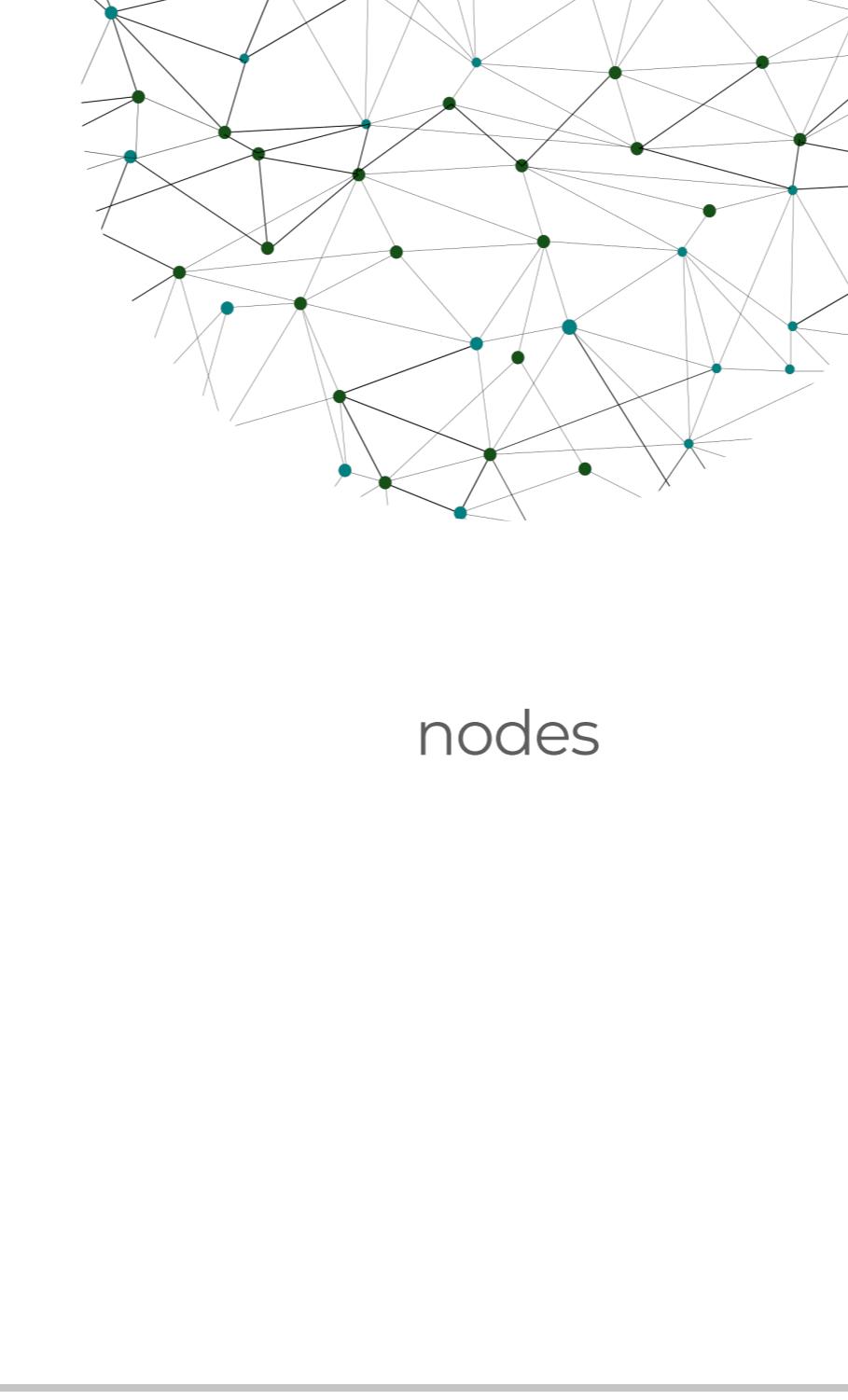


Origins of logo

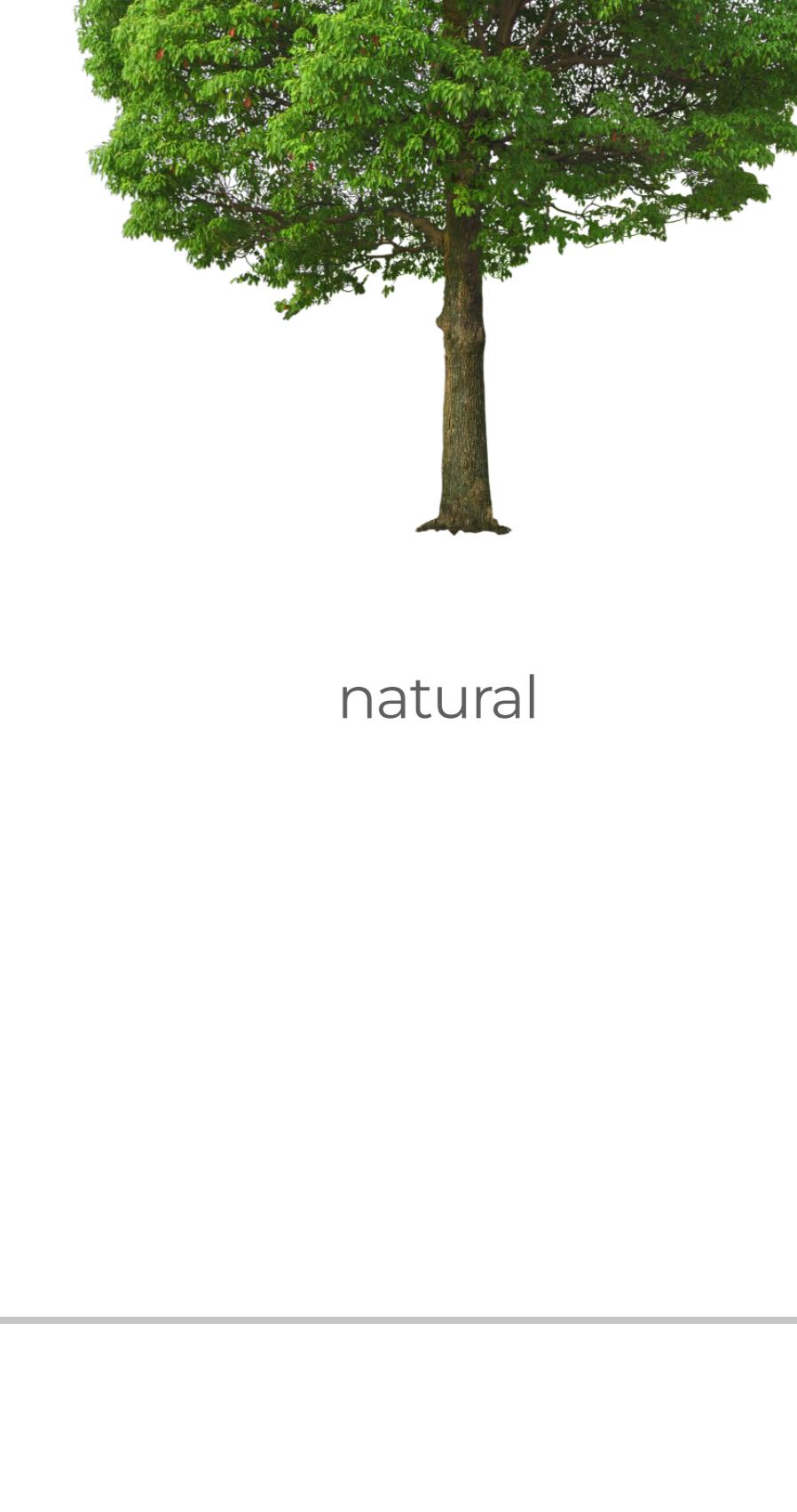
Where our logo came from?

We wanted the logo to be natural and reflect the decentralized nature of the Open-Web made with natural tones with simple well known shapes. We wanted the logo to also be complementary to other logos in the ecosystem.

Also we hope not to die too!



nodes



natural

Leto Guidelines

Logo

Logo Construction

Primary logo variations

The Leto logo combined with the Leto logo font. You can download these via Github

Size, Shape, color and usage must conform to this brand book at all times.

Leto Guidelines

Logo

1



2



Logo

Leto Guidelines

Logo

Logo Variations

Monochrome logos

Leto Guidelines

Logo

Primary typography

typeface

The primary typeface online materials is Monserrat.

Monserrat
Light

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Monserrat
Regular

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Monserrat
Medium

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Monserrat
SemiBold

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Monserrat
SemiBold

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Verdana
Regular

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Verdana
Italic

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Verdana
Bold

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Leto Guidelines

Logo

The color pallet

Brand colors

The Leto Primary Pallet consists of Navy Blue and Purple

212d56

A9769E

Leto Guidelines

Visual Identity