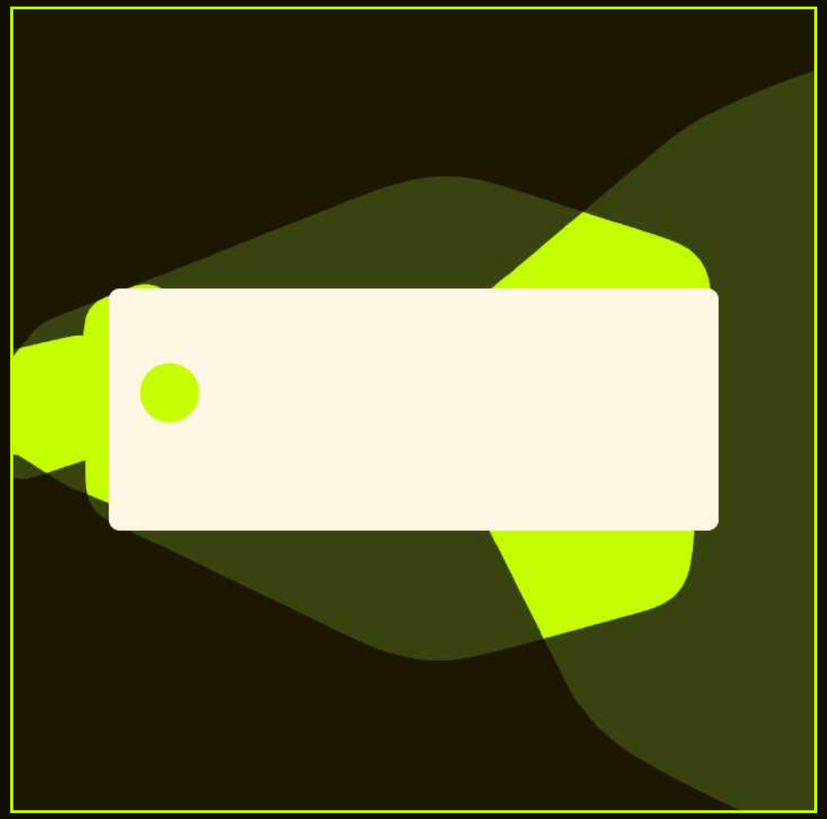
Screenshots

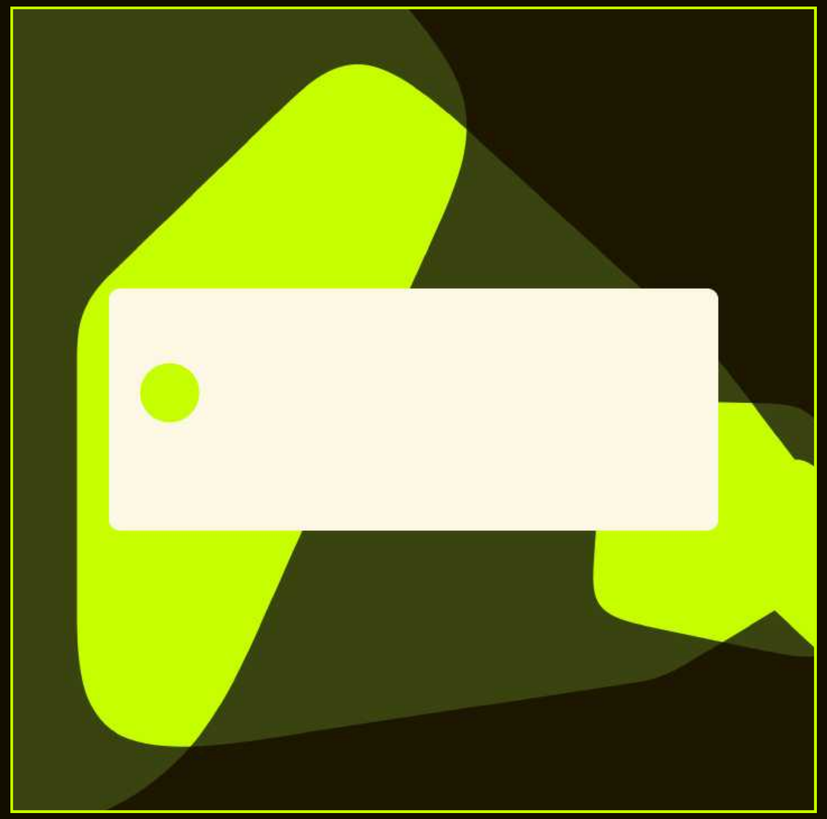
3D Relay works excellently as a background element for screenshots. Especially when the colours are treated analogously.

Recipe

Screenshots

- ensure that the screen shot is properly cropped and the rounded corners are exactly 10% of the shorter side.
- Please use approved colour combinations.
- Some colour combinations work better with light or dark mode respectively. Please make sure to test which suits your screenshot.





ON MOTION MO

Rationale

So we've designed all of these meaningful static assets. How do we animate them? Well, we employ motion in ways that serve our concept and strategy. There is emphasis on a sense of collective movement, community, collaboration and transportation.

Our motion language is applied on image, type and a combination of both.

DOWNLOAD ASSETS

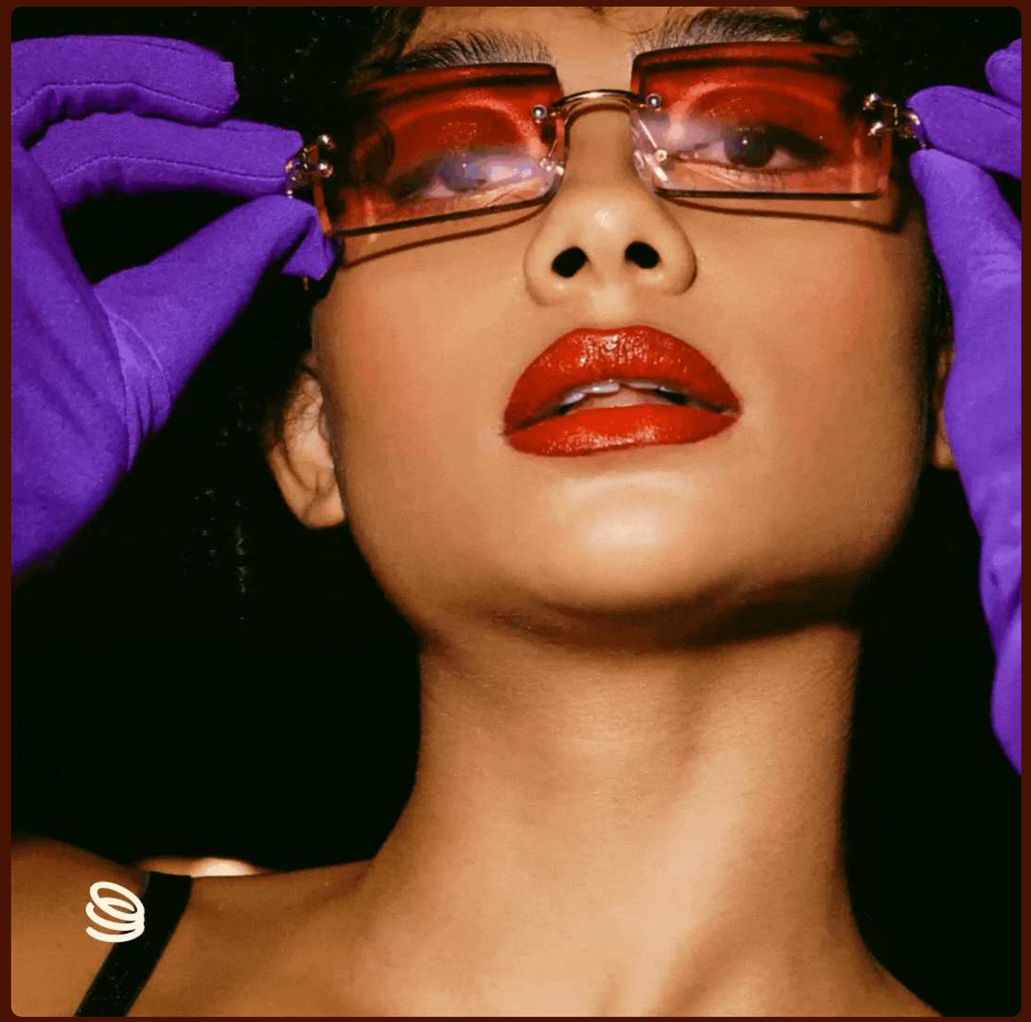
Assets

Open Word Chain

A series of words (typically 3 or 4) move back and forth in a manner that resembles the oscillating motion of a chain being pulled from both ends.

Visual Representation:

- Words appear linked together.
- Words move back and forth in a smooth, fluid motion.
- The entire sequence mimics the swaying motion of a chain when moved simultaneously from both ends.



Assets

Closed Word Chain

Each word in the chain moves horizontally along a predefined path, mimicking the motion of chain links sliding within a confined space.

Visual Representation:

- Words are linked in a closed path.
- Images snap to the movement of the chain
- Each word slides left to right along the edge of the path.
- The motion creates a loop, giving the appearance of continuous movement.

Assets

Copy behind Relay

The relay device starts the animation at one end, and as the motion concludes, the focus zooms into one link, revealing the text behind it.

Visual Representation:

- Animation begins with a relay device moving. in a wave motion
- As the relay device motion stops, the view zooms into a specific link.
- The text appears behind this link.

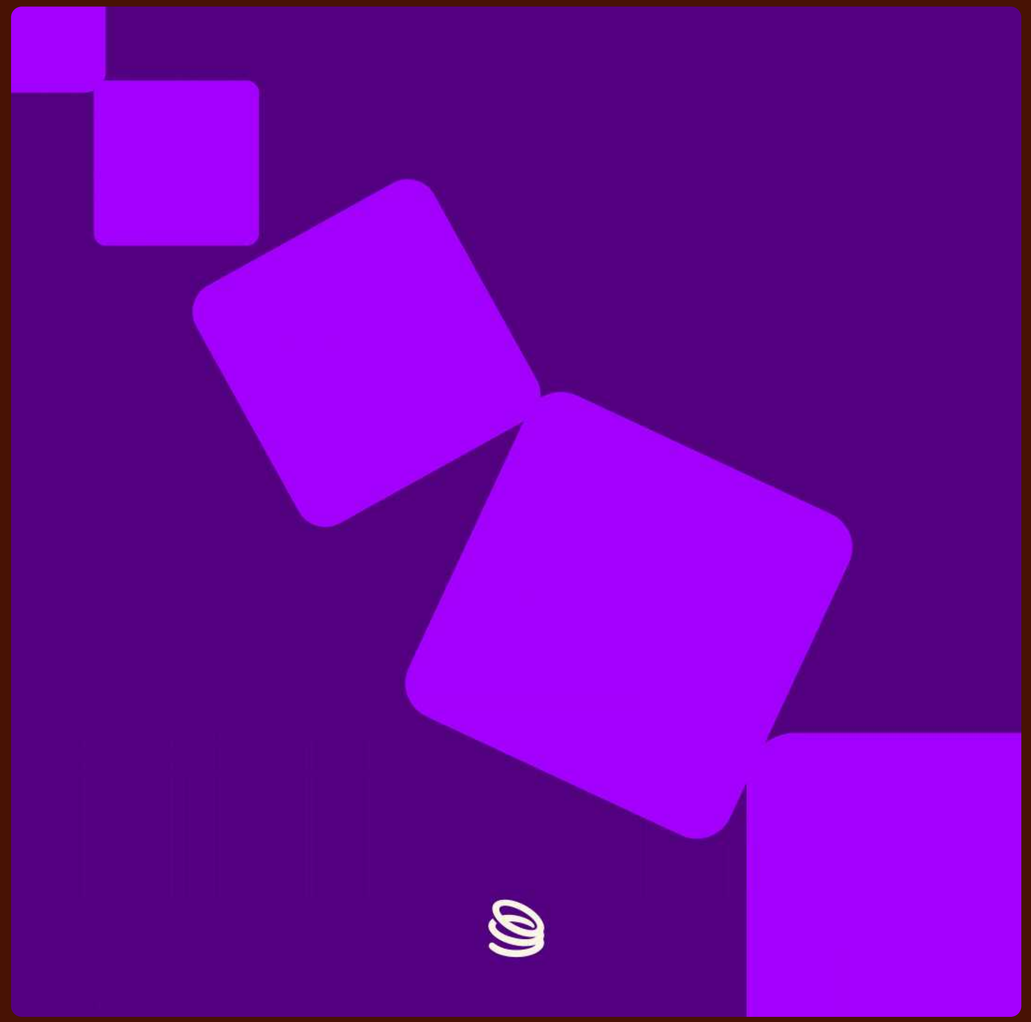
Assets

Copy on Relay

The relay device initiates movement from one end, triggering a chain reaction. The motion gradually stops, and the process repeats, creating a rhythmic effect

Visual Representation:

- Relay device starts moving from one end.
- The motion triggers a sequential reaction along the relay chain.
- Wave motion can also be continuous
- The relay device comes to a gradual stop, and then the sequence repeats.



Assets

Copy In Relay

The animation starts with a zoomed-in view of one end of the chain. The camera pans across the chain, revealing text on a link, creating a loop that gives a sense of continuous movement.

Visual Representation:

- The camera is zoomed in on one end of the relay device.
- The camera pans across the device, revealing the relay link with the text in it
- The animation loops to create a continuous flow of information.

IONS APPLICAT

ONCHAIN

ONCHAIN

MORE,
ONCHAIN
There's a radically better reality
We will get you there

onboard

MORE
SPACE

Thank you