

v01

Style Guide

002

Welcome.

Since Sarcophagus is open-source, DAO, immutable, & decentralized at its core- we can't technically stop anyone from using the designs or the brands image outside of our recommendations or knowledge and approval.

The goal is to preserve the intent of the original designs, allow the aesthetic to speak for itself, and provide as many resources, examples, and supporting designs as possible moving forward.

The following pages are full of guidelines, rules, and handy tips that we hope will help you communicate our values, realize our vision, and reinforce the original brand.

It is impossible to predict every situation, brand execution, or implementation, but this guide will help refine your approach.

Thank you for helping us achieve our goals and pursue our mission.

Sincerely, welcome to the Sarcophagus family.

003

Intent of this guide

Brand integrity is a fragile thing, so it needs to be treated as such.

A well made brand identity is meant to create the tools for representation & communication that remain strong over time and transcend the core values and meaning across mediums. It embodies the ideals of the brand, providing a distinct look paired with the power to create a community.

Even minor details are purposeful & intentional, and the style should be preserved as much as possible by those representing the brand.

The ideals and brand ethos is critical to its success and progression & the leaders involved in this stage should be fully immersed in the brands ideation process, sources of inspiration and how its both perceived and discovered as an

application and a brand.

Ambassadors are an invaluable part of overcoming adoption challenges, and growing an engaged, informed community that's inspired by the goals of the DAO & this application.

004

Using our brand materials

Sarcophagus was created & will always be a collaborative effort between people from all over the world. We rely on one another to not only have the protocol working, but to keep the community inspired and up to date on what's being done behind the scenes.

We hold the quality of the application to incredibly high standards, and hope the visual representations can communicate such & hold up proportionally wherever our brand is represented.

There are no copy write laws, legal permissions, or authority over the use of any of our brand materials, including any resources, graphics, or visual elements found within this guide and its accompanying files.

The 'approval' process for materials and implementations of our brand will vary over time, and we're looking forward to working together to create design + crypto magic where we all learn and grow as both individuals and a team together.

Sarcophagus is a 100% open-source project using the Unilicense. It has been built by a global team of software developers, crypto enthusiasts and security experts.



005

About The Brand

Decentralized,
Immutable,
Autonomous.

Bitcoin gave us the base of blockchain tech, it proved to us that making computers do physical things to supplant human trust (or violence) is not only sustainable, but approaches antifragility.

Ethereum gave us the ability to execute code on a 100% uptime, decentralized and immutable computer.

Arweave gives us the ability to economically store and retrieve files from a separate, immutable and permanent file system.

Only the combination of multiple groundbreaking innovations in the past 10 years has made sarcophagus possible.

006

Leaving Secrets to The Future

‘We have to conceptualize the idea of secrets, how they affect us as humans, the value they hold, and the nature of timeline concerning their storage and recovery.’

Our goal in creating Sarcophagus is to hand back a little bit of power to the person with nothing more than an internet connection.

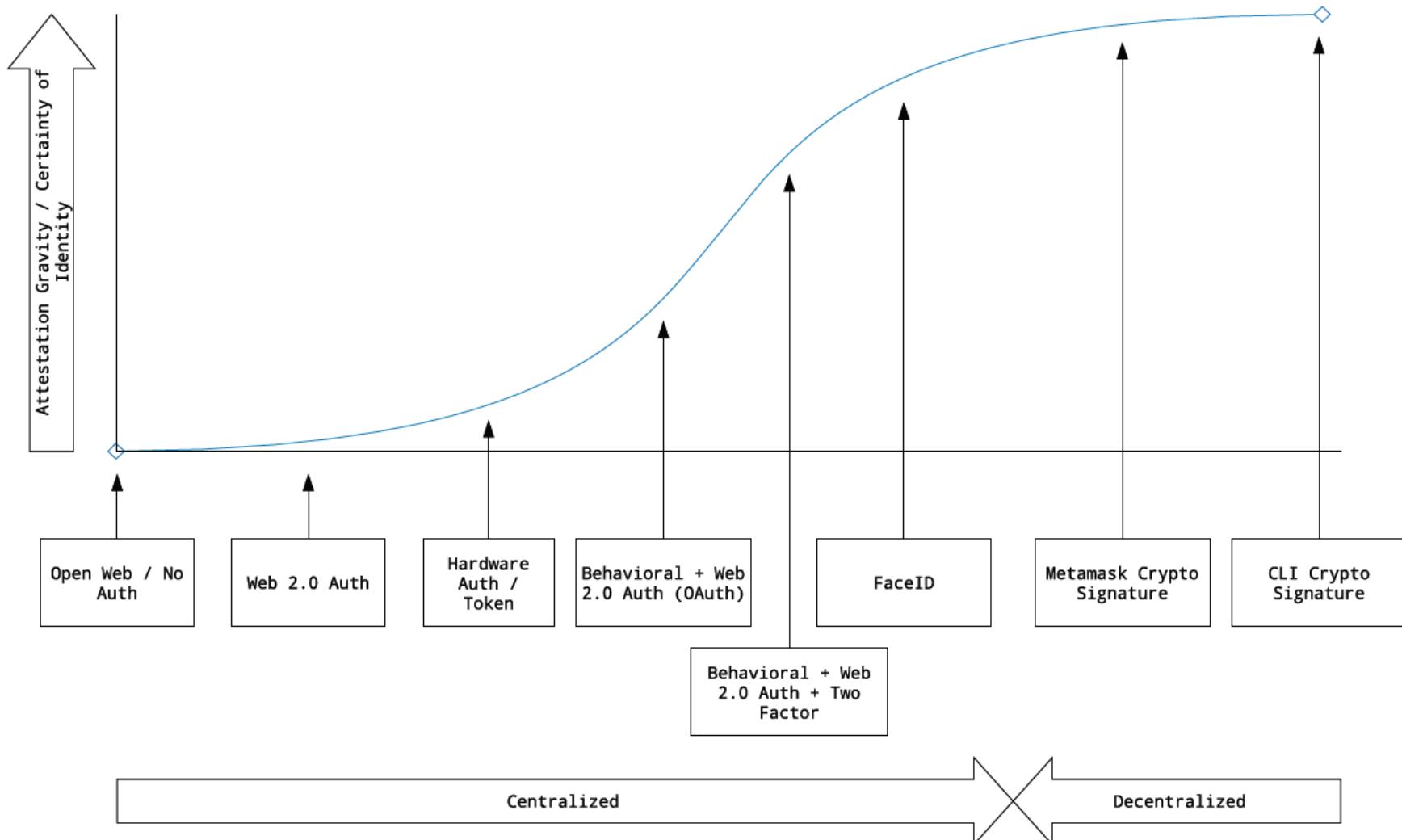
We want the creative forces of warfare to err in favor of the individual, and we believe that the power of decentralization mixed with strong cryptography is the best way to achieve this goal.

Tyrants and Liberators Use the Same Weapons



A Brave, New Web.

007



Q1 2021

Sarcophagus v1 Mainnet Launch

Q2 2021

DAO Funding Round

On-Chain Use Incentive Launches

Sarcophagus v2 (ETH + PolkaDot) Research & Tooling

Q3 2021

On-Chain Development Lab Funding

Sarcophagus v1 Security Audits Complete

Q4 2021

Q1 2022

Sarcophagus v2 Release

Partners and Supporters

NEAR | OpenWeb Collective



@ arweave.org

008

Decentralized Storage Should Be A Right, Not A Privilege.

OUR VALUES

01. Our goal in creating Sarcophagus is to hand back a little bit of power to the person with nothing more than an Internet connection.
02. We think of Sarcophagus as a tool in a personal digital arsenal.
03. Decentralized applications are meant to be more than derivative markets and yield-farms for the upper-middle class to play with.
04. Don't Ask For Permission
05. We need to protect journalists, whistle blowers, and all individuals through strong cryptography & decentralization.
06. The web as we know it is deeply flawed & humans deserve better. Storage & security over your own data is a human right.
07. Anything worth doing is worth doing beautifully. Quality reigns supreme over quantity.

009



Use Cases for Sarcophagus range from serious to everyday password recovery. The styling can be dark, but we don't take ourselves too seriously.

BOLD. BRAZEN.
INSIGHTFUL. REBELLIOUS.
INSPIRING. INCLUSIVE.

It's easy to speak passionately and with purpose while on topics that border life-changing and revolutionary. Sarcophagus holds the ability to stay calm, composed, and well-spoken in these situations in high regard, though.

It might mix or even thrive along side ideas and stories that could easily be labeled with a 'trigger warning' in 2021- but Sarcophagus' voice and personality is centered on a realistic view, and one that's completely individually owned.

Opinions and ideas are never to be pushed on anyone, and Sarcophagus resists all urges to support certain narratives or larger conclusions. They have a great deal of respect for individual opinions, perspectives, and journey through news stories/ historical events/ personal values

Our brand personality

010

Voice & Style

We speak with conviction, but most of the time the stories do the talking.

We are driven & passionate, and often may find ourselves being carried away by the market speculation from day to day at the will of community members. Maintaining a professional distance and disinterest in financial gain is important.

Sarcophagus community leaders should speak from a place of WHY. The need for the application we represent and who its made for should guide the narrative. In this section, you will find guidance on how to communicate in our brand voice and style.

011

Our Writing Tone & Voice

Sarcophagus is built with a set of principles, that which may not come across in the logo or any one piece of content. When the personality and tone is used with the visual elements consistently and cohesively; we will see an evolution of brand equity.

The narrative of Sarcophagus' purpose and motivating factors is a critical part of its branding and marketing, and must be treated with the same importance as the visual assets.

Concepts get lost on social media, and theres hundreds of crypto projects without real, valuable applications within the space at any given time. By remaining aligned with these values and using the visuals in a thoughtful way - it should remain poignant over time.

Growing a passionate, substantial community is much less challenging when you're actually built

with substance. Then with brand awareness and recognition, becoming a substantial part of the industry will happen naturally while many others die out or fade away.

Our marketing and advertising language should not feel like we're selling. In fact, we think there's something wrong if we feel the urge to sell.

Our products do that work for us.

We aren't afraid of using contractions. As a matter of fact, we prefer them. We like to write like people talk.

We speak human.

Do

012

Make the use cases and the long term value of the application a focus. Entertain & Educate with high quality content.

Keep the community up to date on progress. Answer questions, be concise about the purpose of the project.

Educate through content and consider the different levels of experience with cryptocurrency and decentralized applications built on Ethereum and/or Arweave and other networks.

Don't

Get involved in trending topics or conversations about the financial risk or reward of buying cryptocurrency.

Engage with people who are only interested in financial opportunities; go beyond answering questions.

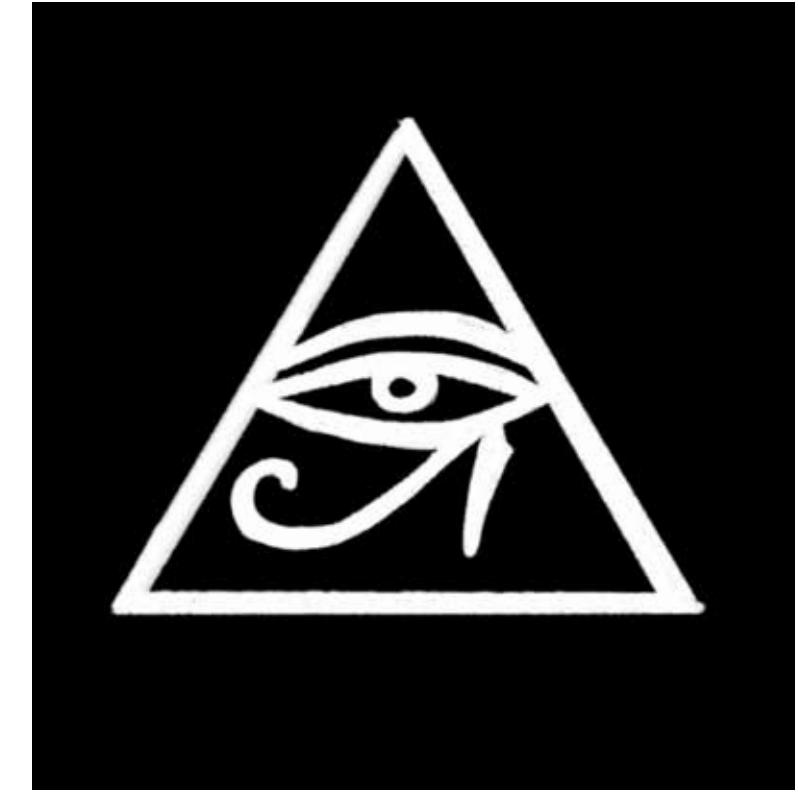
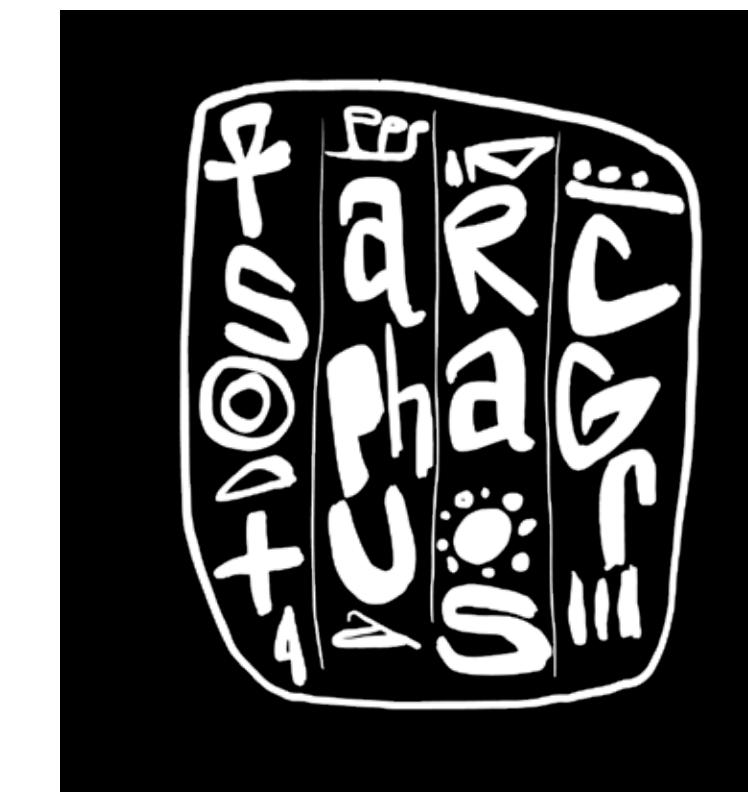
Encourage the community engagement fueled solely by gains/ going to the moon/ using SARCO to make money.

013

Brand Logo(s) & Design System

The iconography of
the Sarcophagus
brand; and the roles
of those who make it
possible.

014



Our Primary Designs + Logo

Cryptic, Creepy, Dark, we've received an incredible amount of positive feedback about the design system for Sarcophagus. The assets play a vital role in creating an initial feel as well as supporting the underlying quality and substance of that which it represents.

Sarcophagus as a brand, even in the world of DAO's and crypto, is nothing if not unconventional in its approach to problem solving & styling alike.

We worked through a plethora of inspiration

based on ancient Egyptian mythology, with the processes of Sarcophagus' protocol so beautifully mirrored in the wrapping of the corpse, the creation of curses, the pharaoh representing the double encrypted payload-securely stored and taken care of by both the users, the embalmers and the utility providers, the archaeologists.

We use a few designs as a 'logo' and we aren't control freaks- as long as the 'vibe' is intact and the mission/vision is acknowledged.

015

Primary Lockup

The brand logo & primary designs are used somewhat unconventionally. With lettering that's asymmetrical, hand drawn and used along with a some-what cleaner, balanced version. Discretion is critical & the look should follow a stylistic understanding beyond what's outlined here.

This logo & its counterpart are in their final lockups for now. Any alterations should be made within the community to preserve brand awareness.

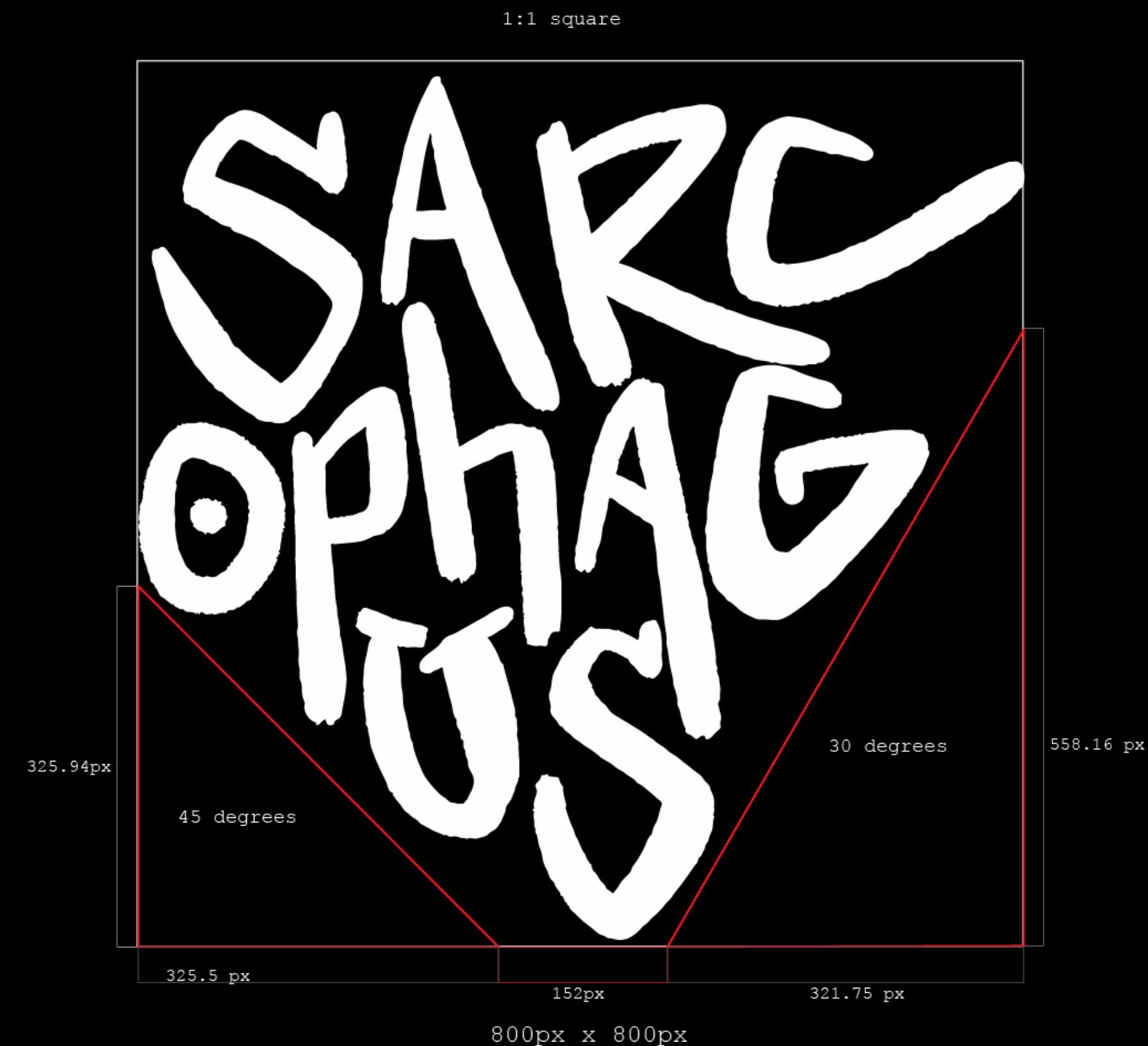


Lockup Assembly

016

SCALE & SEPARATION

The primary word-mark fits almost perfectly inside a 1:1 ratio square, with white space on the bottom corners.



1.5" or 100px

MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is 1.5" for print applications and 100px for digital applications.

017

Logo Variations

These designs are all featured throughout the original Sarcophagus lite-paper, the website, and on our different social media accounts and digital touch-points.

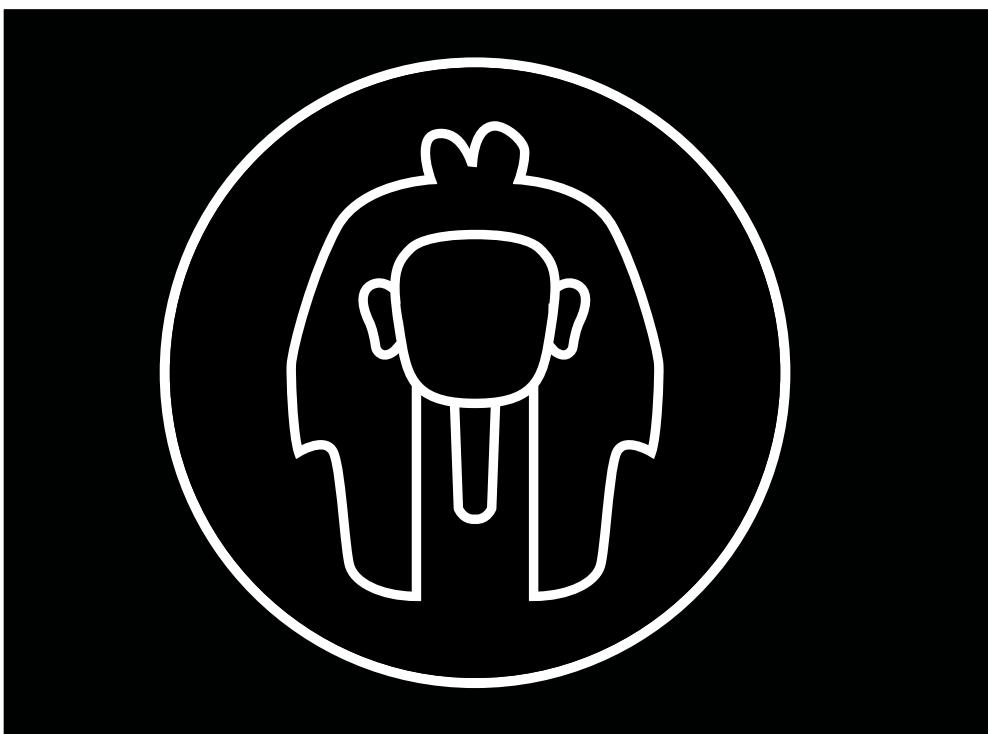
OG hand drawn



Refined Hand-Drawn



Pharaoh Icon



Tablet



018



FULL SCALE-WEBSITE



PRIMARY LOGO



ICON-ONLY



WORD-MARK ICON

A Scalable Identity System

The handwritten typeface logo is used primarily as a the freestanding logo and in addition to the main character designs. The style of handwriting is used throughout the brand touchpoints & is a strong representation of the non-traditional, individualized culture the brand wishes to bring to life in its community and through its work.

The Pharaoh Illustration was one of the first and most recognizable designs with its placement on the website and hand-drawn, illustrated style matching the other characters. These hold

their own significance for the inner workings of Sarcophagus and the roles of everyone who uses it.

The tablet and word-mark are used somewhat interchangeably- with the pharaoh icon serving as the one 'perfect' and 'modern' designs, simple enough to represent the token on DEX's or other third party websites that only allow a tiny circular thumbnail to accompany the \$SARCO token.

019

Hand Drawn Lockup

The hand drawn word-mark is designed to be a complement of the pharaoh illustration or icon. It is just simple enough to fit a variety of spaces, maintains the brands unique identity- nearly fitting into an upside down triangle. It is almost 1:1 which makes it ideal for digital applications.

It is also used as an accompanying asset with the characters- a smaller watermark to give a name to our character

The logo consists of the words "SARCOPHAGUS" stacked vertically in a white, hand-drawn, brushstroke-style font. The letters are somewhat irregular and expressive, with varying line weights and some internal shading. The "S" at the bottom is particularly large and stylized.

LOCKUP ASSEMBLY

The word-mark is not far off from a 1:1 square, and padding of 1:3 ratio, equal to the size of the letter C from the word-mark.



1.5" or 100px

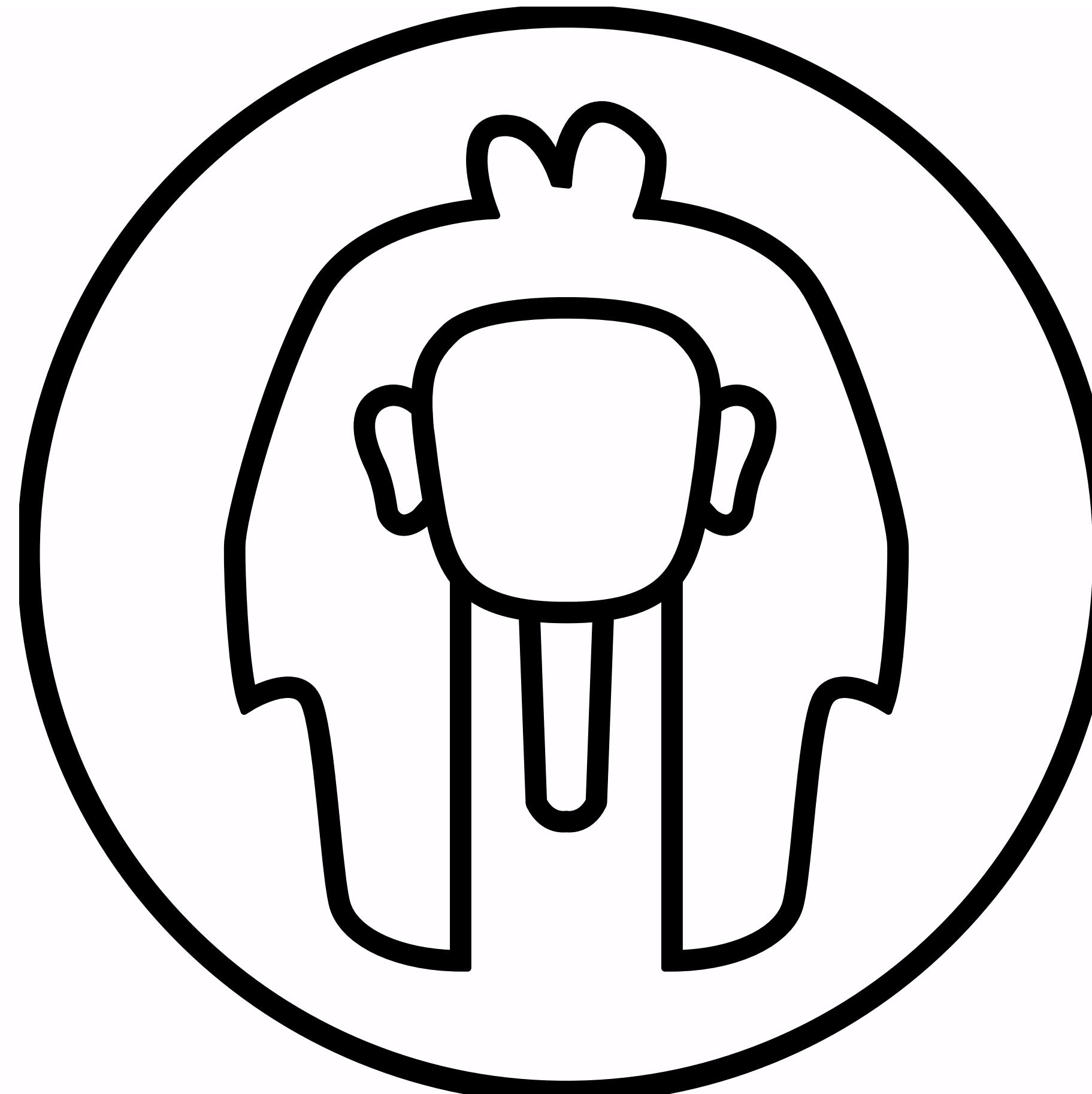
MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is 1.5" for print applications and 100px for digital applications.

020

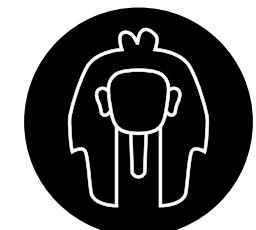
Icon-Only Lockup

The Sarcophagus Icon was introduced late, as earliest members of the community recall. The pharaoh icon design was the only pure graphic, minimal, 'logo' looking design. Its intended use is for listings on DEX's, as a favicon, and sometimes in place of the lettering typeface logo.



SPECIAL COLOR USAGE

When the icon is used as a standalone element, it will accommodate flat black, or one of the textured backgrounds dark enough to maintain visibility.



88px

MINIMUM SIZE

At small sizes, ensure the line weight is legible and that the negative spaces do not close. The minimum height is .75" for print and 50px for digital applications.

021 Clear Space

Clear space, negative space, or padding: the essential area that surrounds the logo that is completely clear of any other graphical element. Clear space helps the logo stand out from the rest of the elements on the page and ensures legibility, even at small sizes.

As a general rule, the more clear, or negative, space around the logo, the better.

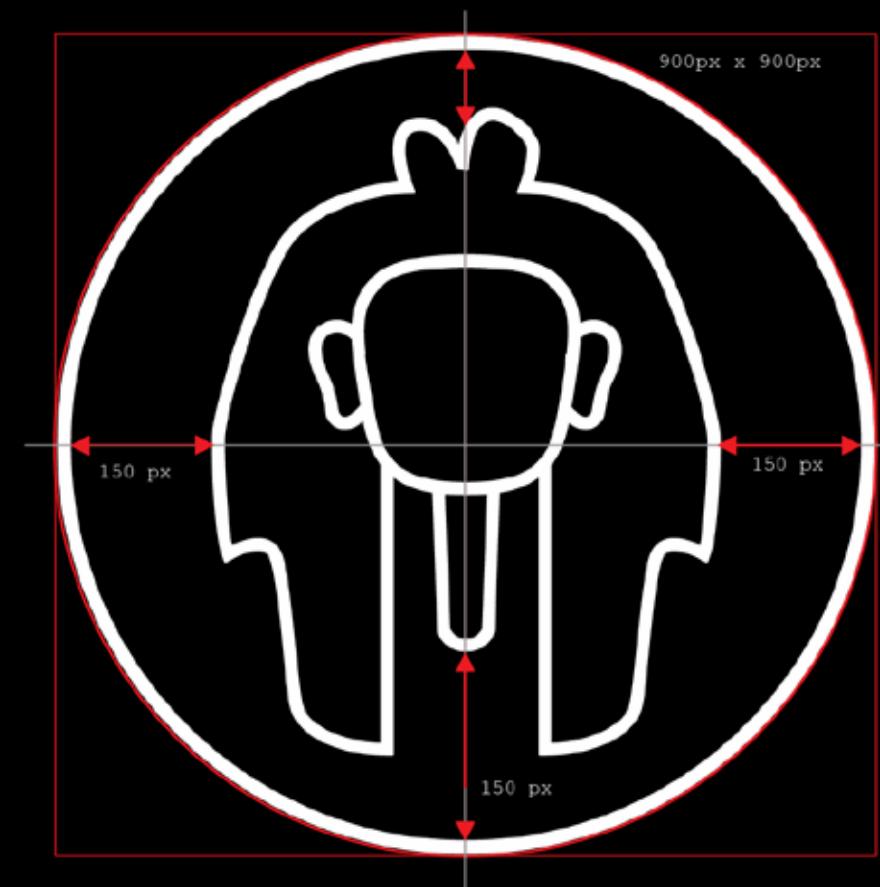
At a minimum, there should be padding equal to 1/3 of the height or width on all four sides of the logo.

Visualized Clear Space



MINIMUM PADDING

To allow adequate room to breathe & have its intended visual impact, we'd like to always keep 1/3 of the width of the logo in padding around all sides. This should be about the size of the C.



MINIMUM PADDING

The pharaoh Icon is created with a specific size stroke, outline, and size between the pharaoh and the circle it sits inside of.

022

The Pharaoh

Pharaoh

(tomb for Sarcophagi)

this design is a primary illustration for the brands mission. The pharaoh design can be used in addition to the typeface, or alone for supporting brand imagery. This design is synonomous with the brand, is the first thing you see on the Sarcophagus.io website and will remain an essential design in the Sarcophagus design system and its logos. We should avoid using as an icon as the level of detail makes it difficult to read in tiny spaces.



023

The Embalmer

Anubis is the egyptian god of death, mummification and embalming. The design of Anubis as the Embalmer is protective, regal, responsible, and timeless. The Embalmer is a figure representing the user, who must entrust the payload for a second layer of encryption and storage on the Arweave network through an Archaeologist. Embalmers upload their file, enter a recipient public key, and determine the resurrection time. Then they establish a 'curse contract' with an Archaeologist who meets bounty and digging fees (paid in SARCO).

They create the first level of encryption, control who has the recipient key for if and/or when they fail to re-wrap the corpse once the resurrection time passes.



024

The Archeologist

The character for this role was designed to be a central participant who is not opposite the Embalmer or one with ill intentions, but motivated to participate in the system as a means to earn money.

The Archaeologist never has access to a payload and can only receive a bounty after successfully completing that which is outlined in the curse contract with the Embalmer. This role requires existing funds and the computing equipment needed to provide the second layer of encryption and the storage on the Arweave network. They are part of the community and exist as the service provider whose knowledgeable of the responsibility and the risks involved with either failing to wrap or un-wrap the 'corpse' as defined by the embalmer along with any attempts to collude with a recipient or act maliciously against the server.

The character was established based on 19th century british officers and explorers, who were more wealthy and educated with greater access to travel and technology in that time period.



025

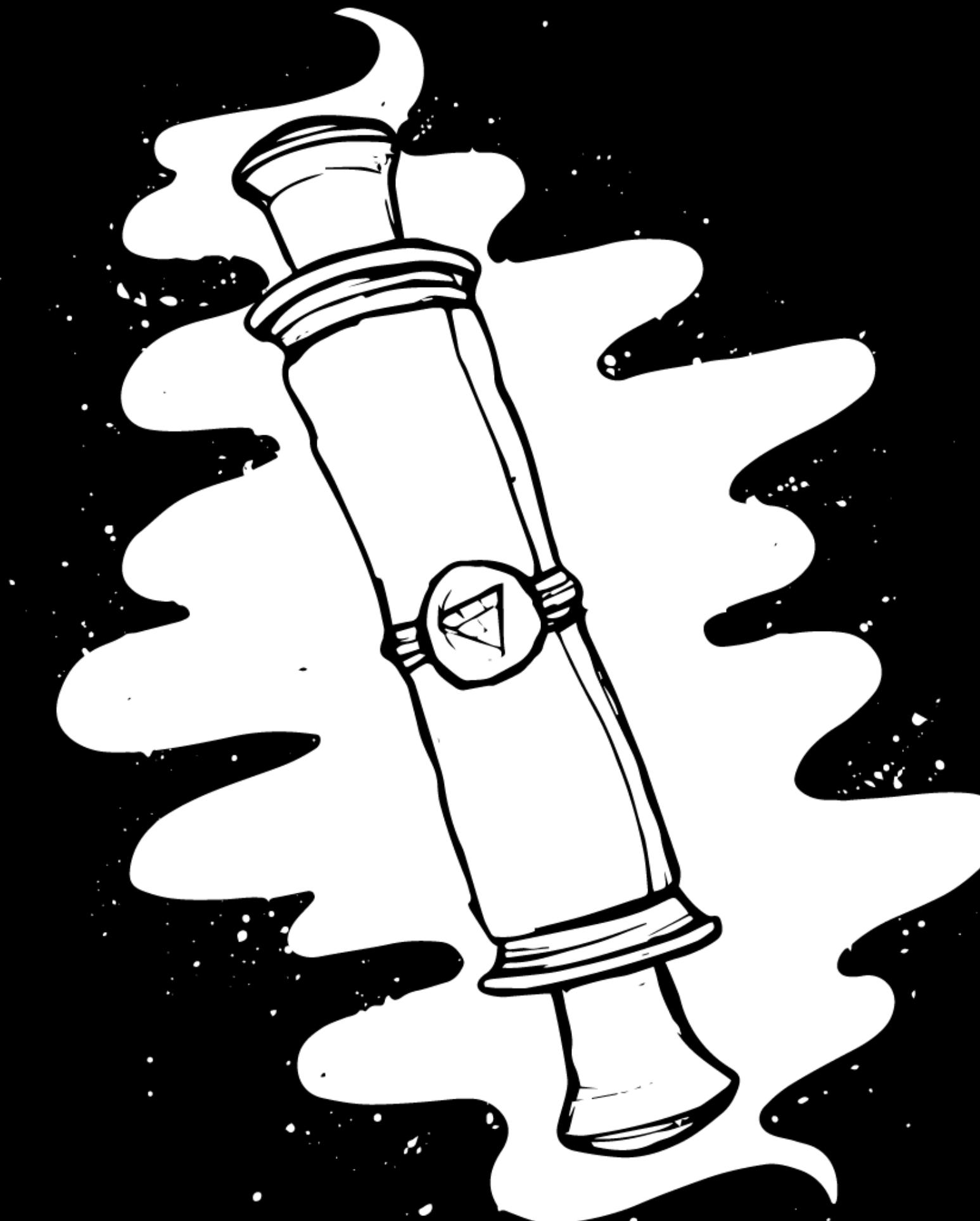
The Curse

An Embalmer must curse an Archaeologist in order to have their sarcophagus monitored and resurrected in the case of a failed attestation.

A curse is initiated by the Embalmer selecting an Archaeologist that has posted a bond that is in excess of their requirements.

A curse can be thought of as a contract that is unilaterally entered by the Embalmer, but one which also affects the Archaeologist.

As a smart contract, it is the magic holding the agreement in place and something that can't be tampered with or changed.

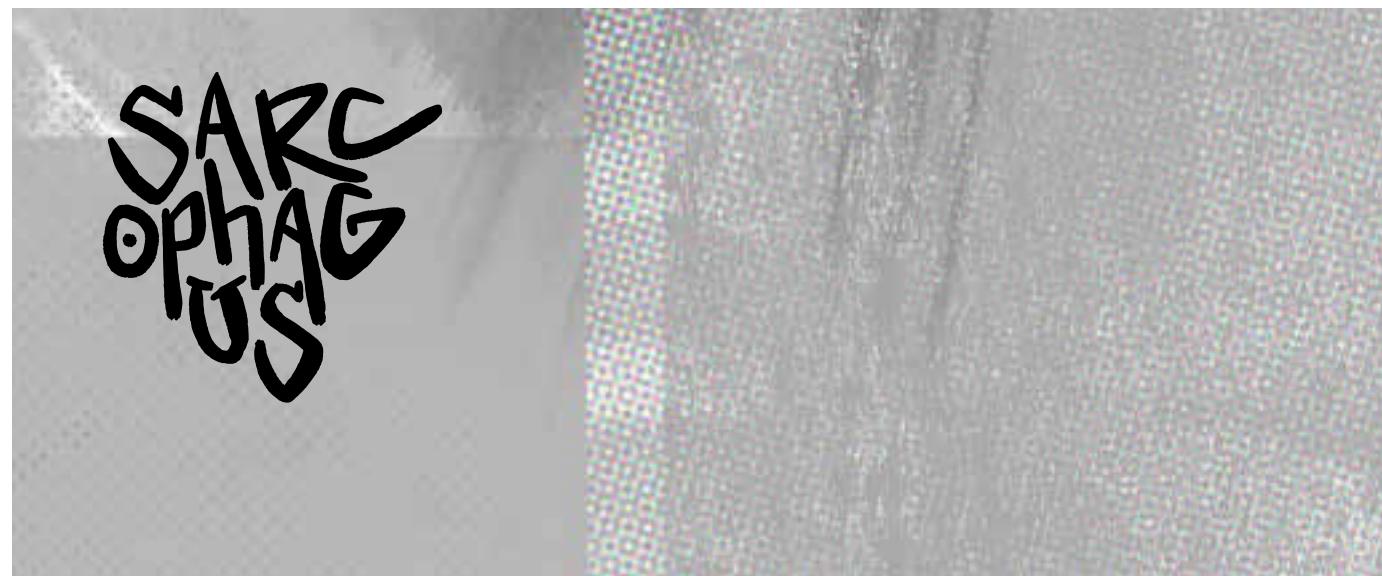


Background Control

026

Contrast is the name of the game when placing any of our designs or type on a background.

The designs may be placed on photographs, textures, and patterns as long as there is enough contrast for the logo to be visible. Provided overlays and textures should provide the tools needed to create a variety of backgrounds that are not flat - but maintain legibility.



027

Placement

TOUCHPOINTS

Sarcophagus exists across many apps, websites, social media platforms, and 3rd party DEX's. Its important to ensure the same branding is being used across every one of these 'touchpoints' to maintain consistency and a cohesive look over time to everyone who interacts with us. If anyone needs assistance to make a banner, use a photo for a profile pictures or anything else- please don't hesitate to reach out to me directly or one of the Devs. A lot of work went into the brands identity & we want to go above and beyond in making sure its put into place.

028

On Merchandise

Branded merchandise like t-shirts, hats, and anything else strives to be unique and very much outside the realm of traditional brand merchandising.

Sarcophagus wishes not to contribute to the production of unnecessary goods simply for the sake of marketing.

The limited collection of upcycled T's are being sold as NFT's as a one-off, one of one set of 20. They embrace the visual elements seen in most of Sarcophagus' online presence and are equal in a sense of purpose, rejection of social and economic ideals.

This collection of Merch was created with thrifted, plain colored clothes and altered by hand. They were also resized to be genderless & they're listed as NFTs on rarible.com.

01 / 20 SMALL
Small black T-shirt with bleach dyed logos on front & back.

WIDTH - 20"
LENGTH - 26"
SHOULDER TO SHOULDER - 19"
SLEEVE - 7.5"



BLEACH 02 / 20 MEDIUM
Medium black T-shirt with bleach dyed logo on front.

WIDTH - 21"
LENGTH - 28"
SHOULDER TO SHOULDER - 20"
SLEEVE - 8.5"



BLEACH



03 / 20 MEDIUM
Medium dark grey T-shirt with large bleach dyed logo on front center.

WIDTH - 21"
LENGTH - 28.5"
SHOULDER TO SHOULDER - 18"
SLEEVE - 10"



BLEACH 04 / 20 MEDIUM
Medium dark grey T-shirt with 3 bleach dyed logos on front.

WIDTH - 22"
LENGTH - 29"
SHOULDER TO SHOULDER - 19"
SLEEVE - 8"



BLEACH



09 / 20 XL
XL black T-shirt with bleach tie-dye & multiple logos around front & back.

WIDTH - 23.5"
LENGTH - 30"
SHOULDER TO SHOULDER - 23.5"
SLEEVE - 8"



BLEACH 10 / 20 XL
XL black T-shirt with bleach dyed logo on front.

WIDTH - 24.5"
LENGTH - 29"
SHOULDER TO SHOULDER - 23"
SLEEVE - 8.5"



BLEACH



11 / 20 MEDIUM
Medium dark grey long sleeved shirt with large white vinyl logo on front.

WIDTH - 22.5"
LENGTH - 29"
SHOULDER TO SHOULDER - 19"
SLEEVE - 26"



HTV 12 / 20 LARGE
Large black T-shirt with large white pharaoh vinyl on front.

WIDTH - 22"
LENGTH - 28"
SHOULDER TO SHOULDER - 21"
SLEEVE - 7"



HTV



05 / 20 SMALL
Small black long sleeve T-shirt with bleach dye logos down both sleeves.

WIDTH - 19"
LENGTH - 28"
SHOULDER TO SHOULDER - 18"
SLEEVE - 25"



BLEACH 06 / 20 SMALL
Small black crewneck with bleach dye logos down both sleeves & splatter around neckline.

WIDTH - 21"
LENGTH - 26.5"
SHOULDER TO SHOULDER - 21"
SLEEVE - 23.5"



BLEACH



07 / 20 XS
XS blue crewneck with white vinyl logo on front.

WIDTH - 20"
LENGTH - 25"
SHOULDER TO SHOULDER - 20"
SLEEVE - 23.5"



HTV 08 / 20 SMALL
Small black zip-up hoodie with inverted logo design in white on back.

WIDTH - 19"
LENGTH - 27"
SHOULDER TO SHOULDER - 19"
SLEEVE - 24"



HTV



17 / 20 XS
XS Aqua T-shirt. Logo bleach dyed on front

WIDTH - 18"
LENGTH - 24.5"
SHOULDER TO SHOULDER - 17"
SLEEVE - 7.5"



BLEACH 18 / 20 LARGE
Large light grey T-shirt with patchwork logo in shades of grey and olive green.

WIDTH - 23"
LENGTH - 29"
SHOULDER TO SHOULDER - 23"
SLEEVE - 8.5"



PATCHWORK



19 / 20 XL
XL white T-shirt shirt with patchwork logo on front in black.

WIDTH - 21"
LENGTH - 26"
SHOULDER TO SHOULDER - 19"
SLEEVE - 7.5"



PATCHWORK 20 / 20 MEDIUM
Medium white T-shirt with XL vinyl black sarcophagus logo on front.

WIDTH - 21"
LENGTH - 28"
SHOULDER TO SHOULDER - 21"
SLEEVE - 7.5"



HTV



On The Web

029

On the Sarcophagus website & Sarcophagus Community website the logo will be placed in the upper left-hand corner of the navigation bar. Do not center the logo on screen, even on small screens.



FAVICON

Our favicon—a 32px x 32px icon that is displayed in the browser next to the url—is the only other approved usage of our icon in solid form.

Placement



DEVICE ICON

If our website is saved as a bookmark on the home screen of some mobile devices, this graphic will be displayed. Default size is 192px x 192px.

On Content

Sarcophagus Community content should use either the word-mark logo or the pharaoh icon in a small size, aligned to the left or right. Use judgement based on the other elements of the graphic & make balance a priority.



030

Common Errors



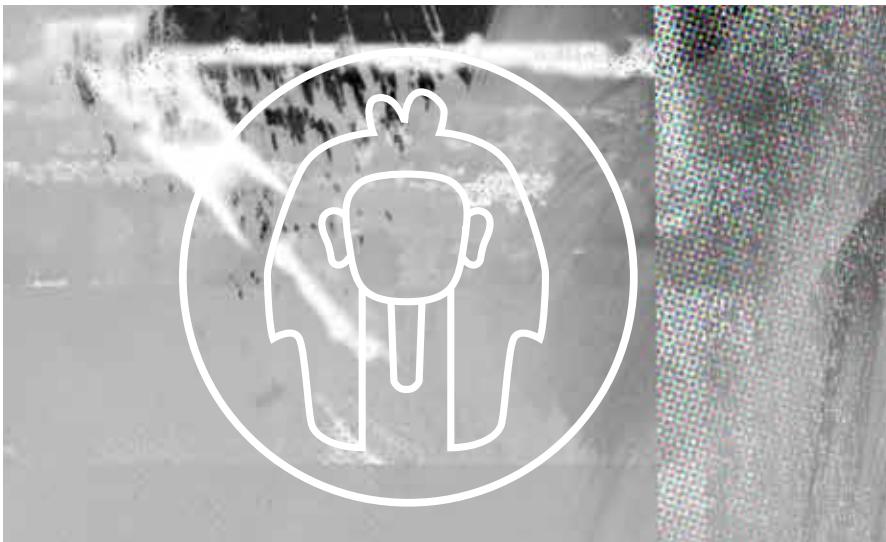
Do not stretch, squash, skew, or distort the logo in any way.



Do not edit the logo color, use an off-brand color, or reduce the logo opacity.



Do not add graphic effects to the logo, including drop shadows.



Note: This is not a comprehensive list of errors.
These are simply common examples to keep in mind.



Do not place the logo on a high-contrast pattern or busy photograph.

Do not change the layout or relationship between logo elements.



Do not encroach on the required clear space surrounding the logo.

Brand Colors

031

The use of color and texture is a vital part of creating a memorable brand identity.

The brand designs are used almost exclusively in 'dark mode' with white on black. Textures with tones of gray are a fundamental element of the visual identity, and the various effects will be available to the community to use and create new and interesting, analogue, hand-made beautiful backgrounds for the Sarcophagus brand over time.

Primary Color Palette

True Black

CMYK: 100, 100, 100, 100
RGB: 0, 0, 0
HEX: #000000

Cool Grey

CMYK: 63, 53, 53, 25
RGB: 40, 40, 39
HEX: #282827

Warm Grey

CMYK: 53, 46, 47, 11
RGB: 122, 119, 117
HEX: #7a7775

The consistent use of color is vital to effective brand recognition. With a concentration on textures and overlays, the imperative use of black and specific greys is not daunting to our brands representation.

Our brand should always use true black & true white. Other specifications are included on this page with greys of minor tints.

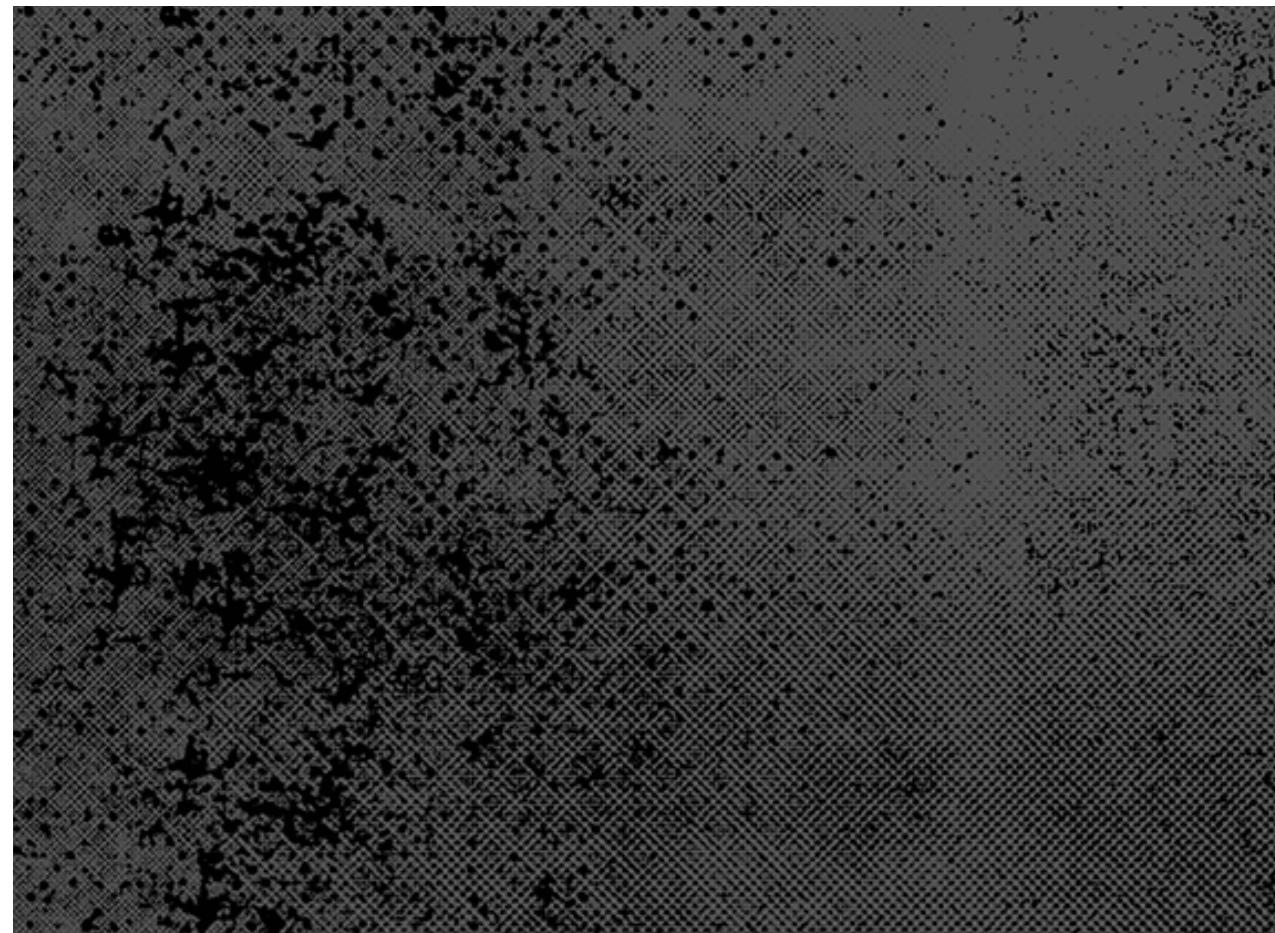
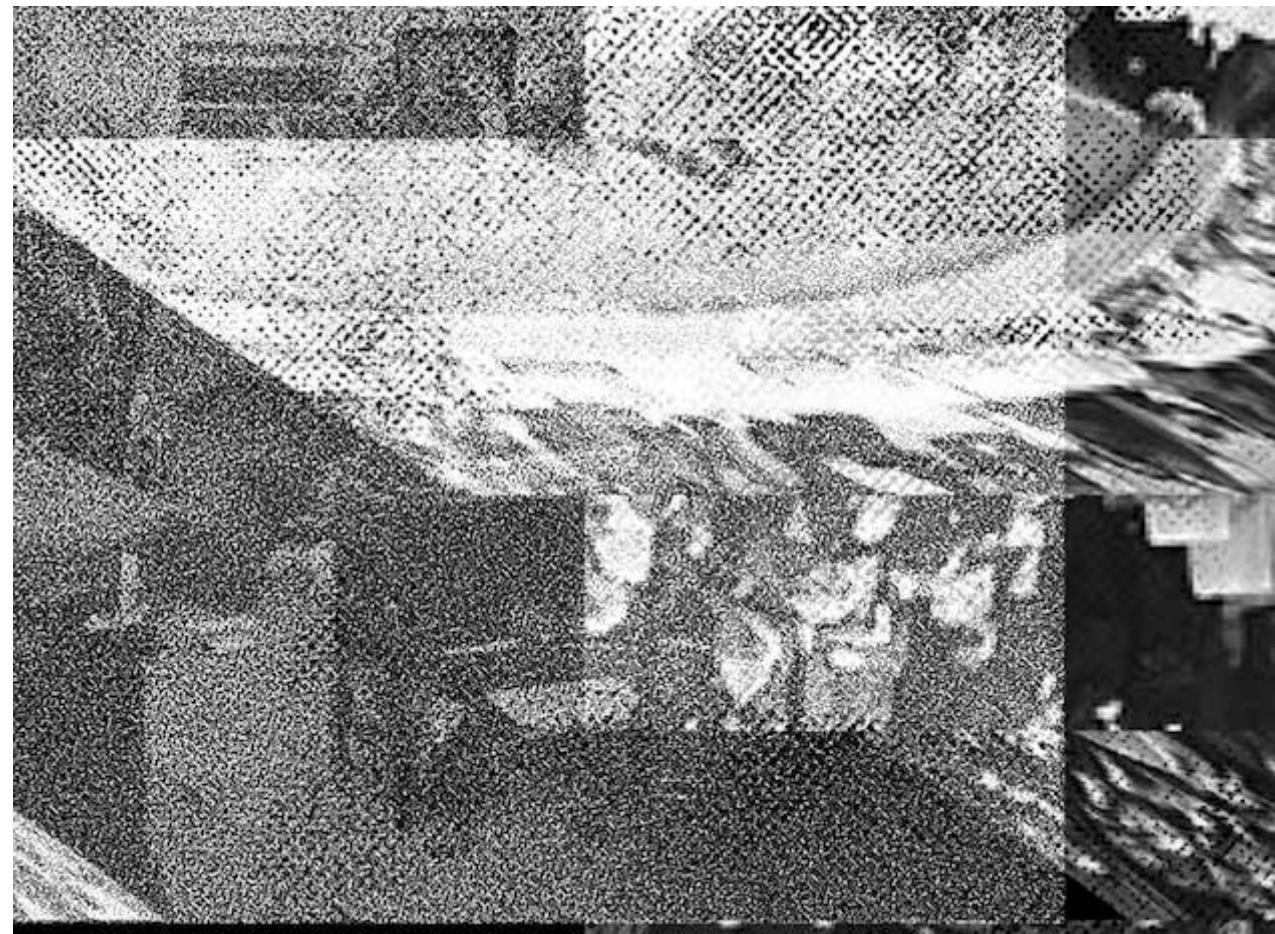
Use these with overlays using your own discretion.

033

Textures

Textures and the feel they have are one of the most recognizable visual elements of the Sarcophagus branding. We've used a lot of hand-drawn and illustrated elements-themes help tie together the key assets, but the personality imbued in the grainy, worn, glitchy, and noisy textures we're been using are by far the most far reaching and foundational.

Resources in the form of pre-made backdrops and overlays are made available to the Ambassadors and anyone creating for Sarcophagus, and the library should only grow more extensive over time.



034

Common Errors

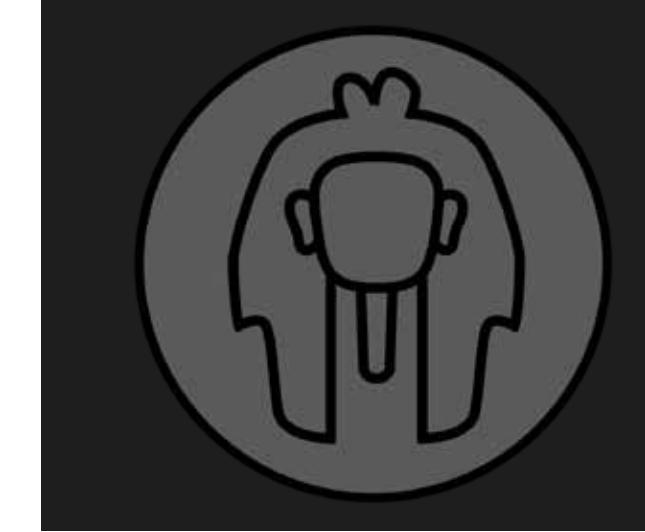
Ensure Accessibility

Color contrast is vital to ensure an accessible execution. A hierarchy of symbols and information should help guide you when determining the most essential elements, though.

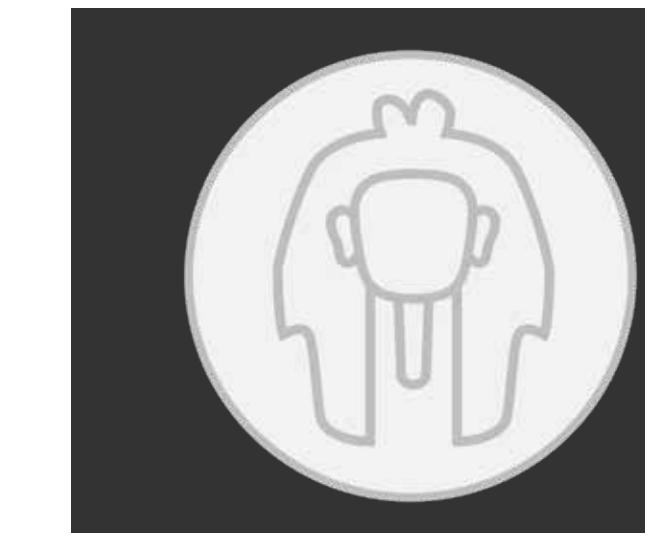
Depending on the scenario, logos can withstand partial distress or blending when used on top of a pattern or image, and not the main focus in the image. Use examples of past designs where the logo was secondary and stylized with minor grit or distress applied.



Do not change or adjust our colors in any way. Consistency in color is vital to brand recognition.



Do not combine Black-Grey, True Black and/or dark grey tones. Not enough contrast.



Do not combine Warm Grey and Cool Grey. The values are too close together to be legible.



Do not use the icon with black background on dark grey. This is not enough contrast.



Do not set important text in Dark Grey on Black. The contrast ratio is too low.



Do not use off-brand colors, especially in combination with approved brand colors.



Do not combine the icon and the lettering. Only one should be used in a small space at once.



035

Typography

Internet Classic. Nostalgia + Function

Few things communicate the look and feel of a brand more completely than the way letters, numbers, and symbols are put together. We believe typography should strike a balance between legibility and interest.

Sarcophagus also relies on a minimal, classic style of typography to complement the busier, less conventional illustrative designs.

The fonts are highly functional, web-friendly and perfectly aligned with the digitally native space that Sarcophagus exists within.

036

Courier.

Helvetica Neue

Courier / Courier New is a mono-spaced typeface released in the 1950's, it found renewed use in the electronic world for its consistently aligned columns of characters- essential for coding.

It became an industry standard for screenplays, 12-point Courier New was also the U.S. State Departments standard typeface until 2004. Its synonymous with coding and early personal computing. Its available through the Open Font License, a free and open source license.

Courier is also a web-design friendly font. When necessary, a sans serif like Helvetica Neue can be used as a header or alternative to complement the highly recognizable classic.

MAINTAINING BALANCE

Helvetica is another web-friendly and early personal computing font. It lends a simple, minimal complement to the edgier courier.

Weights

037

Hierarchy & Weight

Inter is a variable-weight typeface, which means you are able to customize weights and angles to create an infinite number of weights. That being said, we typically stay within these four weights.

Use contrast between heavy and lighter weights to communicate relevant importance, otherwise known as hierarchy, of information.

Courier
Regular

aåbcçdðeéffghiîjklmñøpqærstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMÑØÓÔØPQRSTUVWXYZ
0123456789°(.,'"-;:)!/?&©°π®†≈◊™£¢∞§•^o

Courier
Bold

aåbcçdðeéffghiîjklmñøpqærstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMÑØÓÔØPQRSTUVWXYZ
0123456789°(.,'"-;:)!/?&©°π®†≈◊™£¢∞§•^o

Helvetica Neue
Light

aåbcçdðeéffghiîjklmñøpqærstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMÑØÓÔØPQRSTUVWXYZ
0123456789°(.,'"-;:)!/?&©°π®†≈◊™£¢∞§•^o

Helvetica Neue
Medium

aåbcçdðeéffghiîjklmñøpqærstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMÑØÓÔØPQRSTUVWXYZ
0123456789°(.,'"-;:)!/?&©°π®†≈◊™£¢∞§•^o

Heading One

Sub-Head, Bulleted list, or content. Spacing between the Heading and this copy should resemble this example. Edigent quae volupta tempel et, quuntior rero temque quae pa in periorr oreperuntet sequas

HEADER USAGE

- Page Headings
- Major Section Headings
- Emphasized Words

SPECIFICS

Font: Courier Regular
Size: 70px (4.44rem)
Bottom Margin: 50px

BODY USAGE

- Section Headings
- Blog Body Headings
- Product Headings

SPECIFICS

Font: Courier Regular
Size: 18pt
Bottom Margin: 30px

Heading Two

Sub-Head, Bulleted list, or content. Spacing between the Heading and this copy should resemble this example. Edigent quae volupta tempel et, quuntior rero temque quae pa in periorr oreperuntet et quam es sequas

USAGE

- Sub Headings
- Call To Action Headings
- Blog Sub Headings

SPECIFICS

Font: Courier Bold, 28 pt
Body: Courier Regular, 14pt
Bottom Margin: 30px

Heading Three

Sub-Head, Bulleted list, or content. Spacing between the Heading and this copy should resemble this example. Edigent quae volupta tempel et, quuntior rero temque quae pa in periorr oreperuntet et q

USAGE

- Type Heavy Content
- Sub-Sub Headings

SPECIFICS

Font: Courier Regular
Size: 24pt (Heading) Size: 14pt (Body)
Bottom Margin: 30px

Digital Type

Heading Three

Sub-Head, Bulleted list, or content. Spacing between the Heading and this copy should resemble this example. Edigent quae volupta tempel et, quuntior rero temque quae pa in periorr oreperuntet et quam es sequas

HEADER USAGE

- Alternative • More Simple, Collab or other not strictly Sarco topics

SPECIFICS

Font: Size: Helvetica Neue
18px (1rem)
Bottom Margin: 20px

039 Body Text

The root body text size, line width, line height, and tracking are set to enhance visibility and legibility on all screens.

Certain typographic situations specific to digital type like block quotes and text links are also outlined on this page.

Digital Type

PARAGRAPH

Weight: Courier Regular
Size: 18px
Line Height: 26px
Color: White
Bottom Margin: 16px

STRONG OR BOLD

Weight: **Courier Bold**

BLOCK QUOTE

Size: 30px
Line Height: 36px
Margins: 20px, 0
Padding: 0, 0, 0, 40px
Border (Left): 3px

TEXT LINKS

Weight: Courier
Color: Grey
Underlined

Max Width: 700px

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae rerum ea que omnima consedit maio conet, venimaximi, corepel iquunt volorpos quam, si quos intiusciate sitas millabo reicita tiissimus explantecab imet doluptati delit, sequiandit, aperfernam, officiisti dolorerate rerchil eaquassequid ut dolendit aciet officiatur am debis sum simporem nit, ut ut fuga.

Aximo quis veni dolupta spiet, sit harunto eum illor arumquas et aut plique necum liquam quam fugit quam enecus, sundiam, odit laboreptas qui aci cus, omnia qui doluptam in coreribus ellaccus.

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Quatia dolum aliue es asped es aliquam, qui ducimus andunte volorendam ressitempos corrumbatur? Harita sequam inctotate volupisit veni doloriam dolut a por ad ut lam non pliquam

Common Errors

Oh, Goodness, No...

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae rerum ea que omnima consedit maio

Do not use unauthorized fonts or typefaces.

Heading Body Text

Note: This is not a comprehensive list of errors. It is simply the most common or egregious.

Do not use all bold, or fail to follow basic guides for spacing between type. Don't Stretch or Squeeze type.. Use the appropriate weight instead.

No t good, nope.

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae rerum ea que omnima consedit maio conet, venimaximi, corepel iquunt volorpos quam, si quos intusciate sitas millabo reicita tissimus

Keep tracking, kerning, and leading reasonable and legible. Do not stray far from the examples in this guide.

Too Much Stroke

sitatur minum rae. Et expel inctae

Do not use a stroke or outline on typography. Also avoid using a drop shadow or solid background to increase legibility.

Not For Us

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae rerum ea que omnima consedit

Do not use centered or completely justified alignment for multi-line text. Keep is classic- Left Defined.

I'm Falling!

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae

Do not use typography on any angle other than 0° or 90°. Our typography should always read up if 90°.

041

Visual Style

Design Assets
shouldn't have to
compete.

Clean, minimal layouts and the use of typography help create the perfect balance for the overall brands look and feel.

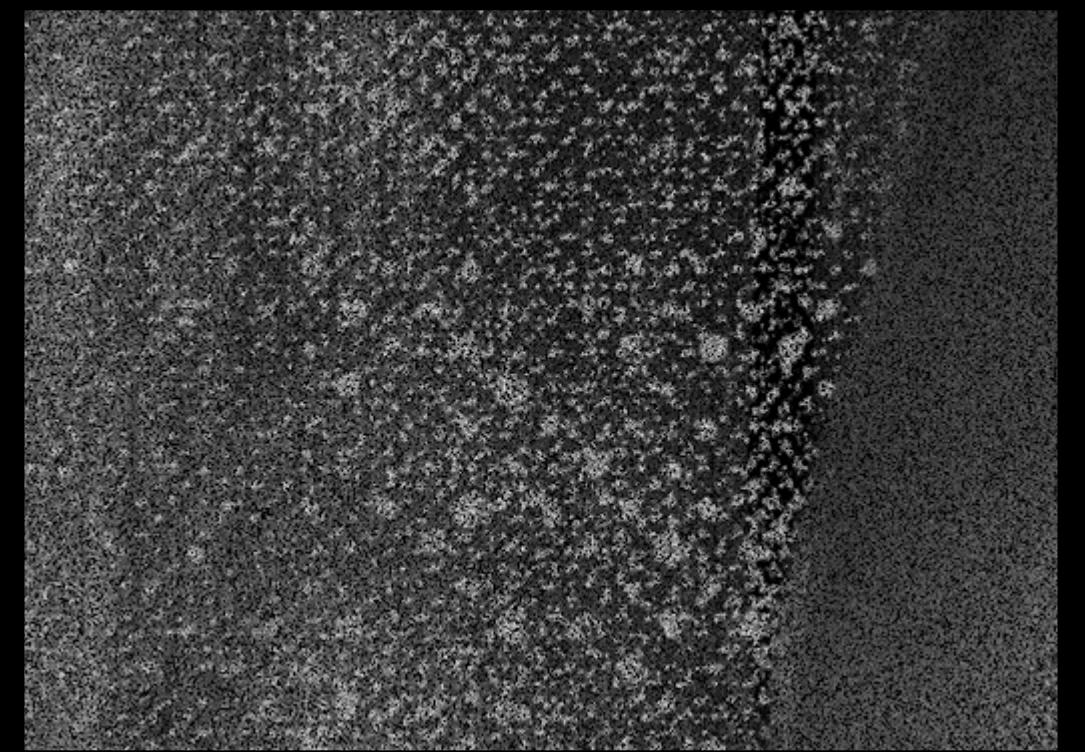
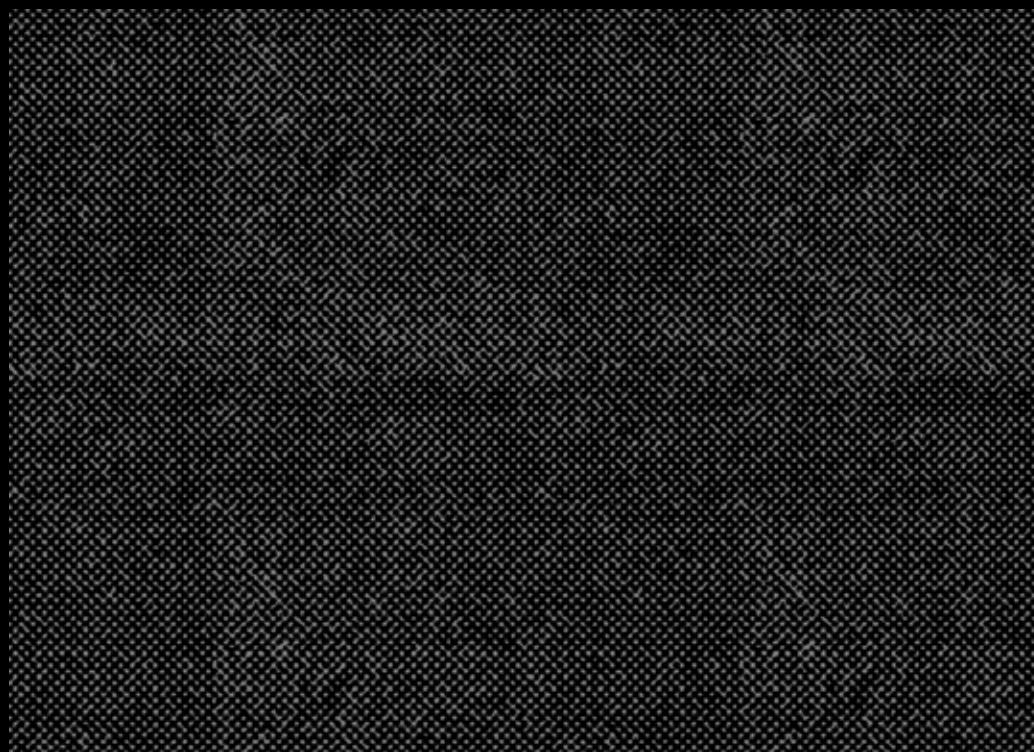
The logo and primary designs are distinguished with a look that's hand drawn, imperfect, dark, monotone and often featuring textures for a real world, analogue feel.

The style of typography, space and layouts is modern and just refined enough to create an impactful balance. The website & litepaper are perfect examples of this. Negative space and clean layouts keep things from getting messy or confusing as a whole- there is a modern touch that ties everything together and enforces the expertly planned and programmed application at work.

042

Textures + Patterns

These are some examples of backgrounds that are appropriate for use with the brand, the patterns and textures are worn, faded, glitchy, and generally reminiscent of classic time periods. They should support the brand characteristics we hope to maintain over time,



Elements

043

Balance Between Elements

Textures + Imagery

Ominous
Emphatic
Intriguing
Compelling

- Halftone
- Gritty
- Glitchy
- Noisy

Type + Layout

Trustworthy
Reliable
Transparent
Experienced

- Minimal
- Clean
- Organized
- Legible

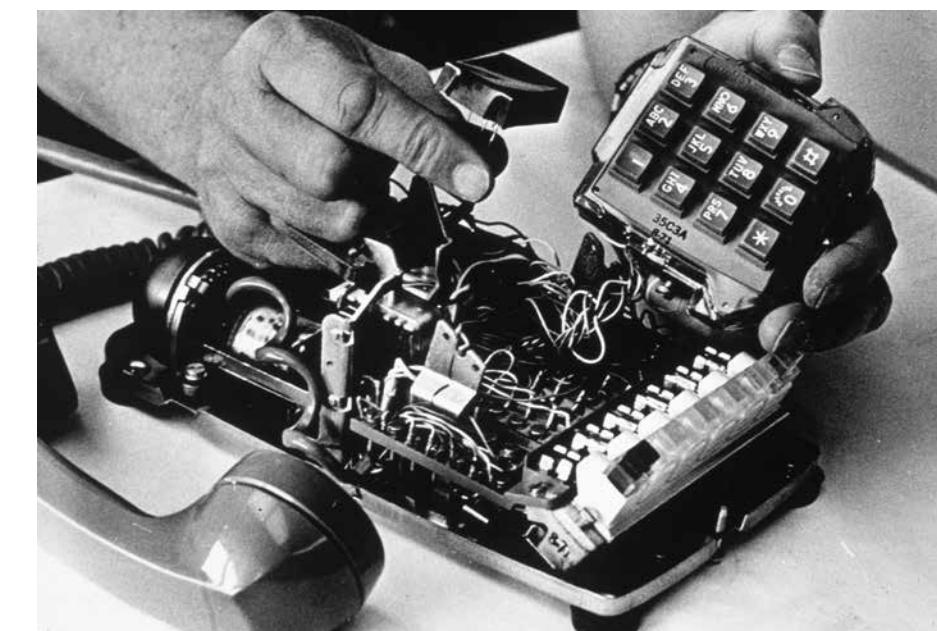
044

Imagery + Content

Archives, Overlays, Obscure / Abstract

Whether its stock photos for an article, video clips for something educational, or an announcement for an event on discord- we want to stay very far away from conventional stock photos, or going too extreme to try to match our uniquely glitchy, grainy & wonderfully offbeat style. Here are some examples of ways to avoid the mediocre without paying for licensing rights or jumping through hoops.

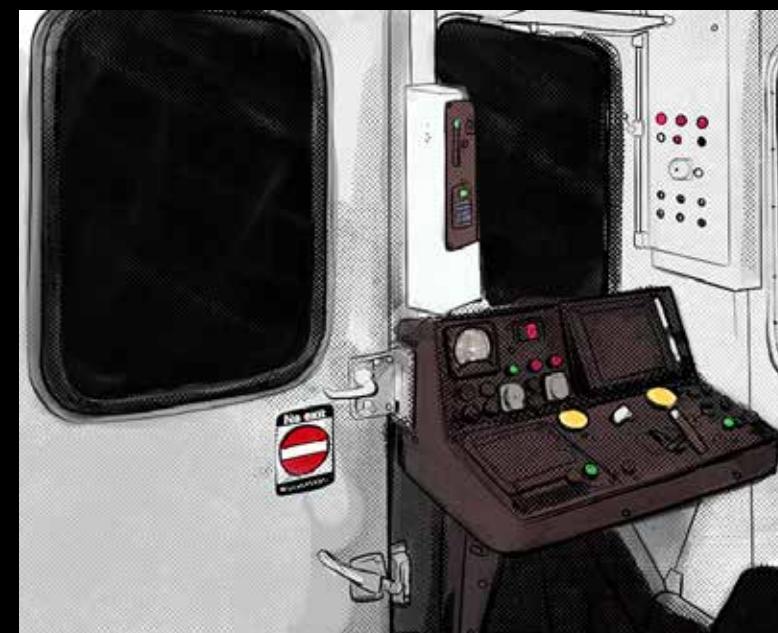
045



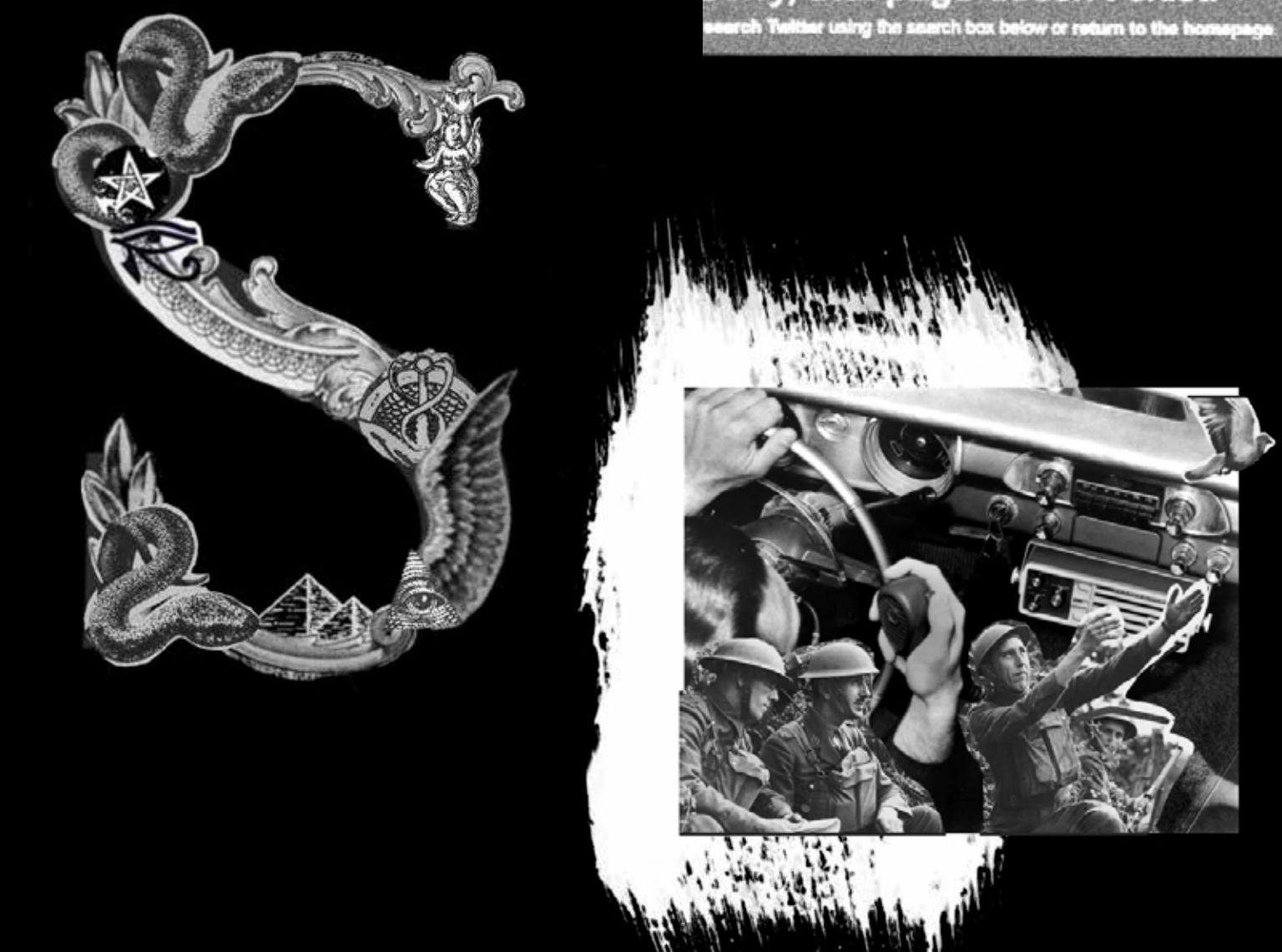
Archival

046

Illustrated



047 Collage / Mixed Media



048

Thank you.

From everyone at Sarcophagus, thank you for your attention to detail, your support, and your commitment to making our brand vision a reality despite the lack of a centralized chain of command- we hope you love this project as much as we love you for being a part of it.

The specifics of the brands imagery will undoubtedly change over time and evolve with growth and progression- we are still in very early stages.

Heres to all the creative, coding, and crypto endeavors we'll embark on together.

Do not hesitate to reach out to me directly through our multiple channels of communication, or at livflarooca@gmail.com. Brand Designer/ Resident Art Director/ Creative Support!

Sarcophagus Brand Identity &
Style Guide brought to you by



livflarocca@gmail.com

livlarocca.com