

STYLE GUIDE

Lokapal

lokapal.eth
lokapal.xyz





Table of Contents

Topics Covered

About the Logo

Color Palette

Logo Font

Logo Variation

Reminders

About Us

Download Resources





Lokapal



About the Logo

The Lokapal Logo Today

The Lokapal logo features a sophisticated compass rose design enclosed within a circular pendant-style frame, rendered in elegant gold tones against a deep navy background.

This emblematic mark combines traditional navigational symbolism with contemporary minimalist aesthetics to represent guidance and direction in a decentralized space.

When we are not using any of the 4 official background colors, we use the solid black or solid white version of the logo instead of the gold version.



Symbols and Meanings



Parts of the Lokapal Logo



Lokapala

The logo draws inspiration from the Lokapala, the eight celestial guardians in Hindu cosmology who protect the cardinal and intercardinal directions of the universe.



Compass

The eight-pointed compass rose at the logo's center represents navigation, exploration, and finding one's true direction in the complex decentralized landscape.

Gold

The golden color palette conveys premium quality, wisdom, and lasting value—reflecting Lokapal's commitment to providing trustworthy, high-caliber content in the decentralized space.



The Lokapal Colors



Our color palette for logo usage.

Lokapal (Main) — Dark Blue
Lokapal Literature — Dark Green
Lokapal Essays — Dark Purple
Lokapal Philosophy — Dark Red



Dark Blue
#041b3b



Dark Green
#04313b



Dark Red
#3b0404



Dark Purple
#1e043b

Logo Font



L o k a p a l

Our official
logo font

Exo 2
Regular 400

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890





Logo Variations

Vertical



Deploy the stacked version for square formats, mobile screens, social media posts, merchandise designs, and situations with limited horizontal space but adequate vertical room.

Horizontal



This is the primary brand mark for most applications including website headers, business cards, email signatures, presentation slides, and marketing materials where horizontal space is available.

Icon



Use the standalone symbol for social media profile pictures, favicons, mobile app icons, watermarks, and as secondary branding elements where space is extremely limited.



Reminders

Rules on logo use to keep in mind



DO NOT change the color.
Use colors in the palette.



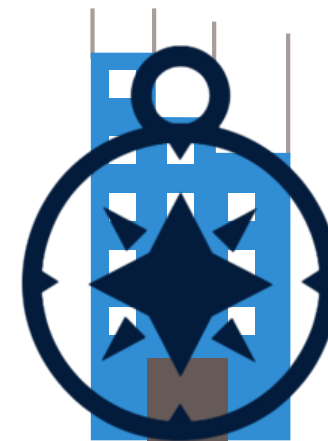
DO NOT crop
the logo.



DO NOT add
shadows or effects.



DO NOT rotate
the logo.



DO NOT put over
another illustration



DO NOT use tint
or opacity.



About Lokapal

Lokapal is a platform for serialized fiction exploring power, governance, and human agency—alongside essays on storytelling, philosophy, and decentralized systems.





Lokapal

Download the Resources

lokapal.xyz