

## BRANDBOOK — LOGO SYSTEM

(NOORCHAIN Visual Identity — Version 1.1)

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### 1.1 — Primary Logo (Full Logo)

The primary NOORCHAIN logo is the official visual signature of the project. It combines the **N-frame symbol** and the **NOORCHAIN wordmark**.

#### Usage:

- Main website header
- Official documents
- Media kits
- Press releases

#### Visual:



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### 1.2 — Symbol Mark (The N-Frame)

The N-Frame is the core of NOORCHAIN's brand. It represents **structure, participation, and upward validation**, echoing PoSS.

#### Meaning:

- Left turquoise bar → Initiator / Participant
- Right blue bar → Curator
- Diagonal → Social signal
- Rounded frame → Transparency & integrity

#### Use cases:

- App icon
- Avatar / profile image
- Favicon

- Compact UI elements
- Buttons or badges

**Visual:**



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### 1.3 — Wordmark (NOORCHAIN)

The wordmark uses a custom geometric balance derived from Inter, adjusted to convey **stability, precision, and clarity**.

**Do:**

- ✓ Use for titles, banners, hero visuals
- ✓ Maintain tracking as defined
- ✓ Keep proportional spacing next to the icon

**Don't:**

- ✗ Do not stretch
- ✗ Do not alter letter spacing
- ✗ Do not rotate
- ✗ Do not apply effects

**Visual:**



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### 1.4 — Monochrome Versions

Monochrome logos ensure perfect visibility in low-color contexts.

**Navy Monochrome**

- For light backgrounds
- For documents, reports, print



### White Monochrome

- For dark backgrounds
- For social media
- For embossed or overlaid visuals



### Rules:

- Use monochrome only when needed
- Never recolor with non-brand tones
- Do not mix monochrome wordmark with full-color icon

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## 1.5 — Safe Area & Minimum Size

### Safe Area (Clear Space)

The logo must always be surrounded by a protection zone equal to the height of the **diagonal bar (N middle stroke)**.



## Minimum Display Size

To maintain legibility:

Logo Type	Minimum Size
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Icon (N-Frame)	<b>24×24 px</b>
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Full Logo	<b>120 px width</b>
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Wordmark	<b>80 px width</b>
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## 1.6 — Incorrect Usage

These distortions are **strictly forbidden** because they break brand consistency.

- ✗ Changing stroke thickness
- ✗ Altering turquoise/blue colors
- ✗ Adding effects, gradients, shadows
- ✗ Using the icon without the rounded frame
- ✗ Rotating or mirroring the N symbol
- ✗ Placing over low-contrast images without proper padding

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## 1.7 — App Icons & Favicon

### App Icon

appicon.svg

Used for mobile and desktop branding.

### Favicon

favicon.svg

Used for browser tabs.

Must be displayed on **white** or **navy** background only.



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## 1.8 — Recommended Backgrounds

### Allowed:

- White (#FFFFFF)
- Navy (#0C2D48)
- Gradient hero background (#1A6AFF → #00D1B2)

### Avoid:

- Red, yellow, orange
- High-noise textures
- Extremely light blue (low contrast)

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## 1.9 — Official File Set

File Name	Description
logo-full.svg	Primary logo
logo-main.svg	Wordmark only
logo-icon.svg	Symbol only
logo-white.svg	White version
logo-mono.svg	Monochrome
logo-mono-navy.svg	Navy version
logo-mono-white.svg	White mono
appicon.svg	Mobile/desktop icon

File Name	Description
favicon.svg	Website icon

## 2.1 — Brand Philosophy of Color

NOORCHAIN's color system expresses the **essence of the PoSS model**:

- **Turquoise → Participation** (fresh, open, upward)
- **Blue → Validation & trust** (stability, governance, legitimacy)
- **Navy → Foundation** (depth, security, integrity)

The palette is designed to stay **clean, modern, institutional**, avoiding the “crypto casino aesthetic.” It follows Swiss design cues: **precision, minimalism, clarity**.

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## 2.2 — Primary Colors

The **three flagship colors** define NOORCHAIN's visual identity.

### Primary 1 — Deep Navy

Used for text, backgrounds, governance, and strong contrast.

HEX: #0C2D48

RGB: 12, 45, 72

Usage: Titles, backgrounds, frames, dark contrast.

### Primary 2 — Signal Blue

The “curator” color, symbolizing legitimacy and protocol rules.

HEX: #1A6AFF

RGB: 26, 106, 255

Usage: Right N bar, highlights, CTAs, accent elements.

### Primary 3 — Participation Turquoise

Represents citizen action, inclusion, and upward signals.

HEX: #00D1B2

RGB: 0, 209, 178

Usage: Left N bar, secondary CTAs, dynamic elements.

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## 2.3 — Secondary Colors

These colors support layout, spacing, and subtle contrasts without competing with the primary palette.

### **Neutral Light**

HEX: #F5F7FA

Usage: Backgrounds, content blocks, cards.

### **Neutral Mid**

HEX: #E2E8F0

Usage: Dividers, UI surfaces, soft contrasts.

### **Neutral Dark**

HEX: #3D4852

Usage: Secondary text, icons, interface labels.

### **Pure White**

HEX: #FFFFFF

Usage: Light version of logo, clean surfaces.

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## **2.4 — Gradients (Hero & Banners)**

Two official gradients are allowed.

They are used for **hero sections, banners, and large backgrounds only**.

### **Gradient 1 — Diagonal Blue → Turquoise**

Primary hero gradient

Start: #1A6AFF

End: #00D1B2

Angle: 45°

### **Gradient 2 — Navy Radial Atmosphere**

Used in X, LinkedIn, and GitHub banners

Center glow: #1B7FFF (25% opacity)

Outer: #0A2342

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## **2.5 — Background Usage Guide**

### **✓ Allowed Backgrounds**

- Solid white
- Solid navy
- Gradient 1 (diagonal)

- Gradient 2 (radial atmospheric)
- Neutral light backgrounds

### **X Forbidden Backgrounds**

- Red, orange, yellow surfaces
- High-noise textures
- Photographic images behind the logo
- Uncontrolled gradients (not part of the official set)

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## **2.6 — Accessible Color Combinations**

For WCAG legibility:

Foreground	Background Status	
White text	Navy	✓ Excellent
Navy text	White	✓ Excellent
White text	Gradient 1	✓ Good
Blue text	Turquoise	X Poor (never use)
Turquoise text	White	✓ Acceptable in small areas

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## **2.7 — CTA (Button) Color Rules**

### **Primary Button**

- Background: Navy (#0C2D48)
- Text: White
- Hover: Slight opacity change

### **Secondary Button**

- Border: Navy
- Text: Navy
- Background hover: Soft neutral (#F5F7FA)

### **Accent Button (rare use)**

- Background: Signal Blue (#1A6AFF)
  - Only for feature highlights (NOT for financial actions)
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## 2.8 — Usage Map (What color goes where?)

Element	Recommended Color
Logo Frame	Navy
Left N Bar	Turquoise
Right N Bar	Signal Blue
Headlines	Navy
Body Text	Neutral Dark
Hero Background Gradient 1	
Banners	Gradient 2
CTAs	Navy (Primary)

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## 2.9 — Color Proportions (Brand Feeling)

To maintain NOORCHAIN's identity:

- **60% White / Neutral Light**
- **25% Navy**
- **10% Signal Blue**
- **5% Turquoise**

This ensures the brand stays serious, clean, and institutional.

## 3.1 — Typographic Philosophy

NOORCHAIN's typographic identity reflects:

- **Transparency**
- **Precision**
- **Human-centered design**
- **Swiss-inspired clarity**

The typeface system is intentionally minimalist, modern, and highly legible in both digital and printed formats.

NOORCHAIN uses **Inter**, an open-source type family designed for optimal legibility and geometric consistency.

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## 3.2 — Primary Typeface: Inter

**Family:** Inter

**Designer:** Rasmus Andersson

**Style:** Geometric neo-grotesk

**Traits:** Clear, neutral, flexible, high readability at small sizes.

### Official Weight Set

To maintain consistency, NOORCHAIN restricts allowed weights to:

- **Inter Light (300)** — long text
  - **Inter Regular (400)** — body, UI elements
  - **Inter Medium (500)** — labels, captions
  - **Inter SemiBold (600)** — small titles, navigation
  - **Inter Bold (700)** — main titles, hero headlines
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## 3.3 — Hierarchy Rules (Headings & Body Text)

Consistent typography ensures a coherent experience across website, apps, and documents.

Below is the official hierarchy:

### H1 — Main Titles

- Weight: **Bold (700)**
  - Size: 48–72 px (website hero), 32–48 px (documents)
  - Letter spacing: -1 to -2%
  - Color: Navy (#0C2D48)
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### H2 — Section Titles

- Weight: **SemiBold (600)**
  - Size: 28–36 px
  - Letter spacing: 0%
  - Color: Navy
  - Use: Major sections, blocks, modules
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### H3 — Subtitles / Feature Titles

- Weight: **Medium (500)**
- Size: 20–26 px
- Color: Neutral Dark (#3D4852)

- Use: UI panels, subsections

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### Body Text (Paragraphs)

- Weight: Regular (400)
- Size: 16–18 px
- Line height: 140–160%
- Color: Neutral Dark (#3D4852)
- Avoid pure black; neutral dark feels softer and more premium.

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### Small Labels / Metadata

- Weight: Medium (500)
- Size: 12–14 px
- Uppercase allowed sparingly
- Use: Buttons, UI elements, captions

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## 3.4 — Alignment Rules

To preserve harmony:

- ✓ Use **left alignment** for long text
- ✓ Centered alignment only for hero sections or banners
- ✓ Avoid fully justified text
- ✓ Maintain consistent vertical rhythm (24–32 px spacing)

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## 3.5 — Line Length Rules (Optimal Readability)

Context	Recommended Characters per Line
Website paragraphs	55–75
Large desktops	up to 85
Mobile	35–45

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## 3.6 — Typographic Restrictions

To protect brand integrity:

- ✗ No serif typefaces
- ✗ No rounded or stylistic fonts
- ✗ No mixing Inter with system fonts
- ✗ No excessive letter spacing
- ✗ No bold text used as body text
- ✗ No script or decorative fonts

Consistent typography is critical to institutional credibility.

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### 3.7 — Typography in the Logo

The wordmark “NOORCHAIN” uses custom adjustments:

- Based on **Inter Semibold**
  - Condensed horizontal spacing
  - Balanced optical alignment with the N-frame icon
  - Letterspacing slightly decreased for a compact premium effect
  - Should **never be recreated with standard Inter**
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### 3.8 — Accessibility Considerations

NOORCHAIN’s typography respects WCAG standards:

- ✓ Minimum contrast 4.5:1
  - ✓ Large text contrast 3:1
  - ✓ Minimum body size 16 px
  - ✓ Line-height  $\geq 1.4$
  - ✓ High readability on dark navy backgrounds
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### 3.9 — Use in PDF, Web & Mobile

#### Web

- CSS: font-family: 'Inter', sans-serif
- Use variable font for smoother weight transitions

#### PDF / Print

- Embed Inter font files
- Ensure stable weight rendering (avoid faux bold)

#### Mobile Apps

- Use Inter for all UI
- Avoid system font fallback to maintain identity

#### 4.1 — Philosophy of Social Presence

NOORCHAIN communicates through a **professional, ethical, and mission-driven** digital voice. All social assets reinforce:

- Transparency
- Inclusiveness
- Social contribution
- Institutional neutrality
- Non-speculative communication

Visual consistency across platforms establishes trust and credibility.

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#### 4.2 — Official Social Banners (Approved Set)

The following assets are **official, approved, and standardized**. They use the **exact hero N-frame logo** and **official gradients**.

##### A — X (Twitter) Banner

**File:** social-banner-x.svg

- Ratio: **3:1**
- Resolution: 1600×600
- Background: Gradient Atmosphere (blue → navy)
- Logo: White N-frame
- Text: White / #E8F1FF



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##### B — LinkedIn Banner

**File:** social-banner-linkedin.svg

- Ratio: **2:1**

- Resolution: 1280×640
- Background: Radial LinkedIn atmosphere
- Logo: White N-frame
- Wordmark: 88 px bold
- Tagline: “A Social Signal Blockchain”



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## C — GitHub Banner

**File:** social-banner-github.svg

- Ratio: **3:1**
- Resolution: 1280×440
- Background: Navy + atmospheric gradient
- Tone: Developer-friendly / clean
- Excellent for README.md headers



A Social Signal Blockchain

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#### D — Universal Dark Banner (White Edition)

**File:** social-banner-white.svg

- Ratio: 3:1
- High-contrast version
- Optimized for presentations, pitch decks, and low-light displays
- Uses white N-frame logo at full clarity



A Social Signal Blockchain

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#### 4.3 — Correct Usage Guidelines

##### ✓ Do

- Keep banners at full width without cropping
- Maintain original proportions (no distortions)
- Use white or navy versions of the logo depending on contrast
- Maintain at least **16 px padding** around all text
- Use provided SVGs for lossless scaling

##### ✗ Don't

- Change the gradient direction
  - Move or resize the N-frame inside the banner
  - Add shadows or glow effects
  - Replace brand colors with custom tints
  - Overlay distracting background photos
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#### 4.4 — Avatar / Profile Icons

##### Icon Set (Approved):

- logo-icon.svg (default)
- logo-mono-white.svg (dark mode)
- logo-mono-navy.svg (light mode)
- appicon.svg (mobile / high-res)

##### Rules:

- Minimum size: **400×400 px** for upload
  - Always centered
  - No background alteration unless using official navy
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#### 4.5 — Platform-Specific Requirements

##### X (Twitter)

- Header: 1500×500 px recommended
- Avatar: 400×400 px
- Safe zone: Avoid placing text near the edges

##### LinkedIn

- Banner: 1584×396 px (auto crop → keep center focused)
- Company page icon: 300×300 px

##### GitHub

- README header: SVG preferred
- Profile banner: Dark-friendly version

##### YouTube (Optional future)

- Channel art: 2560×1440 px
- Safe zone: 1546×423 px



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## 4.6 — Tagline Usage Guidelines

The NOORCHAIN tagline must remain consistent across assets.

### Primary Tagline

**“A Social Signal Blockchain”**

### Secondary Tagline (optional)

**“Human-Centered Participation, Curator-Driven Integrity.”**

Rules:

- ✓ Only one tagline per asset
- ✓ White text for dark backgrounds
- ✓ Navy text for light backgrounds
- ✓ Font: Inter Medium (500)

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## 4.7 — Example Layouts (Recommended Compositions)

For your PDF, include visual examples:

### Example 1 — Clean Banner

- N-frame on left
- Wordmark at proportional spacing
- Tagline below in smaller size

### Example 2 — Centered Composition

- N-frame larger
- Wordmark centered underneath

### Example 3 — Developer Format

- N-frame small
- Maximum whitespace
- Ideal for GitHub

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## 4.8 — Storage Structure (Project Organization)

For consistency, the Brandbook PDF refers to files stored as follows:

/public

logo-full.svg

logo-icon.svg

logo-main.svg

logo-white.svg

logo-mono.svg

logo-mono-navy.svg

logo-mono-white.svg

appicon.svg

favicon.svg

hero.svg

social-banner-x.svg

social-banner-linkedin.svg

social-banner-github.svg

social-banner-white.svg

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## 4.9 — Licensing & Permissions

- All NOORCHAIN brand assets are protected.
- Logos **must not** be altered or used for external product endorsement.
- Attribution is required for academic or media usage.
- No commercial reuse without written authorization.