Brand Identity
z.cash.foundation
About
Mission Statement

Per our 501(c)3 application, our mission is to be a public charity dedicated to building Internet payment and privacy infrastructure for the public good, primarily serving the users of the Zcash protocol and blockchain. Our activities span three main pillars:

Community

We support the transition of Zcash into a large and healthy community with diverse stakeholders, held accountable to its userbase in the broadest sense. Our activities include sponsoring a conference for developers, miners, and other community members, to help jump start the conversation. We also plan to organize mailing lists that give voice to groups of stakeholders that might not otherwise have them.

Our own governance structure is designed especially with public transparency in mind (see our VALUES file). So that can be effectively held accountable to the community we serve.

Protocol and Governance

The Zcash protocol and the open network it powers is valuable, privacy-protecting Internet infrastructure; it should be developed and maintained by an open and diverse community of experts and enthusiasts, and it should remain always a tool for financial privacy available to the general public.

We will act as stewards of the Zcash protocol, providing leadership and supporting its continued maintenance and improvement.

We will offer responsive leadership when changes are necessary on short notice, such as a hard fork to resist an attack.

We will help coordinate on upgrades to the protocol. This can include organizing soft forks, organizing hard forks, and helping to conduct “ceremonies” such as parameter generation (should more of those be necessary).

Science

Technical decisions are best supported by scientific activities, such as rigorous validation, empirical measurement, and continued innovation and refinement. We will therefore support these activities within our community. All cryptocurrencies, but especially Zcash, rely on cutting-edge contributions from the scientific research community, thus interaction with this community can also help the community stay healthy.

We will encourage this scientific research and educate the public regarding the substance and benefits of these scientific developments.
These are the main logos and should be used first and foremost. Use them on a solid white background whenever possible.

This is the favicon/profile photo for Twitter and other social media.
Logo Alternatives

Try to avoid placing logo on a dark background. When you must, use these logo alternatives.

Use the sticker outline when placing the logo on top of photography.
Logo Usage to Avoid

- Do not make the logo one-color.
- Do not outline the logo.
- Do not change the logo’s colors.
- Do not place the logo on a photo without the sticker outline.
- Do not place the main logo on any solid color except for black.
Color

Primary Colors

PMS Black C
Hex #2D2A26
R45 G42 B38
C67 M64 Y67 K67

PMS 131 C
Hex #CF8A00
R207 G138 B0
C18 M48 Y100 K2

PMS Cool Gray 10 C
Hex #636569
R99 G101 B105
C62 M52 Y48 K19

Secondary Colors

Black
Hex #000000
R0 G0 B0
C0 M0 Y0 K100

PMS 130 C
Hex #F5A800
R245 G168 B0
C2 M38 Y100 K0

White
Hex #FFFFFF
R255 G255 B255
C0 M0 Y0 K0

PMS Cool Gray 1 C
Hex #D9D8D6
R217 G216 B214
C14 M11 Y12 K0
Typography

The main fonts are Filson Pro and Open Sans.

All copy should be Pantone Black C with the occasional exception for headers and callouts, which can be PMS 131 C.

Headers should be in title case.

There should be no hyphenation.

Copy should have auto leading and kerning with appropriate space applied between paragraphs.

These fonts can be downloaded from www.fonts.google.com