# NIMIQ Style Guide

## October 2018

## Introduction

We see Nimiq as the lowest common denominator at the intersection of payment technology and accessible interaction with a blockchain. To live up to this self-perception, we aim for radical simplicity in both technology and design.

We don't want to dictate the way how the Nimiq ecosystem looks or feels, but rather provide a boilerplate of our vision, stripped down to the very core, so that there's enough room for others to fill it out with their own ideas.

To create a resilient visual foundation for ourselves and for the community, we have gathered input from community members and conducted interviews with key stakeholders and the team from which we derived a common understanding of our brand. Three key messages form the basis of our visual identity:

Helping & caring

Trustworthy & transparent

Conscientious & driven



A base that follows common patterns.

Traditional and basic colors with a subtle spin.

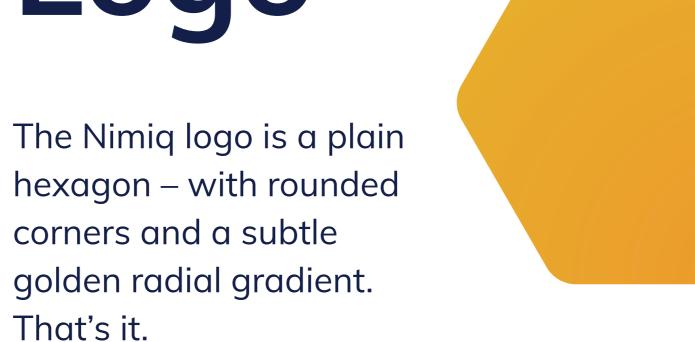
Warm and round, but straight visual and form language.

Subtle complexity and calculated breaks in a clear structure.

While we build upon an unagitated base – traditional colors, a minimal, geometric sans-serif font, common layout patterns – we strive to push the boundaries not only of technology, but also in the way we design our experiences and touchpoints.

"Driven" then translates into adding that bit of sophistication and friction that we believe makes the difference between convenience and fascination.

## Logo



We've opted for this radically simple shape to express our aspiration for simplicity and a universal use of our currency in the purest way possible. By doing this, we set ourselves apart from the mass of fancy crypto-logos by simply not trying to be clever and special.

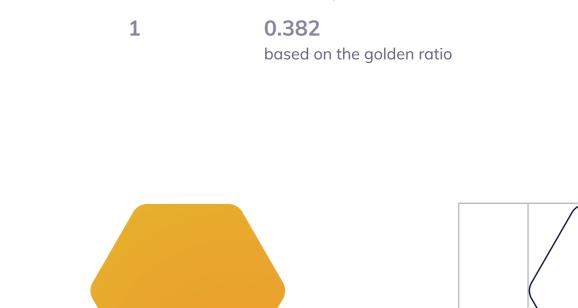
Most of all, it's an ecosystem-first logo. In its simplicity, it leaves enough room for others to build on. It's not just a logo in the traditional sense, but rather a symbol – a boilerplate intended to be varied and reproduced.

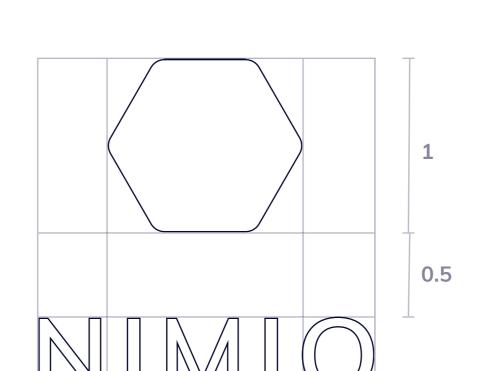
#### Logo & Wordmark

While the rounded hexagon signet is a universal mark that we encourage everyone in the ecosystem to use and make their own, when combined with the Nimiq wordmark it becomes a unique identifier that is reserved and should not be altered.

Depending on medium and format, there are two variants to choose from – the horizontal variant being preferred over the vertical arrangement, wherever possible.







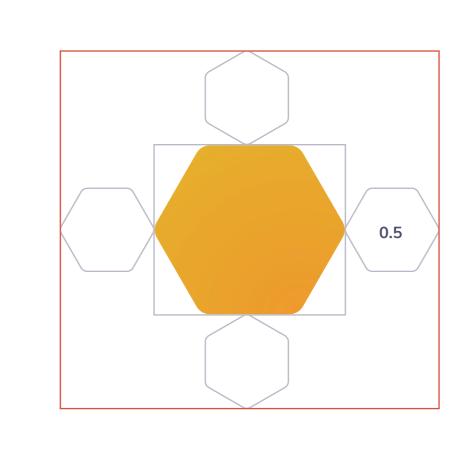
#### Clear Space

NIMIQ

To ensure that the logo has enough room to breathe, we apply a fixed clear space around it. This space should always be safeguarded, unless there is no way to avoid encroaching upon it.

For the horizontal variant the clear space is the size of the letter N in our wordmark. For the vertical variant as well as the standalone signet, it's half the size of the hexagon.







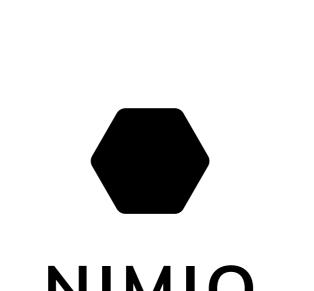
### Monochrome Usage

In instances where a colored application is not possible, the logo can be used in its monochrome

The monochrome versions should also be used for all cases in which we need to put the logo on a busy or colored background, e.g. on top of an image or as a label in a video.









## Typography

Our typeface needs to convey our exceptional aim for simplicity, while staying unique and recognizable. At the same time: Guarantee universatility and the open source nature of everything we do.

MAIN FONT

#### Muli

Muli is a classic sans-serif font, molded by a radical geometric simplicity; it has unique details without compromising this simplicity. Its source code is publicly available on Github.

## ABCDEFGHI JKLMNOPQR STUVWXXZ

## abcdefghi jklmnopqr stuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

MONOSPACE FONT

#### Fira Mono

Being a developer-focused blockchain company, we need a way to provide a lot of technical documentation, as well as a way to properly display account numbers and keys.

Fira Mono is a monospace font that serves both purposes – being optimized for readability by the Mozilla Foundation and some of the world's best type designers, while remaining fun and light-footed for the use in non-code environments.

#### ABCDEFGHIJKLM NOPQRSTUVWXYZ

abcdefghijklm nopqrstuvwxyz

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

## Colors

1 We use traditional, basic colors with relation to payments, but with a subtle, unexpected spin. The ultramarine dark-blue with a subtle touch of violet, spread from the corner. The classic red that slightly turns into magenta.

We apply this spin every time we work with color areas by positioning a radial gradient in the bottom right corner.

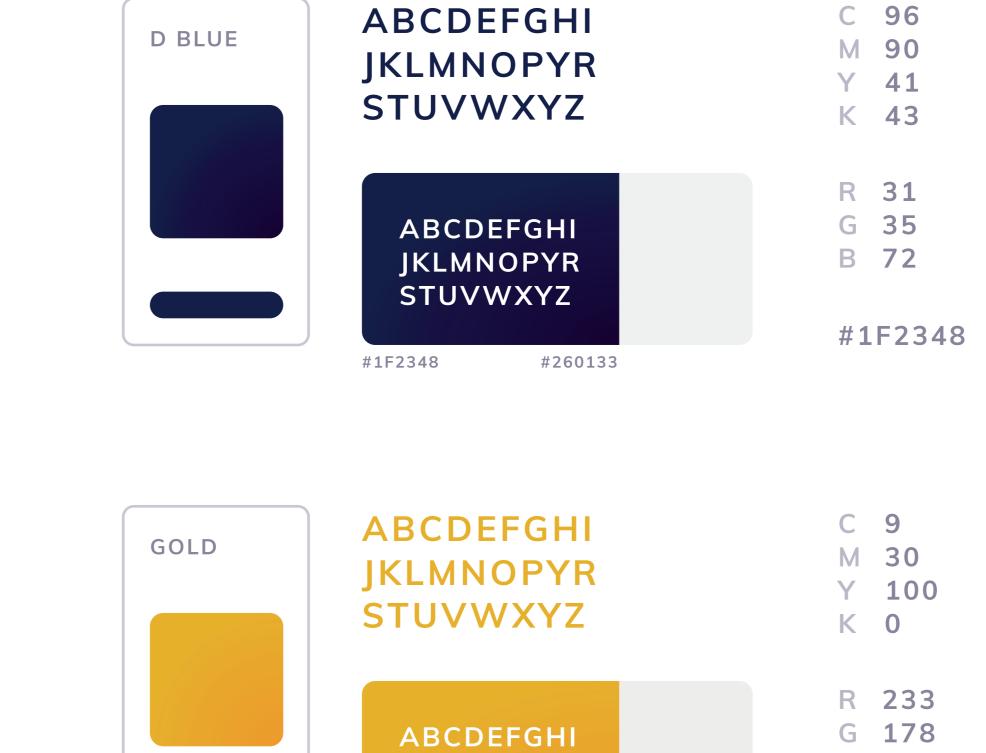
2 We build upon a light stage to underline our transparent, open and collaborative approach. A light stage means we start with a clean slate, and leave room for the ideas of others.

Within this light stage, we can create structure through the use of very light, nuanced grays that are based on our main colors.

3 Color is used for accentuated highlights, to set focus and as reaction to interactions.

#### Primary Colors

While a dark ultramarine embodies trust and reliability, ajar to the traditional financial sector, a bright tone of gold transports value and warmth.



STUVWXYZ

#E9B213

C 82

M 41

#### Secondary Colors

As our main brand touchpoint is interfaces, our secondary color palette is aligned with colors that are used to support interactions and interface feedback: A light classic blue for neutral highlights, a mint green for success, a vivid orange for strong highlights and warnings, and a rich red to express danger.

**ABCDEFGHI** 

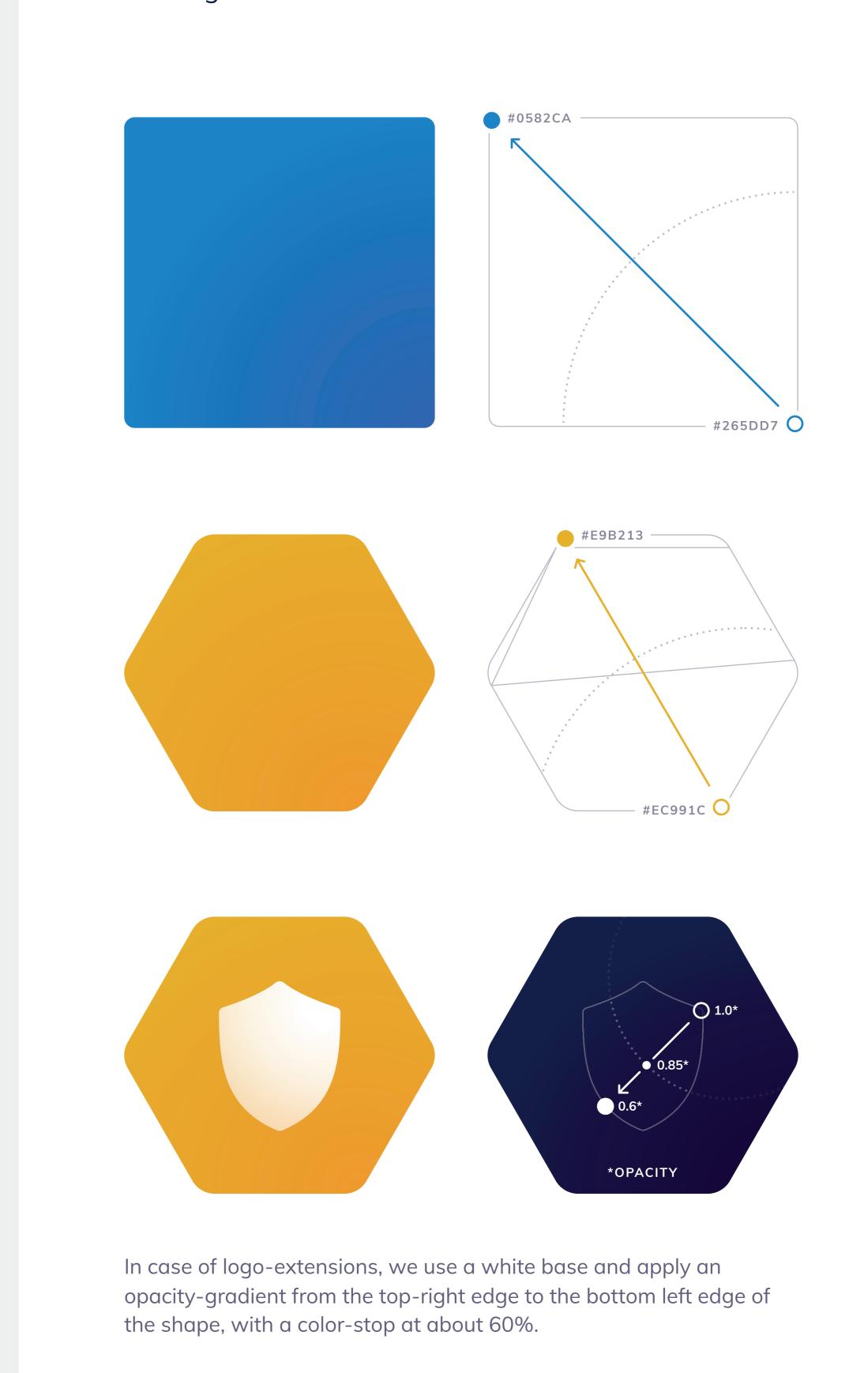




#### Gradient Construction

A subtle, radial gradient is one of the key features of our visual identity. Starting from the logo, we apply this gradient in every branding or interface element that qualifies as a color area – buttons, boxes, backgrounds, etc.

The following examples show how to apply this radial gradient.



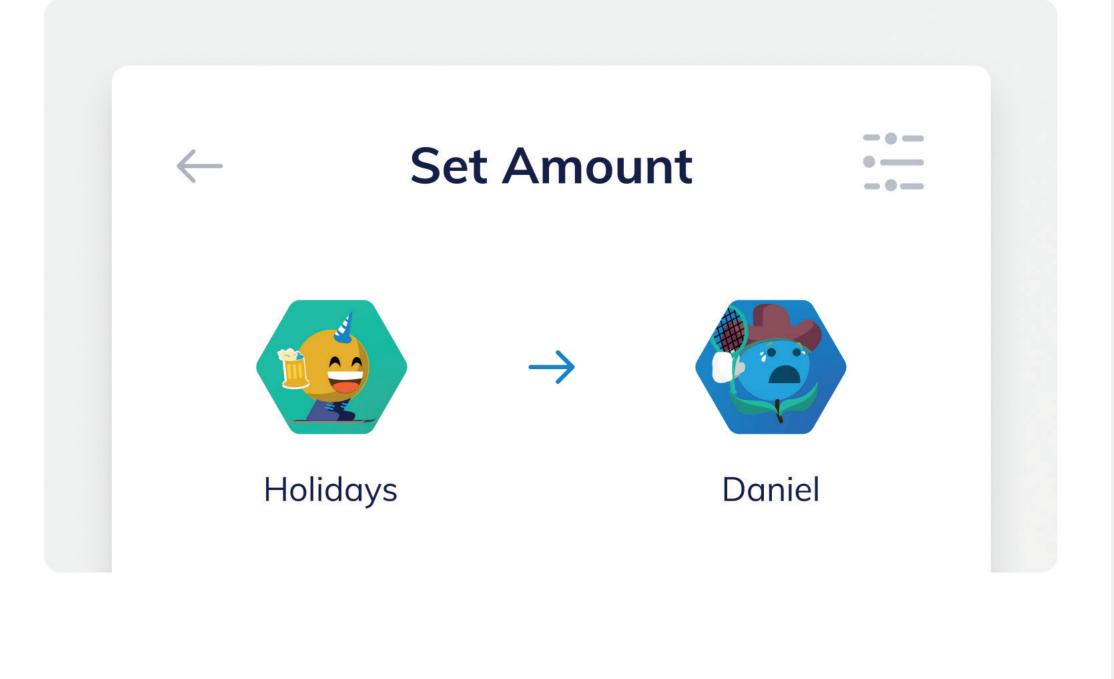
## Form

Our visual language builds upon a minimal and tidy base. To maximize the expressiveness of every message, we aim to reduce the number of visual elements used until everything remaining is absolutely necessary for the layout to function.

Our interfaces are warm and round, but straight and tangible at the same time. Every element has a clear anchor and a relation to the whole.

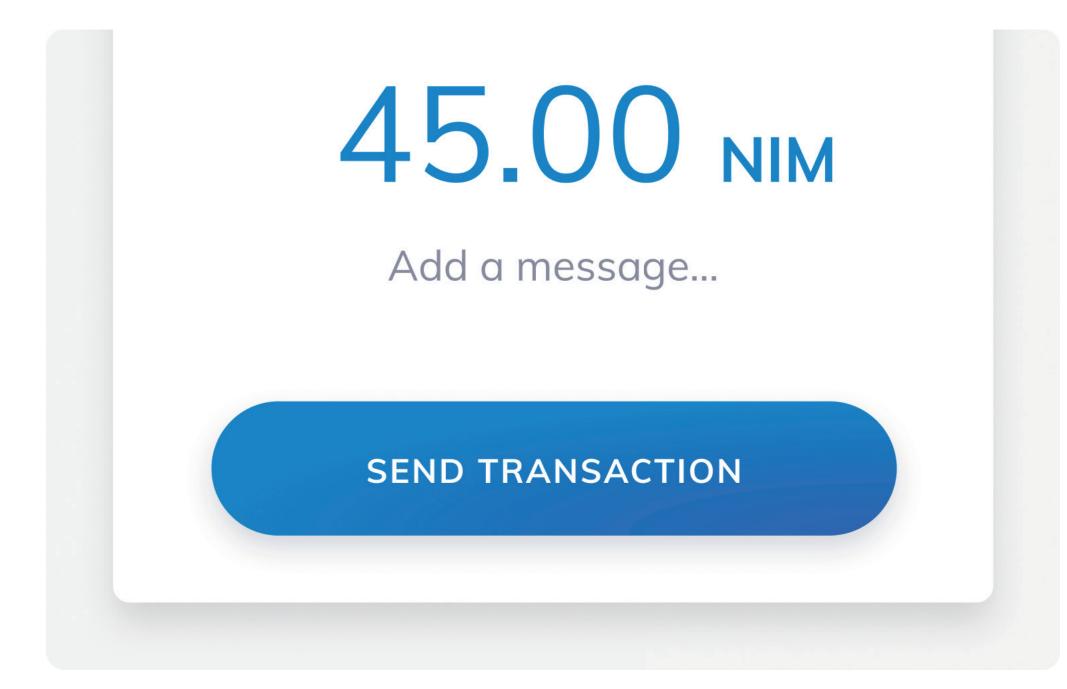
#### White space

Following this, we aim to use white space over structural elements, like separators or boxes, to achieve hierarchy, separation or cohesion. We avoid all forms of decorative elements if we can't defend them on a content level.



#### Reproducibility

We want to encourage the community to use our visual language as a foundation for their own projects. Starting from the logo, this means that everything we create visually needs to be easily accessible and reproducible, in its simplicity being able to act as a boilerplate.



#### Sophistication

We strive for radical simplicity in everything we do. Nonetheless, reducing a visual language to the core of what's absolutely necessary means stripping away every kind of friction – something that we're convinced is necessary to "click" with a brand. For this reason we embrace subtle complexity – an element of surprise, well-defined breaks in a clear structure – something that makes the experience memorable.

Over all, we use common, learned patterns for critical interactions with Nimiq wherever possible. We're familiar in the basics, but suprising in the details. Nevertheless, if in doubt, everything we do follows intuitive patterns. If we don't follow best practices, we follow logic, nature or human behaviour.

