NOORCHAIN — Brandbook 1.1

Visual Identity & Logo System
Version 1.1 — 2025

1. LOGO SYSTEM

1.1 Primary Logo (Full Logo)

The primary NOORCHAIN logo is the official visual signature of the project.
It combines:

- the **N-frame symbol**
- the **NOORCHAIN wordmark**

Recommended uses:

- Main website header
- Official documents and PDFs
- Media kits
- Press releases and presentations

The full logo should be used whenever there is enough horizontal space and when NOORCHAIN must be clearly identified (homepage, cover pages, slide titles, etc.).

1.2 Symbol Mark (The N-Frame)

The **N-frame** is the core symbol of the brand.
It represents structure, participation and upward validation, echoing the PoSS mechanism.

Symbolic meaning:

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

Use cases:

- App icon
- Social media avatar
- Favicon
- Compact UI elements

- Buttons, badges, or small tags

The symbol can be used alone when the brand is already clearly identified (app icon, social profiles, favicons) or when space is extremely limited.

1.3 Wordmark (NOORCHAIN)

The NOORCHAIN wordmark uses a custom geometric balance derived from **Inter**, adjusted to convey:

- stability
- precision
- clarity

Do:

- Use for titles, banners and hero visuals
- Maintain the original letter spacing
- Respect proportional spacing between symbol and wordmark

Don't:

- Do not stretch horizontally or vertically
- Do not alter letter spacing
- Do not rotate
- Do not apply shadows, bevels or special effects

The wordmark must always appear clean, flat and solid.

1.4 Monochrome Versions

Monochrome versions guarantee visibility in low-color or constrained contexts.

Navy monochrome

- For light backgrounds
- For documents, reports, print materials

White monochrome

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

Rules:

- Use monochrome only when full color is not appropriate

- Never recolor the logo with non-brand tones

- Do not mix a monochrome wordmark with a full-color icon

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 (the middle stroke of the N). No text or other graphic element should enter this zone.

Minimum display sizes:

Logo Type	Minimum Size
Icon (N-frame)	24 × 24 px
Full logo	120 px width
Wordmark only	80 px width

Below these sizes, legibility and brand recognition are compromised.

1.6 Incorrect Usage

The following distortions are **strictly forbidden**, as they break brand consistency:

- Changing stroke thickness

- Altering the turquoise/blue colors

- Adding effects, gradients or shadows

- Using the inner N shape without the rounded frame

- Rotating, mirroring or flipping the N-frame

- Placing the logo over noisy or low-contrast images without enough padding

When in doubt, use a solid white or navy background.

1.7 App Icons & Favicon

App Icon

- File: appicon.svg

- Used for mobile apps, desktop shortcuts and launchers

Favicon

- File: favicon.svg

- Used in browser tabs and bookmarks

Both must be displayed on **white** or **navy** backgrounds only.

1.8 Recommended Backgrounds

Allowed:

- White #FFFFFF

- Navy #0C2D48

- Hero gradient #1A6AFF → #00D1B2

- Neutral light surfaces

Avoid:

- Red, yellow or orange backgrounds

- High-noise textures or photos

- Very light blue backgrounds with low contrast

The logo should always appear crisp and clearly separated from the background.

1.9 Official File Set

Approved master files:

File Name	Description
logo-full.svg	Primary full logo
logo-main.svg	Wordmark only
logo-icon.svg	Symbol (N-frame) only
logo-white.svg	Full logo, white version
logo-mono.svg	Generic monochrome
logo-mono-navy.svg	Navy monochrome
logo-mono-white.svg	White monochrome
appicon.svg	App icon

File Name	Description
favicon.svg	Website favicon

Only these files should be used as source assets.

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2. COLOR SYSTEM

2.1 Brand Philosophy of Color

The NOORCHAIN 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:

- clean

- modern

- institutional

It deliberately avoids any "crypto casino" aesthetic, following Swiss design cues of **precision**, **minimalism** and **clarity**.

2.2 Primary Colors

These are the three flagship colors of the identity.

Primary 1 — Deep Navy

- HEX: #0C2D48

- RGB: 12, 45, 72

- Usage: Titles, main backgrounds, frames, strong contrast areas

Primary 2 — Signal Blue

- HEX: #1A6AFF

- RGB: 26, 106, 255

- Usage: Right N bar, key highlights, CTAs, accent elements

Primary 3 — Participation Turquoise

- HEX: #00D1B2

- RGB: 0, 209, 178

- Usage: Left N bar, secondary CTAs, dynamic accents

2.3 Secondary Colors

Secondary tones 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: Clean surfaces, light version of logo, spacing zones

2.4 Gradients (Hero & Banners)

Two official gradients are allowed. They are reserved for hero sections, banners and large backgrounds.

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 at ~25% opacity
- Outer: #0A2342

2.5 Background Usage Guide

✓ Allowed backgrounds:

- Solid white

- Solid navy

- Gradient 1 (diagonal)

- Gradient 2 (radial)

- Neutral light surfaces

✗ Forbidden backgrounds:

- Red, orange or yellow surfaces

- High-noise textures or photos behind the logo

- Custom gradients outside the official set

2.6 Accessible Color Combinations

For WCAG legibility, use the following combinations:

Foreground	Background	Status
White text	Navy	✓ Excellent
Navy text	White	✓ Excellent
White text	Gradient 1	✓ Good
Blue text	Turquoise	✗ Poor
Turquoise text	White	✓ Acceptable (small areas)

2.7 CTA (Button) Color Rules

Primary button

- Background: Navy #0C2D48

- Text: White

- Hover: Slight opacity or brightness change

Secondary button

- Border: Navy

- Text: Navy

- Background hover: Neutral Light #F5F7FA

Accent button (rare use)

- Background: Signal Blue #1A6AFF

- For feature highlights only, **never** for financial or sensitive actions

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
Primary CTAs	Navy

2.9 Color Proportions (Brand Feeling)

To keep the brand balanced, serious and institutional:

- **60%** White / Neutral Light

- **25%** Navy

- **10%** Signal Blue

- **5%** Turquoise

These proportions help avoid visual noise and maintain a calm, trustworthy aesthetic.

3. TYPOGRAPHY

3.1 Typographic Philosophy

NOORCHAIN's typography reflects:

- transparency

- precision

- human-centered design

- Swiss-inspired clarity

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

The chosen font family is **Inter**, an open-source typeface designed for optimal readability and geometric consistency.

3.2 Primary Typeface: Inter

- Family: **Inter**

- Designer: Rasmus Andersson

- Style: Geometric neo-grotesk

- Traits: Clear, neutral, flexible, excellent legibility at small sizes

Approved weights:

- Inter Light (300) — long text, extended reading

- Inter Regular (400) — body text, UI elements

- Inter Medium (500) — labels, captions

- Inter SemiBold (600) — small titles, navigation

- Inter Bold (700) — main titles, hero headlines

3.3 Hierarchy Rules (Headings & Body Text)

A consistent typographic hierarchy ensures cohesion across website, apps and documents.

H1 — Main titles

- Weight: Bold (700)

- Size: 48–72 px (web hero), 32–48 px (documents)

- Letter-spacing: –1% to –2%

- Color: Navy #0C2D48

H2 — Section titles

- Weight: SemiBold (600)

- Size: 28–36 px
- Letter-spacing: 0%
- Color: Navy

H3 — Subtitles / feature titles

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

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

Labels / metadata

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

3.4 Alignment Rules

To preserve visual harmony:

- Use **left alignment** for long text
- Use **center alignment** only for hero sections or short statements
- Avoid full justification
- Maintain a consistent vertical rhythm (24–32 px spacing between blocks)

3.5 Line Length Rules

Recommended characters per line:

Context	Characters per Line
Website paragraphs	55–75
Large desktop views	Up to 85
Mobile	35–45

3.6 Typographic Restrictions

To protect brand integrity, avoid:

- Serif typefaces
- Rounded, playful or decorative fonts
- Mixing Inter with random system fonts
- Excessive letter spacing
- Using Bold for large blocks of body text
- Script or handwriting fonts

Consistency is a key driver of institutional credibility.

3.7 Typography in the Logo

The wordmark "NOORCHAIN" is **not** simple Inter text:

- Based on Inter SemiBold
- Custom horizontal spacing
- Optical alignment tuned to match the N-frame icon
- Slightly condensed letter spacing for a compact premium effect

It must **never** be recreated manually with standard Inter.

3.8 Accessibility Considerations

The typographic system is designed to respect WCAG standards:

- Minimum contrast: 4.5:1 for body text
- Large text contrast: ≥ 3:1
- Minimum body size: 16 px
- Line-height: ≥ 1.4

- High readability on dark navy backgrounds

3.9 Use in PDF, Web & Mobile

Web

- font-family: 'Inter', sans-serif;
- Use variable font when possible for smoother transitions

PDF / Print

- Embed Inter font files
- Avoid simulated (faux) bold or italic

Mobile Apps

- Use Inter consistently for all UI
- Avoid fallback to system fonts to maintain visual identity

4. SOCIAL PRESENCE & DIGITAL ASSETS

4.1 Philosophy of Social Presence

On digital channels, NOORCHAIN communicates with a **professional, ethical, mission-driven** tone.

All social visuals must reinforce:

- transparency
- inclusiveness
- social contribution
- institutional neutrality
- non-speculative messaging

Visual consistency across X, LinkedIn, GitHub and other platforms builds long-term trust.

4.2 Official Social Banners (Approved Set)

All banners use the official N-frame logo and brand gradients.

A — X (Twitter) Banner

- File: social-banner-x.svg
- Ratio: 3:1

- Resolution: 1600 × 600 px

- Background: Atmospheric blue → navy gradient

- Logo: White N-frame

- Text: White / #E8F1FF

B — LinkedIn Banner

- File: social-banner-linkedin.svg

- Ratio: 2:1

- Resolution: 1280 × 640 px

- Background: Radial atmosphere

- Logo: White N-frame

- Wordmark: ~88 px bold

- Tagline: "A Social Signal Blockchain"

C — GitHub Banner

- File: social-banner-github.svg

- Ratio: 3:1

- Resolution: 1280 × 440 px

- Background: Navy with atmospheric gradient

- Tone: Developer-friendly, clean and minimal

- Ideal as a README header or organisation banner

D — Universal Dark Banner (White Edition)

- File: social-banner-white.svg

- Ratio: 3:1

- High-contrast version

- Optimised for presentations, pitch decks and low-light displays

- Uses the white N-frame logo at full clarity

4.3 Correct Usage Guidelines

✔ Do:

- Keep banners full-width without cropping

- Maintain original proportions (no stretching)

- Use white or navy logo versions depending on contrast

- Maintain at least 16 px padding around text

- Use the provided SVGs to keep visuals sharp at all sizes

✗ Don't:

- Change gradient directions

- Move or disproportionately resize the N-frame inside banners

- Add glow, outline or shadow effects

- Replace brand colors with custom tints

- Overlay busy photos behind logo and text

4.4 Avatar / Profile Icons

Approved icon set:

- logo-icon.svg — default

- logo-mono-white.svg — for dark-mode backgrounds

- logo-mono-navy.svg — for light-mode backgrounds

- appicon.svg — high-resolution / mobile usage

Rules:

- Minimum upload size: 400 × 400 px

- Always centered within the frame

- Background: official navy or white only

4.5 Platform-Specific Requirements

X (Twitter)

- Header: 1500 × 500 px recommended

- Avatar: 400 × 400 px

- Keep text and logo inside the central safe zone

LinkedIn

- Banner: 1584 × 396 px (LinkedIn applies auto-cropping → keep central elements safe)

- Company icon: 300 × 300 px

GitHub

- README header: SVG recommended

- Profile banner: dark-friendly gradient version

YouTube (optional, future)

- Channel art: 2560 × 1440 px

- Safe zone: 1546 × 423 px (centered)

4.6 Tagline Usage Guidelines

Primary tagline

A Social Signal Blockchain

Secondary tagline (optional)

Human-Centered Participation, Curator-Driven Integrity.

Rules:

- Use only one tagline per asset

- White text on dark backgrounds

- Navy text on light backgrounds

- Font: Inter Medium (500)

4.7 Example Layouts (Recommended Compositions)

In the PDF version of the Brandbook, visual examples should illustrate:

Example 1 — Clean banner

- N-frame on the left

- Wordmark aligned horizontally

- Tagline below, smaller

Example 2 — Centered composition

- N-frame centered and larger

- Wordmark directly underneath

Example 3 — Developer format

- Small N-frame

- Large amount of whitespace

- Ideal for GitHub or technical contexts

4.8 Storage Structure (Project Organization)

The Brandbook refers to a clear file structure inside the project:

/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

This structure should be respected in the main web project to avoid confusion.

4.9 Licensing & Permissions

- All NOORCHAIN brand assets are protected and controlled by the project.

- Logos and visual elements must **not** be altered or used for unrelated commercial products.

- Attribution is required for academic or media usage where the logo appears in reports or studies.

- Any commercial reuse (merchandise, co-branding, campaigns) requires **prior written authorization** from the NOORCHAIN project.

End of NOORCHAIN Brandbook 1.1 — Visual Identity & Logo System