



NKN

NKN Styleguide

Introduction

networks, to global capitalism social systems such as organizations and networks are not just like living systems they are living systems, Humans have always insisted on the desire to organize our activities and our processes like money, business, health and our personal lives. One of the networks that we enjoy today which mirrors the fluid adaptive sense of nature can be argued as being the world wide web or internet. The word web even refers to a natural network spun by a creature in nature. Today NKN are pushing the frontier on the digital network using the blockchain and with the help of prominent mathematicians such as Steven Wolfram and his immense work in automata the parallel between digital communications networks and systems and their fundamental impact on the organization of life itself through a new internet envisioned on the blockchain.

we draw our inspiration from such natural networks in nature from the sky land and sea we are surrounded by our passion to develop a harmonious network of over 100,000 decentralized nodes and growing like a living organism act as the base of the new internet. It is clear that the pervasive nature of digital and web based technologies have very similar characteristics to ecological examples and networks. organisms and organizations both find successful ways to develop and grow with better networks. With the potential global connectivity of individuals working directly together in a decentralized way has immense potential to co-create more balanced future – just as in nature.





Network

Organic

Connecting people and things
are the driving force behind
NKN's products and solutions.
Yet, networking technology can
be humane, organic, and
empathetic.



Simplicity

NKN solves complex problems with simple solutions. Like the patterns on a seashell or the fine details in a coral, rudimental organisms in nature can use simple rules to produce seemingly sophisticated results. Inspired by New Kind of Science, NKN's core technology is both innovative and easy to understand.



Global

By default, NKN connects the world. It is about communicating without borders, across the globe, beyond national and international borders. We started on earth, and will continue to the galaxy and beyond.

A photograph of a small waterfall in a rainforest. The water is cascading over several layers of large, moss-covered rocks. The surrounding area is filled with dense green foliage, including various types of trees and hanging vines. The lighting is soft and filtered, typical of a forest interior. The word "Ecosystem" is written in a blue, serif font inside a white rectangular box in the upper center of the image.

Ecosystem

In a rainforest habitat, all kinds of living creatures support each other. This applies to the NKN ecosystem, where the combined contributions of all stakeholders are greater than the simple sum. And we flourish together.

A dramatic scene of a person standing on a rocky outcrop inside a massive cave, looking out at a bright, sunlit mountain range. The cave's interior is dark and textured, with stalactites hanging from the ceiling. The light from the opening creates a strong contrast and a hazy atmosphere. The person is a small figure on the horizon line of the outcrop, emphasizing the scale of the environment.

Privacy

When everything is connected, we gain convenience but can we avoid sacrificing privacy? NKN is built with security and privacy at its core, and our motto is “Can not be evil”. Your data only belongs to you, and nobody else.

The background of the entire slide is an underwater photograph. In the upper half, three large, dark blue fish with white stripes are swimming against a clear blue sky. Below them, a large, intricate, yellowish-brown coral reef structure dominates the lower half. Numerous small, blue and yellow striped fish are swimming around and within the coral branches. The overall scene is vibrant and colorful, representing a healthy marine ecosystem.

Natural development Evolution

NKN, like a coral reef, is continuously morphing and evolving. It adapts to the changing environment, reshape to meet the user demand, and self-heal in case of breach.



Connection

Connecting all the people and things in the world, without any centralized entity. Make the connections fast and secure. Make rich and rewarding connections.

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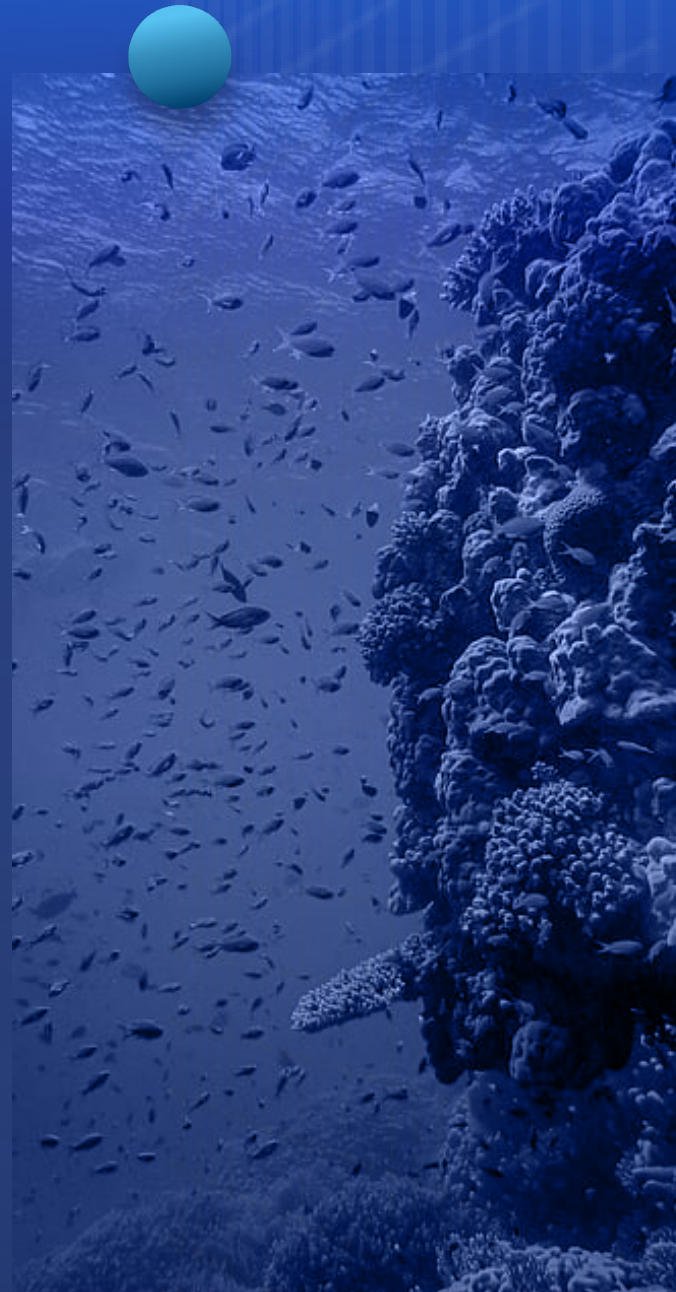
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1. Introduction

At its best, the New Kind of Network NKN identity has always been about transformation and movement. The original, logo came to be seen as the embodiment of an organisation that was looking at creating a network layer solution using inspiration from networks in nature, and challenging the expectations of its users to boldly use a revolutionary technology. The NKN identity is the face of a company that uses cutting edge technology to push the brand into exciting new areas

1.1 The guidelines

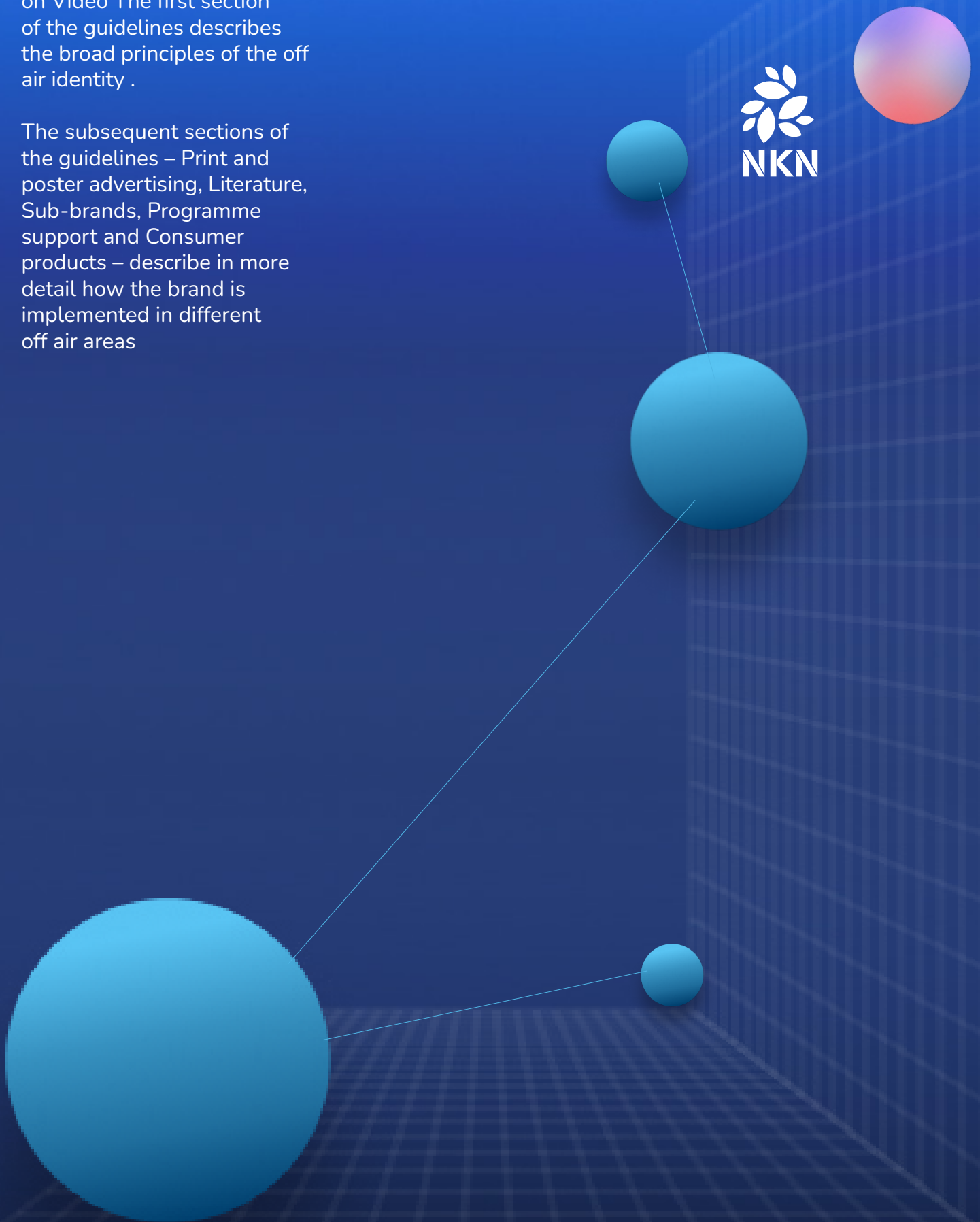
Whether it is seen on screen or in print, the logo is continuously changing. It can adapt its texture and colour to the surrounding environment. The NKN identity reflects its blockchain network . It is challenging, distinctive and innovative. However, the identity can only make a positive impact if it is used consistently and correctly.

The Identity Style Guide has been developed to provide a comprehensive understanding of the new NKN identity. It shows how to correctly implement the new design elements off air, on air and online.



The term off air defines anything produced by NKN that is not shown on Video The first section of the guidelines describes the broad principles of the off air identity .

The subsequent sections of the guidelines – Print and poster advertising, Literature, Sub-brands, Programme support and Consumer products – describe in more detail how the brand is implemented in different off air areas



2.1.1 Visual Style

The visual identity is the outward expression of NKN. Uniquely and distinctively sets it apart from other logos in the blockchain space. The logo is the primary element of that identity. However, other component parts play an important role in establishing the NKN visual style. These elements are:

Colour
Typography
Imagery

Main Title font placed in a text box. Text box colour has been selected from the colour palette

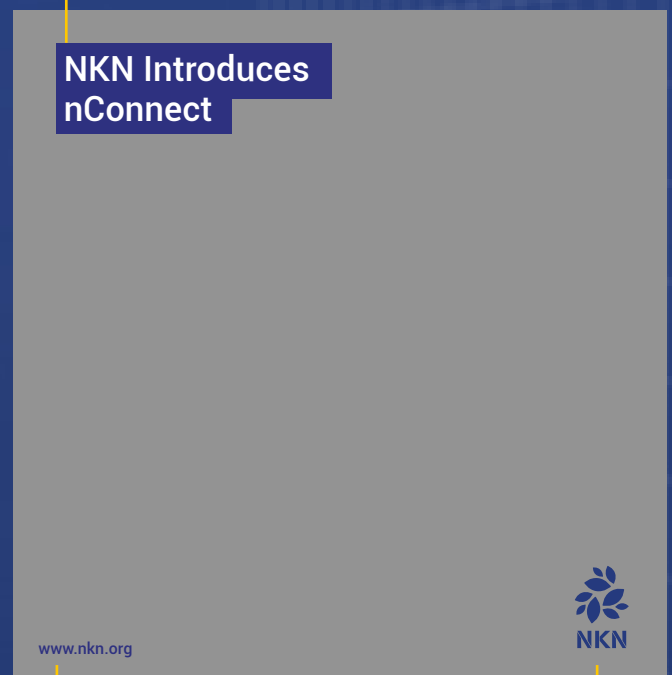


NKN Enables P2P communications with nConnect

Main Title font placed in a text box

NKN acquired stock photos or direct imagery

The copy is short and memorable



www.nkn.org

the URL is positioned correctly and directs the reader to a relevant web page

correct size and position of the logo

2.1.2 The Logo

In print, the facia of the logo is an organic shape , so that it integrates with its surroundings. We see its distinctive leaf shaped pattern, The logo will be solid colored overlaying photographs, illustrations and textures. The logo always foregrounds the content.

2.1.3 Logo Size

The NKNlogo has been designed to reproduce at a minimum height of 10 mm. On the web the minimum size of the logo is 30 pixels deep. There is no maximum reproduction size of the logo. Page 43 of the Identity Style Guide will give you more information about sizing the logo in different formats



minimum height of 10 mm.



NKN

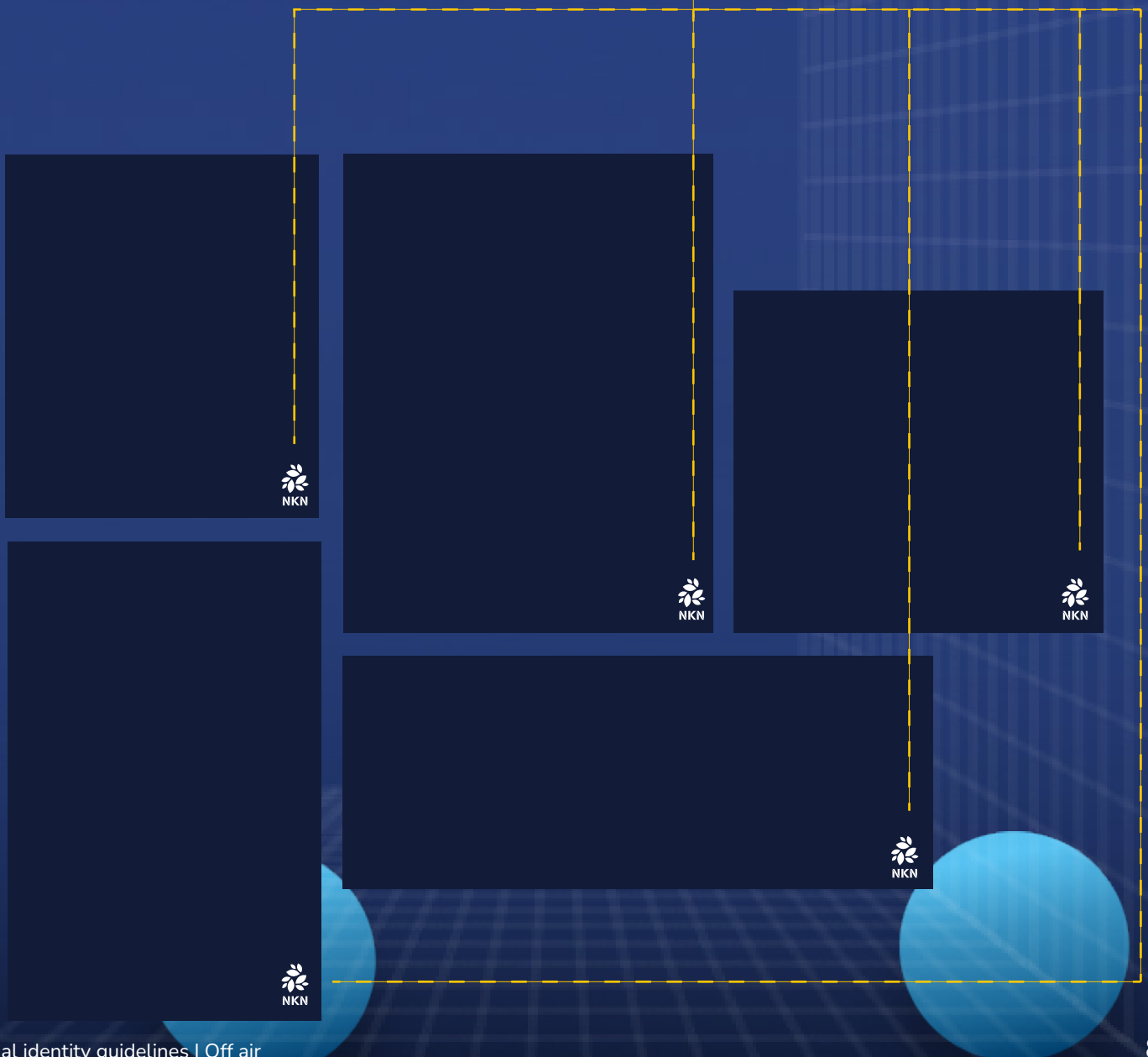
No maximum size limitation

2.1.4 Logo Position

Many brands place their logos in the bottom right position of the page. However NKN Logo places its logo in a distinctive centre right position. This is unique to the channel and is therefore instantly recognisable.

Page 39 of the Identity Style Guide will give you more instruction about how to position the logo in many different formats and situations.

The logo position will always maintain bottom right corner format with margin of 10mm from the corner



2.1.5 Isolation Area

The NKN identity should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.

For example:
logo height = 10 mm
area of isolation = 3 mm
around all sides of the logo
This area of separation is a minimum and should be increased wherever possible.

The area is defined by using a third of the height of the logo which is referred to as x .
A margin of clear space

equivalent to $0.3x$ is drawn around the logo to create the invisible boundary of the area of isolation.

Height = x



2.1.6 Misuse of Logo

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified or added to.

The logo must never be redrawn, adjusted or modified in any way. It should only be reproduced from the artwork provided.

To illustrate this point some of the more likely mistakes are shown



Do not stretch or distort the logo



Do not place text on the logo



Do not place the logo in a box.



Do not place the logo in a frame.



Do not add tone or gradient to the logo.



Do not outline the logo

2.1.7 New Kind of Network Titles

The term New Kind of Network should always be used as the strapline for the abbreviated acronym NKN .Below are the correct titles for the company

Correct Titles

NKN
New Kind of Network

incorrect Titles

NK Network
New KN
New Kind N
New Kind Network Corporation
NKN Corporation

2.1.8 Color

NKN uses a basic colour palette to avoid using different versions of the same colour. Percentage tints can be used in any of these colours. Other colours may be used where appropriate

PANTONE Reflex Blue C	CMYK 100 98 5 6	RGB 00 00 153	Web 00 00 99
PANTONE White	CMYK 0 0 0 0	RGB 255 255 255	Web FF FF FF
PANTONE Orange 021 C	CMYK 0 80 95 0	RGB 255 81 0	Web FF 66 00
PANTONE 2603 C	CMYK 68 100 11 2	RGB 114 34 130	Web 66 33 99
PANTONE Black 0961 C	CMYK 40 36 42 2	RGB 158 150 141	Web 99 99 99
PANTONE Neutral Black C	CMYK 72 66 64 72	RGB 34 34 34	Web 33 33 33

2.1.8 Color

When placed over a photograph or illustration the colour of the logo may be taken from the image. Alternatively, the logo may be black white or blue



2.1.9 Typography

The Nunito and Roboto typefaces has been selected to be used throughout NKNs branding on print web and video.

Nunito and Roboto are supplied in the Open Type format and is supported by pc and mac

Roboto is a clean, modern font and has been supplied with the condensed weights for limited space:

NUNITO FONT FAMILY

NKN Title Text (used to make text boxes)

NKN Text Regular

NKN Text Italic

NKN Text Medium

NKN Medium Italic

NKN Text Bold

NKN Bold Italic

ROBOTO FONT FAMILY

NKN Condensed Regular

NKN Condensed Italic

NKN Condensed Bold

NKN Condensed Bold Italic

2.1.10 Font

It is recommended to use Nunito Bold for use with large titles and it should be used extensively when designing posters.

Nunito Bold look most effective when it is used at 14pt and above. In print it is the only type face that should be placed in a box. Type in boxes should always be upper and lower case

TITLE FONT : NUNITO BOLD

abcdefghijklmnopqrstuvwxyzßæœ•ABCD
EFGHIJKLMNOPQRSTUVWXYZÆŒ&012
3456789*#@+<=>'"/÷±%‰µ£\$€ƒ¥¢,,:;...
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• – — _

2.1.10 Font

Nunito Bold has additional weight and can be used for emphasis in small titles, headings and sub-headings.

Nunito Bold Italics should be used within text to give emphasis to a word or a phrase

NUNITO BOLD

abcdefghijklmnopqrstuvwxyzßæœ•ABCD
EFGHIJKLMNOPQRSTUVWXYZÆ&012
3456789*#@+<=>'"/÷±%‰μ£\$€ƒ¥ç,.;:…
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NUNITO BOLD ITALICS

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3456789*#@+<=>'"/÷±%‰μ£\$€ƒ¥ç,.;:…
“”„«»‹›,„!/?¿¡(/) [\] { | } ® © ™ Ä Å Â Ã Ä Å Ç È É Ê Ë Ì Í Î Ñ
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ú û ü ý ÿ † ‡ § ¨ ¯ • ¶ ¡ ¨ ~ ^ ~ - ~ ~ • - - - - -

2.1.10 Font

Nunito regular is a light, clean practical font and is ideal for body copy in brochures leaflets, letters and memos. It looks most effective when set in 7, 9, 10, 11 and 12pt type.

Nunito Italics should be used within text to give emphasis to a word or a phrase.

NUNITO REGULAR

abcdefghijklmnopqrstuvwxyzßæœ•ABCD
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3456789*#@+<=>'"÷±%‰μ£\$€ƒ¥ç,.;:…
“”“»»»,!/?ı(/) [\] { } ® © ™ Ä Å Â Ã Ä Å Ç È É Ê Ë Ì Í Î Ñ
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NUNITO ITALIC

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3456789*#@+<=>'"÷±%‰μ£\$€ƒ¥ç,.;:…
“”“»»»,!/?ı(/) [\] { } ® © ™ Ä Å Â Ã Ä Å Ç È É Ê Ë Ì Í Î Ñ
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ú û ü ÿ † ‡ § ¨ ª « ¬ ® ¯ ° ± ² ³ ´ µ ¶ · ¸ ¹ º » ¼ ½ ¾ • — _

2.1.10 Font

Nunito Medium is a slightly heavier font than Nunito Regular. It is most effective for longer passages of text at sizes of 14pt upwards.

Nunito Medium Italic should be used within text to give emphasis to a word or a phrase.

NUNITO MEDIUM

abcdefghijklmnopqrstuvwxyzßæœ•ABCD
EFGHIJKLMNOPQRSTUVWXYZÆŒ&012
3456789*#@+<=>'"/÷±%‰µ£\$€ƒ¥ç,.;:…
“”„«»‹›,;,:!/?¡(/) [\] { | } ® © ™ Ä Å Â Ã Ä Å Ç È É Ê Ë Ì Í Î Ñ
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ú û ü ÿ † ‡ § ¨ ° ~ ^ ~ - ~ ~ • - — _

NUNITO MEDIUM ITALIC

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3456789*#@+<=>'"/÷±%‰µ£\$€ƒ¥ç,.;:…
“”„«»‹›,;,:!/?¡(/) [\] { | } ® © ™ Ä Å Â Ã Ä Å Ç È É Ê Ë Ì Í Î Ñ
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ú û ü ÿ † ‡ § ¨ ° ~ ^ ~ - ~ ~ • - — _

2.1.11 Size

Type should never appear below 5pt. There is no maximum limit to type size.

NKN Text Regular is most suitable for 7, 9, 10, 11 and 12 pt type for body copy.

NKN Text Medium is most suitable for body copy at sizes 14 pt upwards

NKN Text Bold is most suitable for small titles in body copy.

NKN Title is most suitable for all text used in posters and large titles

2.1.12 Title Leading

Poster Title leading can be determined by the following equation.

leading = font size x 1.1

for example:
font size = 10pt
 $10 \times 1.1 = 11\text{pt}$
leading = 11pt

Alternatively the auto leading can be set to 10% in QuarkXpress document preferences.

2.1.13 Body copy leading

Body copy leading can be determined by the following equation.

leading = font size x 1.2

for example:
font size = 10pt
 $10 \times 1.2 = 12\text{pt}$
leading = 12p



This is a Title

This is NKN Medium set at 20 point with 24 point leading. It is large body text. This is NKN Medium set at 20 point with 24 point leading.

This is a medium Title
This is a medium Title
This is a medium Title
This is a medium Title

This is NKN Text Bold
This is NKN Text Bold
This is NKN Text Bold
This is NKN Text Bold

This is NKN Text Bold Italic
This is NKN Text Bold Italic
This is NKN Text Bold Italic
This is NKN Text Bold Italic

2.1.14 Depth perception

The grid on the left gives a subtle yet powerful feeling of depth alluding to the deep vast global network that NKN is working to establish.

Visual que to give extra depth perception are given by the use of spheres

This style will be the NKN visual language that will encompass print web and video to keep the style of the NKN ecosystem tied together and consistant.

LIGHT

Sence of depth is created by the perspective grid

The Spheres of difference size create a further sense of depth

The gradient of color from light blue to a deeper dark blue near the bottom represents an ocean with the light of the sun at the top and the vast dark depths at the bottom. This is symbolic of the vastness of the data that moves on internet like a sea of information. It also represents the new global internet network that is based on the blockchain that NKN is working to establish.

DARK

2.1.14 Type Color

Colour may be used to help differentiate between types of information. When placed over a photograph or illustration the colour of the box or type may be taken from the image. Otherwise, colours may be chosen from the NKN colour palette



Colour from NKN Color
Palette

Colour from NKN Color
Palette

Colour from NKN Color
Palette

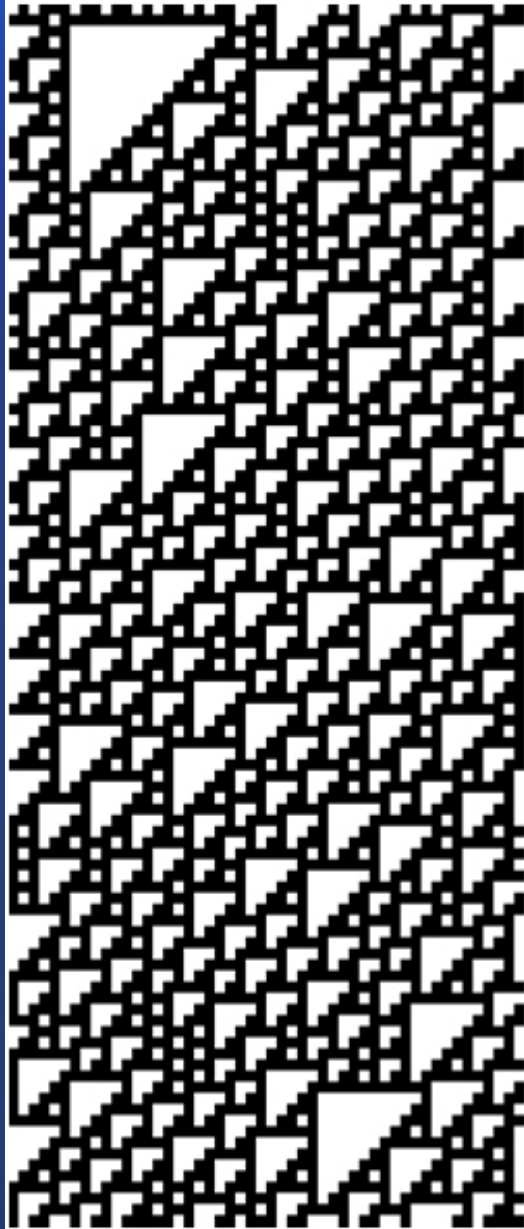
Colour from NKN Color
Palette

Colour from NKN Color
Palette

2.2 Print and Poster Advertising

The following section is a guide to implementing the new identity in the medium of print advertising.

Different formats and scale size for NKN deliverables will be presented . When working in other formats the same design principles apply.



Cellular Automata - Stephen Wolfram

2.2.1 Writing Copy

The web is written lower case.
Other common technical terms are styled as follows:
CD-Rom, email, voicemail, hi-tech, hi-res, 3D, voiceover, worldwideweb, website, dotcom

Job titles should be written as lower case: creative director, executive producer

It is preferable to use 'and' within text rather than the ampersand (&).

No full stops in acronyms or after initials. Captions do not have full-stops at the end.

hyphen (-)
used for words that are broken over two lines or for fractions (two-thirds) or to join two words (part-time). Avoid hyphens at the end of lines in range left copy if at all possible.

en dash (–)
used in place of 'through' in numbers (10–25) or other measurements of time (May–June).

em dash (—)
Sometimes used in place of a colon as punctuation (the work was completed — all things had been revised).

Ellipses
Three points with a small space either side which signify a missing word...

To keep the text area as even as possible it is preferable not to use quotation marks to signify the title of a programme, book or film. These can be signalled by the use of italics



2.2.1 Writing Copy

In general one to ten are to be written out: one, two, three, four, five, six, seven, eight, nine, ten.

Number 11 onwards should be written in figures: He was 12 years old.

All numbers at the beginning of sentences should be written out: Five years ago.

Weights, times, measures and dates should be stated numerically.

Add an 's' to numerals and dates to pluralise them:

1940s, B-52s

Four figure numbers don't have commas. Larger ones do: 1750 and 50,000

Decades are written as 80s, 90s, 00s. Centuries are written as nineteenth century, twentieth century.

1 2 3 4 5
6 7 8 9 0

2.2.1 Writing Copy

The URL should be used when there is relevant and corresponding information on the NKN website. The URL should always be range left and can appear either broken or unbroken.

The preferred URL position is bottom left. Yet it can move up and down the left hand side of the page to accommodate imagery.

It must always be the smallest piece of information (in size) on the page. However care must be taken to maintain the URL's visibility

Time and Date information must always be represented in the order of day_date_month_time. Abbreviations are allowed in the following combinations:

Monday 3 January 9.00pm
Mon 3 Jan 9.00pm
3 January 9.00pm
3 Jan 9.00pm

URL construction

nkn.org/products

Poster scheduling examples

AMA series starts Friday 27 March 10.30pm

AMA series, Wednesdays 9.00pm

New updates on Tues 26 July

New announcement, Thursday 19 November

NKN hackathon Starts Sun 5 Feb 11.00am

2.2.2 Logo position

The logo will retain the centre right position in any advertising format. It must not be placed in any other position.

The size of the logo is fixed according to each format. It should never appear at any other size. All measurements are in millimetres.

Please note that billboard formats may vary. It is essential that print specifications are obtained for each poster before the artwork is produced.

2.2.3 Logo position

48 sheet
Actual size: 3048 x 6096 mm
Artwork to be sized as:
304.8 x 609.6 mm
Logo height = Poster height
 $\times 0.333 = 1014$ mm
Right margin: 381 mm

96 sheet
Actual size: 3048 x 12192 mm
Artwork to be sized as:
304.8 x 1219.2 mm
Logo height = Poster height
 $\times 0.5 = 1524$ mm
Right margin: 508 mm

6 sheet
Actual size: 1900 x 1300 mm
Artwork to be sized as:
190 x 130 mm
Logo height = Poster height
 $\times 0.185 = 352$ mm
Right margin: 70 mm

Mega 6 sheet
Actual size: 6070 x 3023 mm
Artwork to be sized as:
607.0 x 302.3 mm
Logo height = Poster height
 $\times 0.185 = 1122$ mm
Right margin: 100 mm



Mega 6 sheet



6 sheet



48 sheet



96 sheet

2.2.4 Typography

The font Nunito regular should be used for copy on billboard and press ads. The exception to this rule is the URL which should be set in Nunito Bold. is the only font that is placed in a box.

There should never be more than three levels of typographic hierarchy. These levels are :

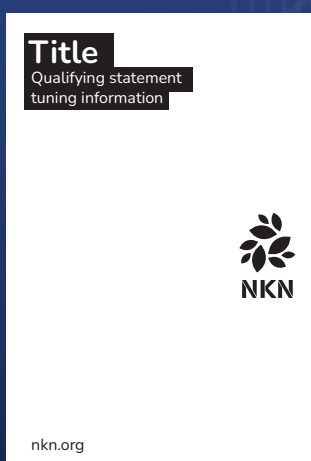
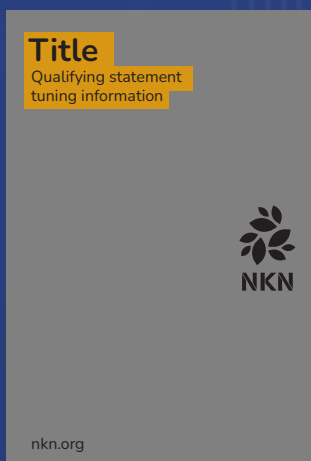
1. headline
2. qualifying statement and tuning information
3. URL

2.2.5 Text box colour

Colour may be used to help differentiate between types of information. When placed over a photograph or illustration the colour of the box or type may be taken from the image. Otherwise, colours may be chosen from the NKN colour palette on page 11.

2.2.6 Typography position

To provide more flexibility the information can move up and down the left hand margin in order to accommodate the imagery. See examples below



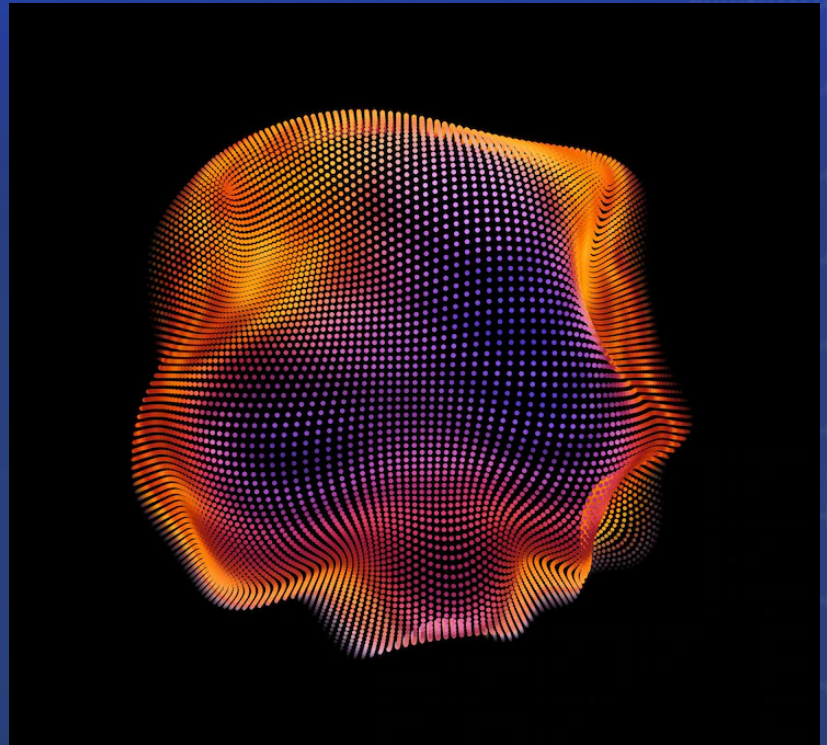
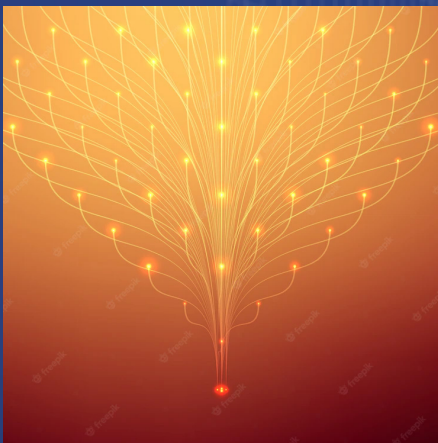
2.2.7 Imagery

NKN should always produce engaging, original, memorable and eye-catching advertising solutions.

When commissioning artwork, the most important question is how are the images to be used? The use of the picture dictates the type of photographer or illustrator you need to find.

The NKN identity works best with full frame imagery as opposed to montages of smaller photographs.

The format of the poster/ advertisement will also affect how the artwork is produced. If an image is to be used in different formats, two versions may be required. Always consider where the logo and type will sit in the composition



2.2.8 Press Layout

The logo will retain the centre right position in any advertising format. It must not be placed in any other position.

The size of the logo is fixed according to each format. It should never appear at any other size. All measurements are in millimetres.

Please note that press formats may vary. It is essential that print specifications are obtained for each advertisement before the artwork is produced.

National press full page
broadsheet
Actual size: 540 x 343 mm
Logo height: 80 mm
Right margin: 15 mm

tabloid
Actual size: 338 x 264 mm
Logo height: 54 mm
Right margin: 12 mm

National press half page
broadsheet
Actual size: 270 x 343 mm
Logo height: 60 mm
Right margin: 15 mm

Tabloid
Actual size: 200 x 264 mm
Logo height: 45 mm
Right margin: 10 mm

National press horizontal strip 7 x 8
Actual size: 70 x 341 mm
Logo height: 35 mm
Right margin: 12 mm

National press 10 x 7
Actual size: 100 x 264 mm
Logo height: 33 mm
Right margin: 10 mm



2.2.9 Sponsorship and third party logos

Sometimes there will be a need to include subsidiary information such as a sponsor's logo. This is most likely to occur on posters and advertisements. Such information should be positioned at the base of the layout, ranging right or occupying the same width as the NKN logo.

Additional logos may be permissible in cases where it is necessary to reflect the identity of an external sponsor or partner organisation.

In general, any additions to advertising should be kept as discreet as possible and in no way be allowed to obstruct or visually dominate the NKN logotype. Strict adherence to the clearspace regulations must be followed.

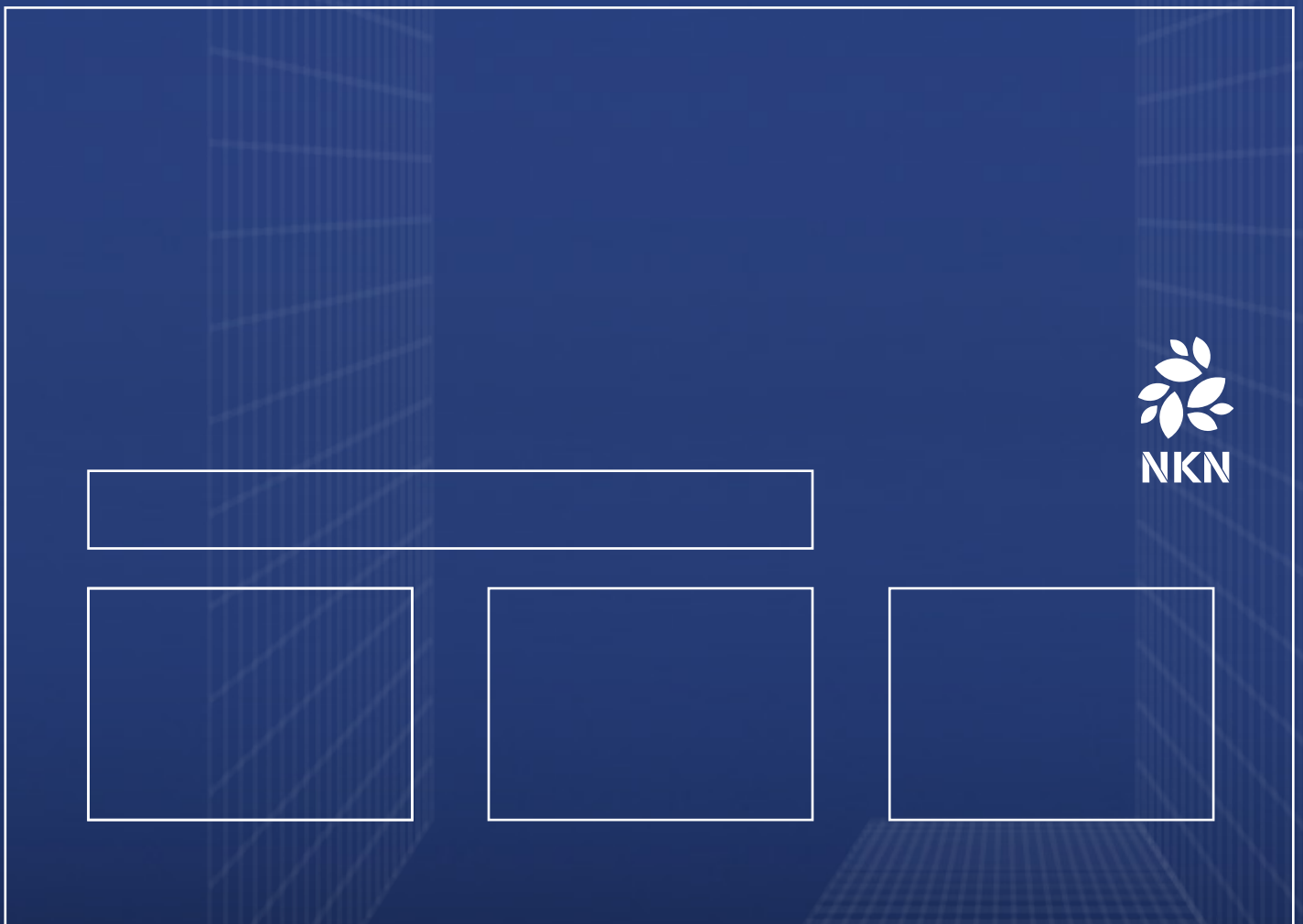
No two logotypes are the same shape or dimension, so it is impossible to give strict size guidelines. However, as a guide additional logos must not exceed the width of the NKN logo



2.2.10 Responsive Advertising

When creating response advertising large amounts of information need to be delivered to the reader.

Boxes may be used to contain the information. The logos of external sponsors may also be contained within the boxes



2.2.11 Black and white reproduction

When full colour reproduction is not possible, monochrome printing of the logotype is acceptable. The logo can also be reversed white out of solid black or a background tone of sufficient contrast.

When the logo is placed over a black and white image, extra care must be taken to ensure that it is legible



2.2.12 Media considerations

Particular media will have a stronger appeal to some groups than others. Therefore, it is important to understand what an advertisement needs to say, to whom it is speaking, and in what time scale should it be delivered? Each media has advantages and disadvantages which need to be considered when planning an advertisement.

Newspapers deliver timely, current messages. It can be predicted when the ad will be viewed. The quick turnaround of the ad means that it can be very topical.

best with clear and concise messages. Billboard ads reach a lot of people, many of whom see them repeatedly on regular routes of travel.

It is hard to reach a specific audience with billboard advertising. The format can be creatively inhibiting because of unusual proportions and the need to be 'snappy'.

The fact that the reader physically holds the paper means that they pay close attention to its contents. There is a substantial choice of ad sizes and positions.

However, the cheap paper and crude printing process means that the quality of photographic images is low.

Magazine advertisements offer better quality image reproduction. They target very specific audiences. Research has revealed that people pay close attention to magazine advertisements.

The reputation of prestigious magazines can help to enhance the message of an advertisement.

Magazine ads have a long life span compared to newspapers. However this can mean that the ad is out of date before it is seen. This is exacerbated by the need to supply the artwork weeks before the magazine is published.

Outdoor billboard advertising attracts a lot of attention because of its size and location. This medium works



2.2.13 Print and poster advertising examples

Text only posters
Sometimes a pure typographic solution can make a more powerful statement.

NKN Global Network



NKN Global Network

New Kind of Network



NKN Global Network

Literature

The term literature describes the printed leaflets, brochures and books produced by NKN



2.3.1 Using the logo on literature

Below are the dimensions of some of the most common literature formats. All measurements are in millimetres.

A3 Portrait 420 x 297
A4 Portrait 297 x 210
A4 Landscape 210 x 297
Brochure 235 x 297
210 Squared 210 x 210
A5 Portrait 210 x 148
A5 Landscape 148 x 210

2.3.2 Logo position

The logo position is right centre. This is fixed and it should never appear in any other position.

The logo should sit range-right against the determined margin.

These are recommended logo sizes. In special circumstances the logo size may need to be increased.

2.3.3 Logo height

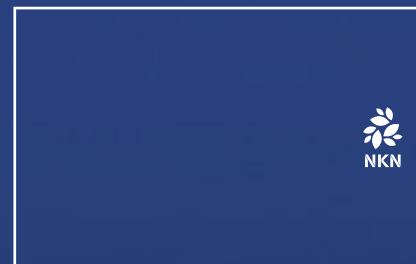
A3 Portrait 54 mm
A4 Portrait 40 mm
A4 Landscape 42 mm
Brochure 44 mm
210 Squared 38 mm
A5 Portrait 34 mm
A5 Landscape 34 mm



A3 Portrait



A4 Portrait



A4 Landscape



Brochure



210 x 210



A5 Portrait



A5 Landscape

2.3.4 Margins

Each format has a set of recommended margins within which the text and logo must be contained. Below are the margins for each format.

A3 Portrait
top 25.426 mm
bottom 26.223 mm
left 16 mm
right 16 mm

A4 Portrait
top 22 mm
bottom 21 mm
left 10 mm
right 10 mm

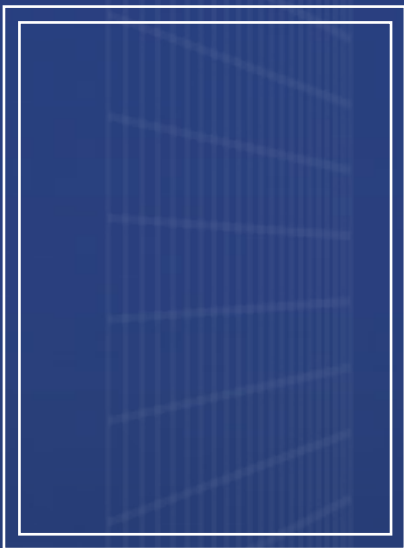
A4 Landscape
top 16.933 mm
bottom 19.5 mm
left 14 mm
right 14 mm

Brochure
top 21.26 mm
bottom 21.8 mm
left 12 mm
right 12 mm

210 Squared
top 12.7 mm
bottom 12.7 mm
left 12.7 mm
right 12.7 mm

A5 Portrait
top 16.943 mm
bottom 19.49 mm
left 8 mm
right 8 mm

A5 Landscape
top 12.62 mm
bottom 12.708 mm
left 12 mm
right 12 mm



A3 Portrait



A4 Portrait



A4 Landscape



Brochure



210 x 210



A5 Portrait



A5 Landscape

2.3.5 Stationery and collateral



2.3.6 Letters

Templates have been created for letters. They allow the following information to be included at the top of the letterhead.

Letters can be folded for use with DL window envelopes.

2.3.7 Envelopes

Envelopes marked with the NKN logo are available in the following sizes:

NKN landscape
NKN portrait
NKN landscape
NKN landscape

NKN
123 San Mateo
USA
00000

Telephone: 000 0000 0000
Textphone: 000 0000 0000
nkn.org

Direct Tel: 020 7306 0000
Direct Fax: 020 7306 0000
name@nkn.org

Name of Addressee
Title of Addressee
Name of Company
Street Address 1
Street Address 2
City
Post Code

Day Month Year



NKN
123 San Mateo
USA
00000

Telephone: 000 0000 0000
Textphone: 000 0000 0000
nkn.org

Direct Tel: 020 7306 0000
Direct Fax: 020 7306 0000
name@nkn.org

Name of Addressee
Title of Addressee
Name of Company
Street Address 1
Street Address 2
City
Post Code
Day Month Year

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Eu consequat ac felis donec et. Duis ultricies lacus sed turpis tincidunt id aliquet risus. In metus vulputate eu scelerisque felis imperdiet proin. Urna molestie at elementum eu. Ornare aenean euismod elementum nisi quis eleifend quam. Consectetur adipiscing elit pellentesque habitant morbi tristique senectus et. Consequat nisl vel pretium lectus quam id. Egestas congue quisque egestas diam in arcu. In est ante in nibh. Diam phasellus vestibulum lorem sed risus ultricies tristique nulla aliquet. Pretium aenean pharetra magna ac placerat vestibulum lectus. Tellus elementum sagittis vitae et leo duis.

Cursus eget nunc scelerisque viverra. Donec adipiscing tristique risus nec feugiat in fermentum. Elementum nibh tellus molestie nunc non blandit massa. Risus ultricies tristique nulla aliquet enim. Neque viverra justo nec ultrices. Ut sem nulla pharetra diam sit amet nisl suscipit adipiscing. Elit pellentesque habitant morbi tristique senectus et netus et malesuada. Pellentesque adipiscing commodo elit at. Sed felis eget velit aliquet sagittis id consectetur. Est ullamcorper eget nulla facilisi etiam dignissim diam. Quis blandit turpis cursus in hac habitasse platea dictumst. Fermentum dui faucibus in ornare quam viverra orci. Sit amet facilisis magna etiam tempor. Mauris nunc congue nisi vitae suscipit tellus. Nam libero justo laoreet sit amet cursus sit amet dictum. Donec enim diam vulputate ut pharetra sit amet aliquam id. Ultrices tincidunt arcu non sodales neque sodales ut etiam sit.

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Gradient

The theme for the backdrop for the branding that will be displayed on print web and motion graphics is very integral to the company aims and ambitions and symbolic to a new sea of information that is being built on the blockchain. For this. The gradient represent the depth of the ocean this is symbolic of the sea of information that NKN is building a network layer for.

The gradient represented in branding is comprised of two layers that combine using an opacity blending mode "Hard Light" Opacity at 100% Also once the layers are combined the gradient is flipped to enable the final gradient color. The color gradient starts from light blue from the top representing the surface of the ocean to black at the bottom of the sea.

Final Gradient
combination of two
layers creating the
final blue color

Gradient from the
top to the bottom is
light to dark blue
symbolic of levels of
the ocean shallow to
the dark depths.
This represents the
scale of data

The faint
perspective grid
enhances the
scale of depth

CMYK 91 82 52 68
RGB 13 21 42

CMYK 77 56 0 0
RGB 43 118 255

CMYK 87 65 0 0
RGB 34 97 188

CMYK 98 87 19 6
RGB 40 64 128

CMYK 96 84 21 7
RGB 43 67 128

CMYK 97 87 22 8
RGB 40 63 124

CMYK 100 90 30 19
RGB 33 52 105

Gradient

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top to the bottom is
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perspective grid
enhances the
scale of depth

CMYK 91 82 52 68
RGB 13 21 42

CMYK 77 56 0 0
RGB 43 118 255

CMYK 87 65 0 0
RGB 34 97 188

CMYK 98 87 19 6
RGB 40 64 128

CMYK 96 84 21 7
RGB 43 67 128

CMYK 97 87 22 8
RGB 40 63 124

CMYK 100 90 30 19
RGB 33 52 105

Thank you to the whole NKN
Community

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Co Founder NKN

Suzy Bai
Marketing

Imran Chaudhry
Design

