

The idea

Every nation has a flag, a currency and its people

The flag

Every square is a store.

A checked flag, folded like it's flying. Thousands of independent squares that make one nation. Each seller gets their own flag on the same fold.

The currency

Make your own money.

Nations print money. Nation helps people earn it. Seller earnings are shown as engraved banknotes: the face on the note is the owner, the number is what they made.

The people

Owners sign their own notes.

The signature on every note belongs to the seller. One tap approves what Nation drafts, like a rubber stamp. The voice talks to first-time owners in plain words about money.

Primary lockup

Reversed on Nation Blue

Drawn from Apfel Grotzsk, an independent grotesk from Collettivo in Italy, and respaced by hand. The i is dotted with a flag cell, cut at the same angle as the fold.

The x-height is exactly two rows of the flag.

App icon

Three sizes

Home screen Notifications Browser tab, 16 px

Three rows and four folds hold up at 16 px. Nothing is thinner than one cell edge.

Construction

4 × 3 grid, folds at 0.72

Four columns, three rows. Every other column turns away from you, so it's drawn 28% narrower and drops by one-seventh of the height. That fold is the whole motion of the mark. It also animates: the columns can ripple like cloth.

Every store flies its own flag

Same fold, its own division and ink

Lift Club
Training gear, stripes

Fuego Box
Hot sauce, cross

Garage Roast
Coffee, canton

Wick & Wax
Candles, band

Marcus Wears
Streetwear, half

Nation
The flag they share, check

Every store gets a flag the moment it's created: same fold, one division from the flag vocabulary (stripes, band, canton, cross, half), one ink. It becomes the store's favicon, packing sticker and receipt mark. Nation keeps the check. Sellers belong to one nation and still look like themselves.

Color

Orange and green are taken: Toast, Whop, Shopify, Owner

Nation Blue
#1D33F0 · the field, the flag, every "start" button

Ink
#0A1033

Note
#FBFCFF

Teal
#08544F

Violet
#3F2AA8

Inks work like denominations: each seller's note and flag picks one, so a page of sellers looks like a wallet, not a dashboard.

Type

One family, SIL Open Font License, free to ship

Apfel Grotzsk
Everything: headlines, UI, body, money

One family, the way Clay, Owner and GlossGenius run one. Medium weight, tight spacing for headlines.

money.
Apfel Brukt, the perforated cut

Punched like a stamp edge or a check. Used once per page, on the word that matters.

Andre Moss
Signatures only

A script face used for one job: the owner's signature on their note.