

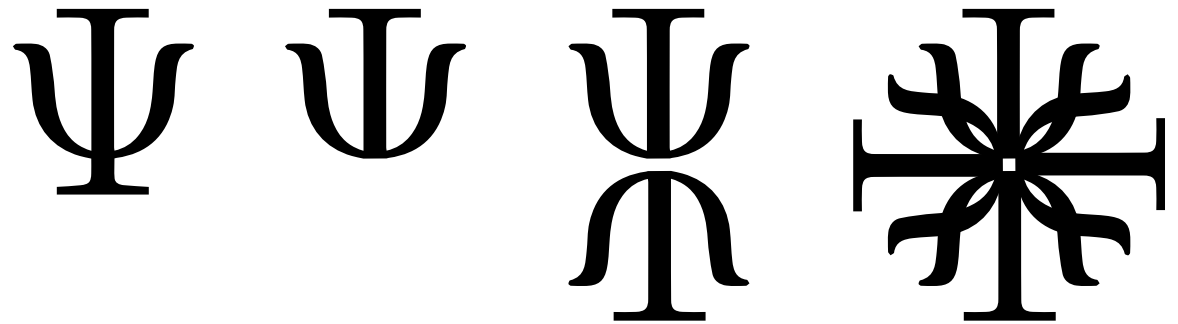
RATIONALE - Aletheia logo design

Based on the brief given by Kade, I explored iconography surrounding keywords that represent Aletheia eg. decentralised, equality, activism etc.

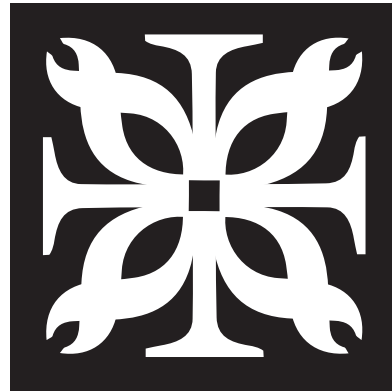
I then created a visual base for these representations out of the Ancient Greek symbol for knowledge, which also ties into education.

By combining and abstracting these ideas I have created two distinct logo designs that reference the provided images.

Note: colour treatments will occur following confirmation of logo design.



DESIGN 1 - SUBVERSIA



ALETHEIA

DESIGN 1 - SUBVERSIA

Greek symbol for knowledge being multiplied and rotated represents infinite information

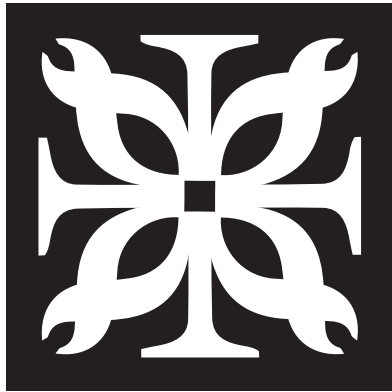
Lack of centerpoint to white symbol, similar to a decentralised network

Evocative of designs provided by Kade, in terms of sharp, rotated linework

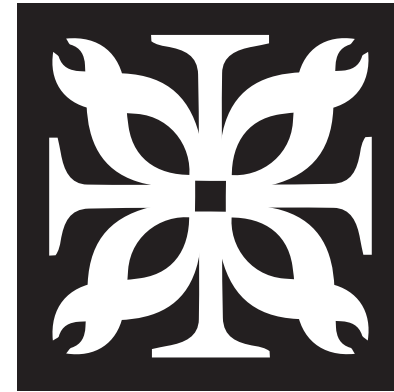


Bold and mature, this iconic design can stand without type/wording confidently

DESIGN 1 - Alternate Typography

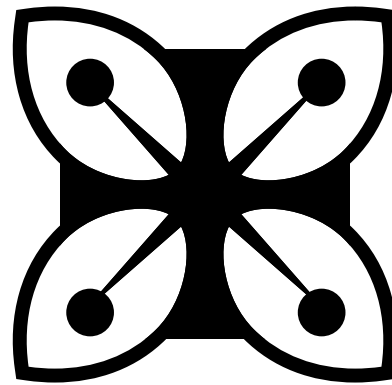


Aletheia



ALETHEIA

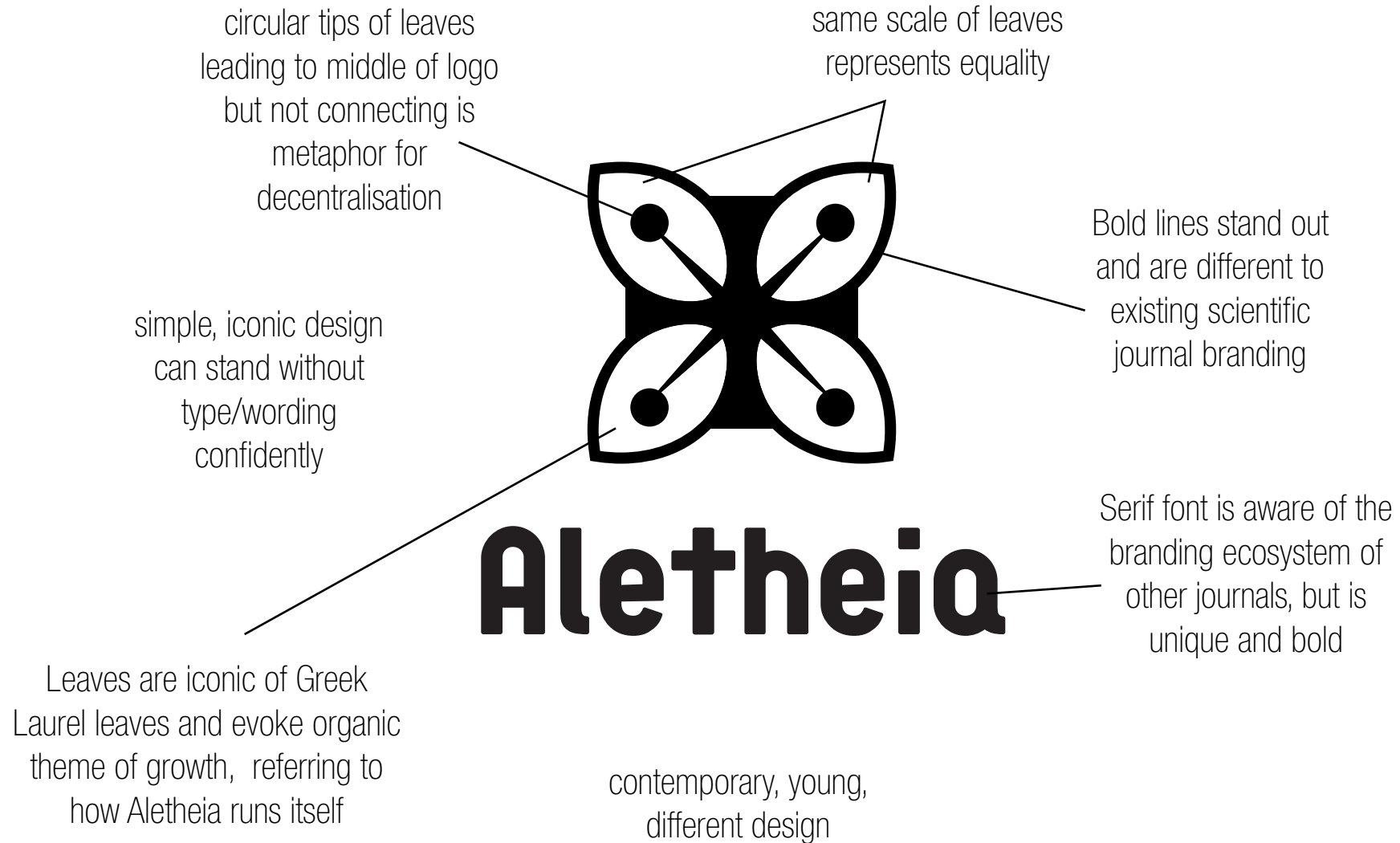
DESIGN 2 - ORGANICA



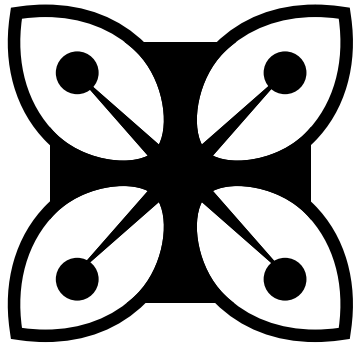
Aletheia

Designer's pick

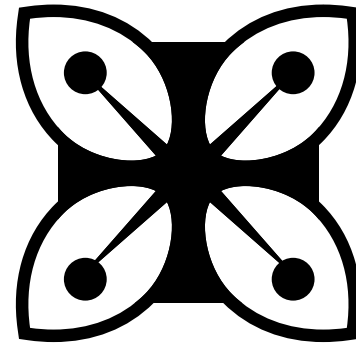
DESIGN 2 - ORGANICA



DESIGN 2 - Alternate Typography



Aletheia



Aletheia.

NEXT STEPS...

Kade and Developer to provide
feedback on designs for Zac to review.

Thanks Kade!