

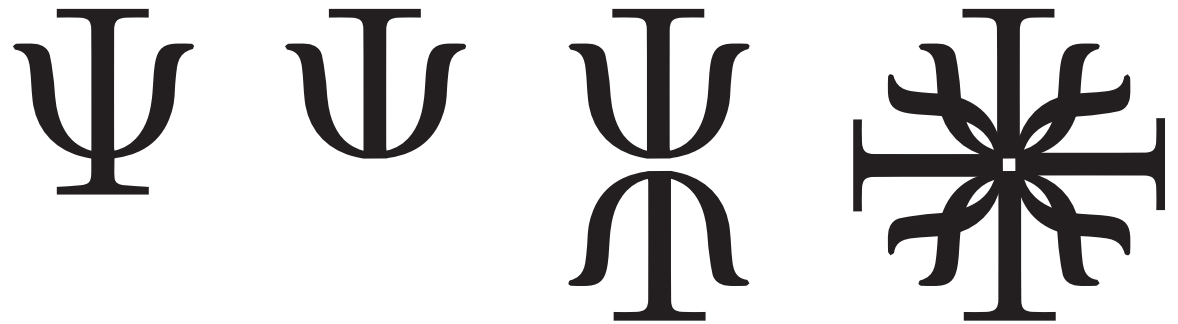
RATIONALE - Aletheia logo design

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



Solid, commanding red,
with subdued grey type to
meter intensity



Full corporate blue is safe but
gradient gives youthful edge



Fresh green gradient is
welcoming and non-aggressive

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!