



ALEPH ZERO

Brand Book

Aleph Zero Brand
Identity Standards

VERSION 2



AO



Aleph Zero

is a **public blockchain**

with **private smart contracts**

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The Values

Secure

The technology is asynchronous, leaderless, and byzantine-fault tolerant. It is focused on security. The simplicity of Aleph Zero mark aims to embody the clarity of that message.

Fast

A post-blockchain technology cannot exist without proper speed. Aleph Zero brand is the definition of responsiveness and performance efficiency. The uncomplicated form of the mark allows anyone to recreate it easily.

Open

Aleph Zero's openness is literal. The design team "opened up" the first letter of the latin alphabet to emphasize the permissionless aspect and the open source spirit of the project.

The Mark



Basic Variant



Variant on a Dark Background

Mark Origins



Phoenician aleph
1200 B.C.

+



=



Aleph-nought or aleph-zero is the
smallest infinite cardinal number

Project Logotype

ALEPH ZERO

Basic Variant

[Download](#)

ALEPH ZERO

Variant on a Dark Background

Foundation Logotype

ALEPH ZERO
FOUNDATION

Basic Variant

ALEPH ZERO
FOUNDATION

Variant on a Dark Background

Logotype Construction



Safe Zone



Safe Zone










Minimal Sizes



Minimal Sizes



Color Scheme

		HEX #00ccab RGB 0 204 171			L:60
only digital		only print			
HEX #00eac7 RGB 0 234 199		50% HEX #7ff4e3 RGB 127 244 227	CMYK 58 0 36 0 PANTONE 7465		50%
		HEX #14202a RGB 20 32 42 CMYK 65 43 26 78 PANTONE 432		75%	HEX #4f585f RGB 79 88 95
				50%	HEX #898f94 RGB 137 143 148
only digital				25%	HEX #c4c7ca RGB 196 199 202
HEX #66d16f RGB 102 209 111		HEX #ffd23f RGB 255 210 63		10%	HEX #e7e8e9 RGB 231 232 233
		HEX #ff4f4c RGB 255 79 76		5%	HEX #f3f4f4 RGB 243 244 244
HEX #ffffff RGB 255 255 255 CMYK 0 0 0 0 PANTONE White					

Background

ALEPH ZERO

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Typography

Nexa by Fontfabric

Headlines

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz
1234567890!@#\$%^&*()_+=

Karla by Jonny Pinhorn

Body text

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz
1234567890!@#\$%^&*()_+=

Typography

Meet Aleph

Have you ever imagined a public ledger that's fair, fast, decentralized and open-sourced?

We set out on a journey to build a post-blockchain protocol that is available for everyone. One that fits to the crypto community rising needs. One that would honor the vision of Satoshi Nakamoto's original design and, at the same time, make it more efficient.

FONT: NEXA BOLD
SIZE: 36 pt
TRACKING: 25
COLOR: Aleph Graphite

FONT: KARLA REGULAR
SIZE: 11 pt
LINE HEIGHT: 18 pt
TRACKING: 25
SPACE AFTER: 6 mm
COLOR: Aleph Graphite
COLOR TINT: 85%

Leitmotiv



Patterns



AO