



SENIOTΣ

Brand and Design Guidelines

CS, TCS, Creative Writing

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BRAND ESSENCE

“Let the Symbols Speak”

Semiote is a platform for the analysis, interpretation, and definition of symbols. Whether you are an academic looking to get some help with your research, a historian looking to gain a deeper insight into cultural and historical motifs, or a creative looking to create your own symbols, Semiote should leave users feeling more enlightened about the world of symbols than they were before.

CORE VALUES: Knowledge, Discovery, Archiving, Interpretation

TONE: Intellectual but approachable, mystical but precise, straightforward but myriad

LOGO USE

Primary Logo (Wordmark)



Secondary Logo



Icon



Description and usage

The Primary Logo features an amalgam of symbols from across different times, domains, and contexts, each with their own meaning. These different meanings coalesce into a gestalt that questions meaning itself, and this diversity speaks to the universality of Semiote as a platform for exploring symbols. This minimal yet eclectic style juxtaposes the simple aesthetics of symbols with their depth, encapsulating the design and brand philosophy of Semiote as a whole. The secondary logo brings the focus onto the Triquetra and circle, and should be used in places where the wordmark cannot fit.

The Icon is a Triquetra interwoven with a circle. Both shapes represent cycles, eternity, and interconnection. The two-tone coloring signifies Semiotes use as a tool that uncovers meaning that may otherwise be hidden. This should be used as the app icon, favicon, and in other places where a pictorial logo is needed.

Always maintain clear space equal to 50% of the Triquetra's height around both logos and avoid rotating, distorting, or recoloring the symbol letters individually.

TYPOGRAPHY

Primary Typeface

Aa

Garamond
Bold

Secondary Typeface

Aa

Lato
Regular

I decided to go with a combination of Garamond and Lato to intertwine the classic and the contemporary. Both are great fonts in terms of readability—perfect for a platform that is focused on communicating information.

As the Primary typeface, Garamond is used for H1 (24.5px, Bold, Uppercase) and H2 (18.8px, Bold), whereas Lato is used for the Body text (12px, Regular) and the Captions/Metadata text (11px, Regular).

THIS IS A HEADER 1

This is a Header 2

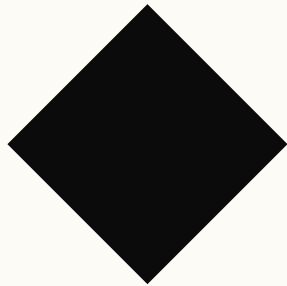
This is body text.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum enim massa, blandit at feugiat in, consectetur luctus lacus. Maecenas in efficitur ipsum. Donec at quam ipsum. Ut non ante tempus, blandit diam eget, efficitur metus. Duis et consectetur turpis. Quisque maximus luctus risus vitae aliquet. Sed sed sollicitudin justo. Donec luctus ipsum erat, laoreet ornare justo consectetur ut.

This is caption and metadata text.

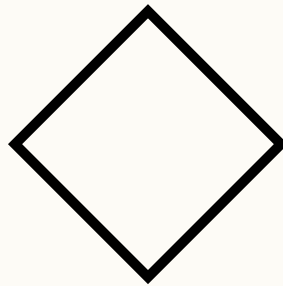
COLOR PALETTE

Primary Colors



Obsidian Black

Primary Text
#0B0B0B



Bone White

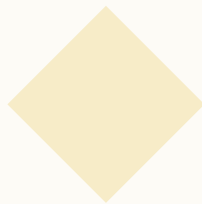
Background
#FDFBF6



Gold Leaf

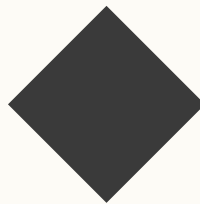
Primary Accent
#D4AF37

Secondary Colors



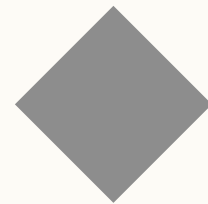
Parchment

Secondary Accent
#F7ECC8



Ash Grey

Borders
#3A3A3A



Moonlit Silver

Subtext
#8D8D8D

Tertiary/Status Colors



Marcasite

Success
#558F58



Xanthos

Warning
#E1B100



Rubedo

Failure
#A52828



Kobald

Information
#3F5BA9

ICONOGRAPHY

As a brand associated with the “symbol” itself, Semiote needs to pay great attention to the Iconography that will represent it. Have a look at the icons below to identify style cues and best practices for Semiote’s brand.

Flat, High-Contrast



As a brand rooted in symbolism, Semiote embraces flat, high-contrast iconography to ensure clarity and impact. This style enhances the brand's intellectual and bold essence, making each symbol easily recognizable and meaningful.

Stylistic Consistency



Consistency in style is key to maintaining Semiote's brand identity. Our icons follow a unified design language, ensuring that each symbol aligns with our cohesive visual experience.

Uniform Stroke Weight



Uniform stroke weight in our icons reflects Semiote's commitment to precision and balance. This approach ensures that each symbol is visually harmonious, reinforcing the brand's dedication to clarity and interpretation.

Sharp and Solid Style



Sharp and solid iconography embodies Semiote's focus on strength and clarity. These elements convey a sense of confidence and reliability, aligning with our mission to reveal hidden meanings and unlock secrets.

