



telos

STYLE GUIDE

Brand Pillars

0 1 Trustworthy
0 2 Visionary
0 3 Inclusive

Our brand pillars are the fundamental values around which our identity and community are created. Every interaction with the Telos brand should evoke these feelings and ideas in the audience.

Messaging Dos

Do

Lead with big picture

Lead with a big-picture statement about Telos' impact and vision, with a specific focus on uniting around a common purpose.

Speak to the audience

Know your audience and speak to their specific needs and interests. Be sure to understand the member's technical sophistication and level of blockchain/crypto knowledge.

De-emphasize blockchain

When mentioning blockchain, frame as a tool that allows Telos to achieve its larger vision of connecting people around shared purpose and as a technology designed to change the world.

Refer to TLOS as a tool

Refer to the TLOS as the tool that powers the network. describe the act of purchasing tokens as "acquiring TLOS".

Use inclusive terminology

Describe the audiences that Telos serves "organizations" or "groups" or "members" as a general term. Use the term "communities" sparingly.

We are trustworthy, visionary, and inclusive. When describing Telos Network we should focus on vision and impact rather than on specific technical details or industry jargon.

The key to sounding like Telos is speaking directly to members in a voice that is easy to understand and is relatable.

Messaging Don'ts

Don't

Lead with details

Lead with the details about what Telos does without providing context to Telos vision. Create excitement and rally people behind the mission before getting into the mechanics.

Assume you're speaking to one audience

Communicate about Telos without regard to the audience. For greatest effect, it is important to clearly identify the audience persona you are communicating to.

Use exclusive terminology

Use "communities" as a standalone descriptor of the audience Telos serves. This phrase will likely alienate many viable business use cases.

Emphasize blockchain

Refer to Telos as "a blockchain" or emphasize the use of blockchain technology. Avast majority of audiences will feel alienated by the word blockchain and other industry jargon.

Promote speculative token buying

Promote or encourage people to "buy TLOS". We want to avoid the appearance of a scammy crypto investment.

When referring to Telos, refer to it as a "networked ecosystem" or the "Telos Network". Avoid "telos blockchain" or "telos blockchain network".

"Telos" should always be capitalized, as should "Telos Network"

Visual Attributes

These are the visual manifestations of our brand pillars. By creating graphics and layouts that exhibit these attributes, we can maintain a consistent global identity that stays true to the foundational brand pillars.

0 1

Bold

Bright colors and high contrast underscore our audacious vision for the future.

0 2

Simple

Simple shapes and clean compositions reflect the approachability of our network.

0 3

Positive

Ample white space, combined with aspirational imagery shows our optimistic outlook.

0 4

Intentional

Measured and deliberate design choices give credence to our ability to execute.

Logo

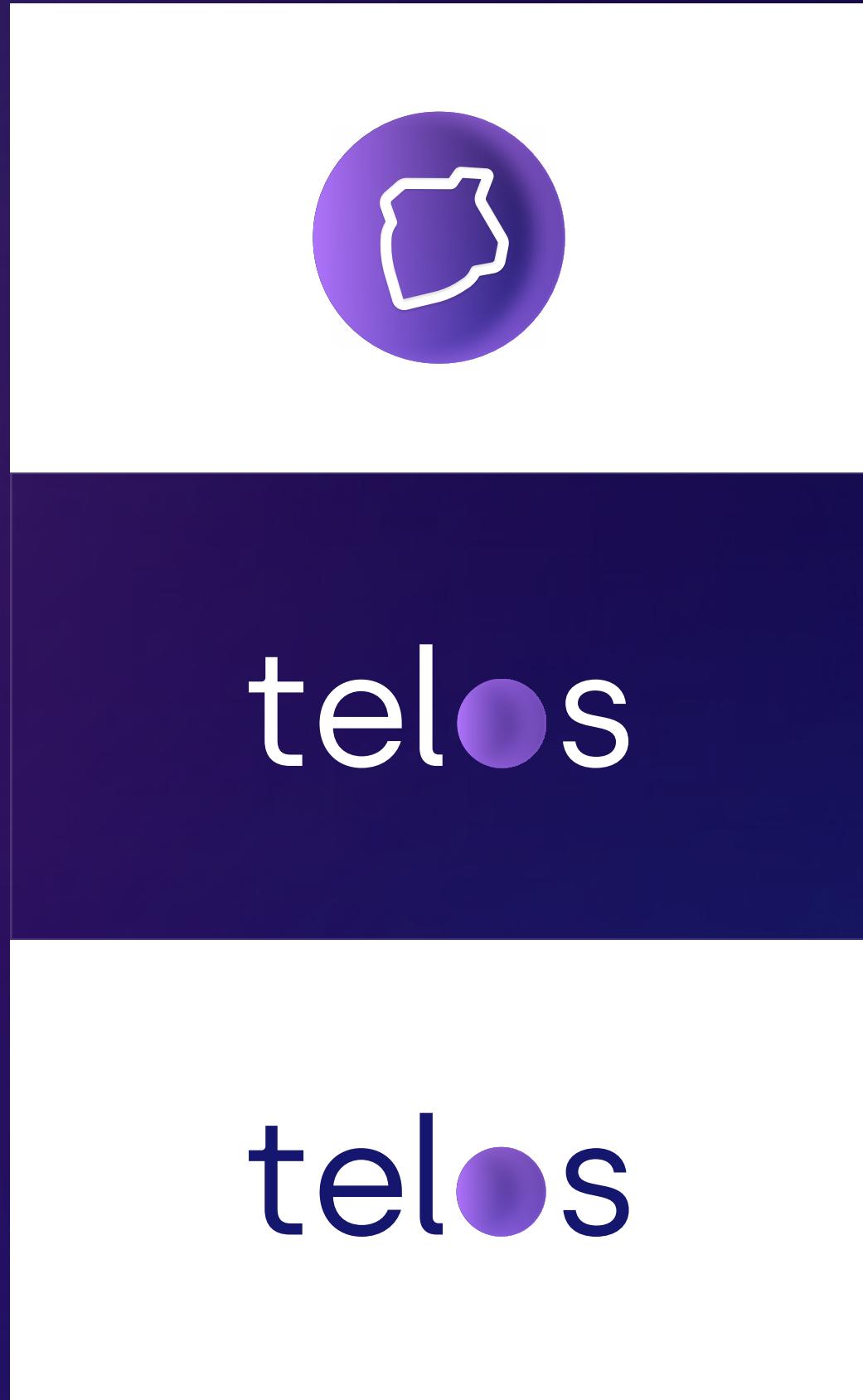
The indigo circle is the primary symbol representing the Telos Network.

It represents both the physical form of a telos and our big blue planet we call earth – united in our shared purpose to help humanity flourish.

Two versions of the logo exist, the indigo circle and the typeset brand name.

When possible, the typeset name should have contrast between the letters and the circle.

[**Download brand assets**](#)



Fonts

Silka Extra Light - Headings

Aa Bb Cc Dd Ee Ff 1 2 3 4

@ # " & *

Silka Light – Body

Donec ullamcorper nulla non metus auctor fringilla.
Aenean eu leo quam. Pellentesque ornare sem lacinia
quam venenatis vestibulum. Morbi leo risus, porta ac
consectetur ac, vestibulum at eros.

Telos has one font and both work to
enhance the brand's identity:

- **Silka Extra Light** is used for
headings.

- **Silka Light** is used for body copy.

Both fonts have web safe versions
available.

Color

Primary

The modern indigo of the primary color palette reflect the integrity of the Telos Network and inspire creativity and visionary thinking.

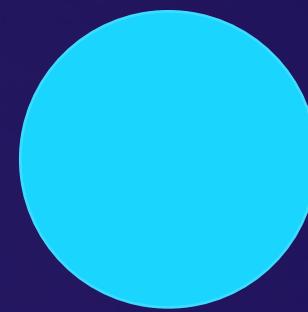
The secondary accent palette of bright, vibrant colors add a playful, modern flavor to the brand, accenting the network's accessibility and bright, optimistic outlook on the future.

The three secondary colors can be used as primary colors when representing the three pillars of the network: coral for initiatives, aquamarine for groups, and sunray for topics.



Gradient

HEX #571AFF
RGB 87 26 255



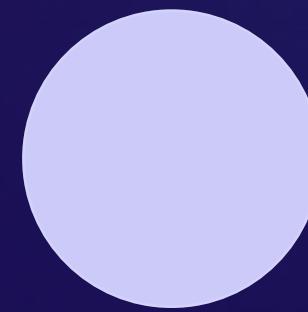
Blue

HEX #1AD6FF
RGB 26 214 255



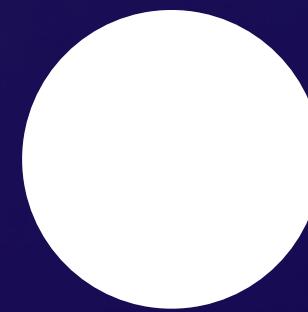
Gradient 2

HEX #571AFF
RGB 87 26 255



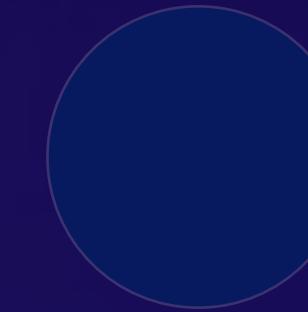
Light Blue

HEX #CBCAF9
RGB 203 202 249



White

HEX #FFFFFF
RGB 255 255 255



Dark Blue

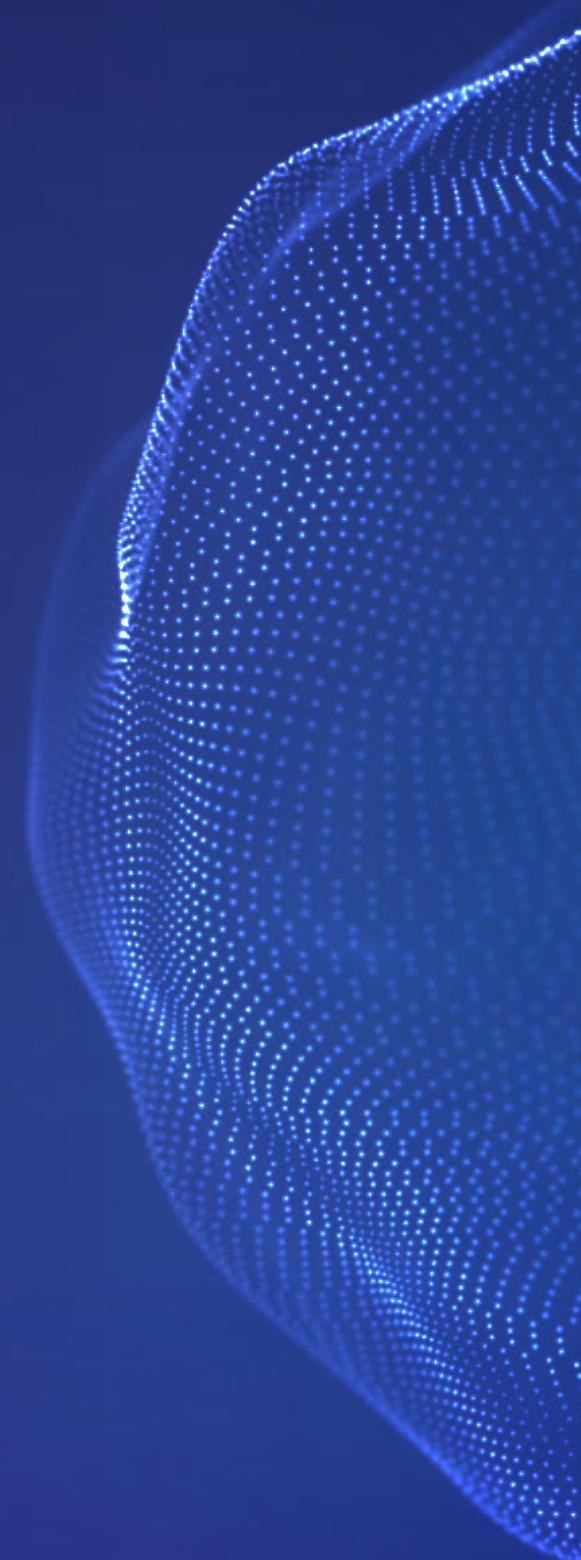
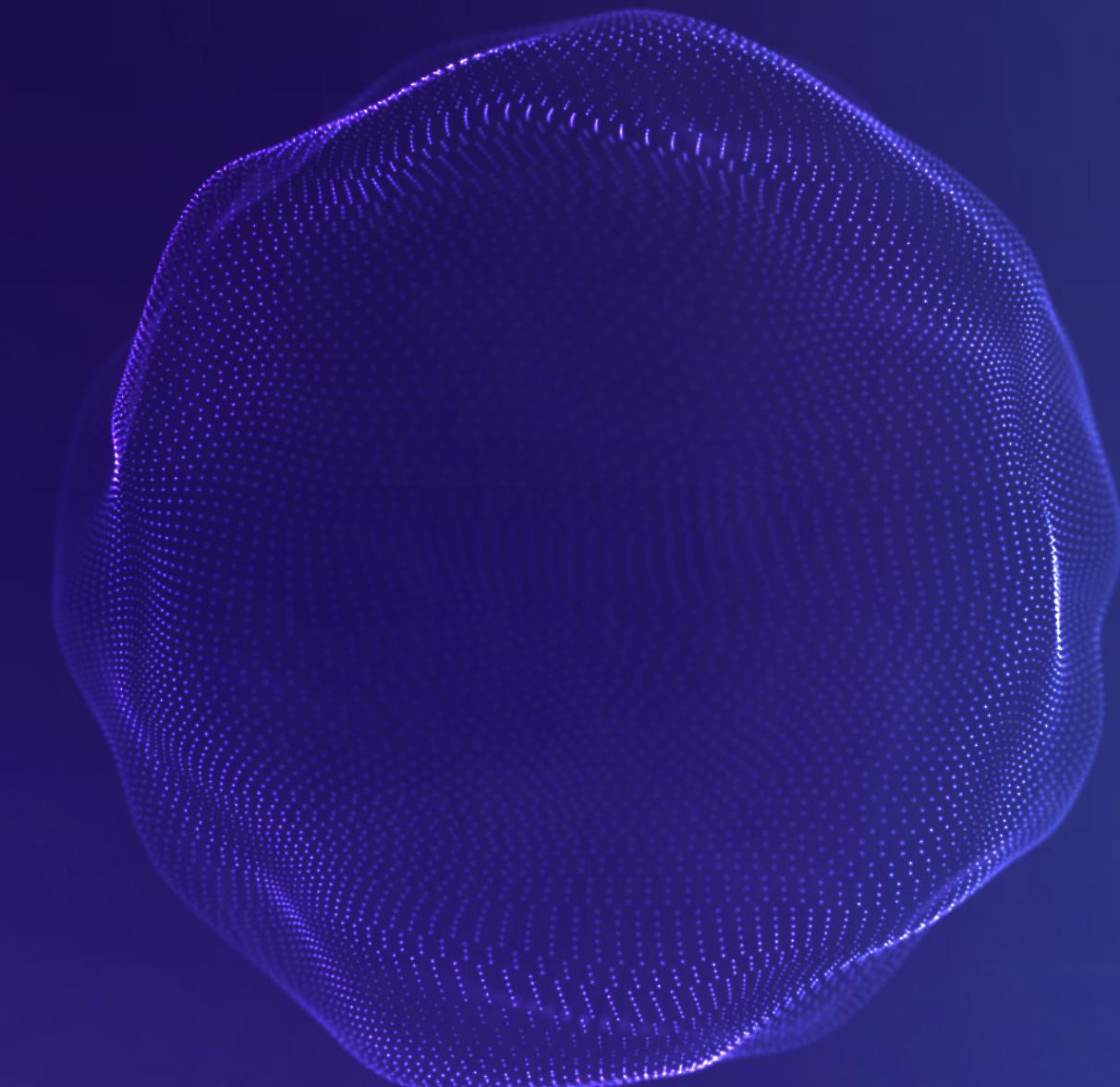
HEX #071A5F
RGB 7 26 95

Graphic Conventions

Our graphic conventions are how we ensure a consistent identity throughout the community. This means that no matter the specific design, the broader Telos message is always clear.

Particles

The circle is the fundamental element of our visual language. Through its pervasive use, we are able to illustrate radical simplicity, holistic connection, inclusive community, and rapid growth. Circles can be fragmented, joined, or cropped to create visual variation.



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Overlay

Color overlays can be an effective way to introduce brand colors into a composition as well as visually demonstrate the breadth and unity of the network. It's important, however, to exercise discretion when using overlays to ensure that the flood of color does not become the dominant focus of the image.



Imagery

Always use high quality humanizing photography.

Circles can be used as accents in all brand colors. Circles move as if they are alive. Circles can overlap or offset within < 50% of a shape.

Lines are used as structure and as connecting elements within dots to draw conceptual shapes. They are the connecting force, the metaphor for energy and value transfer.

Icons are used to provide context and direction to the user. They are an accent element and are always consistent with the stroke weight of the brand lines. There should be no more than two colors within a single icon. When placed on a dark background, the primary icon color should be white with the option to add a second color.

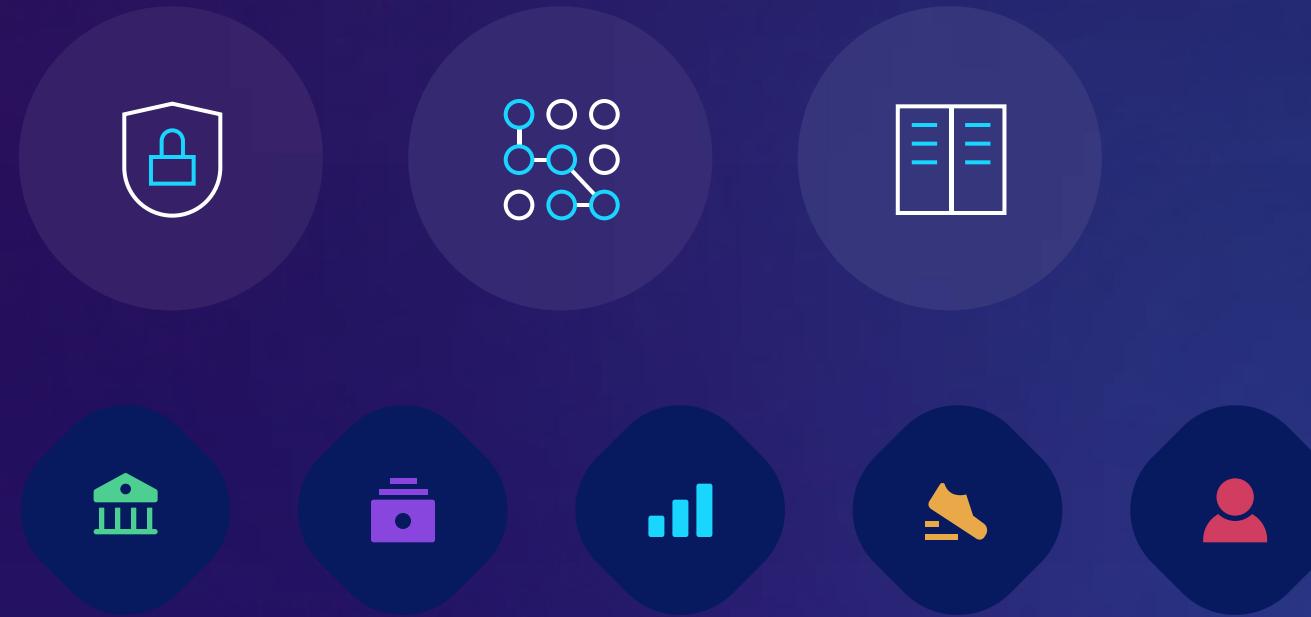
DARK PARTICLES



PHOTOGRAPHY



ICONOGRAPHY



Usage

COMMUNITY USE - DO



telos
FOUNDATION



Members are encouraged to modify the telos symbol by adding a custom icon or logo within the indigo circle to represent their group or organization.

The indigo circle can be used playfully as demonstrated.

When sub-branding, place text at the top right in lowercase with the text sized to fit the boundaries (not extending over the edge of the wordmark).

Do not reposition or recolor elements of the logo.

COMMUNITY USE - DON'T



TELOS **telos**

telos



telos