



Brand Guidelines

v2.0

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Strategy



01 Logos is an infrastructure for freedom.

We're building a decentralized tech stack and social movement focused on privacy, civil liberty, and tools that make self-sovereignty a reality around the globe.

03 The world has finally caught up to us, and privacy demand is mainstream.

We're poised to lead this movement, but to connect with people, we need to offer them structure: explain the practicality of privacy, and show what true agency looks like.

05 Community is essential to this work.

Online, we need to define what our version of community looks like, sounds like, and achieves. Offline, local "circles" are the proof point of the brand.

07 Our brand must act like an organism, not an institution.

As we refine how we show up, we'll ensure the brand system is open, decentralized, and locally interpretable.

02 Brand fragmentation was blocking adoption.

Unifying Waku, Codex, Nomos, etc. under Logos reflects our mission to build one shared ecosystem. This is a clarity move for both internal alignment and external comprehension.

04 Logos needs to work for two groups: highly technical builders and non-technical change seekers.

We want to position ourselves as the bridge that connects both essential audiences. Builders need technical depth; change seekers need clarity and purpose.

06 Our optimism is a strategic differentiator.

We see murkiness, darkness, and cryptic brand expressions as non-generative. We think aspirationally about the future, and we're positioning ourselves as constructive rather than adversarial.

08 Success is cultural and technical.

Logos must operate as both a serious developer platform and a credible social movement; we aim to be the privacy project in crypto.

Marks



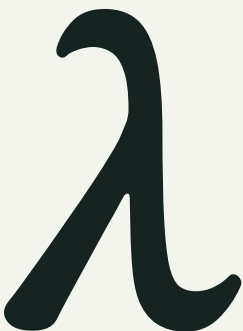
Primary Logo Logomark

The Lambda (Λ) and Logos (Λόγος) symbolize the bridge between ancient wisdom and modern innovation. In Greek philosophy, Logos represents the rational structure governing the universe—order emerging from chaos without central authority.

This mirrors our mission: creating systems where truth and order exist independently of institutional control. The Lambda's ascending lines suggest progress and enlightenment, while Logos reflects self-organizing systems born from collective wisdom.

Together, the mark connects technology to decentralized order and individual sovereignty.

This symbol is the primary logo and should be used as the default representation of the brand across all applications.



Secondary Logo Combination Mark

The secondary logo pairs the primary logomark with the Logos wordmark to ensure clarity where recognition is critical. It should be used sparingly and reserved for small-scale or low-context placements where brand legibility is absolutely required.

λ Logos

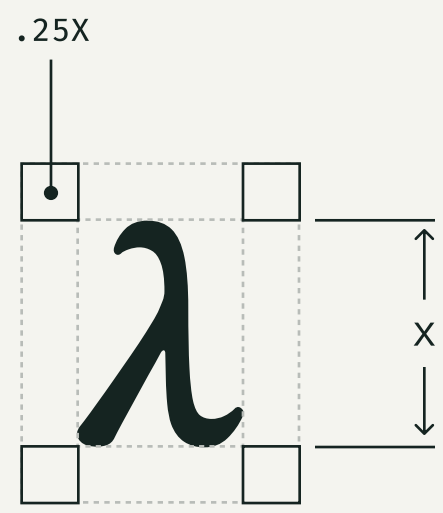
Secondary Logo Construction

In the secondary logo, the primary mark is proportionally scaled to maintain visual balance with the wordmark. It extends slightly beyond both the cap height and baseline, while spacing between the elements is set to two times the thickness of the capital L's vertical stem, ensuring consistent and intentional alignment.



Clearspace Primary & Secondary Logo

Clearspace is defined as the height of the numbers within each logo. Clearspace ensures the legibility and impact of the logos by isolating them from competing visual elements such as text and supporting graphics.



Sub-brands Construction Guidelines

These guidelines define the construction of sub-brand logo lockups. Stroke thickness in Rhymes Text establishes the system: the vertical stem of capital letters sets the spacing between logomark and wordmark, while the horizontal stroke thickness determines the logomark's scale relative to the wordmark.



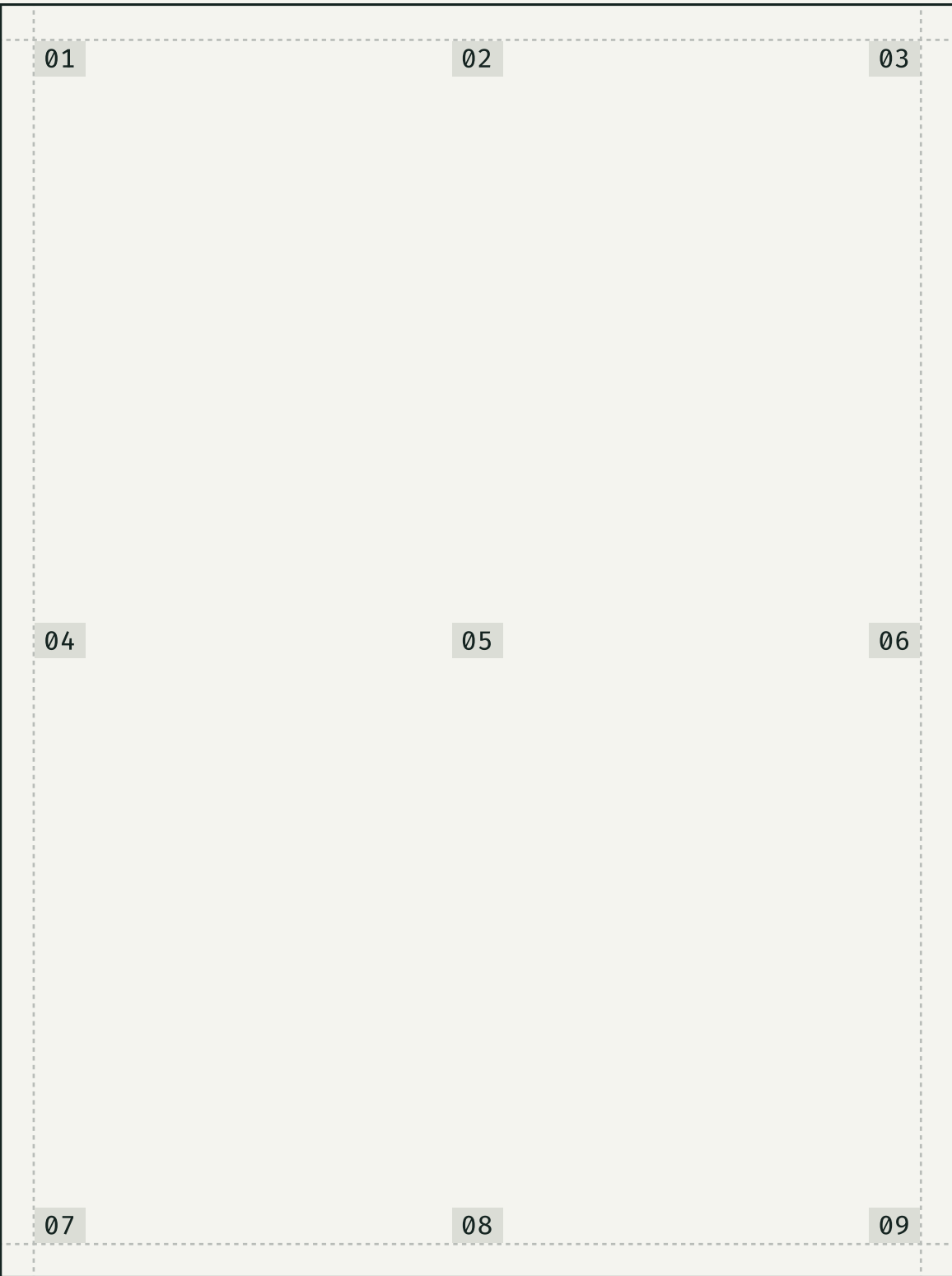
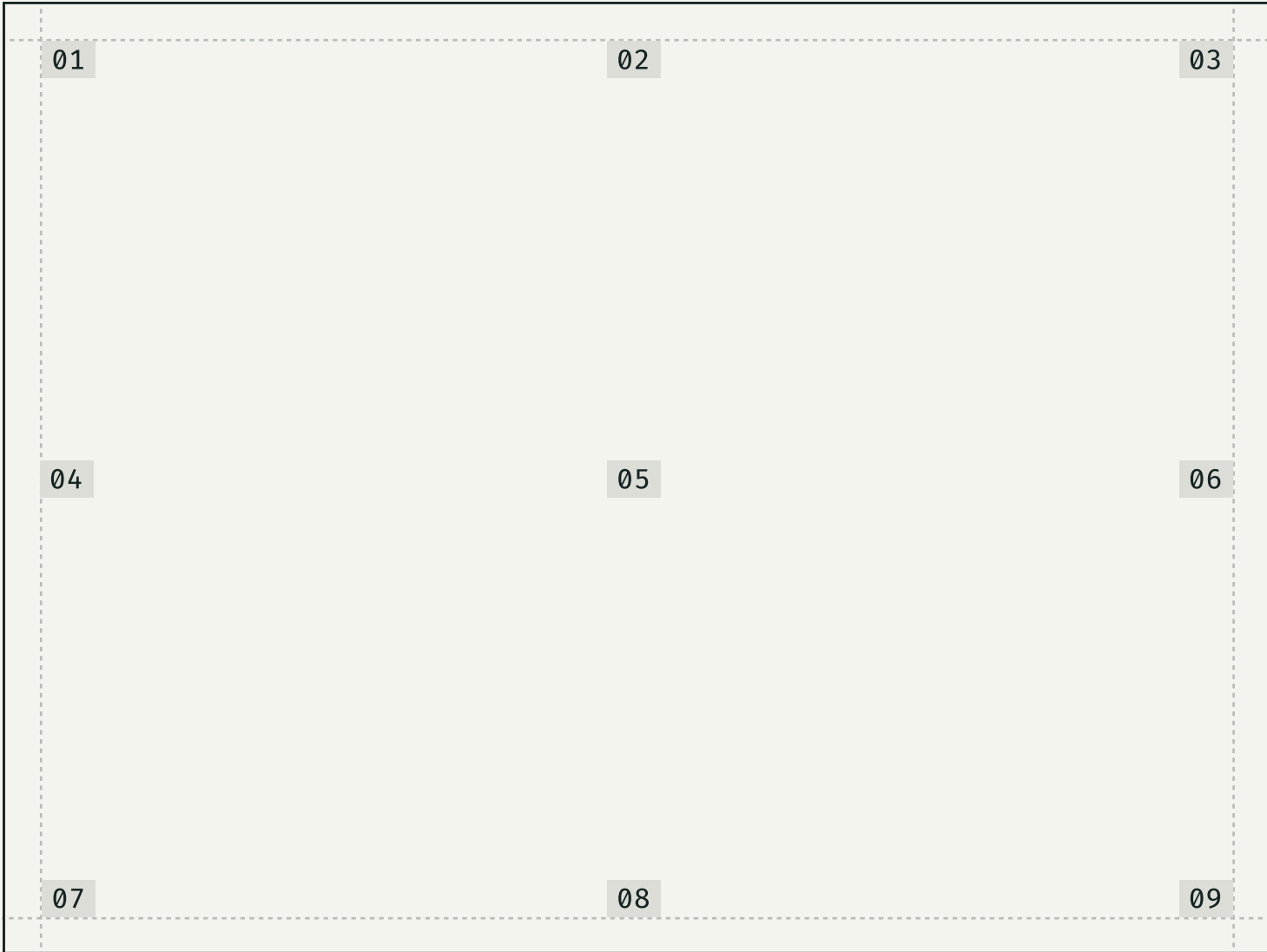
λ Blockchain

λ Messaging

λ Storage

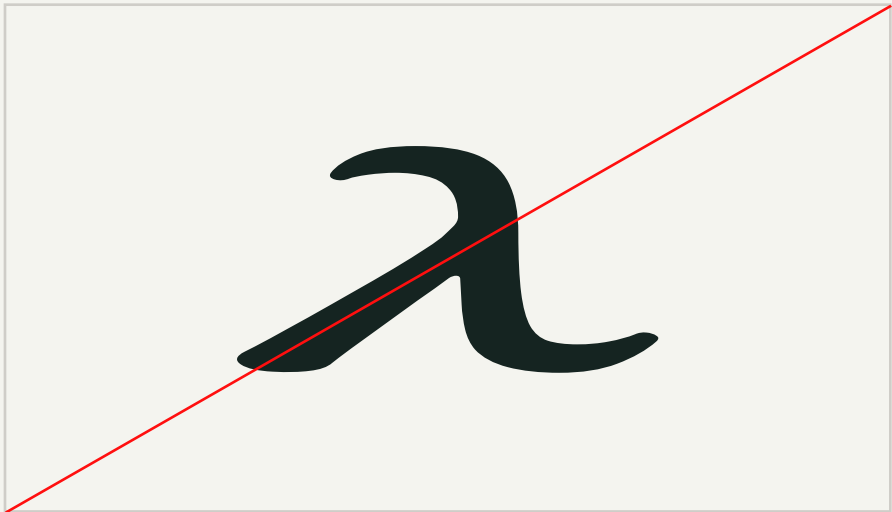
Sub-brands Construction Guidelines

Regardless of the canvas dimensions, the logos can be positioned at designated numerical locations. This ensures consistent logo placement while offering ample flexibility to adapt to a dynamic design system.

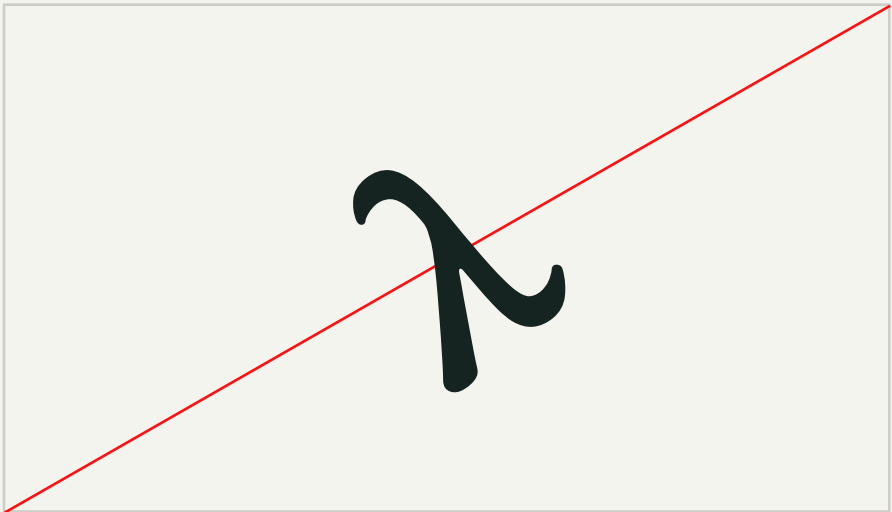


Sub-brands Construction Guidelines

It is important that the appearance of the logos remain consistent. The logos should not be misinterpreted, modified or added to. No attempt should be made to alter the logo in any way. Its orientation, color and composition should remain as indicated in this document. There are no exceptions. Outlined here are mistakes to avoid.



Never stretch or compress the logo



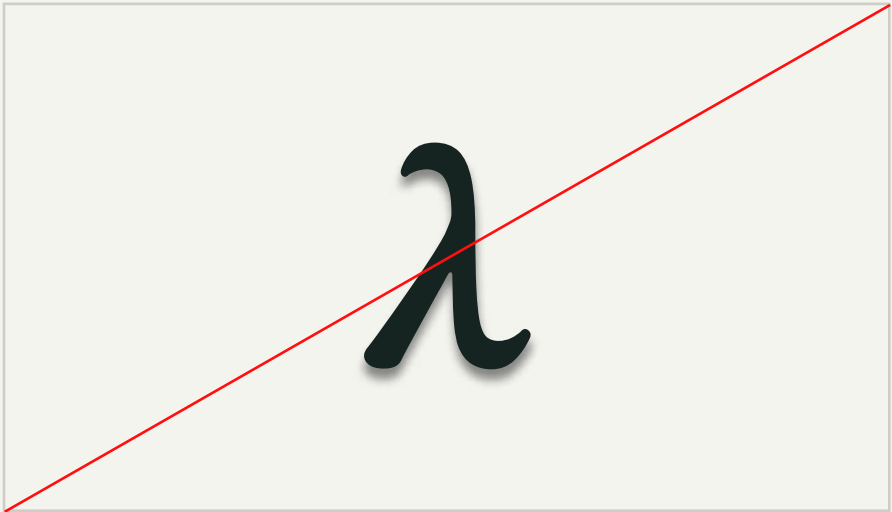
Never rotate the logo



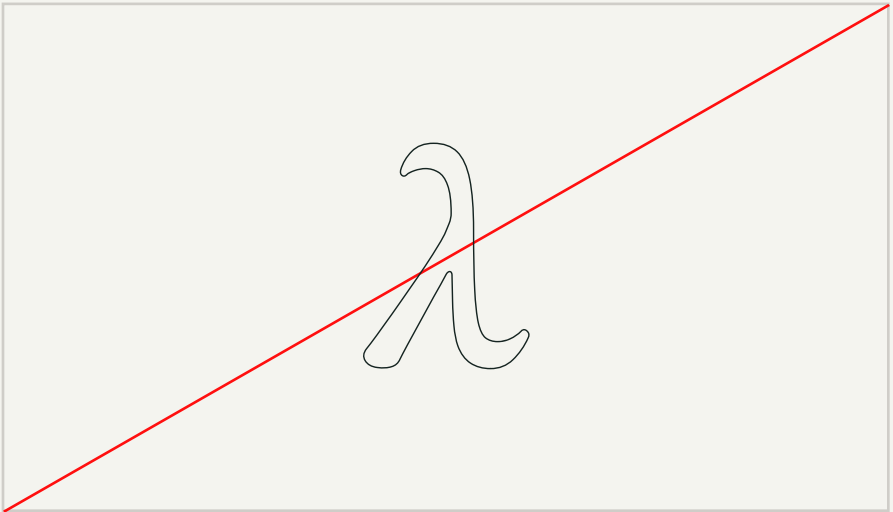
Never adjust an element in the secondary logo



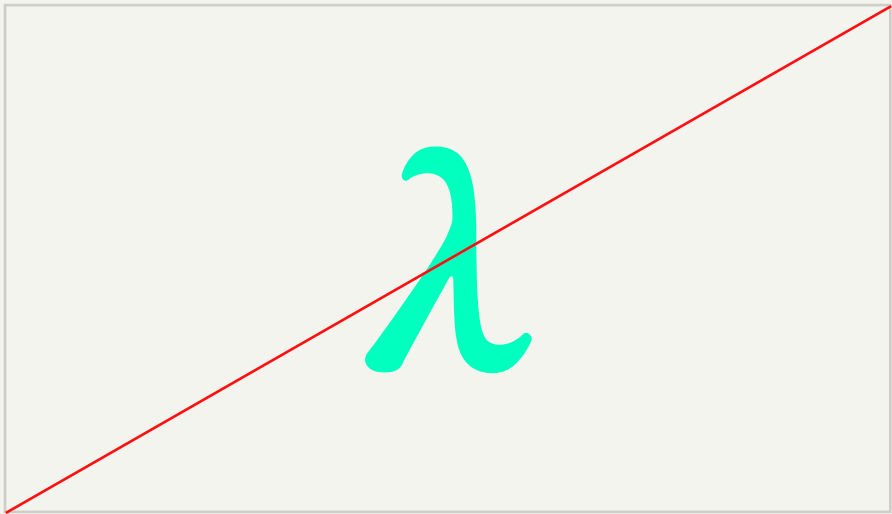
Never re-create the wordmark using other typefaces



Never apply effects to the logo



Never reverse stroke and fill



Never apply colors outside of the palette



Never apply effects to the logo



Never adjust the padding in the secondary logo

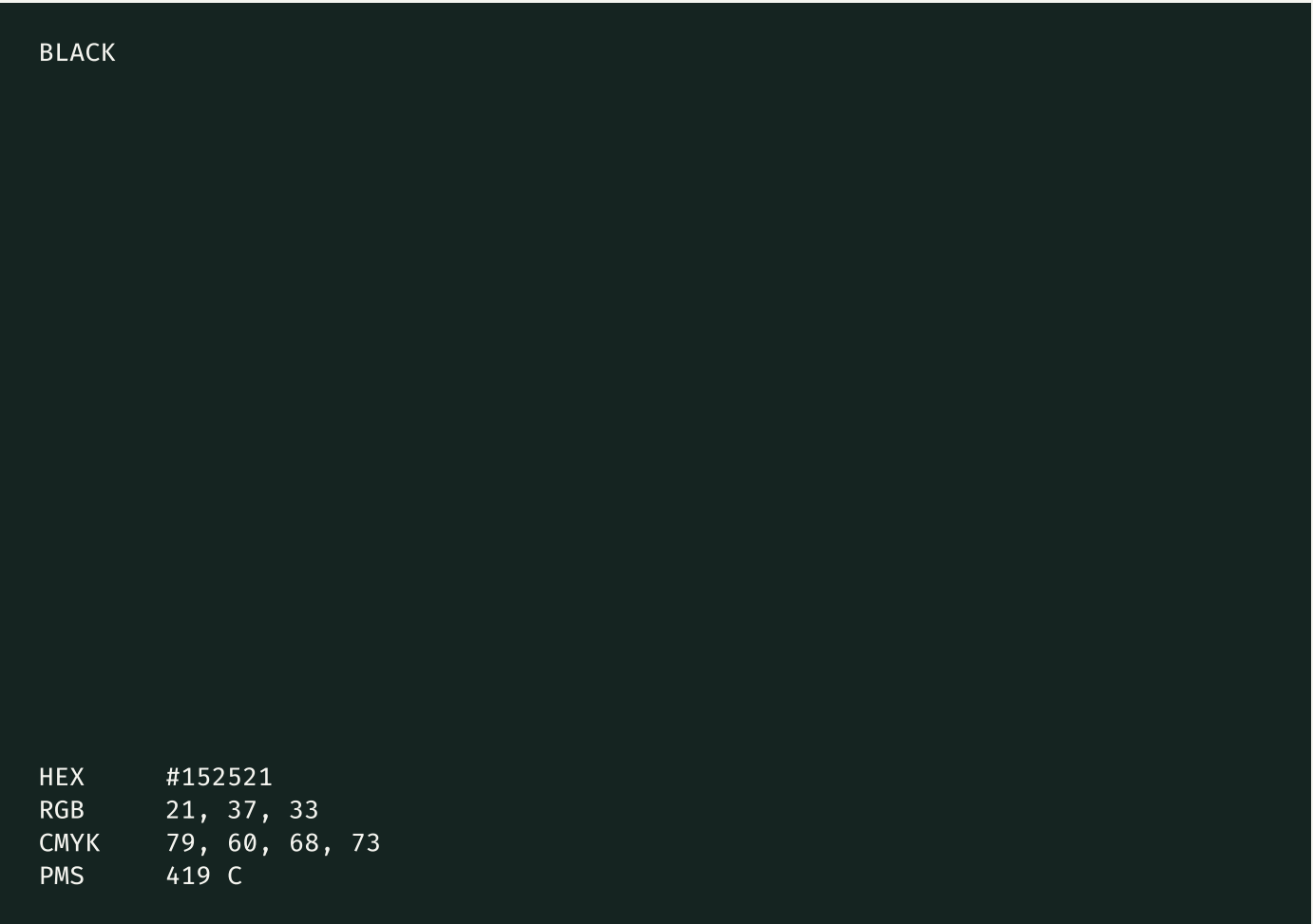
Color



Color Primary Colors

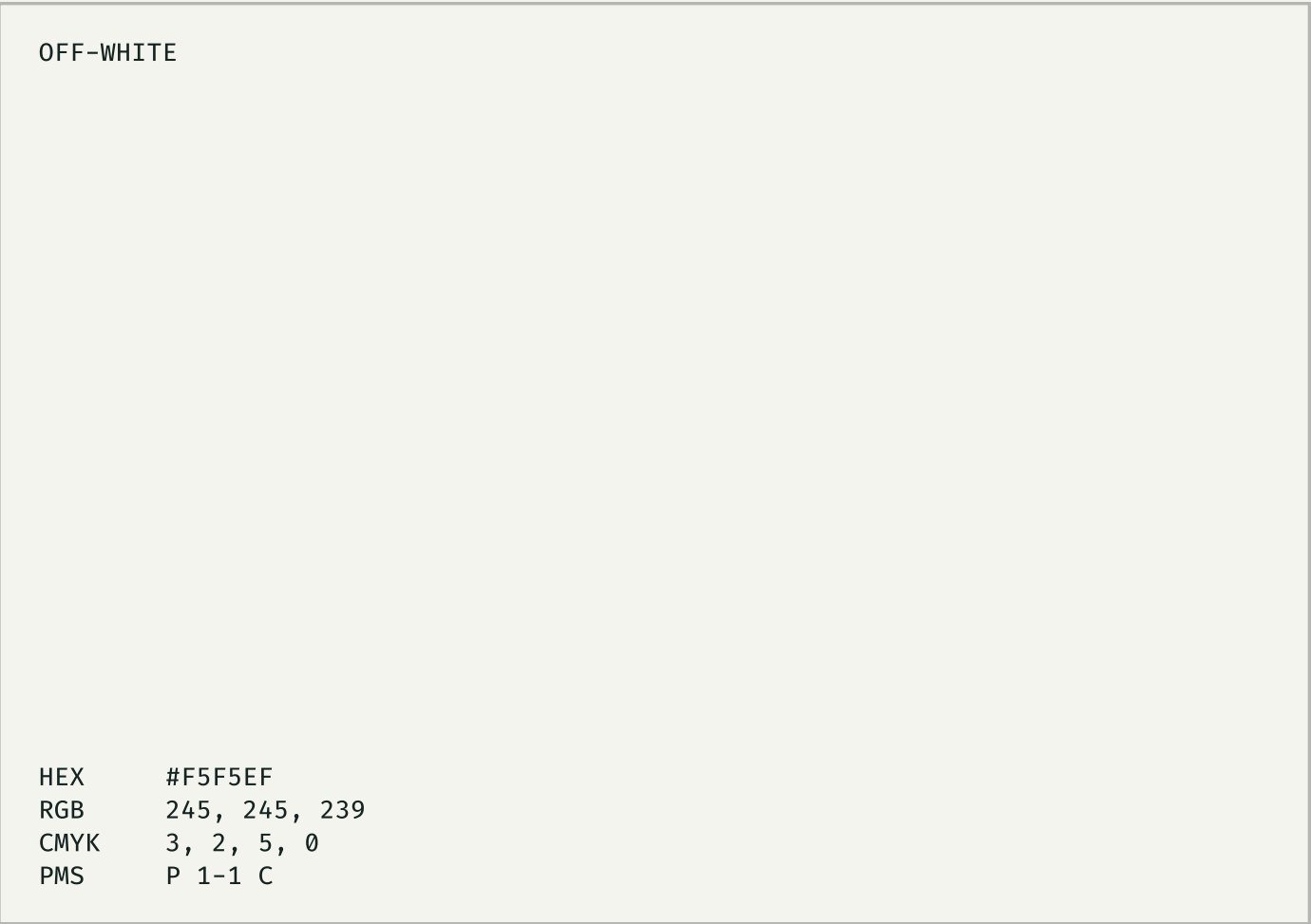
The Logos brand palette consists of four primary colors. Black and Off-white should be used predominantly for text and background applications, while Steel Teal and Light Blue function as alternate background or accent colors.

BLACK



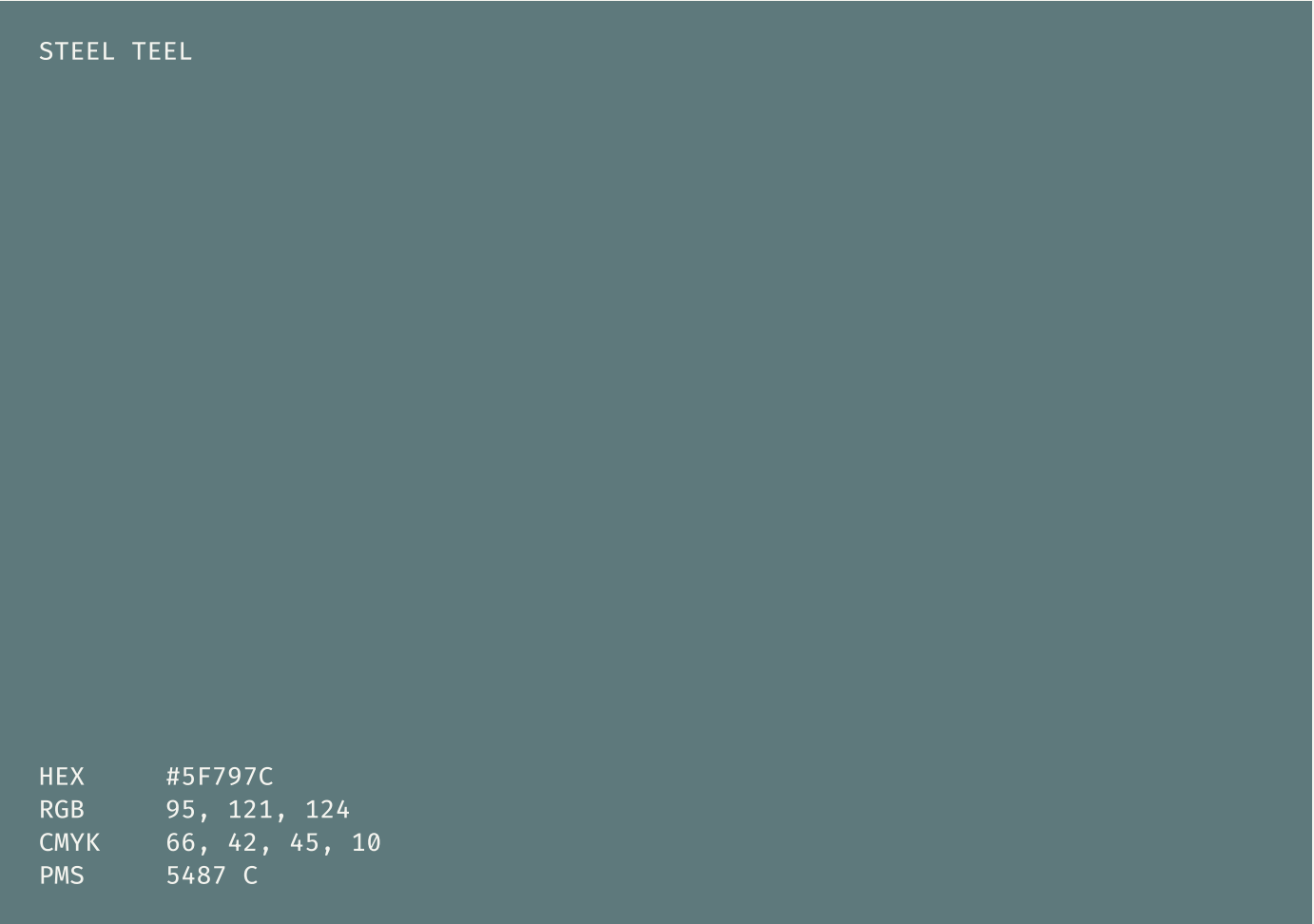
HEX #152521
RGB 21, 37, 33
CMYK 79, 60, 68, 73
PMS 419 C

OFF-WHITE



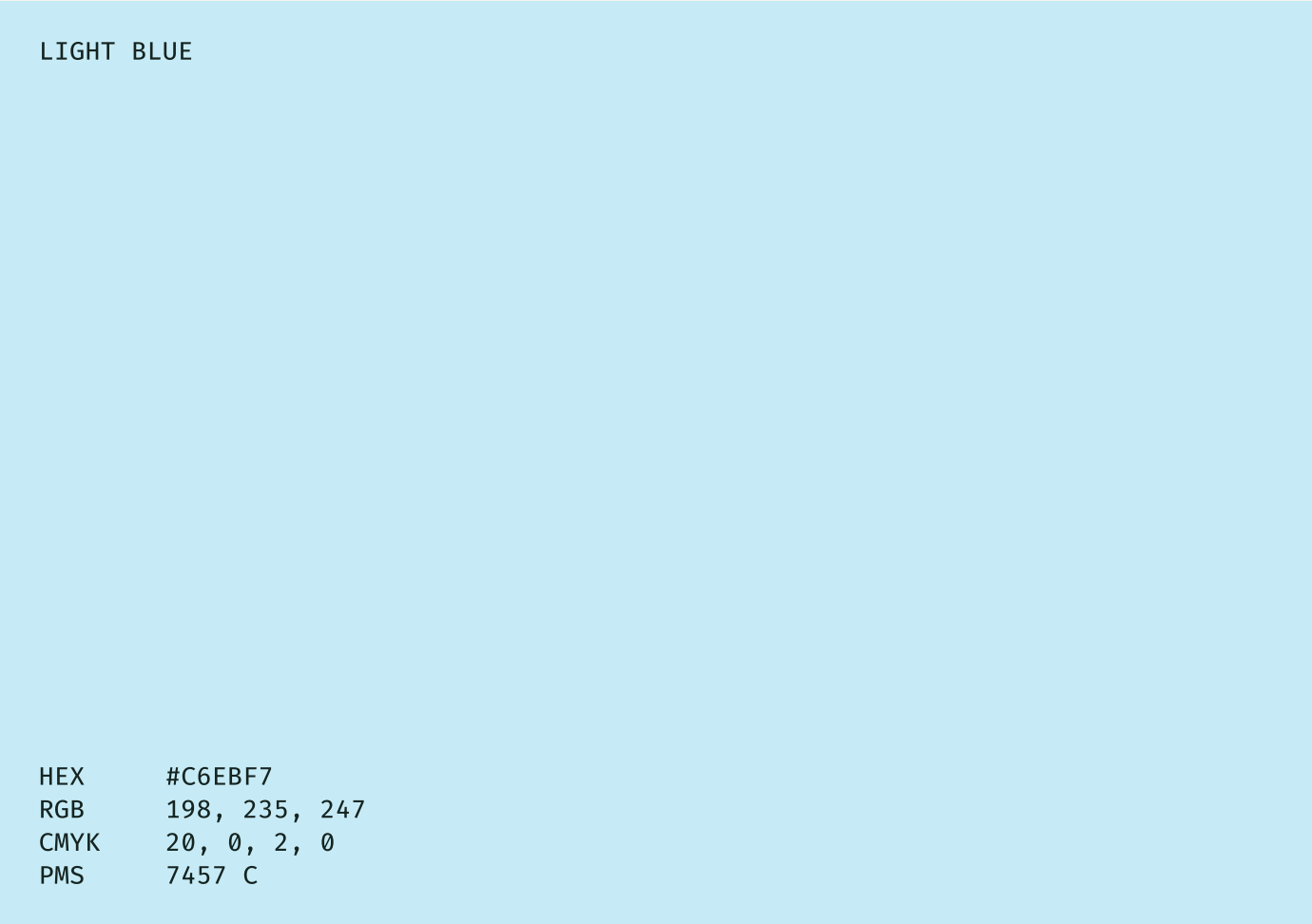
HEX #F5F5EF
RGB 245, 245, 239
CMYK 3, 2, 5, 0
PMS P 1-1 C

STEEL TEEL



HEX #5F797C
RGB 95, 121, 124
CMYK 66, 42, 45, 10
PMS 5487 C

LIGHT BLUE

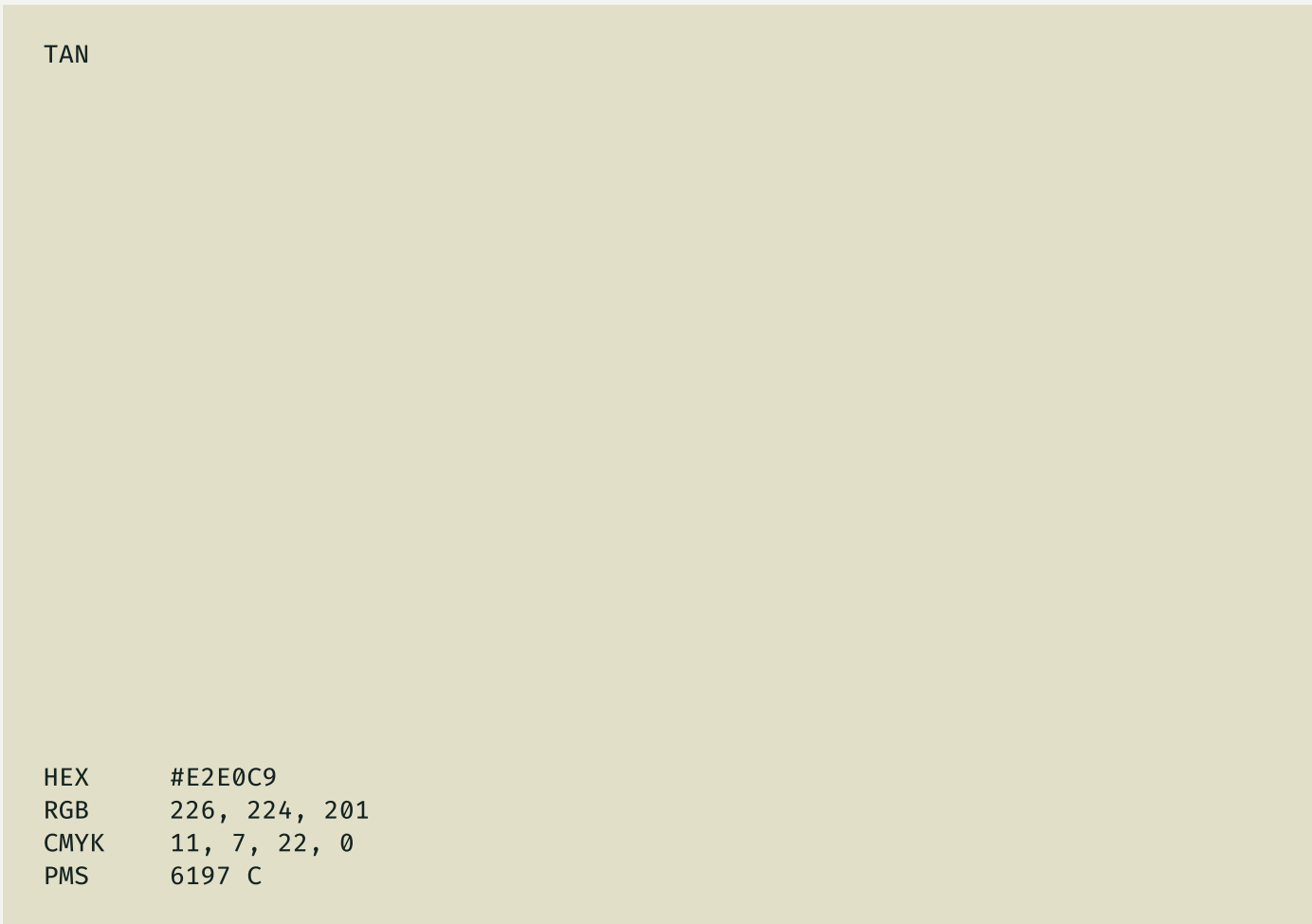


HEX #C6EBF7
RGB 198, 235, 247
CMYK 20, 0, 2, 0
PMS 7457 C

Color Secondary Colors

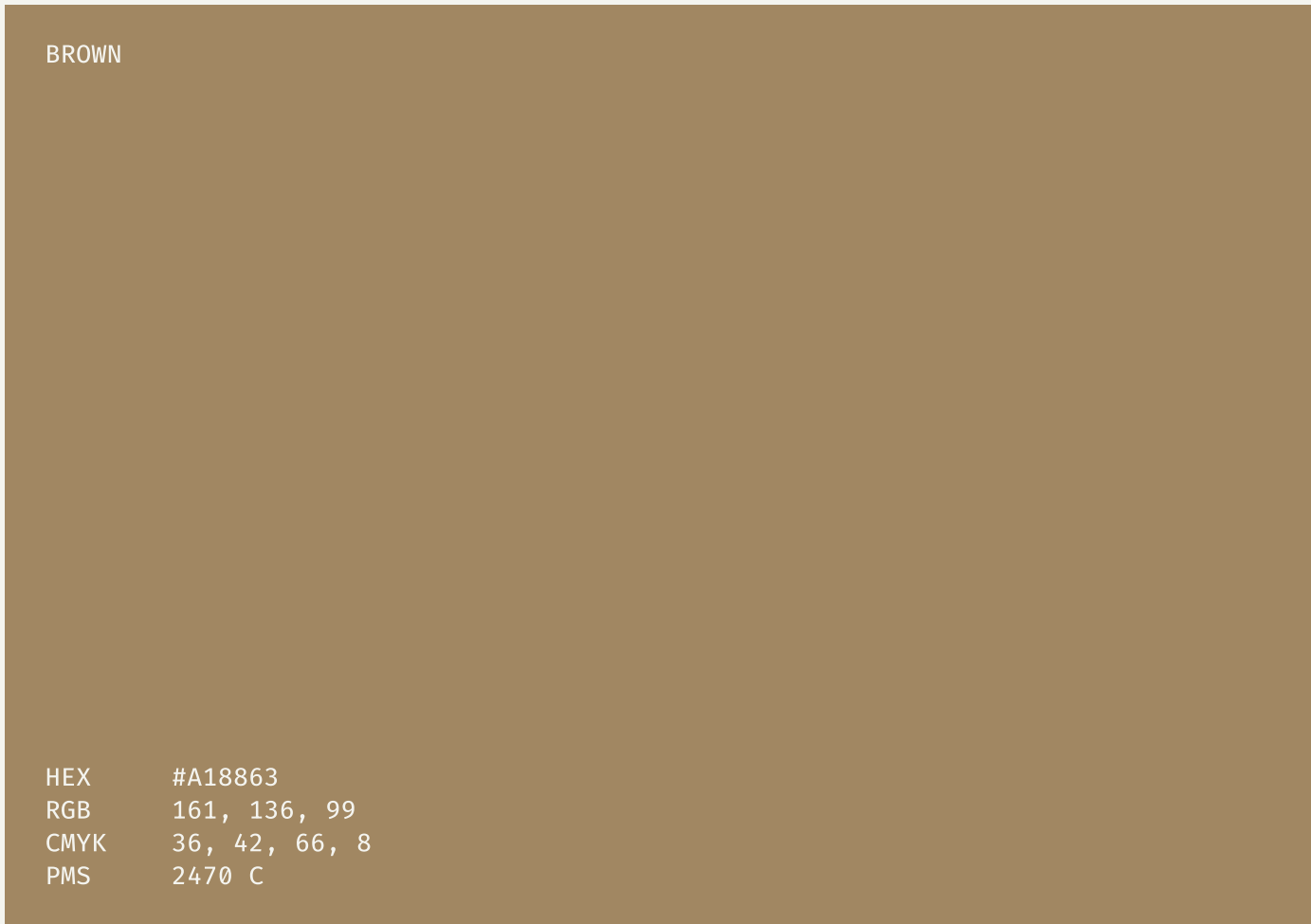
The secondary palette introduces warmth and character through a restrained set of accent tones. Muted neutrals and rich earth hues provide balance and depth, while a single vibrant yellow adds moments of emphasis and energy. Used intentionally, these colors support the primary palette by highlighting key elements, guiding attention, and adding visual interest without overwhelming the system.

TAN



HEX #E2E0C9
RGB 226, 224, 201
CMYK 11, 7, 22, 0
PMS 6197 C

BROWN



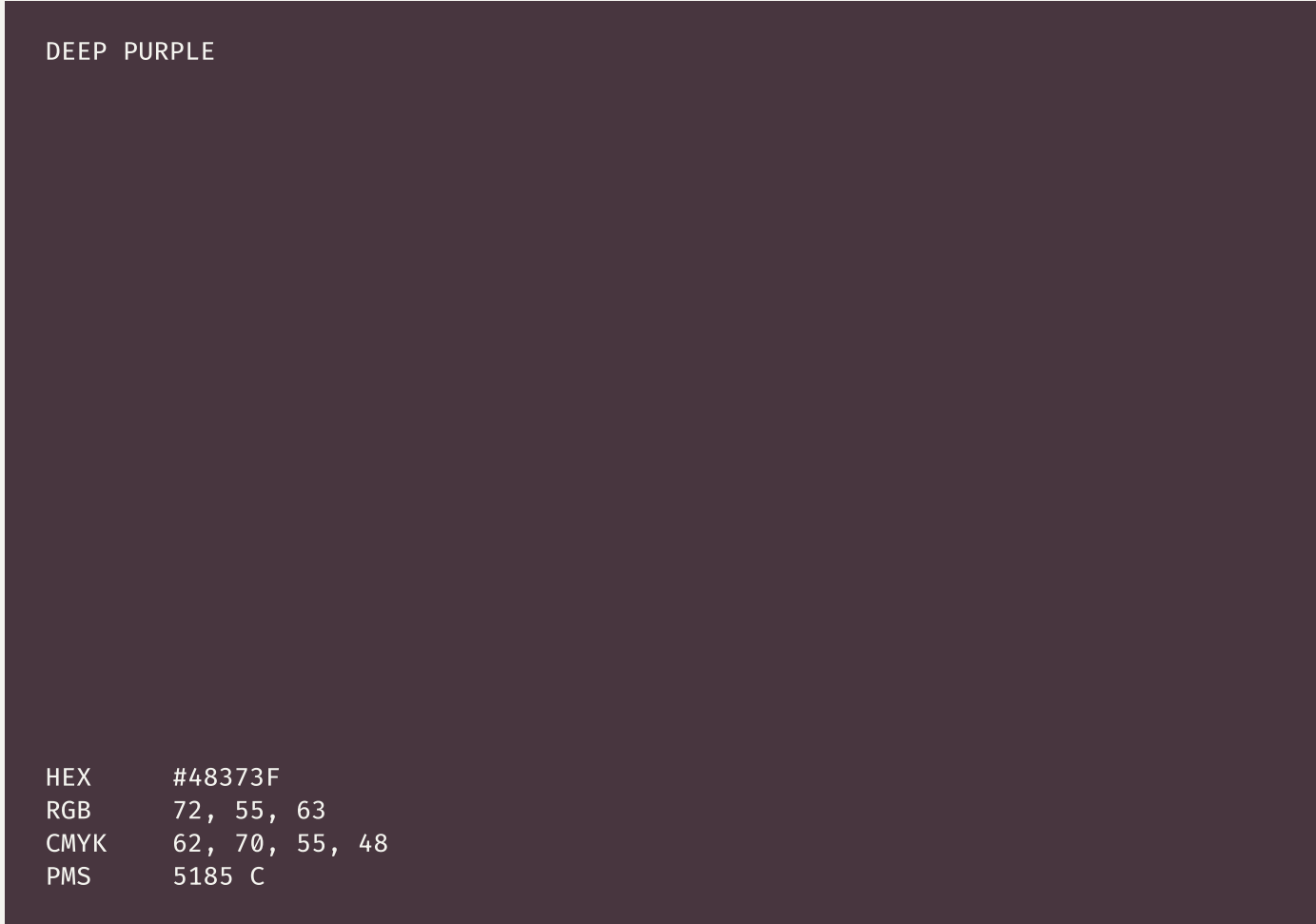
HEX #A18863
RGB 161, 136, 99
CMYK 36, 42, 66, 8
PMS 2470 C

YELLOW



HEX #FFD328
RGB 255, 211, 40
CMYK 1, 15, 93, 0
PMS 115 C

DEEP PURPLE

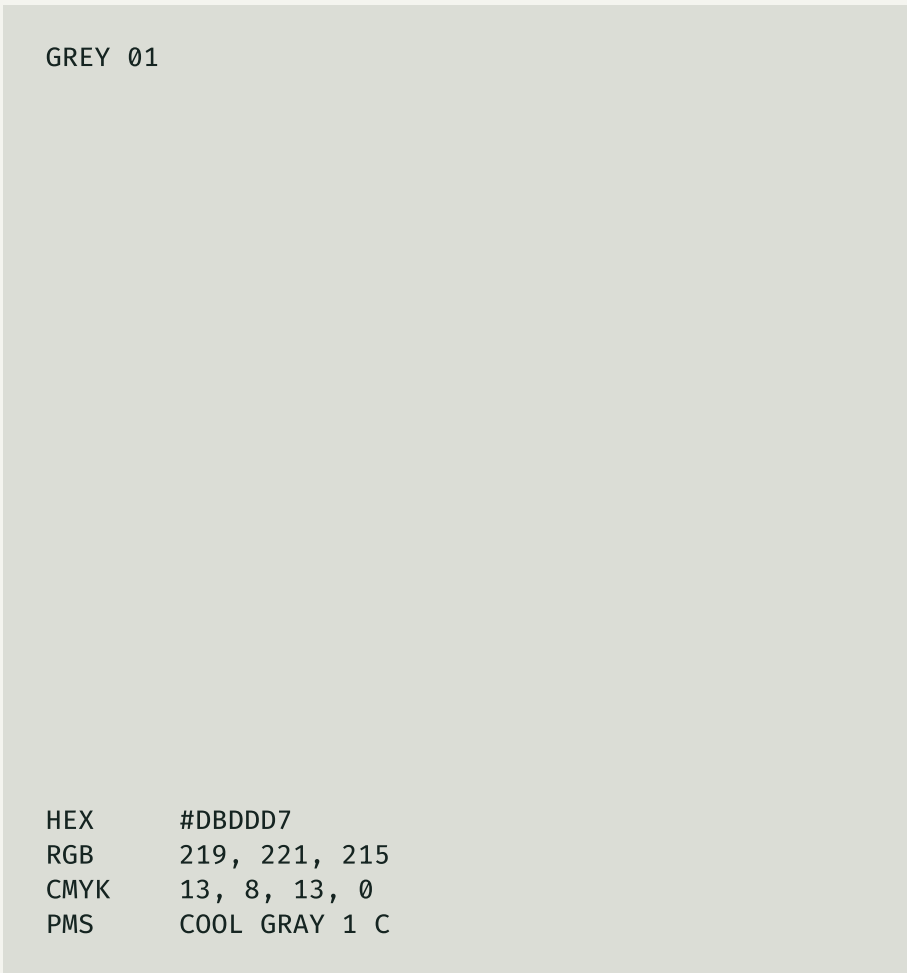


HEX #48373F
RGB 72, 55, 63
CMYK 62, 70, 55, 48
PMS 5185 C

Color Tertiary Colors

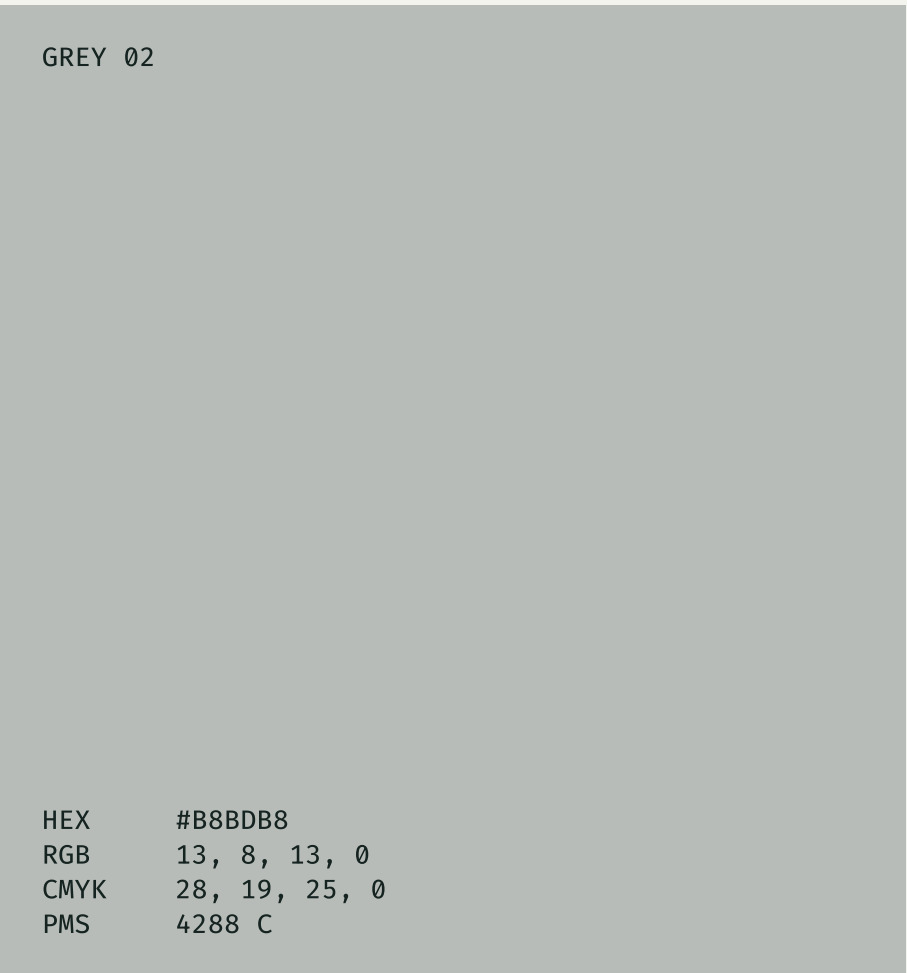
The tertiary palette consists of six versatile greys used to establish clear hierarchy and contrast across the system. Lighter and darker values help differentiate text and interface elements, while the palette is especially effective in digital contexts—supporting rules, buttons, and form fills without competing with primary brand colors.

GREY 01



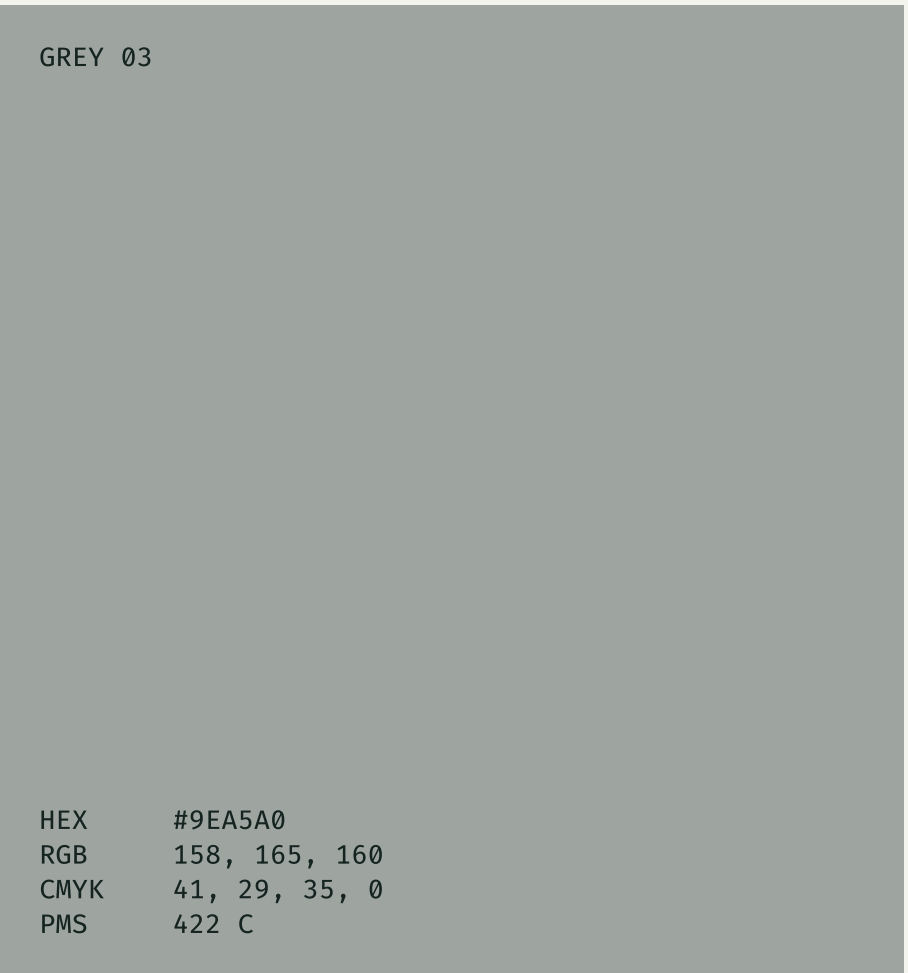
HEX #DBDD7
RGB 219, 221, 215
CMYK 13, 8, 13, 0
PMS COOL GRAY 1 C

GREY 02



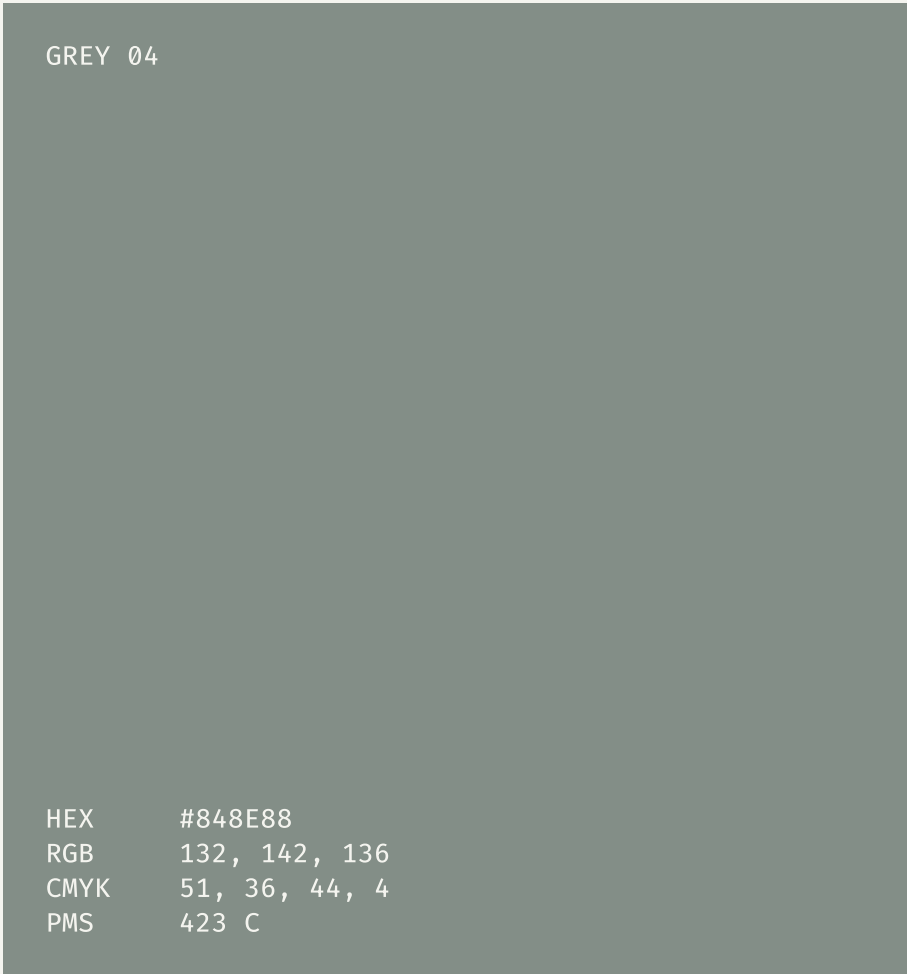
HEX #B8DB8
RGB 13, 8, 13, 0
CMYK 28, 19, 25, 0
PMS 4288 C

GREY 03



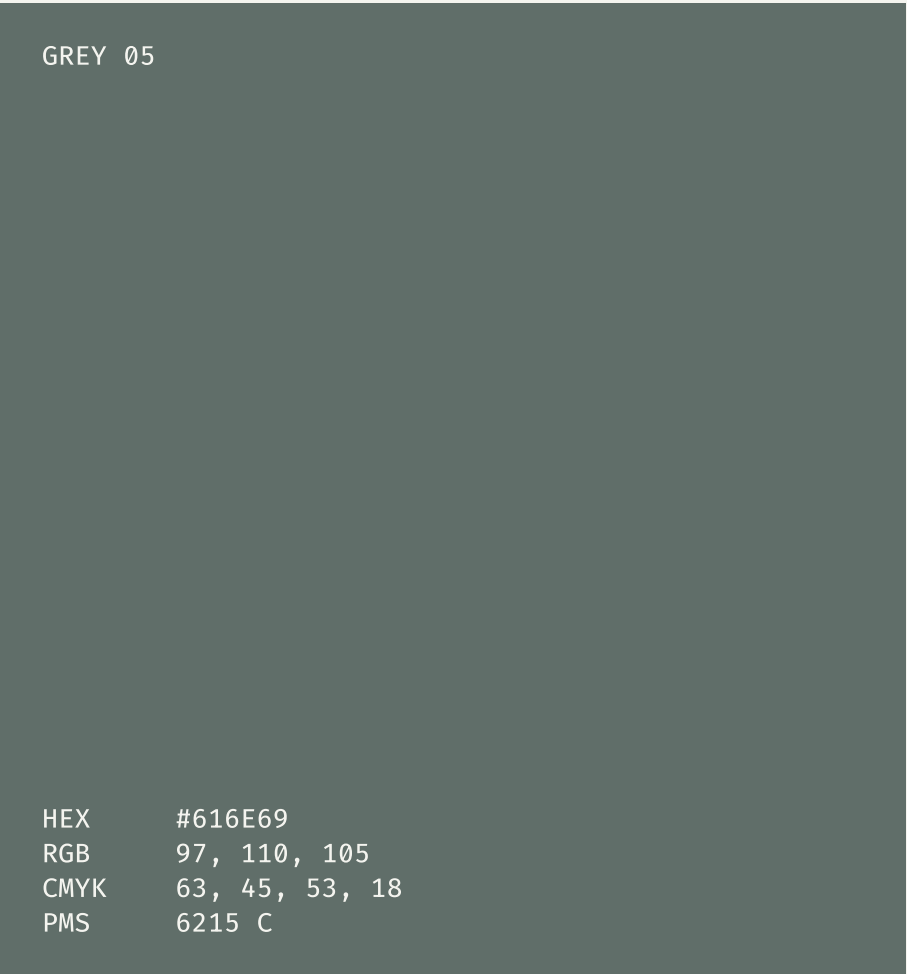
HEX #9EA5A0
RGB 158, 165, 160
CMYK 41, 29, 35, 0
PMS 422 C

GREY 04



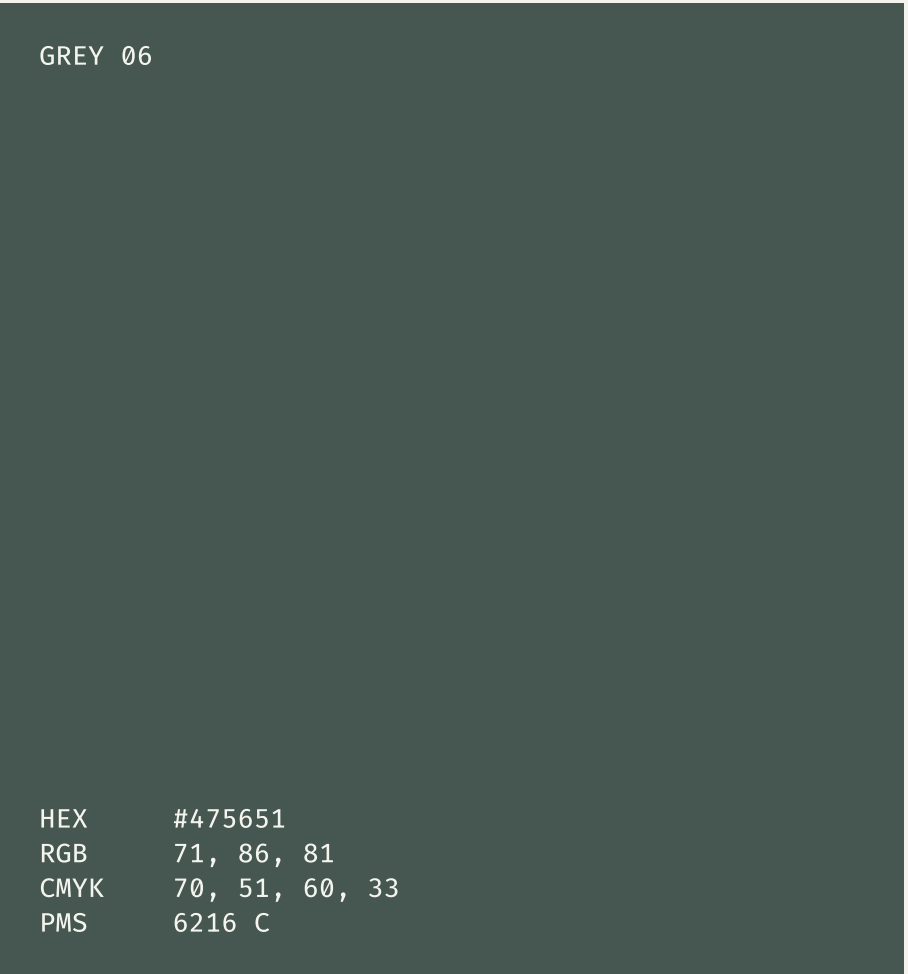
HEX #848E88
RGB 132, 142, 136
CMYK 51, 36, 44, 4
PMS 423 C

GREY 05



HEX #616E69
RGB 97, 110, 105
CMYK 63, 45, 53, 18
PMS 6215 C

GREY 06



HEX #475651
RGB 71, 86, 81
CMYK 70, 51, 60, 33
PMS 6216 C

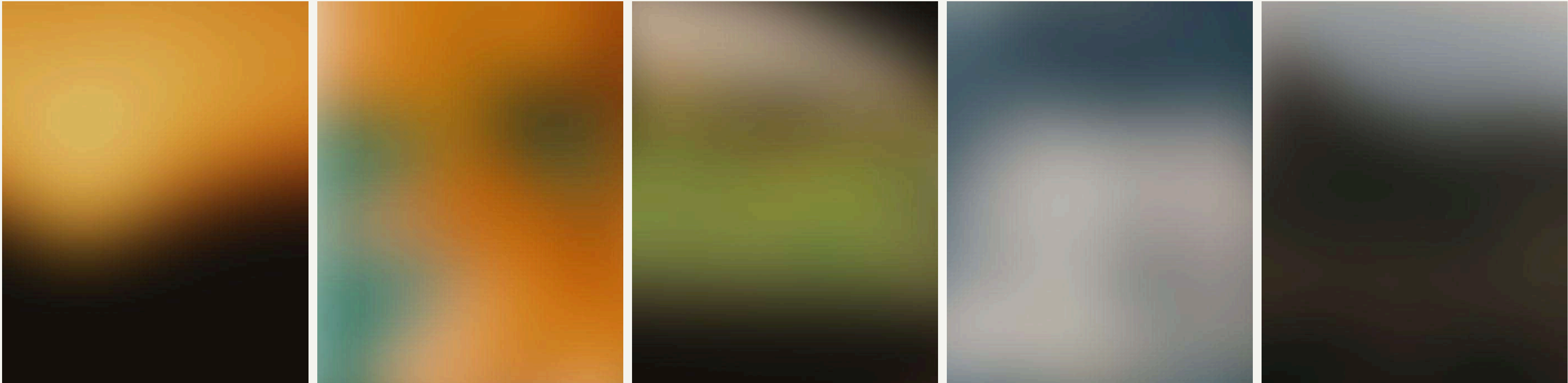
Color Palette Overview

Shown here is the breakdown of the Logos brand palette: primary colors should be used the majority of the time, paired with either the secondary or tertiary colors.



Color Image Gradient Overview

Images can be transformed into distinctive gradients, with each image—or even sections within an image—yielding unique color blends. Below are examples of various gradients created from images using a layer blur effect.



Color Image Gradient Types

Warm Tones

Gradients utilizing cooler tones — most easily generated out of imagery of the sky — can serve as a backdrop for messaging that speaks to humanity, community, and individuality. The blue sky, an ocean of possibility.

Cool Tones

Gradients with warm tones could function for action-based messaging around CTA's and getting involved. Lighting a fire to change the world.

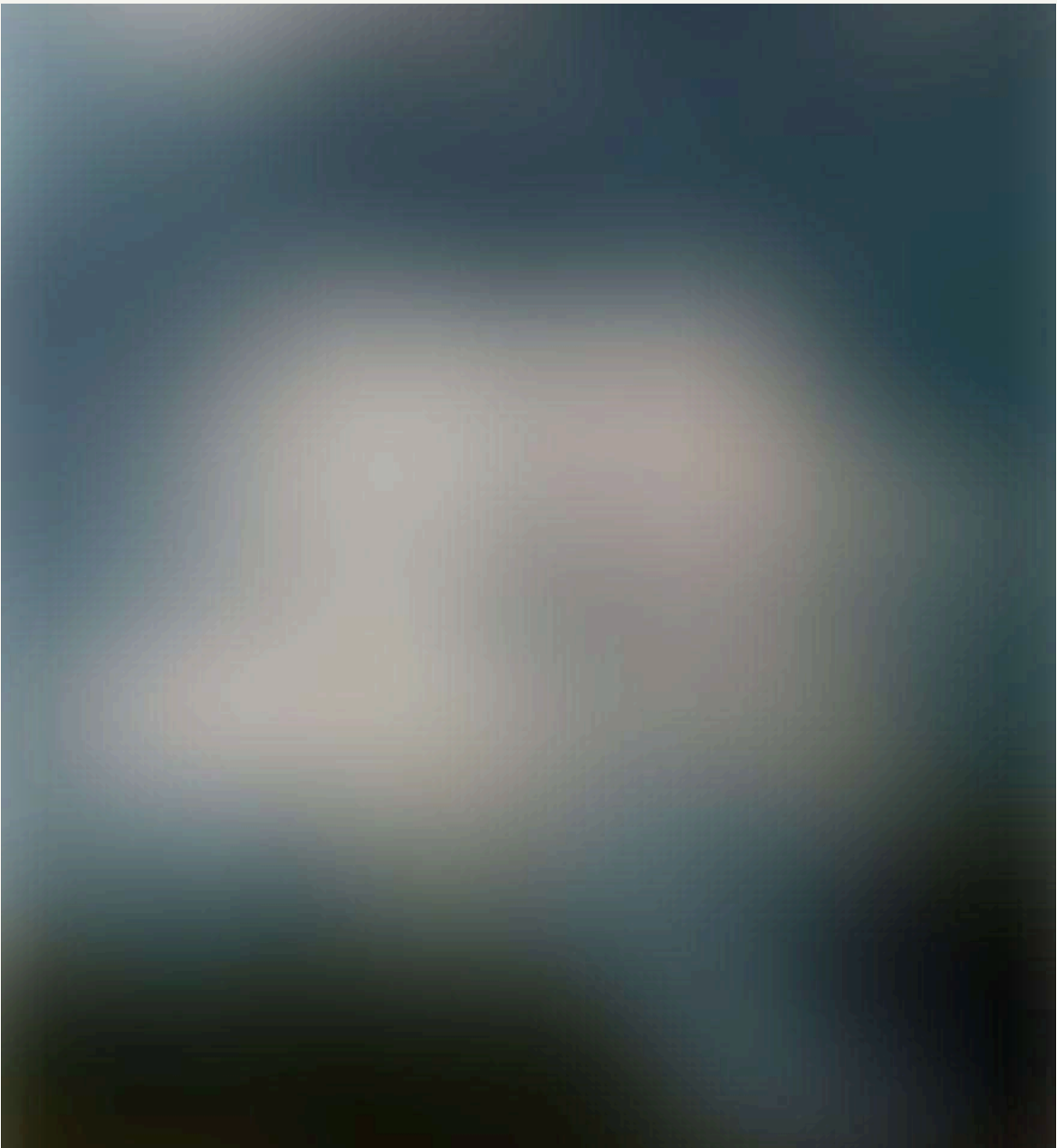


FIG. 001: Cool Tones

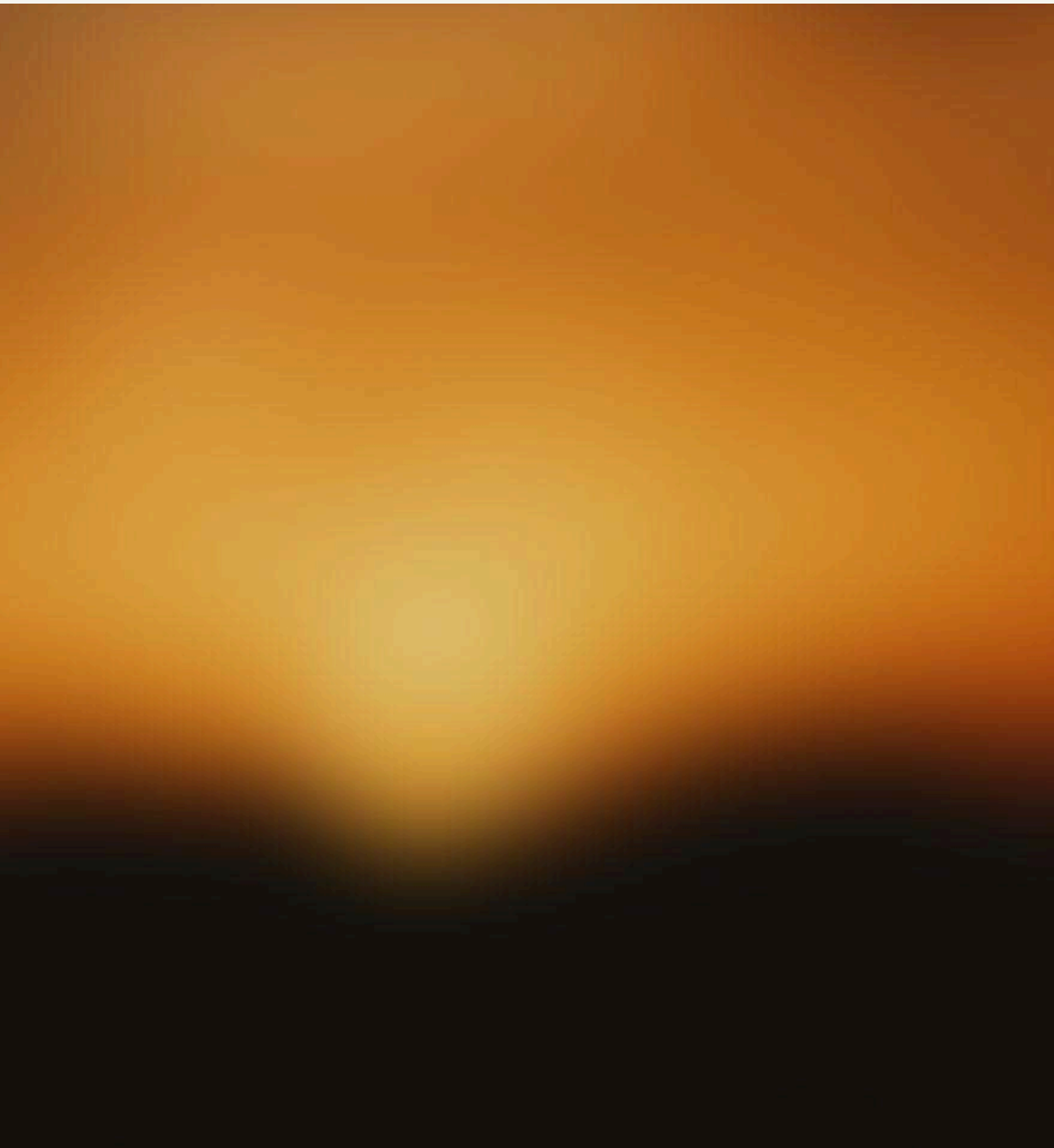
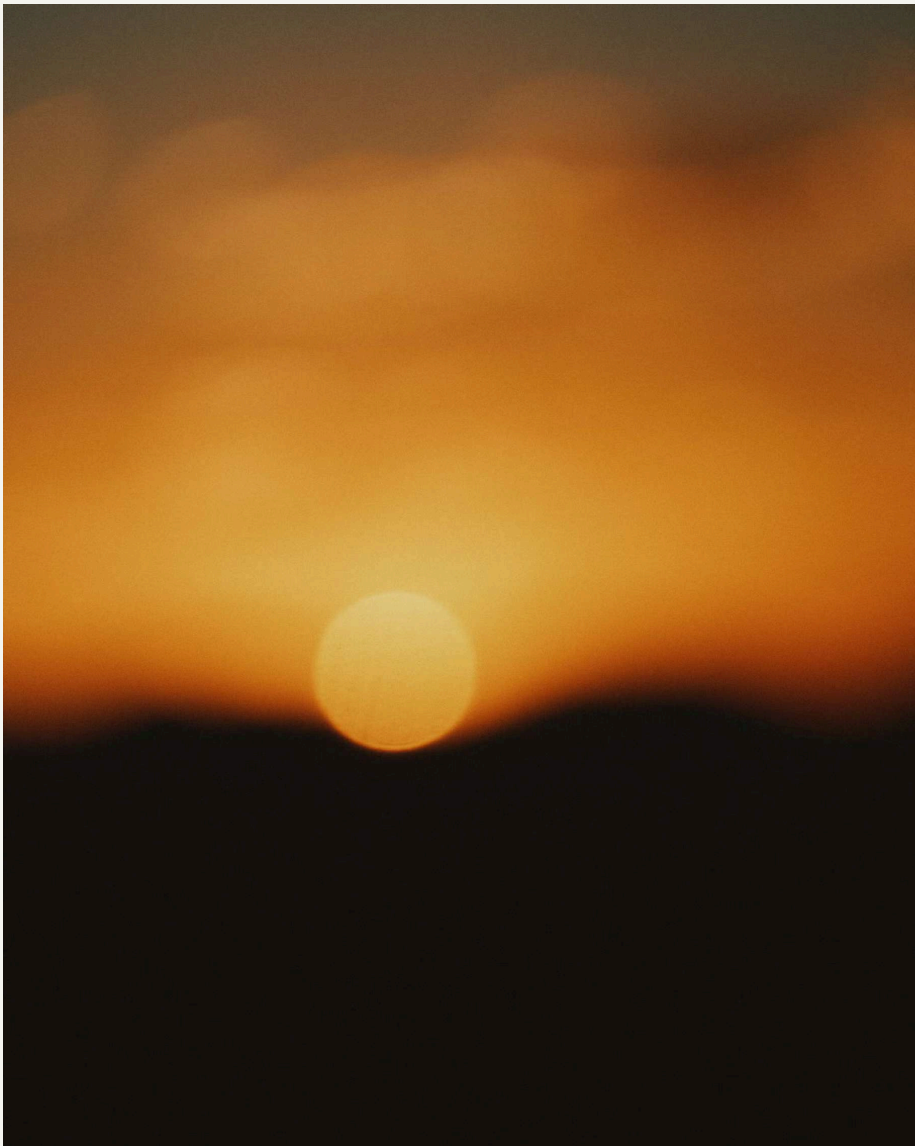


FIG 002: Warm Tones

Color Image Gradient Creation

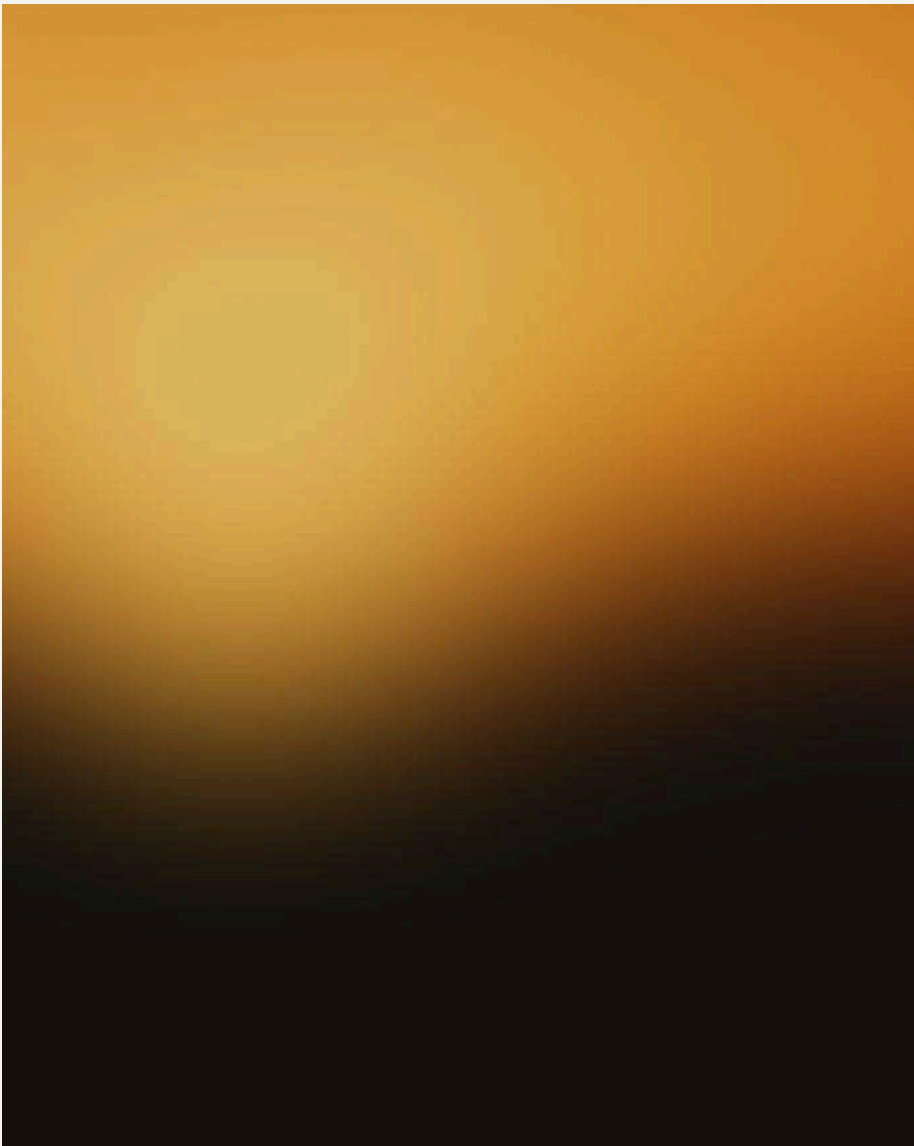
The following is a step-by-step, 3-stage guide designed to help you extract and create gradients from any image.



STEP 01: Place an image within a frame with the color tones you're after



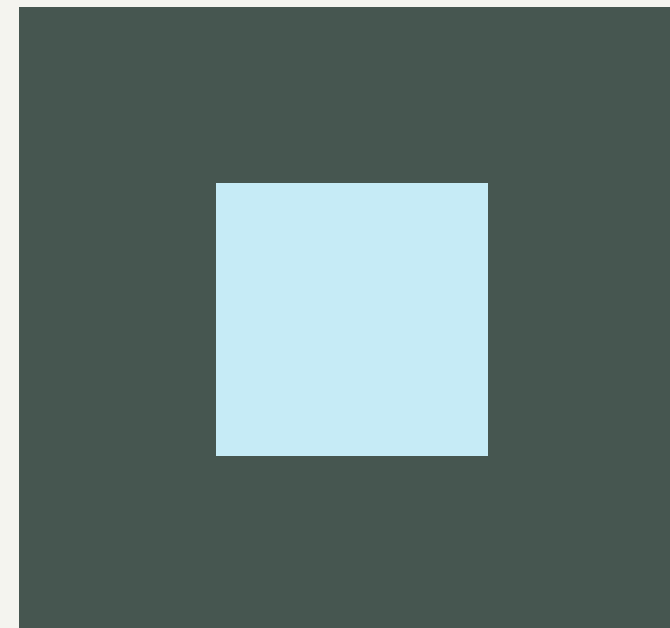
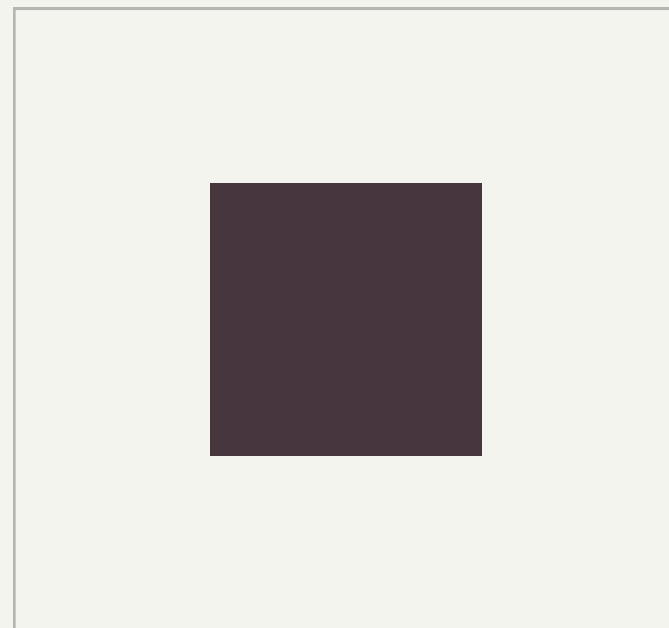
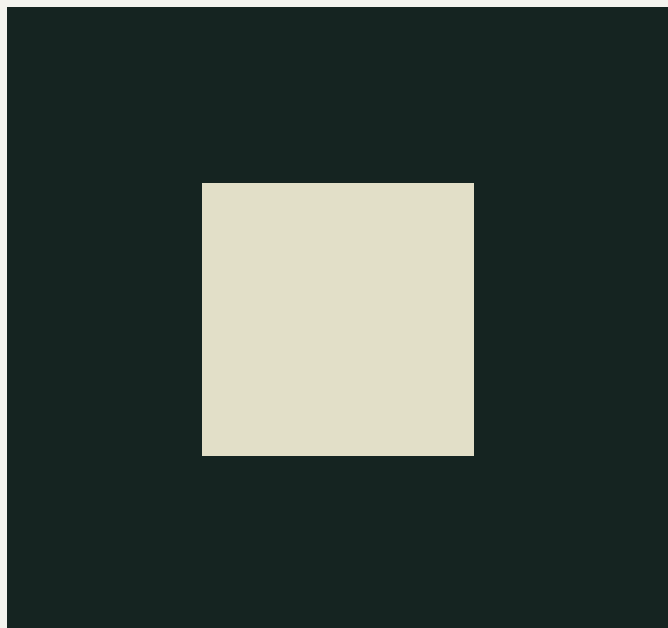
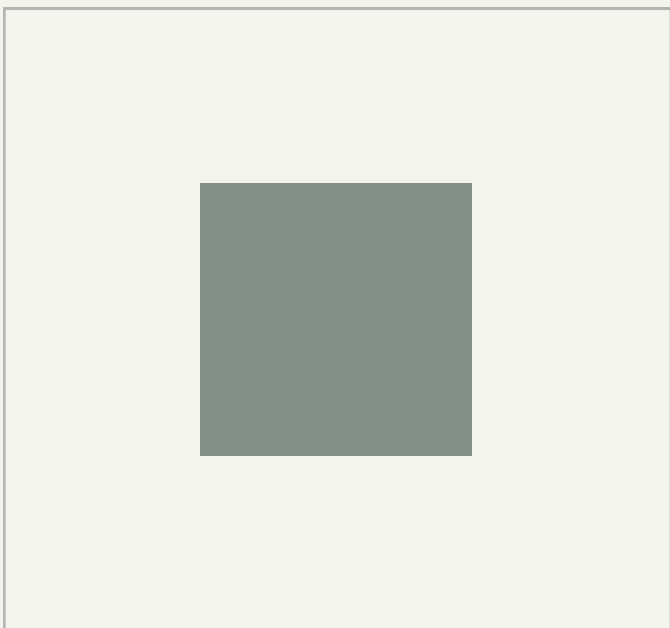
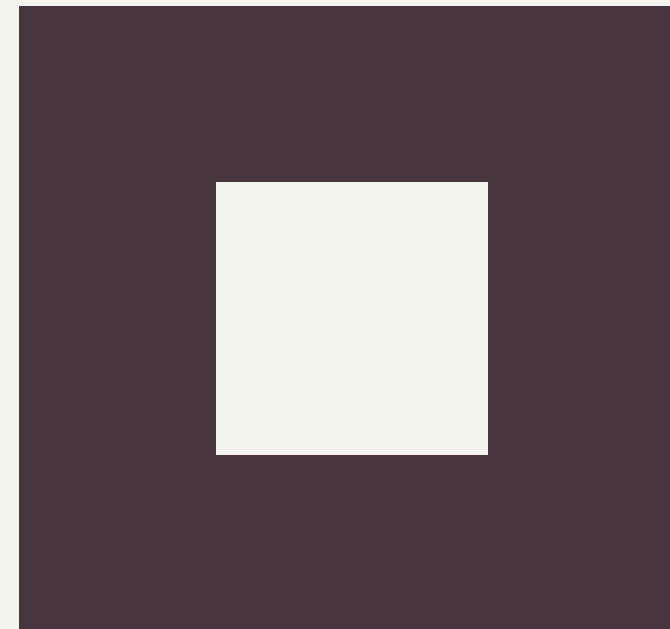
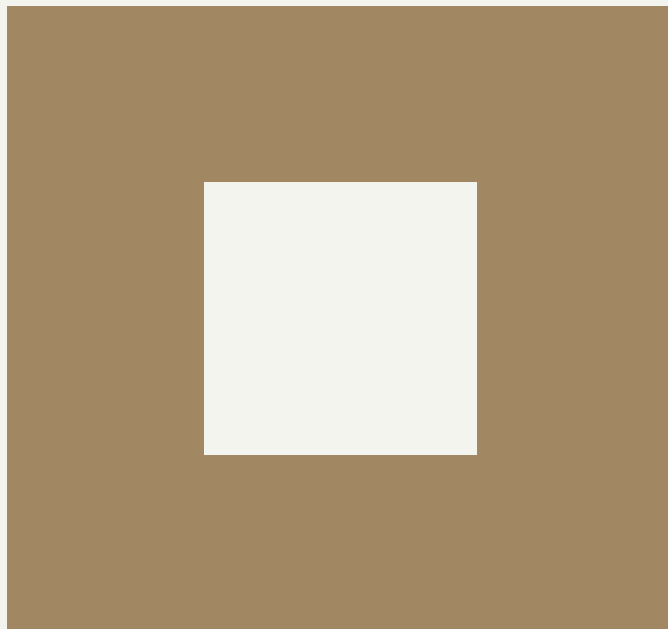
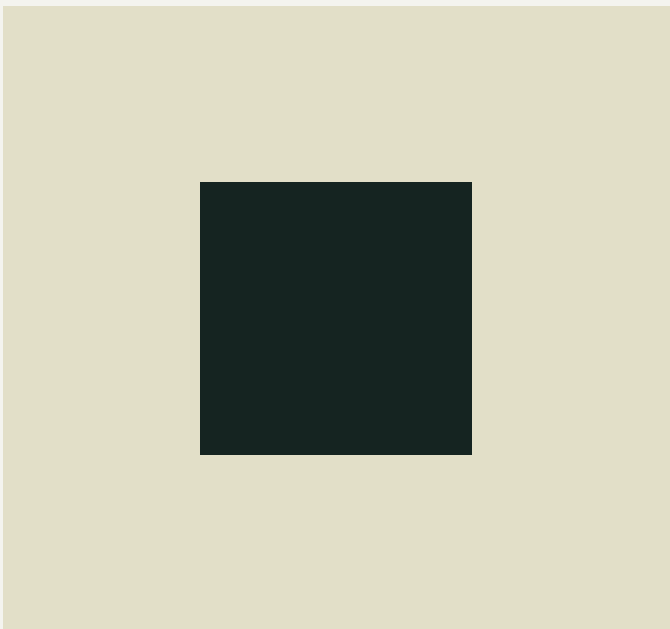
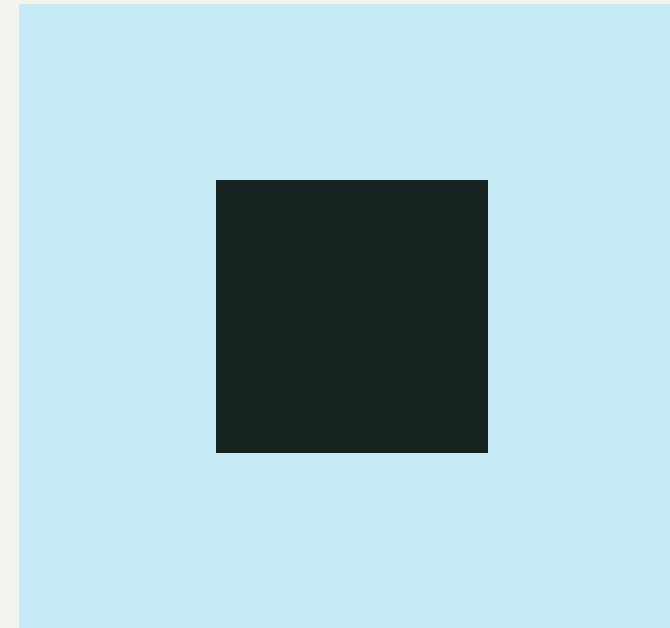
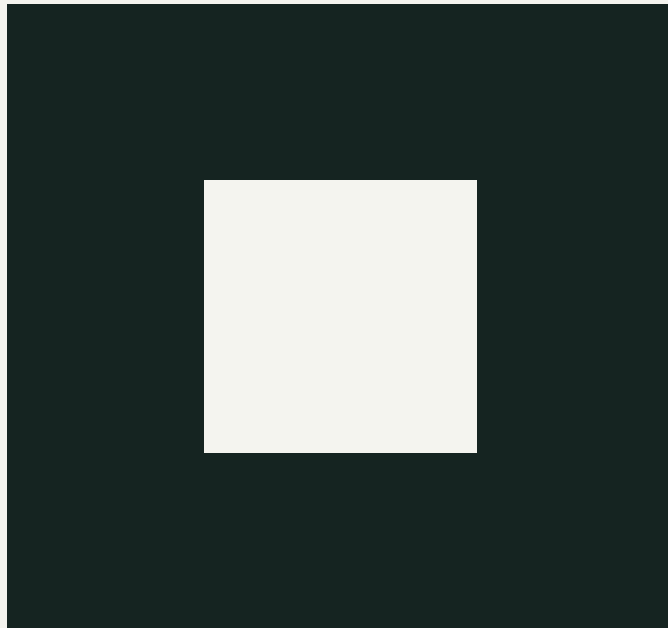
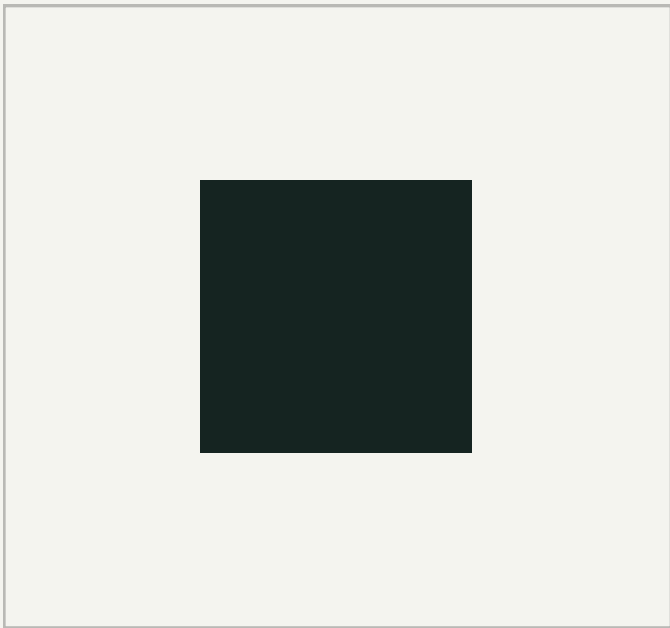
STEP 02: Zoom in on a specific element of the image as this will help more clearly define the gradient



STEP 03: Apply a layer blur to the image to smooth out the colors and create the desired gradient

Color Approved Combinations

The color combinations shown here represent the most common and recommended pairings. Other combinations may be used, provided secondary and tertiary colors do not surpass the primary colors in prominence.



Typography



Typography Primary Typeface

Rhymes serves as the primary typeface for the Logos brand, applied to headlines, sub-headlines, and body copy. Use the display style for larger text and the text style for smaller or longer-form copy. Please confirm that the typeface is licensed before use. Licenses can be acquired through the Maxitype foundry website [here](#).



TYPEFACE

Rhymes

STYLES

Display Regular
Text Regular

GLYPH-SET PREVIEW

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
01234567890

Typography Secondary Typeface

Public Sans is Logos' secondary typeface. It's often paired with Rhymes in headlines, typically used to subtly emphasize a key word or phrase. Public Sans is free to license and can be downloaded from [Google Fonts](#).

A a B b C c

TYPEFACE

Public Sans

STYLES

Medium
Regular

GLYPH-SET PREVIEW

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
01234567890

Typography Tertiary Typeface

Fira Code is the tertiary typeface for Logos, used intentionally in small sizes for small details and CTAs. Fira Code is free to license and can be downloaded from [Google Fonts](#).

Aa Bb Cc

TYPEFACE
Fira Code

STYLES
Retina

GLYPH-SET PREVIEW
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
01234567890

Typography Type Styles

Rhymes Display is used for large, display-sized headlines, while Rhymes Text pairs with Public Sans for smaller headlines. When these two fonts are combined, either can serve as a highlight.

Decentralized Technology

H1
Rhymes Display
Regular
96 pt.
90% leading
-4 tracking
Sentence case

The Fall of Democracy

H2
Rhymes Display
Regular
56 pt.
100% leading
-3 tracking
Sentence case

An infrastructure for freedom

H3
Rhymes Text Regular
Public Sans Regular
36 pt.
110% leading
-1 tracking
Sentence case

Become an early operator

H4
Rhymes Text Regular
Public Sans Regular
24 pt.
110% leading
-1 tracking
Sentence case

Typography Type Styles

Rhymes Text and Public Sans work together for subheadlines, with Rhymes Text handling all long-form body copy. The Body L style is recommended for primary body text. Fira Code is used for details and call-to-action elements.

We Need Sovereign Tools A Keycard Manifesto

SUBHEAD
Rhymes Text Regular
Public Sans Regular
18 pt.
130% leading
-1 tracking
Sentence case

Peter Ludlow’s book '**Crypto Anarchy, Cyberstates, and Pirate Utopias**' inspired Jarrad Hope’s early interest in crypto anarchy. Jarrad Hope is the co-founder of Logos, a grassroots movement building the technology and community to launch corruption-resistant institutions. Together, they wrote Farewell to Westphalia, exploring blockchain's application to all levels of human governance.

BODY L
Rhymes Text Regular
Public Sans Medium
14 pt.
130% leading
0 tracking
Sentence case

We are a movement for **builders, explorers, and dreamers** who refuse to accept the world as it is. We're part of a generation fed up with corruption, surveillance, and stagnation often associated with incumbent institutions. We're taking power back into our own hands. Our mission is to restore agency, trust, and civic power by giving people tools to explore and innovate using decentralised technology.

BODY S
Rhymes Text Regular
Public Sans Medium
12 pt.
130% leading
0 tracking
Sentence case

ADVENTURE QUARTERLY logos.co Read more on press.logos.co

DETAILS
Fira Code
10 pt.
135% leading
0 tracking
All caps / sentence case

This example demonstrates the ideal application of brand type styles, from headlines to CTAs. When combining styles, always maintain a clear visual hierarchy.

90 MINUTES • 5 DECEMBER 2023

DETAILS

H2

Edward Snowden: Censorship Resistance, Cyberstates, Privacy

A look back at the last 10 years of surveillance

SMALL HEADLINE

BODY S

Edward Snowden is a former intelligence contractor and whistleblower, responsible for alerting the world to the existence of a pervasive, secret, illegal surveillance program conducted by the NSA against the American people. Jarrad Hope is the co-founder of Logos, a grassroots movement building the technology and community that will launch corruption-resistant institutions.

Read More

CTA

Typography Primary Typeface Fallback

Times New Roman serves as the fallback typeface for Rhymes in software or environments where Rhymes isn't available, ensuring consistent readability and layout across platforms.

AaBbCc

TYPEFACE

Times New Roman

STYLES

Regular

GLYPH-SET PREVIEW

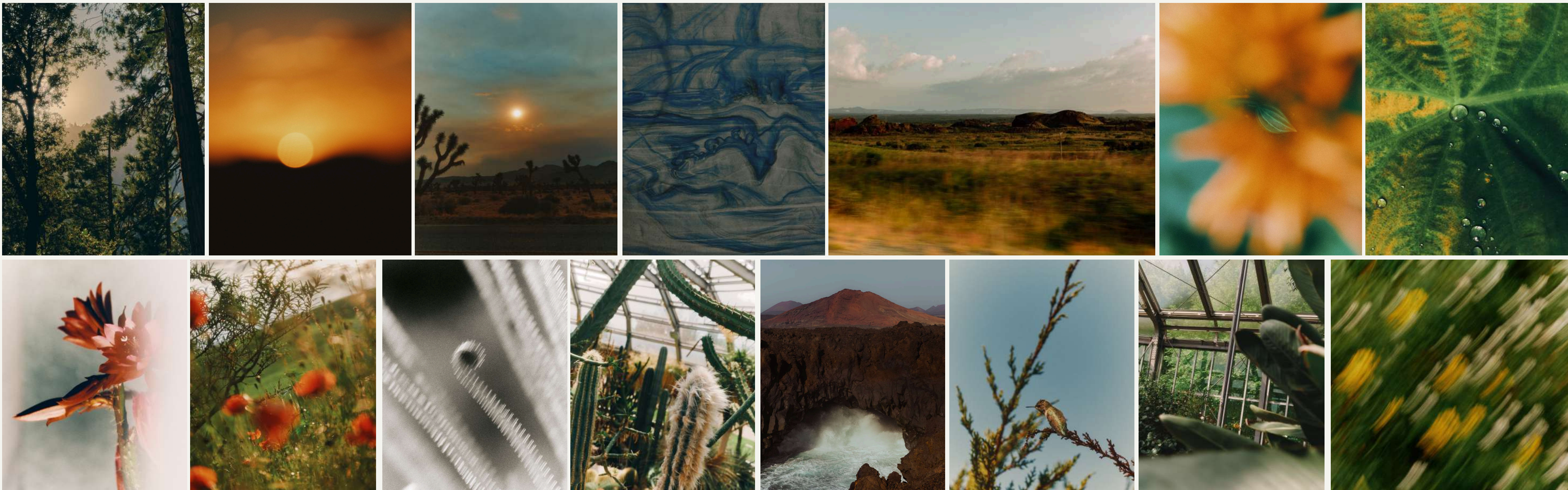
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
01234567890

Art Direction



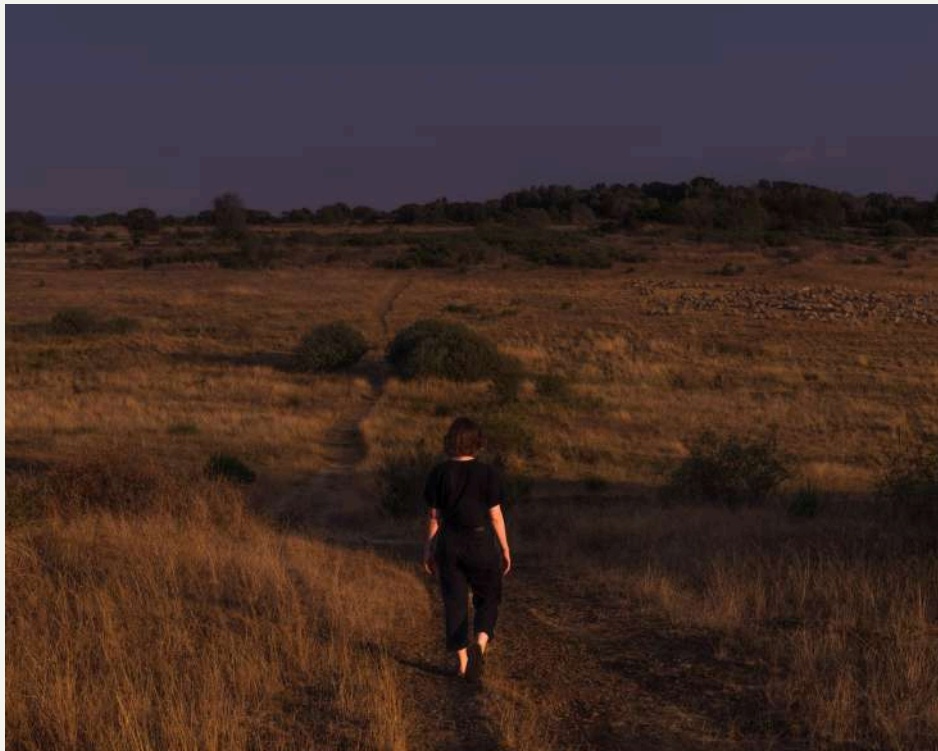
Art Direction Ecological

Atmospheric studies of natural textures, motion, and scale.
The work reflects resilient, self-organizing systems that parallel
Logos' principles of decentralization and sovereignty.



Art Direction Human

Candid photography of the people building and participating in the Logos movement, captured in real environments and unposed moments. The focus is on agency and presence, emphasizing lived experience over identity or performance.



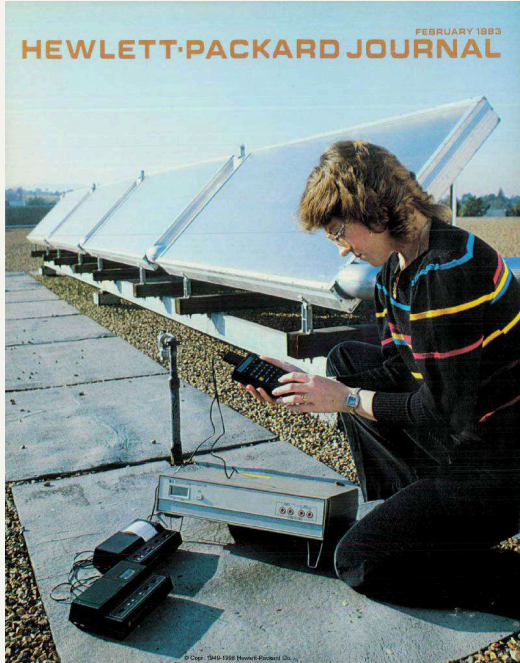
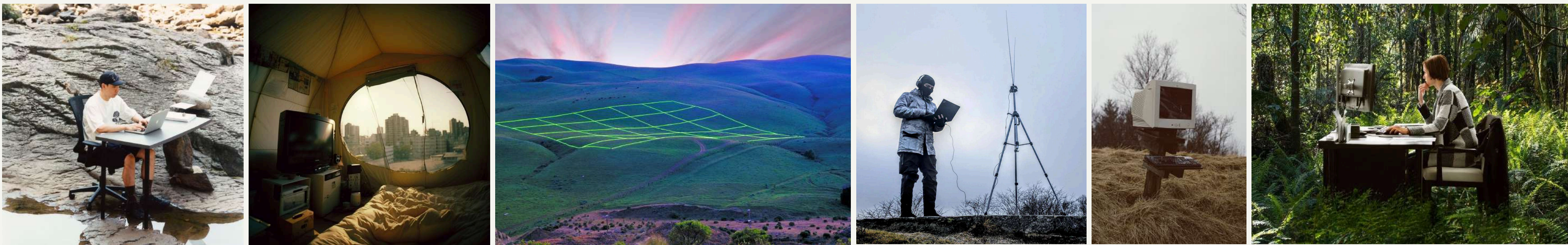
Art Direction Convergence

Imagery where nature, humanity, and technology feel seamlessly integrated. Calm compositions and human scale suggest systems that emerge organically and support life without drawing attention to themselves.



Art Direction Frontier

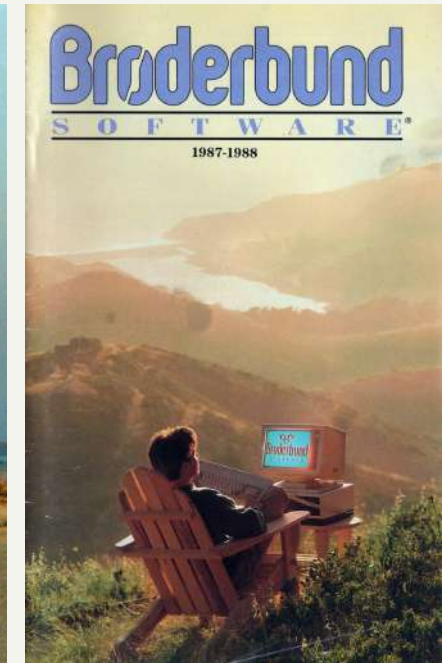
A return to the early internet's sense of freedom — personal, improvised, and unconstrained. Technology placed outside institutions and infrastructure, where individuals explore, build, and connect on their own terms.



LOGOS



BRAND GUIDELINES v2.0



JANUARY 2026



Art Direction Usage

Photography categories are chosen based on intent, not subject matter. The same product can appear in different buckets depending on what story we are telling.

[AD]

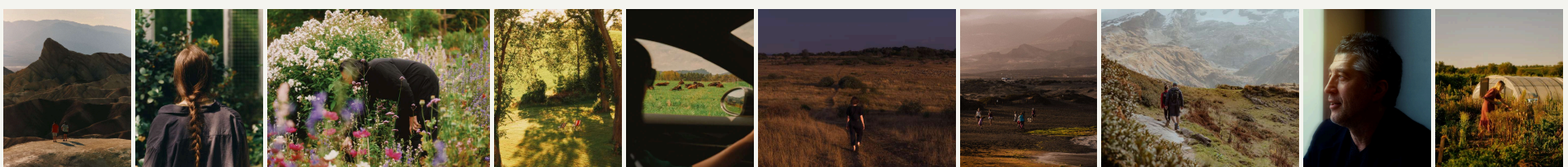
[USE WHEN COMMUNICATING]



Convergence

What it does

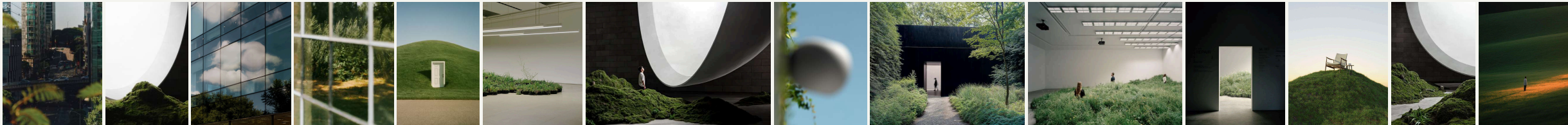
Architecture, systems, modularity, how things work together



Ecological

Why it matters

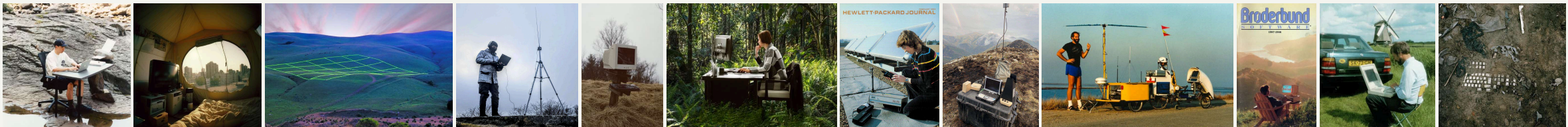
Values, protection, resilience, long-term thinking



Human

Who it's for

Participation, community, individuals, lived experience



Frontier

What it enables

Freedom, experimentation, early builders, self-sovereignty

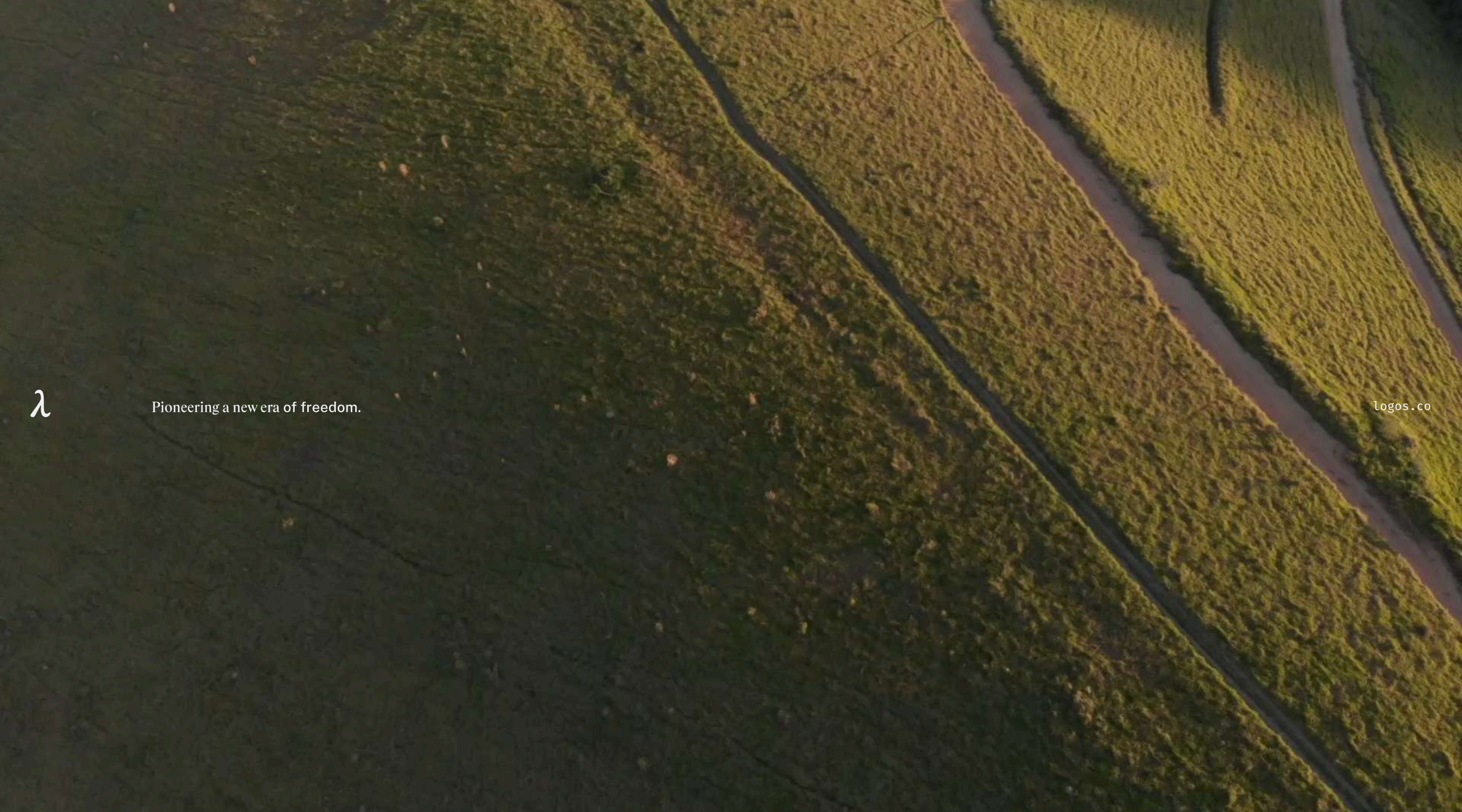
Art Direction Usage by Subject

This chart identifies the primary visual direction for each area of the Logos ecosystem, with secondary directions used selectively to support the narrative. While each topic has a lead direction, the system is designed to flex when context or story requires it.

[AD]	[PRIMARY VISUAL DIRECTION]	[SECONDARY VISUAL DIRECTION]
Tech Stack	Convergence	Frontier
Blockchain	Ecological	Convergence
Storage	Ecological	Convergence
Messaging	Human	Ecological
Node Programme	Human	Frontier

System In-use





λ

Pioneering a new era of freedom.

logos.co

Social Movement Decentralised Technology

λ

Pioneering a new era of freedom.
Join the movement.

logos.co



An infrastructure for freedom

Build beyond boundaries

The frontier isn't just wild places — it's in the code we write and the systems we build. Logos is for those who see technology as a path to freedom, who believe privacy isn't just a right but a tool for change.

logos.co



Private by default. Built for real life.

The Logos Technology Stack is a unified ecosystem.

LEARN MORE

VIEW THE DOCS

λ Blockchain

LTS 001 B

Advanced privacy for a new era of decentralised applications and social institutions.

λ Messaging

LTS 002 M

Private peer-to-peer communication that resists surveillance and censorship.

λ Storage

LTS 003 S

Secure decentralised storage enabling fully decentralised apps and file sharing.

Dapps



Storage

(serve frontends)

Messaging

(coordination)

Blockchain

(decentralised compute)

User Modules

Execution Zone

Data Availability & Consensus

Discovery, Peering, Mix-net

Logos Kernel



Freedom needs builders

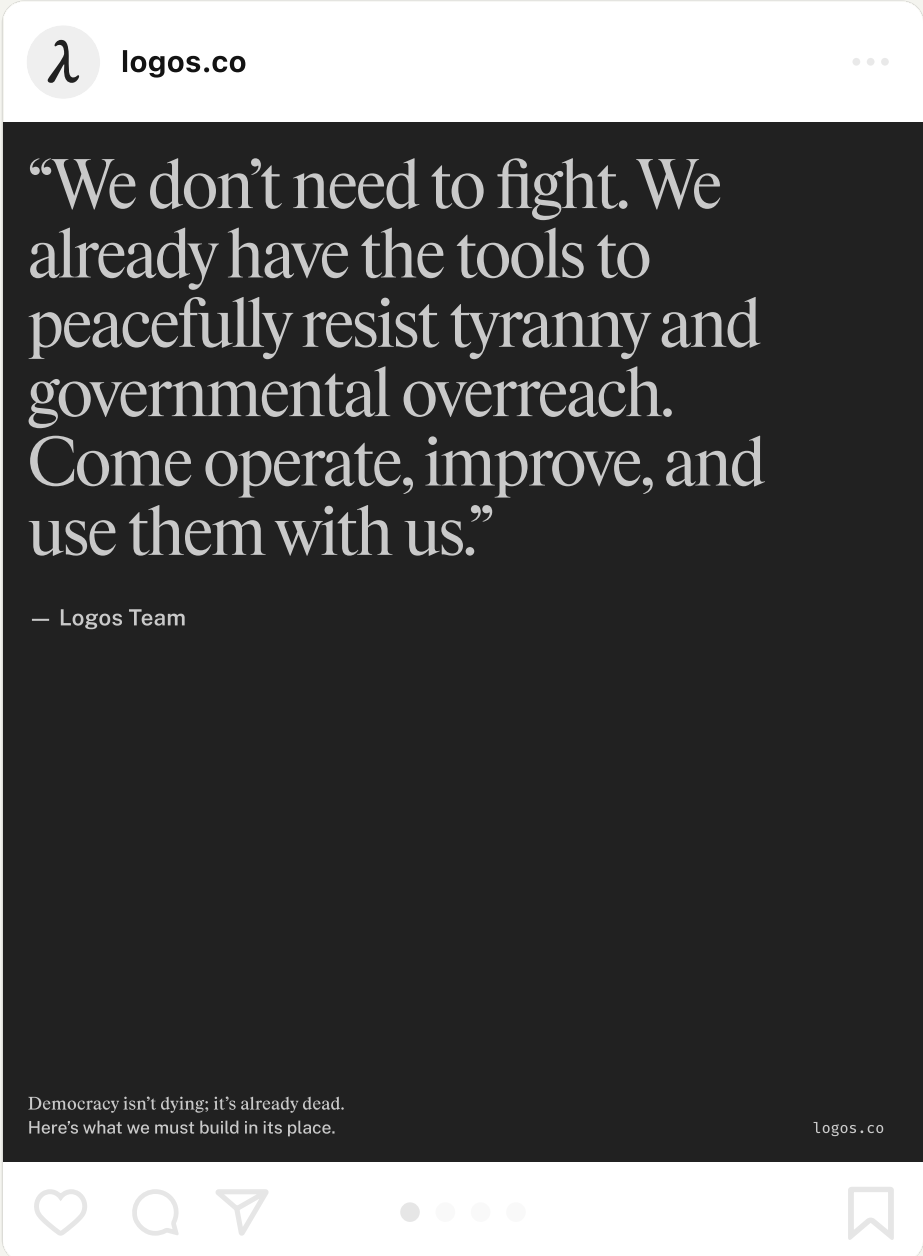
GET INVOLVED

Stay ahead with the latest updates

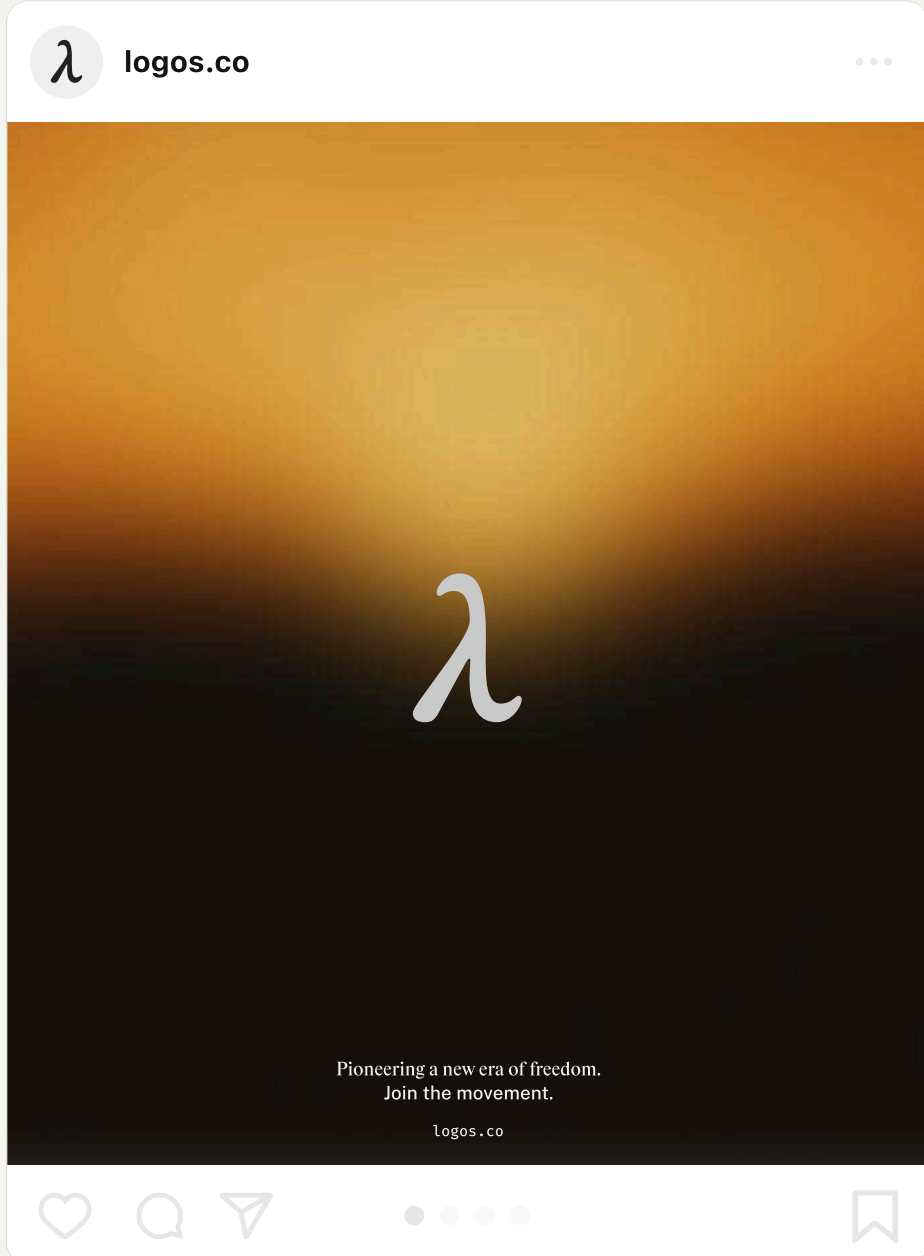
SIGN UP

System In-use Instagram

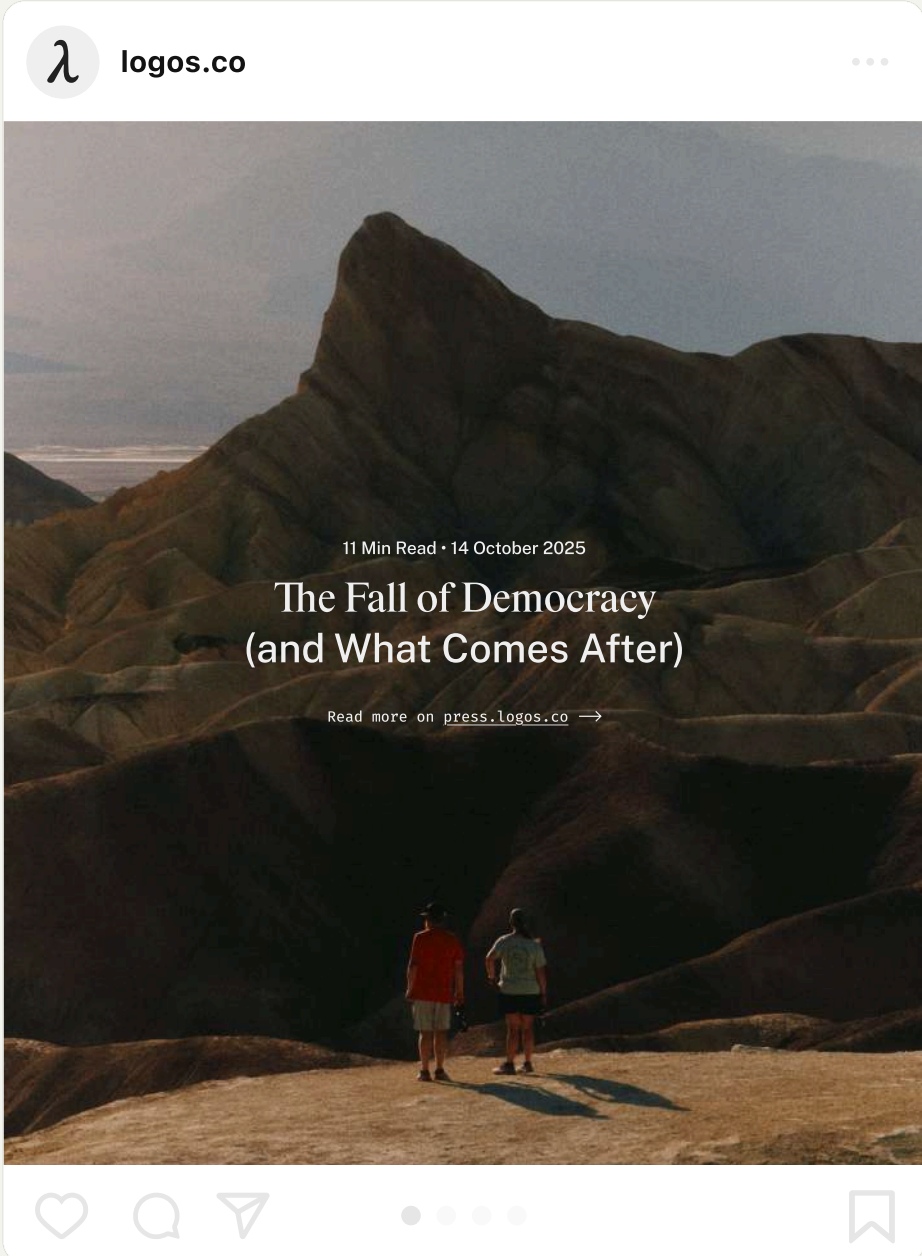
Examples of diverse Instagram posts, including a drop quote, brand marketing, and an article promotion.



Drop Quote



Brand Marketing



Article Promotion

System In-use X

Showcasing three types of X posts: a meme, an event promotion, and a December calendar.



Meme



Event Promotion



Calendar Post



LOGOS™ Press Engine

Exploring protection of civil liberties, ethos of crypto, the possibilities of distributed systems, and how they shape the future of human societies.

F/W 2025

Adventure Quarterly
Issue No. 027

λ

Why Build a Network State?



Declining trust,
corruption, and entrenched
inefficiency



LOGOS™ Press Engine

Exploring protection of civil liberties, ethos of crypto, the possibilities of distributed systems, and how they shape the future of human societies.

S/S 2025

Adventure Quarterly
Issue No. 026

λ

The Fall of Democracy

(and What Comes After)

Democracy isn't dying; it's
already dead. Here's what
we must build in its place.



LOGOS™ Press Engine

Exploring protection of civil liberties, ethos of crypto, the possibilities of distributed systems, and how they shape the future of human societies.

We Need Sovereign Tools






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What After)

Democracy isn't dying; it's
already dead. Here's what
we must build in its place.



LOGOS™ Press Engine
Exploring protection of civil liberties, ethos of crypto, the possibilities of distributed systems, and how they shaping the future of human societies.

F/W 2024

Adventure Quarterly
Issue No. 025


λ

We Need Sovereign Tools

A Keycard Manifesto

Self-custody is the
cornerstone of digital freedom
and the tools that facilitate
it must be open, secure, and
simple to use


By Guy-Louis Grau



LOGOS™ Press Engine
Exploring protection of civil liberties, ethos of crypto, the possibilities of distributed systems, and how they shape the future of human societies.

S/S 2025

Adventure Quarterly
Issue No. 026



Rewilding

the

Community

Democracy isn't dying; it's
already dead. Here's what
we must build in its place.

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To:

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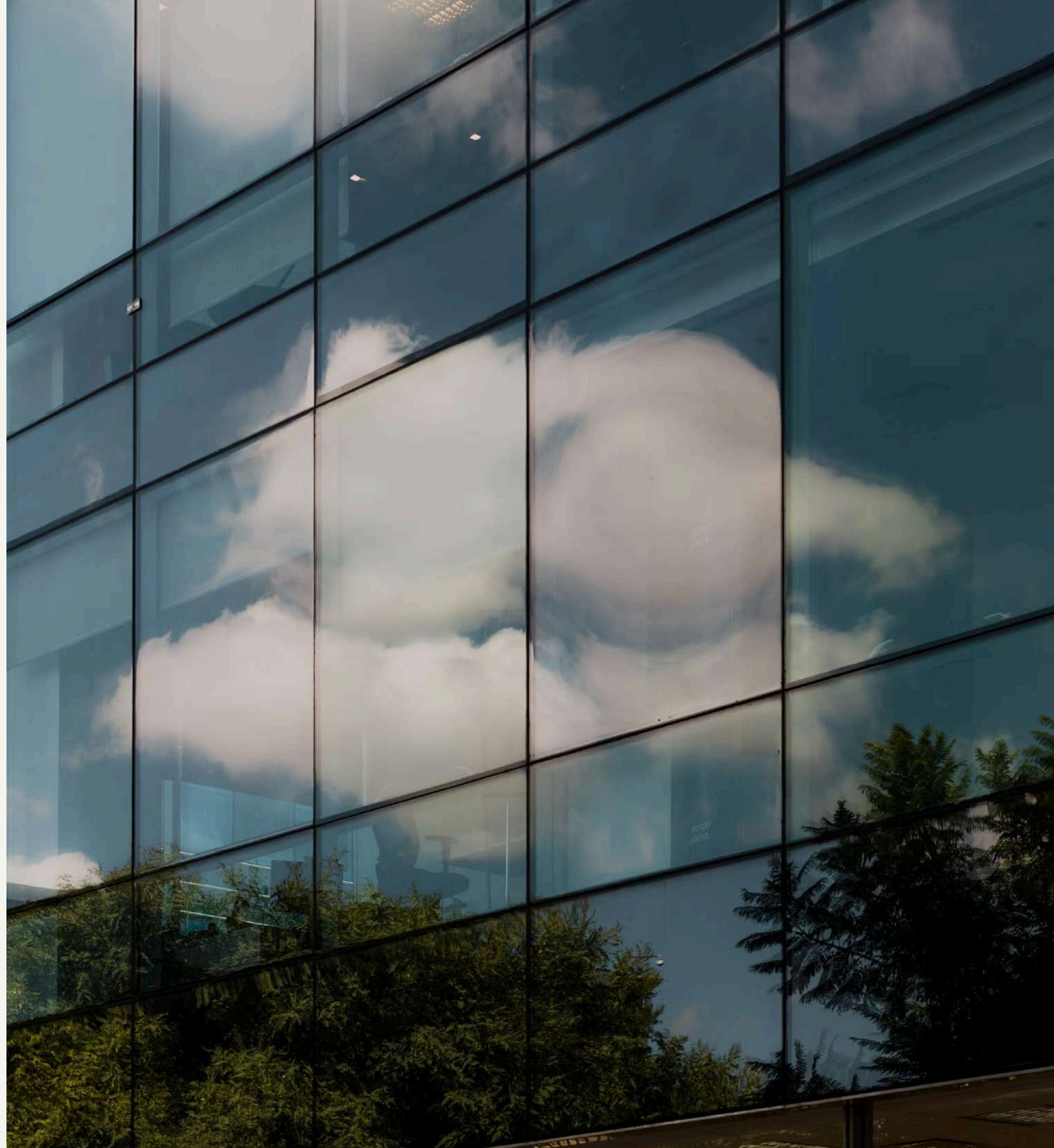
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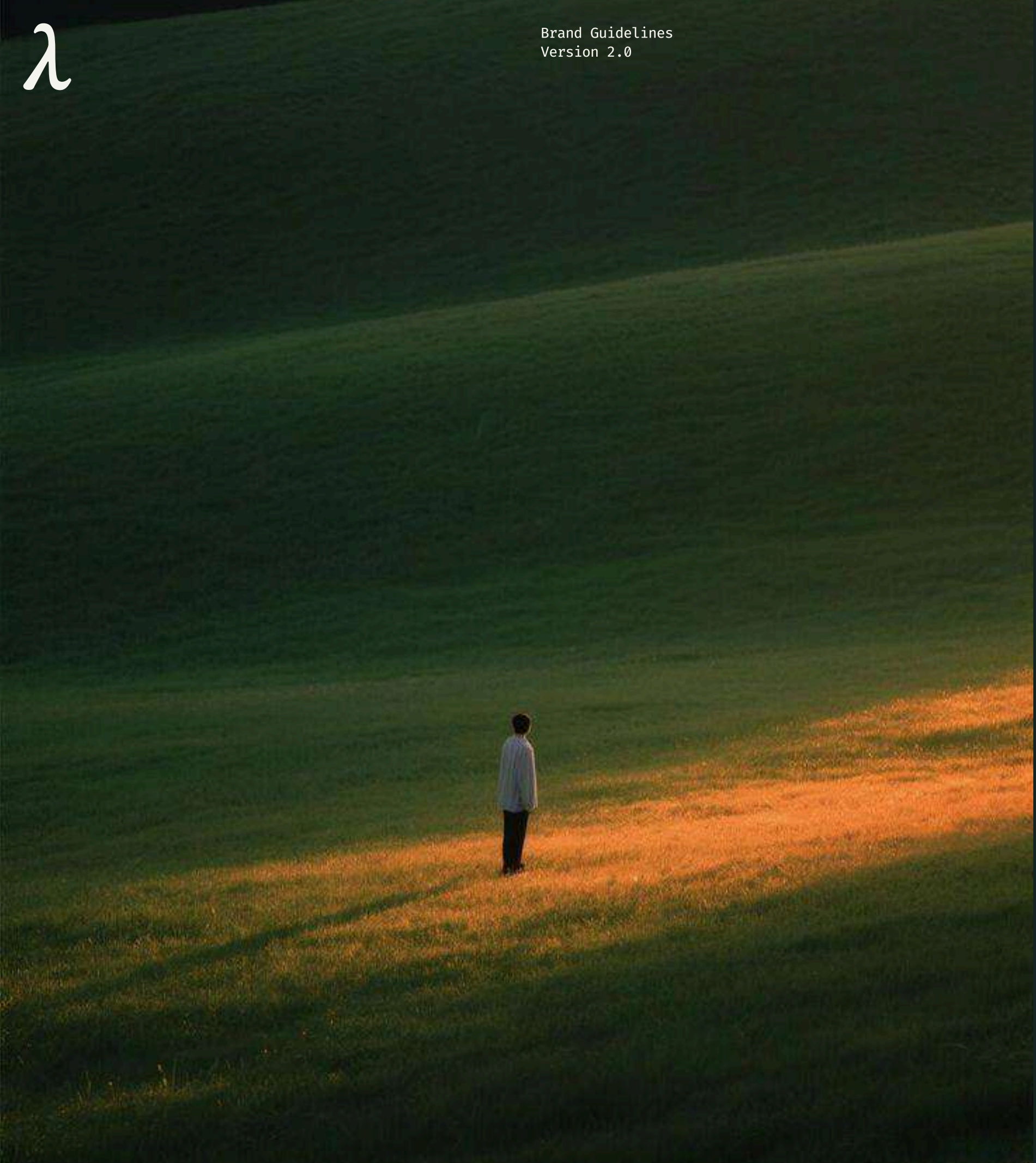
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Brand Guidelines
Version 2.0

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The End