

V01

# Style Guide

002

# Welcome.

This is our second version of the Sarcophagus Brand Style Guide; giving more guidance for the design assets and usage that's been slowly introduced in a flurry of events over the past month or so. We launched the Sarcophagus Dapp on mainnet, have introduced a new landing page design, and will be publishing our second version of the litepaper.

Sarcophagus is ***still*** open-source, DAO owned and operated, & 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 of this guide is to preserve the intent of the original designs, and give further context to empower those who create designs for our brand. We aim to provide as many resources, examples, and supporting designs as possible moving forward.

The following pages are full of updated design guidelines, some 'rules', and tips that we hope will help everyone represent the Sarcophagus brand in a way that's cohesive and effective in our projects goals as they grow and evolve.

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.

We had brand guidelines for V1 and the growth of the community has been beyond our expectations. We have adjusted our look but hope to maintain the original personality, spirit and driving principles that attracted many of our original community members we know and appreciate.

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.

The DAO continues to build and the adjustments to style are natural for a project in such an early stage. We want to bring as many new people and projects from all backgrounds into the community-invaluable participants who helped give the feedback that shaped this update in visual style.

V2 has new features, but here we will focus on the visual assets and ideal usage. We also want to reinforce our personality and messaging as another critical component of an organically engaging and memorable brand in a crowded marketplace.

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### 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.

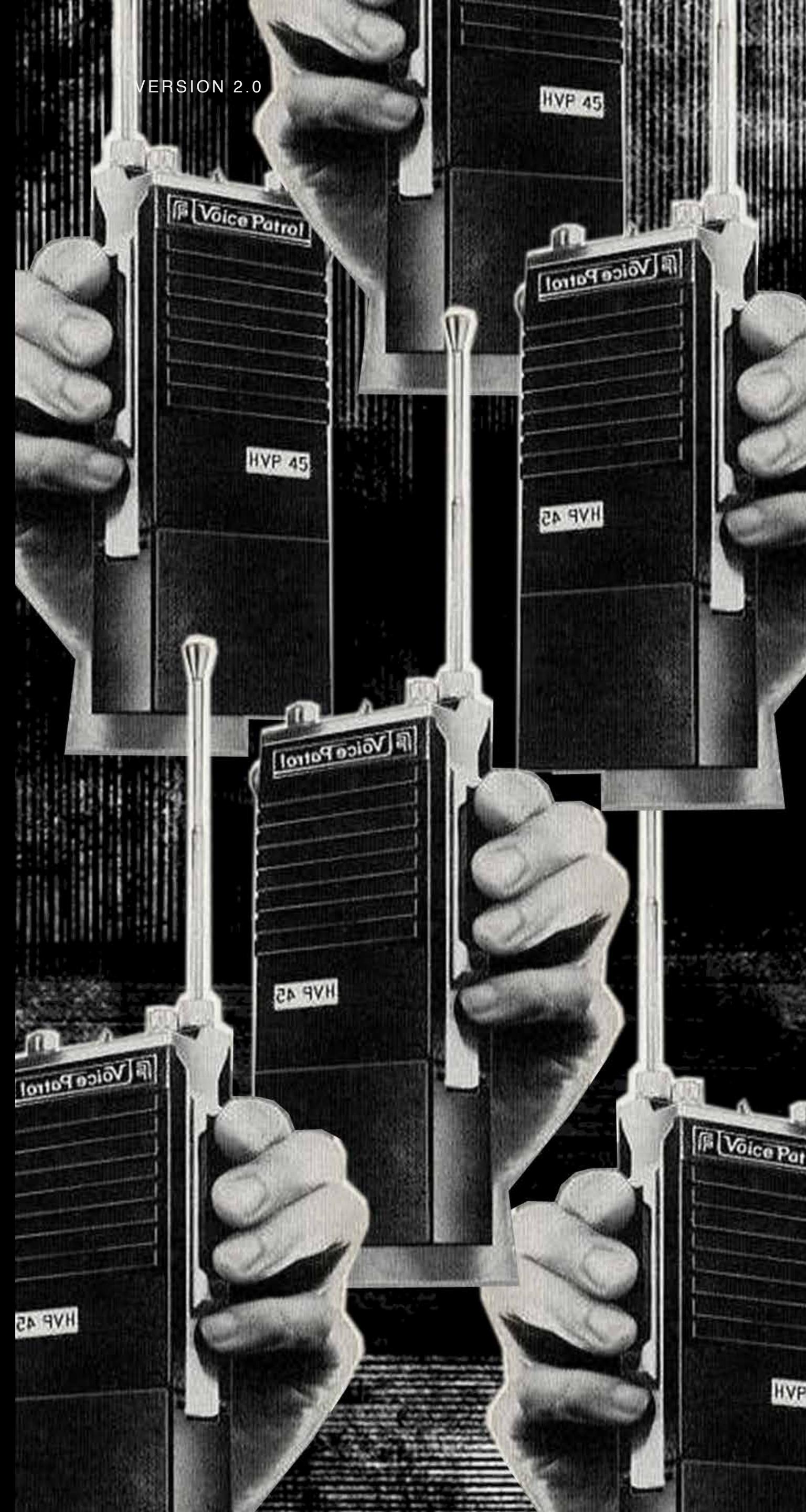
Only the combination of multiple groundbreaking innovations in the past 10 years has made sarcophagus possible.

006

# Decentralized Storage Without Sacrificing Security

## OUR VALUES

01. Robust and Secure Above All Else.
02. We believe that strong cryptography can empower individuals.
03. There is no heirarchy or status.
04. We support those who are outspoken.
05. Security should be more proactive, less reactive.
06. Transparency and decentralization are vital.
07. We build with integrity, avoid hype.
08. Users are potential team members, node operators , DAO members.
09. We are ethically opposed to censorship.
10. The quality in everything we do should reflect the quality of our product.



007



We want our product to be accessible to individuals as well as organizations, and we invite all industries to utilize our d'app.

RELIABLE. ROBUST.  
VERSATILE.

The topics we talk about can be dark- citing will + trust as a perfect use case, but we don't think we need to tip toe around ideas that many of us are exposed to frequently and if anything; have become immune to. Instead of fake sympathy or excessive joy and enthusiasm- we prefer to stay straight-forward and to the point.

We believe in the power of some well executed sarcasm or satire; and try not to take ourselves too seriously.

The Sarcophagus brand isn't part of the hype-heavy culture that's common in web3 right now. We resist the urge to draw conclusions and would rather provide people with information and allow them to interpret it themselves.

# Our brand personality

008

# Voice & Style

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

A successful brand should have a consistent voice, even if there are multiple team members working together on writing copy, speaking with the community and making content. We should remember some guiding principles, our goals and what's most important to us so our style of communication can be consistent while evolving over time. A unique personality and tone of voice as a brand will always maintain a memorable and trustworthy place among all the noise of digital platforms. The need for the application we represent and who it's made for should guide the narrative, not the token or market conditions. In this section, you will find guidance on how to communicate in our brand voice and style.

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# Our Writing Tone & Voice

Sarcophagus was created with a set of principles, built with a shared vision and will continue to grow and evolve; our brand identity has been updated to serve our goals and the people we hope to connect with.

While the visual identity has some significant changes; we believe we are only honing in on the concepts that are most important to the project. We want to see Sarcophagus live up to its fullest potential, which means making our visual appearance a bit more approachable, straight-forward and direct. This is also reflected in our language- the way we talk about our project was originally cloaked in metaphors and symbolism. A system that may prove useful if reintroduced at a later date; but could serve as a barrier in our current state.

The launch of V2 on mainnet has created more opportunities for working with other projects and people, and we don't want any friction between our team and others who want to utilize the dead mans switch.

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.

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 built with unified purpose. Our marketing and advertising language should not feel like we're selling.

The problems we hope to resolve are evident throughout current events, and we don't have to work hard to provide examples for more thorough, uniquely designed security solutions- with every hack or attack of a journalist who is prosecuted for being in possession of information.

010

All of our visual communication outside of brand continuity should be guided by our goals and the elements that make Sarcophagus not only useful; but necessary.

### Use Cases

Digital Lockbox.  
Private Key Recovery.  
Will & Trust.  
Journalism & Activism.  
Emergency Communications.  
Data Storage.

### Project Themes

Long-term Storage & Security. Self-Sovereignty. Decentralization + Transparency.  
Data Security & Recovery.  
Cryptography, Private Key Recovery.  
Asset Protection. Communications.

### Style and Sound

Reliable, Resilient.  
Self-Sufficient. Nonconformist.  
Utilitarian. Adaptable. Nimble.

011

# Master Style List

This is a guide to the grey areas in grammar, spelling, and commonly confused styles. This list is not comprehensive. When in doubt, refer to a recent version of the AP Style Guide.

## Headlines

- Headlines should be short, clear, and “hook” the user into reading more
- Use “+” instead of “and”
- Use Title Case, not sentence case
- Use periods when writing in sentences

## Punctuation

- Use consistent punctuation
- Do not use spaces around the em-dash
- Do not end bulleted or numbered lists in periods, unless the list item contains multiple sentences.
- Do not hyphenate paragraphs

## Correct Spelling

- Use grey, not gray

## Formatting

- Capitalize the first word in a sentence

## Contact Information & Times

- Times should always be followed by the EST timezone.
- Dates should be spelled with Month, Day.
- Days should be written in numeric form: August 20 instead of 20th or 8/20.
- Use en-dash when referring to time ranges instead of words like “through, to, or thru”
- List 0000 hours as midnight
- List 1200 as noon
- Use 24-hour instead of 24 hour
- Days should never be abbreviated. Use the full spelling: Monday – Thursday

012

# Brand Logo + Design System

The iconography of the Sarcophagus brand; expanded for greater visibility across platforms.

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# Our Primary Designs + Logo

We are introducing some additional badge style designs that include original elements from our brand identity design, but help increase accessibility with context and more information. The Logo isn't immediately recognizable so the additional of badges that include 'Sarcophagus' will help when seen by those unfamiliar with the project. We don't want to loose the identity we built since V1, so all badges include one of the original designs.

'Decentralized Dead Mans Switch' or 'Sarcophagus, Dead Mans Switch'. in a clean sans serif font gives a perfect amount of information while maintaining the simplicity of a good logo design.

These designs can be used on graphics in place of the logo, but only one at a time/ per design. Allow for free space around it, follow placement guidelines & only use in black or white.

014

# 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 alternations should be made within the community to preserve brand awareness.



015

# Lockup Assembly

## SCALE & SEPARATION

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

1000 px x 1000 px  
1:1 logo with 1/3 padding



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.

016

# Badge Lockup

The badge lockup is designed for square or circular areas where symmetry is desired. The designs allow us to communicate our name while maintaining the original designs we introduced with the brand in 2021.

This can be used in conjunction with the primary brand simultaneously. Use these as the primary brand logo on designs to provide extra information about the brand in a new way.



ICON BADGE

The icon with our name and tagline. Can be used as a standalone logo without requiring too much extra space. Suitable for small placements.



WORDMARK BADGE

Our secondary tagline set in combination with the brand name.



PHARAOH BADGE

The original pharaoh illustration from the landing page, meant for larger placements where the details of the illustration can be made out. Not for icon or watermark size.



PHARAOH BADGE

The large, sans serif type in this badge is great for larger spaces, or anywhere we are looking to add more visual interest. Should be used with relatively simple surroundings so it wont overpower a design.

017



FULL SCALE



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.

018

# Hand Drawn Lockup

The hand drawn word-mark has become our most recognizable and versatile designs and has taken center stage as our primary logo. 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



## 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

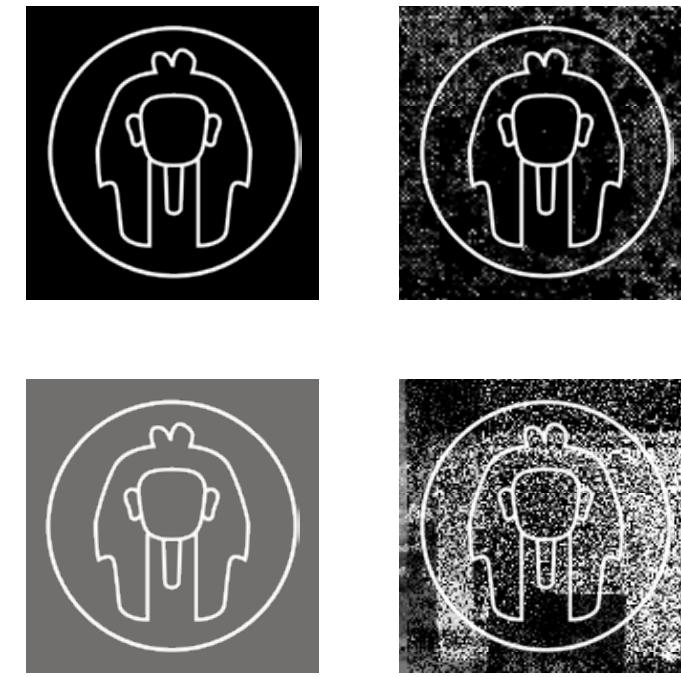
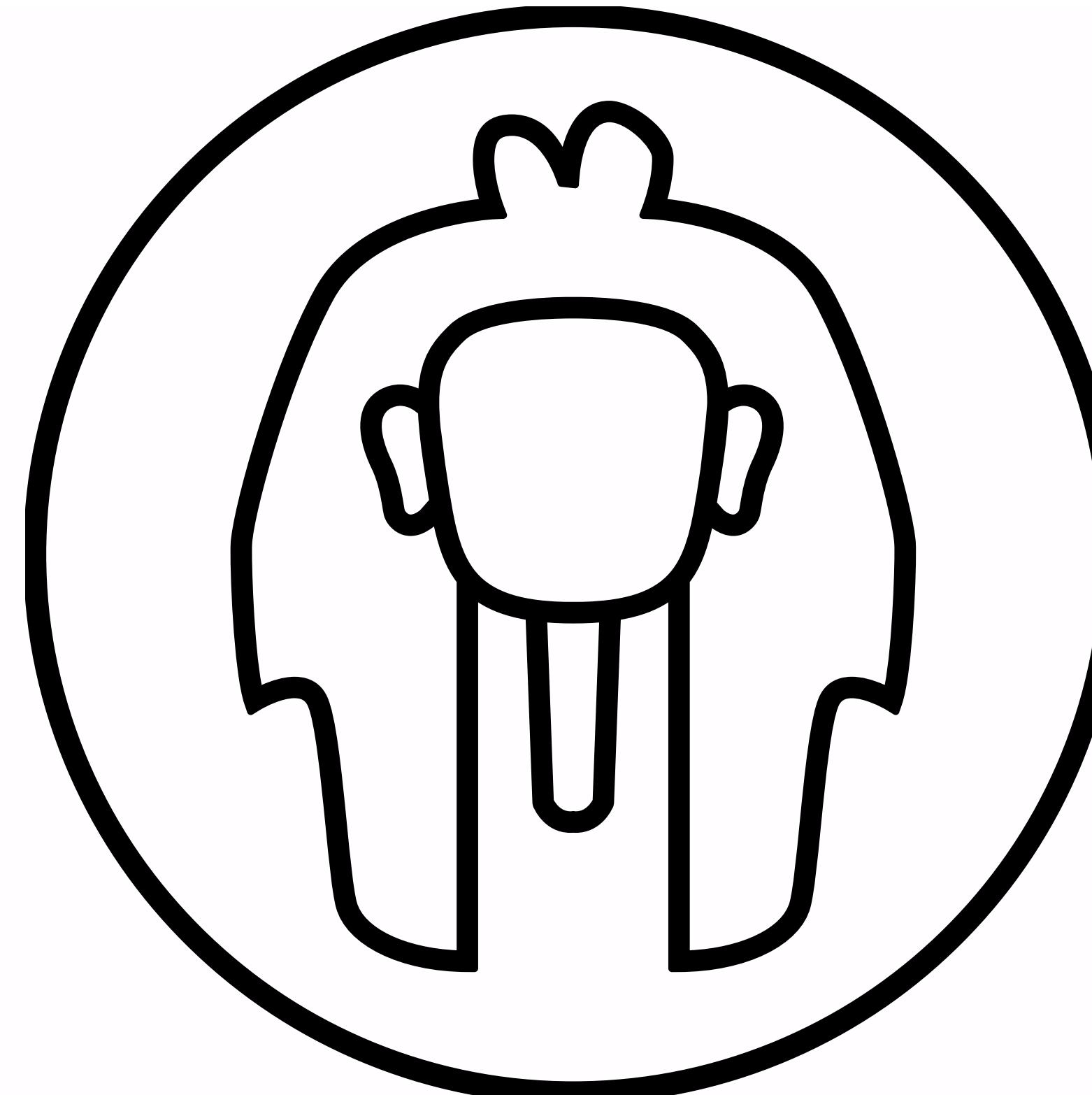
## MINIMUM SIZE

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

019

# 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.



## 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.

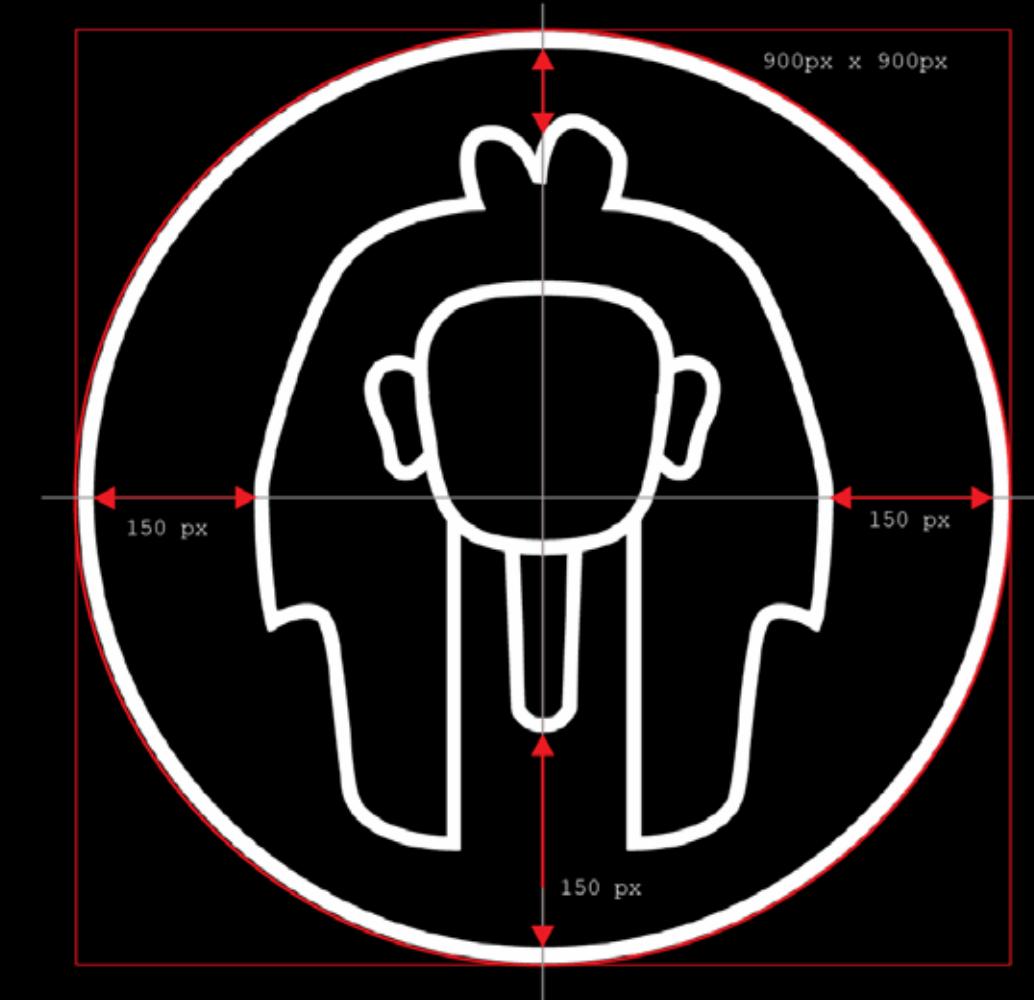
# 020 Clear Space

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.

# Placement

021

## On The Web

On the Sarcophagus 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.



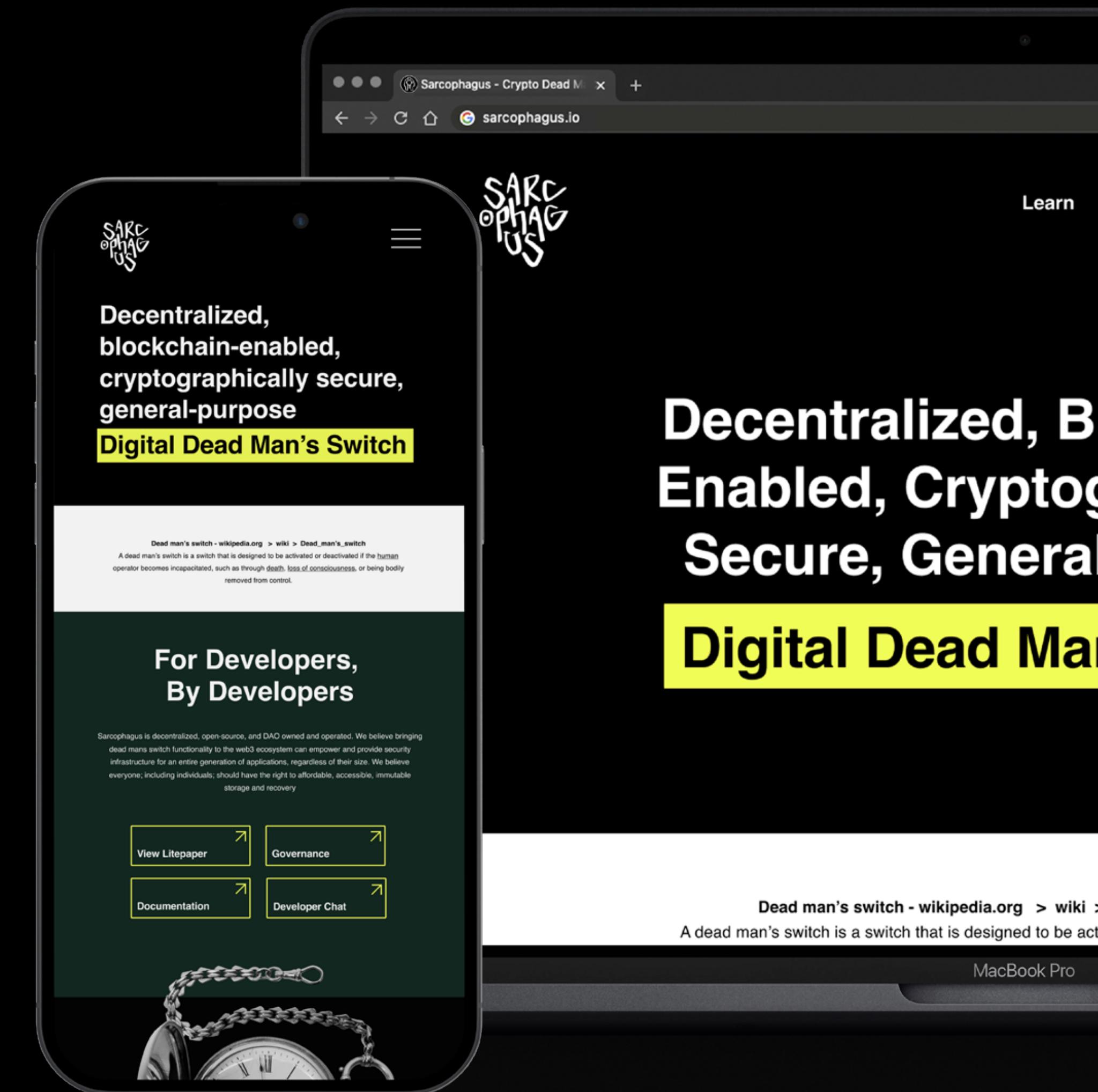
### DEVICE ICON

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.



### 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.



Decentralized,  
Blockchain-enabled,  
Cryptographically Secure,  
General-purpose

Digital Dead Man's Switch

Dead man's switch - wikipedia.org > wiki :

A dead man's switch is a switch that is designed to be activated or deactivated if the human operator becomes incapacitated, such as through death, loss of consciousness, or being bodily removed from control.

MacBook Pro

022

# Background Control

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.



023

# 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.

024

# Brand Colors

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

We're introducing some earthy, rich tones in shades of green, red, and tan/ brown. We want to keep the use of color understated, and maintain the simplicity of black and white, 'dark mode' as we established with the first version of the style guide.

These tones should help reflect the variety in use case potential for the brand, and allow for more than a singular interpretation. The d-app has more potential than we can dream up- there is no singular definition of what sarcophagus

is- because the answer to what it can be is supposed to be open ended. The new color palette should allow for more creative freedom without straying too far from the original look.

- 026. Primary Color Palette**
- 027. Secondary Color Palette**
- 028. Accent Color**
- 029. Textures**
- 030. Overlays**
- 031. Ensure Accessibility**

# Primary Color Palette

True Black

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

Dark Grey

CMYK: 74, 67, 66, 86  
RGB: 10, 10, 10  
HEX: #0A0A0A

Medium Grey

CMYK: 71, 65, 64, 68  
RGB: 40, 40, 40  
HEX: #282828

Accent Yellow

CMYK: 10, 0, 78, 0  
RGB: 241, 253, 87  
HEX: #F1FD57

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.

Secondary palettes are in use in our new landing page, and they can be used in new designs but we should always use some basic guidelines and rules to make sure we maintain consistency with our brand identity, make legibility our #1 concern, and have fun with colors without losing the 'look' of the brand we want to try to maintain, even with these style updates .

026

# Primary Color Palette

Our original theme of black & white / 'dark mode' is one we want to maintain. While we're happy to include an accent color and some variations for dark tones, they should be used with discretion and your best judgement. Using the accent color should be as an accent: a way to emphasize the most important information and draw attention in a design. It should never be the primary color in a design (the entire background, all of the type, icons, logo).

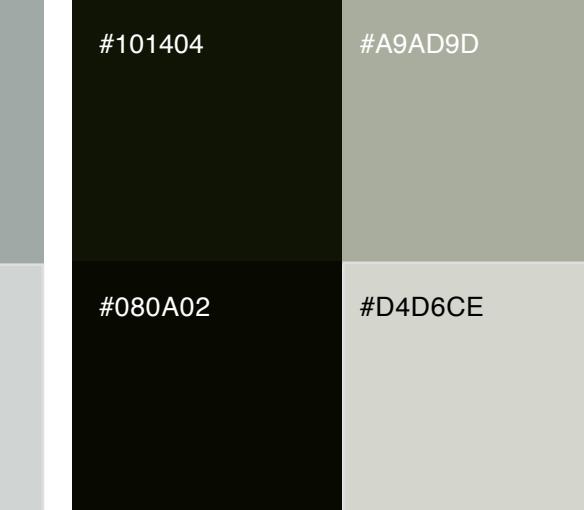
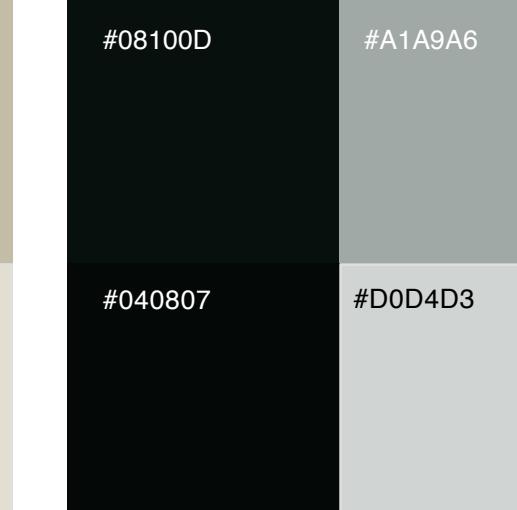
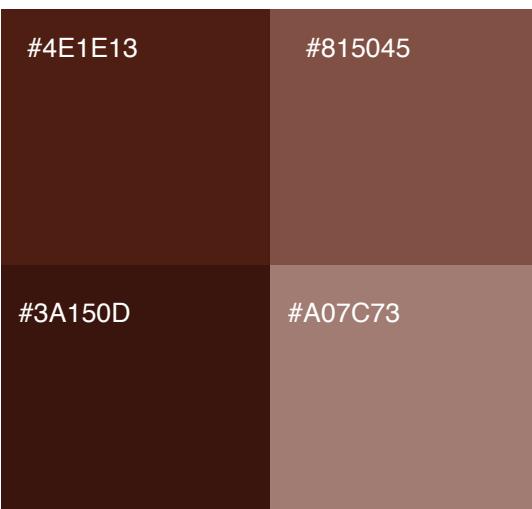
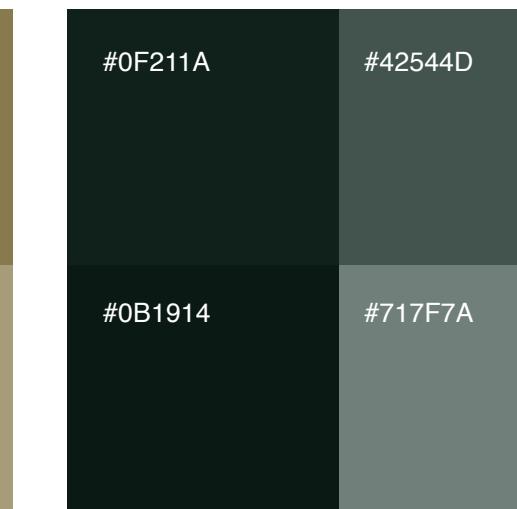
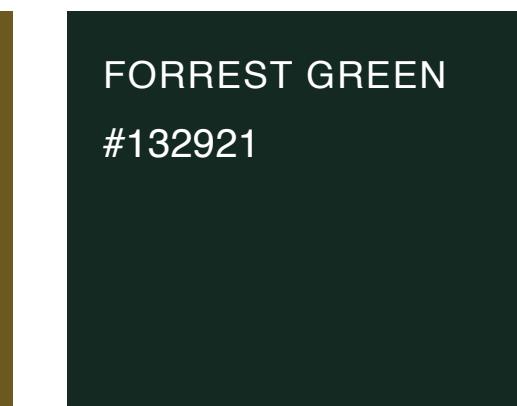
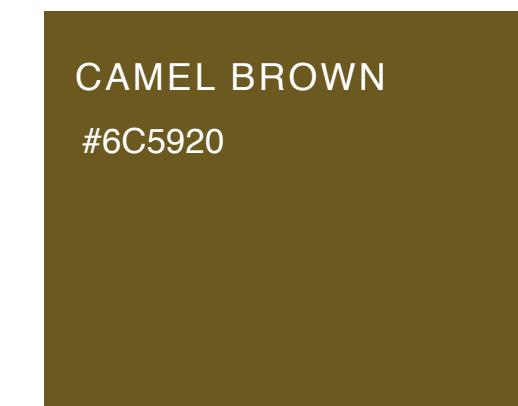


027

# Secondary Color Palettes

While the secondary palettes are relatively deep, neutral tones it is important to use them sparingly and only one at a time. No design should include tones from the 'camel' palette as well as the 'forrest' and the yellow accent color. A good rule of thumb: Only use 1 color at a time in any 1 design.

## TINTS & SHADES



028

# Accent Color + Accessibility

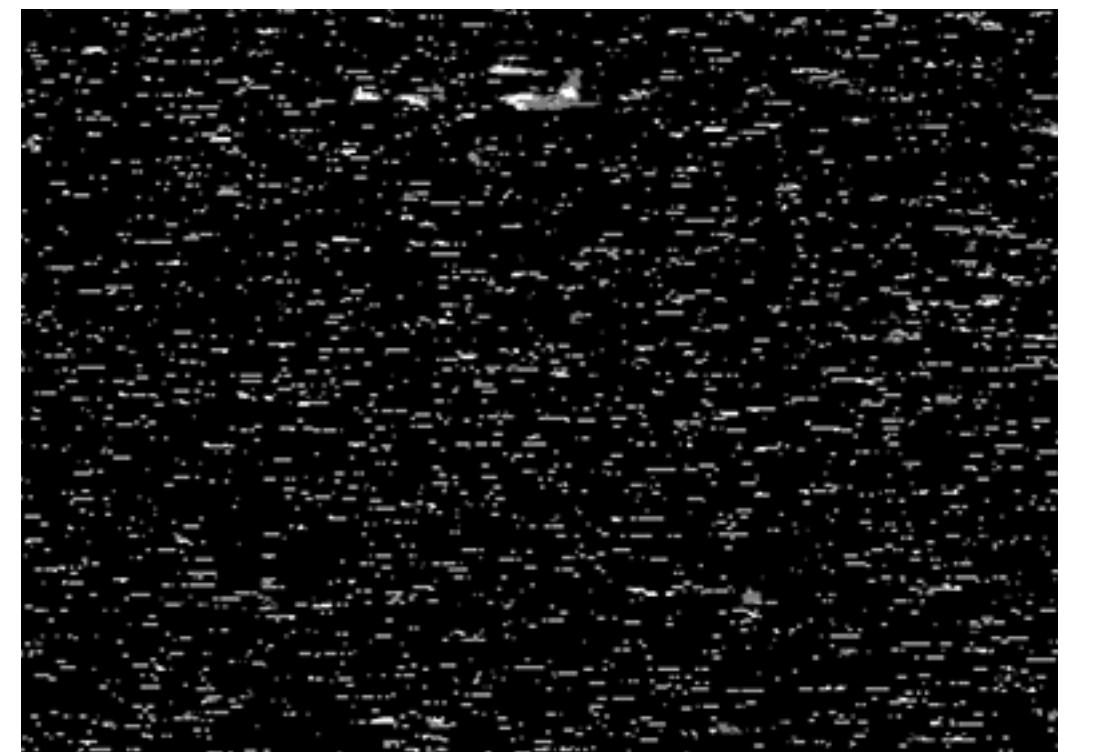
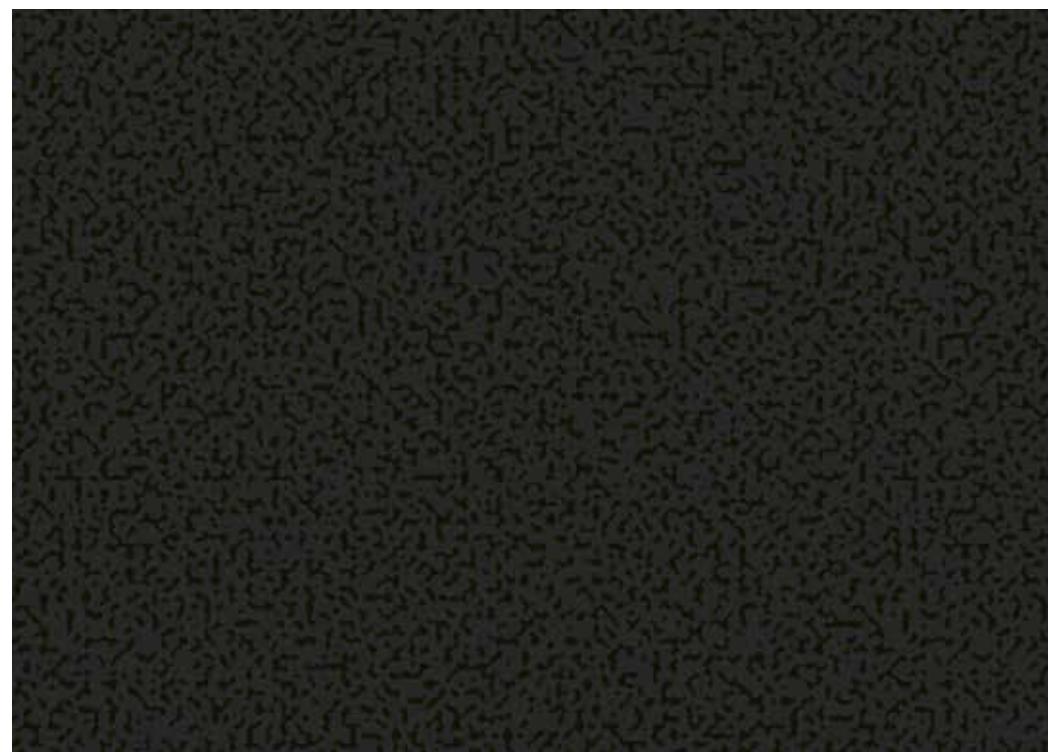
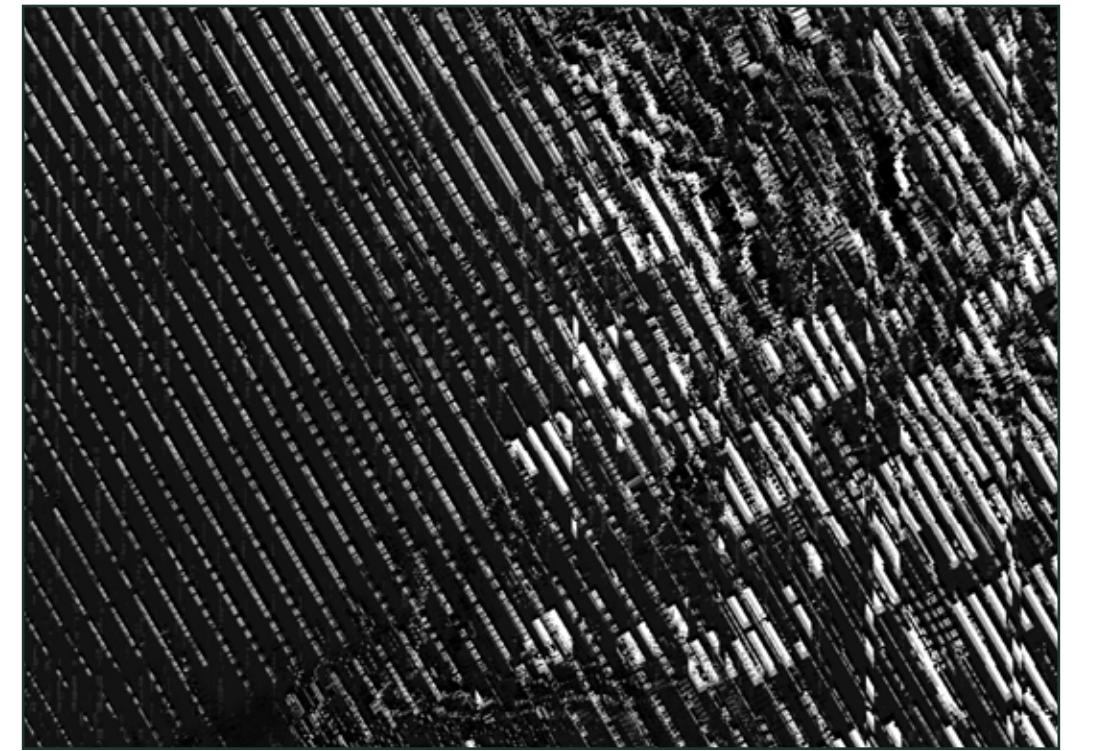
One of the primary functions of the new accent color is to bring attention to important information, helping titles and details stand out either against a dark background or a black and white photo. Placing the yellow accent as an outline or backdrop to contain elements of a design should help avoid issues of legibility and readability, and increase brand recognition when used consistently over time.

As an accent, it should always be a small but valuable bit of information when in use.



029

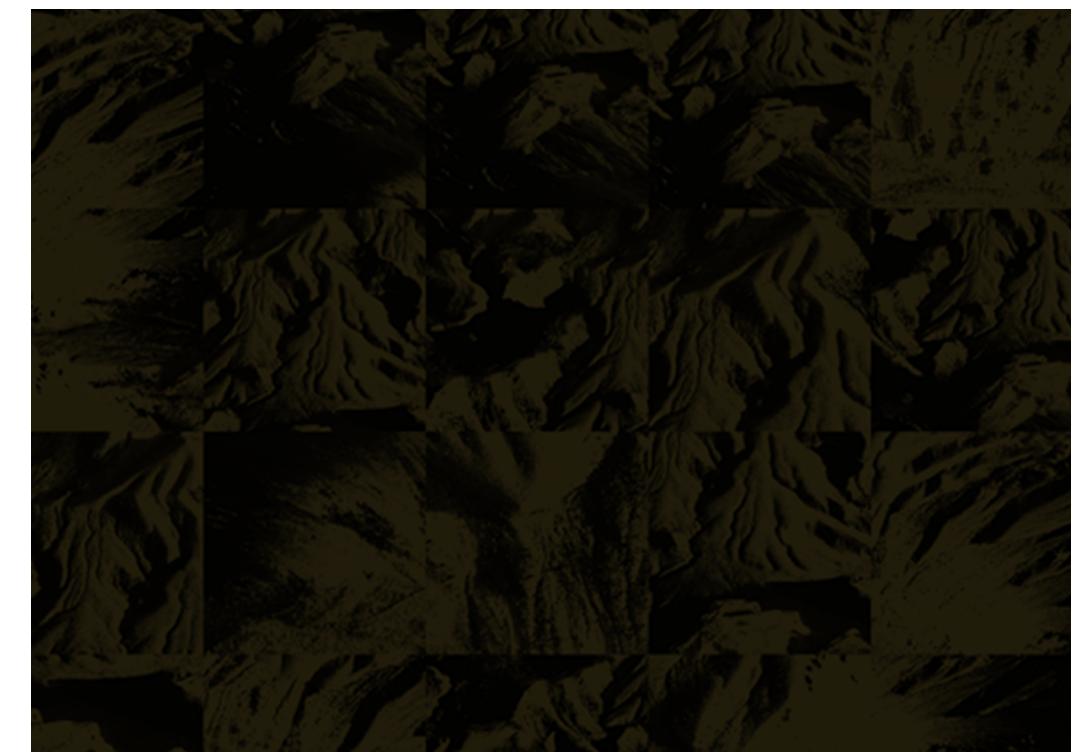
**Both digital and physical textures, signs of wear or error signals, tech glitches, halftones, folds and noise.**



# Textures

030

Using photoshop or a similar photo editing software, you can use one of our new colors as an overlay to add color to the textures, creating an overall darker appearance which will allow for text to be placed over it without issues of contrast.



# Overlays

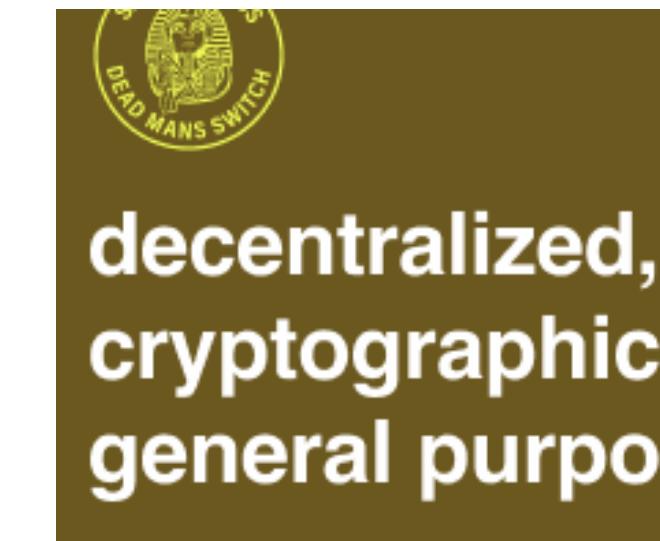
031

## 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.

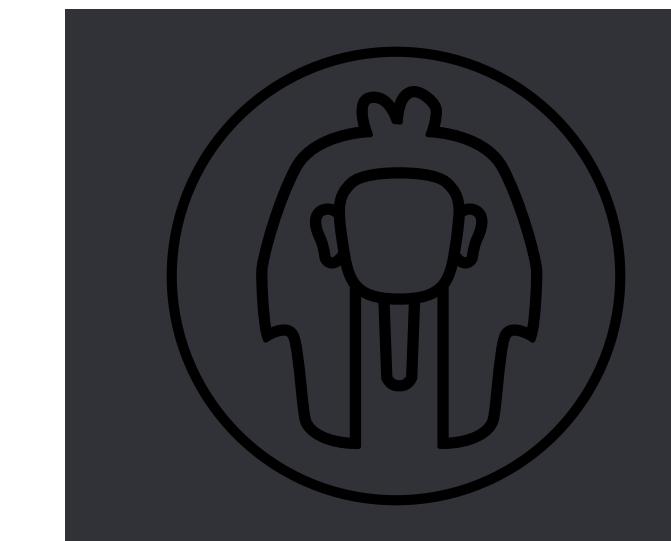
# Common Errors



Do not combine several secondary tones in one design. Only 1 color should be used in addition to a black and white color palette.



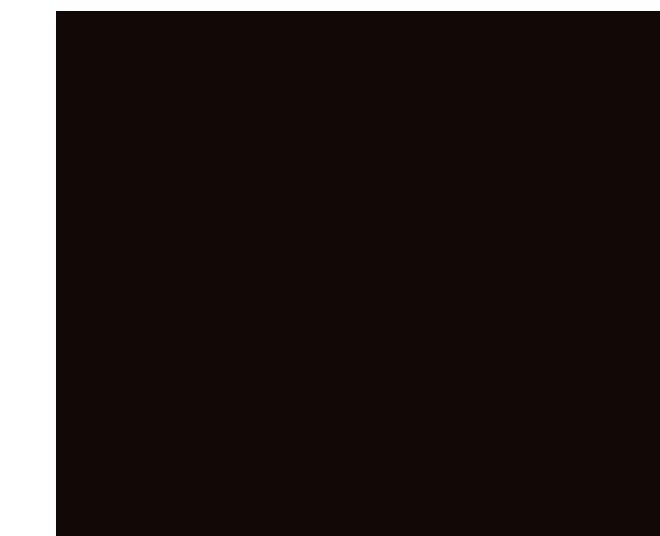
Do not combine multiple grey tones. The values are too close together to be legible.



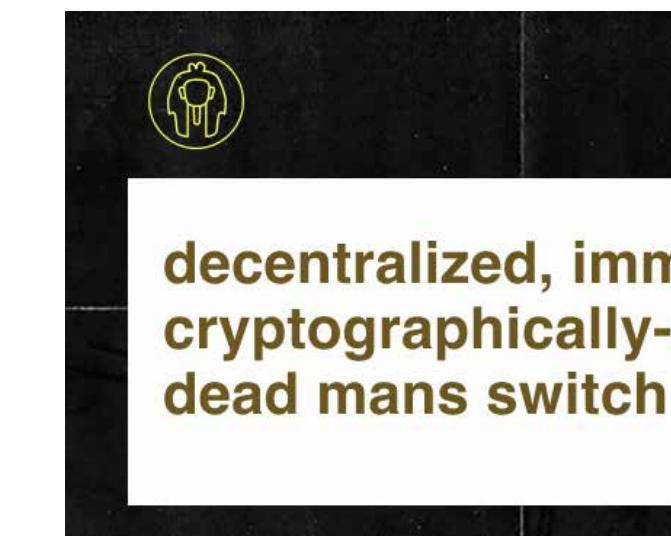
Do not use the icon with black background on dark grey. This is not enough contrast.



Do not set important text on textured background that is too busy. The contrast ratio is too low.



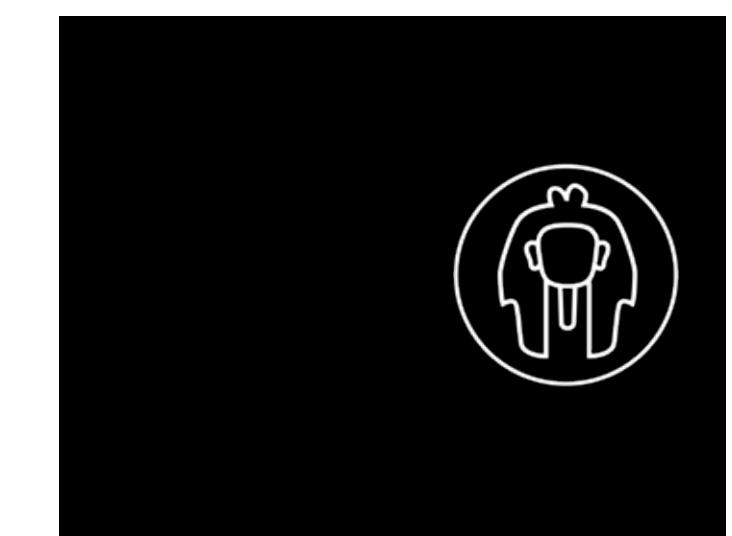
Do not change or adjust our colors in any way. Consistency in color is vital to brand recognition.



Do not use tints as primary colors. They should be reserved for effects and secondary tones in illustration.



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.

032

# Typography

## The epitome of versatile typography

While we always kept clean, minimal typography a priority in our original branding, we are taking that a step further by adopting another of the most widely used fonts in both physical and digital spaces across countless mediums. Helvetica, and its digitally optimized sister font Helvetica Neue will allow for every possible typography requirement and always remain legible and readable.

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

Page 33

Primary Typeface

Page 34

Approved Weights

Page 35

Digital Typography

033

# Helvetica.

## Helvetica Neue

Helvetica is another ‘original font’ that’s friendly with all browsers & devices. It’s versatile and will be legible in every design scenario; as a headline or body text. The sans serif is considerably more modern, known as one of the most timeless fonts around. A favorite among designers- this sans serif should bring us the perfect adjustment to a more approachable look for the sarcophagus brand.

### MAINTAINING BALANCE

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

# Weights

034

## Hierarchy & Weight

Helvetica has 3 weights; light, regular, and bold. Helvetica Neue offers more variations that can be used when a more subtle contrast is required.

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

Helvetica  
Regular

aåbcçdðeéffghiîjklmññoøpqørstuüvwxyz  
AÅÂBCÇDEFGHIÍJKLMNOØÓÔPQRSTUVWXYZ  
0123456789°(.,'"-;:)!/?&©°π®†≈◊™£¢∞§•ao

Helvetica  
Bold

aåbcçdðeéffghiîjklmññoøpqørstuüvwxyz  
AÅÂBCÇDEFGHIÍJKLMNOØÓÔPQRSTUVWXYZ  
0123456789°(.,'"-;:)!/?&©°π®†≈◊™£¢∞§•ao

Helvetica Neue  
Light

aåbcçdðeéffghiîjklmññoøpqørstuüvwxyz  
AÅÂBCÇDEFGHIÍJKLMNOØÓÔPQRSTUVWXYZ  
0123456789°(.,'"-;:)!/?&©°π®†≈◊™£¢∞§•ao

Helvetica Neue  
Medium

aåbcçdðeéffghiîjklmññoøpqørstuüvwxyz  
AÅÂBCÇDEFGHIÍJKLMNOØÓÔPQRSTUVWXYZ  
0123456789°(.,'"-;:)!/?&©°π®†≈◊™£¢∞§•ao

035

## The Six Type Commandments

When constructing layouts, these tips will help you build dynamic, interesting, and on-brand compositions with typography.

While these rules are proven and sound, sometimes breaking them is the right call.

# Using Type

**01**

### Stay Left-Aligned, Rag Right

Legibility and clarity are vitally important to great typographical layouts. Since most people read from left to right, we should align our type accordingly. And besides, we're a little off-center as a brand anyway.

**02**

### Skip Weights & Double Size

Contrast is the name of the game when it comes to great design. When in doubt, skip a weight when pairing two weights, and double the size between two text elements.

**03**

### Align X-Heights or Baselines

Whenever you place text next to each other, either align the baselines (the line that the bottom of a lowercase x sits on) or align the x-heights (the top of a lowercase x). This helps align each line visually.

**04**

### Watch The Rag

When setting paragraphs, keep an eye on the right (ragged) edge. If the rag unintentionally creates a recognizable shape, consider tweaking the language or resizing the container. Also, try to prevent single-word lines (orphans).

**05**

### Give Things Space, If Needed

Negative space, or the space around elements is vitally important. That being said, if informational elements belong together, move them closer together. Use grouping wisely: just try not to cram too many things in one space!

**06**

### Keep Line Length Reasonable

It is easy for the user to get lost in long lines of text, and short ones are easily ignored. It's best to keep lines between 45 and 70 characters long, depending on the size of the font. This will ensure legibility as the font sizes increase or decrease.

036

## Website Headings

The heading structure on this page is in direct reference to our current website design. This is the basic breakdown of standard heading sizes, and their relationship to body copy.

Obviously, exceptions exist, especially between different page templates. Also, the h-level of each heading should be set in accordance with search-engine and development best practices.

# Digital Type

# Heading One

## USAGE

- Page Headings
- Major Section Headings
- Emphasized Words

## SPECIFICS

Font: Helvetica Bold  
Size: 80px (4.44rem)  
Bottom Margin: 50px

## Heading Two

## USAGE

- Section Headings
- Blog Body Headings
- Product Headings

## SPECIFICS

Font: Helvetica Bold  
Size: 52px (2.89rem)  
Bottom Margin: 30px

## Heading Three

## USAGE

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

## SPECIFICS

Font: Helvetica Neue Medium  
Size: 34px (1.89rem)  
Bottom Margin: 30px

## Heading Four

## USAGE

- Minor Headings
- Table Labels
- Sub-Sub Headings

## SPECIFICS

Font: Helvetica Bold, Uppercase  
Size: 18px (1rem)  
Bottom Margin: 20px

037

## 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: Helvetica Regular  
Size: 18px  
Line Height: 26px  
Color: White  
Bottom Margin: 16px

### STRONG OR BOLD

Weight: **Helvetica Bold**

### BLOCK QUOTE

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

### TEXT LINKS

Weight: Helvetica  
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 valorpos quam, si quos intiusciate sitas millabo reicita tiissimus explantecab imet doluptati delit, sequiandit, aperfernarn, officiisti dolorerate rerchil eaquassequid ut dolendit aciet officiatur am debis sum simporem nit, ut ut fuga.

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038

# Common Errors

## 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.

## Too Much Stroke

sitatur minum rae. Et expel inctae

Omnimus cuscilit que ea volesto et,  
sítatur mínum rae. Et expel inctae rerum  
ea que omníma consedit maio

Do not use unauthorized fonts or typefaces.

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

## Oh, Goodness, No...

Omnimus cuscilit que ea volesto et,  
sítatur mínum rae. Et expel inctae  
rerum ea que omníma consedit maio  
conet, venimaximi, corepel iquunt  
volorbos quam, si quos intusciate  
sitás miflabo reícta tissimus

No t good, nope.

Not For Us

Omnimus cuscilit que ea volesto et,  
sítatur mínum rae. Et expel inctae rerum  
ea que omníma 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,  
sítatur mínum rae. Et expel inctae

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

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

039

# Visual Style

## Not Minimal but Essential.

Our new branding is a step in a more modern direction, but we still love the obscurity of using vintage photography, the nostalgia of old technology and referencing our most common brand identity themes through alluding to our potential use cases.

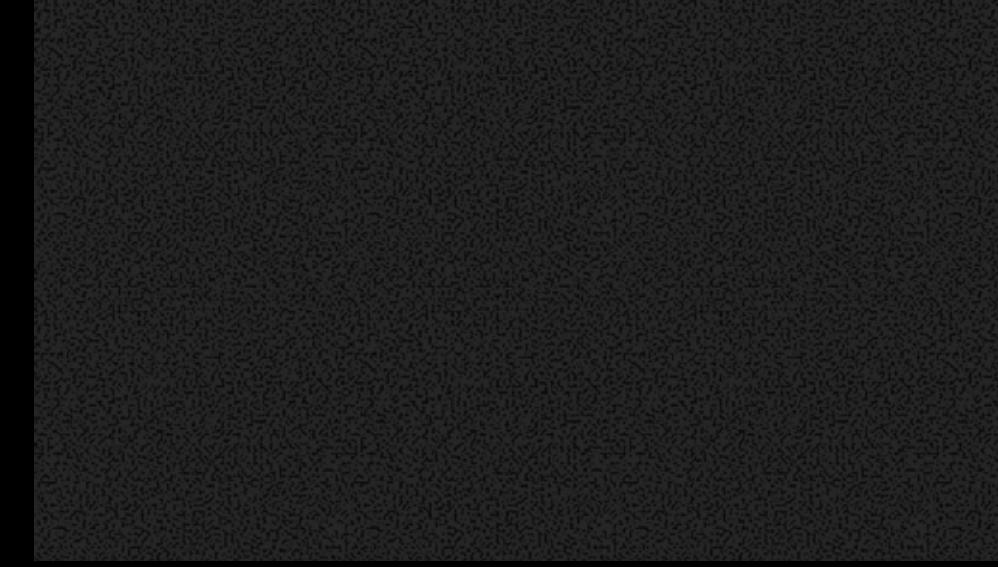
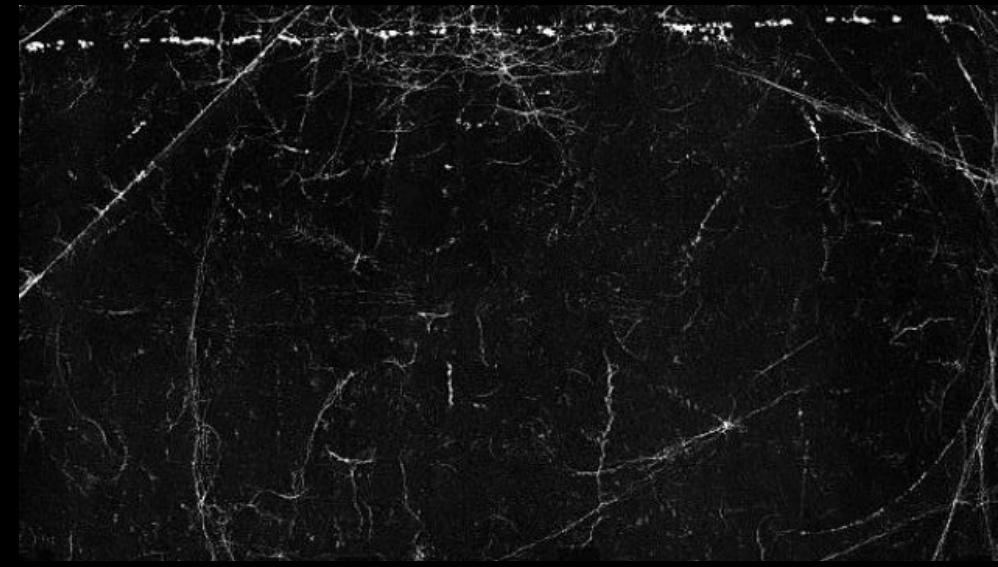
The use of black and white photos, textures and patterns isn't new to the Sarcophagus brand identity; and we'll be incorporating them even more as part of the update to our branding. A greater focus on our protocol and use cases will replace some of the illustrations and metaphorical language we ran with in the beginning; as we try to increase our reach and get as many people using the dapp as possible.

In this section we'll explore some of the most important themes we'll be using to tell our story, and further emphasize our mission among our competitors and peers.

040

The textures and imagery used as backgrounds are similar to our original style and don't appear vastly different from what we've been using. The black & white theme is one than will remain constant within our brands style and all of our content, marketing, and visual themes.

The way we use them will be different, and we are working with a new supply of images, vector files, overlays with and without transparency to use both 'as is' or combined together to create new looks.



## Textures + Patterns

041

# Imagery + Content

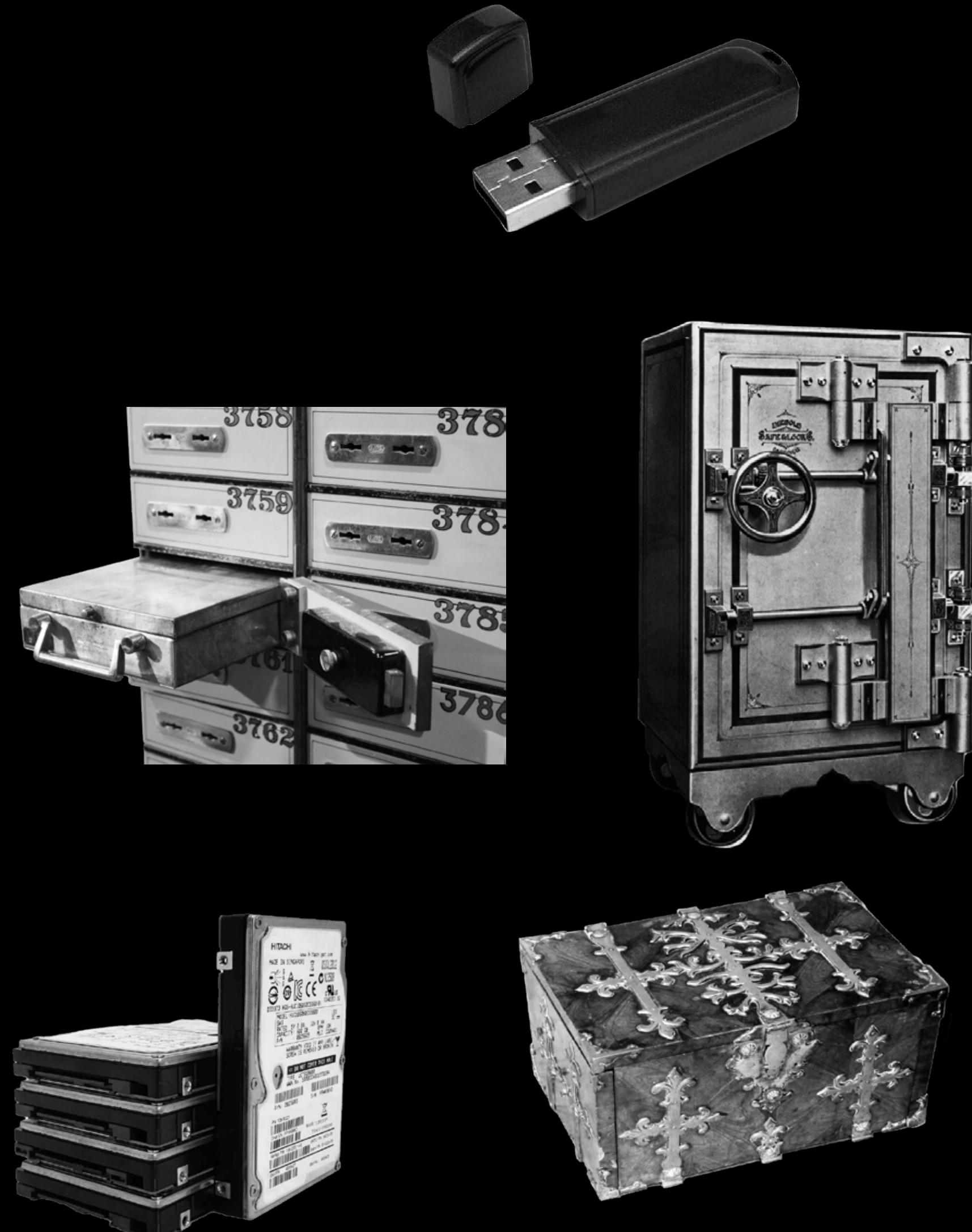
Archival, Vintage,  
Thematic.

We will be using photos that express the most important themes of our project; with such a variety of use cases we should always look to break complex ideas into their essential concepts with metaphorical visual language that's instantly recognizable.

Vintage, Black & White, high contrast. The collage style is something we used since V1 but will be embracing much more with our renewed branding for V2. The 1950's Scientific American style has been a lasting source of inspiration and the aesthetics we'd like to achieve with the Sarcophagus brand.

042

# Physical, Digital / Data Storage



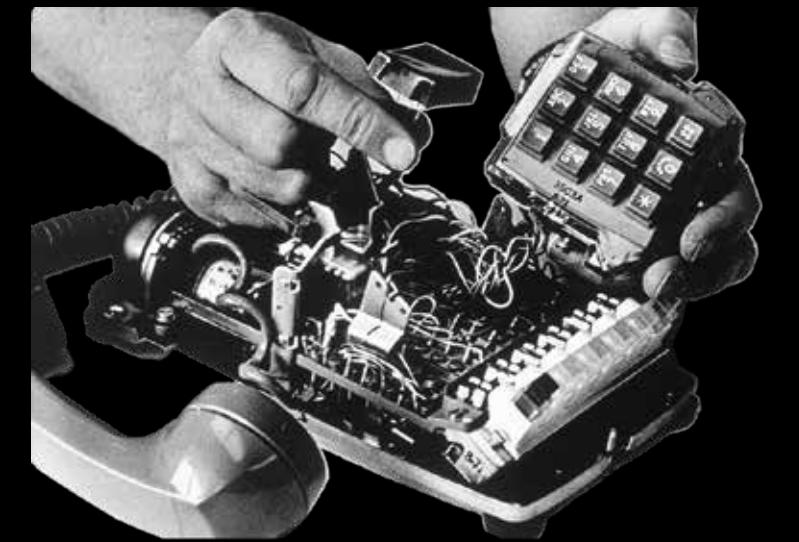
043

# Encryption, Cryptography



044

# Time, Communications, Activism



045

# Use Case Titles

**emergency  
communications**

**political  
activism**

**crypto key  
management**

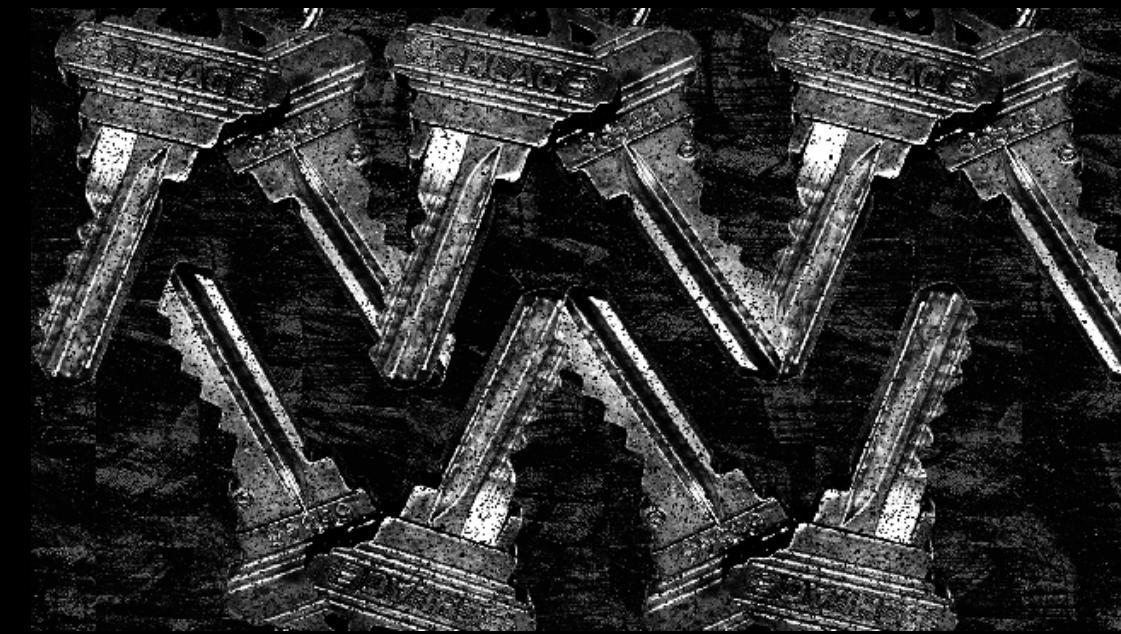
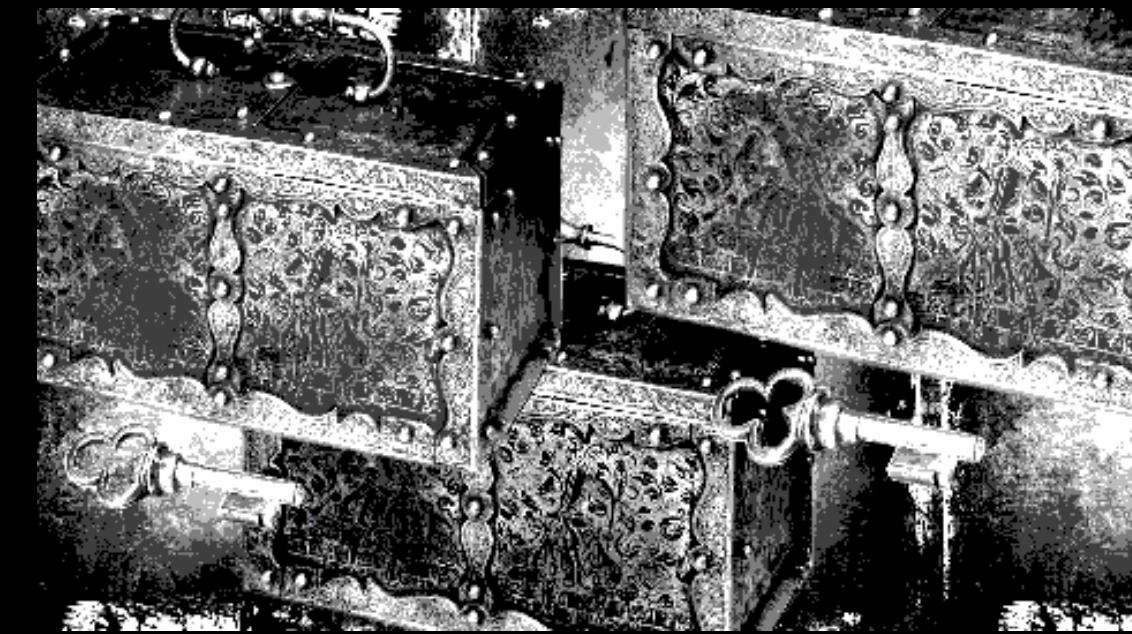
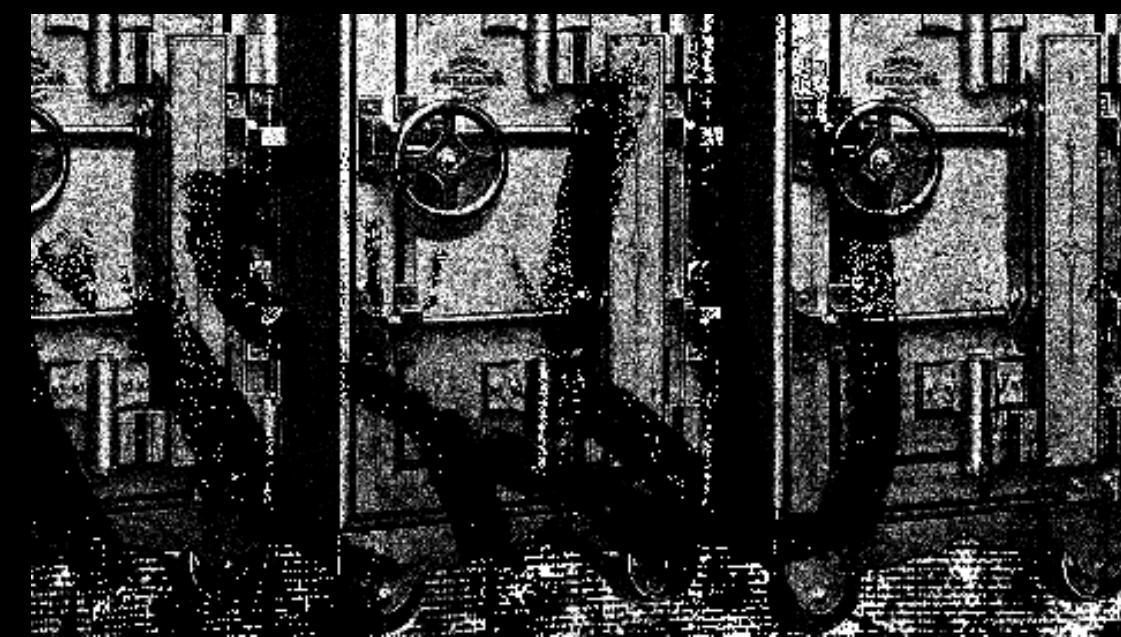
**data-at-rest  
security**

**credential  
passdown**

**locked savings  
account**

046

# Patterns



047

# 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](mailto:livflarooca@gmail.com). Brand Designer/ Resident Art Director/ Creative Support!

Sarcophagus Brand Identity &  
Style Guide brought to you by



livlarocca@gmail.com  
livlarocca.com