



# Brand guidelines

July 2019, Version 1.0

This document is the most current information about the Joystream Identity



# Contents

## Introduction

Contents

Hello!

Brand vision

Target audience

## Branding elements

Logo – Horizontal version

Logo – Horizontal version (alternatives)

Logo – Vertical version

Logo – Vertical version (alternatives)

Logo and icon - Minimum sizes

Logo misuse

Icon - Exclusion zone

Icon - Examples

Colour Palette – Overview

Colour Palette – Additional

Typography – Our Typefaces

Typography – Primary and secondary

Typography – Primary and secondary

Typography - Rules and Guidelines

Icons - Overview

Icons - Icon types

Descriptive Icons - Construction

Descriptive Icons - Examples

System Icons - Construction

System Icons - Examples

Illustrations - Overview

Illustrations - Construction

Pattern - Overview

Pattern - Construction and use

Pattern - Examples

Photography

## Design examples

## Additional

Wallpapers

Assets

# Introduction



Hello

Joystream Brand Guidelines



# Hello!

Joystream is a blockchain based video platform which is governed and operated by its users.

Fundamentally, our effort is an experimental one; we do not have all the answers, and we want to be honest about that in our communication. We are not promising cheaper, faster or nicer, like one typically would when selling a consumer widget or service. Instead we have hope that we can build something more empowering and accountable through this experimentation. Lastly, at the core of our vision is governance, so what we are building is never finished; we are only constructing the first piece. It is a dynamic effort we hope communities will carry forward in amazing ways, we are just providing the first set of tools.

So our brand should carry this feeling of experimentation, excitement and building something ethical and dynamic.





## Manifesto

We call for an arrangement where media platforms are accountable to the people they impact, which are primarily their users, be it as consumers, creatives, third party developer or workers.

Our core thesis is that there are two basic challenges which must be addressed to achieve this goal, and that an appropriate application of contemporary distributed systems technology, including blockchains, smart contracts and tokens, is the right means to do so.

[Read The Joystream Manifesto](#) →

# Target audience

Joystream Brand Guidelines

## Community builders:

Users who also want to engage in actually running and guiding how the platform will work, in other words, people who want to engage in platform governance and work. This refers to people who enjoy building, fostering and participating in nascent communities. They are driven by a sense of purpose, and also the motivation to get in early on something that can become big and important. These people are often highly social, enjoy working in groups with common purpose, self directed, digital native and often outsiders in the offline world.

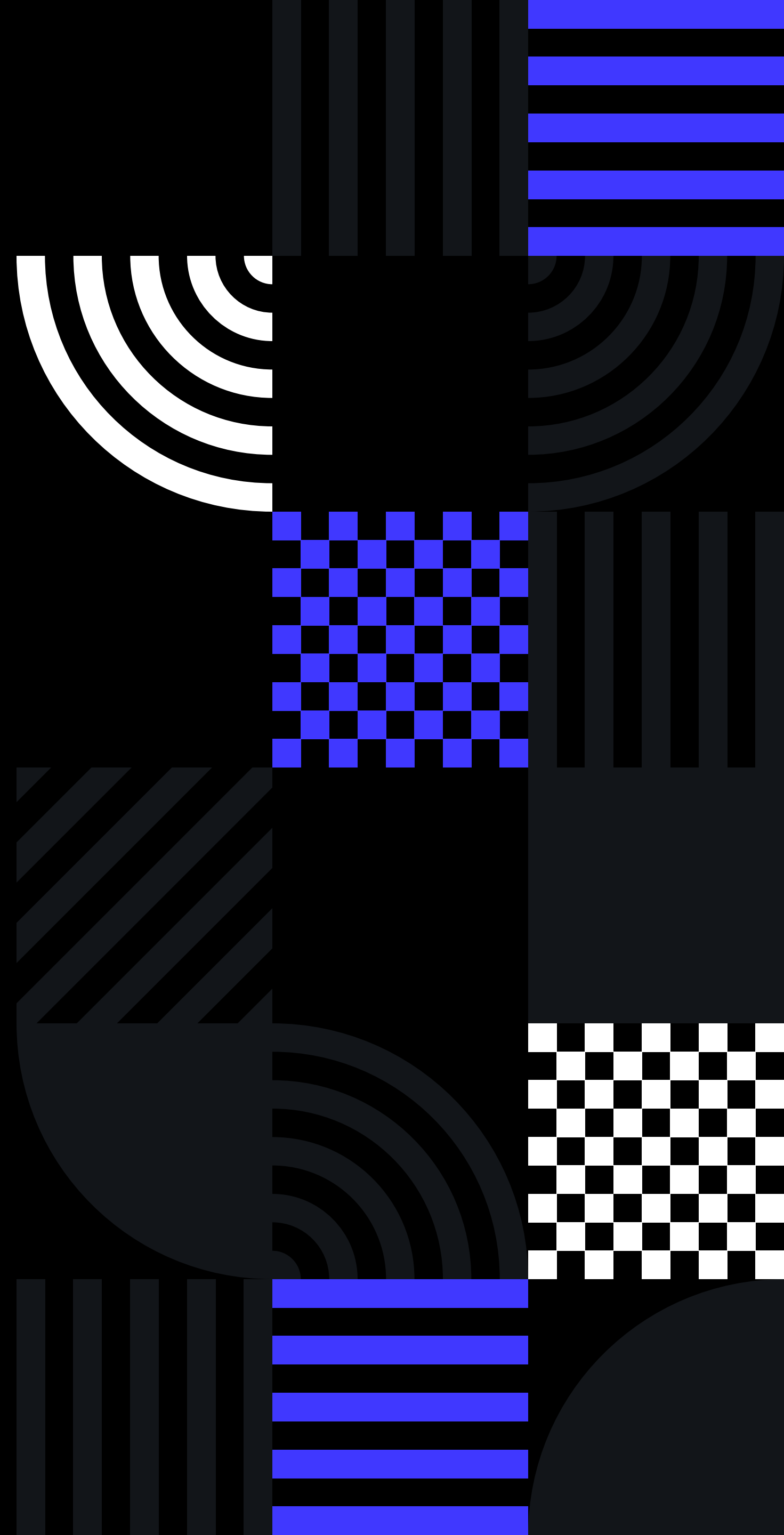
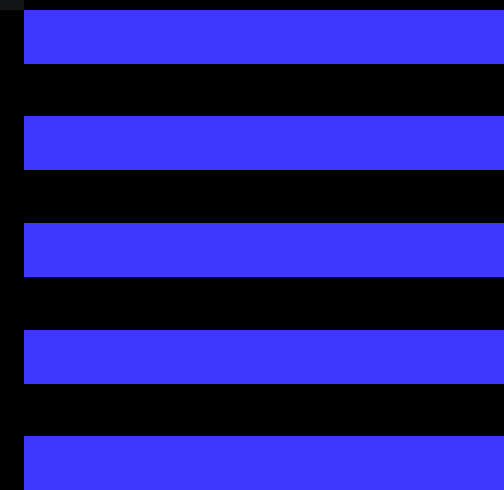
## Crypto workers

These are people out to make a small buck, they are everywhere in the crypto space, and they are looking for opportunities to do work and make some income. These are often in developing countries, or they may be a bit younger, or in some other way locked out of easy access to making a good income. Often they have very little physical or social capital, just some simple tools, and they often do manual tasks of various kinds. The importance of this contingent is that they are eager, and they are willing and able to do work for crypto, something which is currently rare.

## Long tail content creators

These are people with small and passionate audiences, willing to put up with friction, typically covering idiosyncratic areas of focus, perhaps associated with the taboo, non-mainstream, controversial, inappropriate, ideological or marginalised. They will be suffering from monetisation, censorship or distribution problems on other platforms.

# Branding elements



# Logo - Horizontal version

The logo and the icon's exclusion zone is equal to the x-line height (marked as 5a in the diagram).



## Logo - Horizontal version (Alternatives)

Joystream Brand Guidelines

The logo and the icon's exclusion zone is equal to the x-line height (marked as 5a in the diagram).



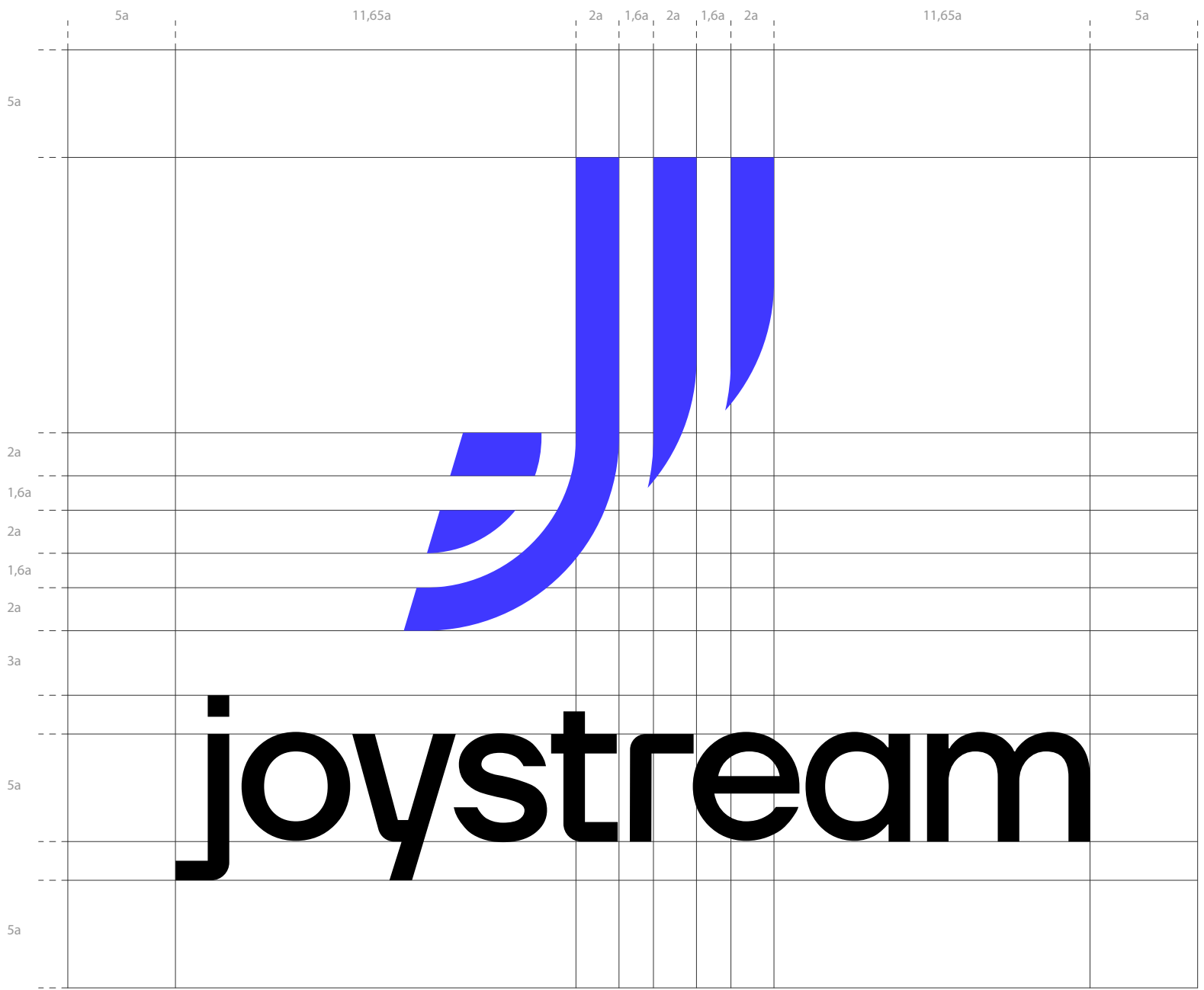
Logo Achromatic



Logo - Reversed color

# Logo - Vertical version

The logo and the icon's exclusion zone is equal to the x-line height (marked as 5a in the diagram).



## Logo - Vertical version (alternatives)

Joystream Brand Guidelines

The logo and the icon's exclusion zone is equal to the x-line height (marked as 5a in the diagram).



Logo Achromatic



Logo - Reversed color

## Logo and icon - minimum sizes

In order to ensure the best visual communication of the logo, it is best presented in size between 200 and 500+px width on digital devices.



Horizontal lockup should never be narrower than 100px in digital or 20mm in print.



Vertical lockup should never be narrower than 70px in digital or 15mm in print.



# Logo incorrect use

Take care to treat our logo with respect, only use the provided logo artwork. This page shows what NOT to do. DO use the provided logo artwork and the correct logo version for the right materials e.g. Pantone®, CMYK versions for print and RGB for digital.



NO

Do not use the old stacked version of the logo.



NO

Do not apply a gradient to the icon or wordmark.



NO

Do not rotate the logo.



NO

Do not change the logo colour or tone.



NO

Do not distort or warp the logo in any way.



NO

Do not use the wordmark without the icon.



NO

Do not outline or create a keyline around the logo.

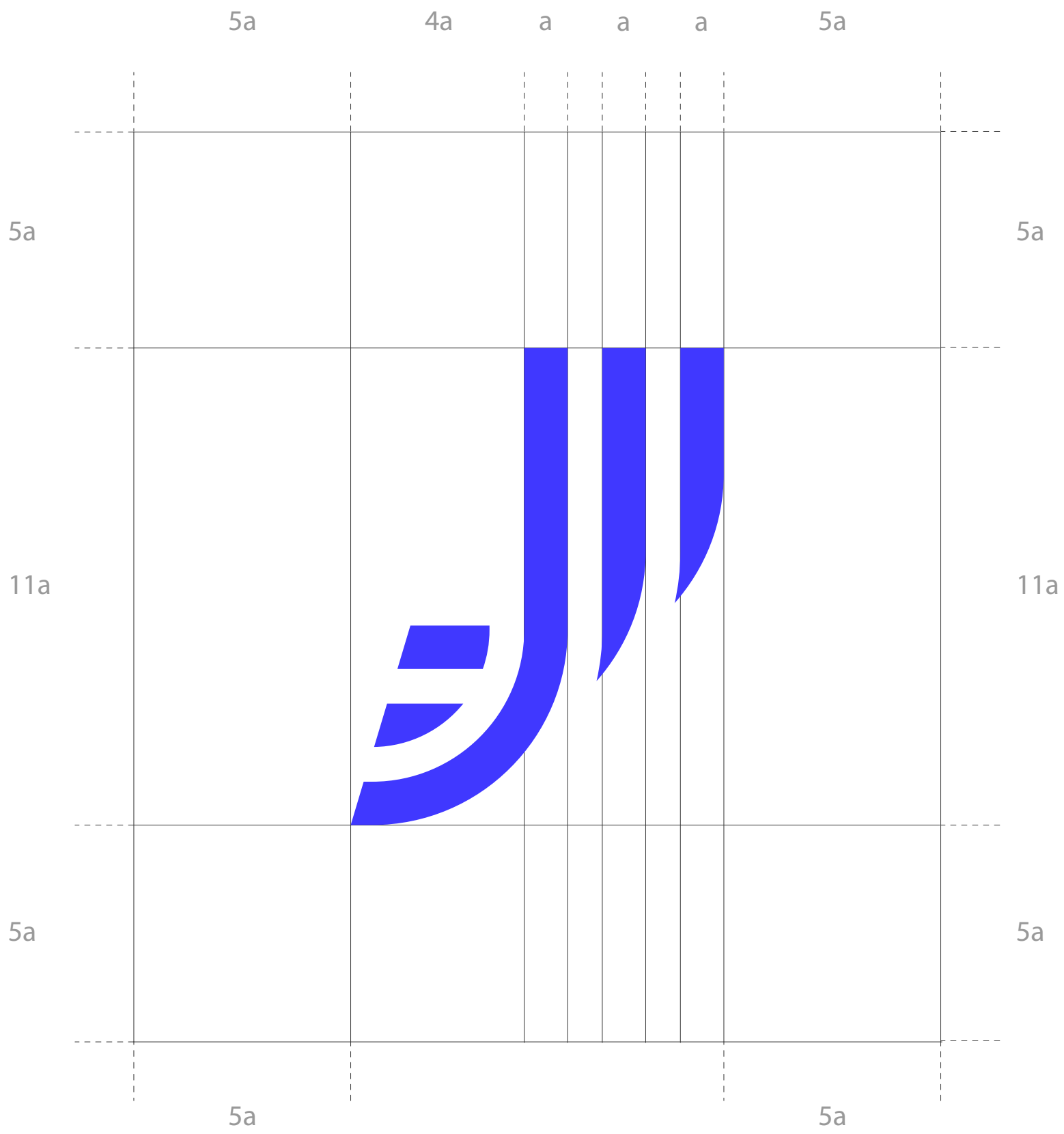


NO

Do not change the typeface nor recreate or manipulate the wordmark and the icon.

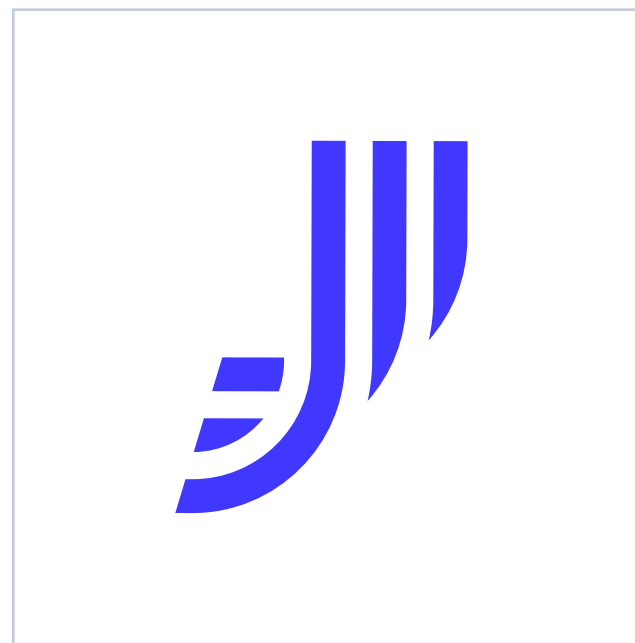
# Icon - Exclusion zone

The icon’s exclusion zone is equal to the x-line height (marked as 5a in the diagram).



## Icon - Examples

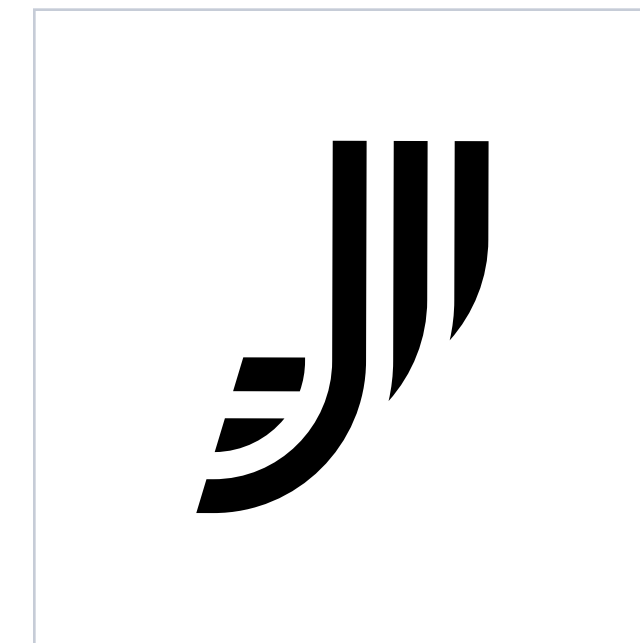
In cases when the Joystream brand has already been established we simply use the icon on its own. While the icon can exist without the wordmark, the wordmark should never exist without the icon.



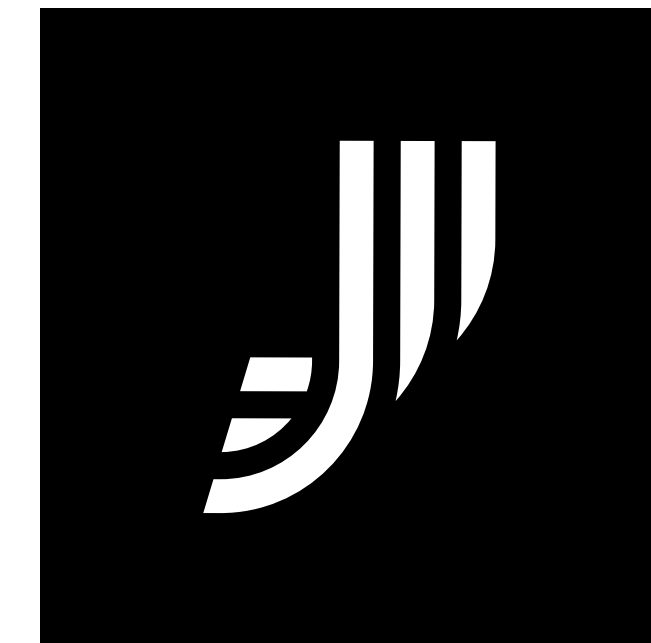
Icon normal version (achromatic)



Icon normal version (inverted)



Icon monochrome version (inverted)



Icon monochrome version (inverted)

# Colour Palette - Primary brand colors

Our colors combine three primary colors Black, White and Blue that are the defining the mood and presenting values such as:

Stability, Trust, Freedom, Responsibility, Calmness, Purity, Loyalty, Wisdom, Confidence, Intelligence

Joystream black

CMYK	0 / 0 / 0 / 100
RGB	0 / 0 / 0
HEX	#000000

Joystream blue

CMYK	0 / 0 / 0 / 100
RGB	0 / 0 / 0
HEX	#4038FF

Joystream white

CMYK	0 / 0 / 0 / 0
RGB	255 / 255 / 255
HEX	#FFFFFF

# Colour Palette - Additional

Primarily used colors are Joystream black which is a blue tinted black for smoother, more subtle contrasts with whites and blues. Joystream blue is a distinctive color that help to put focus and draw attention. Color white to calm, provide clarity and good readability.

One additional color to combine with the three primary colors is blue tinted grey, its purpose is similar to white but gives a good amount of contrast to the white elements when necessary.

#A7AEB7	
#D3D8E0	
#E8EDF6	JOYSTREAM GREY
#F2F5F9	

#FFFFFF

#261EE4	
#2F2FF4	
#4038FF	JOYSTREAM BLUE
#5252FF	
#6C6CFF	

#000000	JOYSTREAM BLACK
#121519	
#1F252E	

# Typography – Our Typefaces

Our typefaces are simple, comprehensive and modern. It is a reflection of our brand and our voice. We choose the appropriate typeface weights from PX Grotesk (regular, bold) and Innter UI family for specific touchpoints and to create clear hierarchies of information and messages.

## PX Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

## Innter UI

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

If either two typefaces are impossible to use please choose Arial Regular. This may be required across PC operating systems or electronic internal documents, in different offices worldwide. Don't use Arial for any print materials.

Typography – Primary and secondary

# PX Grotesk

PX Grotesk regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&\*()

PX Grotesk bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890!@£\$%^&\*()**

## Typography – Primary and secondary

# Inter UI

### Inter UI light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

### Inter UI semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

### Inter UI regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

### Inter UI bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()



# Typography – Rules and guidelines

The following is a sample of an ideal font stack using PX Grotesk for headlines and larger pull quote text and Inter UI for paragraph and call-to-action text.

H1  
PX Grotesk Bold, 48/56

The spectacle before us  
was indeed sublime.

H2  
PX Grotesk Bold, 48/56

Question marks and exclamation points.

H3  
PX Grotesk Bold, 24/32

Every introduction to the problems of aesthetics  
begins by acknowledging the existence and claims of  
two methods of attack.

H4  
PX Grotesk Bold, 32/40

Methodologies of Aesthetics

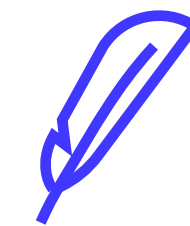
Paragraph  
Inter Regular, 16.24

Users who also want to engage in actually running and guiding how the platform will work, in other words, people who want to engage in platform governance and work. This refers to people who enjoy building, fostering and participating in nascent communities. They are driven by a sense of purpose, and also the motivation to get in early on something that can become big and important. These people are often highly social, enjoy working in groups with common purpose, self directed, digital native and often outsiders in the offline world.

## Icons - Overview

Joystream iconography is a custom, comprehensive icon style that helps explaining certain complex topics in a simple, digestable manner.

They are not always very direct and often carry a symbolic meaning but they help visualising and estinguish important elements.



## Icons - Icon types

Icons can be divided into two groups with different purpose and importance. Descriptive icons are form of a substitute for illustrations and system icons are purely functional part of the interface.



01. Descriptive



02. System

## Descriptive Icons - Construction

01. Characteristic feature of the set are lined patterns that correspond with patterns and represent shadows.

Lines have angle of 45o they should have 2px girth and 8px space between them at 100% scale.

02. Icons are drawn using outlines of 12px width at 100% scale, they have square linecaps and can have various sizes depending on the composition.



## Descriptive Icons - Examples

These are the icons that carry descriptive, explanatory role. They may be more detail reach and can be a composition of several glyphs.

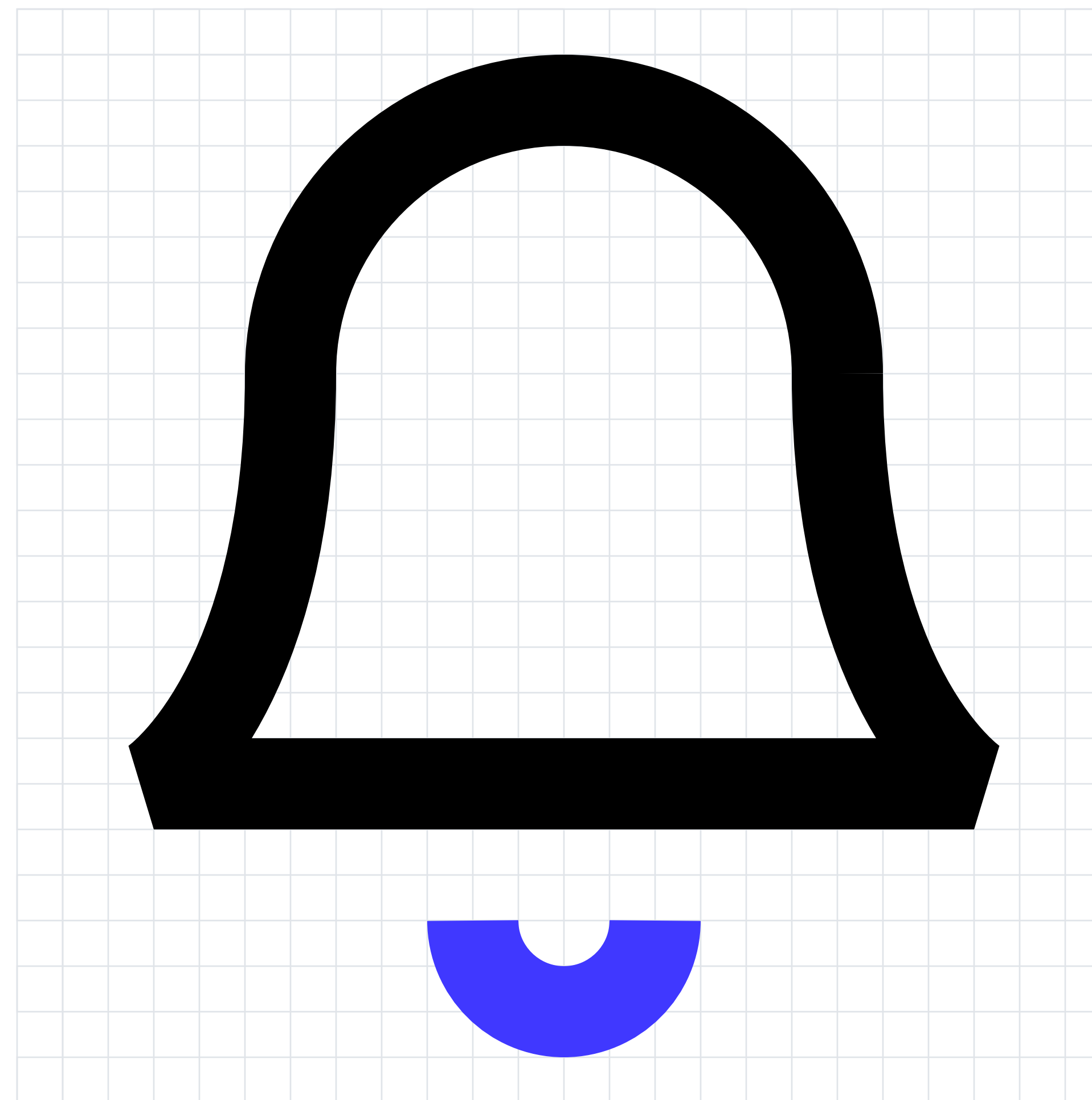
They also can be used in form of positives and negatives depending on the background color.



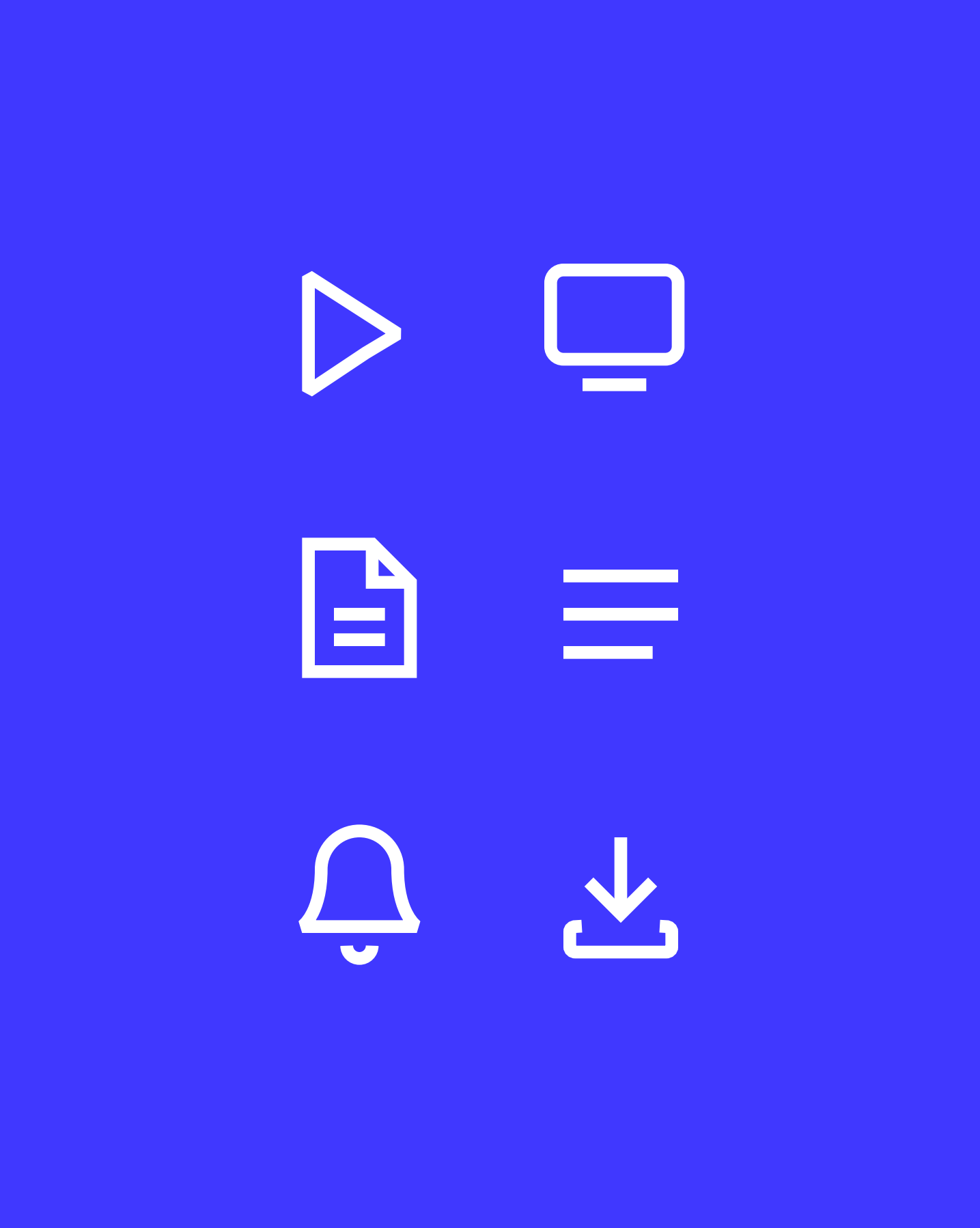
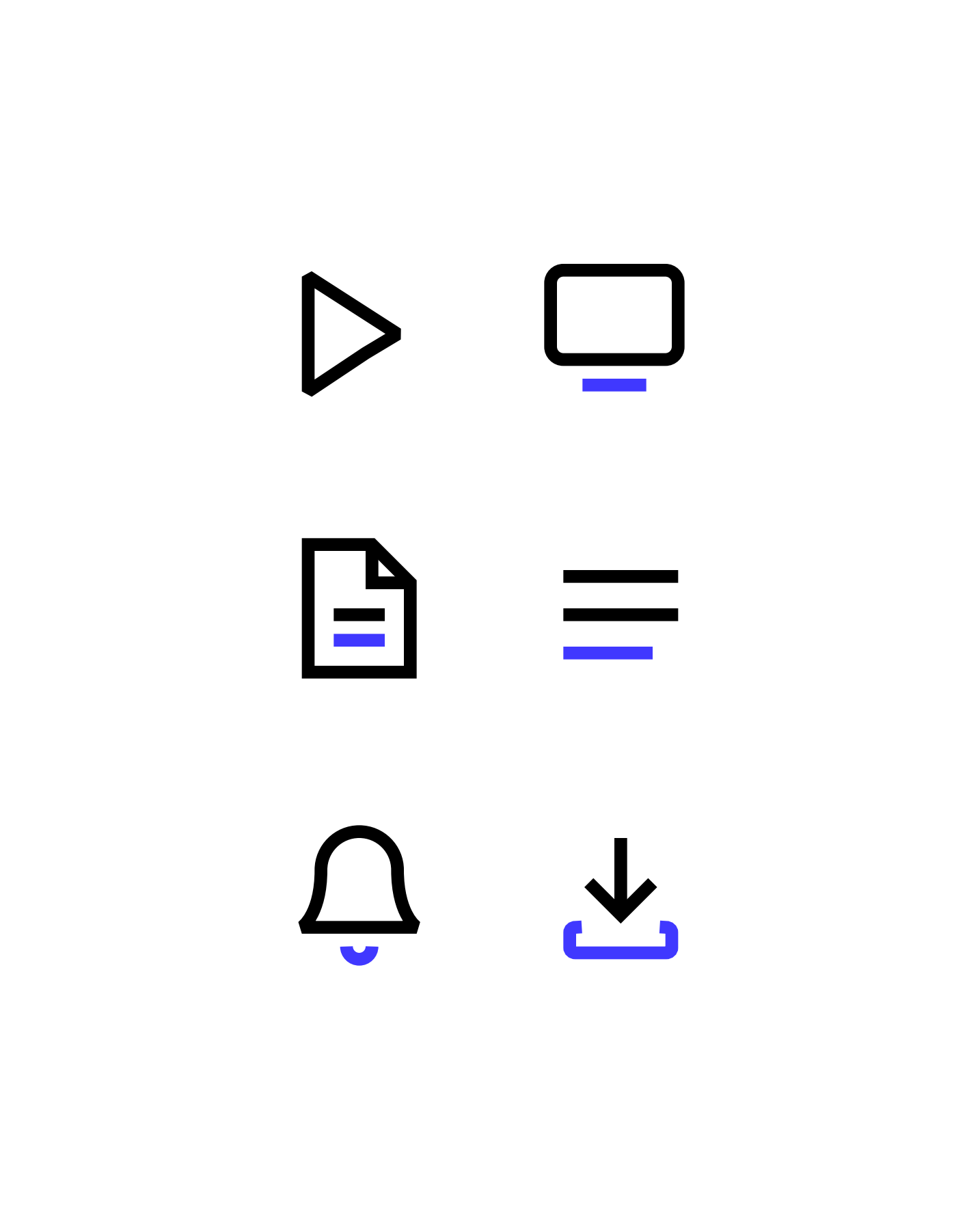
## System Icons - Construction

System Icons are drawn using 2px strokes with square linecaps on a 24px grid frame.

When possible, icons should have subtle blue accents in ammounts no greater than 10-20% of the whole.



System Icons - Examples



## Illustrations - Overview

Joystream Illustrations are symbolic representation of important steps in the Joystream project, for example a new testnet, role on the network or other equally significant subject.

They are quite visually complex even tho they only consist of three colors and no gradients.





## Illustrations - Construction

Illustrations will often go combined with patterns and in case of putting it on a blue background, the outline of the illustration can be changed to a Joystream Blue in order to create a good color balance with patterns and the background.



## Illustrations - Construction

Illustrations should be simple enough to be readable even in smaller resolutions down to 300x300px but they shouldn't be vague either.

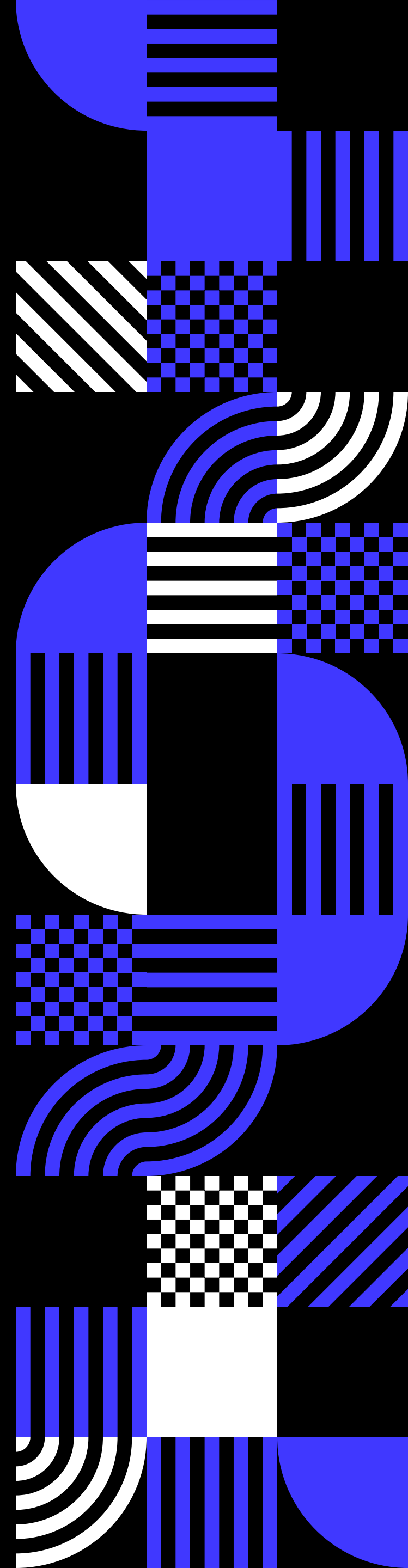
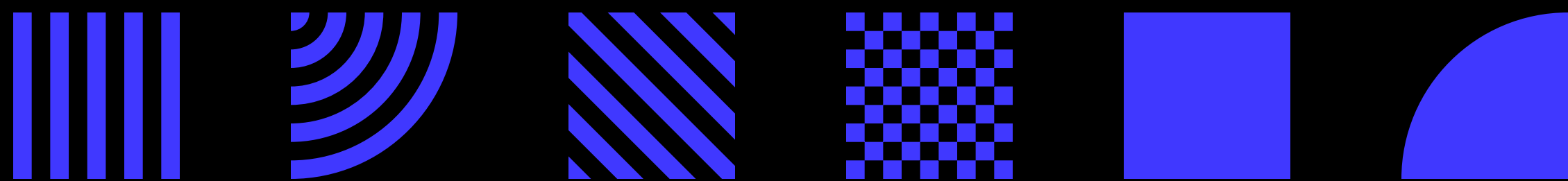
The amount of detail should be adequate to what the illustration represents, in most cases they should be used no smaller than 500x500px.



## Pattern Overview

These particular patterns are close translation of the logomark (J) into a form of geometrical shapes representing flow of information, technology and experimental nature.

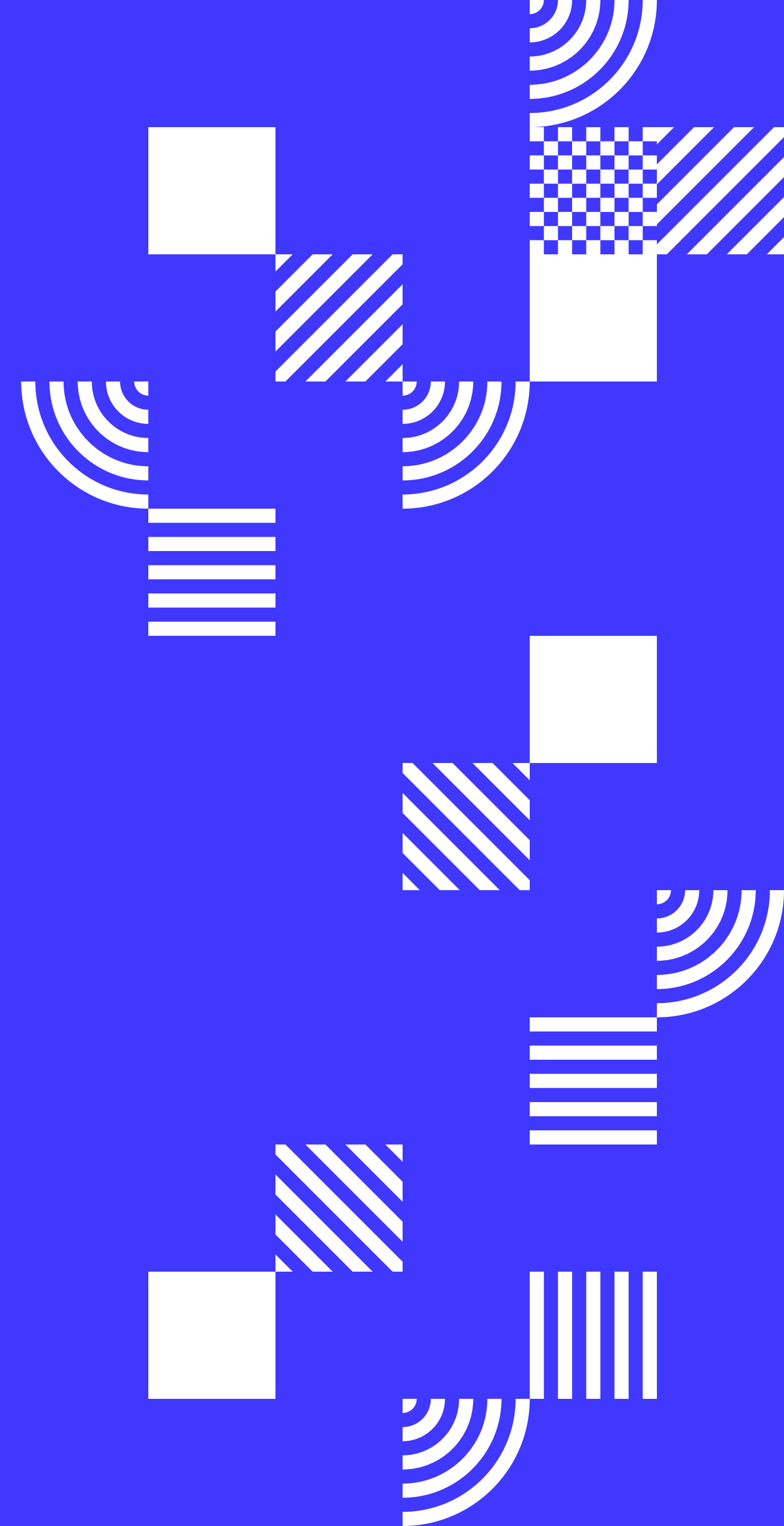
The patterns were introduced as a support tool to make certain elements stand-out, build mood and as an inherent element of visual identity of a brand.



## Pattern - Construction and use

Patterns depending on situation can be used more or less densely.

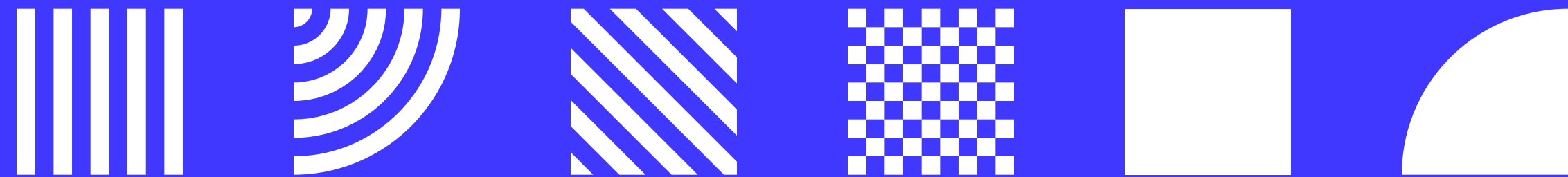
They virtually consist of six different pieces that can be rotated by 90 degrees in any direction and should always have a shape of a perfect square.



## Pattern - Construction and use

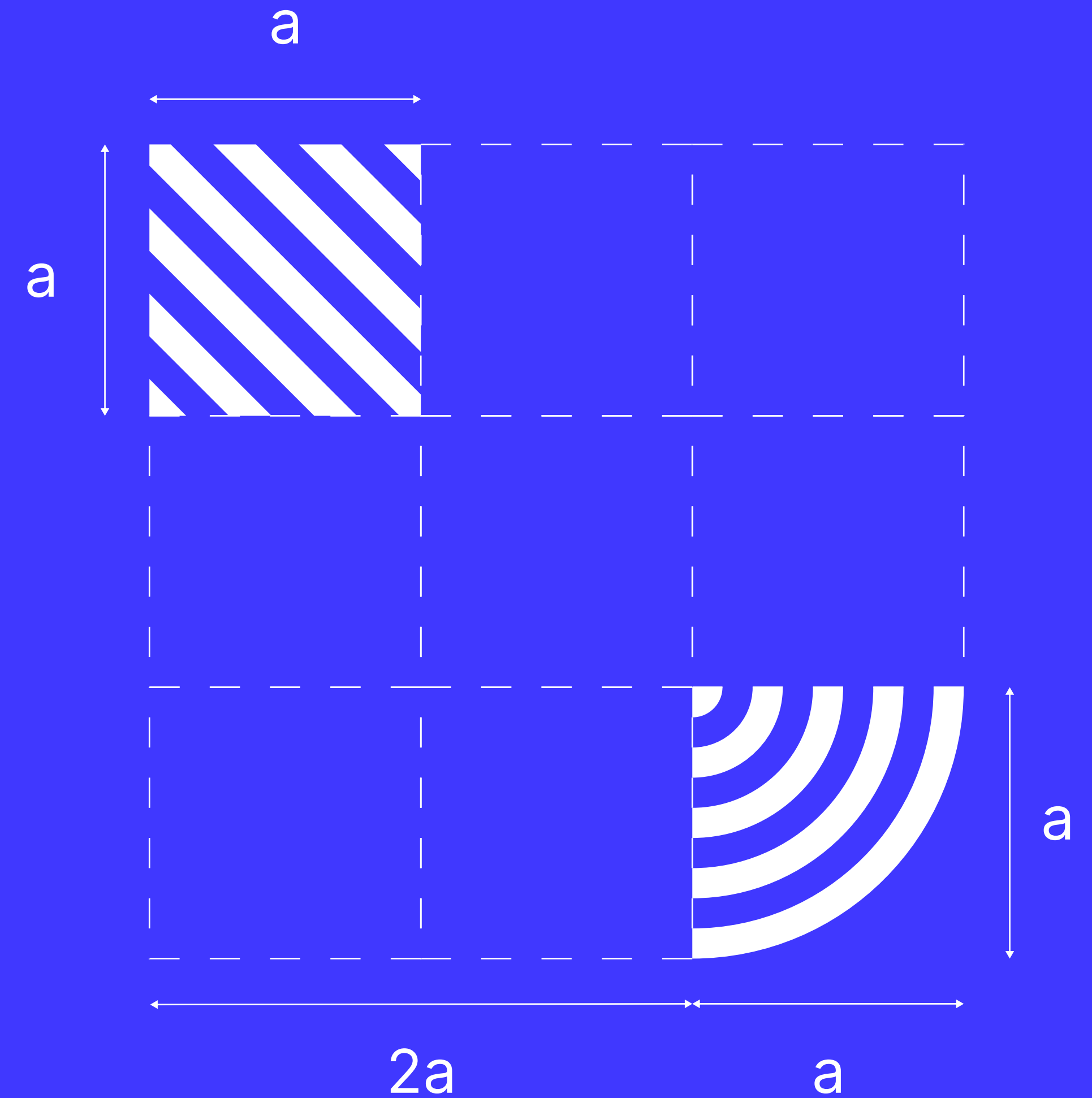
Patterns depending on situation can be used more or less densely.

They virtually consist of six different pieces that can be rotated by 90 degrees in any direction and should always have a shape of a perfect square.

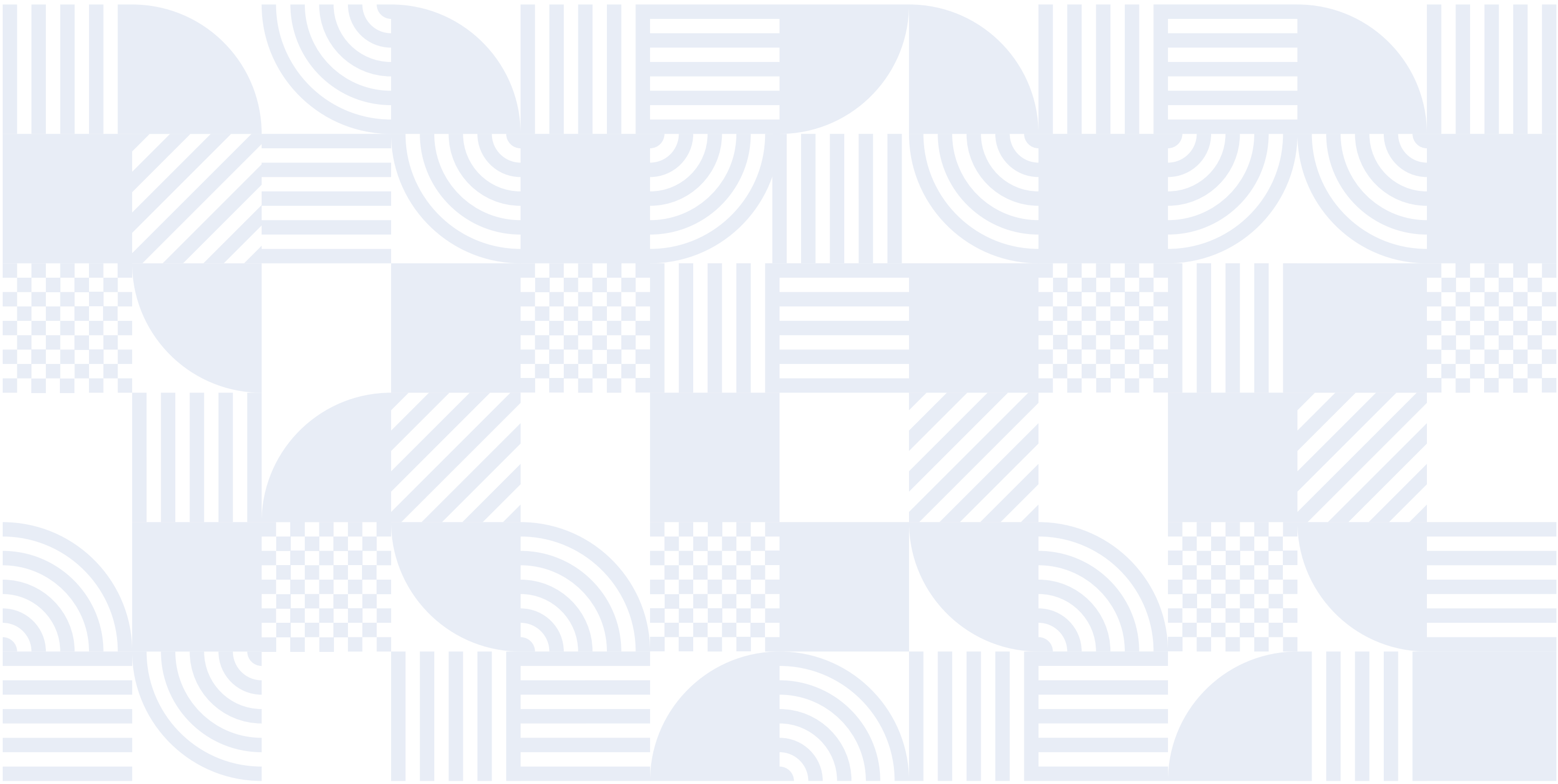


## Pattern - Construction and use

They should also have at least one common vertex when they touch. They do not always have to touch and when they don't, space between pieces should always be equal to its' width/height or the value multiplied.



Pattern - Examples



# A user governed video platform

Earn Monero by participating in the current Athens testnet

Earn Monero





# Photography



#000

#FFF



#76EC00

#FFFFFF

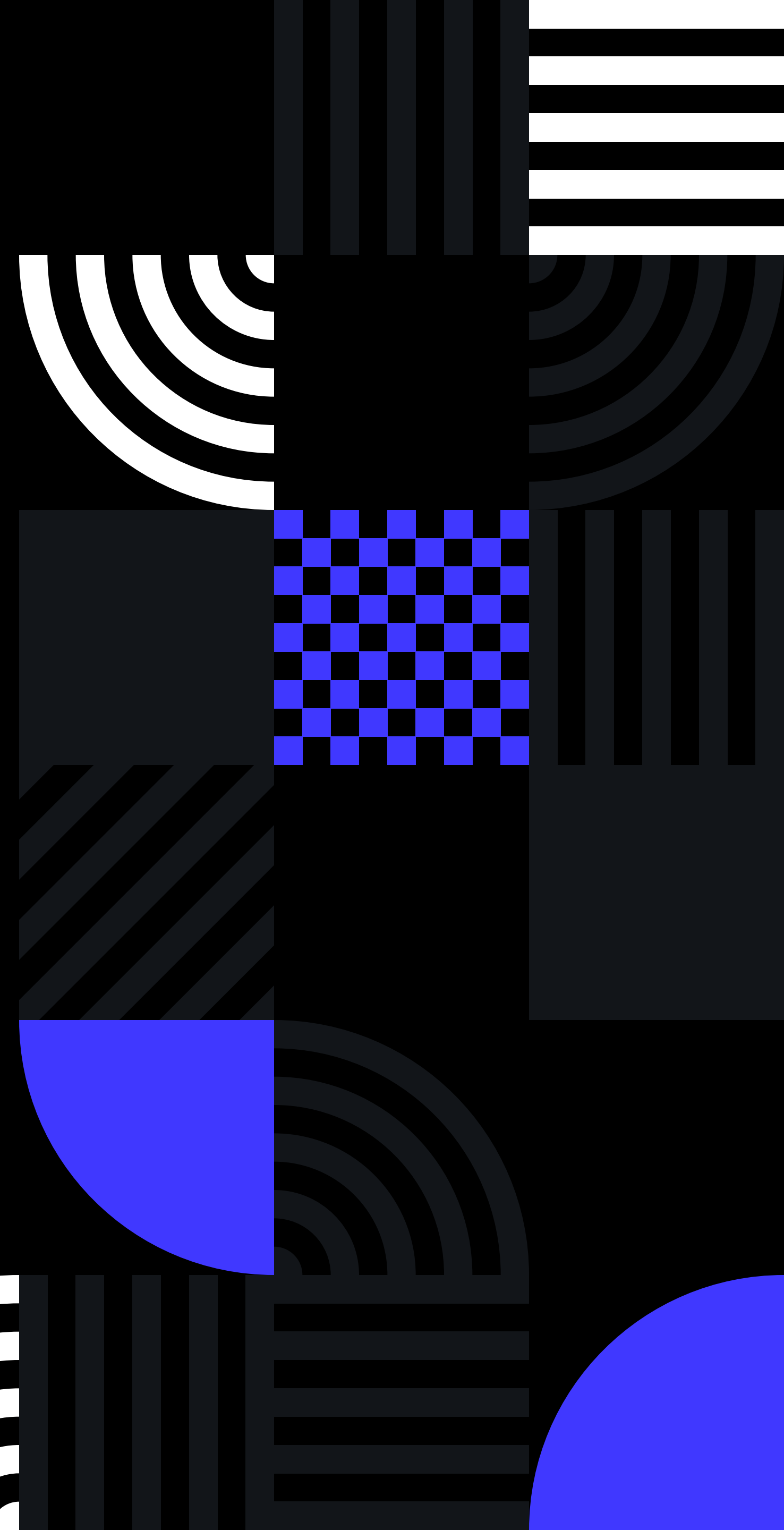
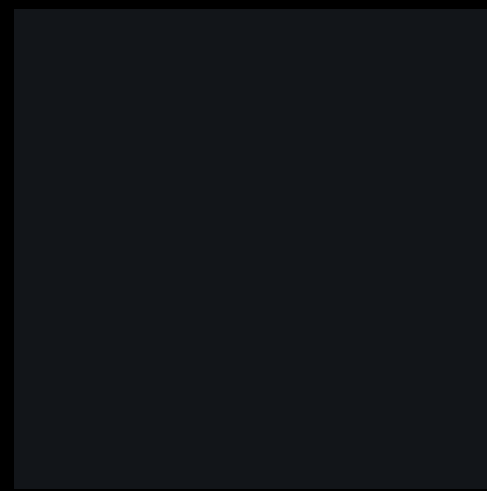
Joystream is an experimental and exciting platform and so should be its motion along with the interactions.

General rules for motion can be described with a few simple principles: Smooth transitions, dynamic but fluid motion and good amount of easing at the keyframes. This combination should provide a consistent and flexible animation style to cover most of the use cases.



Guides shouldn't be by no means limiting, they are only to provide a consistent direction for animations.

# Design examples

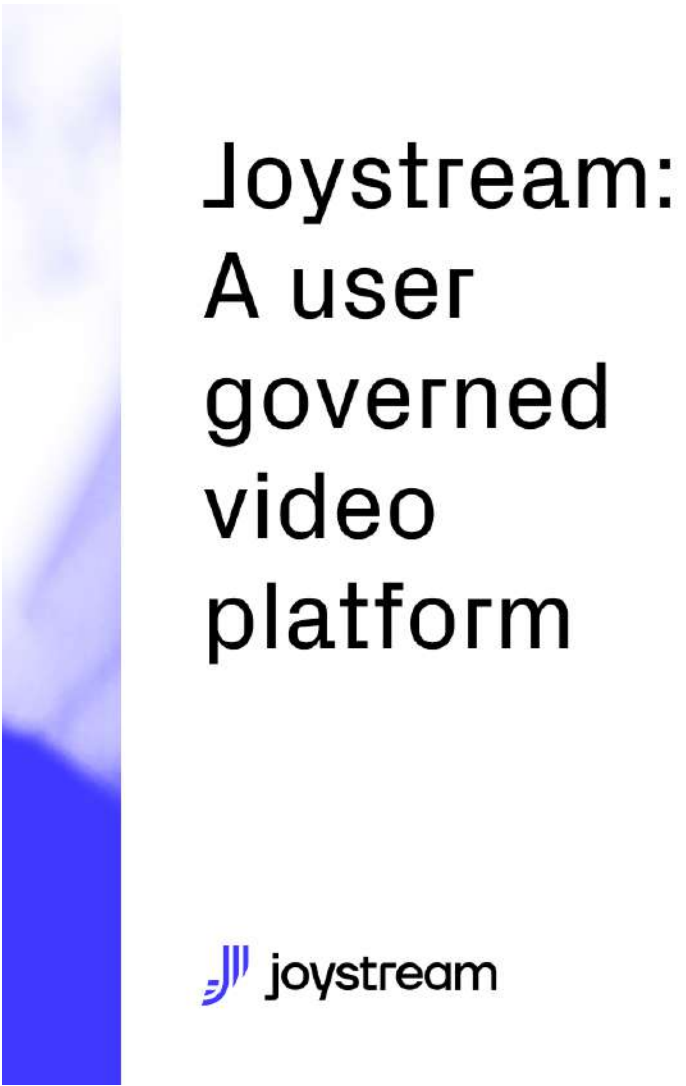




Our brand identity consists few key visual elements: logo, typeface, illustrations, patter, colour palette and iconography.

Each of them has a meaningful role as set out in these guidelines. But when these elements are combined, using our principles, we'll build more engaging communications to help us demonstrate and expand upon our brand story.

Design examples



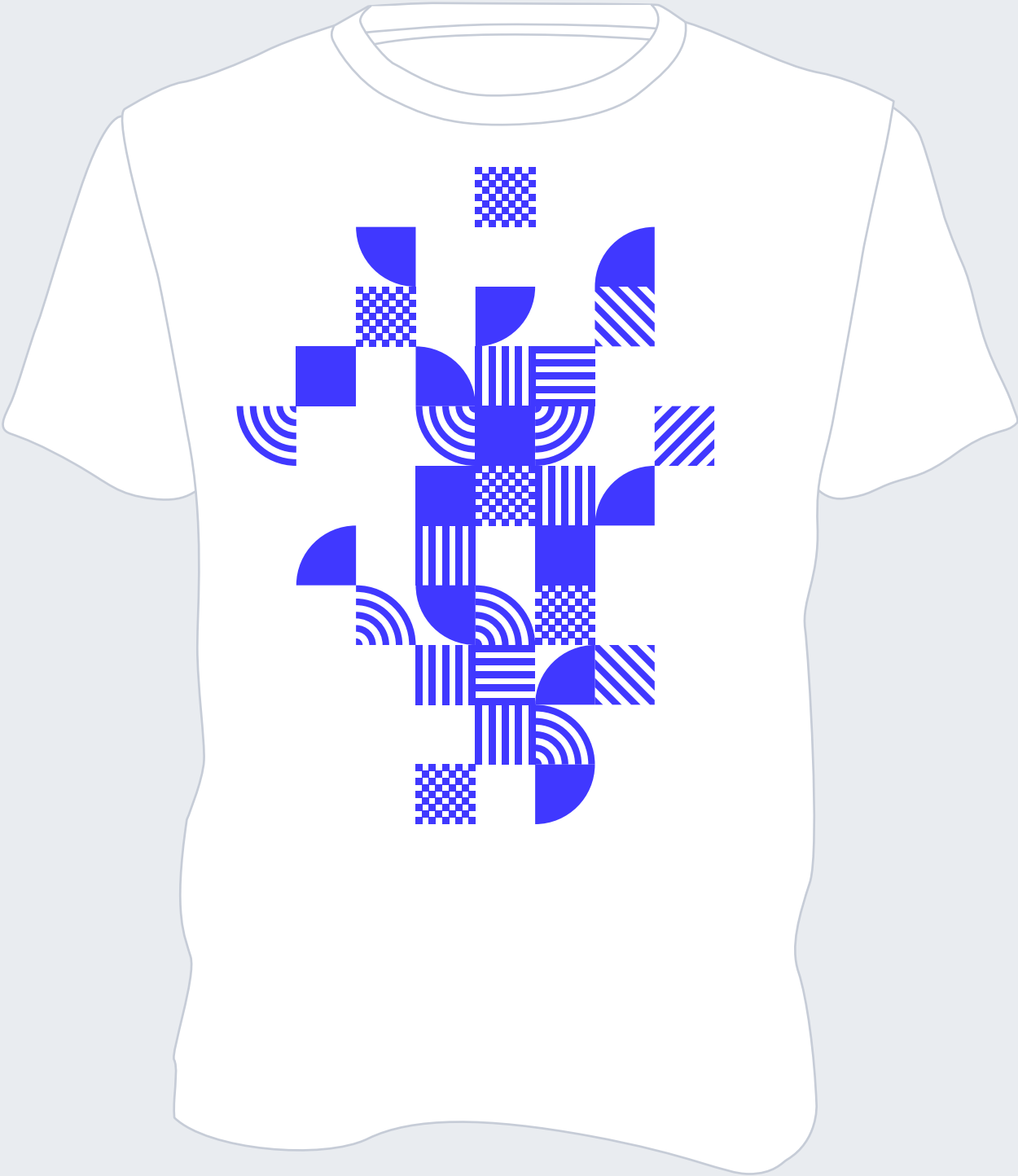
Design examples -



Design examples



Design examples



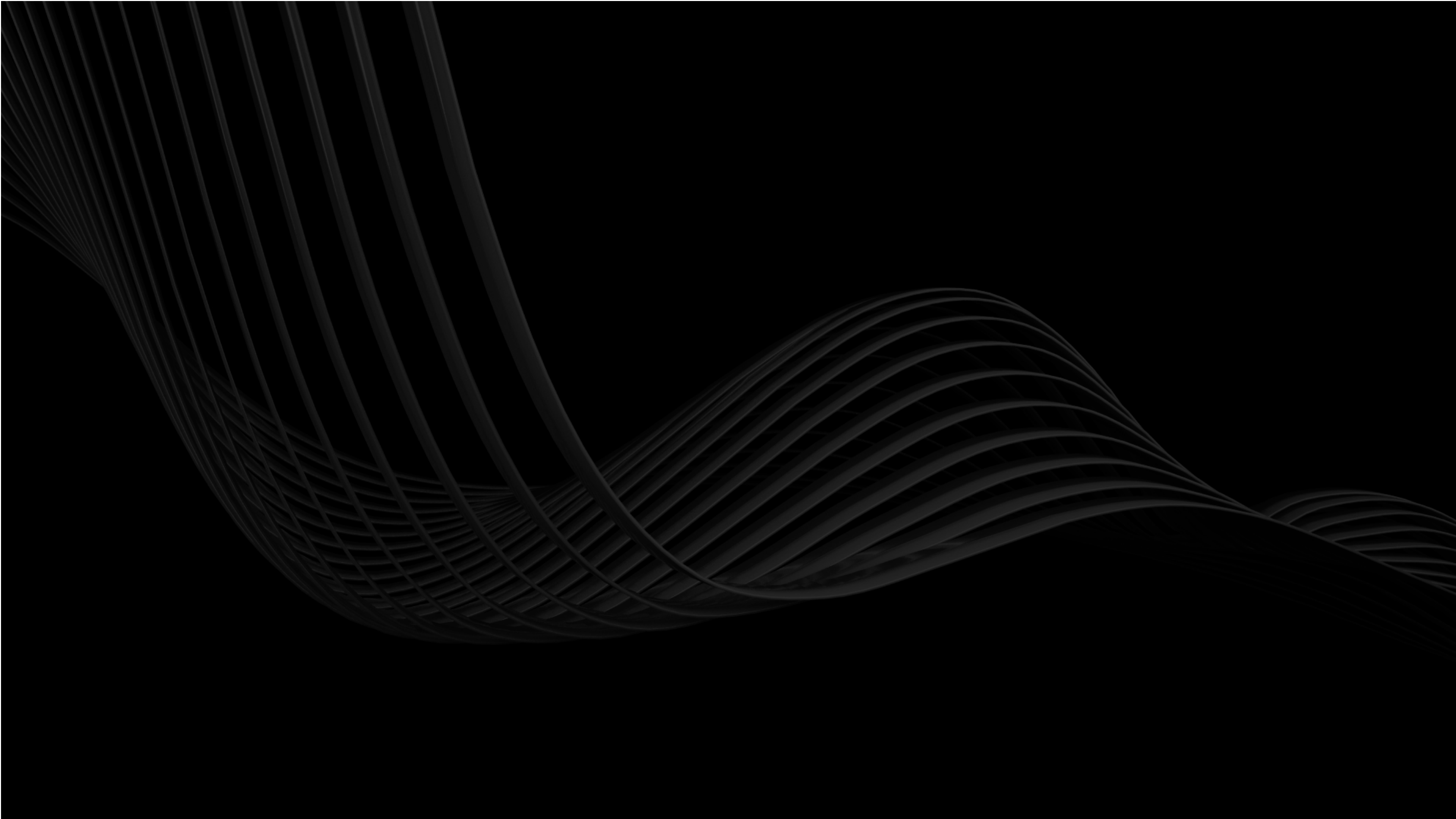


# Design examples



# Additional





[Download here](#)

# Assets

Joystream Brand Guidelines

## Logo assets

<https://projects.invisionapp.com/boards/CZ3VZ47EQYP/>

## Color assets

<https://projects.invisionapp.com/boards/CZ3VZ47EQYP/>

## Typography assets

<https://projects.invisionapp.com/boards/CZ3VZ47EQYP/>