

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.

Incorrect logo usage

FIG F.
INCORRECT LOGO EXAMPLES

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 G.
INCORRECT LOGOTYPE EXAMPLES

Don't use bright colours and multicoloured letters

Don't use a two tone logotype

Don't use stroke outline with the logotype

Don't alter the logotype for use in other logos

Don't use blur or outer glow

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

Don't use two or more elements in the same frame, choose one, think minimalist.

Typography

Display 4

FONT: HAFER, 400
FONT SIZE: 92PX
FONT WEIGHT: 400
LETTER SPACING: -4%
LINE HEIGHT: 120%

1089.00 92/120

Heading 1

FONT: HAFER, 400
FONT SIZE: 32PX
FONT WEIGHT: 400
LETTER SPACING: -1%
LINE HEIGHT: 120%

Orci facilis vestibulum a ipsum nisl. 32/120

Heading 3

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

Orci facilis vestibulum a ipsum nisl. 20/120

Paragraph

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

Code

```
btcli subnet register --netuid <your_preferred_netuid> --wallet.name <my_coldkey> --wallet.hotkey <my_hotkey> 14/140
```

Label

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

Label (Emphasised)

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

Colours

<div>White</div> <div>HEX: #FFFFFF</div> <div>RGBA: (255,255,255,1)</div>	<div>Grey 500</div> <div>HEX: #5F6368</div> <div>RGBA: (95,99,104,1)</div>
<div>Grey 100</div> <div>HEX: #F8F9FA</div> <div>RGBA: (248,249,250,1)</div>	<div>Grey 600</div> <div>HEX: #2E3134</div> <div>RGBA: (46,49,52,1)</div>
<div>Grey 200</div> <div>HEX: #F1F3F4</div> <div>RGBA: (241,243,244,1)</div>	<div>Grey 700</div> <div>HEX: #282A2D</div> <div>RGBA: (40,42,45,1)</div>
<div>Grey 300</div> <div>HEX: #DBDDE1</div> <div>RGBA: (221,225,228,1)</div>	<div>Grey 800</div> <div>HEX: #17181B</div> <div>RGBA: (23,24,27,1)</div>
<div>Grey 400</div> <div>HEX: #BDBDBD</div> <div>RGBA: (189,193,198,1)</div>	<div>Grey 900</div> <div>HEX: #0E1013</div> <div>RGBA: (14,16,19,1)</div>
<div>Black</div> <div>HEX: #000000</div> <div>RGBA: (0,0,0,1)</div>	

Supporting elements

FIG H.
OPENTENSOR FOUNDATION LOGOTYPE

FIG I.
NOVELTY SEARCH PODCAST LOGOTYPE

FIG J.
DTAO LOGOTYPE