



2021

Brandbook

BY OTHERLAND

| | |
|-------------|---|
| Logo & Coin | 4 |
|-------------|---|

| | |
|--------|----|
| Colors | 11 |
|--------|----|

| | |
|------------|----|
| Typography | 15 |
|------------|----|

| | |
|---------|----|
| Pattern | 17 |
|---------|----|

| | |
|----------|----|
| Identity | 21 |
|----------|----|



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.

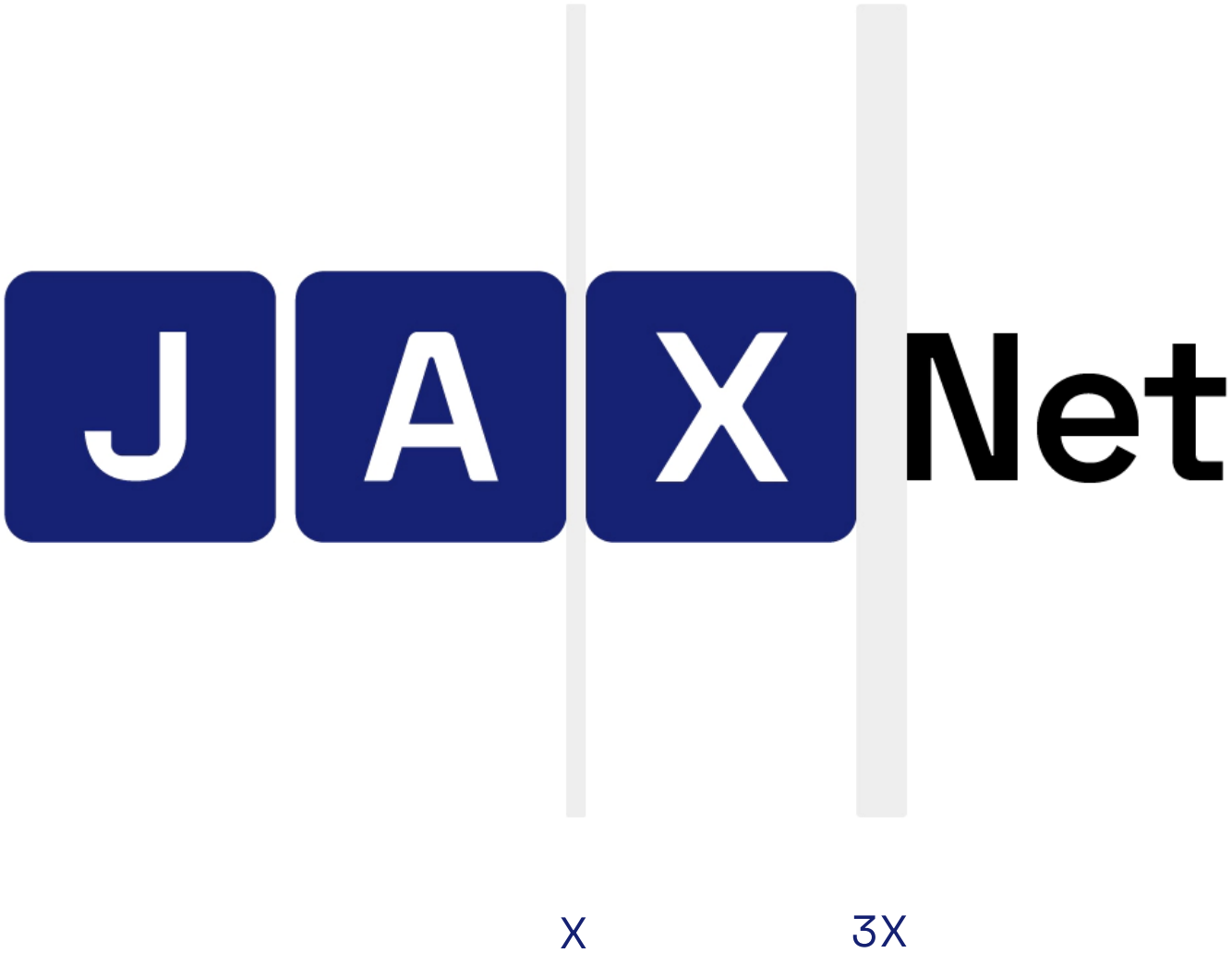
JAX Net

JAX Network

JAX 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

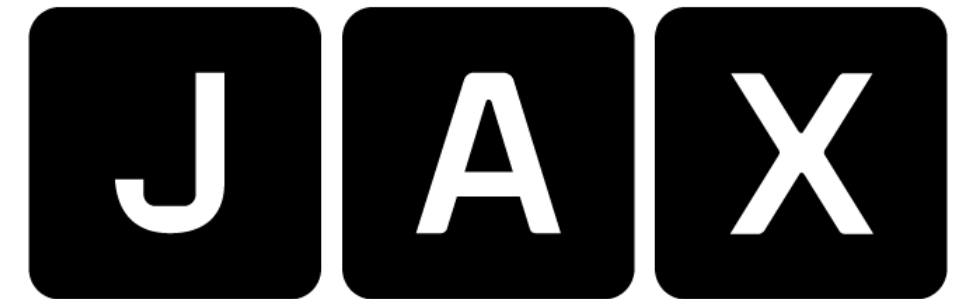
J A X Network

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

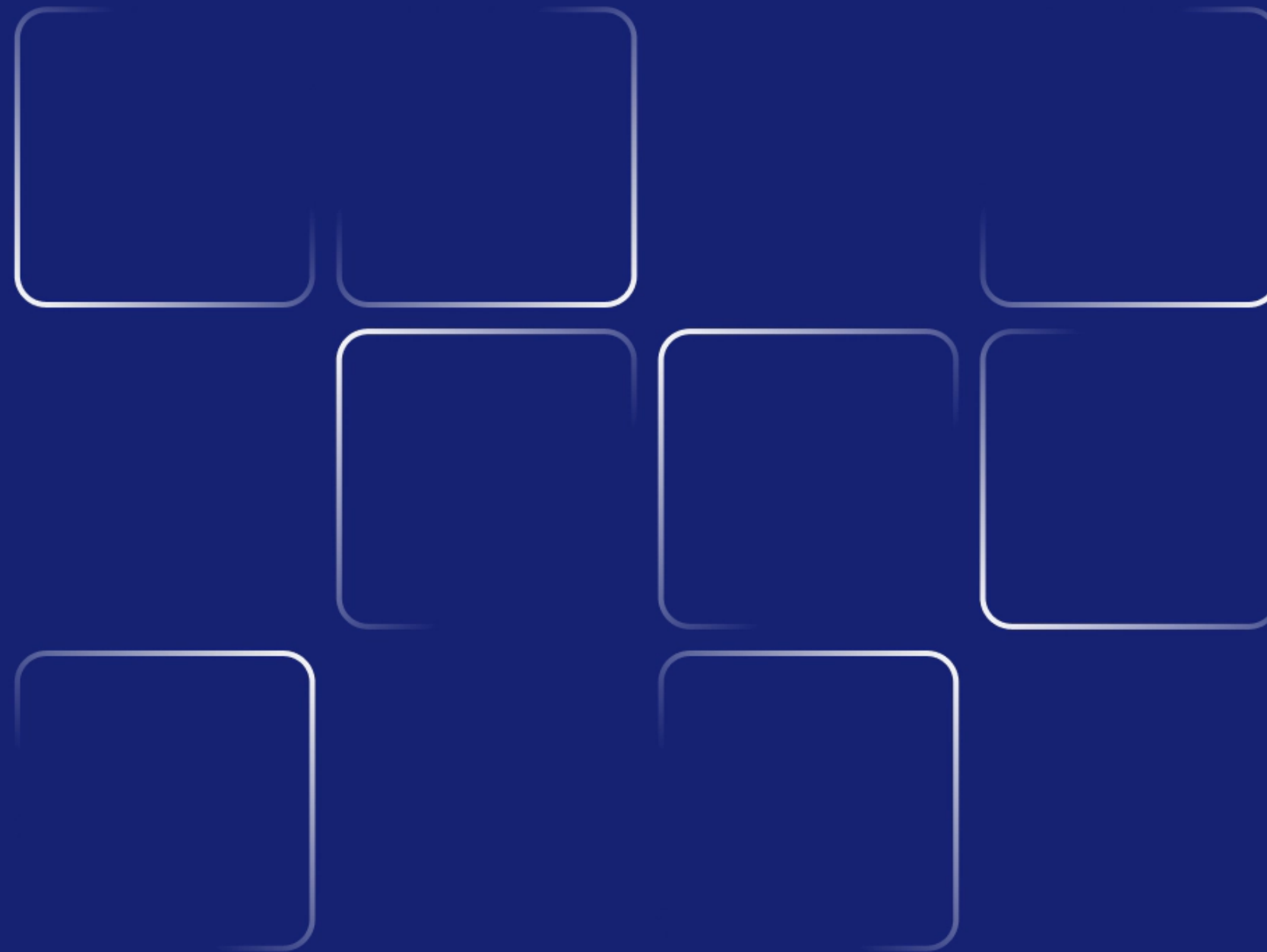
This Text Headline
set in Regular

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

JAX

Mnt 00, 0000

Dear Someone,

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like). There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text. All the Lorem Ipsum generators on the Internet tend to repeat predefined chunks as necessary, making this the first true.

Best wishes,

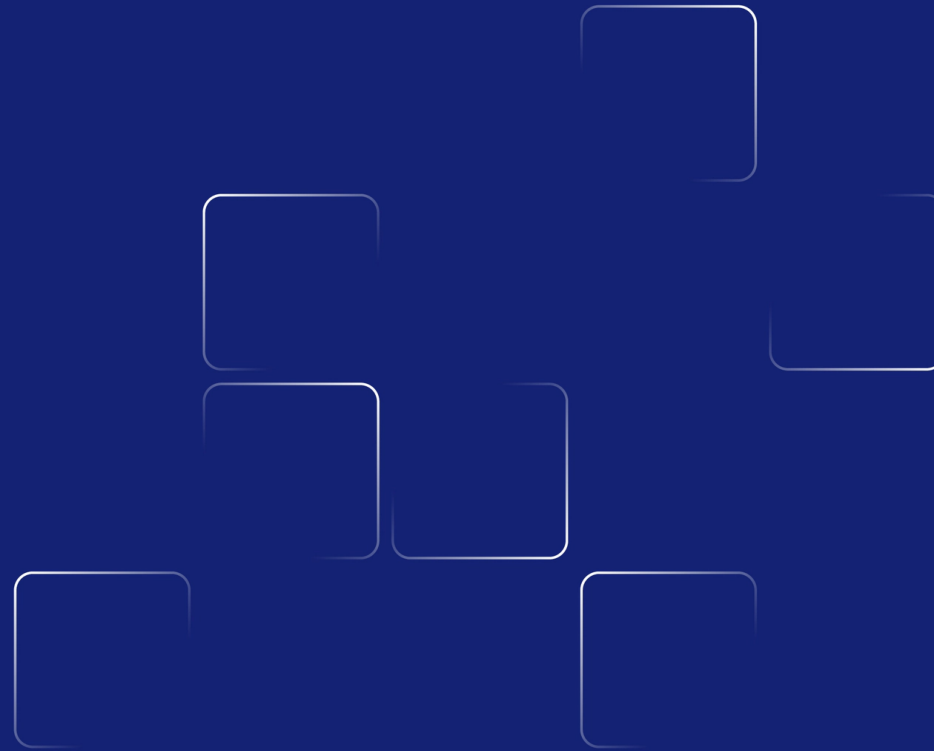
Name Surname

name@mail.com
site.com

address
telephone

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 developement. 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.



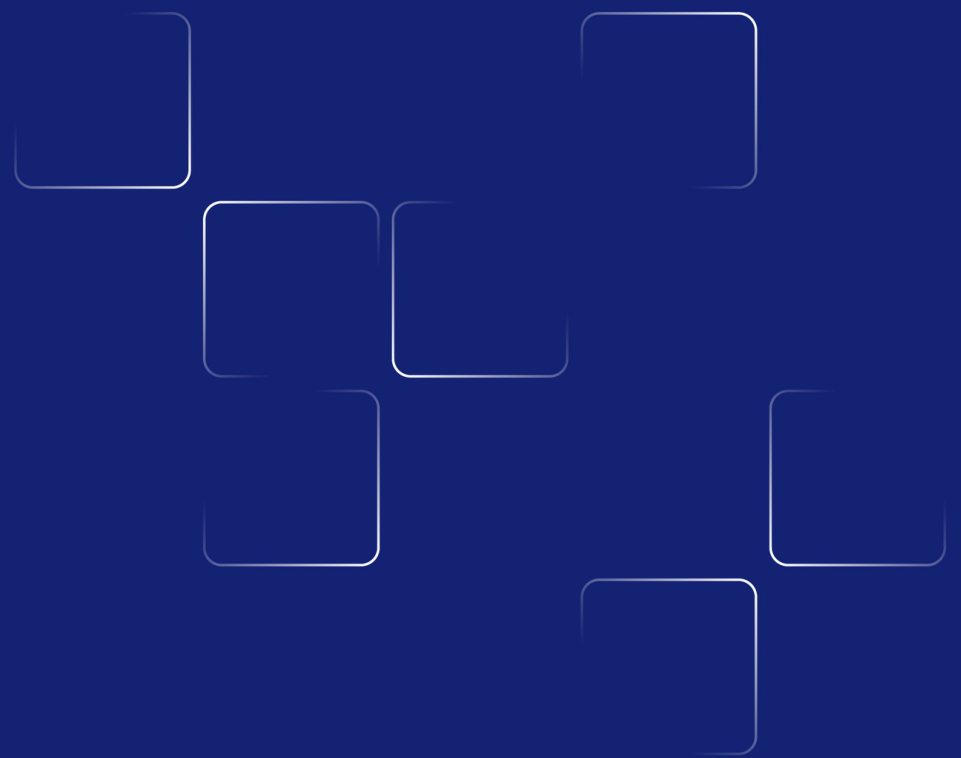
Yuri Shiyshatskyi Chief Scientist

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



Facebook & Instagram

JAX



Taras Emelyanenko

CTO

«CAP theorem
and blockchain»



Antalya/April 7-9

Blockchain
Wave 2021

Vinod Manoharan

Founder and CEO



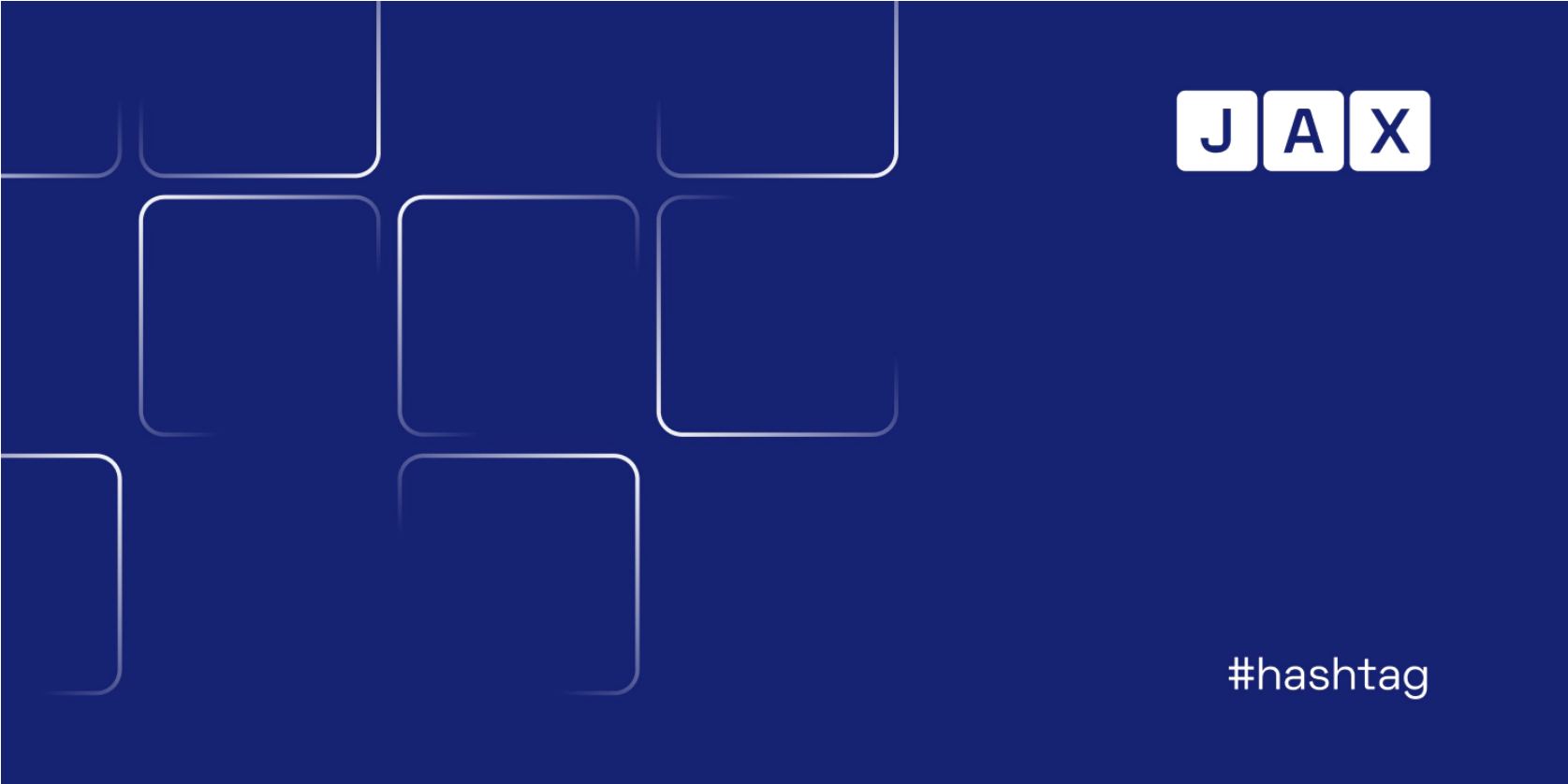
«CAP theorem
and blockchain»



YouTube



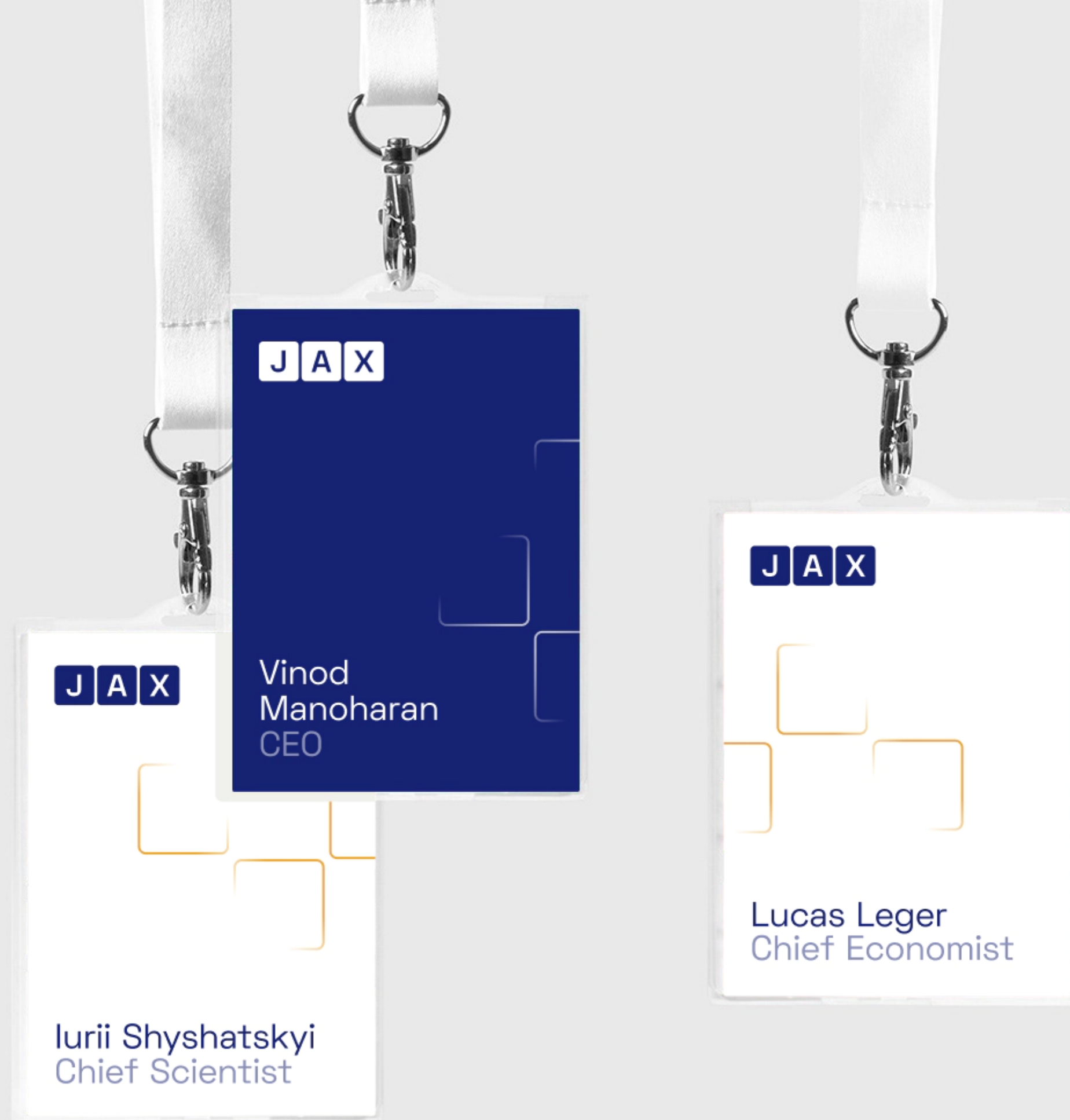
Medium



Brochure



Badge



Merch





Thank you