



Visual Communication Toolkit
and Identity System

Without a visual identity that represents Decred across different platforms new and existing users may not always recognise it and feel disengaged.

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 700+ other 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



- Foundational idea reffers 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)



«decentralised **CREDIT**»

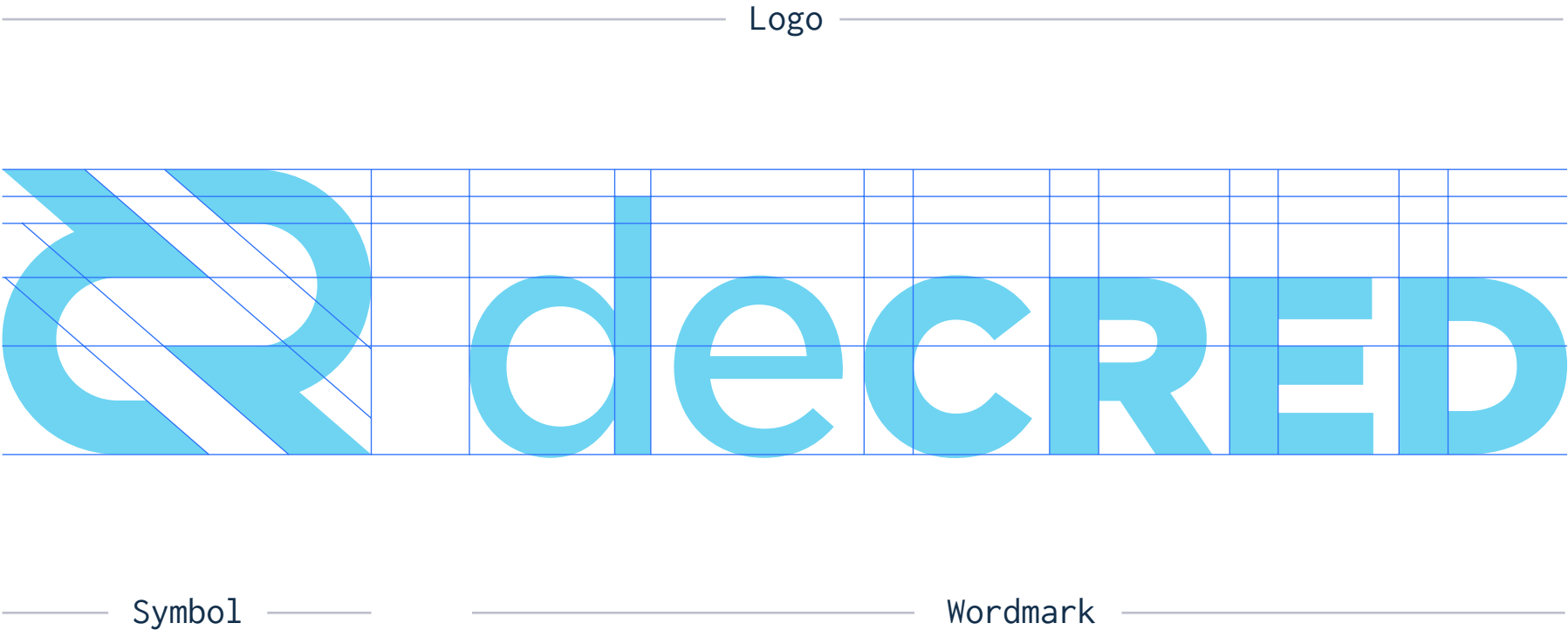
Logo

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 capital-case “CRED” emphasizes on creating an understanding of the words that “Decred” consists of – **de**centralised and **CREDIT**.

decentralised

CENTRALISED



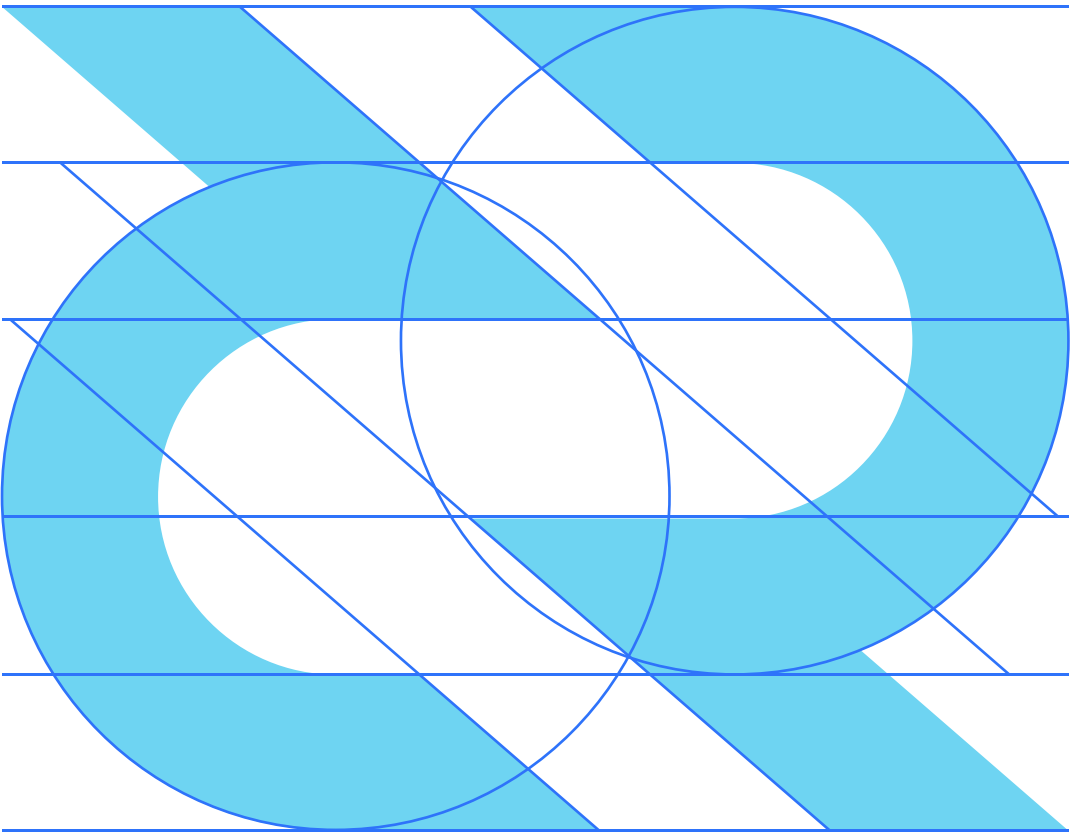
Symbol

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 immutable currency-code DCR. The ambigram is constructed from 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. Strikethrough common for currencies is created in the negative space between the letter stems.



Decred → DCR → DR

Clear Area

Decred’s logo should always have a clear area surrounding it, free from any other elements. To define this area measure the x-height of the capital letters. Use the found measurement to create a boundry of clear space around the logo.



Tagline

Should there be a need, a tagline can be integrated to the logo lockup. This can either be the slogan **RETHINK DIGITAL CURRENCY, ACCEPTED HERE** or any needed informative message.

Tagline is typed in **Source Sans**.



Alternative Wordmarks

The primary logo should always be preferred. However for specific use cases the symbol can be combined with different wordmarks.

The alternative wordmark should be generated based on the given grid system and using the font **Gotham HTF Bold** as a basis.



Pitfalls and Best 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.

- 1. Don't use other fonts
- 2. Don't use unspecified colors
- 3. Don't change the lockup arrangement or proportions of the logo
- 4. Don't distort or rotate the logo
- 5. Don't add any unneeded or tacky embellishments such as embossing or hard shadows
- 5.1. When adding any kind of effect to the logo, make sure it's subtle and has a purpose besides decoration
- 6. Don't let the logo get compromised by any technical or unfitting aesthetical choices



1.



2.



3.



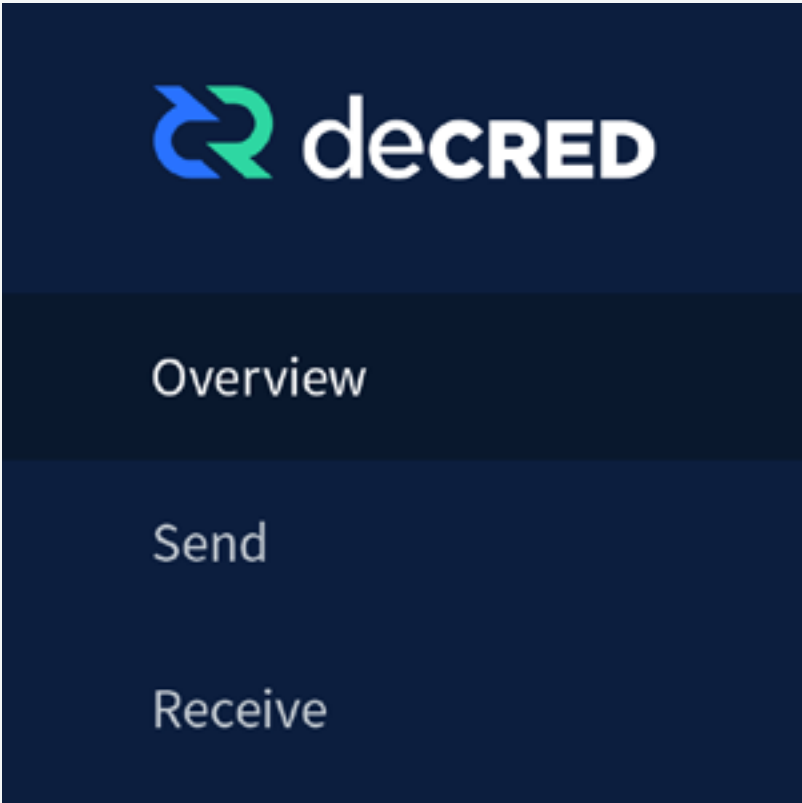
4.



5.

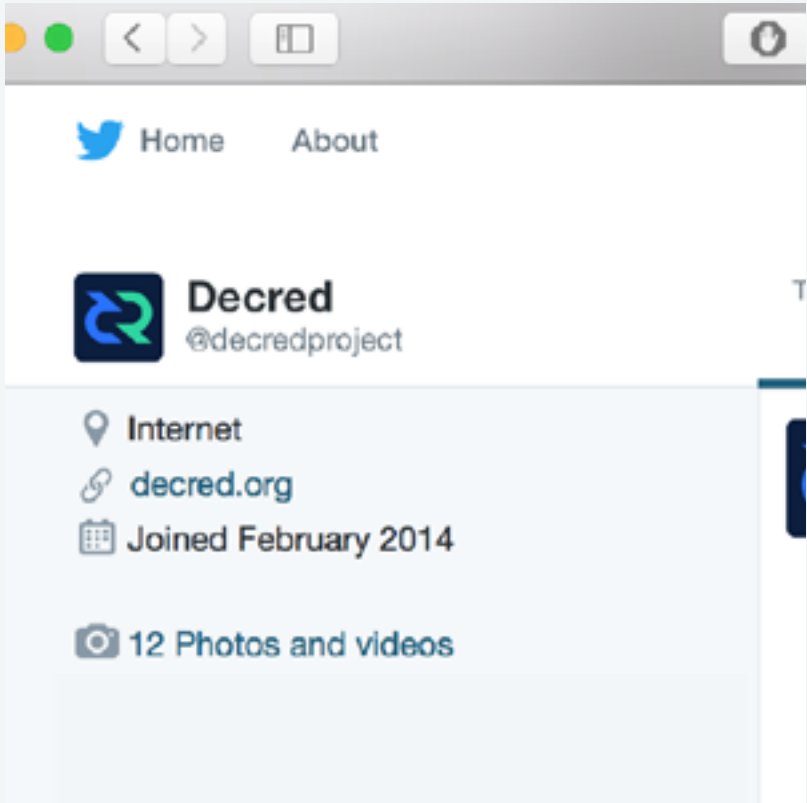


6.



Space to breathe

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



Together or without

In most cases it’s advisable to use the symbol and the word-mark together. If necessary the symbol can be used alone, when being in an identifiable context (e.g. profile pictures).



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



1. Full color/gradient symbol, positive version



2. Full color flat symbol, positive version



3. Monotone, positive version



3. Single color, positive version



1. Full color/gradient symbol – negative version



2. Full color flat symbol, negative version




3. Monotone, negative version



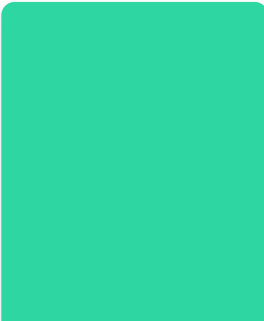
3. Single color, negative version




Primary colors



#2971ff

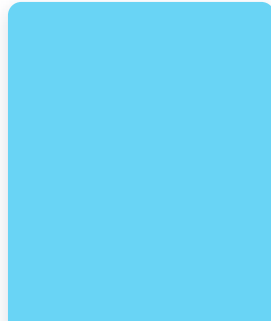


#2ed8a3

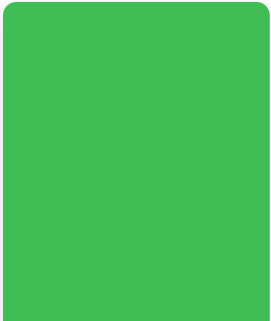


#0C1E3E


Accent colors



#69D3F5



#41bf53



#fd714a

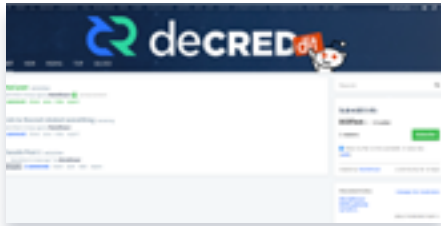
Color

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 palette should remain dominant for all applications.

Light blue, Green and Orange serve as the complimentary colors. The complimentary colors can be used to highlight information (eg. 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.

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 should 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 palette works with light and dark design styles.



Passive

Light

Active

Dark



Extended Palette

The extended palette 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.

Orange	Green	Alt Blue	Black	50% Grey	25% Grey	Gradient
<div>#fd714b</div>	<div>#41bf53</div>	<div>#69D3F5</div>	<div>#09182D</div>	<div>#596D81</div>	<div>#C4CBD2</div>	<div>#2ED6A1</div>
Orange 50%	Green	Alt Blue 2	Light Blue	15% Grey	5% Grey	
<div>#feb8a5</div>	<div>#c6eccb</div>	<div>#2252a3</div>	<div>#e9f8f3</div>	<div>#E7EAED</div>	<div>#F3F6F6</div>	<div>#2971ff</div>

Typography

Two typefaces have been selected to support the Decreds 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, captations). 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

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

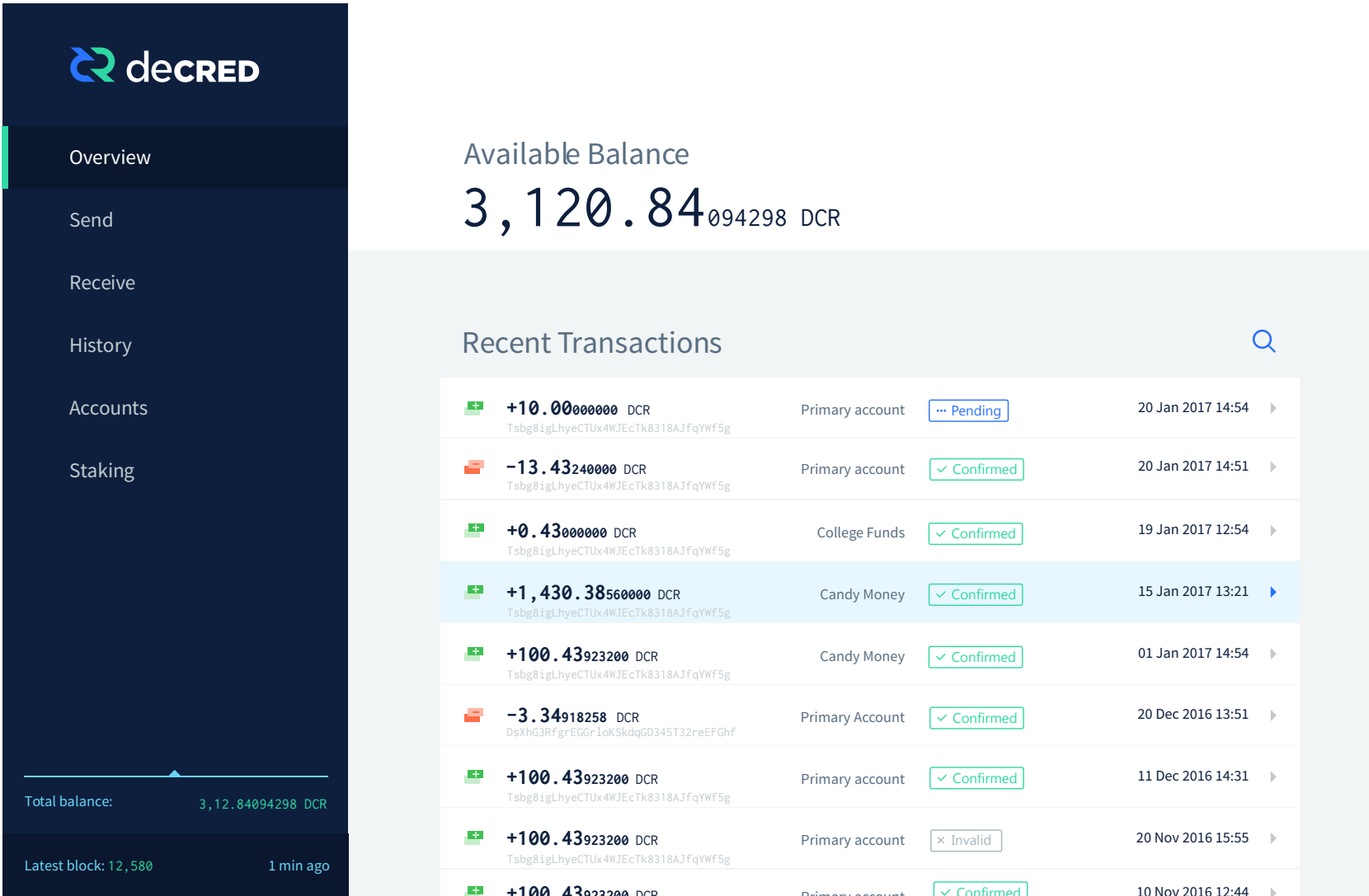
Numbers

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 the type size)

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

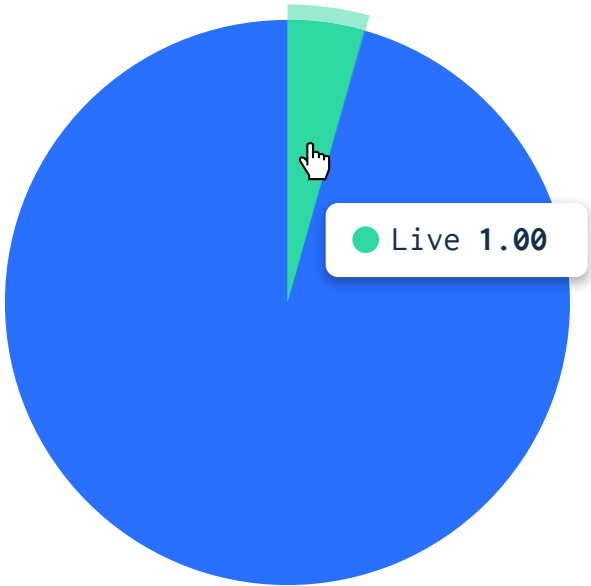
Common Elements

An interactive library of commonly used elements will be added down the road. Meanwhile find reference from the design applied to the key platforms.

Generate new address

Generate new address

Generate new address



Wallets and storing Decred

Vivamus consequat ligula et finibus fin
Duis varius, nisl quis consectetur portti
lectus ligula maximus felis, in dignissim
diam at nisi. Morbi eu erat metus.

Continue

Level 2

Level 2

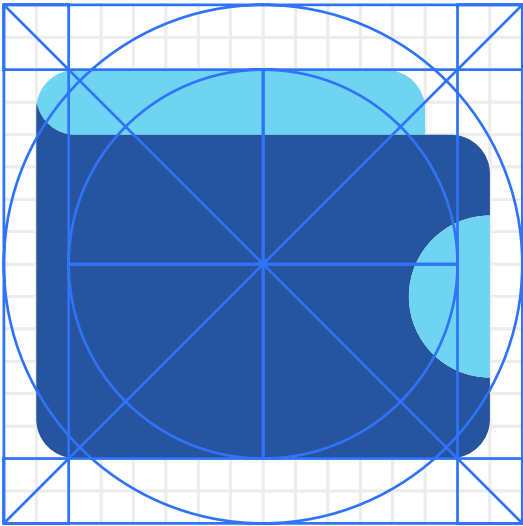
Level 1

Level 1

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.



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.

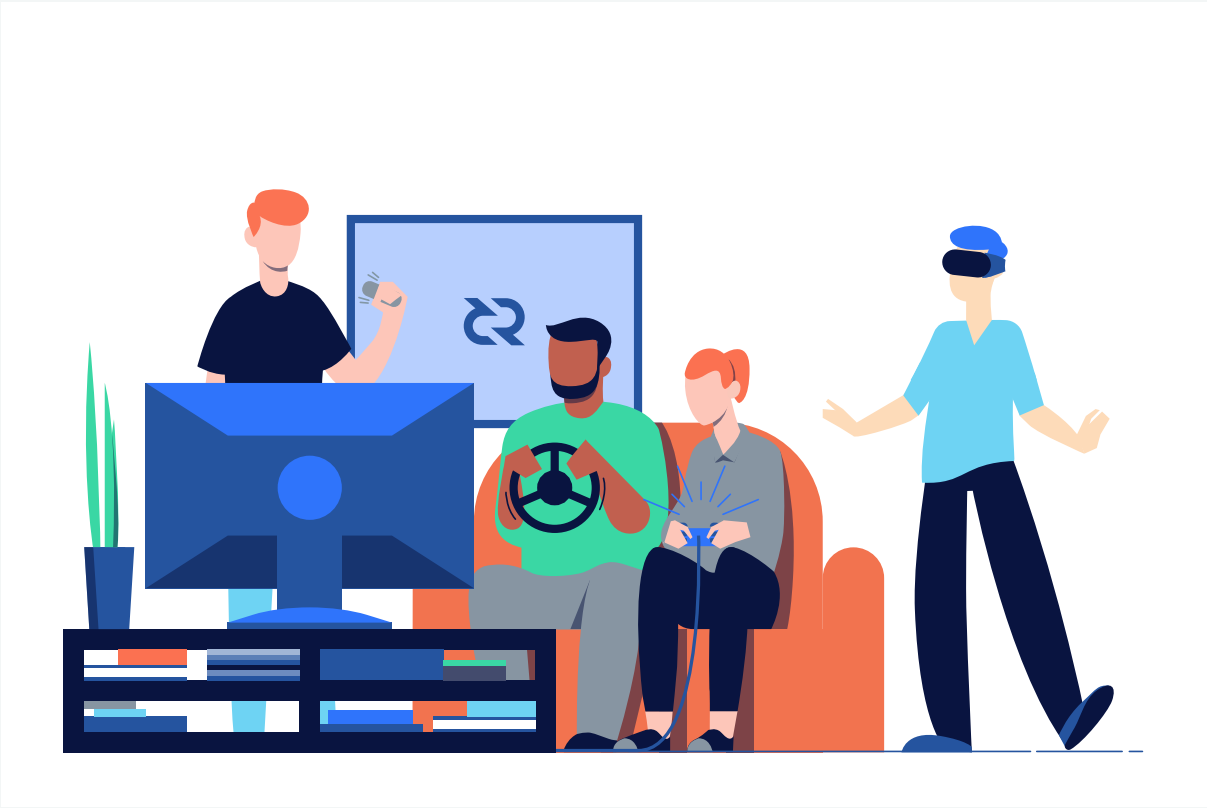
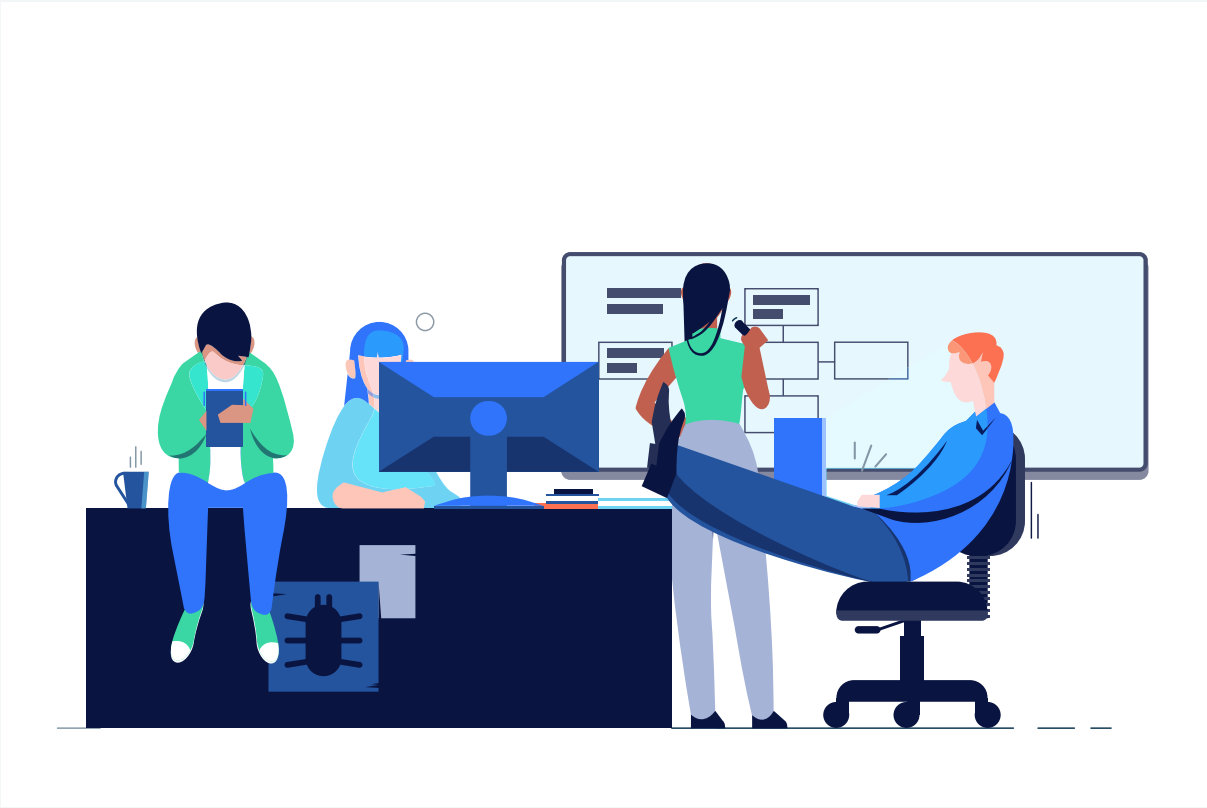
The original graphic illustrations can be used for marketing and informational purposes regarding Decred.

They cannot be used for commerical purposes or monetary compensation.

The current set of 4 compositions covers the motifs regarding **technology and mining, development, governance and decision making, community and principles.**

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 (hello@eeter.co)





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.

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

- Unsplash
<http://unsplash.com/>
- Superfamous
<http://superfamous.com/>
- The Pattern Library
<http://thepatternlibrary.com/>
- Gratisography
<http://www.gratisography.com/>
- Jay Mantri <http://jaymantri.com/>
- ISO Republic <http://isorepublic.com/>
- NASA <https://ntrs.nasa.gov>

- We recommend considering the following qualities when choosing the photos:
- Being abstract in their nature, not showing too specific faces or objects unless they are real and relevant
 - Portraying space, technology or patterns
 - Portraying decentralisation
 - Portraying motion and time
 - Portraying abstracted block forms (e.g. modern, grandios architecture shots)
 - Bluish tonality
 - Either micro or macro shot
 - Bold cropping

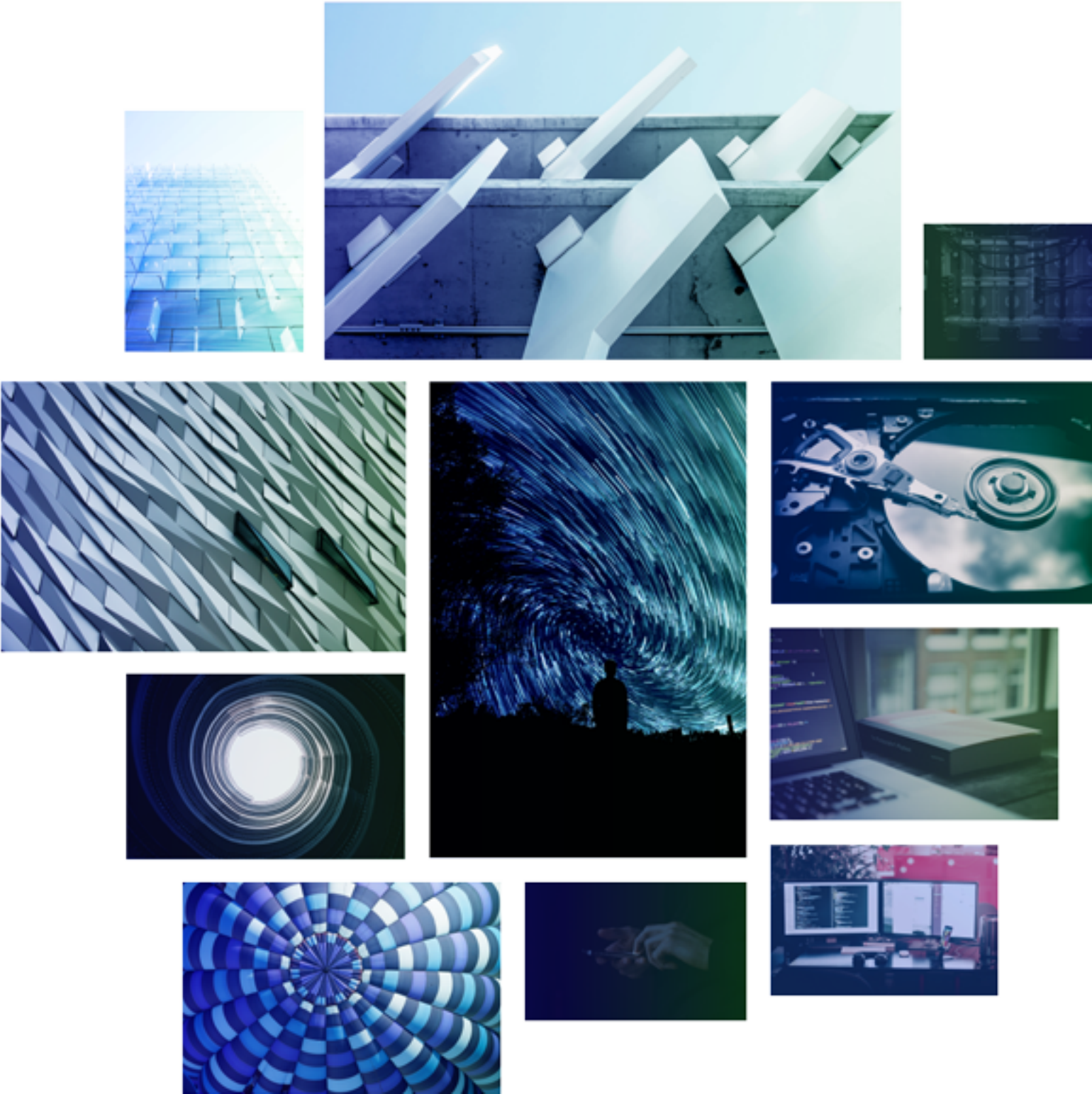
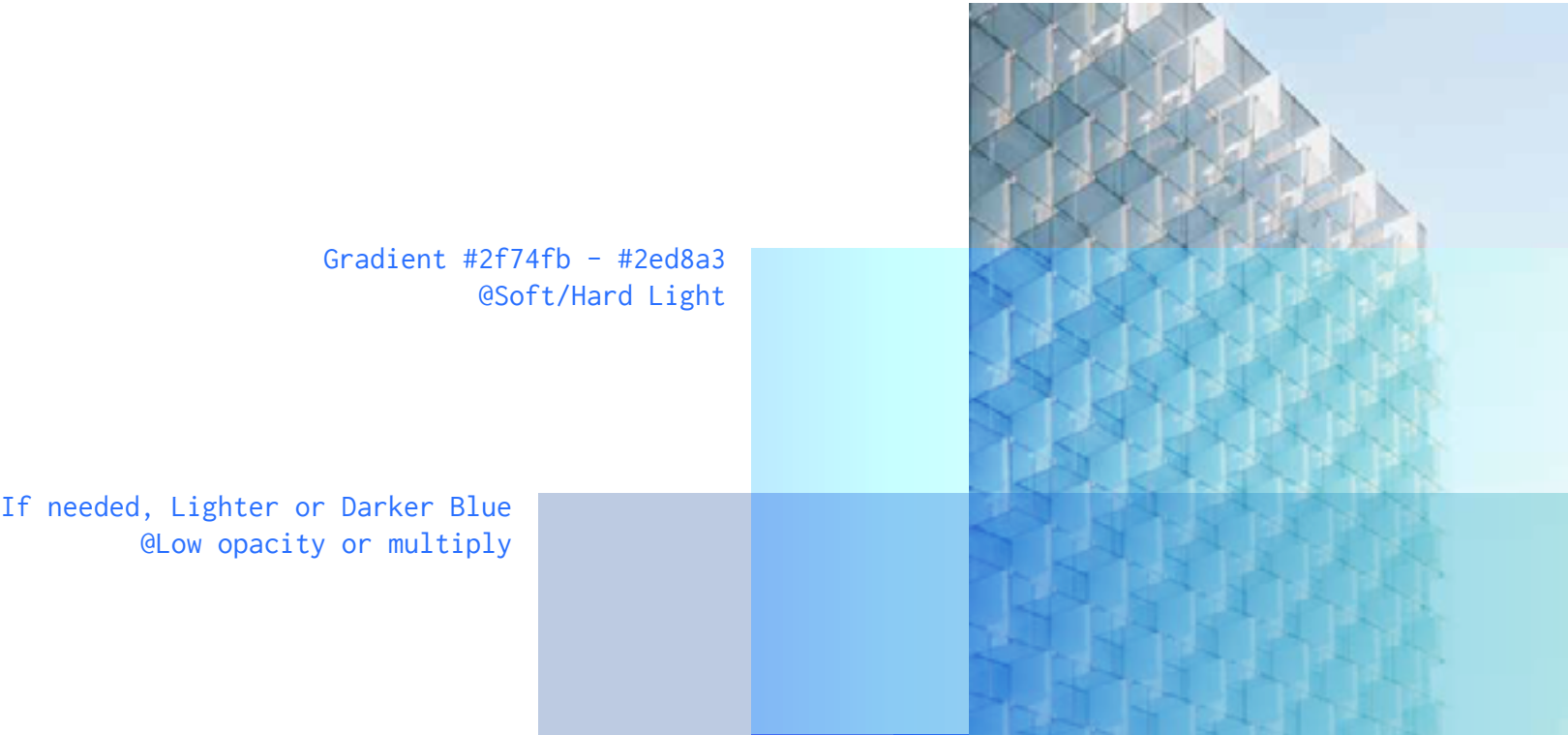


Photo Overlay

In order to fine tune the found photos,
You can use Decred's gradient and blue
swatches as simple color overlays

The top overlay with a gradient usually
gives consistent results Soft/Hard light
blending mode. If the gradient is unde-
sired or the lighting is off, a blue layer can
be added to balance things out.



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 instead useful guides, best practices and unifying building blocks which are meant to help and inspire Your work.

The system can be used for creating 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, so keep an eye out in the Forum for Design Developments.

If You have any questions or comments, write to
@linnutee on decred.slack.com or
email: tanel@eeter.co

brand.decred.org
eeter.co