

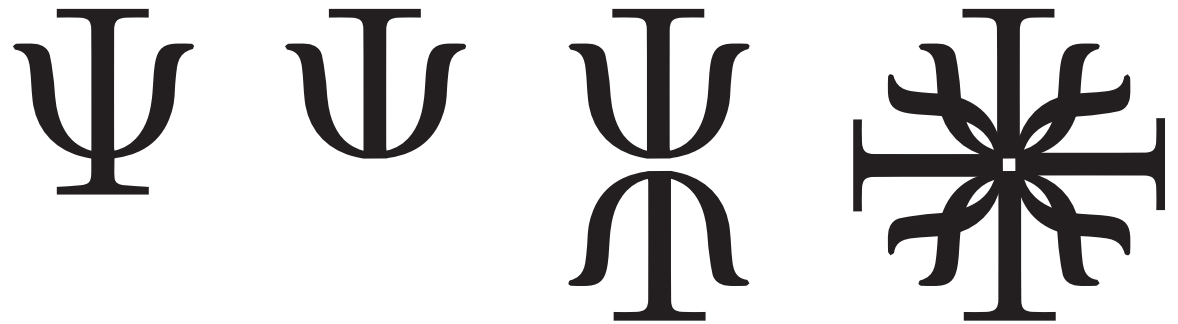
RATIONALE - Aletheia logo design

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.



Logo Design



Logo Design

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

Colour Applications Round 2

Taking on board feedback, I have adjusted the colour options to better reflect the needs of the brand.



All black typography
removed to avoid intensity



Full Green is more
youthful and fresh



Pink and orange gradient far
less aggressive than solid red

NEXT STEPS...

Kade and Developer to provide feedback on colour concepts. Further exploration can be done if necessary.

Zac to provide deliverables once confirmed.

Thanks Kade!