

SURVEYOR ANDAO

Brand & Identity
Package — June 2022

by @tedyKGB

EST.

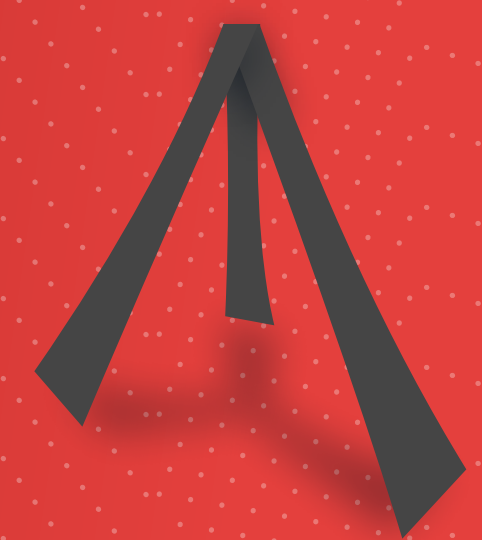
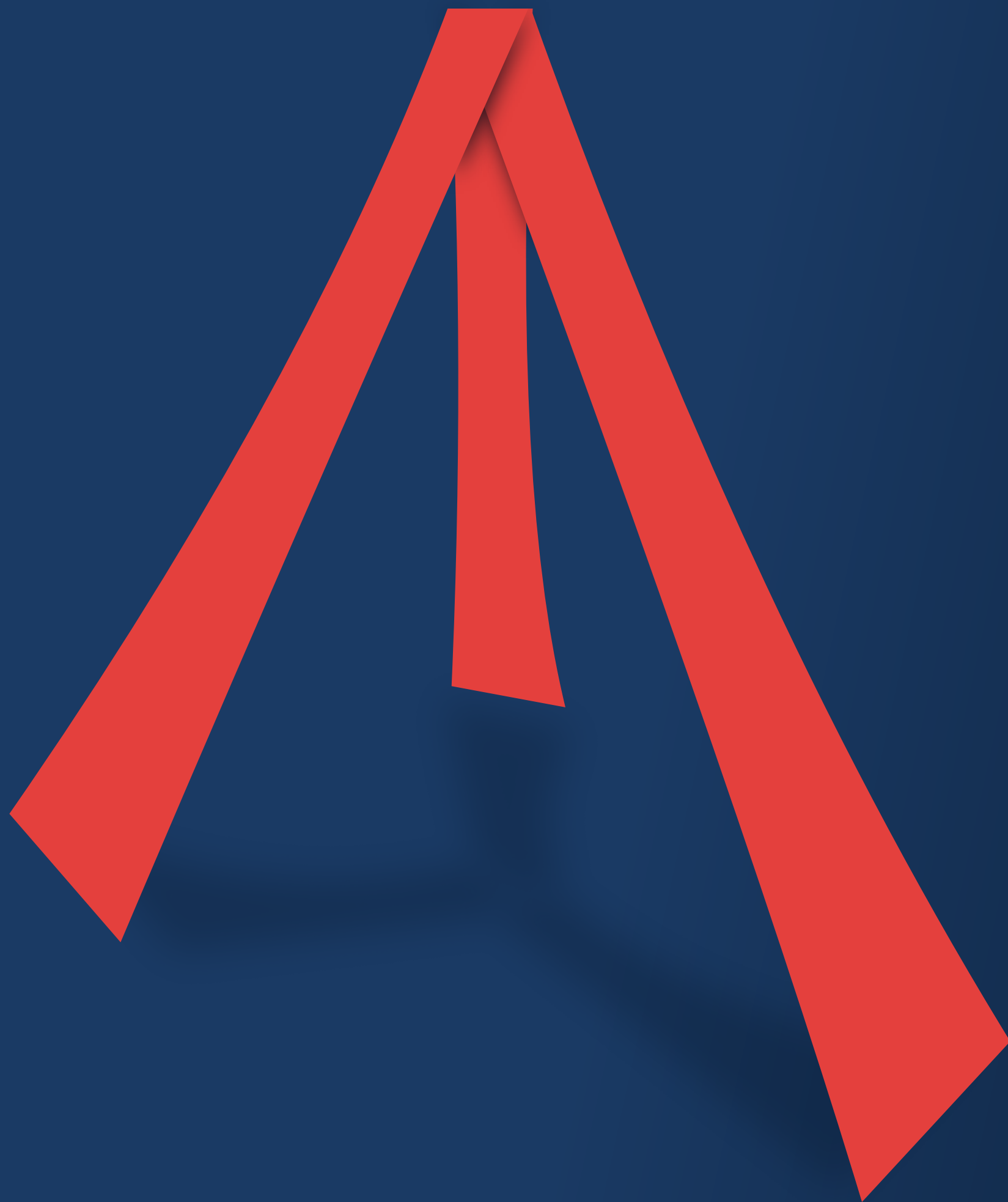
2022

Primary Icon

An identities primary tool is the **icon**. A clean and flexible icon affords legibility from **Twitter profile**, to **poster size**.

Derived from the tripod, **Land Surveyors** and keen members will see the connection, others will see a strong icon that requires no explanation to be recognized.

Simple, strong, recognizable.



SURVEYOR DAO



Wordmark

Incorporating the icon, the **DAO**s wordmark becomes a flexible logo — stacked or laid out.

Comprised of **Google Font DOSIS** Light, and Extra Bold, the wordmark is well engineered and precise, but approachable and friendly with its round nature and playful lines.

Large Heading — Page Title

Noto Sans Light is our main body font. Used here larger than our content font size as a leadin paragraph in documents and informational content heavy layouts. Like this very one.

**Medium heading used for long sentences often ...
always. Tight line height keeps things compact.**

SAMPLE UPPER CASE SUB-TITLE PERHAPS?

Small heading that works really well here.

Noto Sans offers a **full range of font weights for all needs**. Used mostly as a body font paired with our heavy title font, it provides a light alternative making all text really easy to scan from heading to heading.

Small font used for when you don't really want folks to read. Seriously.



SURVEYOR
DAO

**SURVEYOR DAO
FONT STACK**

Noto Sans Light 27px

Noto Sans Light 37px

Museo Slab 700 31 px

Museo Slab 700 41 px

Museo Slab 700 51px

Secondary Icons

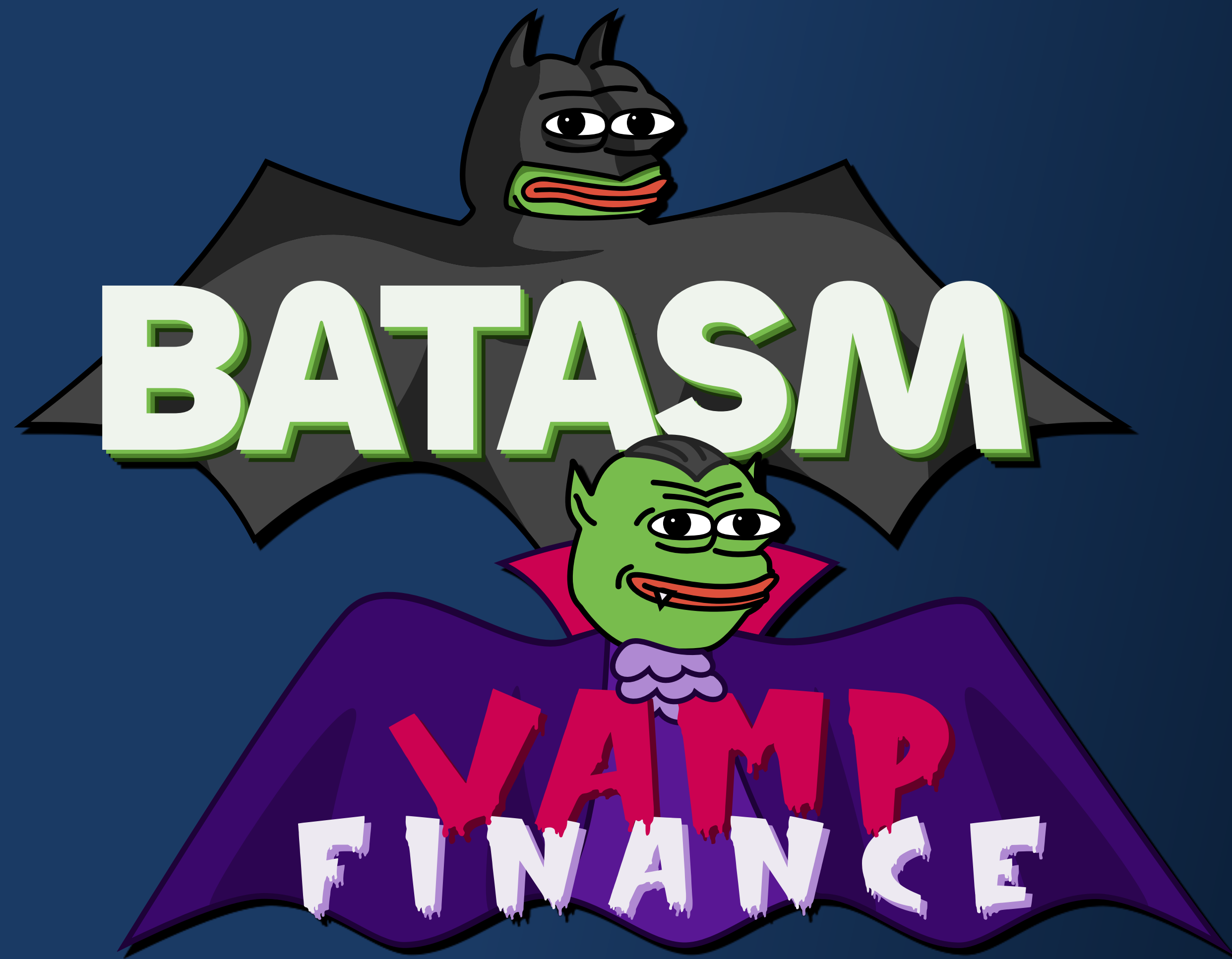
Icons play a number of **supporting roles** within an identity. From **emojis in the Discord**, to accents in larger visuals — think of these icons as characters in the brand's story.

Their origins are all rooted in both **historical**, and **contemporary** Land Surveyors, and the Surveying industry.

The Surveyors represented in Web3

EST.
2022





<https://batasm.finance>
@BatasmFinance

SURVEYOR
DAO

AMA SCHEDULED

Friday June 17, 2022
10:00pm UTC / 4:00pm ET

Batasm Finance with:

@???

@???

@TedyKGB

hosted by

@SurveyorDAO