

# Nebulas Brand Exprience Design

Delivering the brand experience to people

## Overview

Nebulas is a next generation public blockchain, aiming for a continuously improving ecosystem.

星云链是致力于构建可持续升级良性生态的下一代公链。

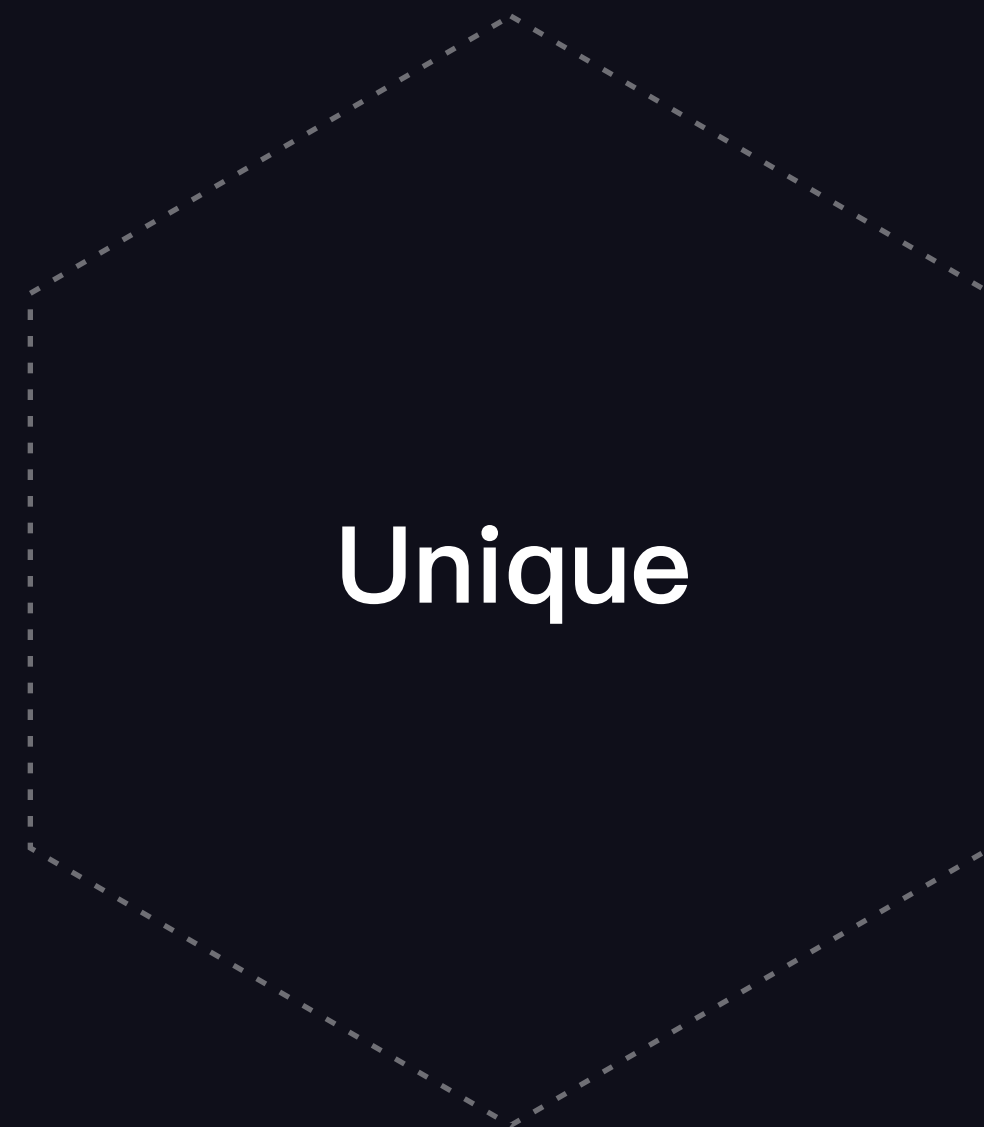
# Brand Design Principle



A flexible and expandable design that is adjustable in a wide range of environment



An original and advanced design that leads the industry



A unique design that attracts users

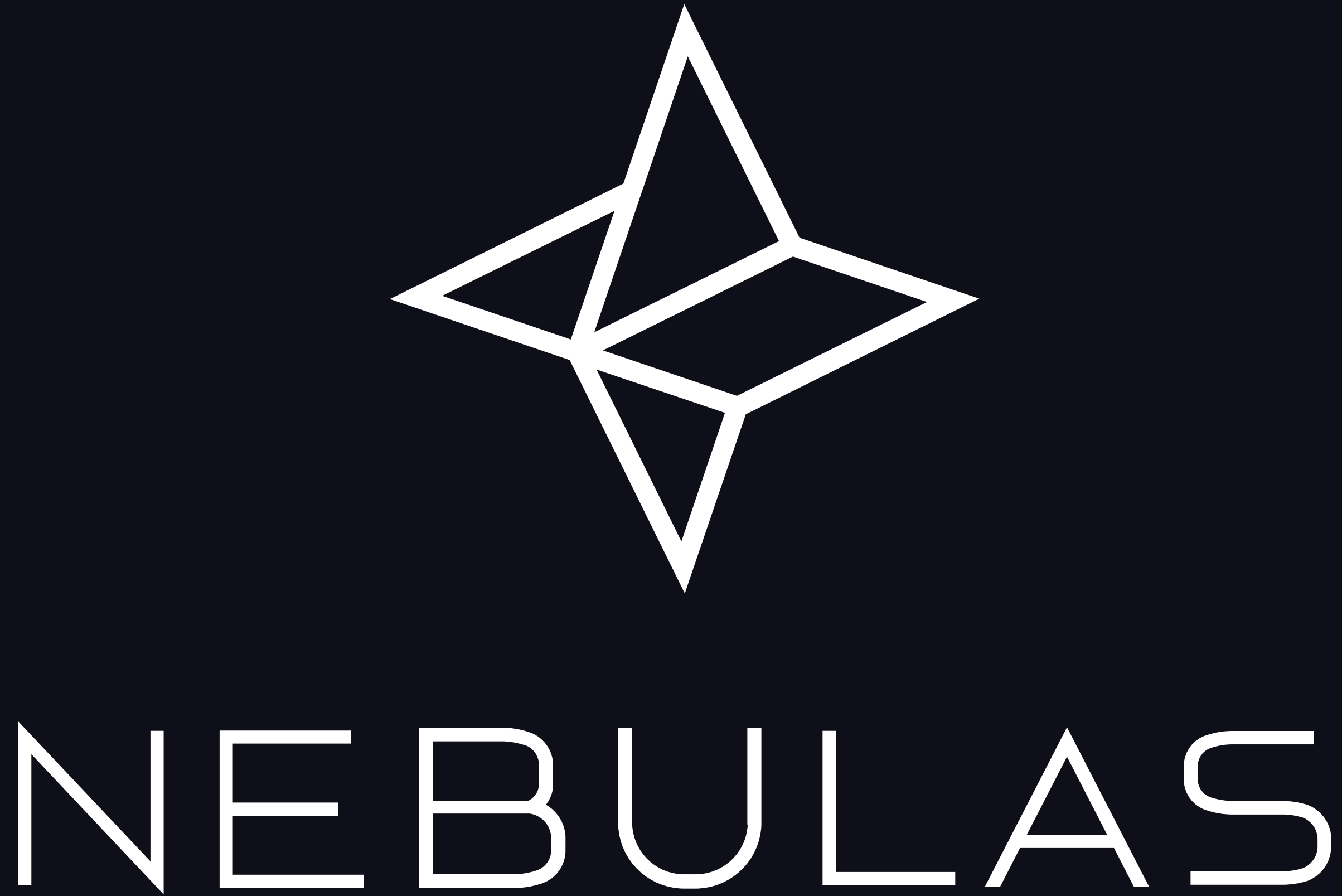


A simple and intuitive design that can effectively serve the users

# Brand Design Strategy



# Primary Logo



# Colour System

云黑

#000000

C:100      R:0  
M:100      G:0  
Y:100      B:0  
K:100

云白

#FFFFFF

K:0      R:255  
C:0      G:255  
M:0      B:255  
Y:0

新维度

创新(与传统相对)

异形(非对称)

锐利（非圆润）

易识别

简洁

抽象

几何

用户情感

年轻化

前沿、酷

中性情感（包容）

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Two-dimensional

Three-dimensional

Regular

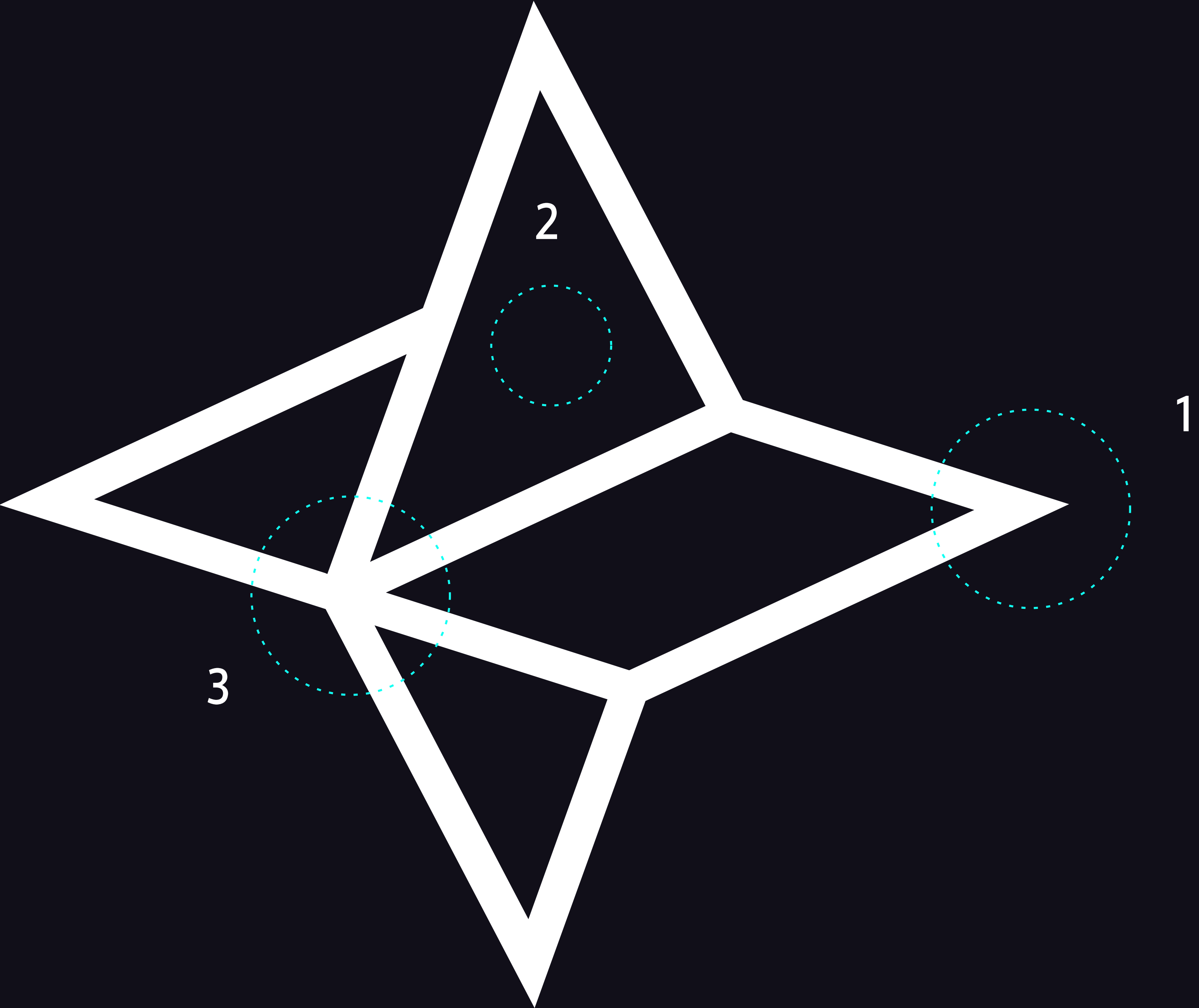
Especial

Boring

Interesting



# 品牌基因



- 1. Arrow Tip Cutting
- 2. Closed Space
- 3. Square Corner

# 品牌基因\_设计原则



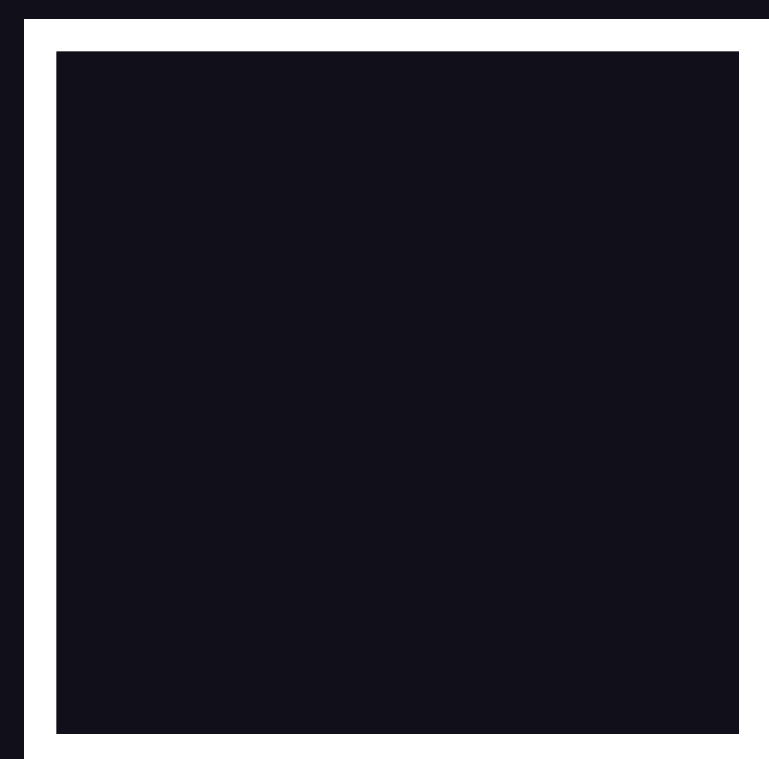
No Arc



straight line



No Circular

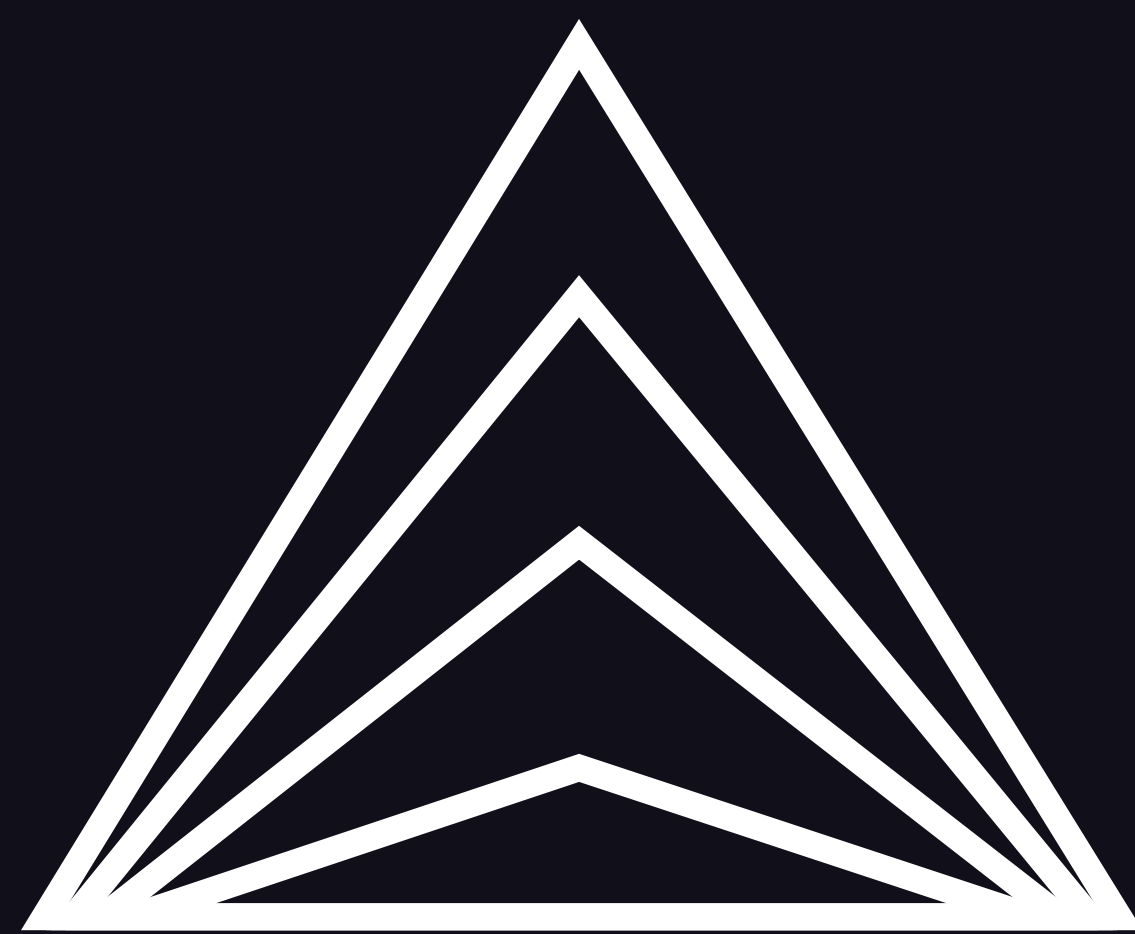


Rectangles



Triangles

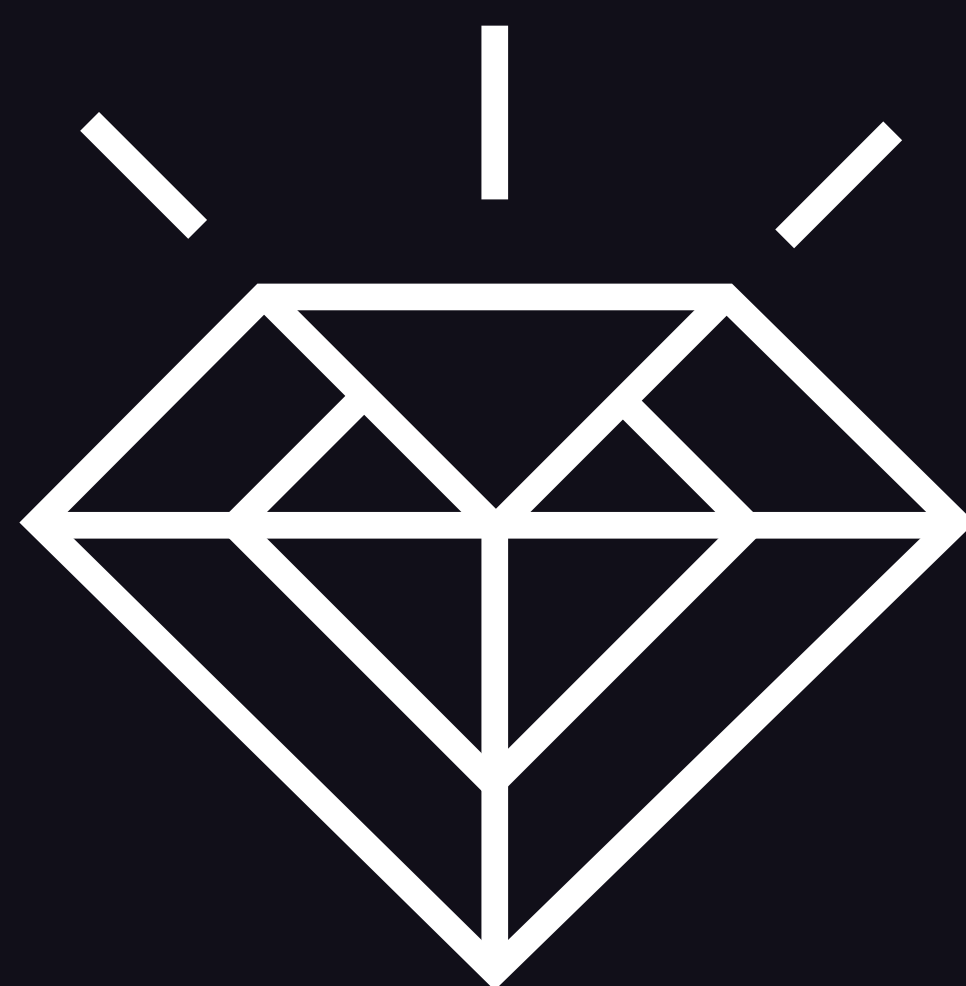
# 品牌基因\_功能图标



**Value Ranking**  
Nebulas Rank



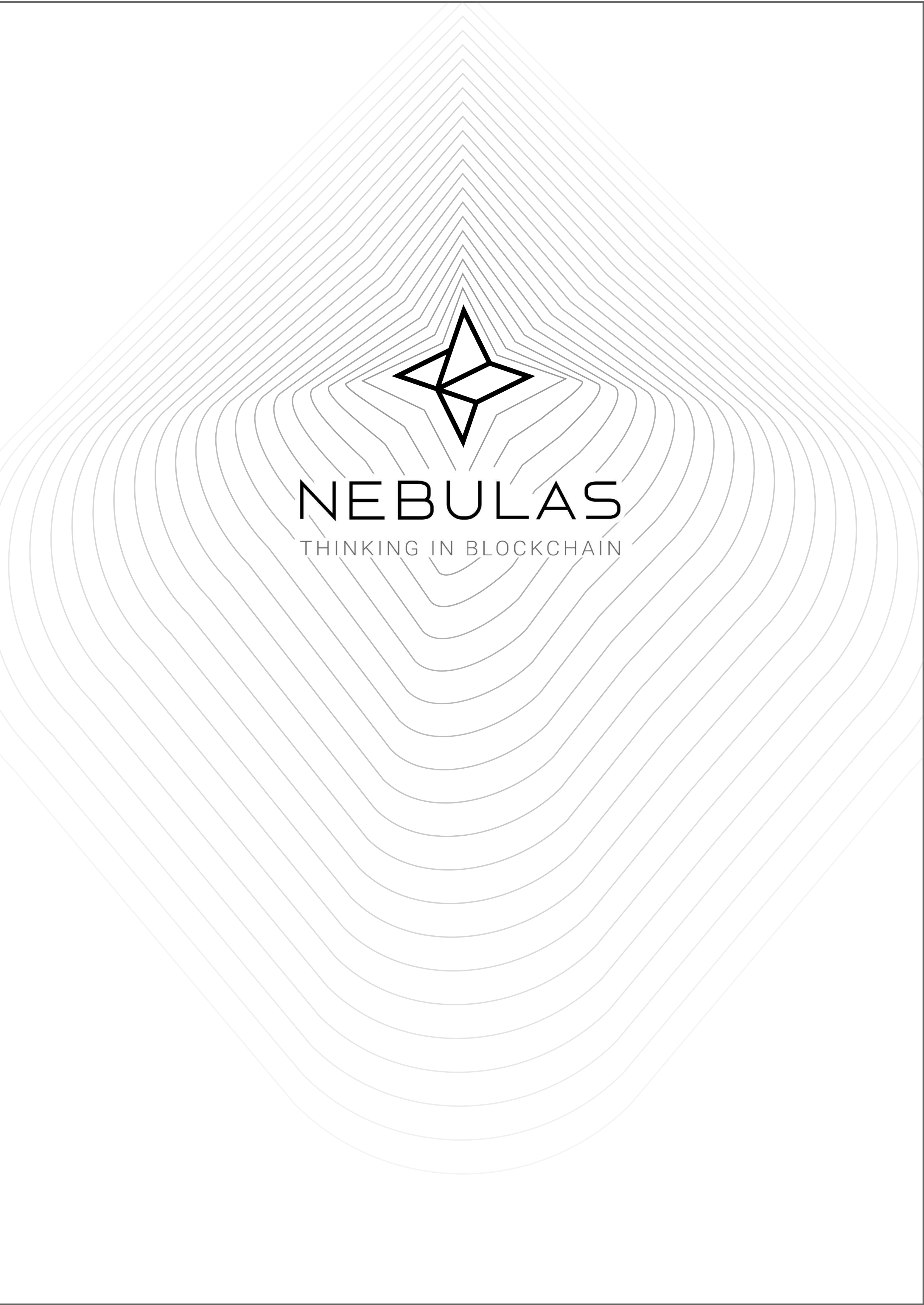
**Self-evolving**  
Nebulas Fore



**Native Incentive**  
Nebulas Incentive



品牌延展\_维度 1.05





品牌延展\_维度 1.05

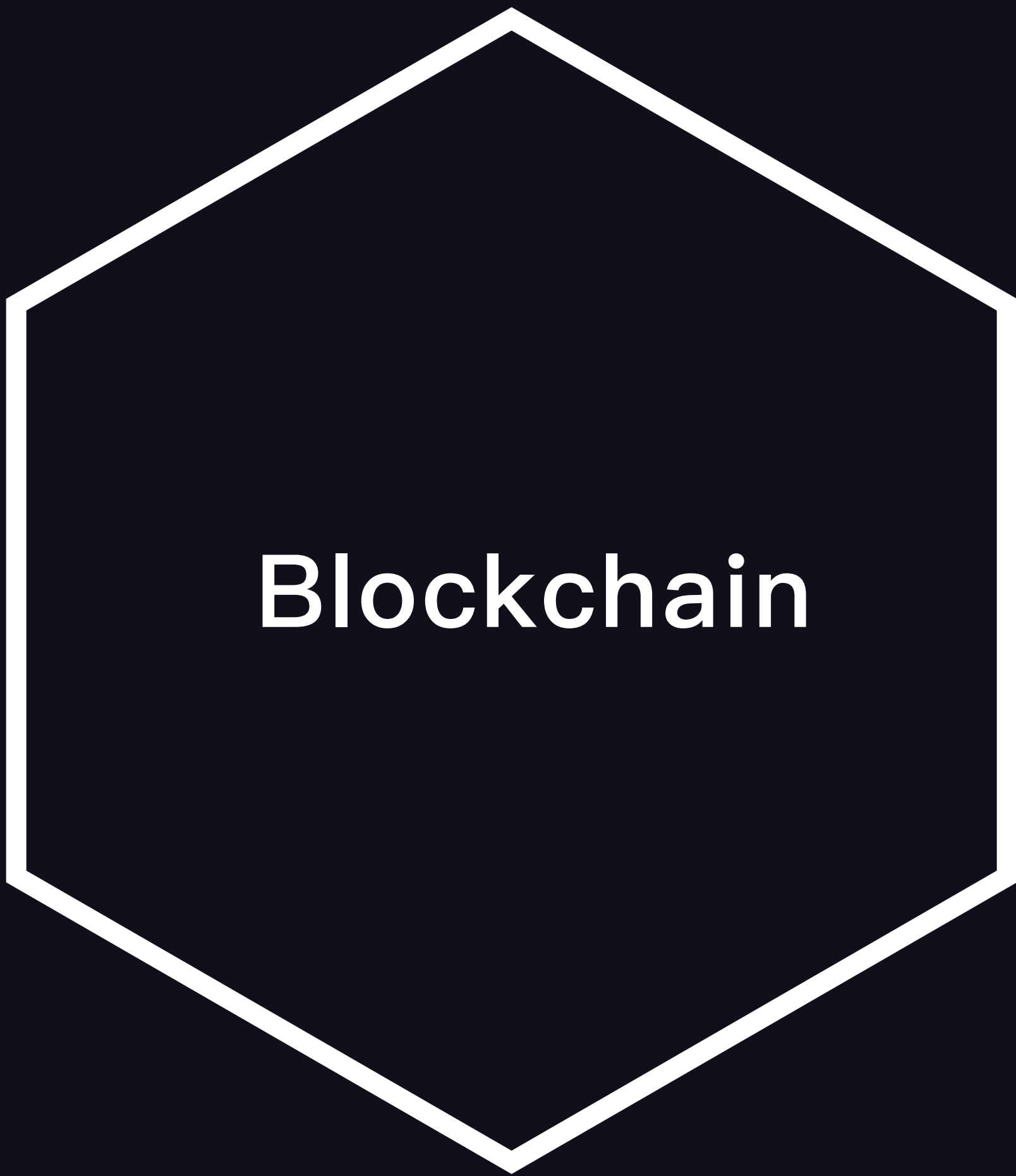


# 品牌基因\_功能图标设计系统2

Block Explorer 设计思路



Regular browser



Block browser

# 品牌基因\_维度

Block Explorer 设计思路



Block browser



Not Succinct



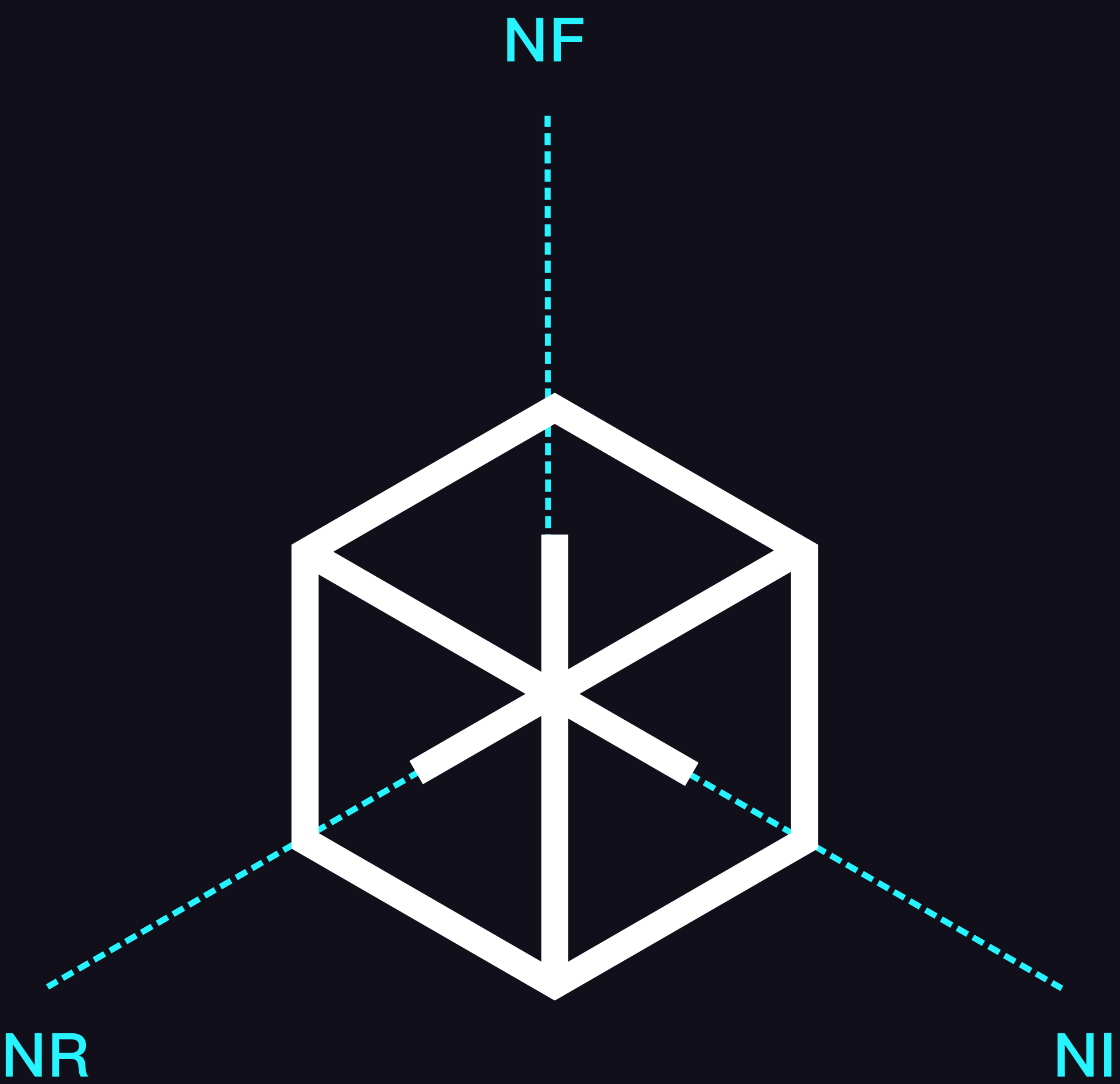
Simple and dimension



Meaningless

# 品牌基因\_维度

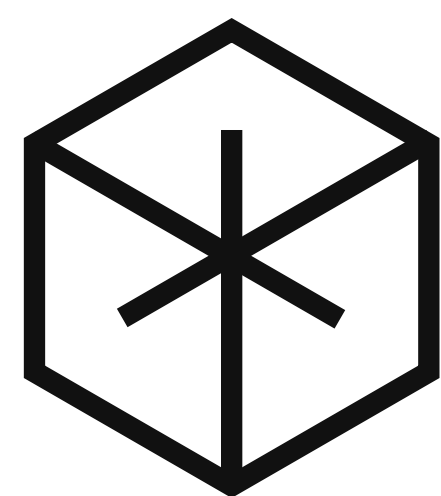
Block Explorer 设计思路



Block Explorer



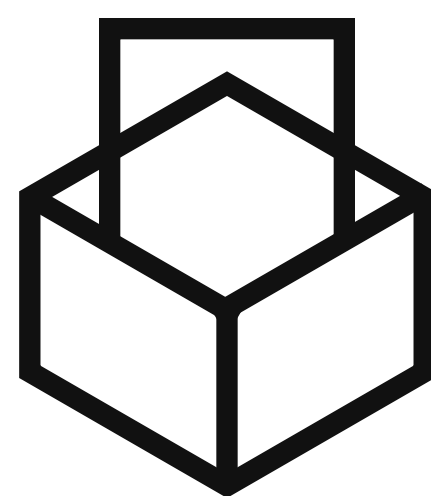
# 品牌基因\_功能图标



Block Explorer

from 200 NAS

Claim



Web Wallet

MAX 200 NAS

Claim



Interaction document

200 NAS

Claim



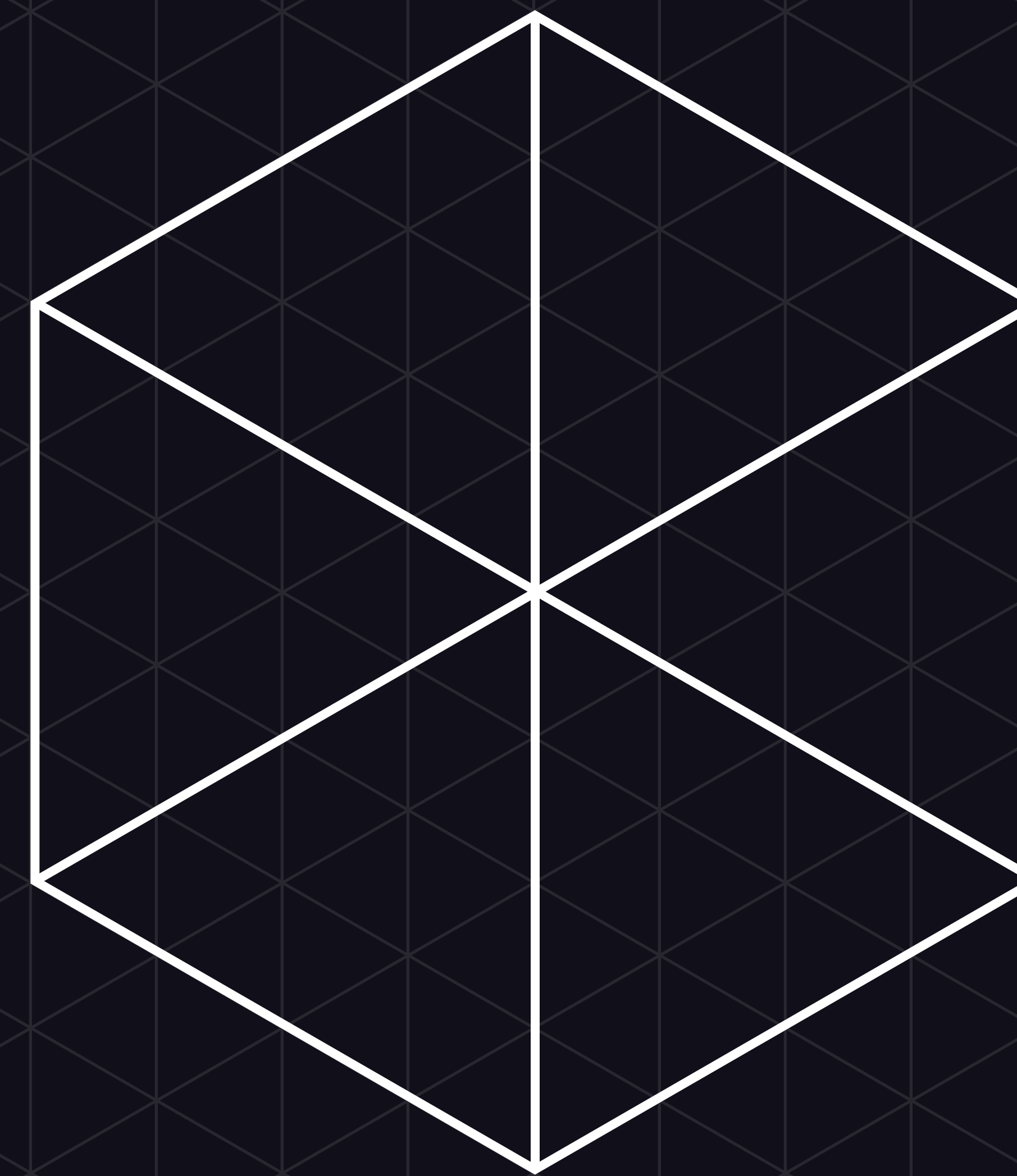
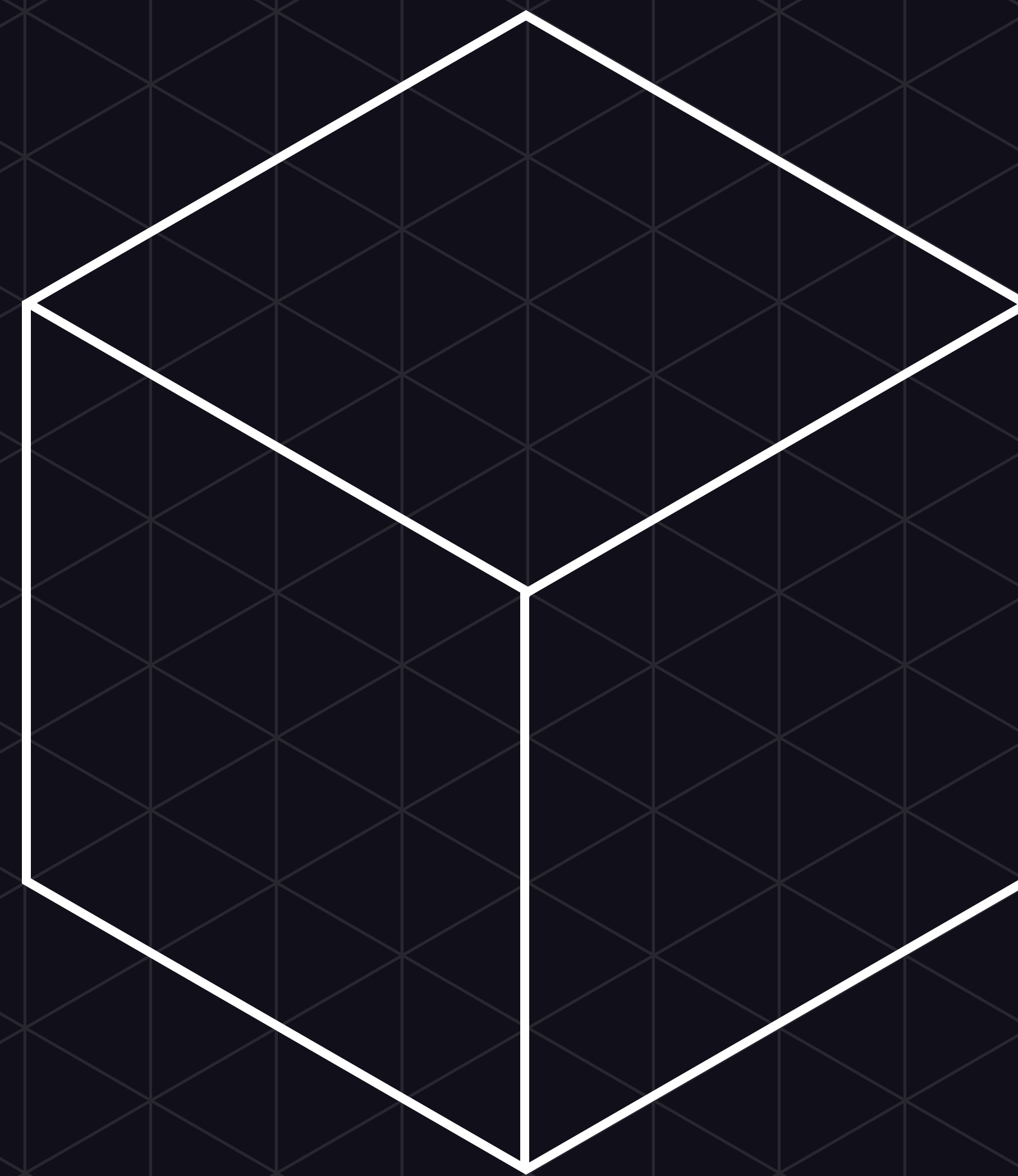
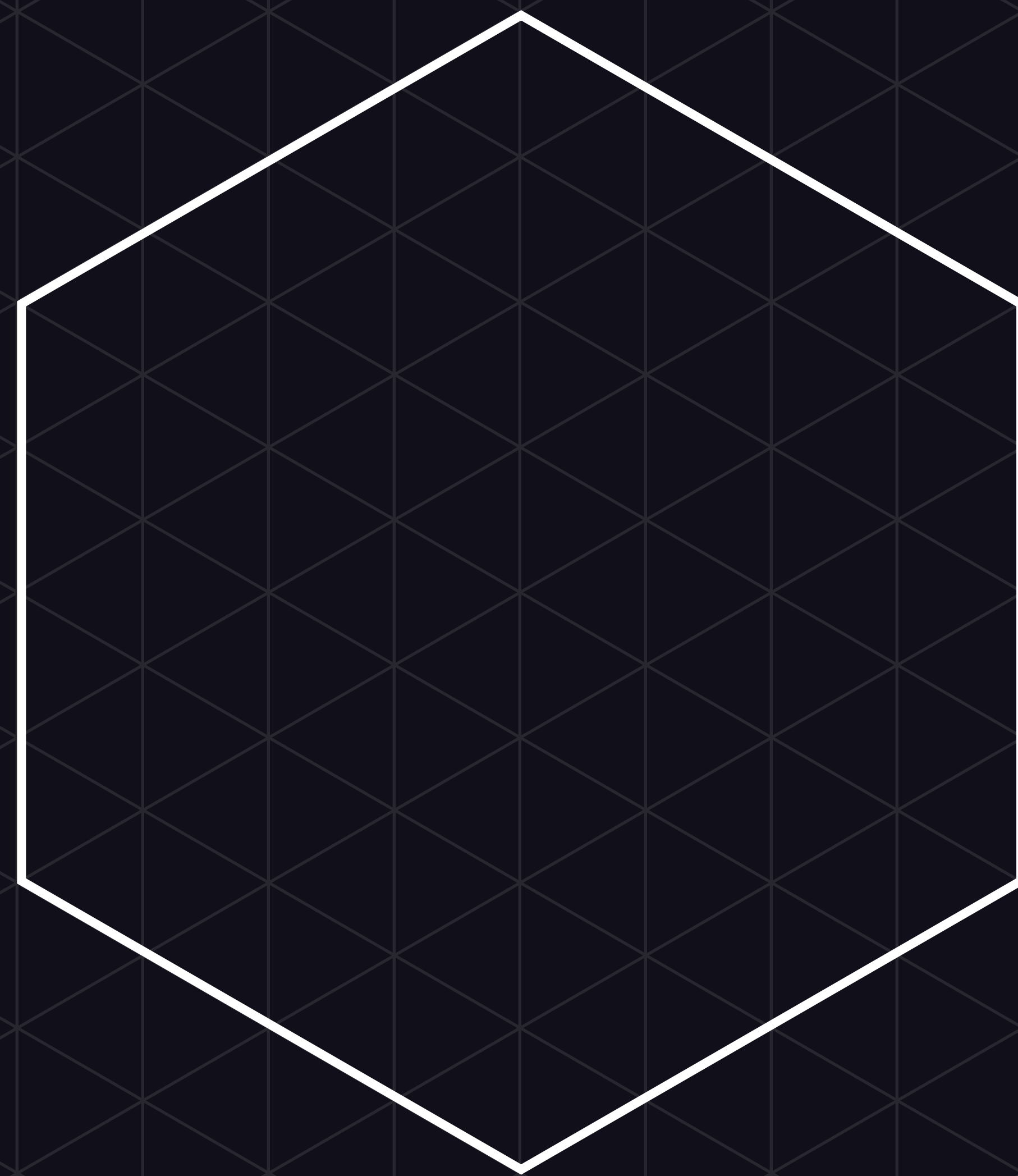
multi-language SDK

200 NAS

Claim

星云链设计语言

# design Grid

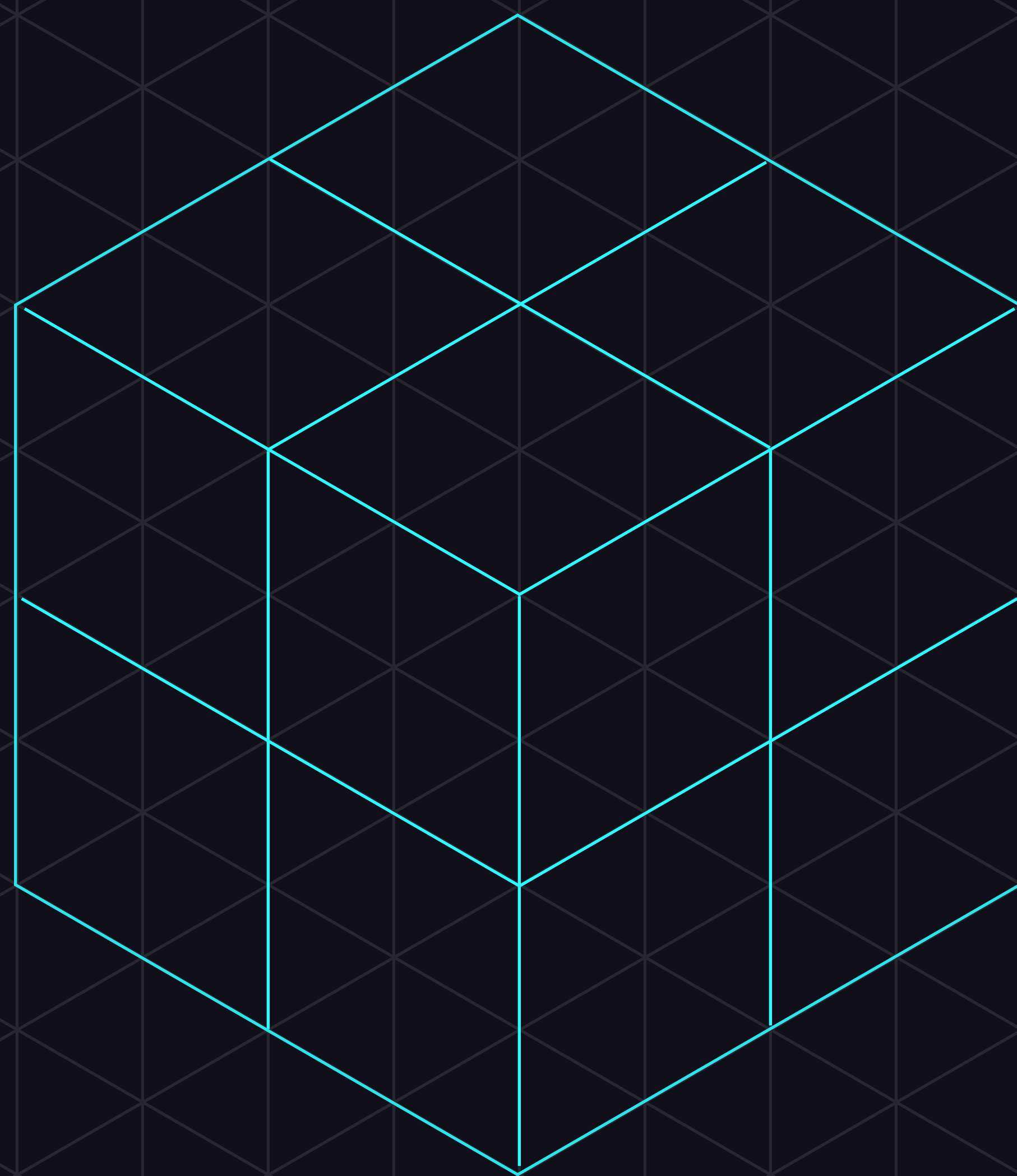


平行四边形和三角形是 Nebulas Logo 的基础元素  
它们共有单位呈现为六边形，在此基础上来呈现维度

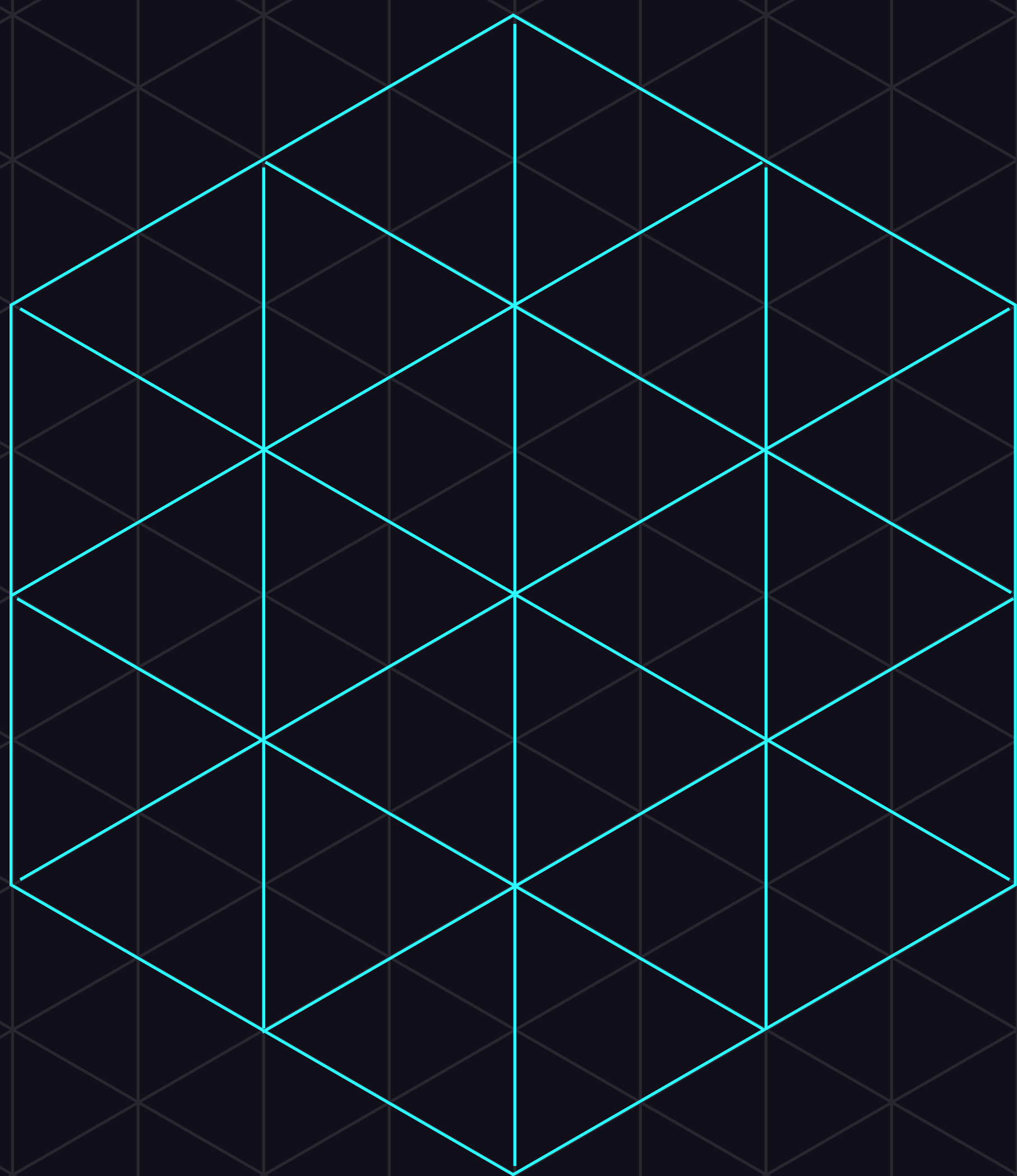


星云链设计语言

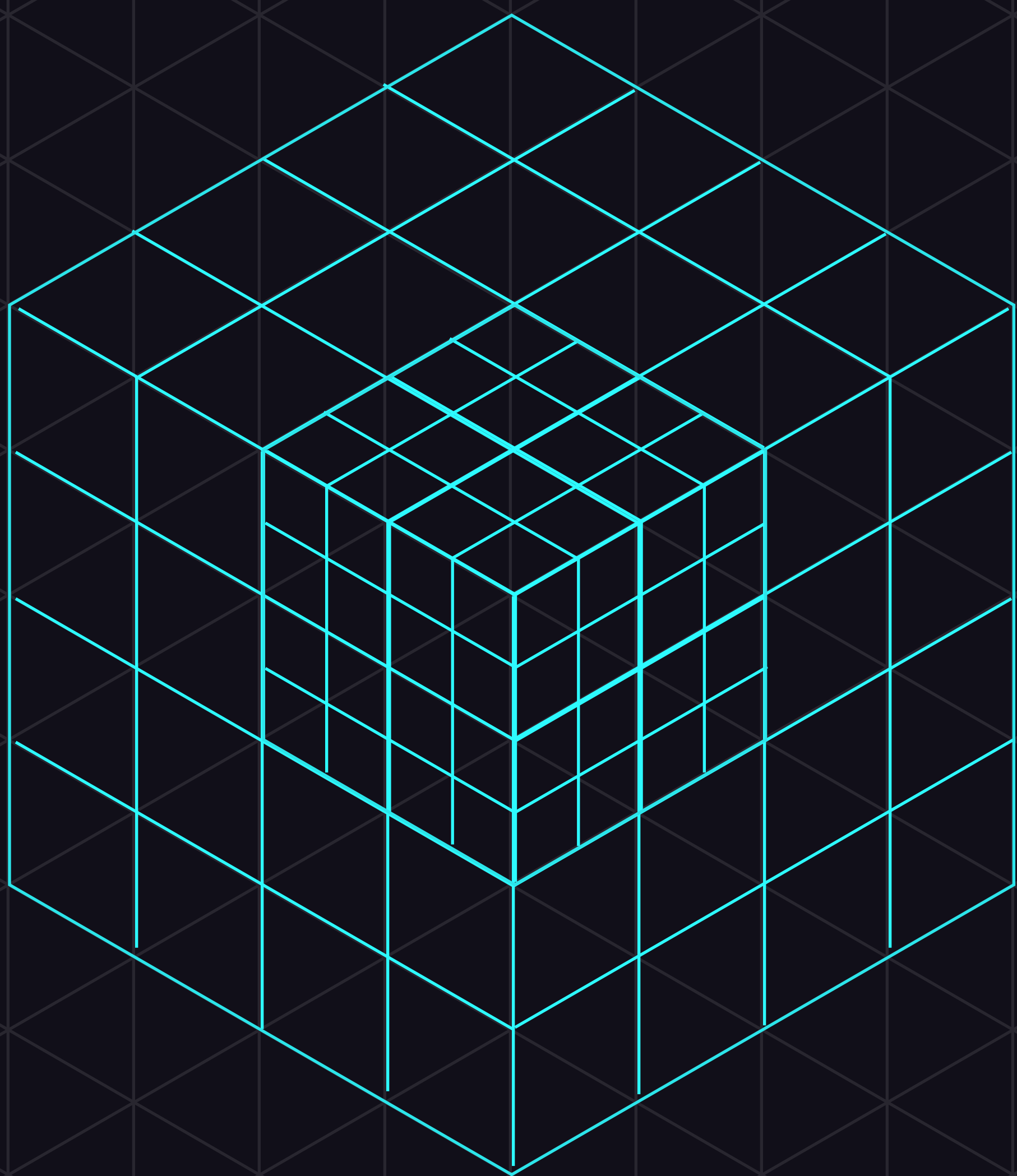
# design Grid



Parallelogram

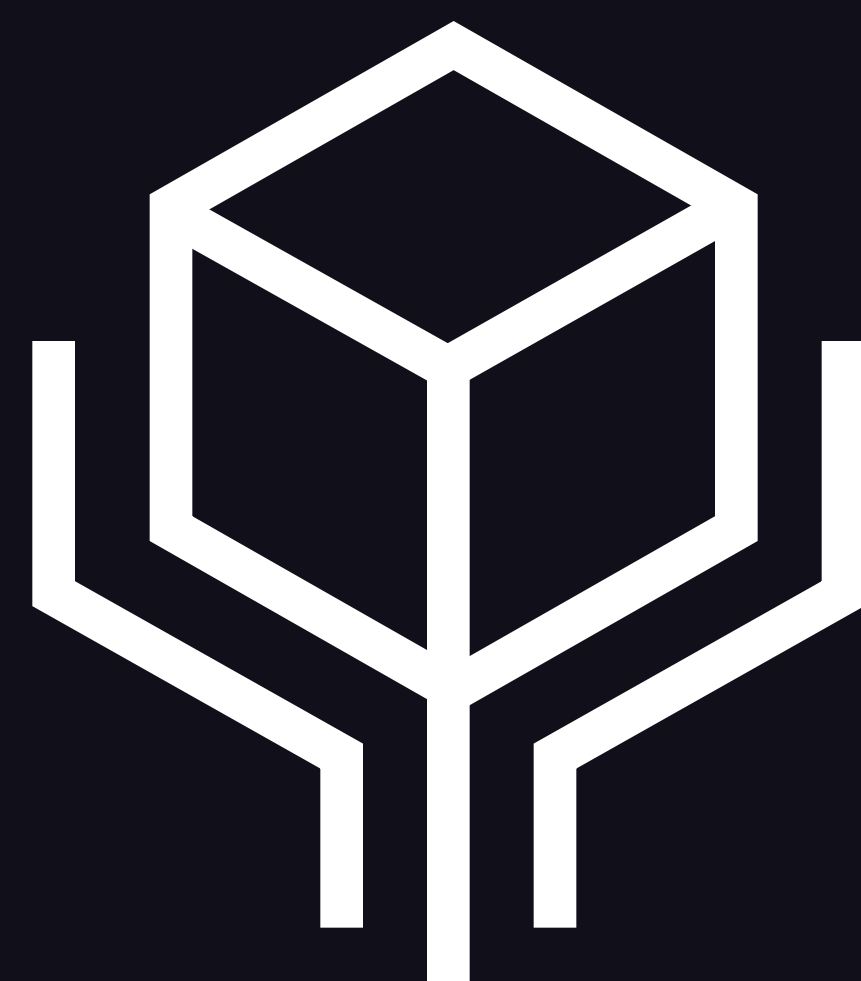


Triangle



More

# More possibility



# More possibility





# 品牌基因\_产品细节



Nebulas has finish their Technical Whitepaper yo! First

Now



Nebulas has finish their Technical Whitepaper yo! First

Before

## 设计方法

规范图片+透明遮罩+品牌基因图标



图标的进化

