

### 1. Page Title & Hero

#### NOORCHAIN Press & Media Kit

##### Official resources for journalists, partners, and institutions.

This space gathers verified information and official visual assets related to NOORCHAIN. Journalists, researchers, and institutional partners may freely use these materials for their work, provided the brand guidelines and usage rules below are respected. NOORCHAIN does not provide investment advice and does not communicate financial guarantees of any kind.

---

### 2. About NOORCHAIN

#### About NOORCHAIN

NOORCHAIN is a Social Signal Blockchain designed to recognise and account for verified social participation.

Rather than encouraging financial speculation, it places value on meaningful actions validated by trusted curators such as NGOs, educators, and social actors.

Its foundation rests on a fixed supply, a transparent reward model, and a Legal Light framework that avoids investment solicitation or yield promises.

#### Key Facts

- **Type:** Social Signal Blockchain (PoSS – Proof of Signal Social)
  - **Native asset:** NUR (fixed supply)
  - **Supply cap:** 299,792,458 NUR
  - **Reward split:** 70% participant / 30% curator
  - **Halving:** every 8 years
  - **Main focus:** social participation, curator validation, transparent accounting
  - **Legal positioning:** non-speculative, no financial promises, Legal Light approach
- 

### 3. Official Documents

#### Official Documents

These documents form the official reference for NOORCHAIN's economic model, governance, genesis structure, and brand identity.

#### Available Documents

##### NOORCHAIN Genesis Pack 1.1

*(Genesis structure, allocation model 5/5/5/5/80, supply cap, halving, PoSS rules, governance)*

*foundations.)*

→ **NOORCHAIN\_Genesis\_Pack\_1.1.pdf**

### **NOORCHAIN Brandbook 1.1**

*(Logo system, color palette, typography, banners, usage rules.)*

→ **NOORCHAIN\_Brandbook\_1.1.pdf**

### **Coming soon**

- Investor White Paper
- Storytelling White Paper
- Public White Paper
- Long Version (20 pages)

**Note:** The Genesis Pack and Brandbook are already available as downloadable PDFs. The updated White Papers (1.1) will be uploaded once their layout is finalised.

---

## **4. Visual Assets (Logos & Banners)**

### **Visual Assets (Logos & Banners)**

You may use the following visual assets when presenting or referencing NOORCHAIN.

Please do not alter these files, recolour them, or use them to promote financial products or unrelated services.

### **Logos**

- Primary icon (“N” framed symbol)
- Full logo (icon + NOORCHAIN wordmark)
- Monochrome versions (navy and white)
- App and favicon icons

### **Recommended SVG files:**

- logo-main.svg
- logo-full.svg
- logo-icon.svg
- logo-mono-navy.svg
- logo-mono-white.svg
- appicon.svg
- favicon.svg

### **Hero & Social Banners**

- Homepage hero banner

- X / Twitter banner
- LinkedIn banner
- GitHub banner

**Recommended SVG files:**

- hero.svg
- social-banner-x.svg
- social-banner-linkedin.svg
- social-banner-github.svg

**Usage reminder:**

Please use only the official SVG versions. Do not stretch, recolour, or modify the compositions.

---

## **5. How to Present NOORCHAIN (Short Descriptions)**

### **How to Present NOORCHAIN**

**One-line description (for media):**

“NOORCHAIN is a Social Signal Blockchain that rewards verified social participation instead of financial speculation.”

**Short description (for articles or introductions):**

“NOORCHAIN is a Social Signal Blockchain where value is linked to verified social actions rather than trading or speculation. Participants generate signals—such as micro-donations, verified participation, or certified content—and curators validate them according to transparent rules. Rewards follow a fixed, publicly documented model with a capped supply and without financial yield promises.”

**Legal reminder:**

Descriptions of NOORCHAIN should avoid suggesting guaranteed returns, price expectations, or investment advice.

The project is positioned as a participation and utility framework, not as a speculative product.

---

## **6. Legal & Usage Rules**

### **Legal & Usage Rules**

NOORCHAIN does not promote speculative trading and does not communicate price targets, performance expectations, or investment advice.

All protocol rules are published to ensure transparency and governance clarity, and not as financial promotion.

Partners and journalists are asked to respect this positioning and avoid language implying guaranteed returns or investment-type products.

**When using NOORCHAIN brand assets:**


- Do not imply that holding NUR guarantees a financial return.

- Do not use the logo to promote unrelated tokens, trading platforms, or financial instruments.
  - Do not modify the official logo colours.
  - Always refer clearly to the project as **“NOORCHAIN”**.
- 

## **7. Press & Institutional Contact**

### **Press & Institutional Contact**

For press inquiries, partnerships, or institutional communication, please contact:

 [contact@noorchain.org](mailto:contact@noorchain.org) *(placeholder — to be updated once the foundation is formalised)*

A dedicated communication address for the future NOOR Foundation will be published once the foundation is established.