RoninDojo

Brand Guidelienes

What RoninDojo stand for?

During feudal Japan, in the time of the Samurai, there were many Samurai who found themselves no longer having a Lord to serve and fight for. Those masterless Samurai were called Ronin. Dojos are synonymous with training ground and the home of samurai warriors, a place to sharpen their blades and their skills.

In the same spirit as these virtuous warriors who continued to fight in battles and defend their kin, we too believe in being sovereign individuals, sovereign bitcoiners who take their bitcoin ownership and privacy into their own hands.

Brand Definition

Who we are

The RoninDojo software stack and hardware enable users of the privacy-centric Bitcoin wallet, Samourai, to easily connect to their own Bitcoin nodes without a third party. It's how people can easily experience full-fledged Bitcoin features using open source self hosted solutions that are deployed over the Tor anonymity network. They can utilize convenient hardware to make complex deployments a thing of the past to achieve full privacy.

RoninDojo develops hardware and software to make it easy for anyone to use bitcoin privately as if it were cash. Some of our products include bitcoin nodes, steel backup plates, powerful software, premium support, and a lot more coming soon. We are working hard to increase accessibility for bitcoin users to connect their wallet to a node, use privacy enhancing coinjoin, do their own self custody, and so much more. Financial sovereignty is our goal and we won't slow down until it is achieved!

OUR MISSION is to bring the hardware and open source software together that provides a private, secure way for individuals to be their own bank, without trusting any third party.

OUR VISION is a world where each individual has true personal privacy and sovereignty and is free from the spying eyes of the state.who take their bitcoin ownership and privacy into their own hands.

Persona and personality

We represent a community of thoughtful, respectful and purposeful individuals. We are supportive of each other's journey on regaining freedom with bitcoin and privacy. We put our community first at the center of every communication. Without their support, this FOSS project would not have succeeded.

Our brand is a reflection of FOSS and FOSH ethos, where everyone is welcome and appreciated to bring their expertise and make meaningful contributions. We are always open to share our knowledge and provide education and support. We communicate to our community members and customers in a way that is intelligent, respectful and collaborative.

Voice and tone

We are approachable by people from all walks of life with any level of technical background. We are deliberate and thoughtful with the way we use language so everyone is encouraged to have a deeper understanding of privacy tools and resources they have access to.

While we intend to be more conversational and use simple sentences to describe some very complex ideas, that doesn't mean that we over simplify our knowledge or are informal. Our tone will vary depending on the audience, the context and the information we need to get across.

We don't have hard rules about what to say or what not to say. Some guidelines always help.

Here's what we are (and aren't):

- Knowledgeable and confident (never cocky)
- Conversational (but always appropriate and respectful)
- Supportive and helpful (never overhearing)
- Encouraging (never pushy)
- Clear, concise and human

Design elements

Simple logo

Full logo

RoninDojo

Design elements

Simple logo with partner

LO GO

Full logo with partner

RoninDojo

LO GO

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Design elements

Design elements

Logo misuse

Don't strech, don't squeech, don't flip, don't change text position, don't change colour.

RoninDojo

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Main colors

Design elements

rgb
198 - 40 - 40
cmyk
15 - 95 - 88 - 5
hex
#C62828

rgb
0 - 0 - 0
cmyk
100 - 100 - 100 - 100
hex
#000000

Secondary colors

Design elements

rgb
80 - 176 - 245
cmyk
63 - 19 - 0 - 0
hex
#50B0F5

Design elements

Hammersmith One regular

For use as: Titles and Logo

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Design elements

Open Sans Regular

For use as: Body text

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Design elements

PT Mono bold

For use as: Buttons

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Thank you.