# EigenLayer

EigenLayer
Brand Guidelines

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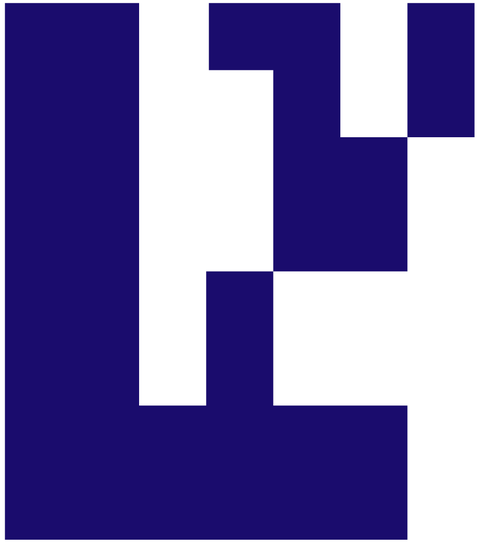
Logo set A

Lock-up logo “A” is the main logo for EigenLayer, consisting of a combination of a custom symbol and a two-story EigenLayer wordmark.

LOCK-UP “A”



SYMBOL “A”

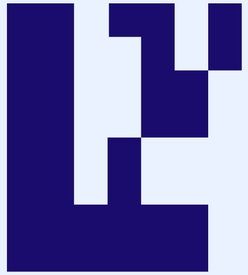
EigenLayer

WORDMARK “A”

**Breakdown**

The lock-up up is made up of a codified symbol, matching the intentional positioning of the letters of the wordmark, and the wordmark itself. The symbol and the wordmark can both be used together in the lock-up on the left-side, and separately, as shown below.

SYMBOL “A”



WORDMARK “A’

EigenLayer

## Wordmark

WORDMARK "A"

This is the main EigenLayer wordmark (wordmark "A" — there are 3 other wordmarks in this system), crafted by using the typeface "Louize" by type foundry, 205TF.

We employ a technique in which certain letters are elevated, or are in an atypical spot.

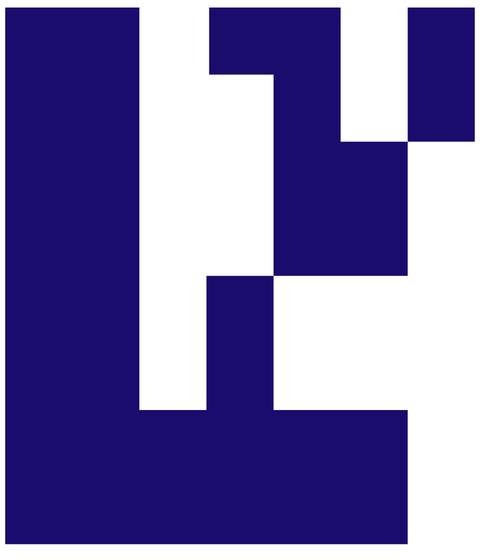
Notice the lowercase "g" and the "y" above their typical baseline. There is also an italics "i" that is used in this series of wordmarks.

There is also an elevated pseudo-super-script "n" that gives it a mathematical look.

# Symbol

SYMBOL “A”

This is the main EigenLayer symbol (symbol “A” — there are 3 other symbols in this system), crafted from a building block system, outlined more in detail on page #.

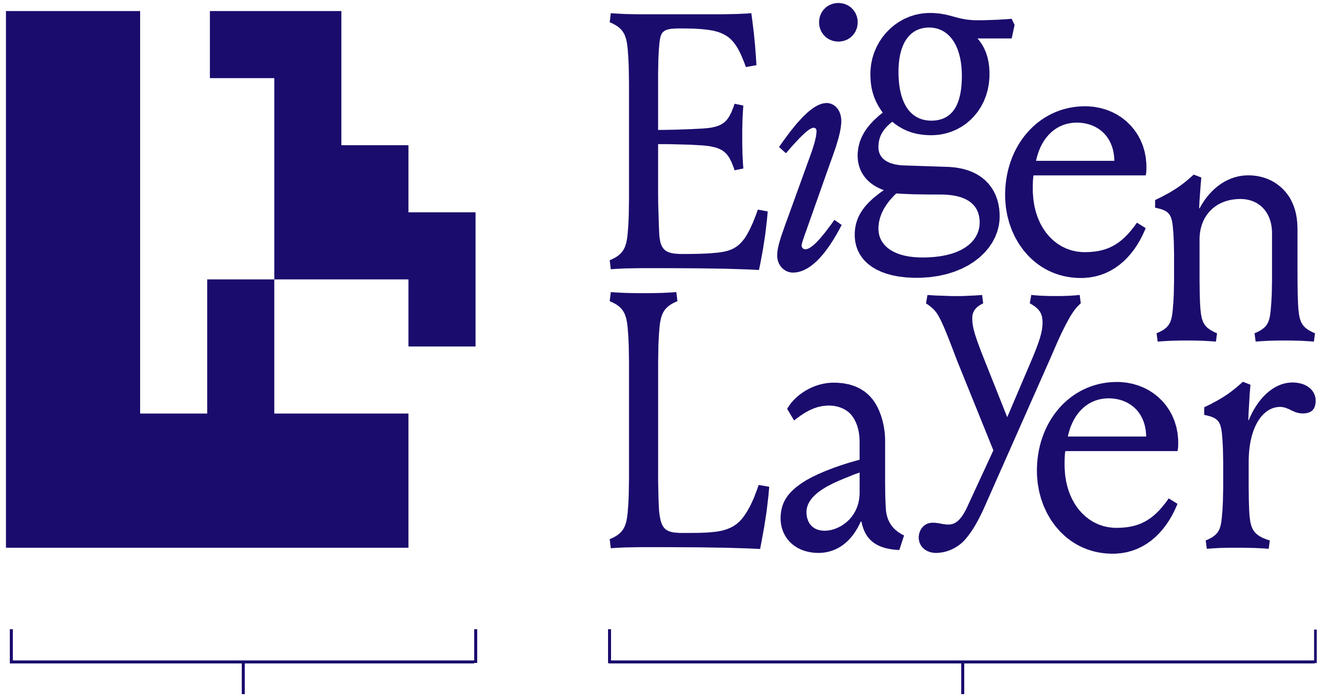


See the full breakdown on the design of the symbol on page #.

# Logo set B

Lock-up “B” is an alternate logo set. It is designed in a similar placement as lock-up “A,” with the exception of the lowered “n”.

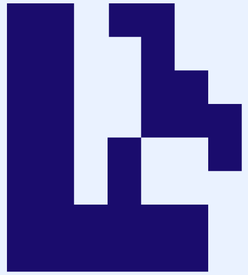
LOCK-UP “B”




**Breakdown**

The lock-up up is made up of a codified symbol, matching the intentional positioning of the letters of the wordmark, and the wordmark itself. The symbol and the wordmark can both be used together in the lock-up on the left-side, and separately, as shown below.

SYMBOL “B”



WORDMARK “B”

# Logo set D

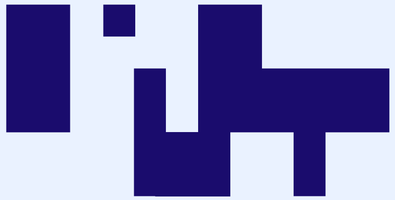
Lock-up “D” is an alternate logo set. This featured lock-up is the most “horizontal” out of all of the logo sets, and can be used in situations that call for a horizontal placement.

LOCK-UP “D”

**Breakdown**

The lock-up up is made up of a codified symbol, matching the intentional positioning of the letters of the wordmark, and the wordmark itself. The symbol and the wordmark can both be used together in the lock-up on the left-side, and separately, as shown below.

SYMBOL “D”



WORDMARK “D”

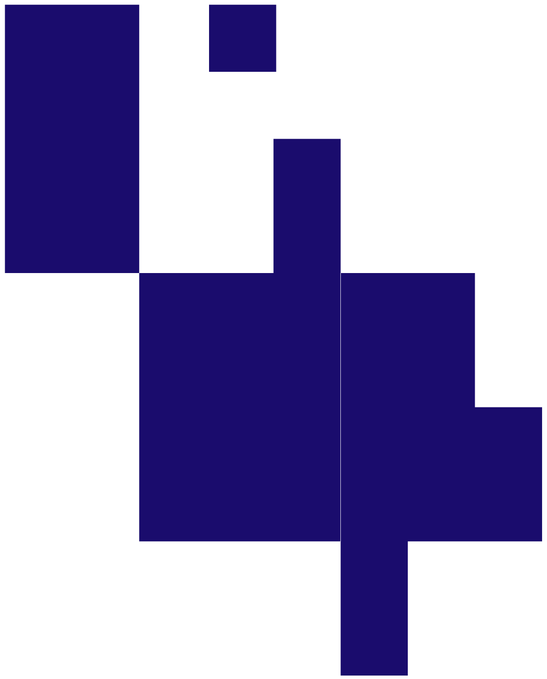
# Logo set C

Lock-up “C” is an alternate logo set. The “L” on the first story of the wordmark now holds up the italics “i” on the second story.

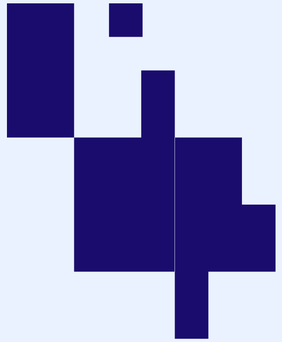
### Breakdown

The lock-up up is made up of a codified symbol, matching the intentional positioning of the letters of the wordmark, and the wordmark itself. The symbol and the wordmark can both be used together in the lock-up on the left-side, and separately, as shown below.

LOCK-UP “A”



SYMBOL “C”



WORDMARK “C”

# Flexible logo system

FLEXIBLE LOGO SYSTEM

These are the four lock-ups (A, B, C, D) that we use when we need the EigenLayer logo.

This is a flexible logo system in which we use different lock-ups in different situations. For instance, lock-up “D” might be best used in horizontal placements, whereas lock-up “A” feels the most symmetrically sound.

We use lock-up “B” and “C” when used in a series, such as creating a set of stickers, t-shirts, and conference or out-of-home signage.

## Logo Lock-ups

LOCK-UP “A”

LOCK-UP “B’

LOCK-UP “C”

LOCK-UP “D”

# System breakdown

Here we break down the logo system and share with you a little bit of the sauce on how the logo sets are created. This system should only be reserved for matching the symbols with the wordmarks.

The Louize typeface is only used for the EigenLayer wordmark (and not for anywhere else).

## Louize (Logo Typeface)

UPPERCASE

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

LOWERCASE

abcdefghijklmn
opqrstuvwxyz

## Building Blocks

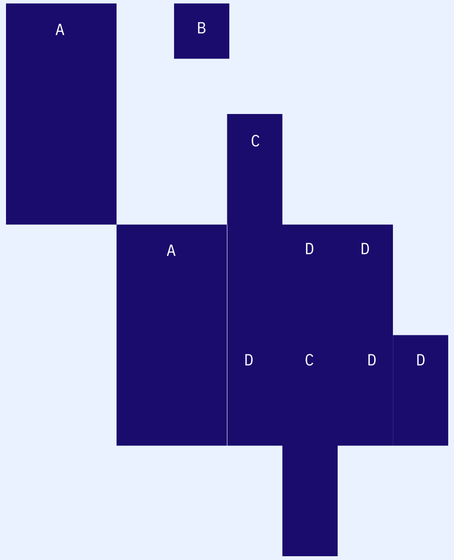
| A | B | C | D | E |
|---|---|---|---|---|
| 100 X 50 | 25 X 25 | 25 X 100 | 25 X 50 | 25 X 50 |
| UPPER-CASE LETTERS | ITALIC “I” | DOUBLE-STORY LOWER-CASE LETTERS | SINGLE-STORY LOWER-CASE LETTERS | SINGLE-STORY LOWER-CASE LETTERS (ELEVATED) |



## Breakdown

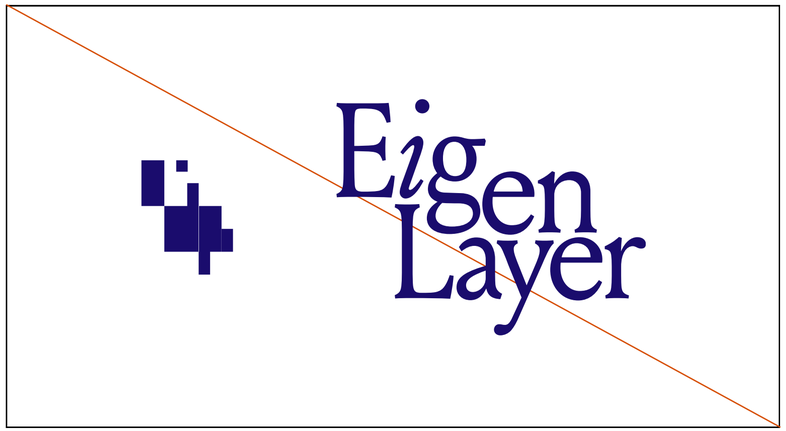
See below for a more thorough breakdown on the creation of the symbols that match the placements of the individual letters of the wordmark.

LOCK-UP “D” EXAMPLE

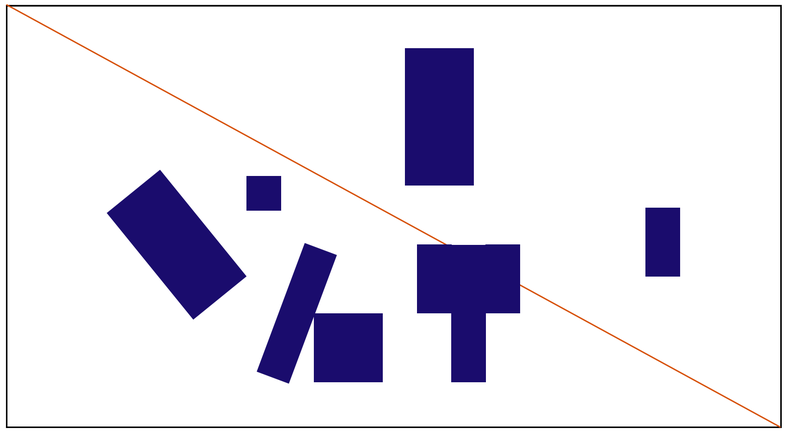


# Common mistakes

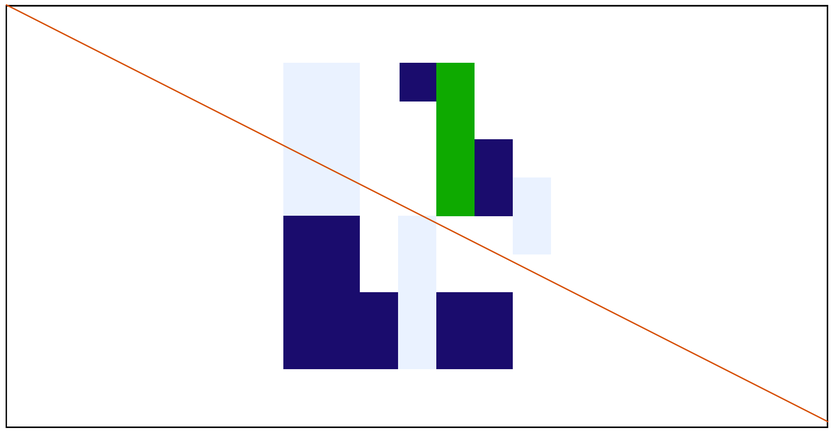
Below are some common mistakes to avoid when using the logo system.



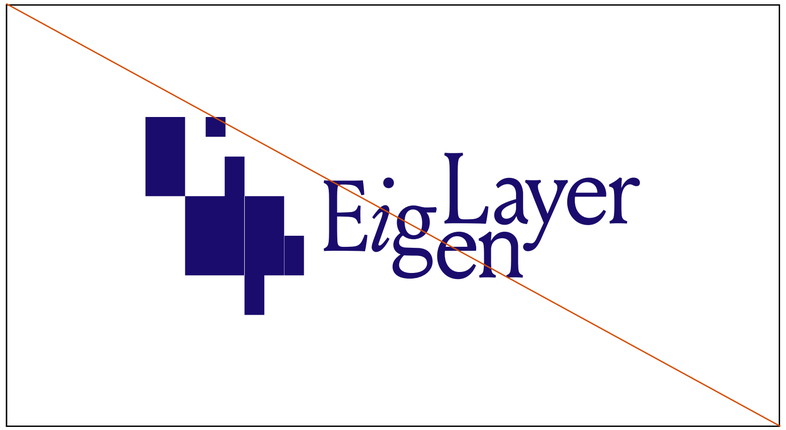

Do not change the size of the symbol or vice versa when using the lock-ups.



Do not alter the shape of the symbol, and especially do not randomly tilt or move the fragments of the symbol.

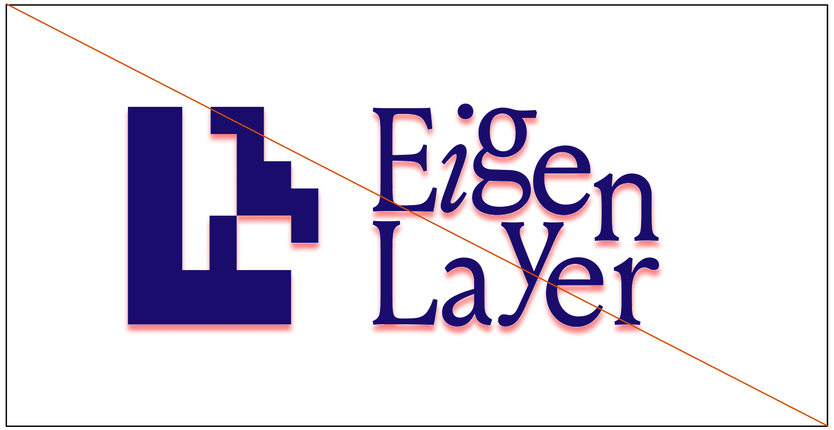


Do not randomly color the pieces of the symbol, or the wordmark.




Do not mismatch the symbols with a non-corresponding wordmark.

Do not use any other besides the EigenLayer dark blue or white (when logo is inversed).




Do not apply any drop-shadows or alternate effects onto the logo.