



ALEPH  
ZERO

## Brand Book



Aleph Zero  
Brand Identity  
Standards

VERSION 3.0





Aleph Zero  
is a **public blockchain**  
with **private smart contracts**

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## The Values

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### Secure

The technology is asynchronous, leaderless, and byzantine-fault tolerant. It is focused on security. The simplicity of the 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 Brand Mark

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Basic Variant



Variant on a Dark Background

## Brand Mark Origins

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Phoenician aleph  
1200 B.C.

+



Roman  
114 A.D.

+



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

=



## Logotype

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ALEPH ZERO

Horizontal Variant

ALEPH ZERO

Horizontal on a Dark Background



## Logotype

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ALPHI  
ZERO

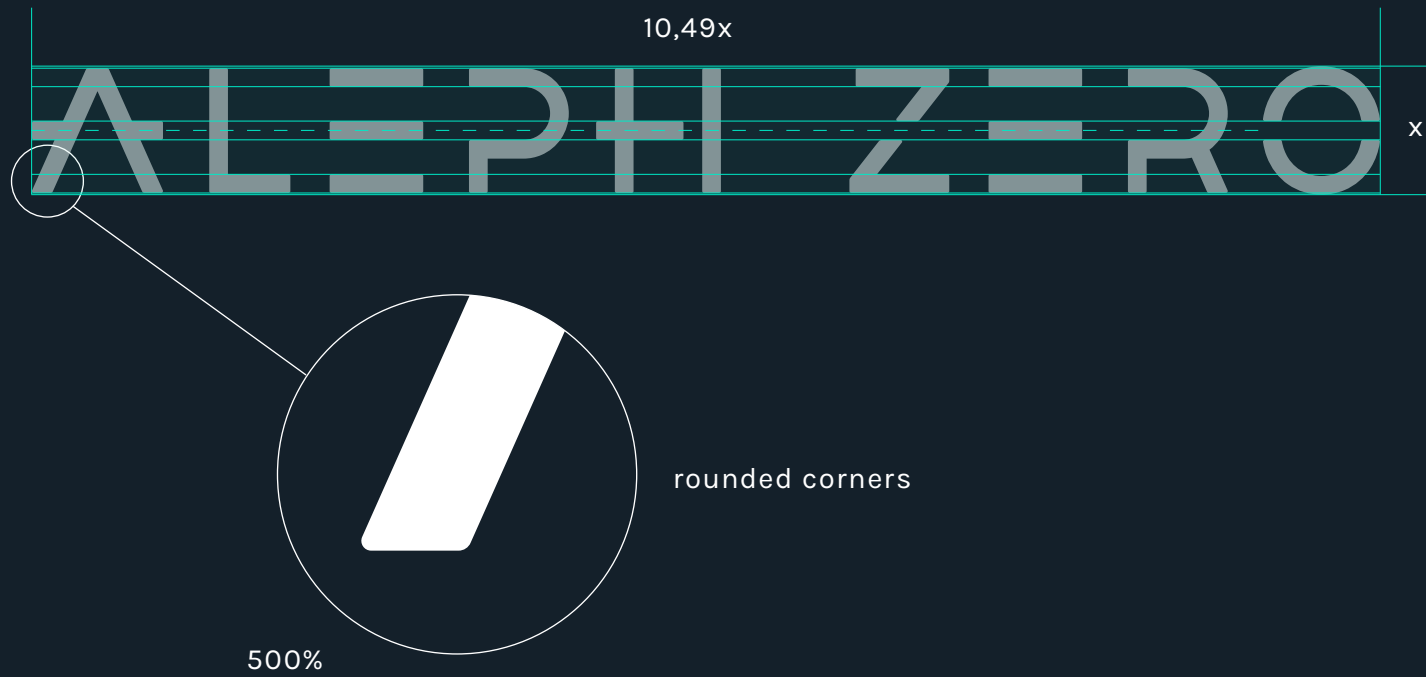
Vertical Variant

ALPHI  
ZERO

Vertical on a Dark Background

# Logotype Construction

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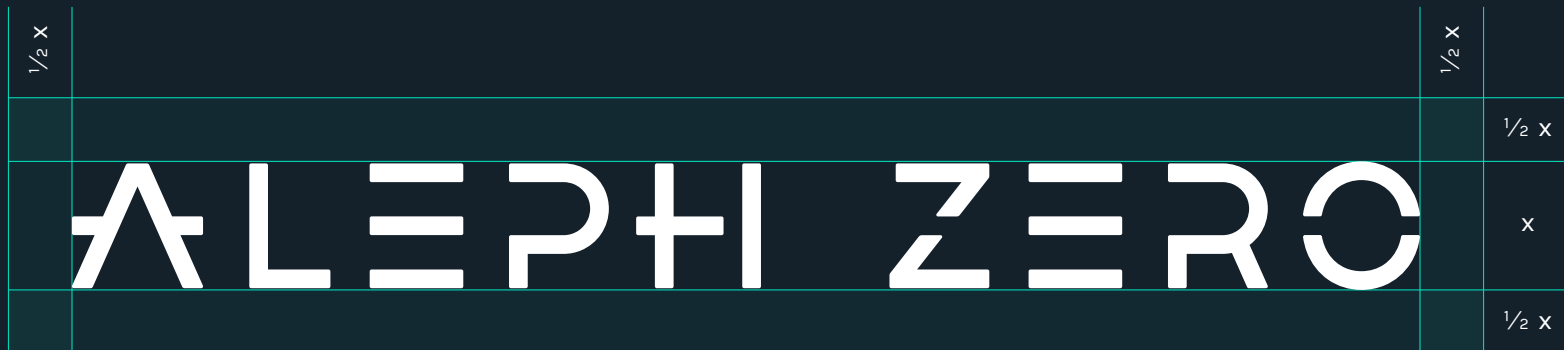
## Safe Area

---



## Safe Area

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## Safe Area

---



## Minimal Size

---



## Minimal Size

---










## Minimal Size

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# Color Scheme

 Aleph Mint		HEX #00ccab RGB 0 204 171	 Aleph Mint		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%		
 Aleph Graphite			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		
					25% HEX #c4c7ca RGB 196 199 202		
 Aleph Success		 Aleph Warning		 Aleph Danger		 Aleph White	
only digital							
HEX #66d16f RGB 102 209 111		HEX #ffd23f RGB 255 210 63		HEX #ff4f4c RGB 255 79 76		HEX #ffffff RGB 255 255 255 CMYK 0 0 0 0 PANTONE White	
					10% HEX #e7e8e9 RGB 231 232 233		
					5% HEX #f3f4f4 RGB 243 244 244		

## Background

---



ALEPH ZERO



ALEPH ZERO



ALEPH ZERO

## Logo misuse

---



ALEPH ZERO



Do not distort or alter the proportions



ALEPH ZERO



Do not add contours



ALEPH ZERO



Do not add a drop shadow

## Logo misuse

---



ALEPH ZERO



Do not change any elements  
respective to each other



ALEPH ZERO



Do not rotate or shear  
the logo to any angle



ALEPH ZERO



Do not make the  
logo bolder or thinner

## Logo misuse

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ALEPHI ZERO



Do not use additional colors or gradients



ALEPHI ZERO



Do not add any elements within the safe area



ALEPHI ZERO



Do not use backgrounds that make the logo illegible

## Typography

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### Outfit

by On Brand Investments Pty Ltd, Rodrigo Fuenzalida

# Headlines

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

**AAAAAAA**

[Download](#) 

### Karla

by Steve Matteson

# Body text

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

**AAAAAA**

[Download](#) 

## Typography

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EXAMPLE 

# Meet Aleph Zero

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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:** Outfit REGULAR / SEMIBOLD  
**SIZE:** 36 pt  
**COLOR:** Aleph Graphite

**FONT:** Karla REGULAR / BOLD  
**SIZE:** 11 pt  
**LEADING:** 150%  
**COLOR:** Aleph Graphite

## ALEPHabet

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A L E P H A B E T

A B C D E F G H I J K L M N O P R S T U V W X Y Z

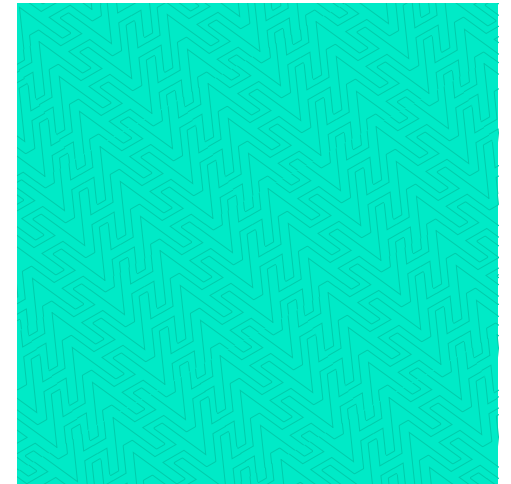
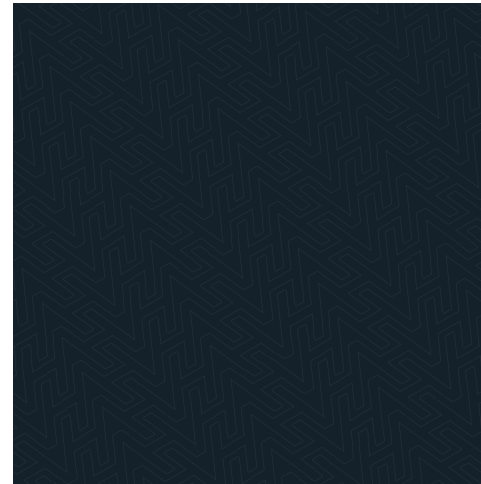
A B C D E F G H I J K L M N O P R S T U V W X Y Z



# Patterns

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Pattern A




Pattern B



## Files to Download

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Get all the necessary graphic assets.

Download 

In case of any doubts, questions, or requests,  
our marketing team is at your disposal.

[marketing@alephzero.org](mailto:marketing@alephzero.org)

