



Identity and  
Visual Communications  
June 2018

## Updates 06.2018

- Symbol construction performance update
- Updated negative versions
- New vertical logo lockup
- Added Stakey reference
- Added Pattern reference
- Added Symbols
- Colors overhaul
  
- Updated logo packages
- Updated print packages
- Updated media packages

The visual identity represents Decred across different platforms and helps new and existing users may to always recognise it and feel engaged.

We've worked out a common vision with a set of principles and components to bring longevity, togetherness, and representation for Decred both as a digital currency and as a project in any environment. Taking a coordinated effort for consistency in communications will help Decred become known and trusted amongst digital currencies.

## Before



- When simplified becomes a down-pointing triangle
- Number of other digital currencies already use triangular symbols
- Does not share traditional values of currency symbols

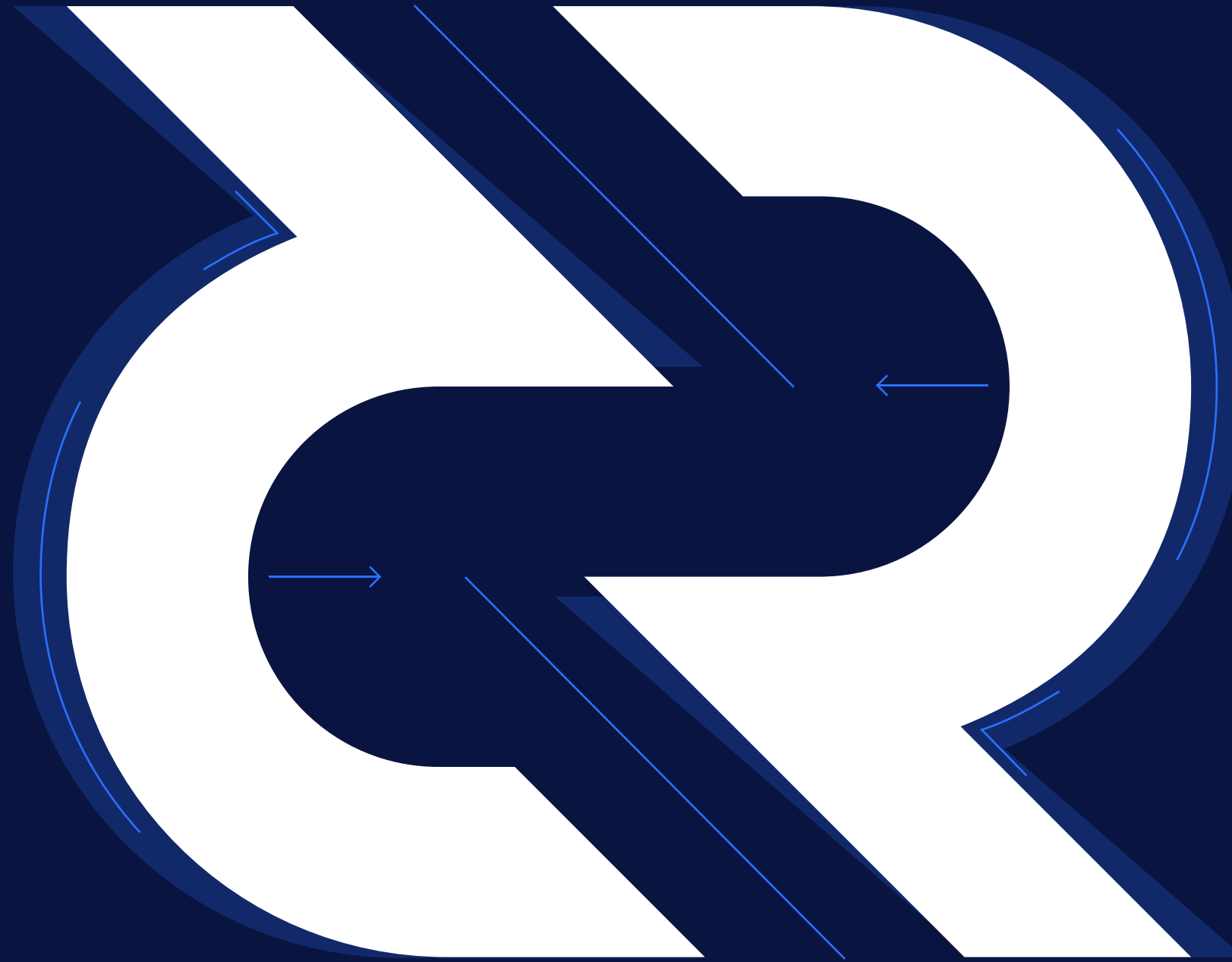
## Now

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- Foundational idea refers to the immutable currency-code "DCR"
- As an ambigram it roots balance from the symmetrical form
- Resonates with the lower- and capitalcase idea of the wordmark
- Has a strikethrough common for identifying currencies
- When simplified, is also an abstraction of a chain (blockchain)

- Tightened up the form
- Re-constructed the circular parts
- Re-work angles to 315 degrees for best anti-aliasing results
- Improved optical balance of corner cuts



## DCR Symbol

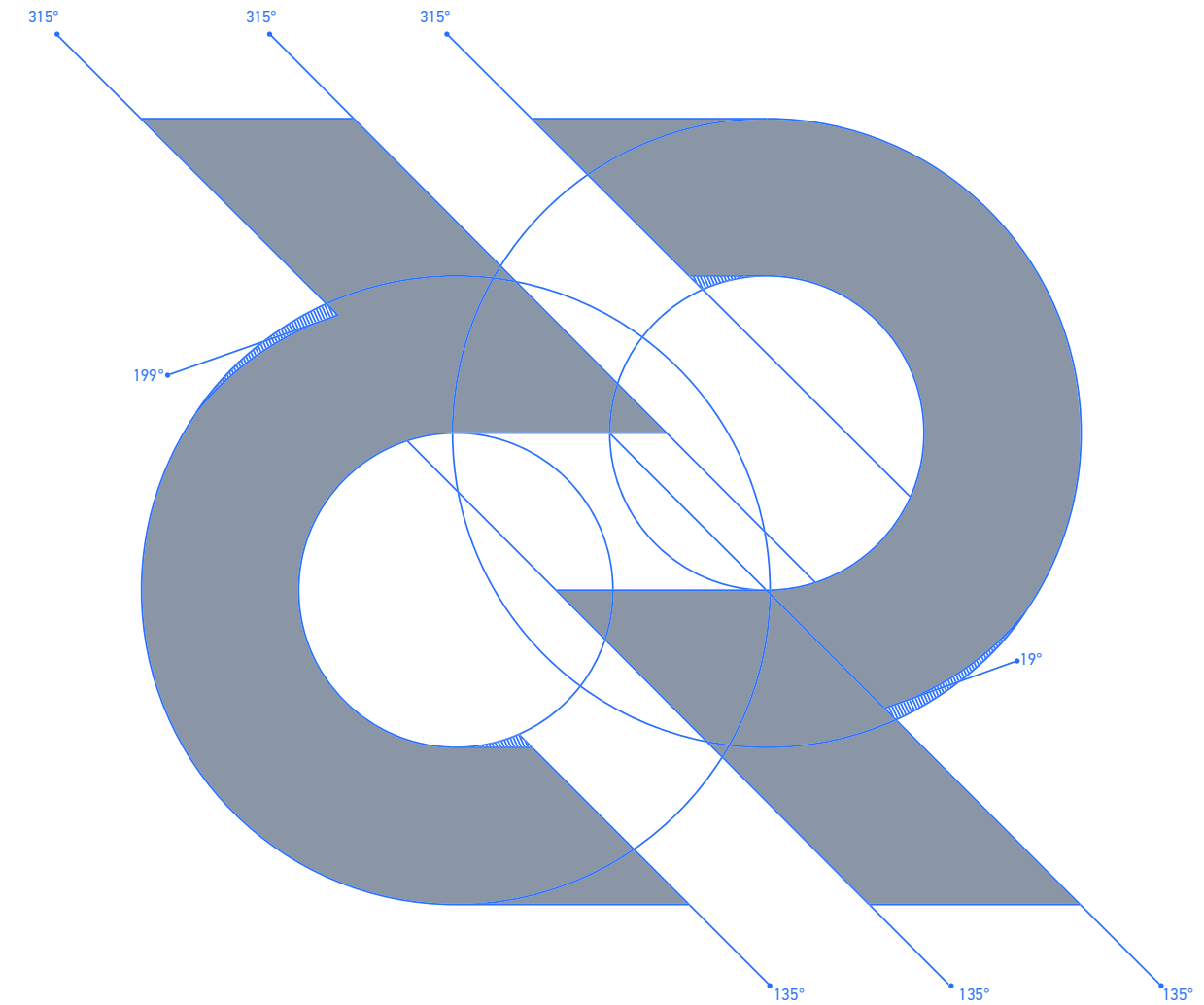
Visual communication for currencies traditionally relies on the quality of their symbols. Any misinterpretation, failure at identification and incorrect reproduction has risk of being costly. Through clear form and semantics they provide understanding that one is dealing with a medium of exchange.

The new Decred symbol is designed to be clear and distinctive as well functional and adaptive for different sizes and contexts.

Decred symbol is an **ambigram**, a simplified reference of the name Decred and it's immutable currency-code DCR. The ambigram construct refers a lowercase "d" and a capitalcase "R".

1. It roots balance from geometry and proportions as ambigrams are based on symmetry
2. It resonates with the wordmark by following the lower/capital case idea
3. When simplified it becomes an abstraction of a chain, referring to the blockchain technology
4. Strike-through common for currencies is created in the negative space between the letter stems.

DCR Symbol is authored by Sander Meentalo and Tanel August Lind from design studio EETER CO in July 2016.



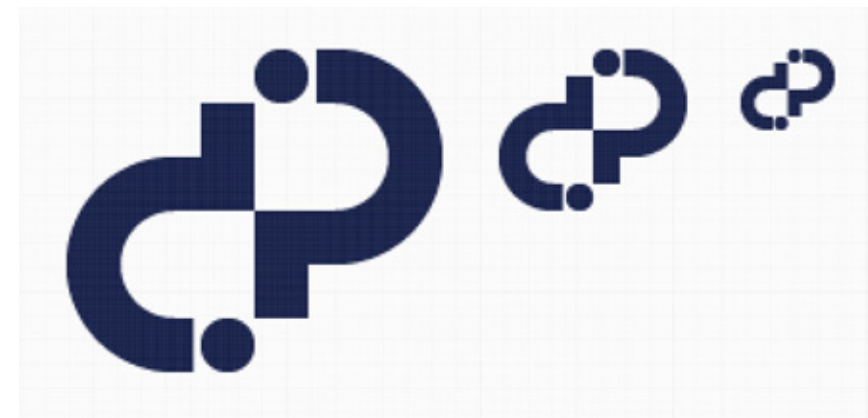
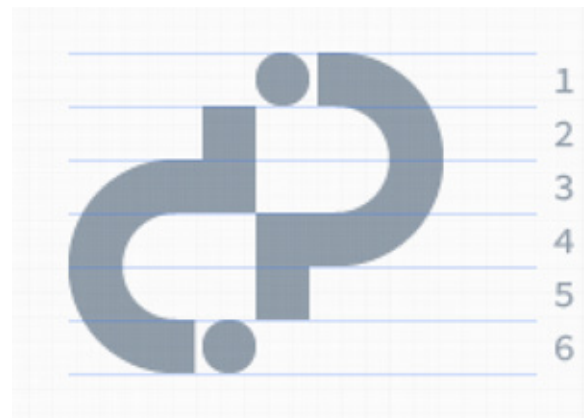
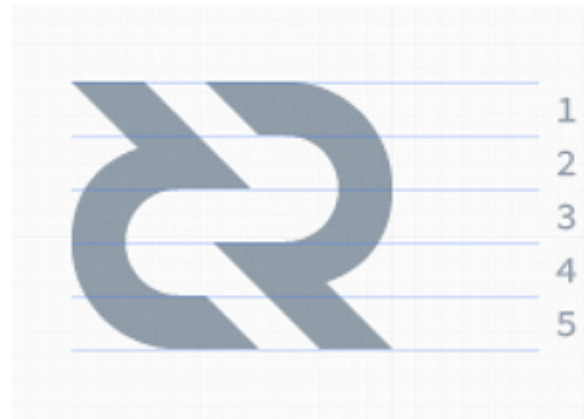
## Scaling

There are few cues when sharp symbol is needed in smaller sizes.

- Decred symbol height consists of five initial grid pieces, meaning that in smaller sizes height(in px) must be dividable without decimal place e.g: 25, 50, 100... ,px

- Politeia symbol height consist of six initial grid pieces, meaning that in smaller sizes height(in px) must be dividable without decimal place e.g: 30, 60, 120... ,px

NB! Align the symbol on y-axis to full numbers in pixel values.



## Logo, (primary) Horizontal Lockup

Decred logo is a visual unity, consisting of the **symbol** and the **wordmark**. The logo should not be redrawn, digitally manipulated or altered.

The **wordmark** is a custom typeface based on Gotham HTF, with each letter carefully spaced for maximum legibility. The use of lighter lowercase “de” and bolder capitalcase “CRED” emphasizes on creating an understanding of the words that “Decred” consists of – **de**centralised and **CREDIT**.

Horizontal Lockup is considered the default and primary choice for most use cases.

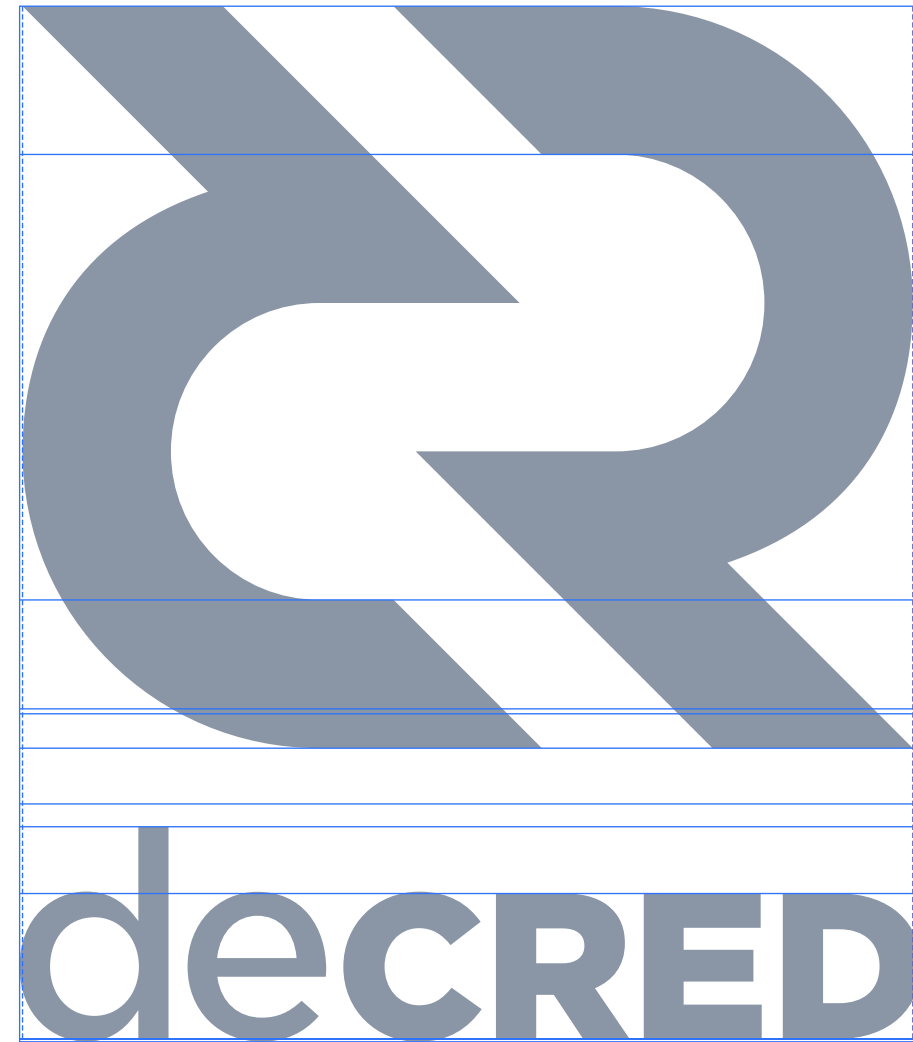




## Logo, Large Vertical Lockup

The vertical lockup should be used in context where a square proportion is more fitting.

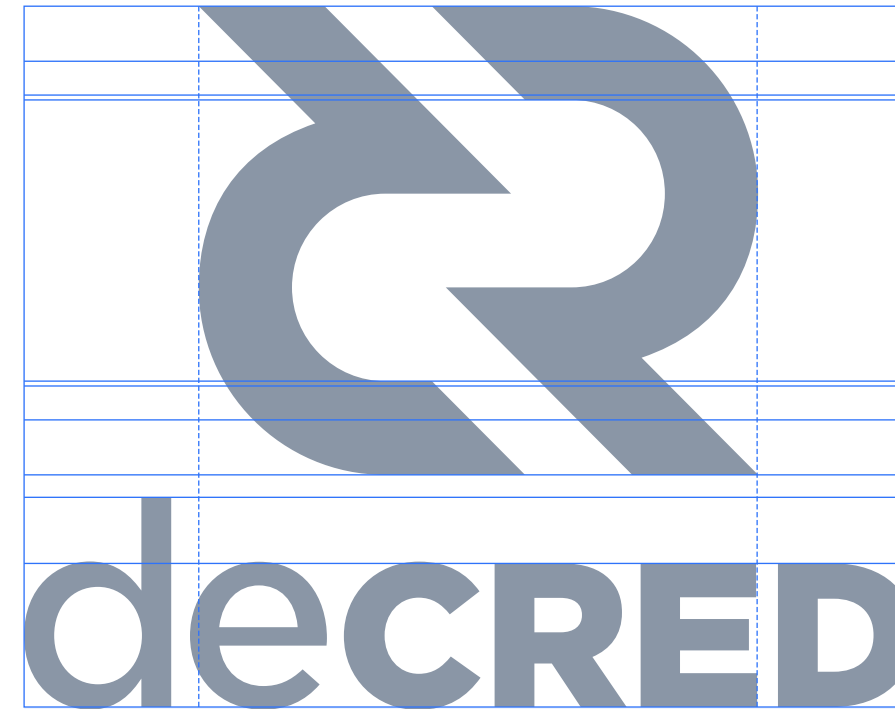
All of the lock-ups are constructed by on a carefully considered grid, taking into account Fibonacci Proportions; anti-aliasing and optical balances.



## Logo, Small Vertical Lockup

The small vertical lockup is only recommended for very small sizes, where square proportion is required.

All of the lock-ups are constructed by on a carefully considered grid, taking into account Fibonacci Proportions; anti-aliasing and optical balances.



## Clear Area

Decred's logo should always have a clear area surrounding. To define this area, measure the weight of the symbols strokes and multiply the value by 1.5x. This is an absolute minimal boundry required around the logo for a clear result.



## Tagline

Should there be a need, a tagline can be integrated to the logo lockup.

Examples:

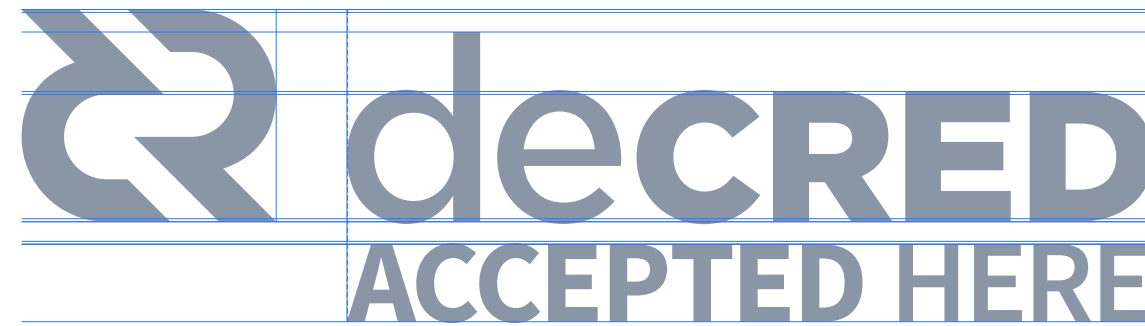
**SMART GOVERNANCE;**

**POWERED BY DECRED;**

**ACCEPTED HERE;**

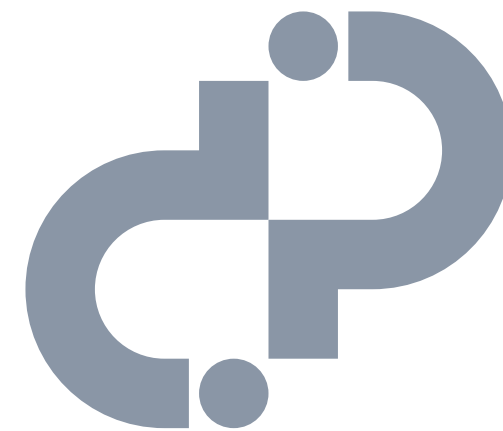
**RETHINK DIGITAL CURRENCY,**

or other messages.



## Product Logos

Related product logos are based of the ambigram logic. These can be either characters or stylized monograms – as in Politeia's example "Pi"



## Bad Practices

Correct and consistent usage of the logo is essential to the integrity of our identity. Deviation from these guidelines will result in a diluted and inconsistent visual communication.

Only use logo files provided with this guideline. Each use case should start with choosing the correct files to work with for avoiding any technical irregularities.

If in need of assistance, request in #design at [slack.decred.org](https://slack.decred.org) or post an issue to [github.com/decred/dcrdesign](https://github.com/decred/dcrdesign)

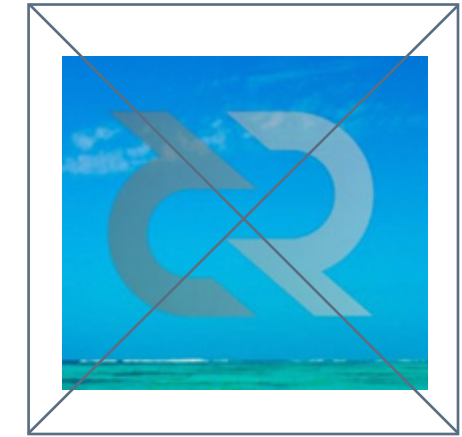
1. Don't use other fonts
- 1.2. Don't change the lockup arrangement
2. Don't distort the symbol
3. Don't use unspecified colors
4. Don't mix up the colorspaces; CMYK is for print and RGB for screens.
5. Don't add any unneeded or tacky embellishments such as embossing, hard shadows, skeumorphisms, etc
6. Don't let the logo get compromised by any technical or poor aesthetic choices



1



2



3



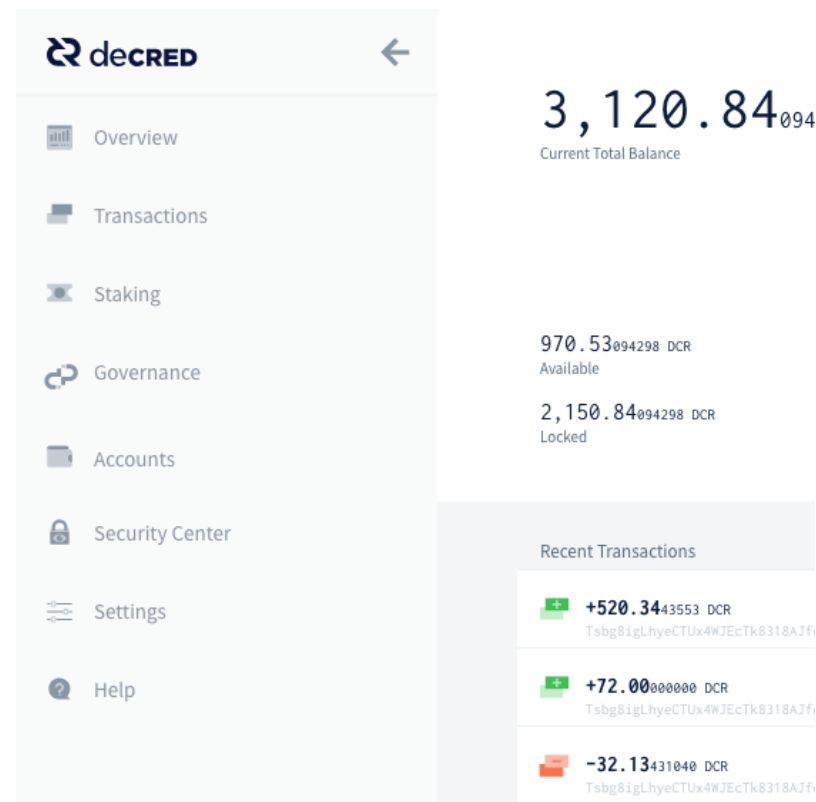
4



5

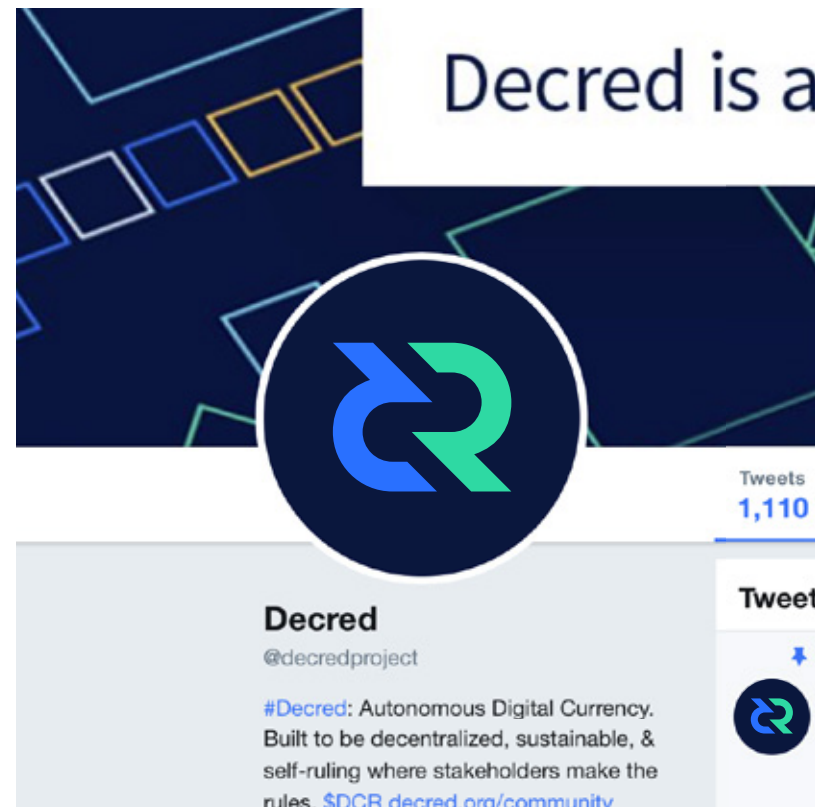


6



## Space to breathe

Always leave the logo some space to breathe. The minimum clear space around the logo should be at least the size defined under “Clear Area”.



## Together or without

In most cases it's advisable to use the symbol and the wordmark together. The symbol can be used alone in a branded environment. Not everything needs the logo on it and singular assets should avoid repetition or overexposure of the logo. Too much is too much, nobody likes spam.



## Appropriate backgrounds

When you need to use the logo on a photographic or cluttered background always ensure there is adequate contrast between the background and foreground to guarantee legibility. If necessary add a 50% blue or dark layer on the image. Also choose a fitting version of the logo, consider the contrasts (negative or positive, color or mono).



1. Primary Logo, positive version



1. Primary Logo, negative version









Primary Colors

## Color

Colors are what give us personality. As majority of the communication is for screen, the color palette is chosen to take advantage of the RGB space. Primary colors are referenced from the original **DCR Blue/Turquoise spectrum**. This color scheme should be present to a degree for all applications.

When using the colors you should base your choices on good taste and the principle “**less is more**”

Depending on the type of a graphic application, the color scheme can either focused to be more active and vivid (by increasing the influence of Key blue & Turquoise) or subtler and monotone (by increasing the influence of dark blue or white/grey). An appropriate level of activity can be chosen depending on the context and objectives of the design (ui, big data, lots of text vs marketing/promotion materials, illustrations, etc). The color scheme works with light and dark design modes and allows for a variety of generated styles.

## Extended Scheme

The extended scheme should be used with care. If unsure, please seek further insight before-hand. Options such as 50% lighter or darker colors and other nuances can find use in specific visual design needs, user interfaces, infographics, etc.

Light blue, Green and Orange serve as the complimentary colors. The complimentary colors can be used to highlight information (e.g. interactions, infographics, illustrations, organizing text, references, links etc). The use of complimentary colors is suggested but optional as they complement and refresh the visual unity. For simplifying things they can be left out partly or altogether.



## CMYK Colors

Printed colors are not as clear and bright such as DCR digital color scheme.

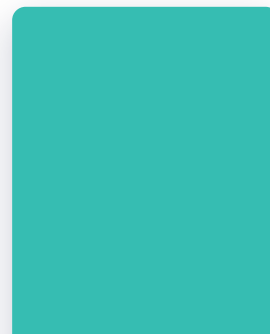
To keep a color balance, use of color in DCR print matters focuses to contrasting blue and white as well monochromatic blue-on-blue schemes.

Other colors should be only used for providing minimal accent or in specific instances such as turquoise for Stakey.

### Primary Colors



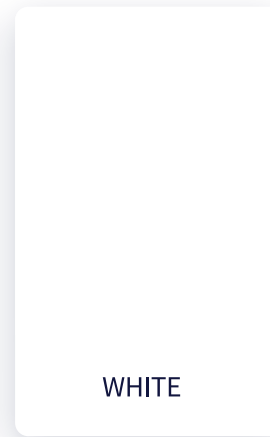
C91 M52 Y0 K0  
PMS 285 C



C69 M0 Y37 K0  
PMS 3265 C



C100 M91 Y12 K64



WHITE

### Extended Scheme



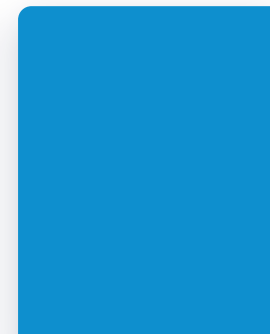
C100 M91 Y12 K64



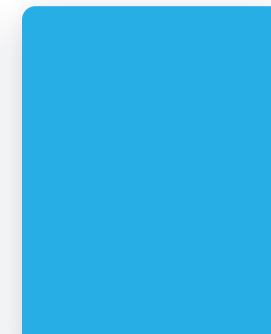
C100 M72 Y2 K24



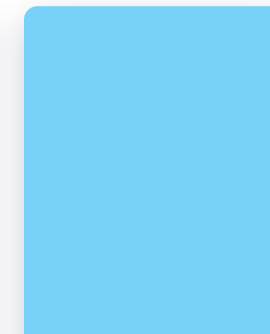
C91 M52 Y0 K0



C79 M32 Y0 K0



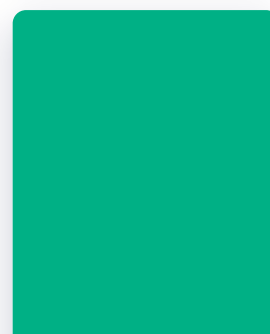
C69 M12 Y0 K0



C47 M0 Y0 K0



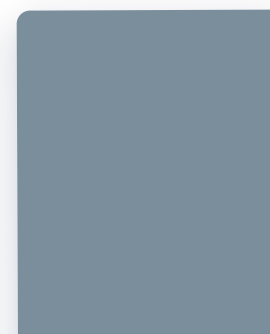
C0 M71 Y76 K0



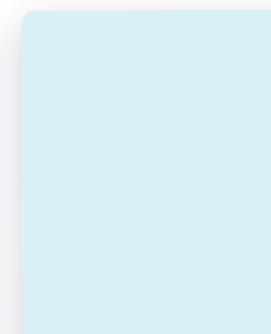
C85 M0 Y86 K0



C0 M22 Y80 K0



C49 M30 Y24 K13



C13 M0 Y3 K0

## Typography

Two typefaces have been selected to support the Decred's identity system. **Source Sans Pro** is the primary typeface, supporting the majority use cases whereas **Inconsolata** can be used for content requiring clearer legibility and focus which the monospaced font provides (e.g. numeric values, captions). Source Sans Pro also supports a wide range of languages using Latin script.

Both font families are free and available for public use via [fonts.google.com](https://fonts.google.com)

**Note:** Inconsolata will be likely replaced with Source Code Pro or another more relevant monospaced family.

Ss

## Source Sans Pro

Source® Sans Pro, Adobe's first open source typeface family, was designed by Paul D. Hunt. It is a sans serif typeface intended to work well in user interfaces.

Light

*Light Italic*

Regular

*Regular Italic*

**Semi-Bold**

***Semi-Bold Italic***

**Bold**

***Bold Italic***

Ii

## Inconsolata

Inconsolata was Raph Levien's first serious original font release. It is a monospace font, designed for printed code listings and the like. attention to detail for high resolution rendering.

Regular

**Bold**

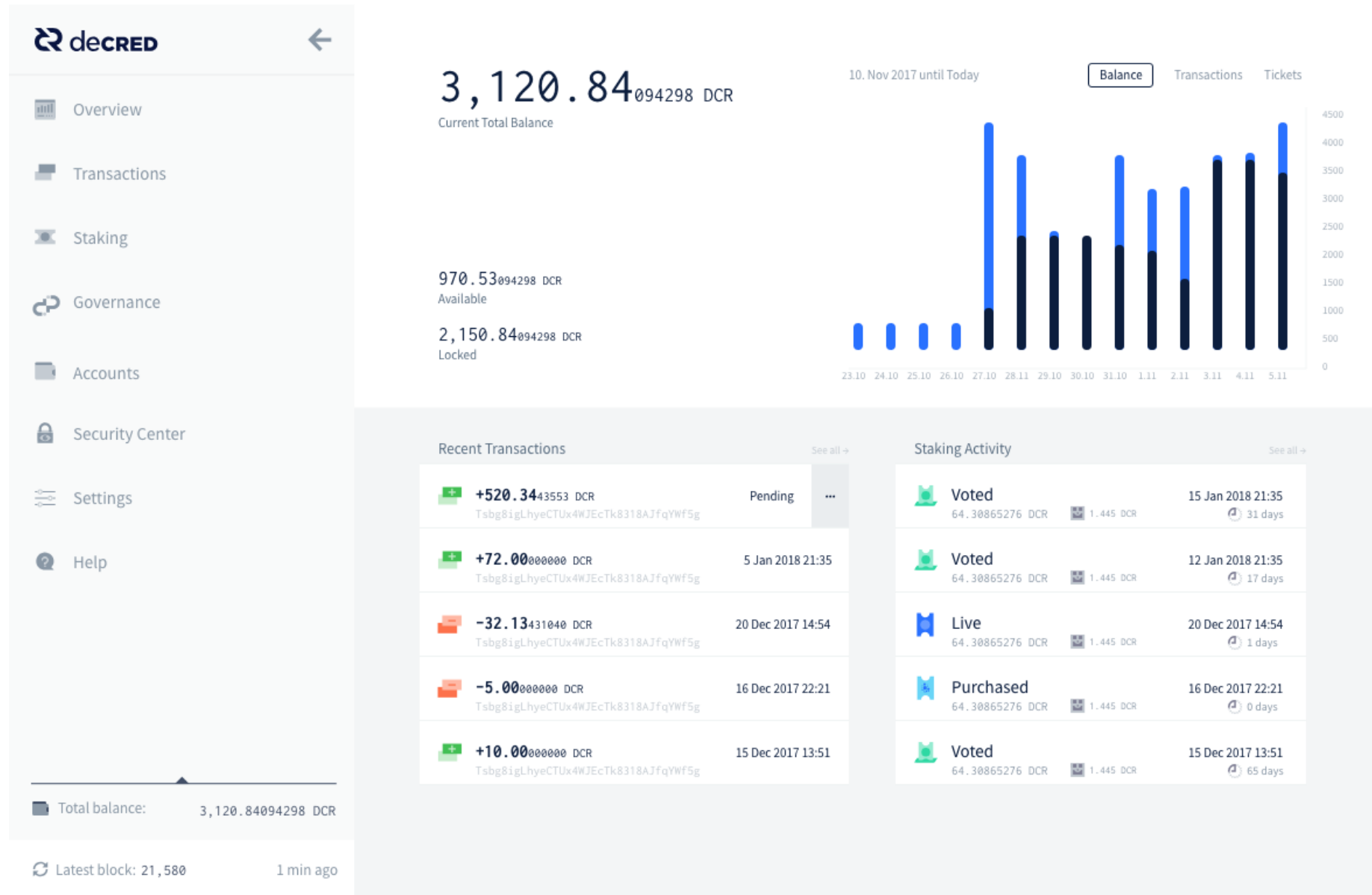
# Numbers

Decred like most digital currencies has 8 decimal places. By standard all of the numbers are displayed. This can sometimes create overwhelming amounts of data to grasp.

To solve this challenge we recommend adopting a typographic common algorithm to lessen the mass of these numbers therefore making it easier to quickly orient.

The logic is simple. From the third decimal place the font size is decreased by 25-50% (depending on common type rules of the context)

This is recommended as long as the font size remains above 13 pt.



3,120.84094298 DCR  
 34 pt | 24 pt

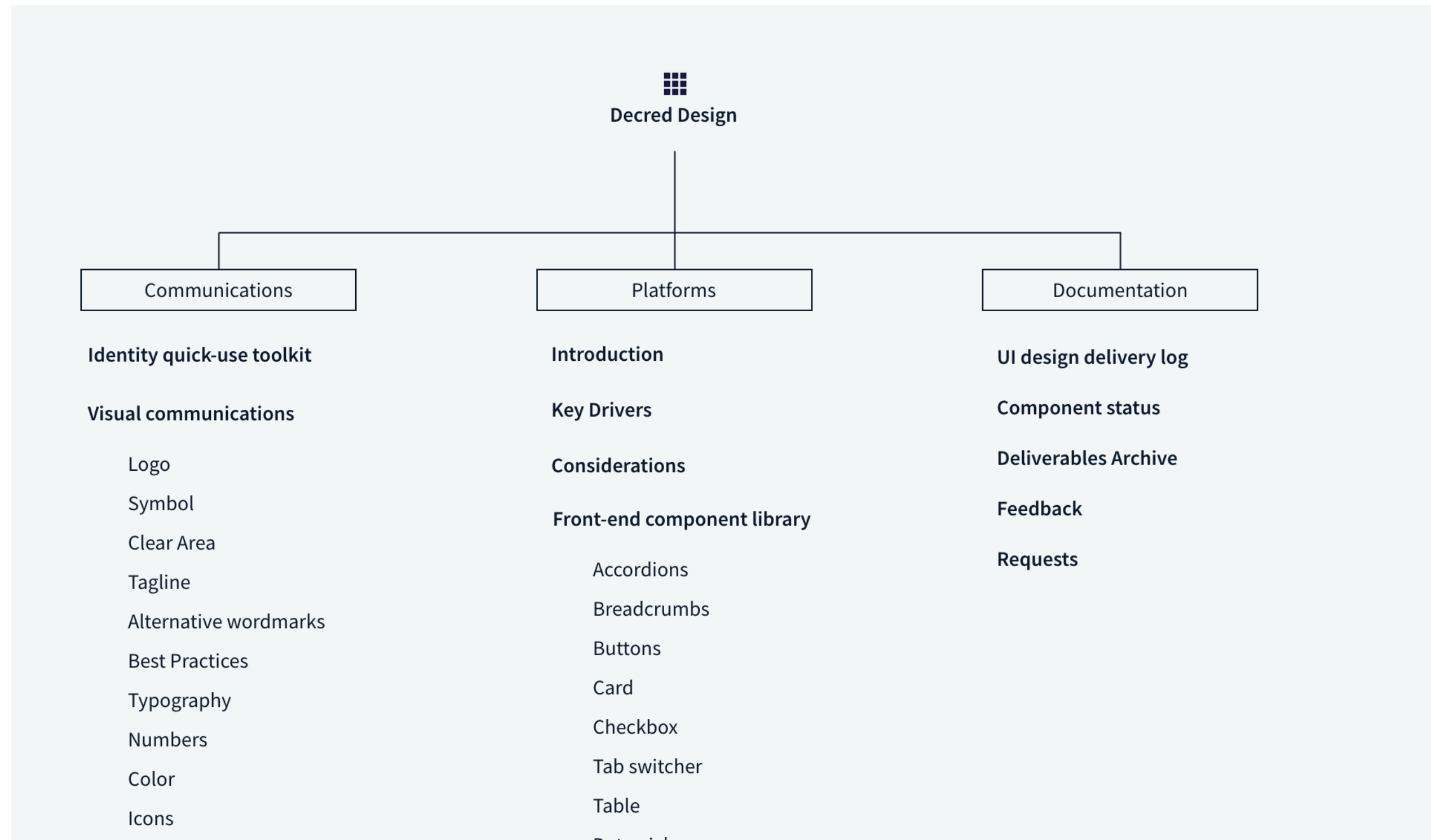
1,430.8356284 DCR  
 18 pt | 12 pt

4,213.4156284 DCR  
 13 pt | 10 pt

3,120.84094298 DCR

## Common Elements

An interactive library of commonly used elements will be released in the second half of 2018. Meanwhile find reference from the design applied to the key platforms.





## Icons

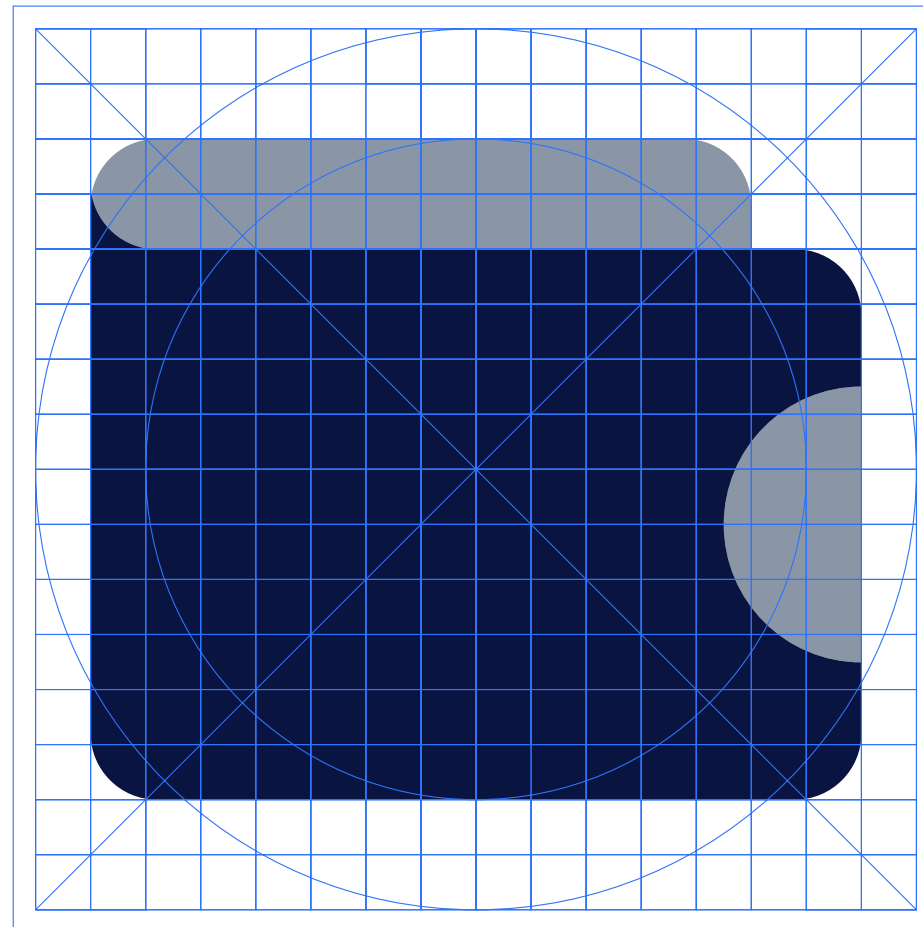
Decred's iconography is used to universally represent a variety of processes, tools, actions etc.

Each icon has visually distinct motif, standing for what it represents.

The ideas are boiled down to the essence.

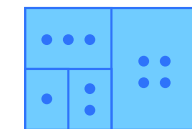
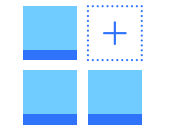
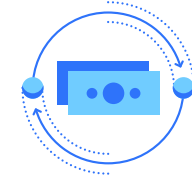
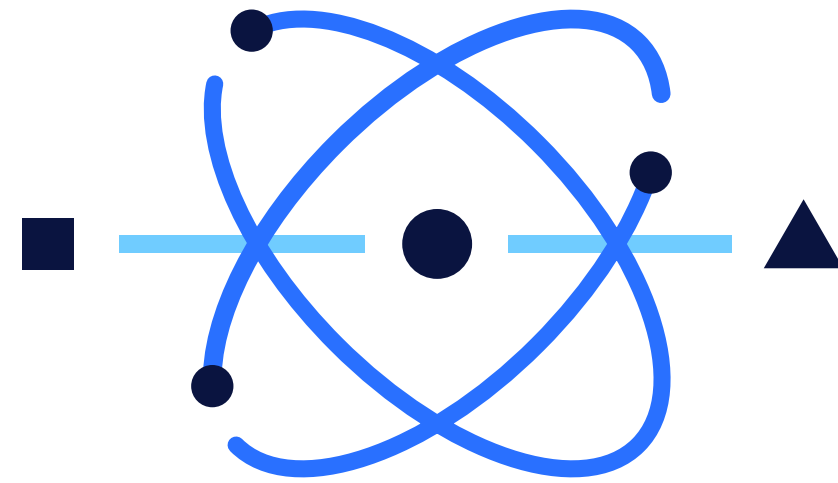
The icons are constructed on a 16x16 grid for readability and clarity at small sizes.

They are built from geometric and bold shapes. Whenever creating new icons, its recommended to follow these principles for an overall consistency.



## Symbols

Symbols are a level higher graphic from icons (apx. @2x details), used to represent broader items such as key Features or Products. Symbols are constructed from a larger grid and are not meant for as functional use as the icons, but rather for Marketing purposes.



## Illustrations

While icons focus on symbolizing a single piece of information reduced to minimal, essential and functional form – the illustrations provide depth of expression. They have the potency of telling a story and communicating meaning without words. People respond to an expressive character they can relate to.

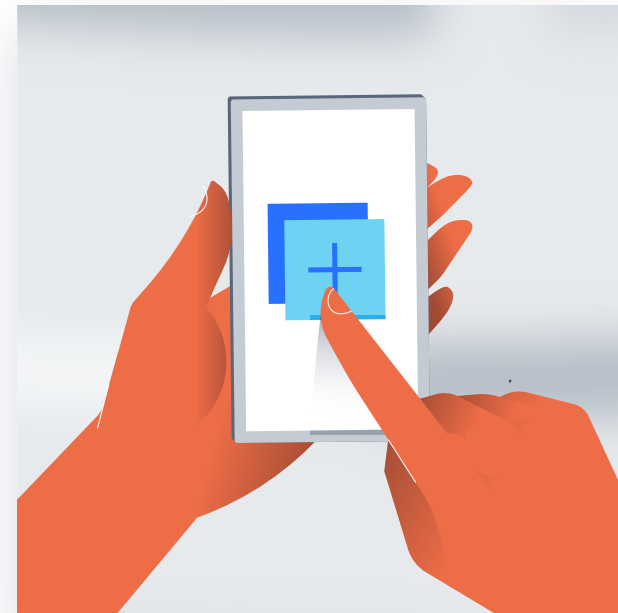
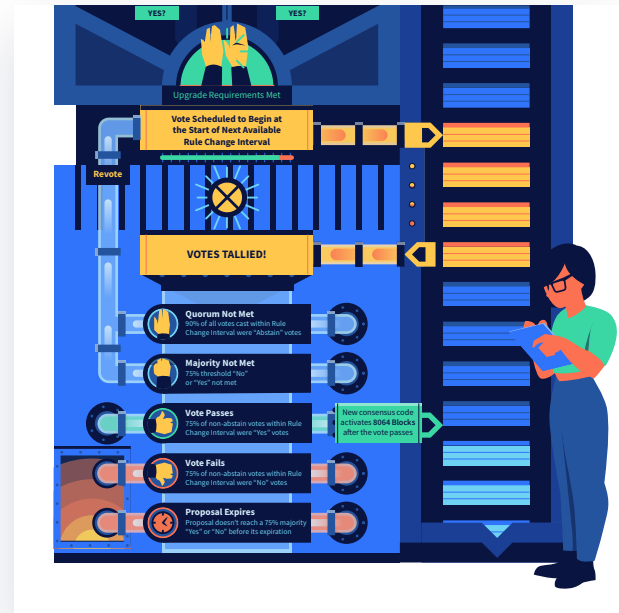
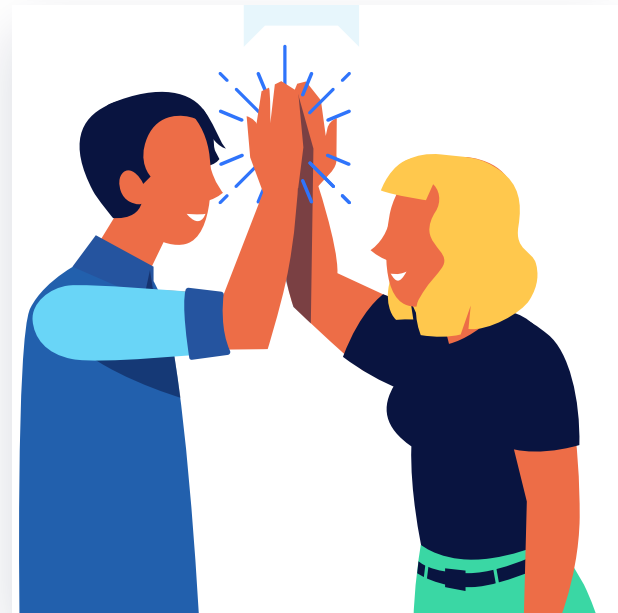
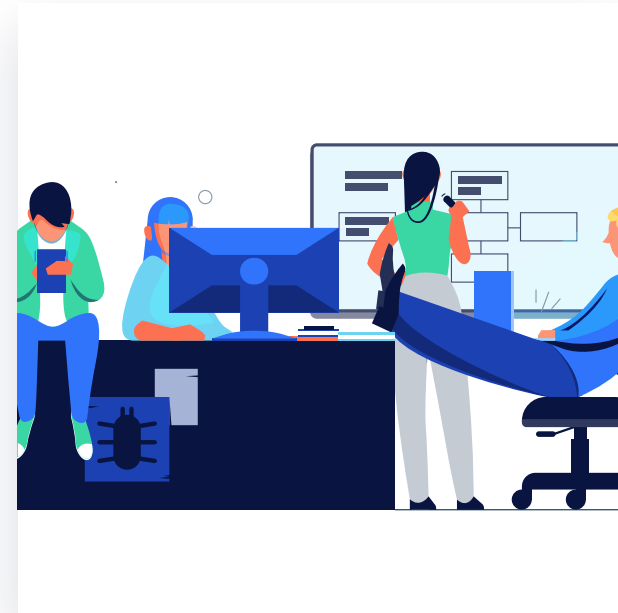
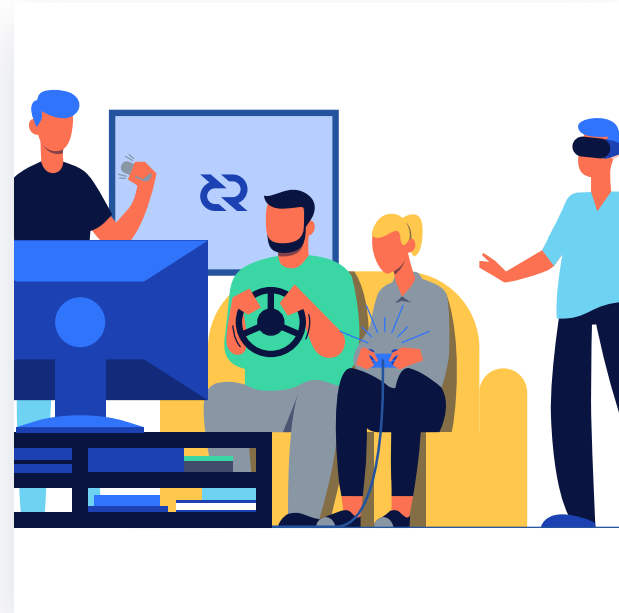
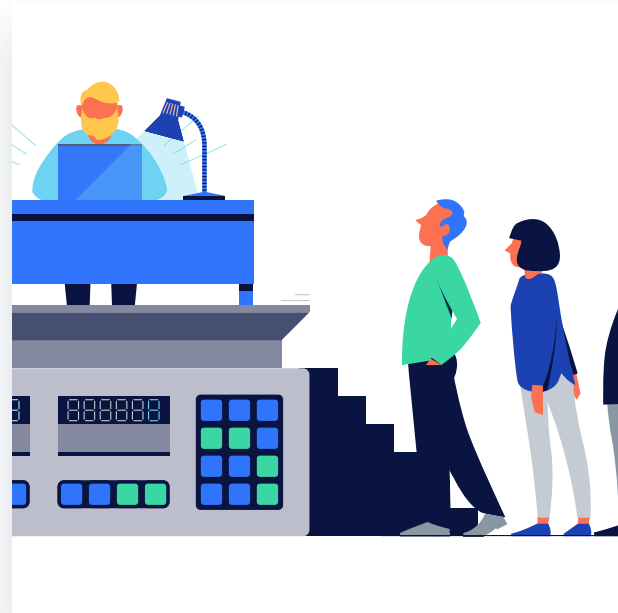
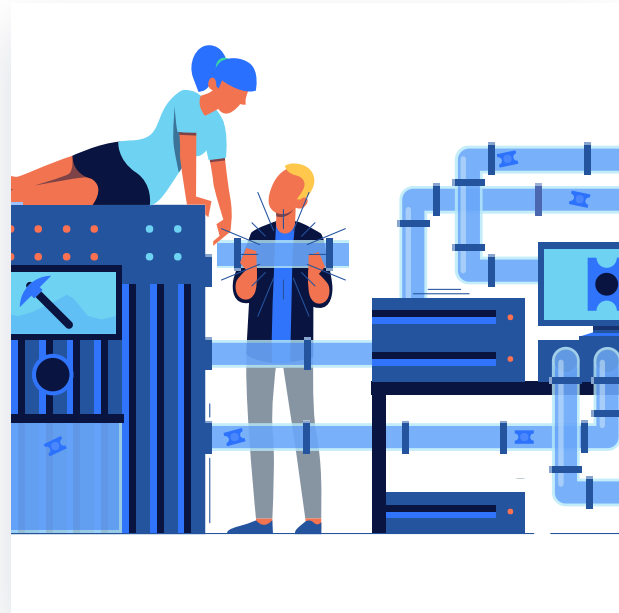
Overall purpose of the illustrations is to create a friendly and approachable way to communicate Decred's key values, promises. And make the importance behind the “difficult terminology” more understandable for new adopters.

The original graphic illustrations can be used for marketing and informational purposes regarding Decred.

**They cannot be used for commercial purposes or monetary compensation.**

The illustrations should be used on a clean light or dark background with appropriate contrast. These are finalised compositions and should not be edited, remixed. Further information, references or commissions can be requested directly from the illustrator – Kärt Koosapoeg (@kart on slack.decred.org)





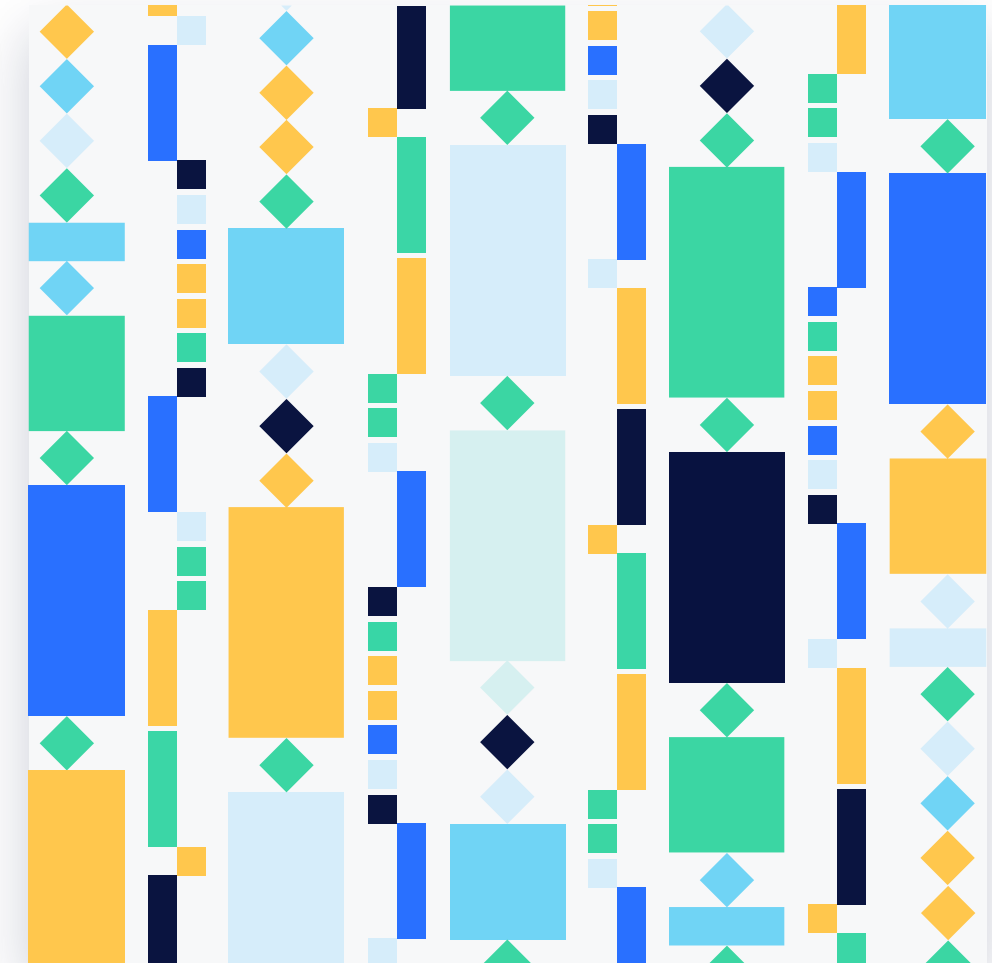
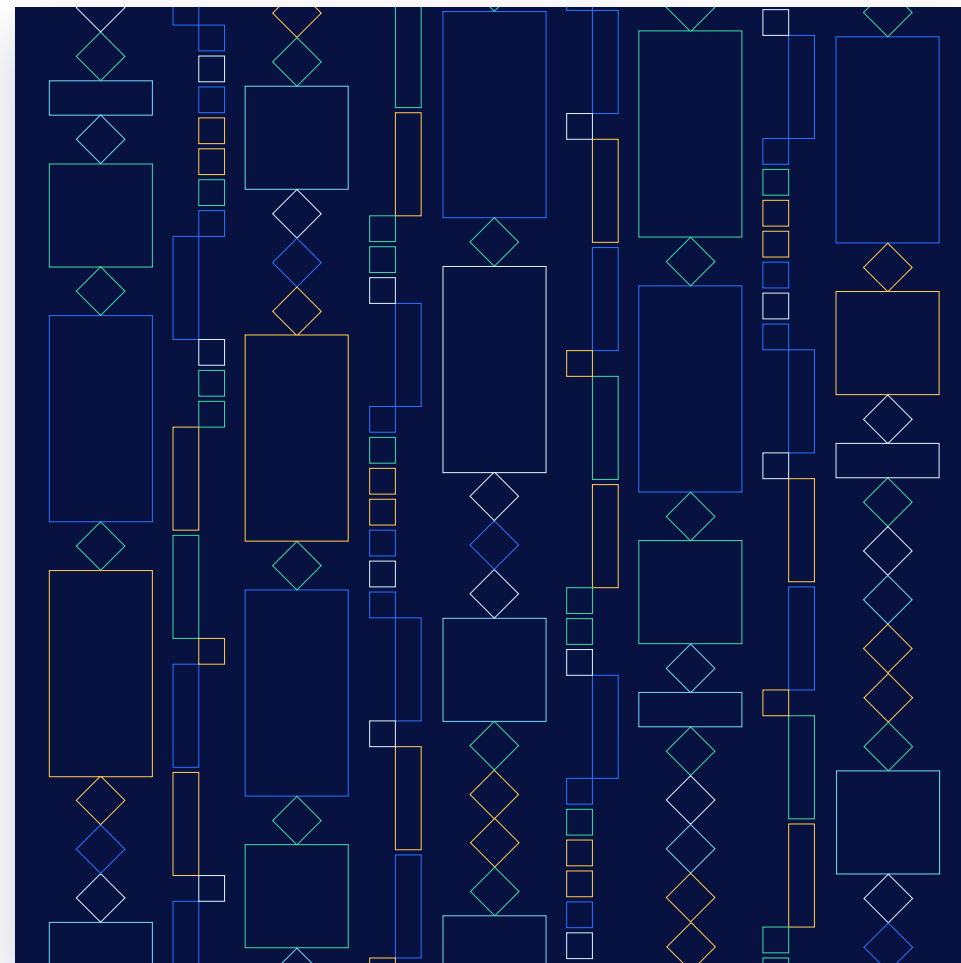
## Blockchain Pattern

The pattern is an abstract representation of the blockchain. Can be used on both light and dark backgrounds, fills and strokes, monotone and multi-color, flat as well in perspective distortions.

The pattern fits for both marketing and informational purposes regarding Decred.

**DCR pattern cannot be used for commercial purposes or monetary compensation.**

Further information, references or commissions can be requested directly from the designer – Jani Reijonen (@Alfa on slack.decred.org)



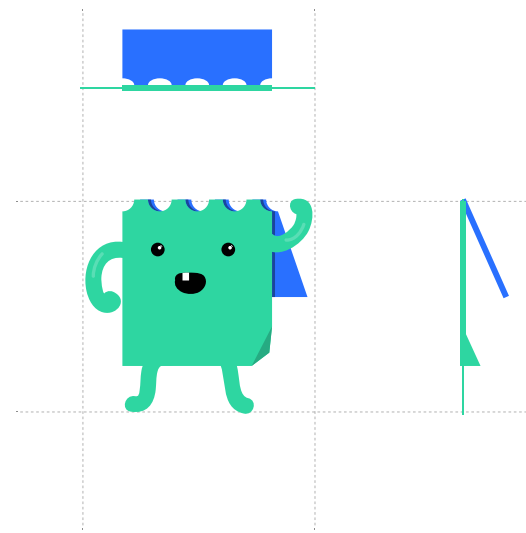
## Stakey

Stakey is characterization used to explain Decred's Proof-of-Stake system.

The character refers to the Ticket – a key component of the Staking process. The original graphic illustrations can be used for marketing and informational purposes regarding Decred.

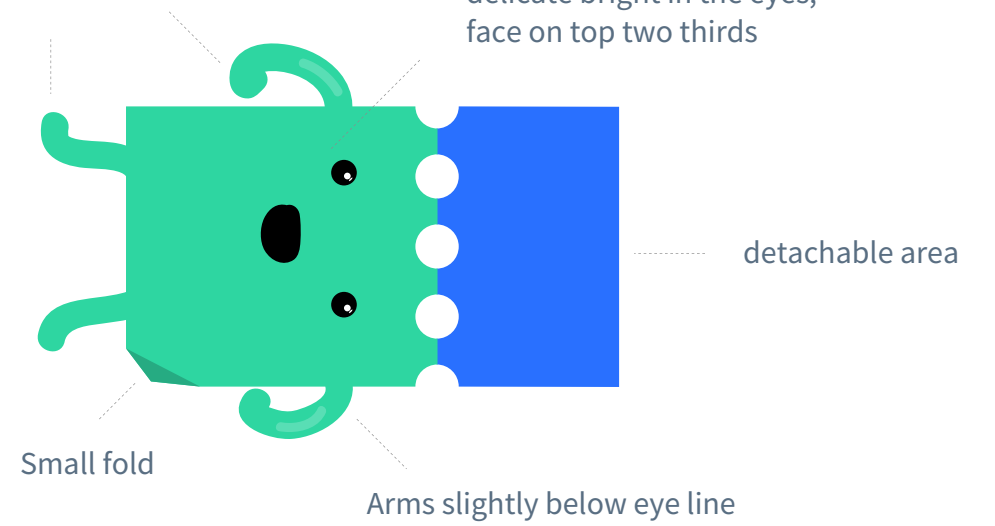
**Stakey cannot be used for commercial purposes or monetary compensation.**

top, frontal and side views

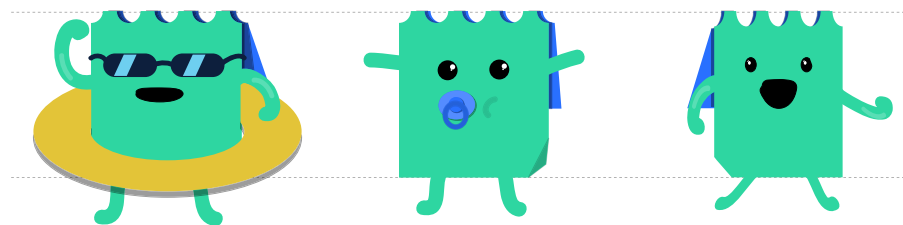


legs and arms are rounded capped fat strokes

simply drawn face elements; delicate bright in the eyes; face on top two thirds



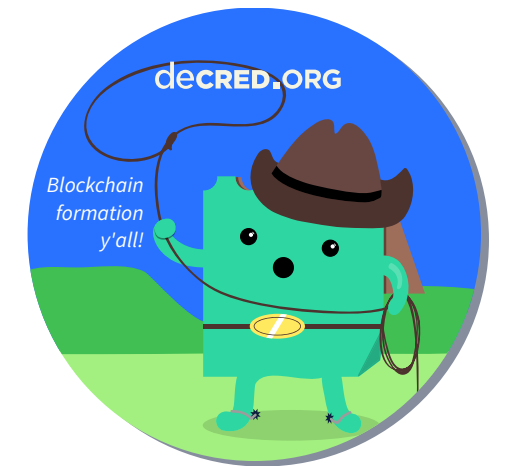
always keep its proportions



## Stakey

Stakey should be used on a clean light or dark background with appropriate contrast. These are finalised compositions and should not be edited, remixed unless aproved by the author.

Further information, references or commissions can be requested directly from the illustrator – Marcelo Lustosa (@lustosa on slack.decred.org)





## Photos & Direction

When choosing stock photography or shooting your own the core direction should capture the forward thinking and inspiring spirit of Decred. Keep in mind how it comes together with the message you try to convey as well Decred's visual being.

Please assure that any image used has the appropriate rights.

For more free stock photos that don't suck so much, check:

Unsplash

<http://unsplash.com/>

The Pattern Library

<http://thepatternlibrary.com/>

Gratisography

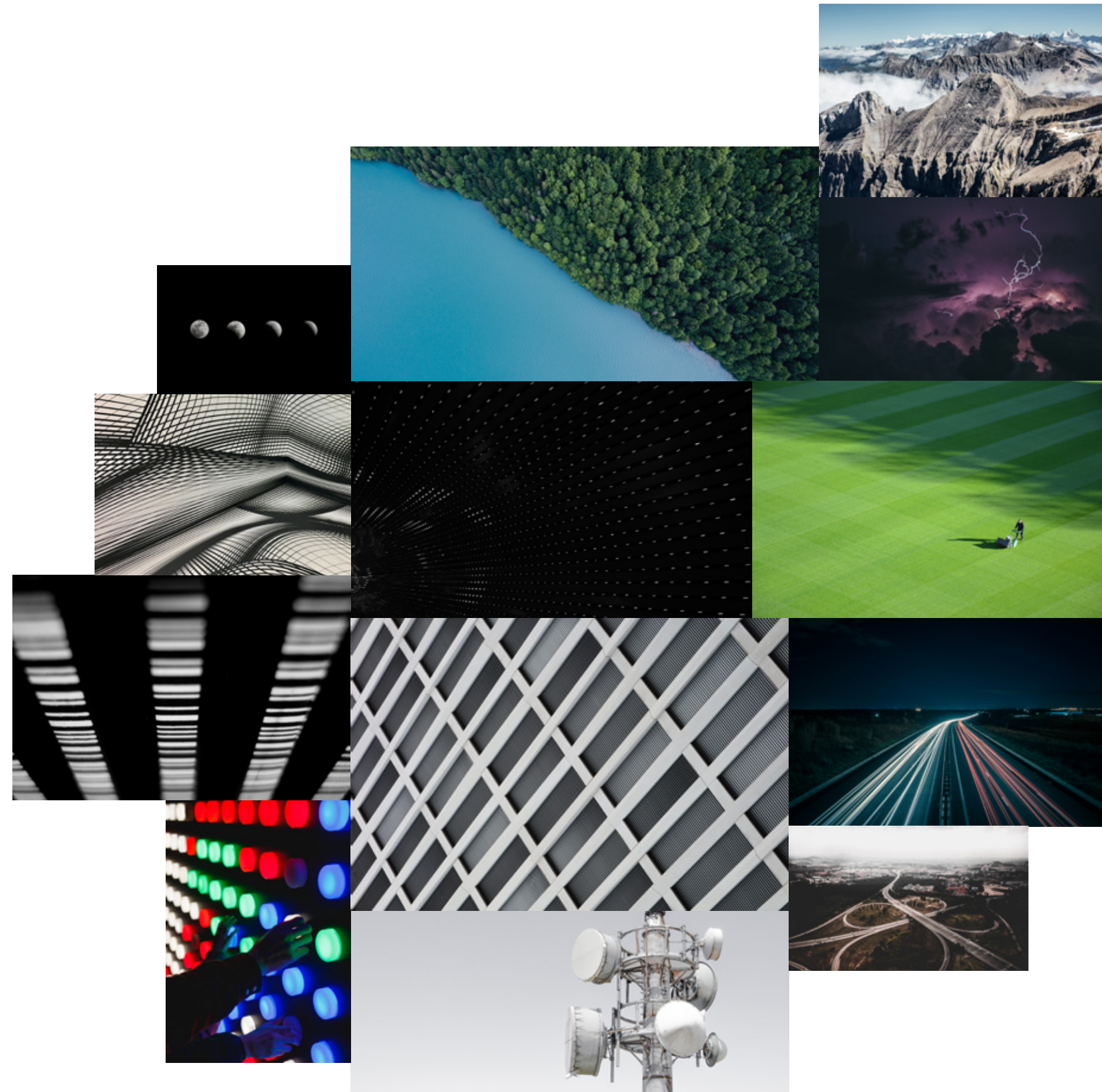
<http://www.gratisography.com/>

Jay Mantri <http://jaymantri.com/>

NASA <https://ntrs.nasa.gov>

We recommend considering the following qualities when choosing the photos:

- Being abstract in their nature, not showing specific faces or objects unless they are real or relevant to the context
- Portraying technology, light, space, decentralization in patterns, geometric structures with resemblance to databases
- Portraying motion and time
- Man-made large and abstracted block forms
- Nature-as-network
- Blueish or greenish tonality
- Either micro or macro shot
- Bold cropping





The purpose of this document and the toolkit is to provide meaningful know-how and design + visual direction for anyone who wishes to represent and communicate Decred.

These are not strict rules – but useful guides, best practices and unifying building blocks which provide direction for consistency and inspire Your work.

Use them as reference for creating informational and marketing materials, graphical user interfaces, printed matter, infographics and any other works that require design and visual direction.

Thanks!

The materials will be updated over time,  
keep an eye out Design Developments.

If You have any questions or feedback, write to  
[@linnutee](https://decred.slack.com) on [decred.slack.com](https://decred.slack.com) or post  
an issue at [github.com/decred/dcrdesign](https://github.com/decred/dcrdesign)