

JAX

2021

# Brandbook

BY OTHERLAND

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Logo & Coin 4

---

Colors 11

---

Typography 15

---

Pattern 17

---

Identity 21

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Jax.Net is creating products for miners,  
blockchain developers and cryptocurrency users  
based on the Jax.Network blockchain platform.

# Logo

The company logo consists of three rounded squares and the letters of the name. Minimum logo height — 50 px or 10 mm. Corner radius size — 11% of the square width.



# Clear space

The minimum size of the field around the logo, which should not get foreign objects. For ease of measurement, you should use a square from the logo without changing its size and proportions.



# Incorrect use

It is necessary to avoid mistakes when using the logo. Below are examples of the most common mistakes.

Distort or warp in any way



Add any special effects



Use gradient



Crop photos or patterns inside



Rotate or flip in any way



Apply a stroke



# Wordmarks

The sub-brands logos consist of the main logo and a text attachment in the corporate font.

**J A X** Net

**J A X** Network

**J A X** Fund

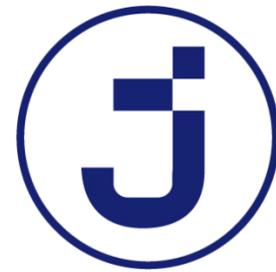
# Wordmarks building

For the correct construction of the wordmark see the guide below.



# Coins logos

The Jax.Network blockchain has two digital coins – JAX coins (Dark Blue) and JAXNET coins (Gold).



JAX

JAXNET

# Favicon

Favicon — the icon of a website or web page.  
Use it only in this environment and only in the form  
that is presented here.



# Colors

The main palette should be used for all JAX marketing communications. The palette has been designed to preserve the brand's originality and offer flexibility in design.

Dark Blue  
80%

HEX #152172  
RGB 21-33-114  
CMYK 100-91-36-29  
PANTONE 281 CP

JAX Blue  
10%

HEX #4C79CB  
RGB 76-121-203  
CMYK 82-49-10-0  
PANTONE 2172 CP

JAXNET Gold  
10%

HEX #E7A634  
RGB 231-166-52  
CMYK 12-37-80-2  
PANTONE 7409 CP

# Additional colors

Gradients are used only in a digital environment: in an app or on a website. Yellow gradient – refers to the JAXNET coin, blue to JAX. These gradients should only be used where the coin data is mentioned.

JAXNET Coin

LINEAR — 45°  
#FFCE79 — #E6A430

JAX Coin

LINEAR — 45°  
#B9CBED — #839AC3

# Inversion

The inverted version of the brandmark  
the logotype is painted in a white color.

**J A X** Net

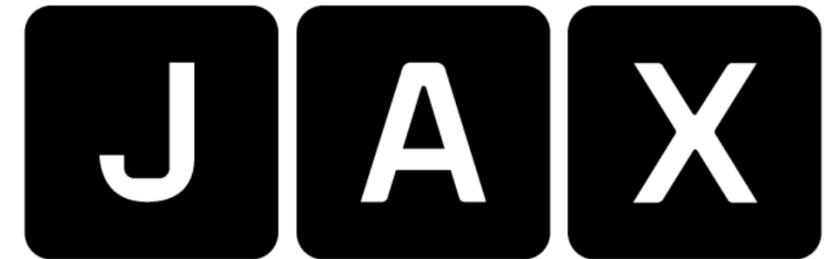
**J A X** Network

**J A X** Fund

# Monochrome version



Sometimes it is impossible to use the full-colored version of the logotype for instance in laser engraving or embossing. In such cases the monochrome version must be used.



# Typography

The main corporate font Space Grotesk is a modern technological grotesque with contrasting shapes.

A Scalable,  
Decentralized and  
Secure Blockchain

Space Grotesk Only Regular

# Text Styles

Working on typography follow the simple layout principles described here.

Text Headline  
Leading 100%  
Tracking 0

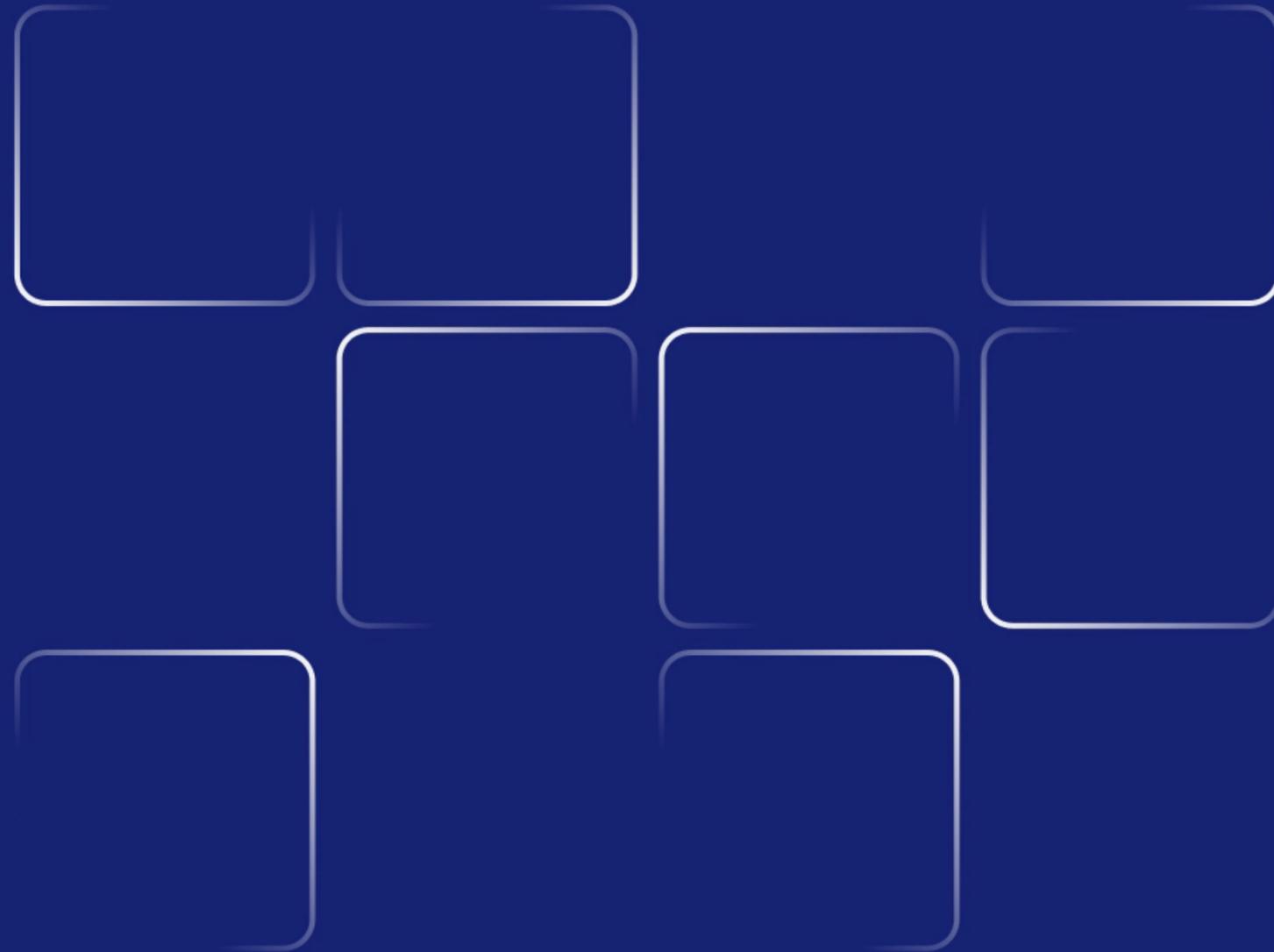
# This Text Headline set in Regular

Body Text  
Leading 110%  
Tracking 0

This Body Text is 35% of the Text Headline and set in Regular too.  
This style is also applicable for short text — captions.

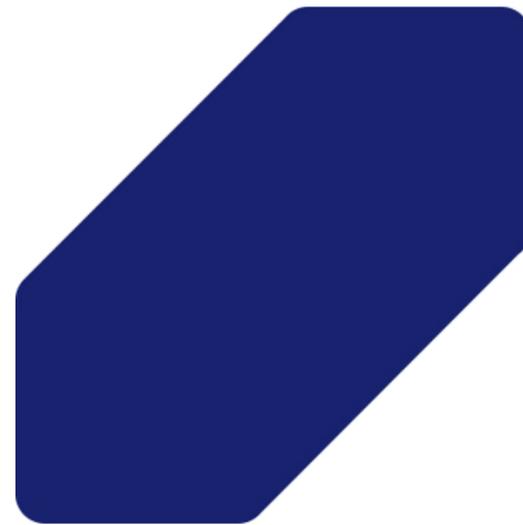
# Pattern

The corporate pattern is based on the squares of the logo and visualizes the key principle of blockchain — decentralization.



# Diagonal block

This is a secondary element after the square, which can be used in informal elements of the corporate identity — social media or merch.



# Graphic elements

On the basis of a square, diagonal block and circle can be created different forms for the purpose of an abstract visualisation for the cover of the topic of an article or a video.

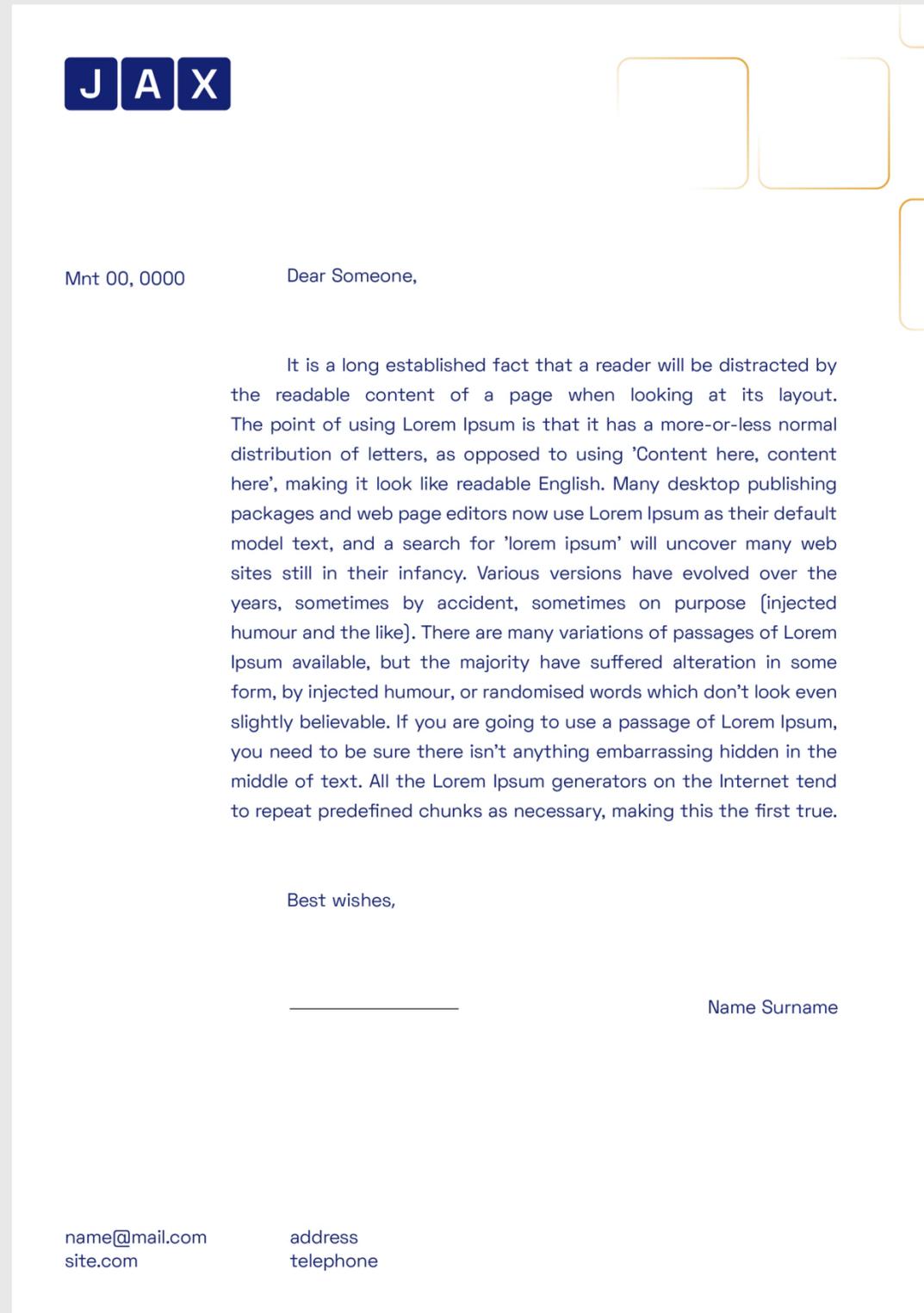


# Graphic elements

Graphic elements can be used on a white background.

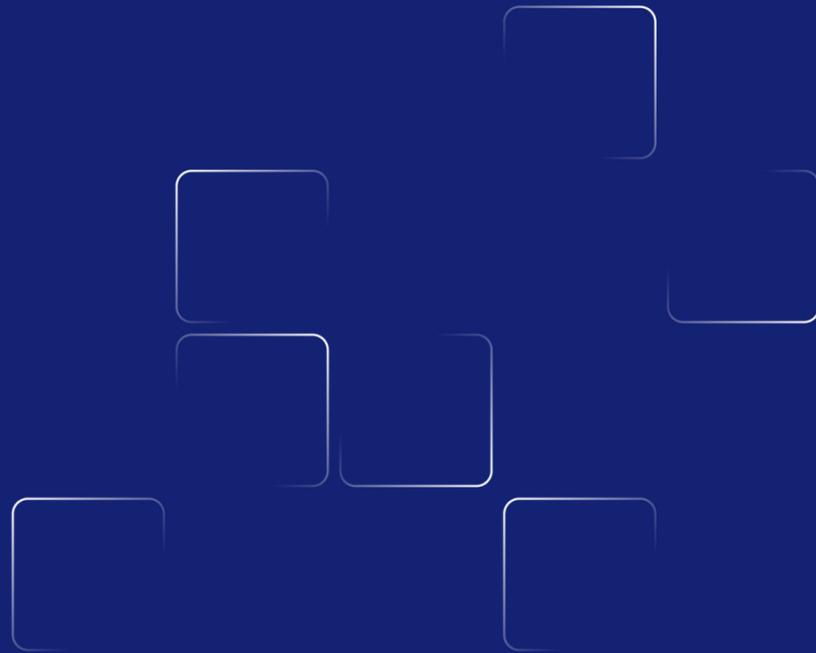


# A4 document



# Whitepaper

JAX Net



Dec 02, 2020

# JAX.Net Whitepaper

# Table of Contents:

## 1. Abstract

## 2. Disclaimer

- a. Legal Disclosures
- b. Investment Risk Disclosures
- c. PoW and electricity consumption

## 3. Executive Summary

## 4. Our Team

## 5. Opportunity

- a. Problem
- b. Solution
- c. Market Overview
- d. Competitive Advantages
- e. Architecture & Technology Of Our Solution

## 6. Our Company

- a. Our Vision & Mission
- b. Our Philosophy
- c. Our Products
- d. Our Business Model
- e. Roadmap

## Disclaimer

### Legal Disclaimer

This Whitepaper does not constitute a prospectus, an offering memorandum and/or other offering document relating to the Issuer and has not been reviewed or approved by any financial regulator or securities commission in any jurisdiction. Investing in tokens involves several risks. There can be no assurance that token holders will be able to receive a payback of their capital or any positive returns on their purchase of tokens.

Prior to investing in tokens, prospective purchasers should carefully consider the following section "Investment Risk Disclosures" of this Whitepaper, which despite not providing an exhaustive list or explanation of all the risks purchasers may face when investing in Tokens, shall be used as guidance. Prospective purchasers should consider carefully whether a purchase of Tokens is suitable for them considering the information herein and their personal legal and financial circumstances. Unless otherwise indicated or the context otherwise requires, all references in this Whitepaper to "Issuer", "we", "our", "ours", "us" or similar terms refer to the company.

## Roadmap



### Q3 2018

Conceptualizing the protocol.  
Start of research.

### Q1 2020

Finalization of Jax.Network v1.0.  
Start of Development of Proof of Concept.

### Q2 2020

Release of Academic paper.

### Q4 2020

Release of Proof of Concept.  
Raising Investments.

### Q2 2021

Launch of TestNet.

### Q3 2021

Launch of Jax.Network MainNet.  
Exchange of ERC20 to native JAXNET coins.

### Q4 2021

Launch of the official Jax.Net mining pool,  
transfer hub, blockchain explorer.

### Q1 2022

Iron out the technological  
and organizational issues.

### Q2 2022

Go for rapid expansion to capture  
major market share.

## Our Team



### Vinod Manoharan Founder & CEO

Tech entrepreneur, since 2013 the founder of a few licensed gaming companies in India with \$9,000,000 yearly revenue. In 2018, Mr. Manoharan moved to Ukraine and founded JAX.Network to solve the infamous Blockchain Scalability Trilemma.



### Taras Emelianenko CTO

Tech guru with a Master degree in AI and over 15 years' experience in software development. Previously worked in Bitcoinstore, Loyyal, IOHK (Cardano). Contributed to Localbitcoin, Blockcain.info, Bitcoin.com (mining pool and wallet) projects. A frequent speaker at blockchain and fintech conferences.



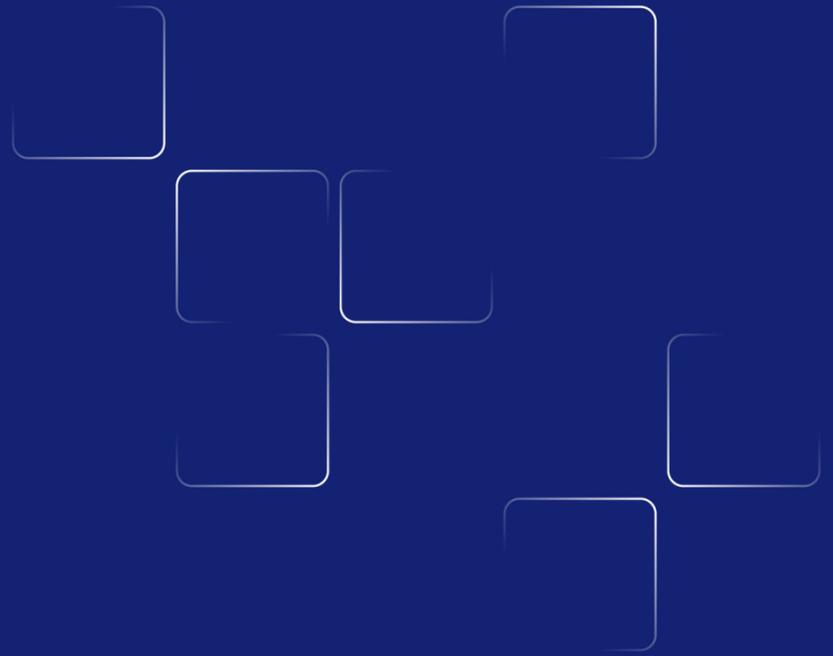
### Yuri Shiyshatskyi Chief Scientist

Attended Northwestern University, USA. Has a master degree in Mathematics, Taras Shevchenko National University, Kyiv. Previously worked for Samsung Electronics. Iurii makes JAX.Network's software architecture and documentation consistent and numbers match each other.



### Lucas Leger Chief Economist

A PhD candidate at Le CNAM-PARIS in cryptoeconomics, Lucas worked on applying microeconomic analysis to blockchain-based networks. He taught courses in innovation economics, presented his research at various academic conferences and worked on research projects with well-known financial institutions.

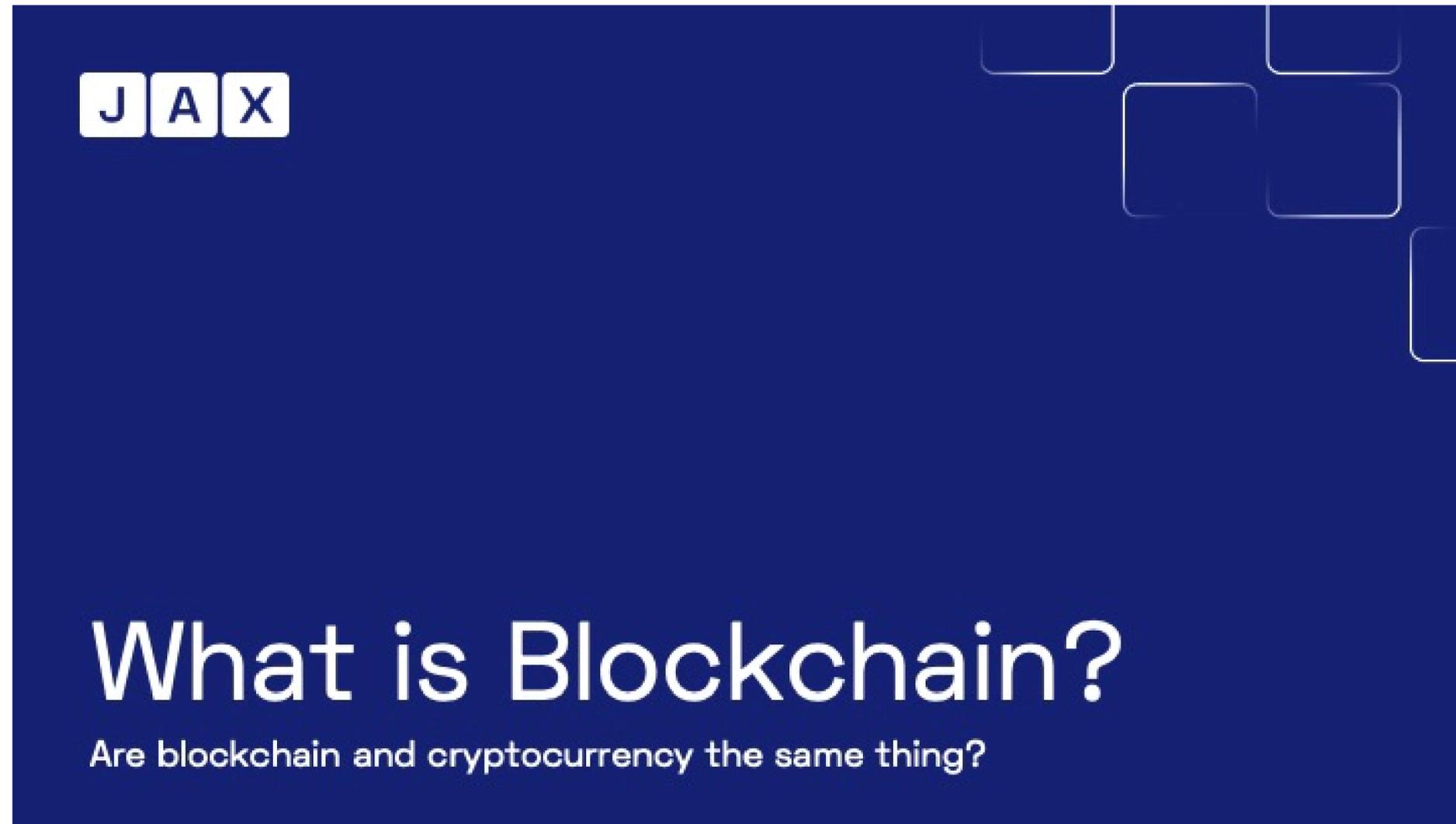


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Jax Holdings OU

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# Presentation



JAX

## What is Blockchain?

Are blockchain and cryptocurrency the same thing?

# Facebook & Instagram

**J A X**



Taras Emelyanenko CTO

«CAP theorem and blockchain»

Antalya/April 7-9

## Blockchain Wave 2021



Vinod Manoharan  
Founder and CEO

«CAP theorem and blockchain»



# YouTube

J A X Network



Economics  
of Jax.Network

J A X Network



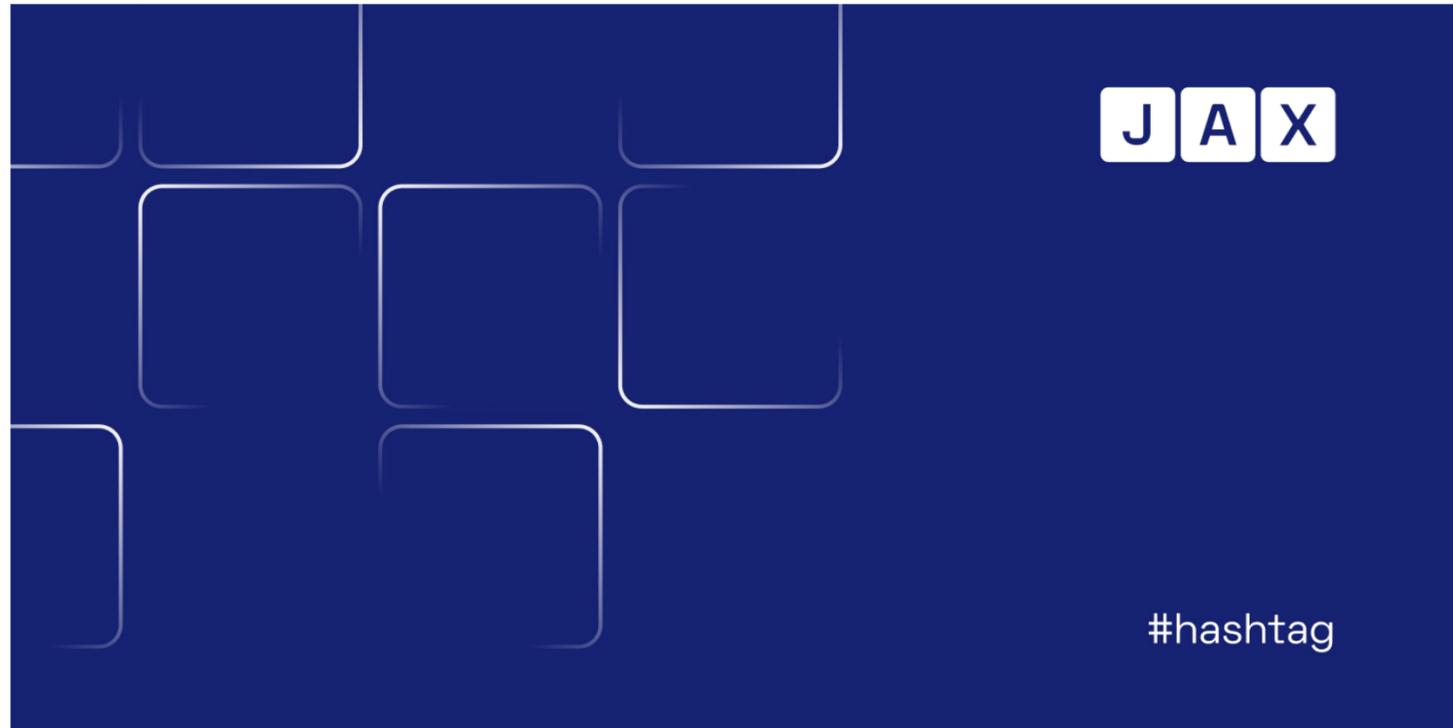
Our vision & mission

J A X Network



Overview of the  
JAX protocol

# Medium



# Brochure



# Badge



# Merch



JAX

2021

Thank you

BY OTHERLAND