Brand playbook

Saito

Content

Welcome to the Saito brand playbook

This playbook offers comprehensive guidelines for deploying Saito's brand identity in a variety of contexts: online, in print, and at events.

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1. Brand essence

1. Purpose

Why we are doing this

We are here to build the foundations of a better internet… and by extension, a better world.

Saito offers a new vision of what the internet could and should be. We are building a permissionless, open access blockchain network: one with the capacity to support vast, data-intensive applications. The established blockchain networks are strangled by their own flawed models. They simply cannot scale — but Saito can. And when it does, it will give people the freedom and the platform to do incredible things.

Why are we doing this? To stop other people's business models from holding us all back. To make real the dream of what the internet once promised to be. To restore the joy to our life online. Because we can. Because we must.

And so we will.

2. Objectives

What we want to achieve

We must build a movement of optimists who share our dream.

Without users, Saito is nothing. But the more people who join the network and build upon it, the more powerful it becomes — to the benefit of all.

So in immediate terms, our goal is to establish a community that believes in our vision and our values: one that collectively creates an online space where we can do what we want to do and be who we want to be.

3. Challenges

Who and what we are up against

At present, our single greatest challenge is the need to establish our credibility.

No-one knows about us or the boldness of our ambitions. We must communicate our vision clearly and compellingly: people must know that our model works, that our plans are possible, and that we have what it takes to make them happen.

In short, the world must buy into us and our idea if we are to succeed.

Other challenges exist. The blockchain has had a difficult childhood — too many exaggerated claims, false starts, and dishonest ICOs. This has led to an understandable skepticism of blockchain projects, which we must work to overturn.

4. Audience

Who we are aiming at

We must find our evangelists.

Our immediate need is to attract early adopters: advocates for our network, our model, and what we want to do.

These are the people who will help others to see the true potential in what we're doing and persuade them that the dream is within our collective reach.

5. Approach

How we will do this

Our success depends on developing and building Saito — as a network, as a platform, and ultimately, as a movement. Participation and community are integral to Saito. Our design is open source for a reason.

We must strive to build and spread our vision in every way possible. Through the proliferation of our core ideas, we'll draw more people to the network — increasing its power and visibility with snowballing momentum.

To seed our ideas in the public domain, we must create an unceasingly positive brand. This will personify our radical thinking and unwavering self-belief, giving voice to our vision.

6. Position

How we wish to be perceived

Revolutionary
We are the super transcendent force that will transform how people use the blockchain and the internet — and in the process change the world.

Honest
The open transparency of our model reflects our principles and our sincere intentions. We're a trustworthy movement in a space where people have grown jaded.

Big dreamers
We're out to empower people via grand ambitions.

7. USP

What makes us special

The key factor that sets us apart is our focus on fundamentals. A house built on sand won't stand for long, no matter how much you prop it up. Our approach looks to first principles and builds from there, setting the foundations for a new, revitalised blockchain network.

Our methodology and reasoning are born of our determined approach and outsider status. We view things from a progressive perspective; we're happy to challenge cherished beliefs in the pursuit of a simple and elegant solution — one that works to help people.

8. Story

What we want people to remember

If you want a better blockchain, you mustn't be afraid to dream a little bigger.

The promise and true potential of the blockchain remains unfulfilled — but it's not too late. Saito is the platform that will free the blockchain from its current limitations, ushering in a new digital era.

First, there was Bitcoin, then there was Ethereum.
Now there is Saito.

2.
Tone of voice

**Our tone of voice defines how we express ourself.
It conveys our brand personality, our values and our vision.**

By deploying a cohesive voice across all channels we ensure that our audience has a consistent understanding of who we are and what we stand for.

We have one voice, no matter how or where we communicate with people. What we have to say will vary; the way in which we say it should not.

We believe in...		So we are...
Transforming the blockchain	→	**Visionary** and **inspiring**
Honesty and **transparency**	→	**Open** and **accessible**
Dreams and **grand ambitions**	→	**Empowering** and **supportive**
Building a movement	→	**Collaborative** and **inclusive**

Editorial voice

Our editorial voice conveys our values and ambitious vision. We're offering a future of what the internet could and should be. To make it happen, we're building a movement of optimists who share our dream.

We must lead with the **positive** and communicate our mission **enthusiastically**, **compellingly**, and **clearly.** We aim to inspire people and want them to know about the boldness of our ambitions.

We are **open** and **accessible**, and what we say must reflect this. We want people people to know that our model works, that our plans are possible, and that we can make them a reality.

As a highly **knowledgeable**, team we want to help people better understand the world by **sharing our wisdom**. We must convey this with **honesty** and **clarity** — never arrogance. When daring is required, we should also be **empathetic** and **respectful**.

For Saito to succeed, **participation** and **community** are integral. We are seeding our ideas in the public domain; for them to take root, we must be **encouraging** and **inclusive**.

Saito's editorial voice is **clear**, **positive**, and **knowledgeable**. Correctly applied, it conveys that we are **optimistic**, **trustworthy**, **visionary** and **collaborative**.

Examples — Twitter

Twitter post before...

Our post on eliminating 51% attacks in Bitcoin without using POS. Intended as a way to get people thinking about the less-familiar techniques that Saito uses by putting them in a more broadly understood context. Feedback welcome.

Twitter post after...

Eliminating 51% attacks in Bitcoin without using POS? It's possible, and we'll show you how. This post will help you understand the progressive techniques that Saito uses by framing them in a more familiar context. We welcome your thoughts.

Why it works:

- Leads with the positive
- Sharing knowledge
- Helps understanding in clearer terms
- Inclusive and collaborative
- Inviting participation

Examples — Facebook

Facebook post before...

Saito is a blockchain designed to process terabytes of data every day, enough to decentralize everything from micropayments to email and social networks. In the future, Saito will even offer a decentralized alternative to the Lightning Network for off-chain bitcoin payments!

Join the Saito team for a working demo of truly scalable blockchain applications, and a back-and-forth discussion on where this takes us as a community. Participants should note that this is a tech meetup and not an ICO pitch. This event is free of charge and refreshments will be served. We hope to see you there!

Facebook post after...

Saito is a scalable blockchain that can process terabytes of data every day. Our network has the power to decentralize everything from micropayments to email and social platforms. The possibilities are endless.

Want to see for yourself? Come to our tech meetup on [date].

The Saito team will offer a working demo of truly scalable blockchain applications. We'll also be discussing where this progress could take us as a community.

This event is totally free of charge — and it's a friendly meetup, not an ICO pitch! So, please do join us for a drink and a chat.

We'd love to see you there.

Why it works:

- Leads with the positive
- Clear and succinct
- Sharing knowledge
- Helping others to understand
- Inclusive and collaborative
- Inviting participation
- Something to benefit everyone

Examples — Medium

Medium post before...

Blockchain Myths #2—A Blockchain is a Permanent Ledger

Building a better Blockchain—Untangling the Myths—Myth 2

In our second post in this series, we address the idea that a blockchain must be a permanent ledger. This is close to a truism in the blockchain community, but, it is not actually true. This post discusses two arguments for the necessity of chain permanence.

Medium post after...

Blockchain Myths #2—A Blockchain is a Permanent Ledger

Building a better Blockchain: Untangling the Truth (Part 2)

Our second post in this series confronts one of the oldest myths in the space: that a blockchain must be a permanent l edger. Here we'll dissect two common arguments for the necessity of chain permanence — and in the process, we'll demonstrate a new way forward.

Why it works:

- Bold and assertive
- Authoritative but inclusive
- Clear, simple and succinct
- Shares knowledge
- Invites participation
- Information for everyone's benefit

3. Logo

Primary logo

The Saito logo is the overarching brand marque. It is made up of the brand icon — the Impossible Shape — and the Saito wordmark.

The wordmark should never be deployed in isolation. It should only ever be seen alongside the brand icon.

Secondary logo

Saito

The secondary logo is for use on coloured or photographic backgrounds.

This is a simplified line drawing of the Impossible Shape, locked up with the Saito wordmark and set in white.

It may also be set in black on white when scaled below 40mm for legibility.

Vertical logo

Saito

Saito

The logo can also be stacked in a centered vertical arrangement. This allows flexibility across different applications.

Brand icon
—
The Impossible Shape

Unlike the wordmark, the Impossible Shape can be deployed in isolation.

The gradient-coloured option can be used on white backgrounds. The secondary icon, drawn in white lines, can be used on coloured backgrounds.

The Impossible Shape is also for use where smaller applications are required. It can be used for profile photos, a favicon, or page detail.

Logo

Exclusion zone and minimum size

Whether you're using the horizontal or the vertical arrangement, the logo should always be given adequare surrounding space.

We recommend allowing a space on all sides that is equivalent to the size of the Impossible Shape itself.

The full colour logo should always be scaled to measure at least 40mm across for horizontal arrangements, or 25mm for vertical arrangements.

If you must scale below this minimum size, please use the monochrome Cyber Black version of the logo instead.

The monochrome Cyber Black logo should only ever be used when scaling below the minimum size on white backgrounds.

The monochrome logos should be scaled to measure at least 20mm across for horizontal arrangements and 12mm for vertical arrangements.

Logo placement

Minimum logo size

40mm / 152px

25mm / 95px

20mm / 76px

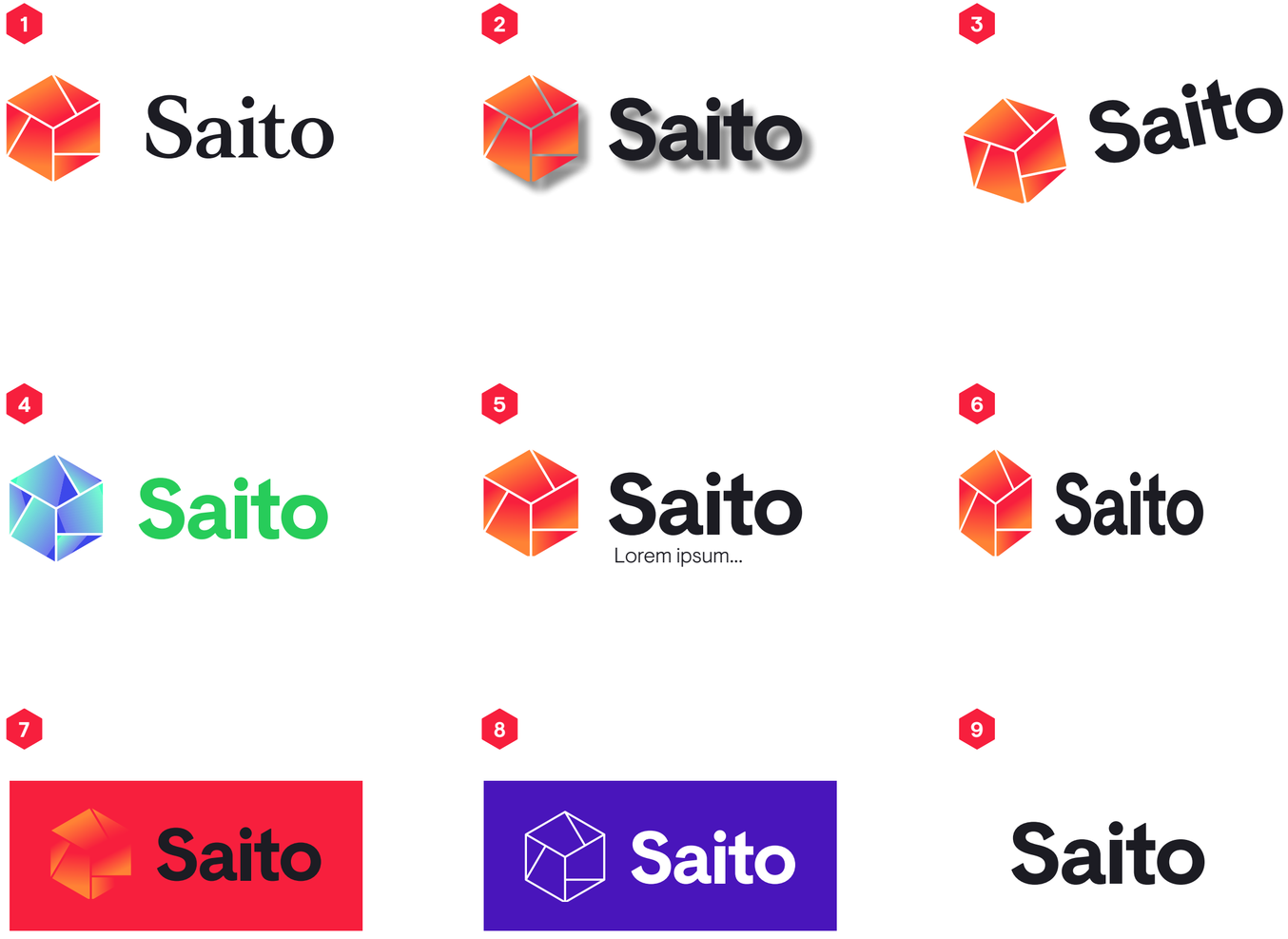
12mm / 46px

Incorrect usage

The Saito logo should never be compressed, stretched, altered or otherwise manipulated.

If the size of the logo needs to be modified in any way, be sure to scale the height and width of the artwork proportionately.

1. Do not change the font of the logo.
2. Do not add drop shadow.
3. Do not rotate the logo by any degree.
4. Do not use unapproved colours.
5. Do not add additional components.
6. Do not stretch the logo.
7. Do not place the primary logo against coloured backgrounds.
8. Do not put the secondary logo on unapproved colours.
9. Do not use the Saito wordmark on its own.



4. Typography

Our brand typekit

The Saito typekit uses just one sans serif typeface: Visuelt.

This has been chosen for its ability to flex across multiple levels of messaging, from headlines to small labels.

It's a clean, humanist sans typeface, one that has strong geometric features. This compliments the hexagonal core that underpins the Saito brand.

Saito

This same font has been used to create the Saito wordmark, set in Visuelt Bold.

abcdefghijklmnopqrstuvwxyz 1234567890

Visuelt Bold

Visuelt Medium

Visuelt Medium Italic

Visuelt Light

Typography

Hierarchy

We have set specific rules for four levels of type hierarchy. In each case, the font has been balanced to deliver the messaging in its clearest form.

When designing for any application, we recommend applying the stylings outlined on this page.

Where type styling is limited, e.g. tracking/leading isn't customisable, please refer to the type sizes for guidance.

Large Headline
VisuelIt — Bold
90pt
Tracking: 0
Leading: 90pt
Optical

Small headline
VisuelIt — Medium
50pt
Tracking: 0
Leading: 50pt
Optical

Standfirst
VisuelIt — Light
40pt
Tracking: 0
Leading: 44pt
Optical

Body copy
VisuelIt — Light
14pt
Tracking: 0
Leading: 18pt
Optical

Small caption / CTA
VisuelIt— Medium Italic
22pt
Tracking: 0
Leading: 26pt

Saito offers a new vision

We're out to empower people via grand ambitions

We are here to build the foundations of a better internet

The promise and true potential of the blockchain remains unfulfilled — but it's not too late. Saito is the platform that will free the blockchain from its current limitations, ushering in a new digital era.

Now there is Saito

Google Suite typekit

Aa

abcdefghijklmopqrstuvwxyz 1234567890

Work Sans Bold

Work Sans SemiBold

Work Sans Regular

When working with Google Suite appslications, where Visuelt isn't available, we recommend using Work Sans as the alternative.

Hierarchy (Google Suite)

We have set specific rules for four levels of type hierarchy. In each case, the font has been balanced to deliver the messaging in its clearest form.

When designing for any application, we recommend applying the stylings outlined on this page.

Where type styling is limited, e.g. tracking/leading isn't customisable, please refer to the type sizes for guidance.

Large Headline
Work Sans — Bold
90pt
Tracking: -10
Leading: 90pt
Optical

Saito offers a new vision

Small headline
Work Sans — SemiBold
50pt
Tracking: -20
Leading: 50pt
Optical

We're out to empower people via grand ambitions

Standfirst
Work Sans — Regular
40pt
Tracking: -30
Leading: 44pt
Optical

We are here to build the foundations of a better internet

Body copy
Work Sans — Regular
14pt
Tracking: -30
Leading: 18pt
Optical

The promise and true potential of the blockchain remains unfulfilled — but it's not too late. Saito is the platform that will free the blockchain from its current limitations, ushering in a new digital era.

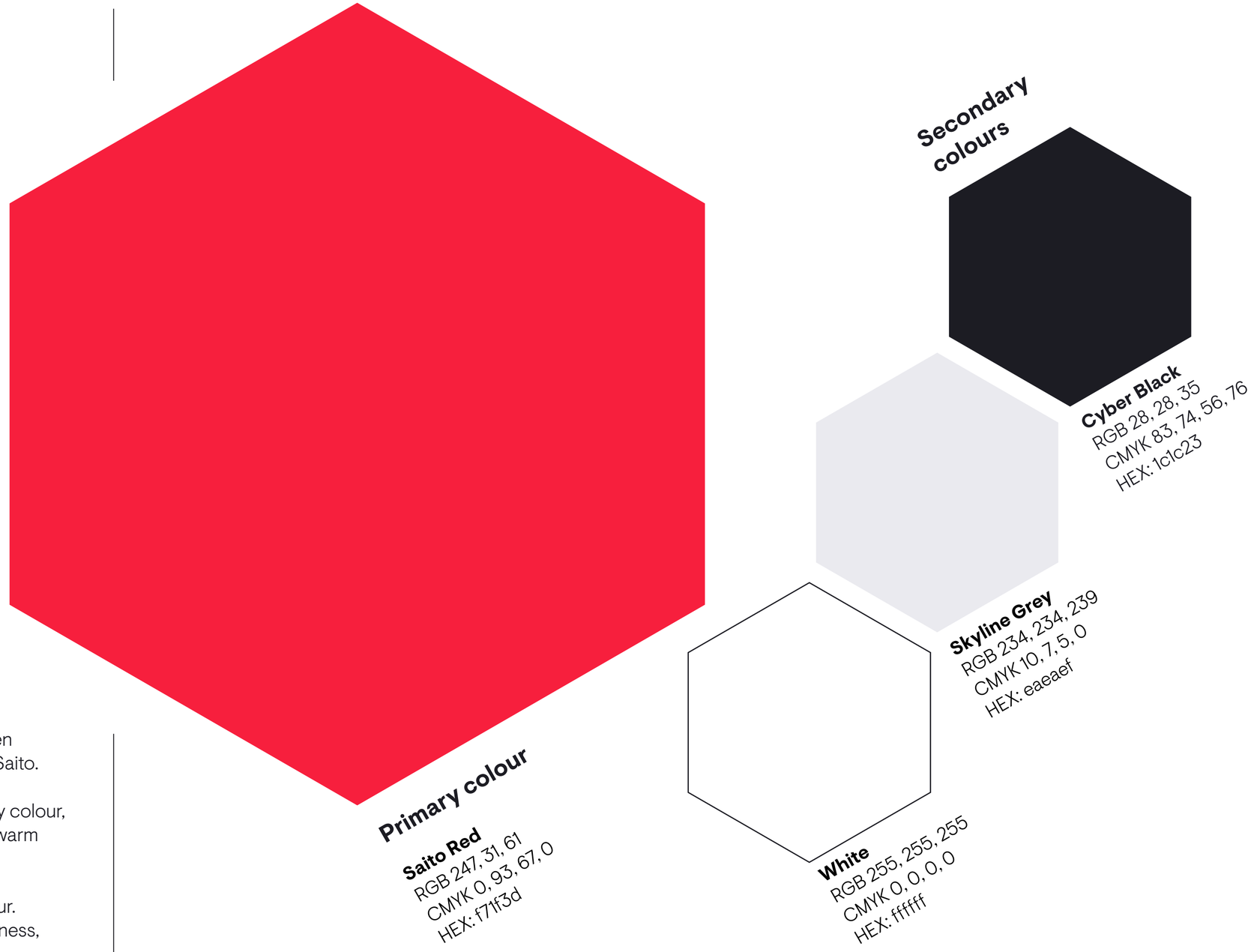
Small caption / CTA
Work Sans — SemiBold (italicised)
22pt
Tracking: 0
Leading: 26pt

Now there is Saito

5. Colour palette

Colour palette

Brand colours



This brand colour palette has been chosen to represent the tone of Saito.

The vibrant and confident primary colour, Saito Red, introduces a vivid yet warm feeling to the brand.

White is also a predominant colour. This brings connotations of openness, freshness, and newness.

Colour palette

Proportional usage

Saito Red

White

Cyber Black

Dreamscape

Skyline Grey

There is a proportional rule to help guide the use of Saito colours.

At least 50% of any given application should use colour. This could be the Saito Red, Cyber Black, or the Dreamscape gradient.

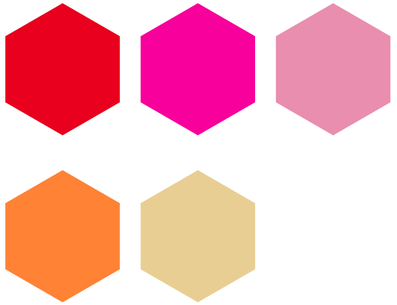
The remaining 50% should then be split between remaining brand colours, with an emphasis on White to create openness and space.

Colour palette

Incorrect usage

1. Do not use the Dreamscape colours indivually.
2. Do not create a gradient with an alternate colour palette.
3. Do not use Saito Red text on Cyber Black background.
4. Do not use unapproved colours.
5. Do not apply transparency or tint the colours.
6. Follow the colour proportion to recreate Dreamscape.

1

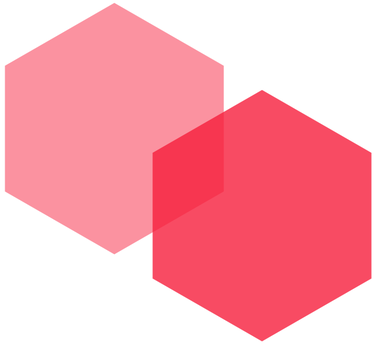


2

3

4

5



6

6. Brand devices

Brand devices

The Dreamscape gradient

This is the brand gradient, Dreamscape. Dreamscape can be used on its own, or with the prism overlaid on top.

The Dreamscape gradient

Dreamscape is made up of six colours, but these colours should not be used alone.

Colours should fluidly blend into one another. Take care to not create banding lines.

Dark Red
RGB 232, 0, 30
CMYK 0, 99, 91, 0
HEX: e8001e

Pink
RGB 233, 142, 175
CMYK 4, 56, 10, 0
HEX: e98eaf

Pale Yellow
RGB 233, 206, 147
CMYK 10, 19, 49, 1
HEX: e9ce93

Magenta
RGB 247, 0, 155
CMYK 5, 90, 0, 0
HEX: f7009b

Saito Red
RGB 247, 31, 61
CMYK 0, 93, 67, 0
HEX: f71f3d

Orange
RGB 255, 130, 53
CMYK 0, 60, 81, 0
HEX: ff8235

Brand backgrounds
—
The build

Prism

Dreamscape

Background example

The distinctive Saito backgrounds are created by layering a prism across the Dreamscape gradient.

The prism itself is a gradient version of the brand icon, and is only ever used to create these dynamic and vibrant backgrounds.

Brand background

Variations

By playing with scale a variety of unique backgrounds can be created. The gradient adds an element of movement to the shapes and dividing lines that are created when cropping into the prism.

These backgrounds should be used for hero visuals, cover slides and profile headers.

Brand background

Incorrect usage

1. Don’t reveal the whole prism shape; just use crops.
2. Avoid awkward crops.
3. Don’t apply the prism to solid colour backgrounds only the Dreamscape gradient.

1

2

3

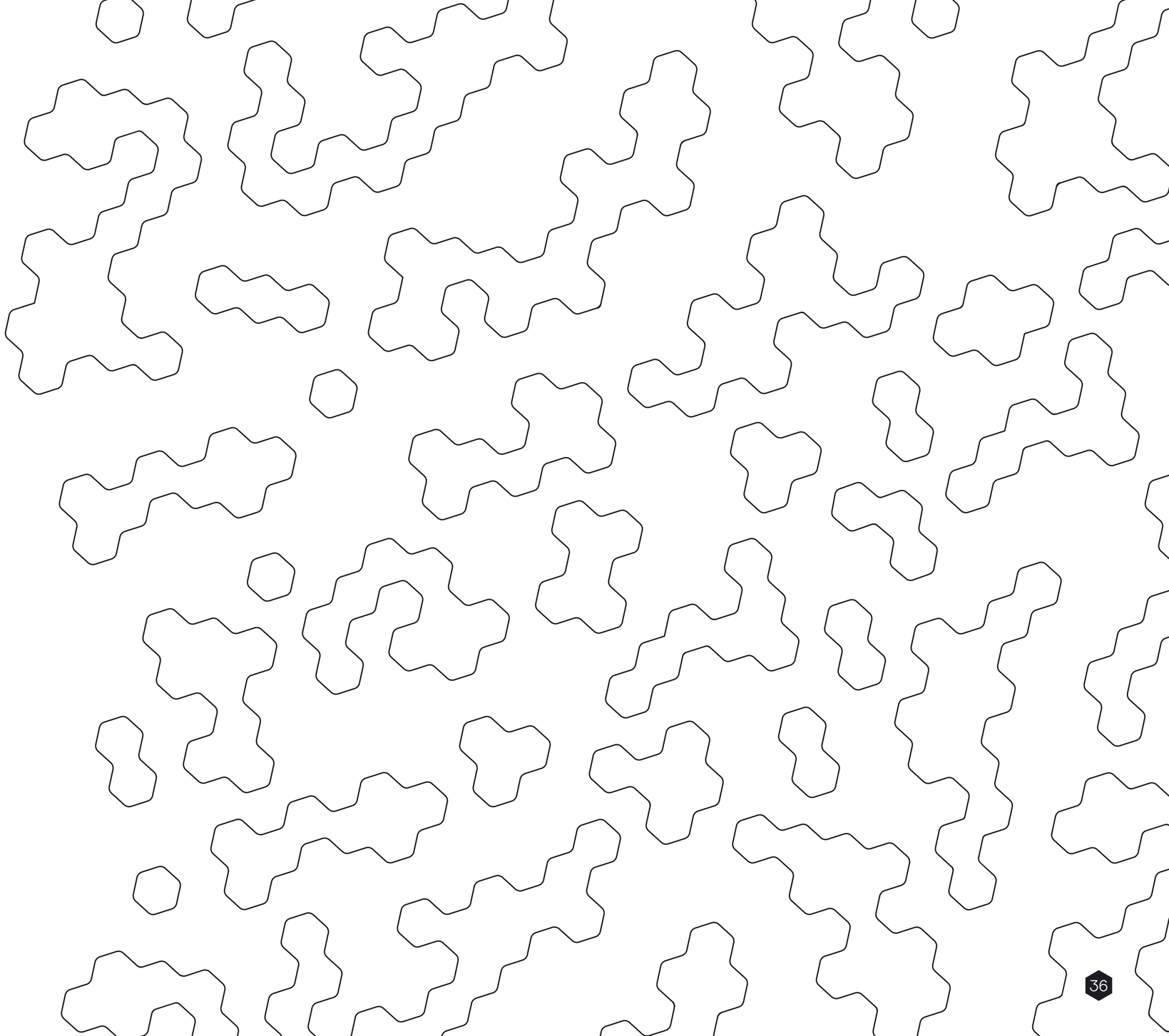
Brand devices

Brand pattern

A distinctive hexagonal pattern is a complementary element to the brand which can be used in moderation across presentations and backgrounds.

Brand pattern

The brand pattern can be used in full colour with the Dreamscape gradient, or as a simple black line pattern for detail.



7. Iconography

Iconography

Intro

Icons can be used in identification, description or classification of Saito features. They are simple illustrations that can be used at small scale across solid colours, the dreamscape gradient or white backgrounds.

The examples on the right are indicative of the style and shape that the Saito iconography style should adopt, helping to build a broader visual language.

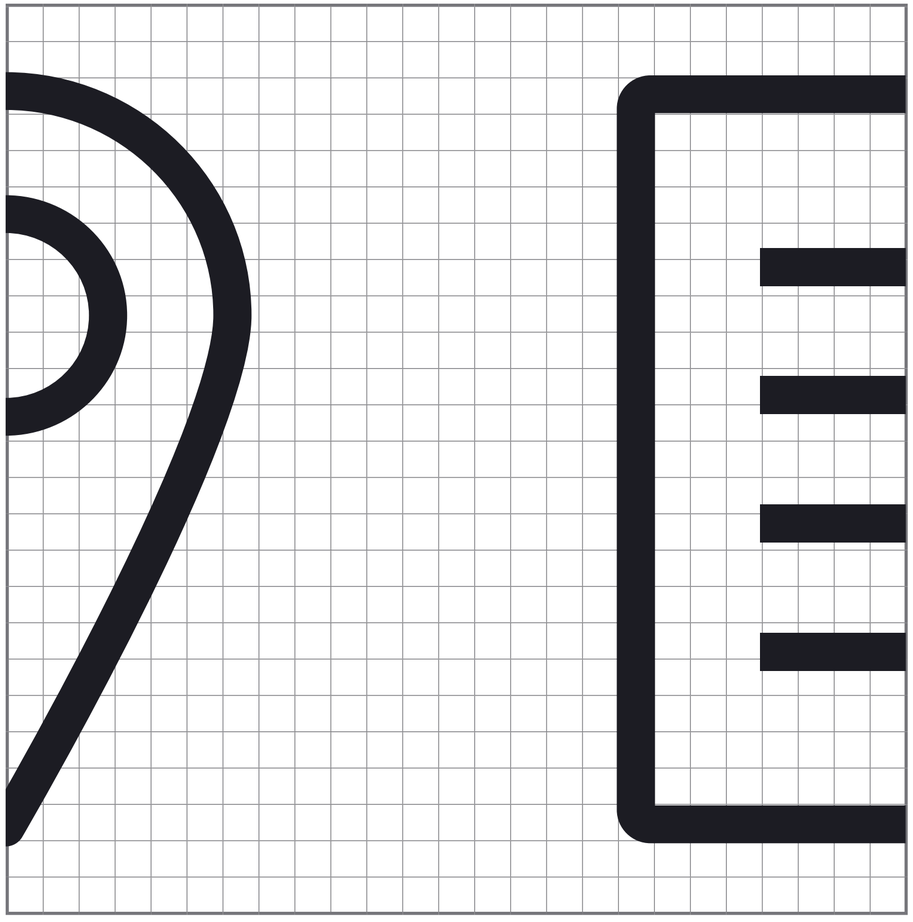
Iconography

Key details

When drawing Saito icons, the important thing is to keep to a basic grid.

Aim to create shapes that are clear and simple. This will ensure they can be easily understood when used on a small scale.

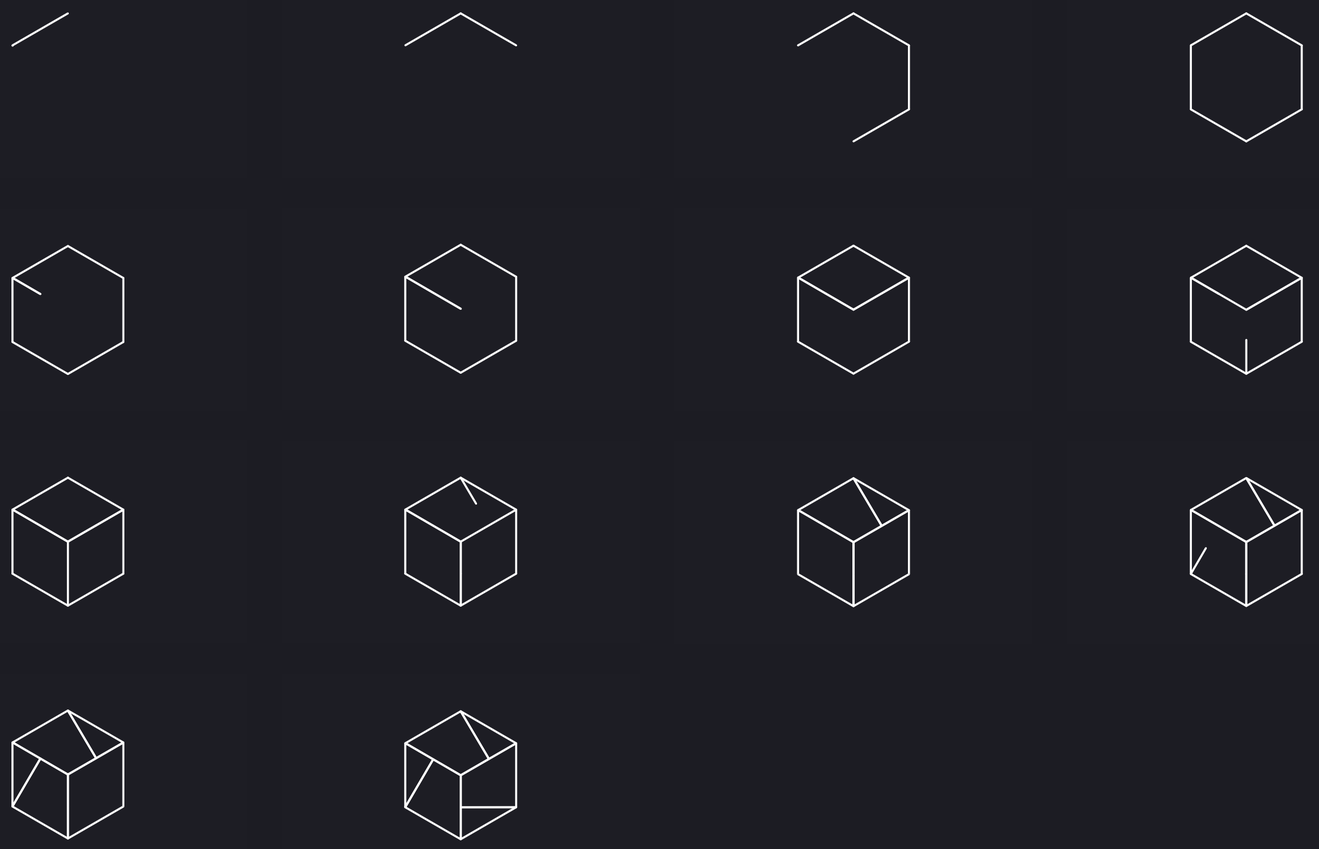
Stoke width: 2pt
Icon size: 40x40 px



8.
Animation

Animation

Intro and loading bar



Building upon the geometric shapes and tessellation in the branding, adaptive animations could be used to add personality and dynamic intrigue to web design and loading states.

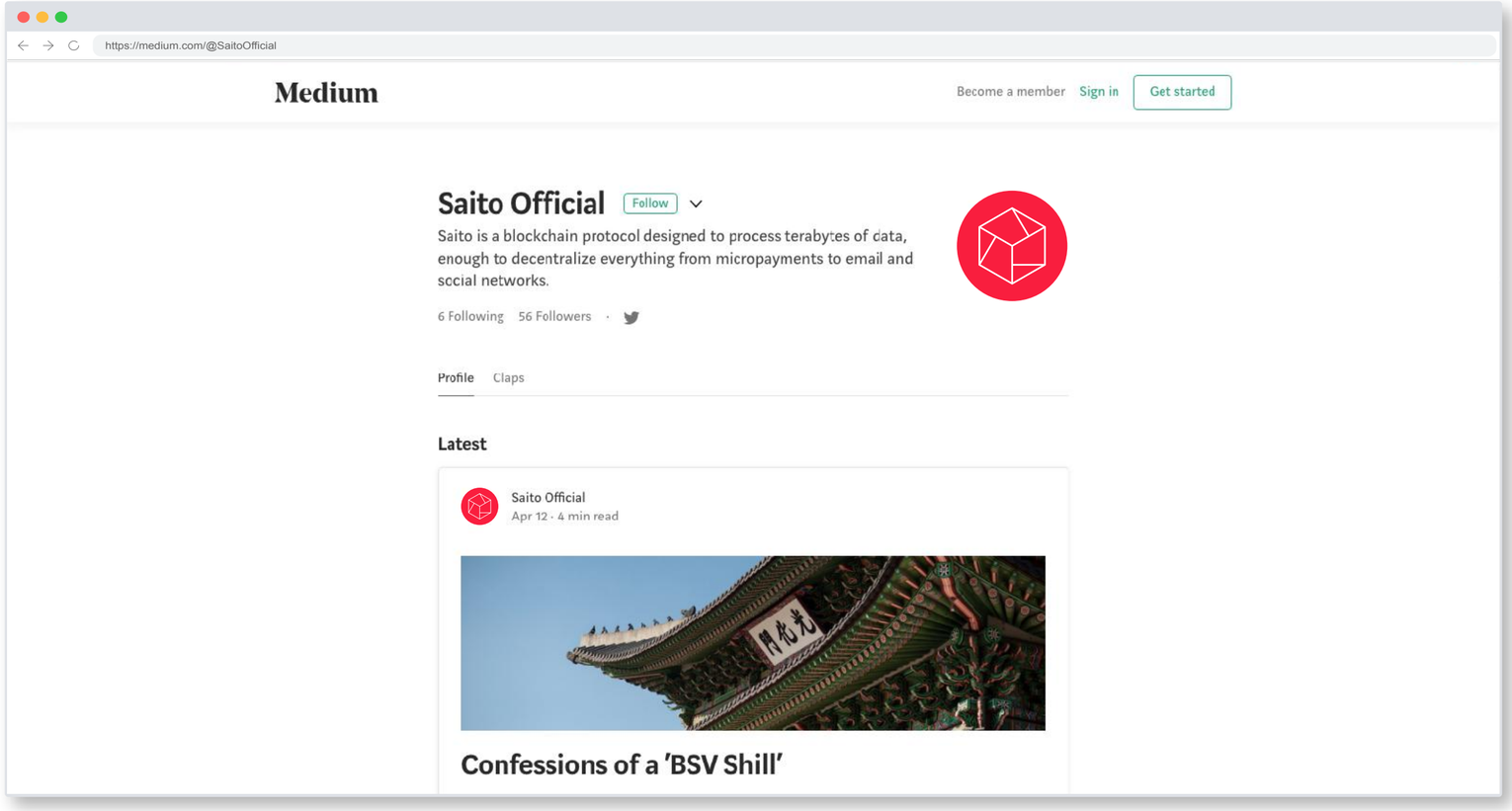
This would create a sense of digital connectivity, reflecting the Saito network.

Smooth transitions depict shapes drawing and moving into one another, creating the Saito brand icon.

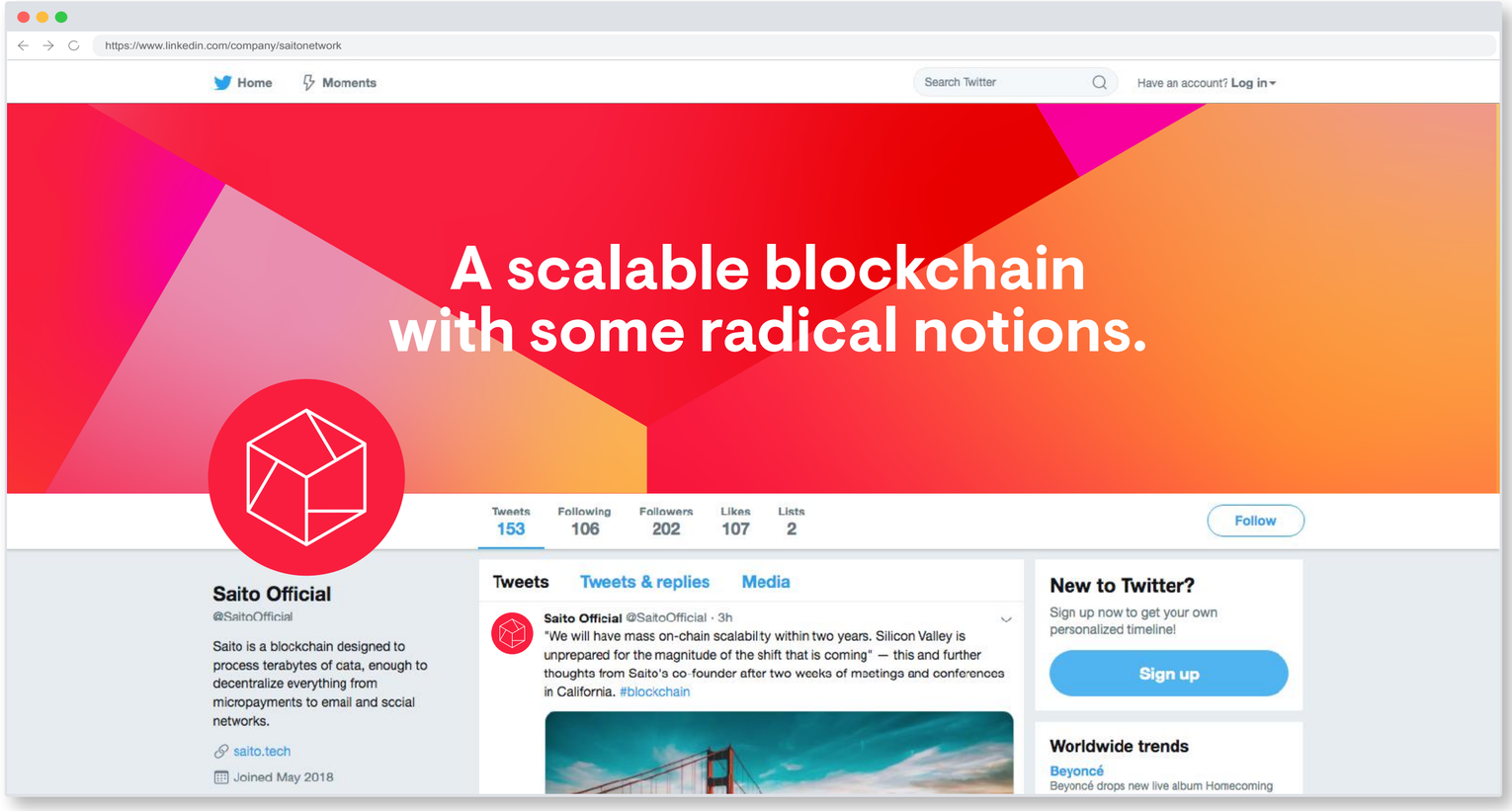
9. Digital applications

Digital applications

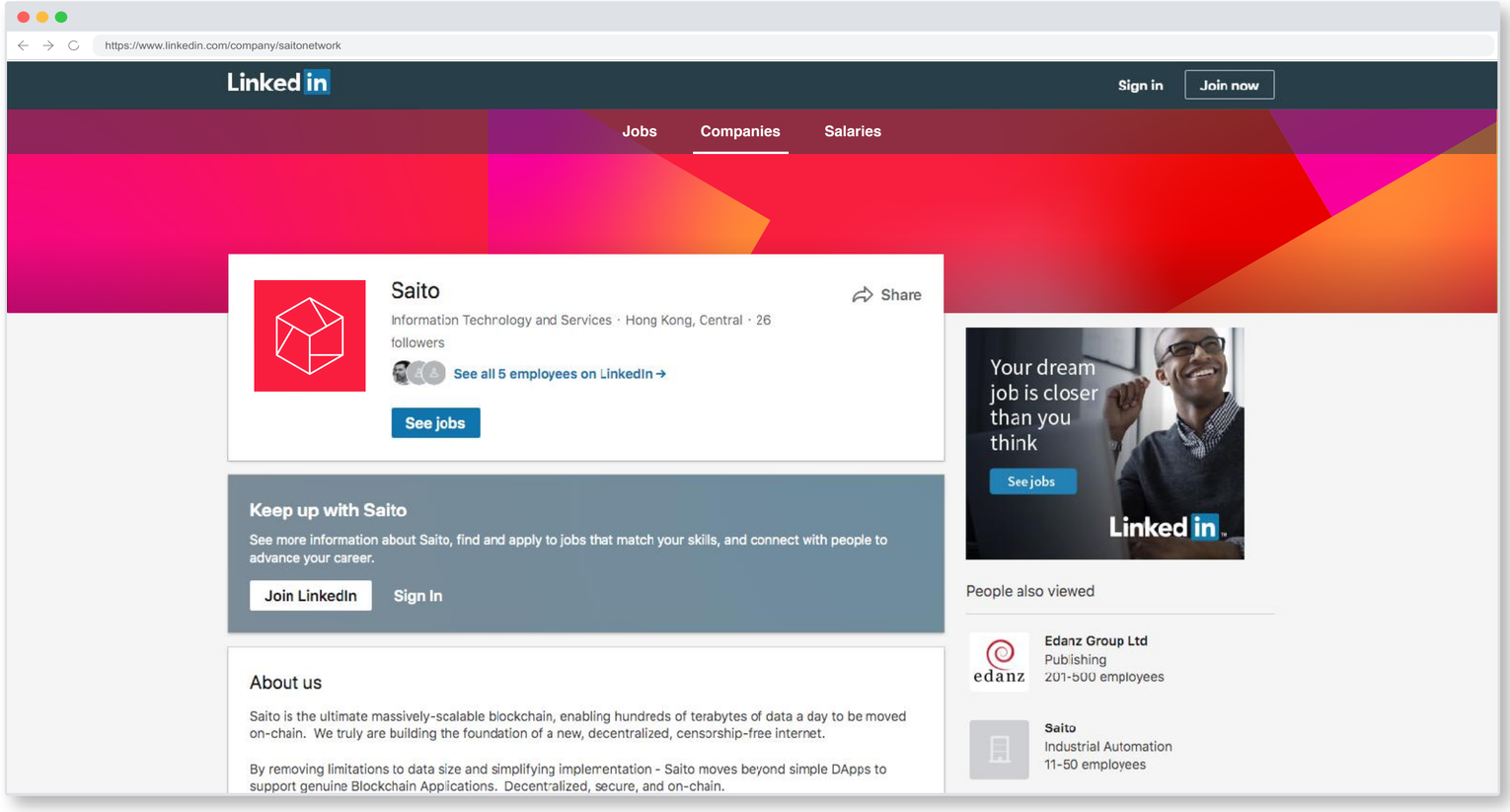
Medium header



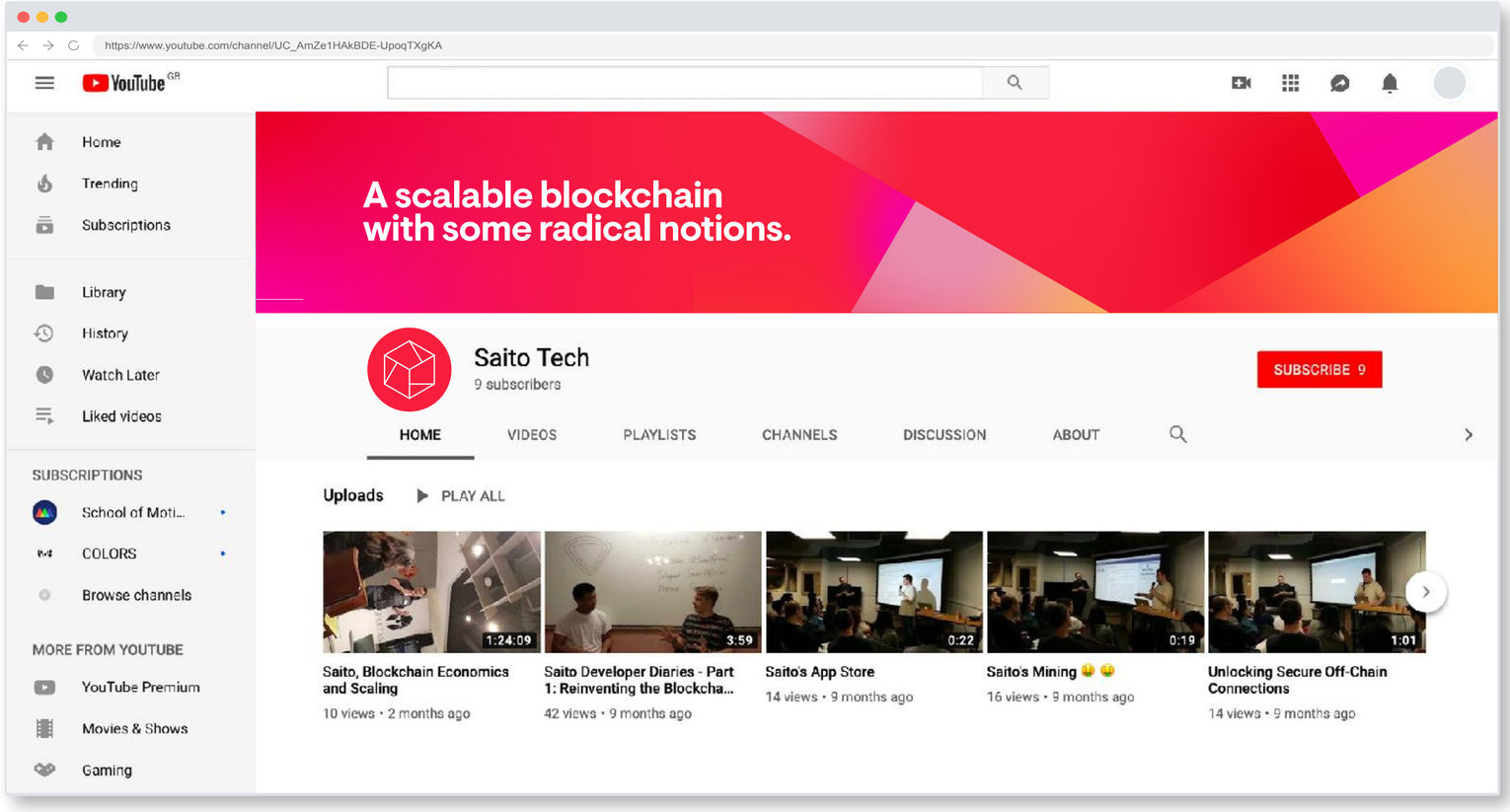
Twitter header

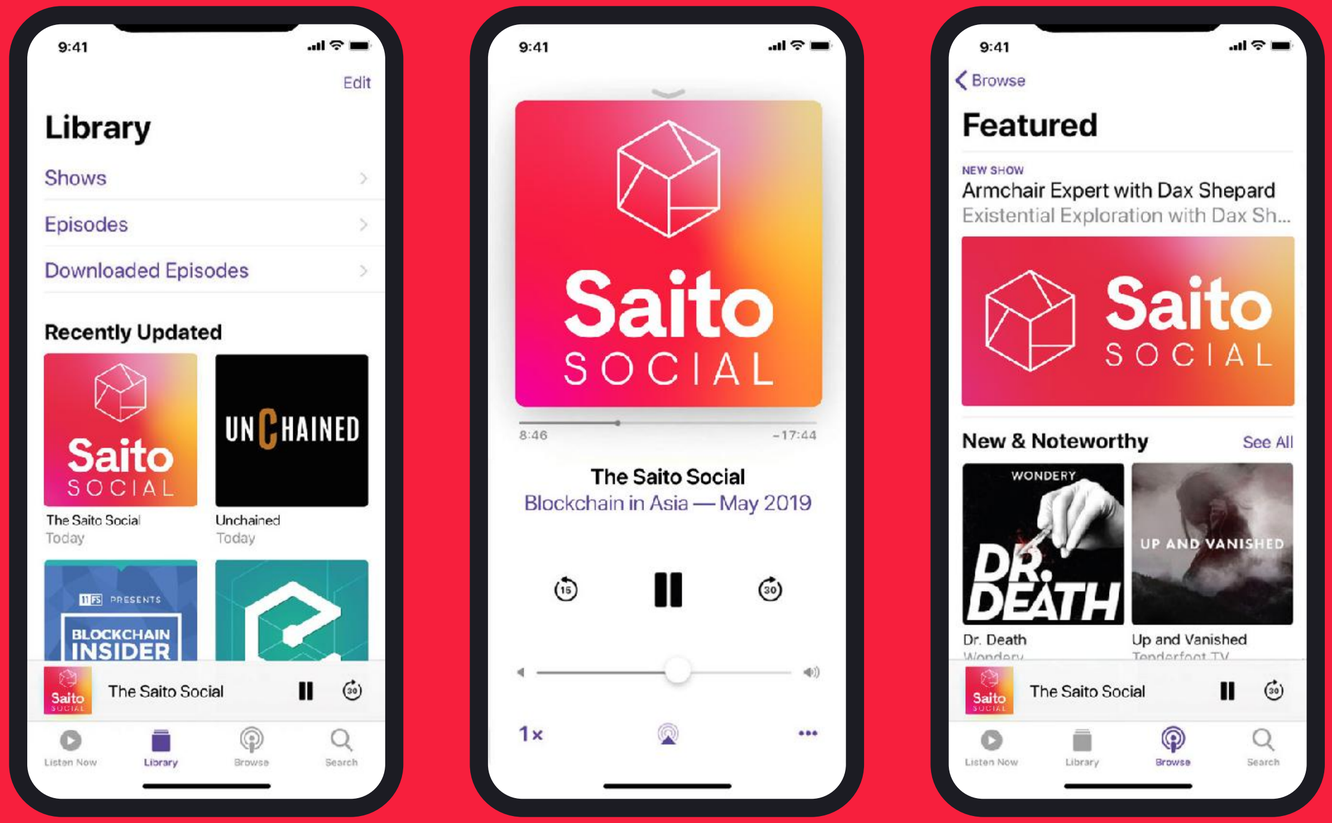


Linkedin header



YouTube header




9:41
Edit
Library
Shows
Episodes
Downloaded Episodes
Recently Updated
Saito SOCIAL
The Saito Social
Today
UNCHAINED
Unchained
Today
BLOCKCHAIN INSIDER
The Saito Social
Listen Now
Library
Browse
Search
9:41
Saito SOCIAL
8:46
-17:44
The Saito Social
Blockchain in Asia — May 2019
1×
9:41
Browse
Featured
NEW SHOW
Armchair Expert with Dax Shepard
Existential Exploration with Dax Sh...
Saito SOCIAL
New & Noteworthy
See All
WONDERY
DR. DEATH
Dr. Death
UP AND VANISHED
Up and Vanished
The Saito Social
Listen Now
Library
Browse
Search

Digital applications

PowerPoint sample slides

Proof of Transactions

Saito

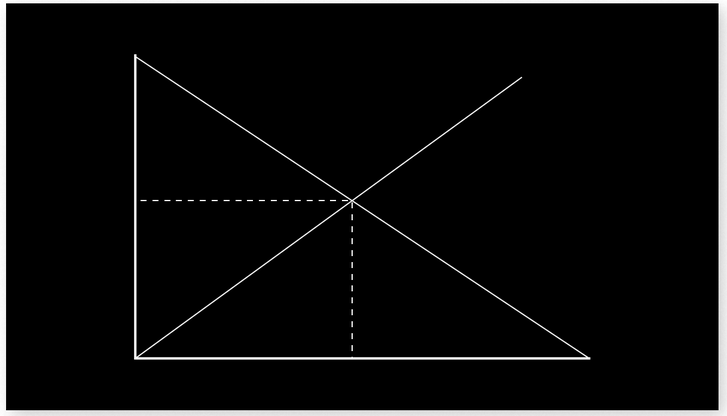
Proof-of-Transactions is Bitcoin-Class

Attack Type	Solution	Attack Type
Chain-Reorganization	Make reorganisation attacks expensive and risky	Burn Fee
Fee-Recycling	Prevent any user from monopolizing revenue	Golden Ticket
Governance	Prevent introduction of vulnerabilities from changes to consensus settings	Economics

Why Proof of Transactions?

We cannot scale without paying for bandwidth:

Proof-of-Work	→	**Pays for mining**
Proof-of-Stake	→	**Pays for staking**
Proof-of-Transactions	→	**Pays for routing**



A Three Player Game:

- Every transaction gets an optional paysplit vote
- Transactions cannot be included in blocks which vote against their paysplit preference
- This subtly adjusts the resources available to full-nodes and miners in their battle over paysplit, shifting the equilibrium gradually towards cheaper bandwidth or higher difficulty

The Golden Ticket System

- Nodes that produce blocks no longer “receive tokens”
- In fact, no-one can predict who will get paid
- But long-term distribution reflects contribution to network

Digital applications

Conference presentation

10. Events

Event stand

Flag banner

Events

Lanyard

11. Offline comms

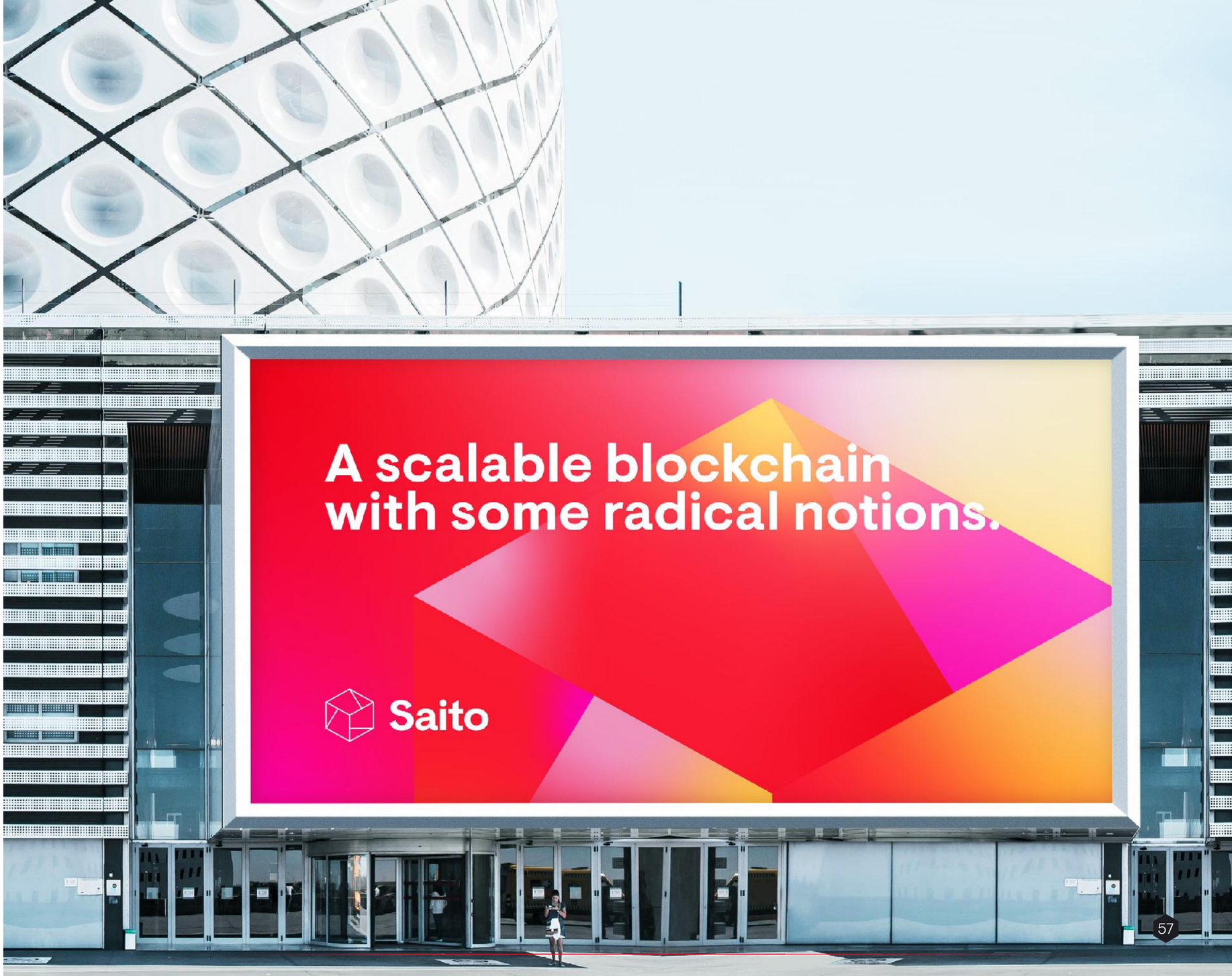
Offline comms

Business card

Poster

Offline comms

Billboard



12. Photography

Photography

Treatment

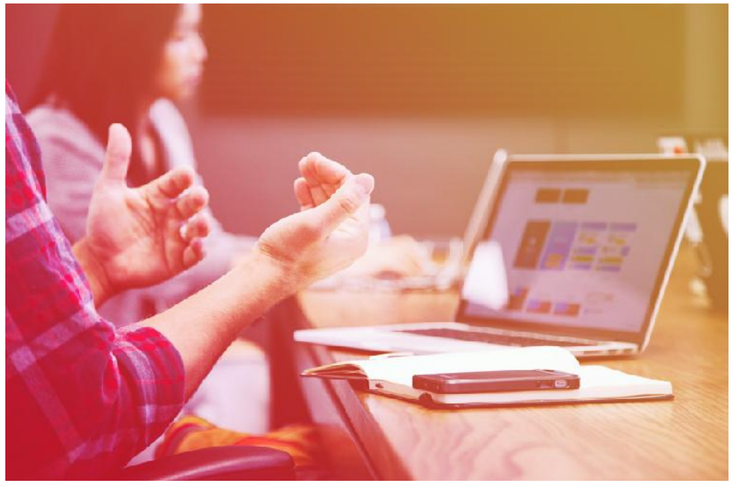
When selecting photography to use for the Saito brand, please consider the following guidance.

Try to use photography that feels authentic rather than staged. Capturing people in the way they naturally act will help the image to feel genuine.

The same rules go for images of objects or environments: the less orchestrated they feel, the better.

To make stock photography more ownable for Saito, a gradient overlay can be used to add a distinctive element. This will help imagery to stand out on social platforms and creates consistency across multiple photos.

This treatment is a simple overlay that can be applied within Photoshop.



Thanks

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