

ALEPH  
ZERO




# Brand Book

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**Aleph Zero**  
Brand Identity  
Standards

VERSION 4.0





**Aleph Zero is a layer 1  
privacy-enhancing blockchain**  
that ensures scalability,  
low transaction fees,  
instant finality, and optimal security.

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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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ΑΛΕΦΗ  
ΖΕΡΟ

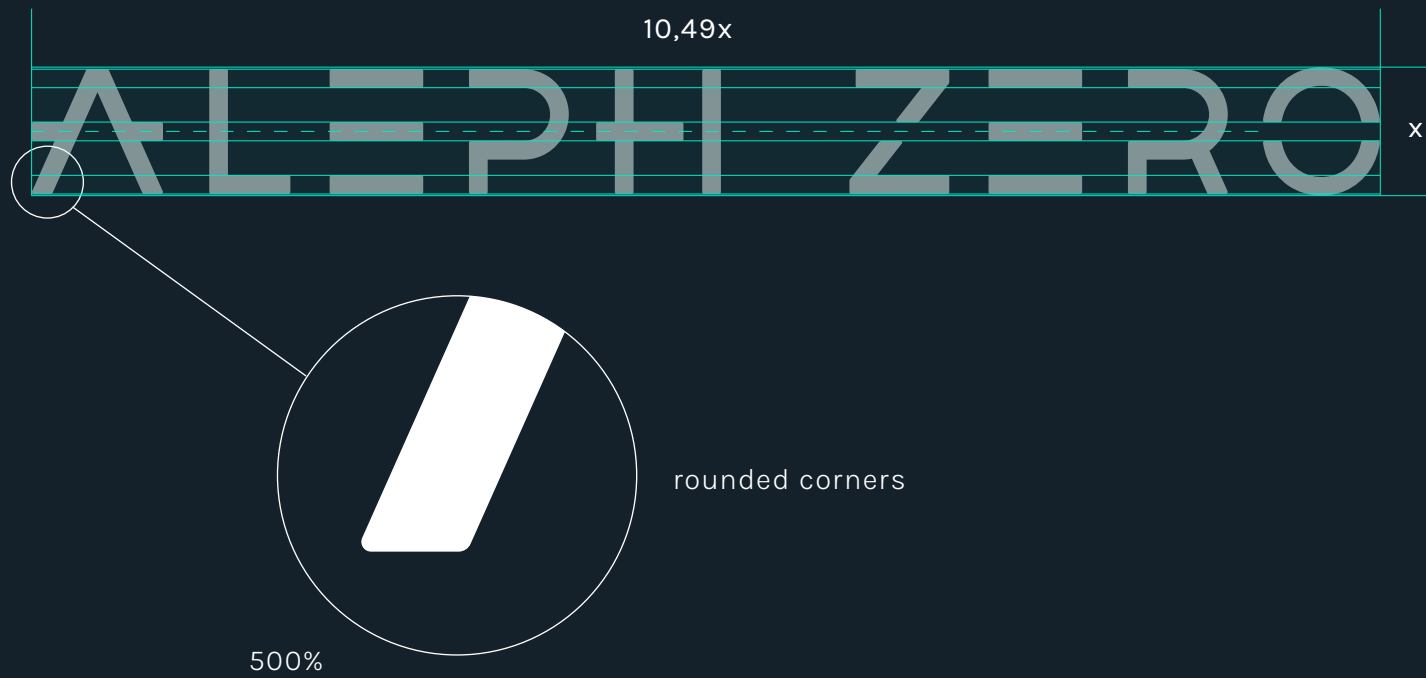
Vertical Variant

ΑΛΕΦΗ  
ΖΕΡΟ

Vertical on a Dark Background

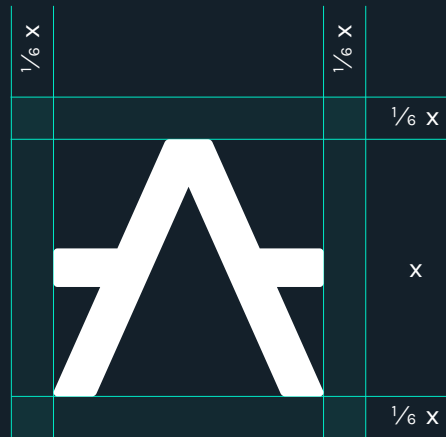
## Logotype Construction

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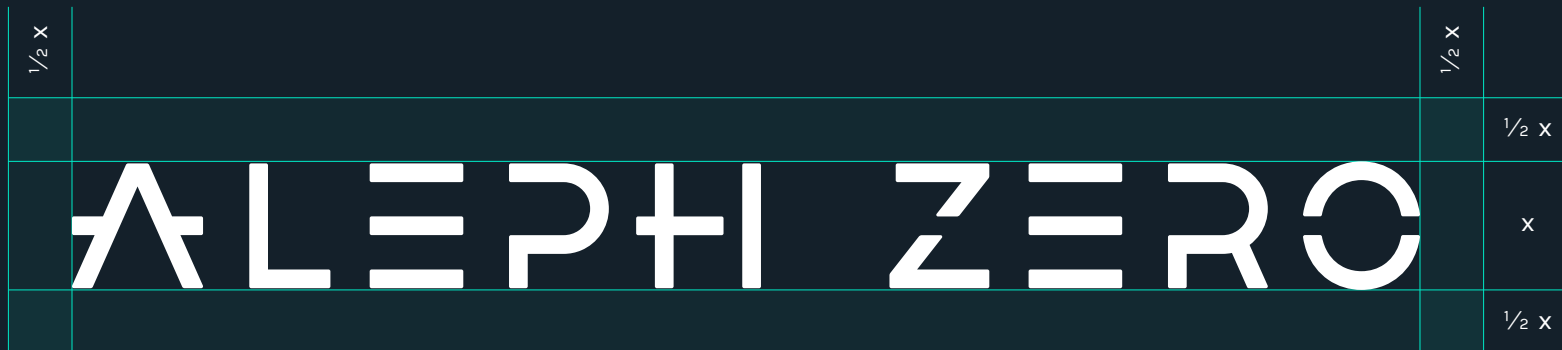
## Safe Area

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## Safe Area

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## Safe Area

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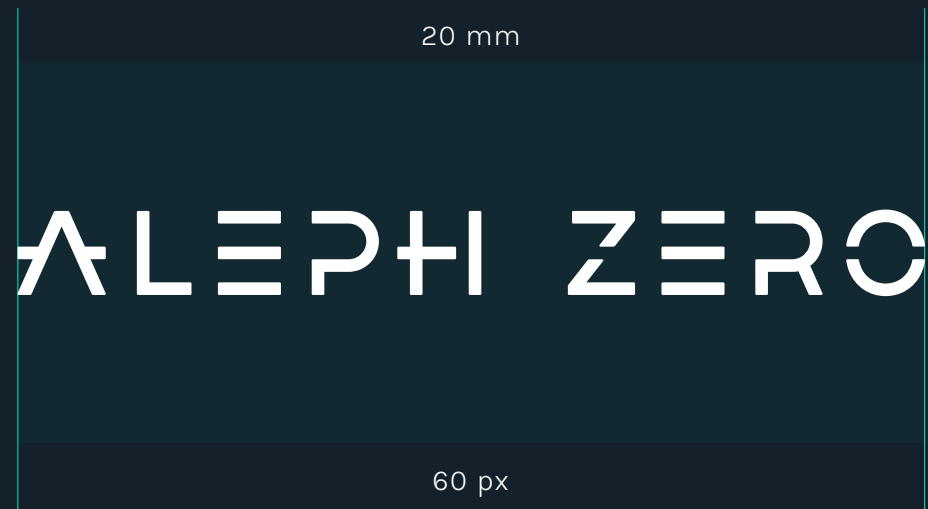
## Minimal Size

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## Minimal Size

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## Minimal Size

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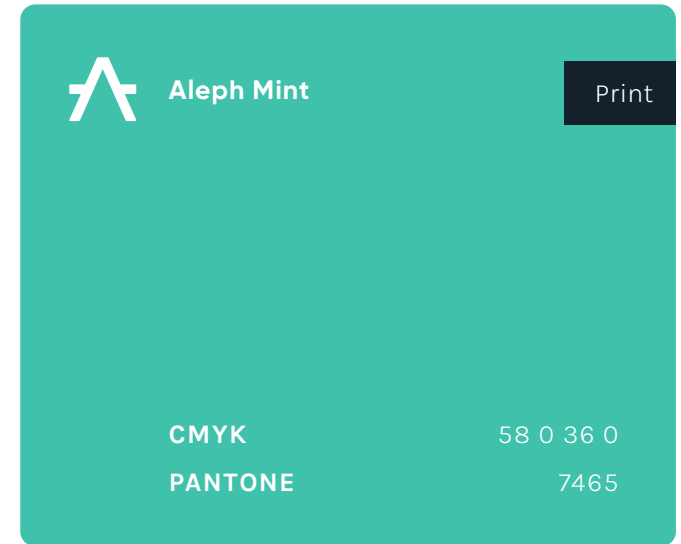


## Color Scheme



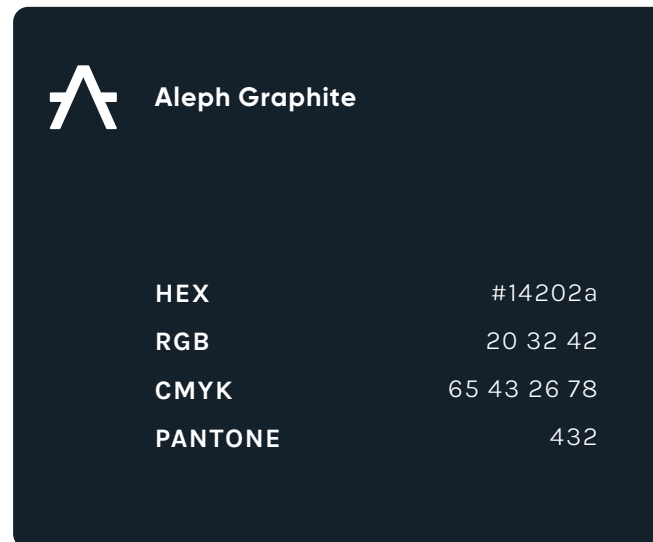
**Aleph Mint**

HEX	#00eac7
RGB	0 234 199



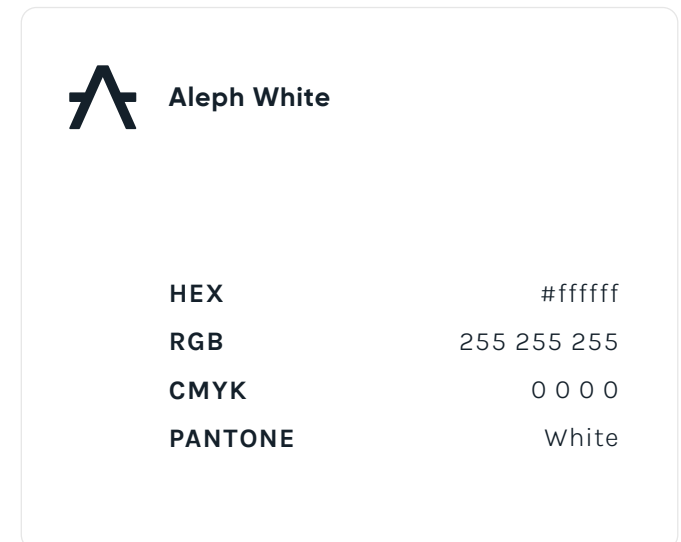
**Aleph Mint** Print

CMYK	58 0 36 0
PANTONE	7465



**Aleph Graphite**

HEX	#14202a
RGB	20 32 42
CMYK	65 43 26 78
PANTONE	432



**Aleph White**

HEX	#ffffff
RGB	255 255 255
CMYK	0 0 0 0
PANTONE	White

## Background

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ALEPH ZERO



ALEPH ZERO



ALEPH ZERO

## Logo misuse

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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

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ALPHI ZERO



Do not change any elements  
respective to each other



ALPHI ZERO



Do not rotate or shear  
the logo to any angle



ALPHI ZERO



Do not make the  
logo bolder or thinner

## Logo misuse

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ALEPH ZERO



Do not use additional colors or gradients



ALEPH ZERO



Do not add any elements within the safe area



ALEPH ZERO



Do not use backgrounds that make the logo illegible

## Typography

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### Gilroy

by Radomir Tinkov

# Headlines

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

**AAAAA**

### Karla

by Steve Matteson

# Body text

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

**AAAAAA**

## 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:** Gilroy Light / Bold  
**SIZE:** 36 pt  
**COLOR:** Aleph Graphite

**FONT:** Karla Light / Bold  
**SIZE:** 11 pt  
**LEADING:** 150%  
**COLOR:** Aleph Graphite

## ALEPHabet

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A L E P H A B E T

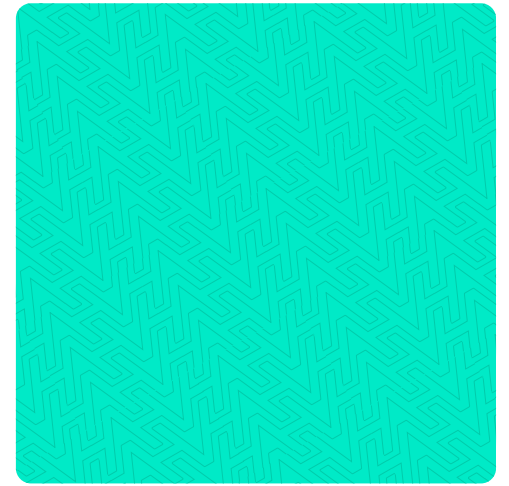
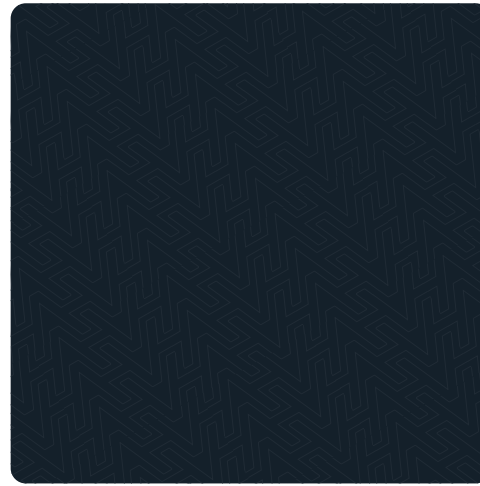
A B C D E F G H I J K L M N O P R S T U V W X Y Z

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)



[alephzero.org](http://alephzero.org)