

NEAR

Brand **Orientation** Manual

"A brand is not what you say it is,
it's what they say it is."

— Marty Neumeier



**Open the Web.
Open the World.**

near.org



Creators, NFTs , DAOs, Finance,
Developers, Founders, Enterprise,
Communities, Entertainment,
Cypherpunks, Security, Supply
Chain, Remittance, HODLers,
Degens, etc...

**NEAR is
simple.**

Infrastructure

Sharded Blockchain, Tools, Token, Account Model, etc.



Infrastructure for Innovation

NEAR is...

NEAR's platform provides decentralized storage and compute that is secure enough to manage high value assets like money or identity and performant enough to make them useful for everyday people, putting the power of the Open Web in their hands.

Technically speaking, NEAR Protocol is a brand new public, proof-of-stake blockchain which is built using a novel consensus mechanism called Nightshade. NEAR Protocol uses a technique called "sharding" that splits the network into multiple pieces so that the computation is done in parallel. Parallelism radically increases throughput and allows the network to scale up as the number of nodes on it increases. With NEAR, there isn't a theoretical limit on the network's capacity.

Our Story

Alex and Illia met during Alex's time in Y Combinator. They started working together with a simple shared goal of improving the lives of developers. Initially, they focused on program synthesis, where natural language was used to specify an application's functionality and then generate the entire code base and data back end.

In July 2018, they realized their goals were better served by building a decentralized platform that would allow developers and entrepreneurs around the world to build software and bring it to new markets more easily.



They quickly assembled a world-class team of championship-level competitive programmers that included veterans of both Google and MemSQL (a sharded database company) to take on the task. Since then, the team has grown to 80+ experienced engineers, designers and startup veterans working on a wide range of software projects designed to support the decentralized ecosystem. This includes the centerpiece, the NEAR Protocol, and a core layer of applications to support it.

Our Story



**Illia
Polosukhi
n**

Illia is an ICPC finalist and has more than 10 years of industry experience, including 3 years at Google where he was a major TensorFlow contributor and a manager of the team building question answering capabilities for the core Google search.

ICPC Finalist (2008)

[Twitter](#) | [Github](#) | [LinkedIn](#)



**Alex
Skidano
v**

Alex started his professional career at Microsoft in 2009, then joined MemSQL in 2011 as Engineer #1, where he worked for 5 years as Architect and Director of Engineering. He is a 2x ICPC medalist (gold in 2008 and bronze in 2005).

ICPC Gold Medal (2008)

ICPC Bronze Medal (2005)

[Twitter](#) | [Github](#) | [LinkedIn](#)

A World of Innovation

Initiatives, Product Launches, Campaigns, etc.

Infrastructure for Innovation

Our strategic foundations

Vision

A world where people have control over their money, data, and power of governance.

Mission

Accelerate the world's transition to open technologies by growing and enabling a community of developers and creators

Values

- Ecosystem First
- Openness
- Pragmatism over Protection
- Make it feel simple
- Grow Constantly

Attributes

Open, Comprehensive,
Secure, Empathetic,
Intuitive

Positioning

NEAR is an open source platform that accelerates development and reduces risk for entrepreneurs who want to open the world.

The Explorer Archetype

Explorers are most fulfilled when they can seek out new approaches and perspectives. Naturally independent, authentic, and curious, they're able to follow unique paths and motivate others to explore uncharted territory.

NEAR Foundation Supports

List of resources that
NF provides to
support you through
project lifecycle.

1. Founder & Project

2. Technical & Dev

Dev Shops, Code Review,
Audit, Discord Office Hour

3. Marketing

Marketing activation,
Growth, GMT
strategy

4. Product

Testing, PMF, User research

5. Community

Guilds & DAOs

6. Domain specific

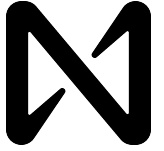
Defi, NFT, DAos, Gaming,
etc...

Vision

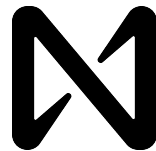
A world where people have control of their money, data, and power of governance.

Mission

To accelerate the world's transition to open technologies by growing and enabling a community of developers and creators.



Values



Be transparent

We believe that all activity should be open for the community to see and participate (unless otherwise limited by law, contract or morality).

Remove the hurdles, make it simple.

We believe that technology must be easy to use to maximize adoption. Strive to make the complex simple. Optimize for accessibility.

Think ecosystem-first

We believe that inclusive collaboration builds community. We are one ecosystem built by many. Enlist, engage, and empower your peers.

Mind your growth

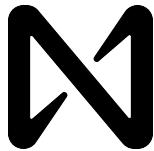
We are continually learning and looking for new challenges. We see failure as a way to learn and improve, not an evidence of lack of ability.

Be pragmatic, not always perfect

We focus on solutions that drive value for the ecosystem in a practical way. Embrace the process. Celebrate the progress.

Be open

We are open-minded, open-hearted citizens building open technologies to enable a more open world for everyone.



Attributes

Open (Human, Inclusive, Friendly, Warm,
Approachable, Community-Driven)

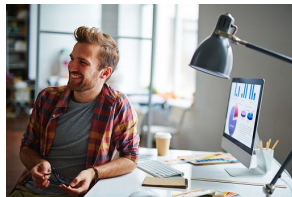
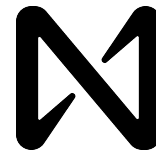
Comprehensive (Well-documented, Well
supported, Functional, Scalable, Fast)

Secure (Trustworthy, Technically Superior)

Empathetic (Focused on the pain points
and passions of our users)

Intuitive (Clear, Simple, Usable, Easy)

Audience



James, Founder

James hustles hard. He gets little sleep and survives on black coffee and his next adrenaline high. He's a natural salesman and loves a good story; especially when that story gives him an angle. He's continually on the hunt for opportunity and has no shame in taking that opportunity whenever and wherever it presents itself. He's willing to take risks to pass up the competition.

Values: Storytelling, Strategy, Innovation, Non-risk averse, (think young Elon), driven, focused.



Ben, Developer

Ben is a multi-faceted developer. He has held multiple roles as a software engineer at notable startups turned corporations, but they all seem to present a plateau at some point. As a continual learner, he is always looking for new challenges. The unique challenges and opportunities of the crypto space intrigue him. He has been following the developments since 2010 tinkering as time allows. As the industry matured, it prompted him to jump in and grow his skill-set. He began exploring the most popular platform, but as he applied it to more realistic use cases, he began to see its limitations. His pragmatism has prompted him to explore other platforms to bring his product to market.

Values: Resourceful, Self-learning, pragmatism, agile, creators, excellence



Lucy, ToHos & Community

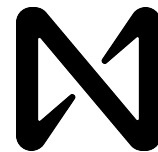
Lucy is a digital native who sees herself as a citizen of the world. She's an early adopter who is eternally curious. She dabbles in a variety of things but gets really excited about ideas and opportunities that make the world a better place for all people. She finds her people based on purpose and she has found her tribe on NEAR.

Values: Token value, Part of something special, Being an early adopter, Esoteric knowledge, nuance towards value creation, appreciation of capital vs. safety net.

Positioning

NEAR is an open source platform that accelerates development and reduces risk for developers who want to build open technologies.

Competitors



Layer 1:

[Ethereum](#)

[Polkadot](#)

[Solana](#)

[Flow](#)

Layer 2:

[Matic/Polygon](#)

[xDai Chain](#)

[Optimism](#)

Others to note:

[Cosmos](#)

[Tezos](#)

[EOS](#)

[Monero](#)

[Algorand](#)

[Celo](#)

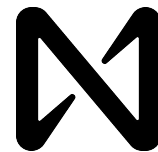
[Hedera Hashgraph](#)

[IOTA](#)

[Cardano](#)

[IBM Hyperledger](#)

Archetype



The Explorer

Explorers are most fulfilled when they can seek out new approaches and perspectives. Naturally independent, authentic, and curious, they're able to follow unique paths and motivate others to explore uncharted territory. They're usually excited and challenged by the opportunity to blaze a new trail. Explorer organizations often are very successful at staying current with trends, encouraging individual initiative, and providing others with the opportunity to learn and grow.

Subtypes include:

Trailblazer/pioneer: Sees or scouts for new opportunities/possibilities

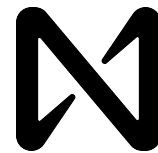
Adventurer: Emphasizes adventure and/or new experiences

Seeker/wanderer: Searches for a unique identity, path, or solution

Individualist: Maintains personal integrity and authenticity in all endeavors

Evolution of our Identity

1. Metaphor
2. Mood
3. Touchpoints
4. Brand style guidelines



Embracing the Explorer



The system is cracking.
The power of the collective is seen.
It's time to organize and empower.

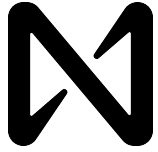


**Curiosity ignores constraint.
Creativity craves freedom.
The Explorer emerges.**



Remove the barriers.
Free the ~~captives~~—creatives.
Open the web. Open the world.

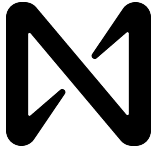
Embracing the Explorer



Thinking about the world NEAR enables as a 'new land' helps us build a brand that engages and empowers an Explorer on their journey.

- NEAR enables the exploration, development, economics and citizenship in this fractal world.
- Therein lies excitement, mystery, danger, opportunity, and belonging.
- To navigate the FUD of this new terrain, explorers will require maps, guides and a sherpa or two to find their way.
- As with any adventure, Explorers should be able to track progress and feel a sense of achievement as new milestones are reached.
- Brave explorers will 'map out' the terrain providing guidance and direction for those that follow.
- Pioneering developers and entrepreneurs will settle it first providing new infrastructure and business models that others will follow and iterate on.
- As we explore, opportunity emerges
- Citizens will find their people as they find their purpose in this new world

Brand Touch point



- Website www.near.university
- Twitter twitter.com/NEARedu
- Community Forum gov.near.org/c/education/33
- Discord discord.gg/rUbB9FvQDV
- Email learn@near.org

Brand assets & guide



- Logos
- NEAR Style Guide