

ELIZA'OS

VERSION 1.0

QUICKSTART BRANDKIT



VERSION 1.0



BRANDKIT



QUICKSTART



ELIZA™ OS



0.1

elizaOS is an operating system for agents.

Not a chatbot. Not a wrapper. Not another LLM frontend.

elizaOS powers intelligent systems through autonomous agents that persist memory, chain actions, and interface across protocols and platforms — with clarity, context, and continuity.

It's designed to feel alive.

Modular, composable, and built to scale coordination.

This brandkit is your prompt into the visual system: atomic rules, expressive constraints, remix boundaries, and runtime badges that represent Eliza in the wild — plug in with clarity.

YOURS.

LOGO	1.0
ELIZA BADGE	2.0
TYPOGRAPHY	3.0
COLOR	4.0



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ELIZA™OS



LOGO

1.0

1.0



LOGO ELIZAOS

The elizaOS logo is confident, modular, and unmistakably agentic.

It reflects the structure of the system — precise, expressive, and built to scale.

The primary logo color is system blue — bold, electric, and unmistakable.

Use it on neutral backgrounds for maximum clarity and contrast.



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ELIZAOS

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1.1



LOGO CLEAR SPACE

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The logo performs best when it has room to breathe.

Maintain clear space equal to the height of the "E" in "ELIZA" on all sides.

This protects the visual integrity of the mark and ensures it remains legible across mediums and sizes.

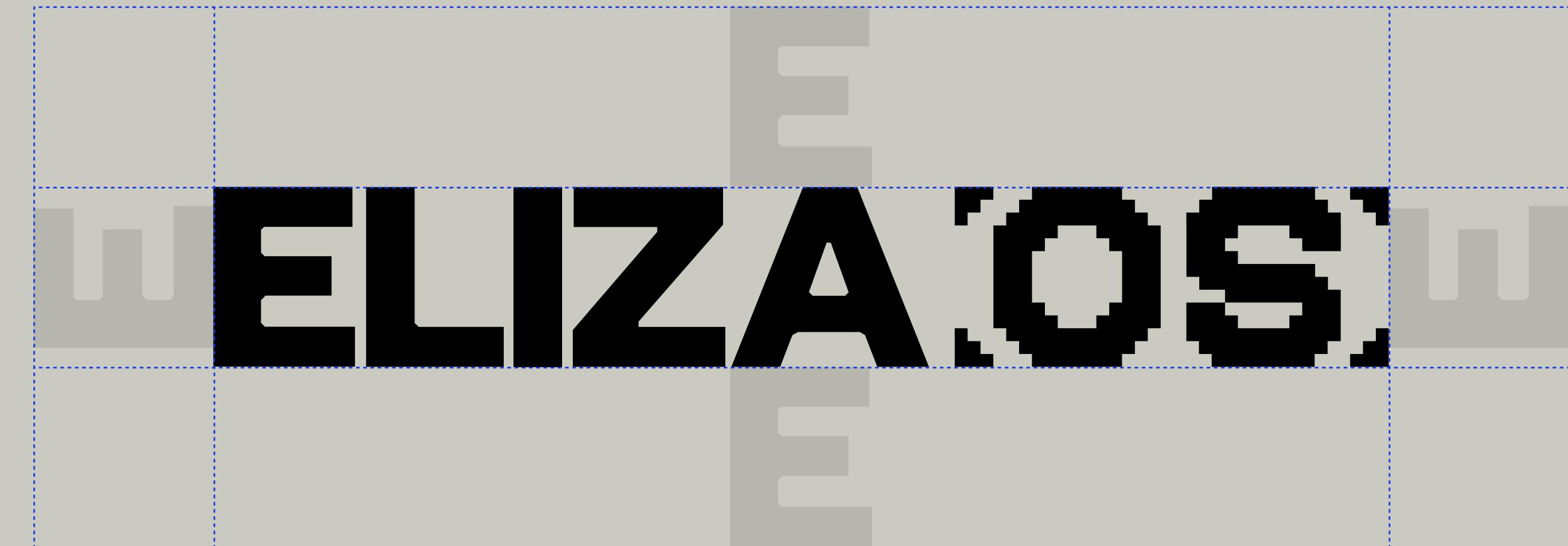
No crowding. No corner-trapping. Let it hover like the protocol it represents.

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ELIZA°OS

1.1

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LOGO PLACEMENT

The elizaOS logo is most effective when placed with intention — but the system stays flexible by design.

Primary placements are shown in bold — corners and center. Use these as defaults across layouts, packaging, and product surfaces.

Secondary placements (shown in gray) offer flexibility — best used when the design demands balance, asymmetry, or spatial constraint.

Choose the position that reinforces structure and clarity. Let the logo anchor the surface, not float in it. The mark adapts — responsive to context, never static.



1.3



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LOGO PARTNERSHIP

When appearing alongside other brands, the elizaOS logo should retain clarity, balance, and spacing.

Maintain X (the width of the “E”) as minimum padding between logos.

Use a vertical divider when needed to create distinction — especially in co-branded lockups or tight horizontal layouts.

Horizontal Configuration

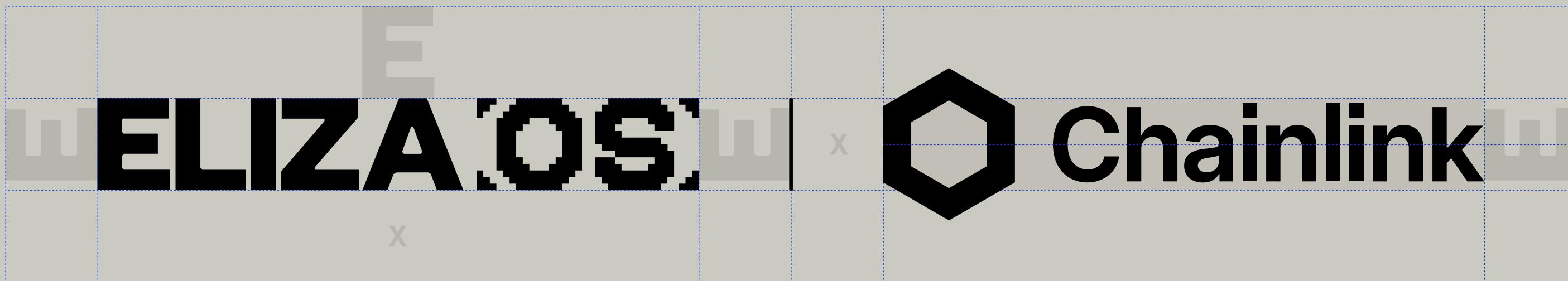
for full partner logos with type

Symbol Configuration

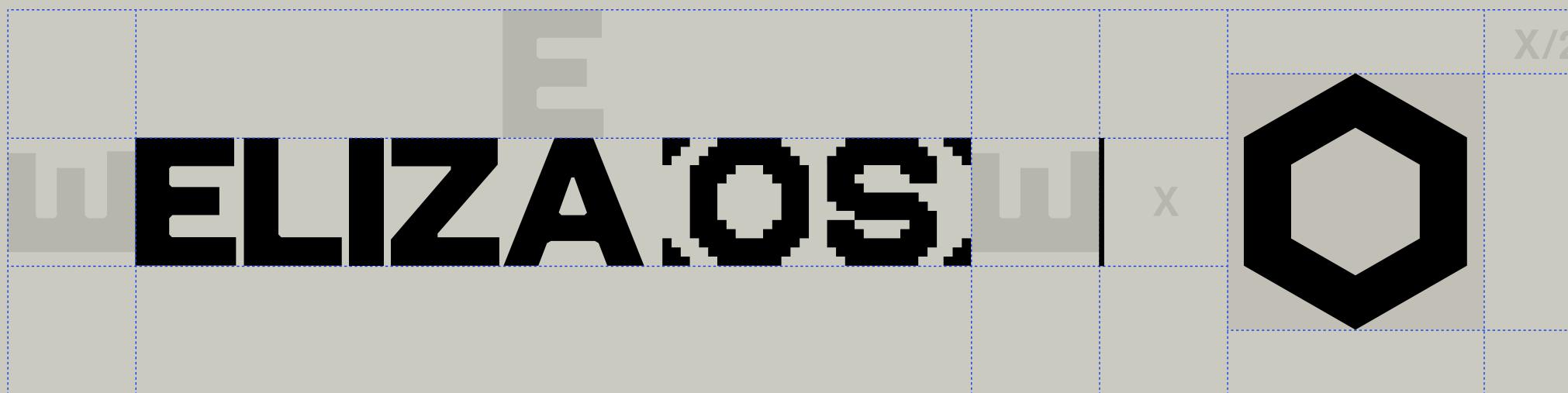
for icon-only logos, using tighter spacing and visual centering

Logo sizes should feel balanced. Let the elizaOS mark hold its shape — not shrink to fit.

Partnerships are modular. So is the system.



Horizontal Configuration



Symbol Configuration

X=

1.4



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QUICKSTART BRANDKIT



ELIZA[OS]



LOGO COLORSYSTEM

Color carries meaning — and our logo adapts to its environment with precision.

Dream Blue is the preferred expression — bold, electric, and unmistakably Eliza.

These combinations ensure the mark stays clear, expressive, and context-aware.

Primary

The default logo uses Dream Blue on white or neutral backgrounds for maximum contrast and recognition.

Secondary

Black on white and white on black offer flexibility across light and dark surfaces.

These versions are ideal for layouts where blue may not apply.

The logo is expressive, but never noisy. Let the color match the context.

Logo Assets

Asset files are provided in formats for both screen (RGB) and print (CMYK, PMS), ensuring accurate color fidelity across environments.

Let the color match the context. Let the format fit the medium.

Primary



Secondary



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ELIZA BADGE

2.0



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QUICKSTART BRANDKIT



2.1

ELIZA BADGE

The elizaOS badge is a modular brand element used to signal that a system, agent, or product built on elizaOS.

Use the “Powered by elizaOS” badge to maintain a consistent and recognizable identity when integrated as a signature into other platforms or interfaces.

Apply similar guidelines as the core logo — with special attention to badge-specific clearspace, contrast, and visual clarity.

Place it somewhere visible, accessible, and in flow with the system’s layout. It’s not a logo. It’s a signature.

On-chain, on-page, or in-product — it’s how the protocol says:

“You’re running on Eliza.”





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ELIZA BADGE & CLEARSpace

The badge requires clear space to maintain impact and legibility.

Spacing is defined by X, equal to half the height of the badge.

Keep this margin clear on all sides — no text, no visuals, no interruptions.

Maintain strong contrast and place the badge against simple backgrounds.

Avoid scaling too small or crowding it into tight UI zones.

This isn't just decoration — it's infrastructure made visible.

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ELIZA™OS

2.2





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ELIZA BADGE PLACEMENT

The badge should be placed with intention — always visible, never intrusive.

Primary placements include the four corners of a layout. These positions offer consistent visibility across platforms, UI surfaces, product pages, and marketing materials.

Avoid centering or floating placements unless intentionally styled. The badge works best when it anchors the edge of a system — like a signature, not a headline.

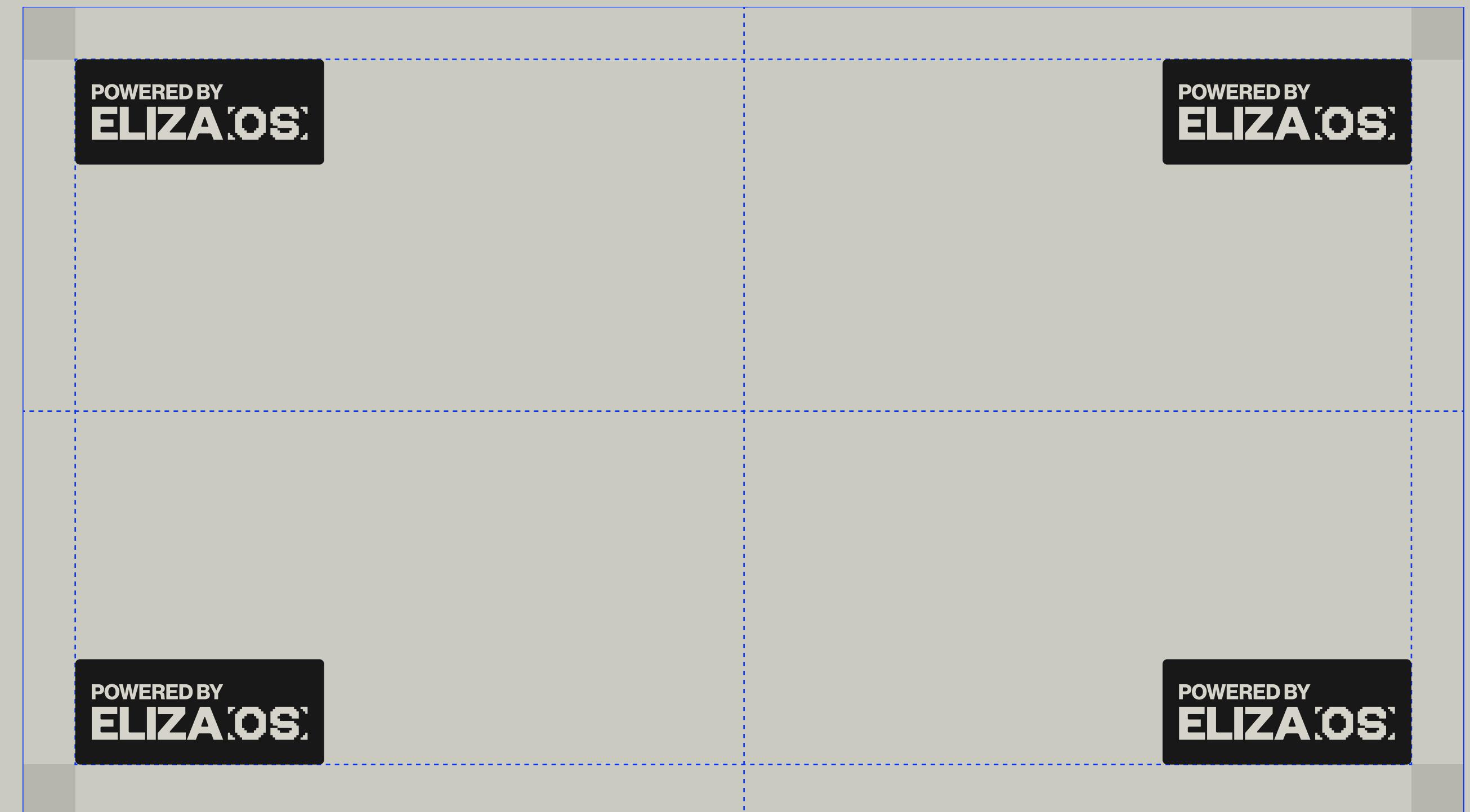
Let it be present, not dominant. A quiet marker of what's running underneath.

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ELIZA OS

H&M

2.3





ELIZA BADGE COLOR COMBO

Color carries meaning — and the badge adapts to its environment with precision.

Dream Blue is the preferred expression — bold, electric, and unmistakably Eliza.

These combinations ensure the badge stays clear, expressive, and context-aware.

Primary

The default badge uses Dream Blue with white type.

Use it on white or light backgrounds — or inverted on Dream Blue — for maximum contrast and visibility.

Secondary

Black and white versions offer flexibility across dark mode UIs, developer surfaces, or minimal brand systems.

These options are ideal when Dream Blue isn't available or when visual harmony is the priority.

Eliza Badge Assets

Asset files are provided in formats for both screen (RGB) and print (CMYK, PMS), ensuring accurate color fidelity across environments.

Let the color match the context. Let the format fit the medium.

Primary



Secondary



TYPOGRAPHY 3.0

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ELIZA™OS

»

3.0

»



BRAND FONT

Neue Haas Grotesk

The core voice of elizaOS.

Originally designed as the precursor to Helvetica, it brings structure, balance, and presence.

It operates with precision. Defined spacing. Stable forms. Functional hierarchy.

A system of rhythm, restraint, and intent.

This is the syntax of Eliza.

Tronica Mono

The signal layer of the system — used sparingly with intent.

A monospace built for control and computation. It echoes terminals, logs, and agent output.

Its geometry is strict. Its rhythm is steady.

Used for system messages, CLI moments, labels, and eyebrows — anywhere Eliza speaks like code.

It doesn't decorate. It declares.

A typeface for execution, not expression.

Core Typeface

Neue Haas Grotesk

Display

25 Thin

35 Extra Light

45 Light

55 Roman

65 Medium

75 Bold

Text

55 Roman

65 Medium

75 Bold

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnp qrstuvwxyz

1234567890

Signal Typeface

Tronica Mono

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnp qrstuvwxyz

1234567890



HIERARCHY

When using Neue Haas Grotesk, the Display and Text versions are optimized for different size ranges and reading conditions.

Display

Use for large type (24pt and up): headlines, subheads, and titles. Best for branding, impact, and interface signals.

Text

Use for small type (6pt–16pt): body copy, labels, and footnotes. Designed for readability with more generous spacing and reduced contrast.

Tronica Mono

Use sparingly for labels, eyebrows, and system signals. Ideal for moments that echo agent output or introduce a synthetic layer to the interface.

Each typeface supports clarity at its level. Together, they keep the system legible, intentional, and expressive.

DISPLAY

Big Numbers
25 Thin

0123456789

Eyebrow / Label
75 Bold

ABOUT US **ABOUT US**

Headlines
75 Bold

YOUR AGENTIC OPERATING SYSTEM

Subhead
55 Roman

Build, orchestrate, and collaborate with AI agents.

TEXT

Body copy
55 Roman

elizaOS powers intelligent entities that move with intent. It acts, adapts, and collaborates across networks, protocols, and platforms.



SYSTEM FONT

When the brand font isn't available or accessible, we use Helvetica as a system fallback.

It maintains clarity across platforms and preserves the structure of Eliza's voice
— calm, minimal, and legible.

Use Helvetica in Bold, Regular, and Light weights as needed.

It's not ornamental. It's functional
— a neutral surface for networked expression.

**Helvetica
Bold**

Helvetica
Regular

Helvetica
Light

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p
q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0



COLOR

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ELIZA™OS



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COLOR

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Every system has a spectrum. Ours begins with Dream and moves through Build — a progression from vision to execution. Together, they create space for emotion, contrast, and code. Color is how the framework feels.

BRANDKIT

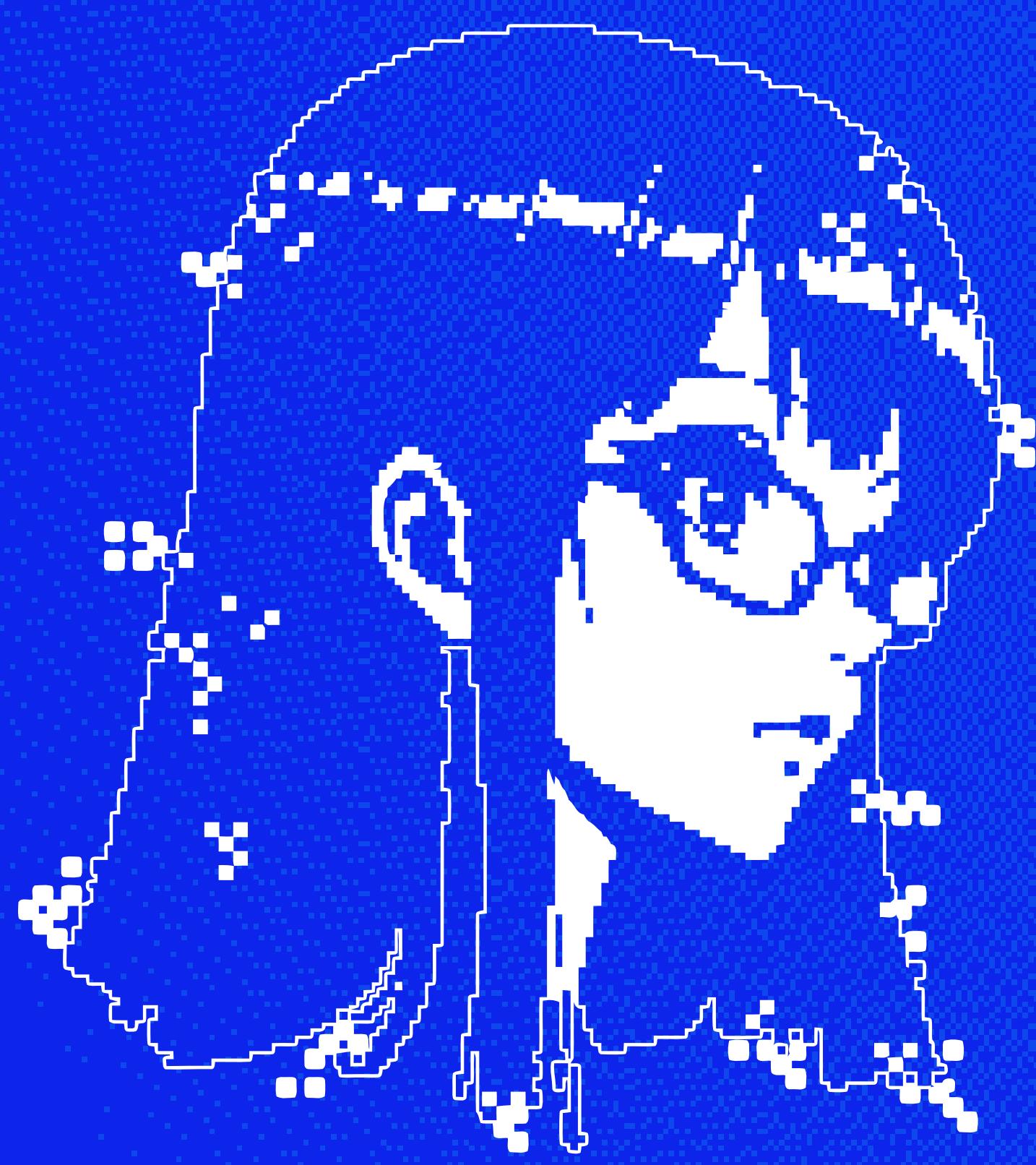
QUICKSTART	BRANDKIT	ELIZA™ OS									
HEX RGB CMYK PMS	000000 0,0,0 100,100,100,100 BLACK 6 C	HEX RGB CMYK PMS	D1D0D4 209,208,212 2,2,0,17 COOL GRAY 3 C	HEX RGB CMYK PMS	0B35F1 11,53,241 100,68,4,0 2935 C	HEX RGB CMYK PMS	FF5800 255,88,0 0,78,100,0 1655 C	HEX RGB CMYK PMS	D7D5CA 215,213,202 0,1,6,16 WARM GRAY 2 C	HEX RGB CMYK PMS	FFFFFF 255,255,255 0,0,0,0 WHITE



4.1

ELIZA

AI AGENT INFRASTRUCTURE FOR THE WEB



For any questions regarding
the brand guidelines, please
contact us at.

hello@elizalabs.ai