

# Opentensor graphic standards

The purpose of these graphic standards is to establish a clear and consistent framework for the use of logos, fonts, colors, and other visual elements provided by the Opentensor Foundation (OTF). These guidelines are designed to ensure a cohesive brand identity across all communications and materials used by participants within the Bittensor ecosystem.

Please note that these standards may be updated or revised without prior notice. To stay informed of any changes, please monitor the community's public Discord channels for announcements.

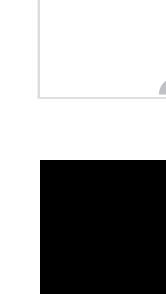
## Logo

FIG A.  
BITTENSOR LOGO



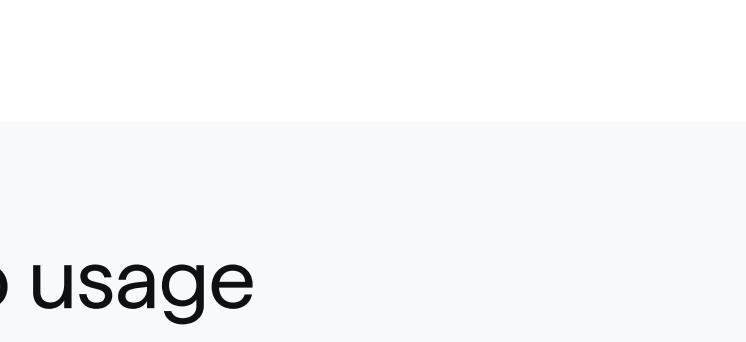
This is the Bittensor logo. This is the primary logo representing the native TAO currency. You can also use this logo when referring to any part of the Bittensor network including OTF.

FIG B.  
BITTENSOR MONOGRAM



This is different from the logo. We use it to represent the Opentensor Foundation brand.

FIG C.  
BITTENSOR LOGOTYPE



Expanded version of the Bittensor logo. You can also use this logo when referring to any part of the Bittensor network including OTF and the TAO currency.

## Protected space

FIG D.  
BITTENSOR LOGO

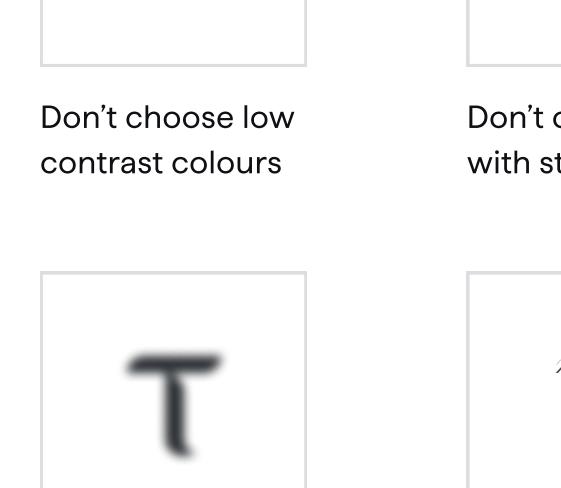
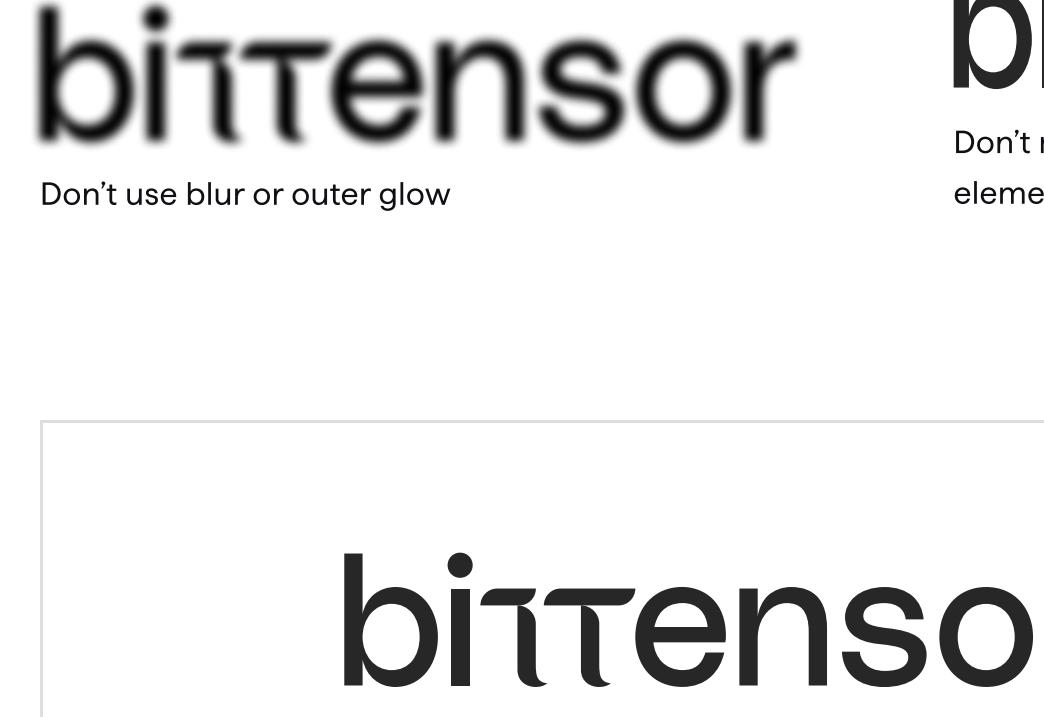


FIG E.  
BITTENSOR LOGOTYPE



## Correct logo usage

The Bittensor 'T' should appear in either black or white, preferably on a grayscale background. Never crowd the mark with other elements, outline, it, mask it or combine it.



Don't choose low contrast colours

Don't outline logo with stroke

Don't use drop shadow or glow

Don't use bright clashing colours

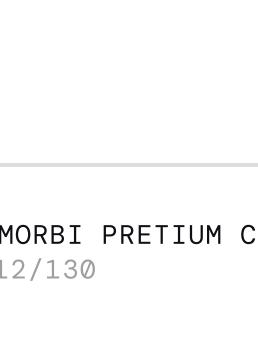
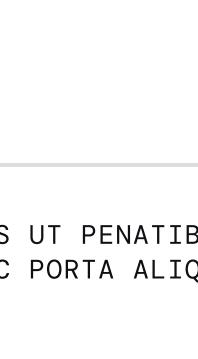
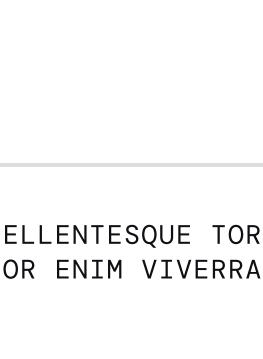
Don't blur logo

Don't use texture fill

Don't use gradient fill

Don't add elements

FIG F.  
INCORRECT LOGO EXAMPLES



Don't use bright colours and multicoloured letters

Don't use a two tone logotype

## Incorrect logo usage



## Typography

### Display 4

FONT: HAFFER, 400  
FONT SIZE: 92PX  
FONT WEIGHT: 400  
LETTER SPACING: -1%  
LINE HEIGHT: 120%

1089.00 92/120

### Heading 1

Orci facilisis vestibulum a ipsum nisl. 32/120

### Heading 3

FONT: HAFFER, 400  
FONT SIZE: 20PX  
FONT WEIGHT: 400  
LETTER SPACING: -1%  
LINE HEIGHT: 120%

Don't use stroke outline with the logotype

Don't alter the logotype for use in other logos

### Paragraph

FONT: HAFFER, 400  
FONT SIZE: 16PX, 14PX  
FONT WEIGHT: 400  
LETTER SPACING: 0%  
LINE HEIGHT: 160%

Massa eget a turpis pellentesque tortor lacus ut penatibus. Phasellus morbi pretium congue hendrerit eget a. Dolor enim viverra id donec porta aliquet pulvinar. 16/140

### Code

FONT: DM MONO, 400  
FONT SIZE: 14PX  
FONT WEIGHT: 400  
LETTER SPACING: 3%  
LINE HEIGHT: 140%  
TEXT TRANSFORM: NORMAL

Don't use blur or outer glow

Don't modify, squash, stretch, or rotate any element

### Label

MASSA EGRET A TURPIS PELLENTESQUE TORTOR LACUS UT PENATIBUS. PHASELLUS MORBI PRETIUM CONGUE HENDRERIT EGRET A. DOLOR ENIM VIVERRA ID DONEC PORTA ALIQUET PULVINAR. 12/130

### Label (Emphasised)

MASSA EGRET A TURPIS PELLENTESQUE TORTOR LACUS UT PENATIBUS. PHASELLUS MORBI PRETIUM CONGUE HENDRERIT EGRET A. DOLOR ENIM VIVERRA ID DONEC PORTA ALIQUET PULVINAR. 12/130

## Colours

FIG H.  
OPENTENSOR FOUNDATION LOGOTYPE



FIG I.  
NOVELTY SEARCH PODCAST LOGOTYPE



FIG J.  
DTAO LOGOTYPE

