DESIGN GUIDE

Tezos

TEZOS BRAND BOOK

A Guide to designing for the Tezos blockchain

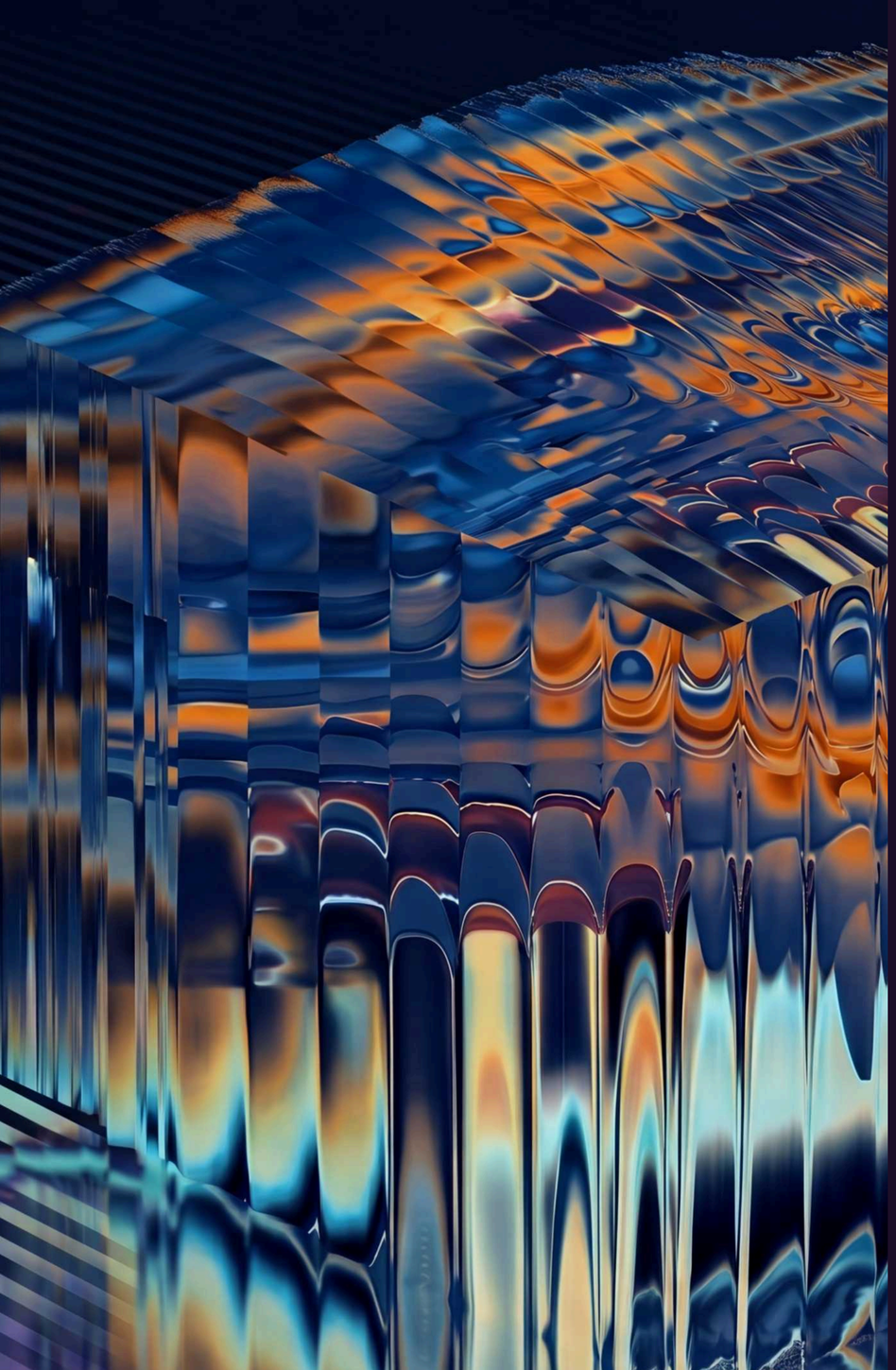
DESIGN PHILOSOPHY

Great design doesn’t chase moments. It builds momentum.



Tezos

Designed to evolve. Built for what's next.



Tezos

Built for Continuity

The Tezos protocol evolves through on-chain governance; continuously, deliberately, and without disruption. The design system follows the same principle.

Modular by design and guided by clear rules, it evolves without losing coherence. The redesign builds on the existing identity rather than replacing it.

Tezos

The Tezos brand identity is constructed from the geometry of the mark itself.





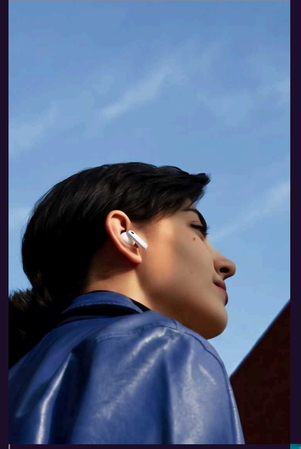
DESIGN INFRASTRACTURE

Tezos

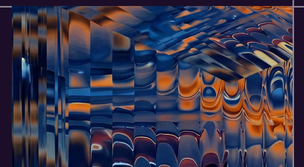
Evolution over reinvetion

By mapping the mark to a square grid and dividing it into modular components, a repeatable framework emerges. The system generates patterns, layouts, and compositions that scale seamlessly across formats while maintaining coherence.

Independent elements combine into a unified whole, reflecting the Tezos ecosystem: distinct projects and participants connected through a shared network.







DESIGN **INFRASTRUCTURE**

Tezos

On Tezos, evolution is not a reset. It is an upgrade.

DESIGN

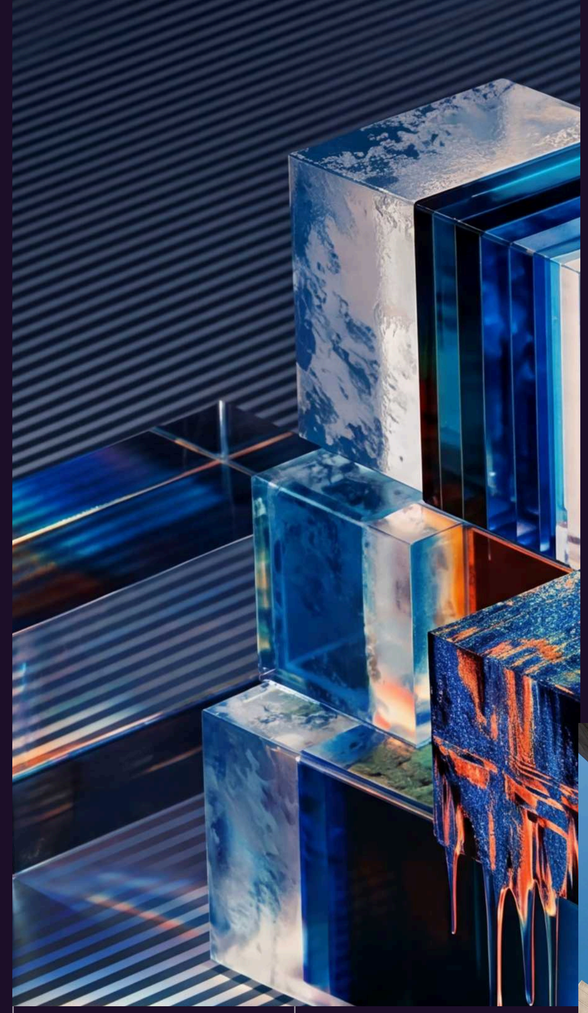
INFRASTRUCTURE

Structure enables creativity

A defining element of the Tezos design system is the grid; visible, intentional, and integral to the identity.

The grid is not an invisible guide. It is a statement: creativity thrives within constraints. It provides a framework designers can adapt and extend; enabling exploration without sacrificing coherence.

This principle mirrors the Tezos blockchain itself: a foundational protocol enabling diverse projects within a shared architecture.





Tezos

DESIGN **INFRASTRUCTURE**

Tezos

Intentional by default

The Tezos community values strong fundamentals over short-term trends. The design reflects the same standard.

DESIGN

INFRASTRUCTURE

Clarity over noise.

Evidence over exaggeration.

Confidence without arrogance.

Authority with energy.

Tezos



DESIGN INFRASTRUCTURE

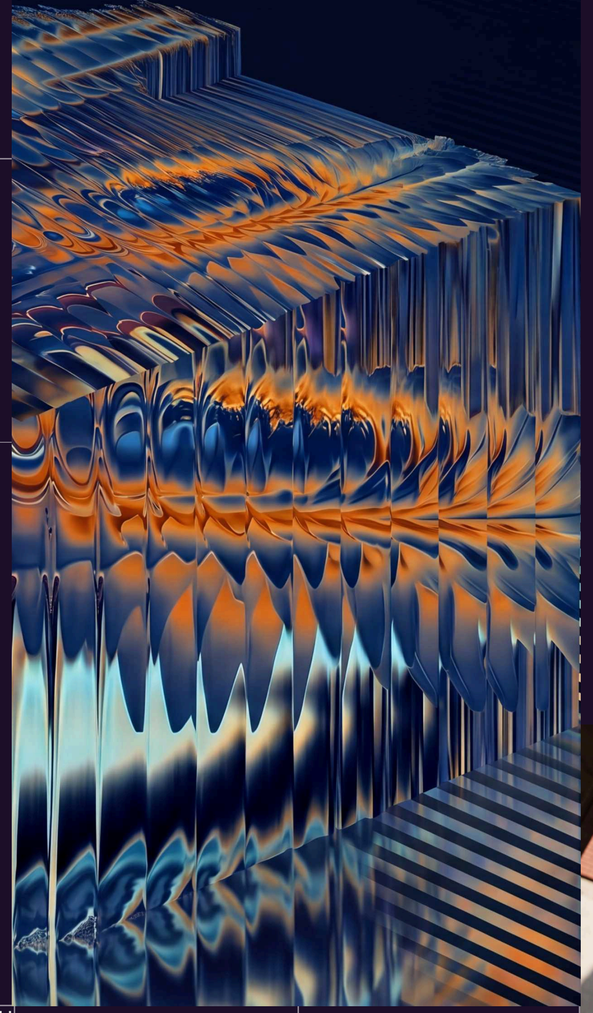
One system. Infinite expressions

Tezos is one blockchain supporting multiple runtimes through seamless interoperability. Our brand reflects the same principle.

A modular grid, adaptable patterns, a defined typographic system, and a flexible illustration language enable diverse visual expression while preserving structural integrity.

This ensures the ecosystem; across products, verticals, and regions, communicates through one unified system, not fragmented narratives.

```
One identity.
Multiple configurations.
Total coherence.
```





DESIGN **INFRASTRUCTURE**

DESIGN PRINCIPLES

Systems create freedom.
Structure creates momentum.

Tezos

Tezos Design Principles

01
Evolve with intention

- Build systems that accommodate iteration.
- Preserve recognizable anchors. i.e. Tezos Icon Logo
- Extend before replacing.
- Ensure updates strengthen continuity.

TEZOS UPGRADES. IT DOES NOT REINVENT.

02
Build on structure

- Use the grid as a visible organizing principle.
- Build modular components that scale.
- Ensure flexibility emerges from structure, not improvisation.
- Maintain coherence across formats and teams.

CREATIVITY THRIVES WITHIN CONSTRAINTS.

03
Design with purpose

- Choose clarity over noise
- Use precision in typography and layout.
- Avoid trend-driven decisions.
- Express confidence without exaggeration.

EVERY ELEMENT MUST JUSTIFY ITS PRESENCE.

04
Enable participation

- Build components that teams can use without breaking the system.
- Provide clear rules, not rigid templates.
- Encourage expression within defined boundaries.
- Make contribution accessible.

OUR DESIGN SYSTEM EMBEDS CONTRIBUTION.

05
Create one, express many

- Design modular patterns and components.
- Maintain typographic and structural consistency.
- Allow variation while maintaining recognition
- Ensure every expression feels on brand.

ONE IDENTITY. MULTIPLE CONFIGURATIONS.

TYPOGRAPHY

Typography is not decoration.
It organizes information, builds
rhythm, and reinforces authority.

Primary typeface

Tezos

AaBb
CcDd
EeFf

typefa
typefa
typefa

HA
AS

→ Download Haas Recast Dense

TYPOGRAPHY SYSTEM

Haas Recast Dense

Tezos

Light
Regular
Medium
Semi-Bold

Haas Recast Dense is used for both headlines and body text.

Aa

ABCDEFGHIJKLMNOPQRST
UVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()_+-={}[];'"<>,.?/

Aa

ABCDEFGHIJKLMNOPQRST
UVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()_+-={}[];'"<>,.?/

Aa

ABCDEFGHIJKLMNOPQRST
UVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()_+-={}[];'"<>,.?/

Aa

ABCDEFGHIJKLMNOPQRST
UVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()_+-={}[];'"<>,.?/

How to use Haas Recast Dense

TYPOGRAPHY SYSTEM

Tezos

Haas Recast Dense
is compact by nature.
Our use of it should
reinforce that strength.

Tezos

01. Tracking

Haas Recast Dense is designed to be compact, tight, and bold. Keep tracking as close to the default setting as possible.

Excessive tracking weakens density and reduces presence.

Tight spacing creates momentum. Compact forms reinforce authority.

Adjust tracking only when necessary for legibility at extreme sizes.

✓ This is nice and tight.

✕ This is uncomfortable.

✕ T h i s i s t o o c o m f o r t a b l e

Tezos

02. Leading

Keep body text leading as close to 110% as possible.

All-caps headings can use considerably tighter leading than body text.

Adjust only when necessary for legibility at extreme sizes.

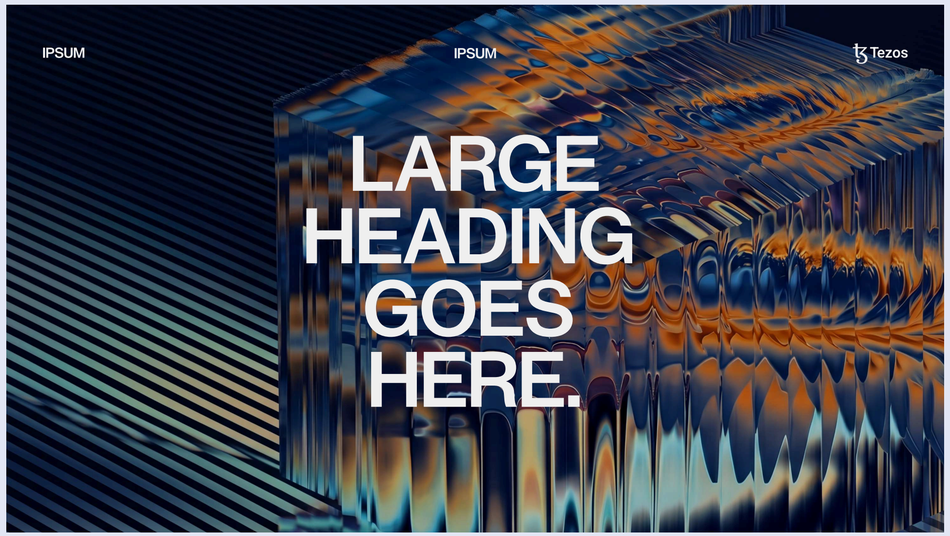

This is good


THIS IS GOOD


This isn’t good


This isn’t good





Tezos

03. Case

Use sentence case for all standard content. Title case may be used for proper titles, product names, and service names.

All caps may be used for emphasis, primarily in headlines, short titles, or micro typography.

Avoid using all caps in long passages, as it reduces readability.

Tezos

04. Stacked headlines

Prefer stacked headlines over long single-line compositions. Breaking headlines into multiple lines:

- Creates compact reading units
- Strengthens hierarchy
- Reduces widows
- Improves legibility

QUIS IPSUM SUSPENDISSE ULTRICES GRAVIDA.

QUIS IPSUM SUSPENDISSE ULTRICES GRAVIDA.

LOREM IPSUM DOLOR SIT AMET

Lorem ipsum dolor sit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

LOREM **IPSUM**

Tezos

03. Case

Differentiate titles and subtitles through weight or contrast, not complexity.

Use:

- Weight shifts (Semibold to Regular)
- Size contrast
- Subtle spacing changes

Keep titles concise. Avoid overextended headlines that weaken structure.

DESIGN **INFRASTRUCTURE**

Tezos

Secondary typeface

The secondary Tezos typeface is **Geist Mono**.

Geist Mono is a monospace typeface designed for readability and seamless integration in technical environments.

Rooted in Swiss design principles, it emphasizes precision, clarity, and functionality; supporting communication across developer and design applications.

→ **Download Geist Mono**







TYPOGRAPHY **SYSTEM**

Tezos

Geist Mono

Regular
Semi-Bold

Geist Mono is used for Headlines and micro typography.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()_+-={}[]:;"'<>,.?/

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()_+-={}[]:;"'<>,.?/

How to use Geist Mono

TYPOGRAPHY SYSTEM

Tezos

Geist is a typeface designed for developers and designers, with precision, clarity, and functionality at its core.

LOREM IPSUM DOLOR SIT AMET

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

LOREM IPSUM

Tezos

Geist in use

As a secondary typeface, Geist Mono is used for headlines and micro typography.

Use it to support hierarchy and reinforce clear communication.

Use Regular or Semibold weights. Keep leading and tracking consistent with the Haas Recast guidelines.

TYPOGRAPHY SYSTEM

Tezos

COLORS

Color creates continuity across applications, reinforces recognition, scales without fragmentation.

Tezos

DARK PLUM

Hex: #372347
RGB: 55, 35, 71
CMYK: 23, 51, 0, 72
Pantone: 5255 C

ELECTRIC INDIGO

Hex: #3323D5
RGB: 51, 35, 213
CMYK: 76, 84, 0, 16
Pantone: 2735 C

SOFT BLUE

Hex: #D2DAF5
RGB: 210, 218, 245
CMYK: 14, 11, 0, 4
Pantone: 2707 C

BLACK

Hex: #121212
RGB: 18, 18, 18
CMYK: 0, 0, 0, 93
Pantone: Black 6 C

DEEP INK

Hex: #1D0E28
RGB: 29, 14, 40
CMYK: 28, 65, 0, 84
Pantone: Black 7 C

TEZOS BLUE

Hex: #4331F7
RGB: 67, 49, 247
CMYK: 73, 80, 0, 3
Pantone: 2726 C

LIGHT MIST

Hex: #E3E7F5
RGB: 227, 231, 245
CMYK: 7, 6, 0, 4
Pantone: 656 C

WHITE

Hex: #F0F0F0
RGB: 240, 240, 240
CMYK: 0, 0, 0, 6
Pantone: Cool Gray 1 C

GRADIENT

Gradient

The gradient has always been central to the Tezos identity. Rather than replace it, we refined it; increasing contrast and sharpening its presence for a more contemporary and precise expression.

It represents progression without disruption: a seamless transition between depth and light.

Tezos Blue conveys innovation and momentum.

Light Mist introduces clarity and openness.

Deep Ink grounds the system with authority and permanence.



Primary Palette

THE GRADIENT FOUNDATION

At the core of the system is a three-color gradient. Each color is designed to stand independently while functioning together as a unified whole.

TEZOS BLUE
Hex: #4331F7
RGB: 67, 49, 247
CMYK: 73, 80, 0, 3
Pantone (approx.): 2726 C

LIGHT MIST
Hex: #E3E7F5
RGB: 227, 231, 245
CMYK: 7, 6, 0, 4
Pantone (approx.): 656 C

DEEP INK
Hex: #1D0E28
RGB: 29, 14, 40
CMYK: 28, 65, 0, 84
Pantone (approx.): Black 7 C

Secondary Palette

STRUCTURAL VARIANTS

The secondary palette supports patterns, overlays, and layered compositions across the graphic system.

These tones extend the primary palette by introducing contrast while preserving recognition.

ELECTRIC INDIGO
Hex: #3323D5
RGB: 51, 35, 213
CMYK: 76, 84, 0, 16
Pantone (approx.): 2735 C

SOFT BLUE
Hex: #D2DAF5
RGB: 210, 218, 245
CMYK: 14, 11, 0, 4
Pantone (approx.): 2707 C

DARK PLUM
Hex: #372347
RGB: 55, 35, 71
CMYK: 23, 51, 0, 72
Pantone (approx.): 5255 C

Visible Grid Palette

Use Moon Iris, Ash Violet, and Heather Smoke exclusively within the visible grid system to reinforce structure, alignment, and compositional rhythm.

To maintain contrast and legibility, apply each tone only on its designated background: Moon Iris on Tezos Blue, Ash Violet on Light Mist, and Heather Smoke on Deep Ink.

These variants should reinforce the visual framework without competing with the primary palette; introducing depth, hierarchy, and definition while preserving overall brand recognition.

MOON IRIS
Hex: #A198FB
RGB: 161, 152, 251
CMYK: 40, 40, 0, 0
Pantone (approx.): 2725 C

ASH VIOLET
Hex: #807B8E
RGB: 128, 123, 142
CMYK: 53, 49, 32, 4
Pantone (approx.): 7679 C

HEATHER SMOKE
Hex: #8E8693
RGB: 142, 134, 147
CMYK: 47, 44, 32, 2
Pantone (approx.): 7652 C

Neutral Palette

FOUNDATION COLOURS

White, black, and greys provide structural clarity across layouts and interfaces. They ground the system, reinforce hierarchy, and create space for the primary palette to stand with precision.

WHITE
Hex: #F0F0F0
RGB: 240, 240, 240
CMYK: 0, 0, 0, 6
Pantone (approx.): Cool Gray 1 C

BLACK
Hex: #121212
RGB: 18, 18, 18
CMYK: 0, 0, 0, 93
Pantone (approx.): Black 6 C

CORE GREY
Hex: #8A8F98
RGB: 138, 143, 152
CMYK: 44, 33, 27, 3
Pantone (approx.): Cool Gray 8 C

PATTERN

The pattern

The pattern originates from the Tezos logo, divided into modular components that form the foundation of the brand's graphic language.

At an abstract level, the system reflects the Tezos ecosystem itself: independent elements coming together in multiple configurations to create a unified network.

MODULAR **PATTERNS**



Pattern colours

The pattern system is available in four approved color variants. Composition examples are shown on the following page.

MODULAR PATTERNS

Tezos

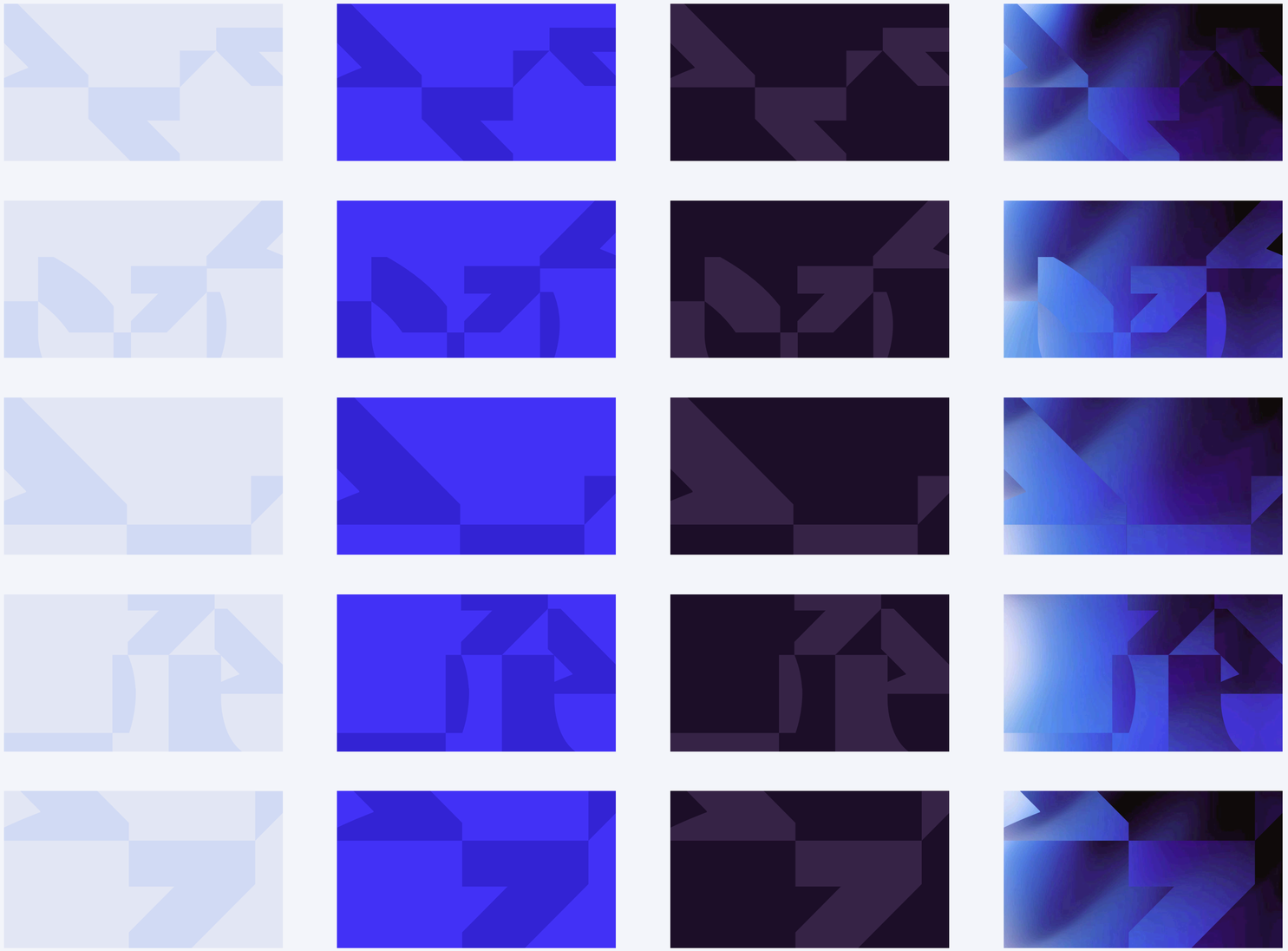
Electric Indigo on Tezos Blue

Soft Blue on Light Mist

Deep Ink on Dark Plum

Gradient on Gradient

Tezos



MODULAR PATTERNS

GRID SYSTEM

Designed on structure.
Built for flexibility.

Tezos

How to build and use the grid

Grids are always constructed from squares. Use the grid as a structural background element: guiding the eye without dominating the composition.

Full grids are primarily used during layout development. In final applications, reduce visible grid lines to emphasize structure selectively.

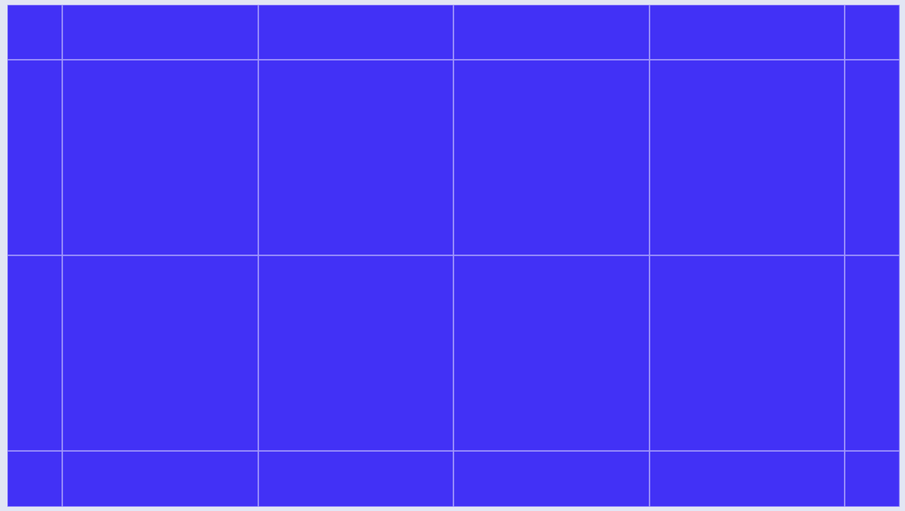
For landscape formats, square grids scale proportionally. See examples below

GRID SYSTEM

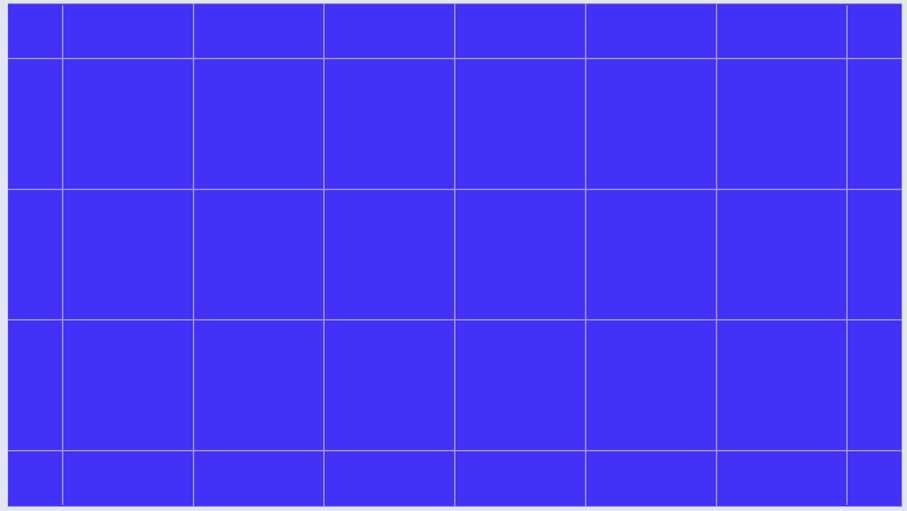
16:9

Tezos

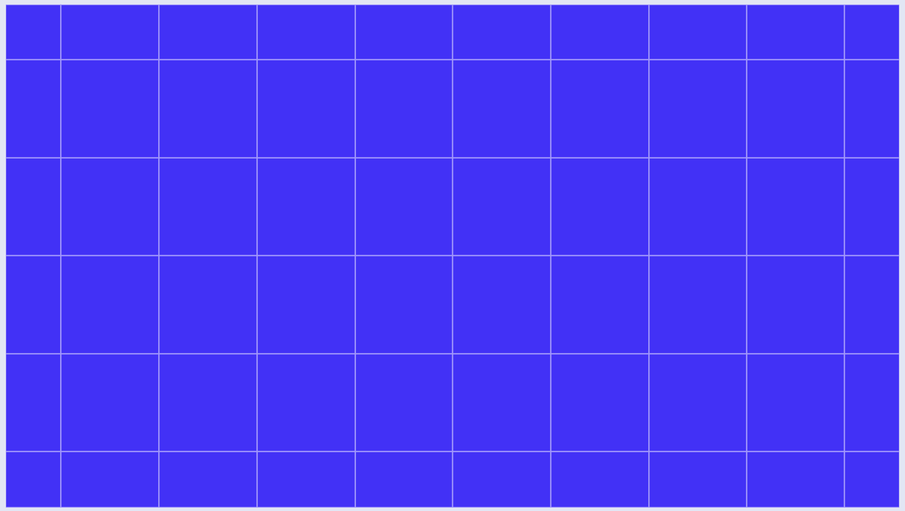
GRID 4X2



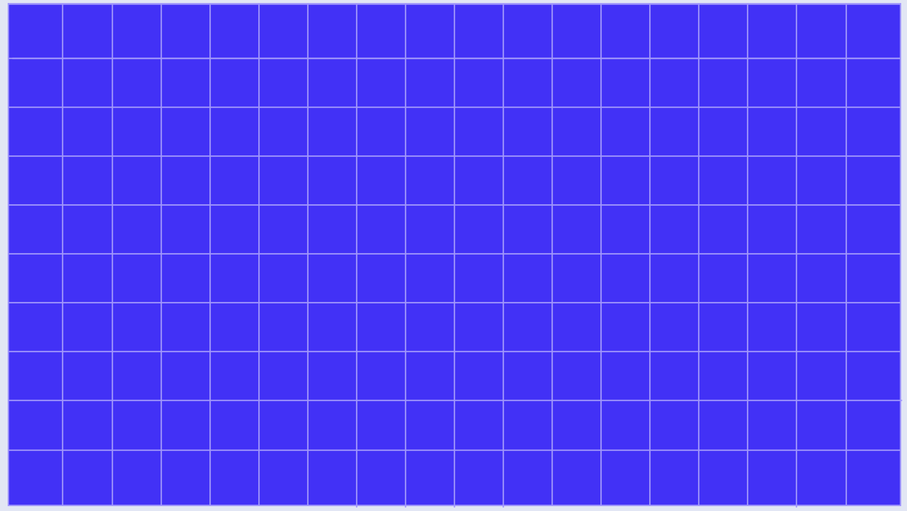
GRID 6X3



GRID 8X4



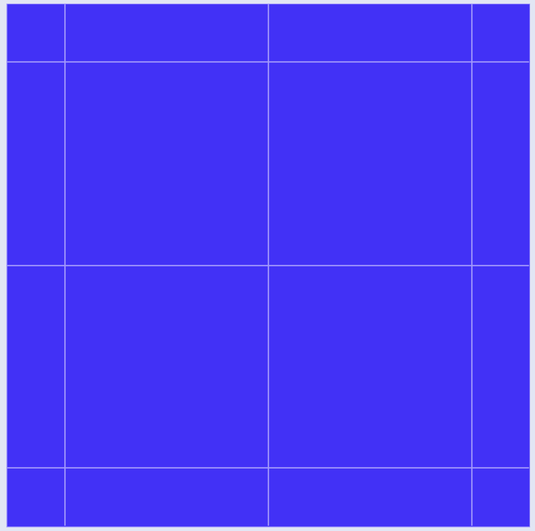
GRID 16X8



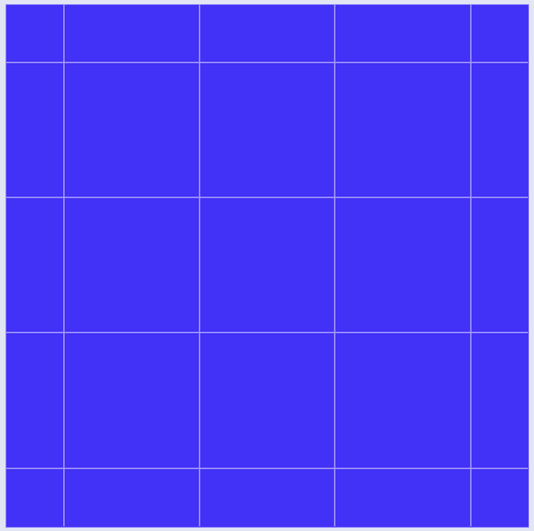
1:1

Tezos

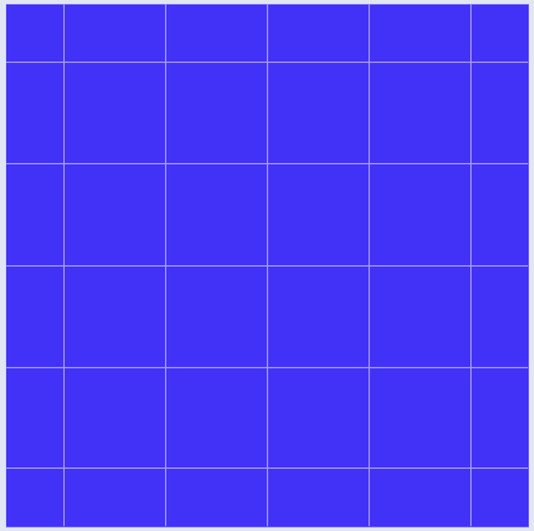
GRID 2X2



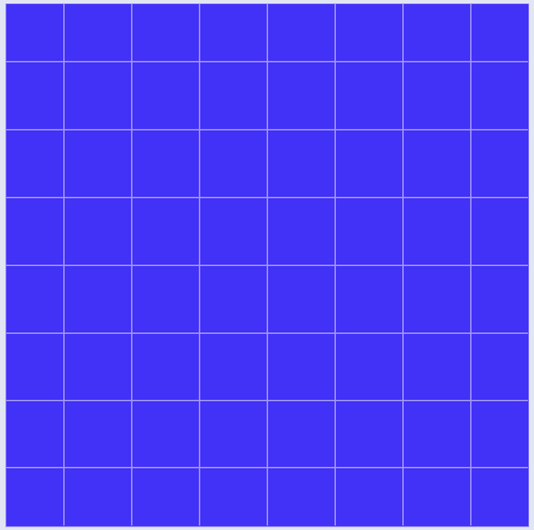
GRID 3X3



GRID 4X4



GRID 8X8



LOGO

Stable at its core.
Refined in its expression.

Tezos logo

The Tezos symbol remains unchanged, recognizable, established, and deeply associated with the brand.

The wordmark has been refined and modernized through the use of the semibold Roboto typeface, with improved alignment and balance alongside the icon. The update preserves the original character of the mark while enhancing its weight, proportions, and overall legibility.

BRAND MARK

Tezos

Balances visually with the icon. Scales effectively across sizes. Confidence without arrogance. Performs consistently in print, digital, and merchandise.

The icon and wordmark form the primary lockup.

Whenever possible, use the full lockup. It provides the strongest recognition and presence. The icon and wordmark may also be used independently when context requires.

BRAND MARK





01. Color variations

The logo may appear only in approved brand colors:

- White
- Black
- Tezos Blue

The logo must never appear in:

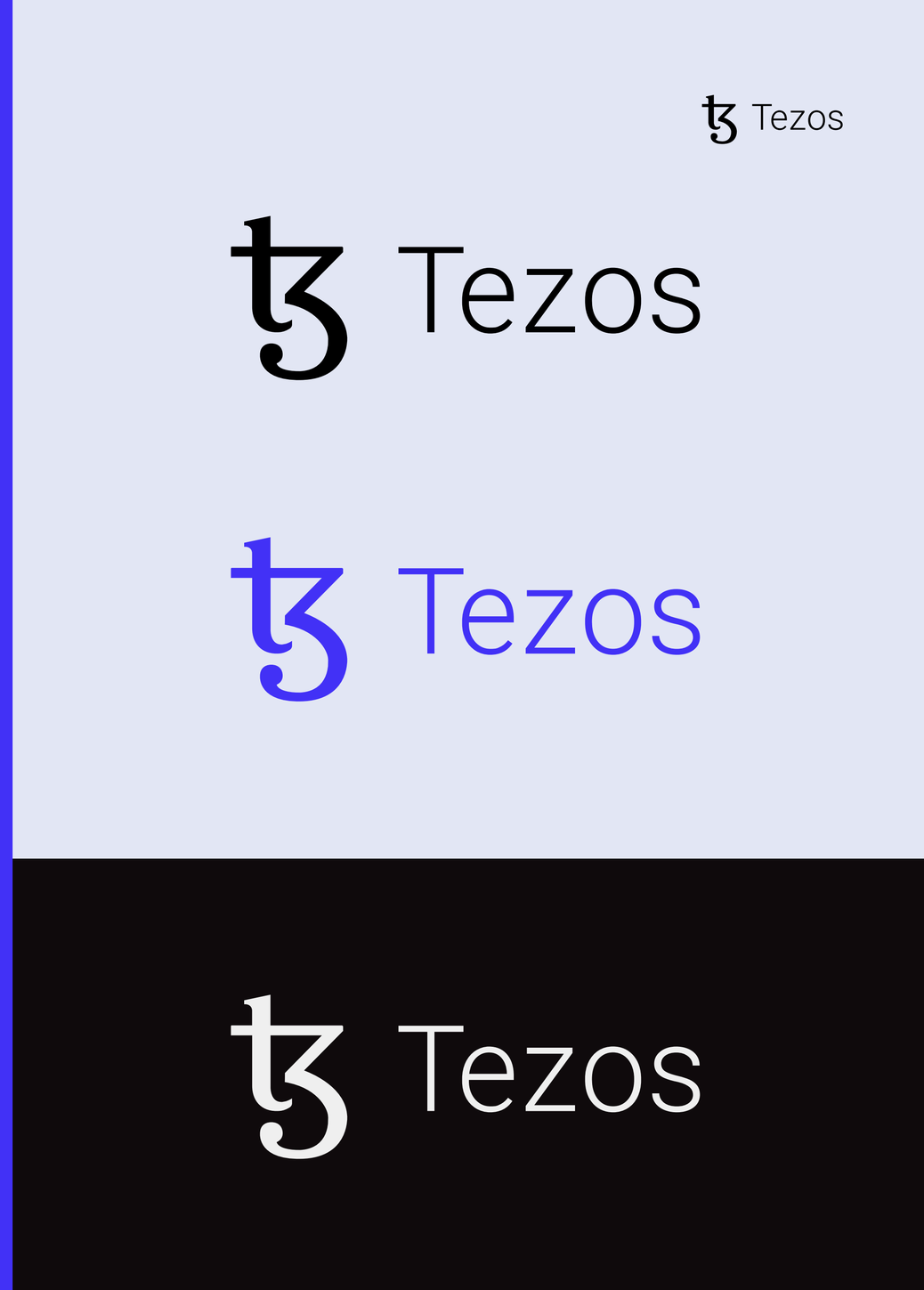
- The gradient
- Light Mist or Deep Ink
- Secondary palette colors
- Unapproved tints or effects

Positive Logo
Use the black or Tezos Blue logo on light backgrounds.

Negative Logo
Use the white logo on dark backgrounds.

The logo must always maintain strong contrast with its background. Legibility takes precedence over aesthetic preference.

BRAND MARK



02. Clear Space

Respect the mark.
Maintain clear space around the logo equal to the height of the “T” in the symbol. No text, graphics, or edges should enter this space.

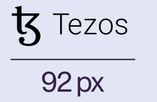


03. Minimum size

The logo must remain legible at all sizes.

In small-scale applications where the wordmark becomes unreadable, the icon alone may be used.

Never scale below legibility.



92 px



210 px



340 px



560 px

BRAND MARK

04. Things to avoid

Tezos

DO NOT

- Alter the proportions of the icon or wordmark
- Recreate or typeset the wordmark
- Stretch, compress, or distort the logo
- Add shadows, outlines, or effects
- Rotate the mark
- Use the gradient inside the logo
- Use secondary palette colors
- Place the logo on low-contrast backgrounds











The Tezos logo is a constant within a system designed to evolve; stable at its core, adaptable in its application.

ILLUSTRATION

Illustration has one purpose:
to clarify.

Tezos

Intentional by default

Illustration has one purpose: to clarify.
It supports content. It explains complexity.
It guides understanding.

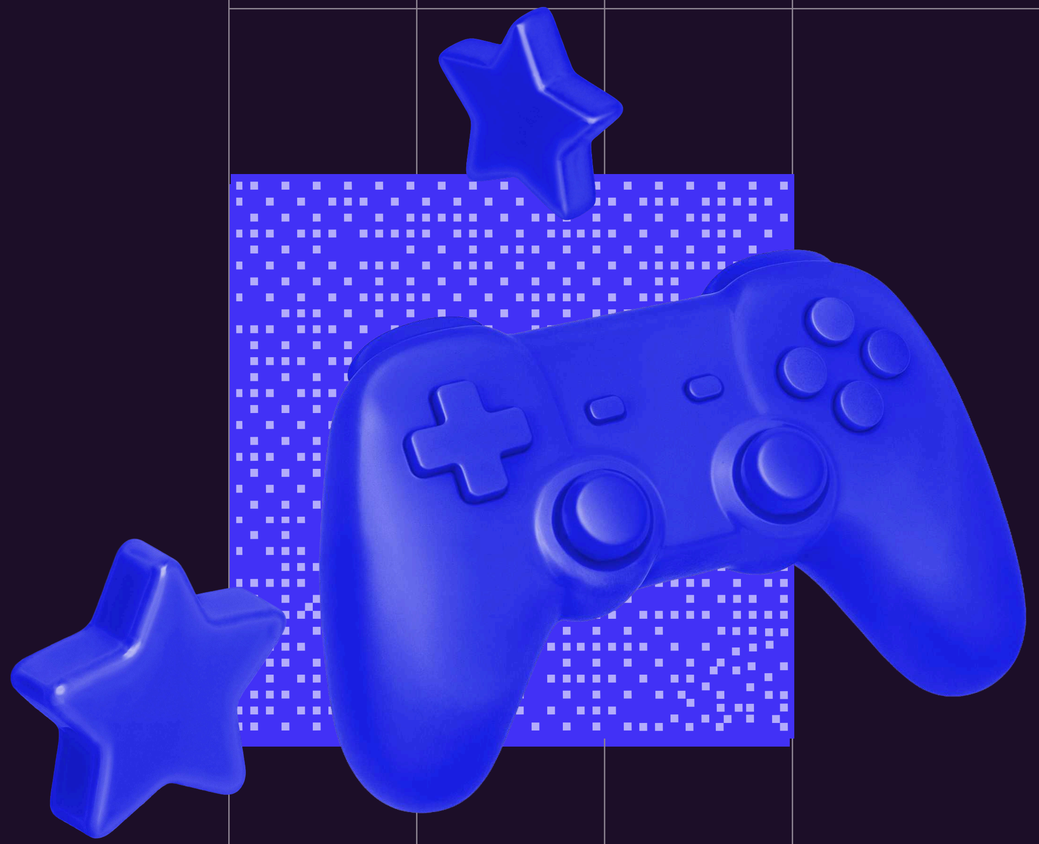
Every illustration should serve a clear purpose; balancing structure with character while adding dimension without disrupting coherence.

ILLUSTRATION LANGUAGE

Engineered
Clear
Diverse
Deliberate

01.
Modular 3D assembiles

The first illustration style is constructed from individual 3D elements that assemble into a complete composition.

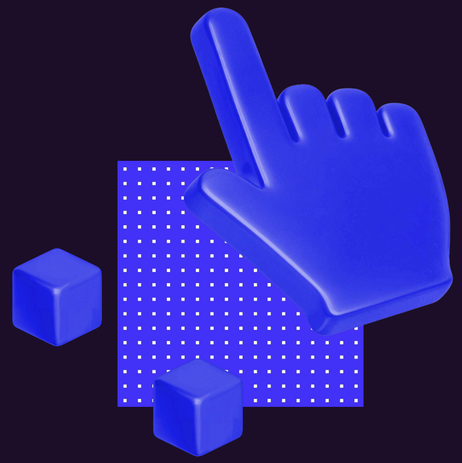


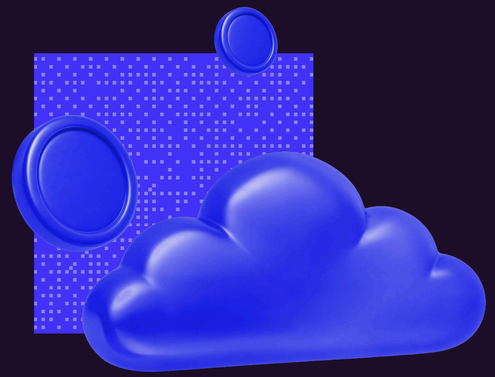
Tezos

ILLUSTRATION LANGUAGE

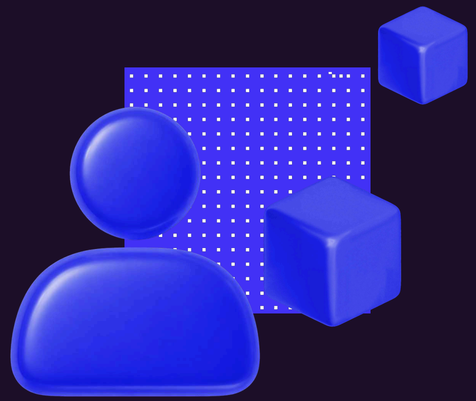
Tezos

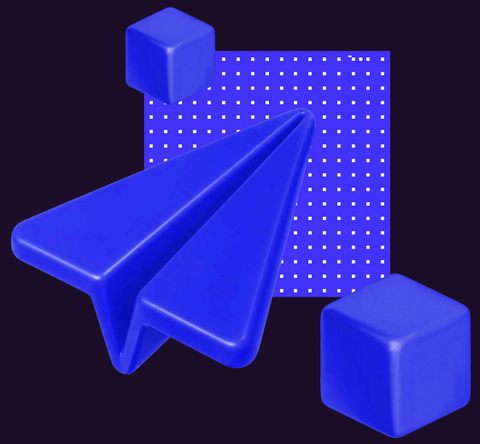




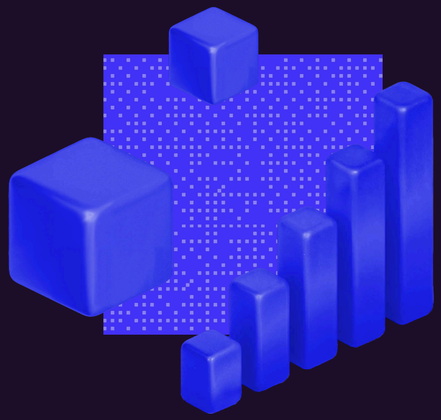








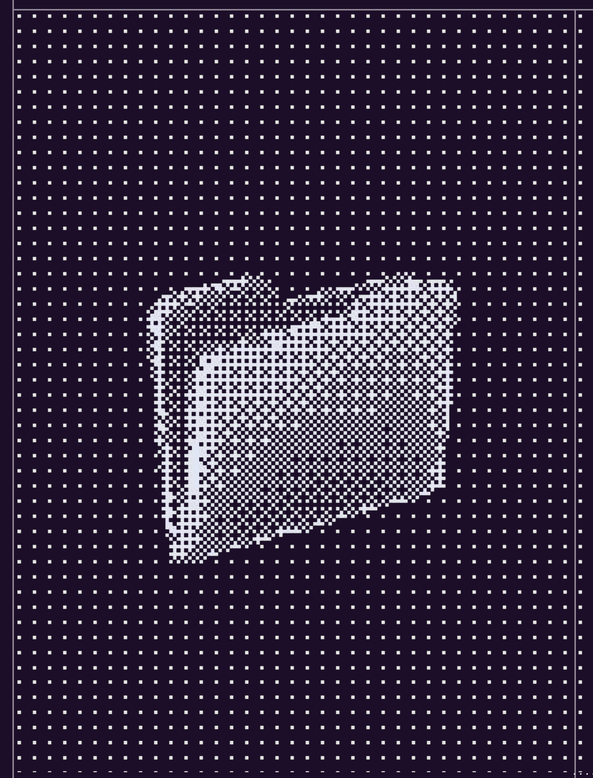




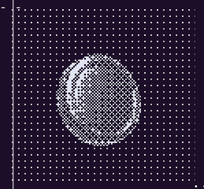
02. Dithered constructions

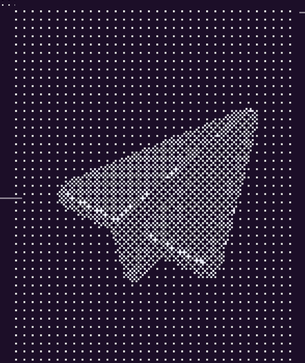
The second illustration style is built from dense arrangements of small squares.

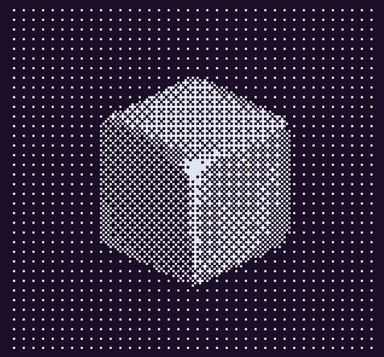
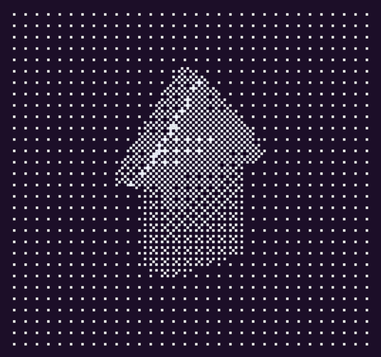
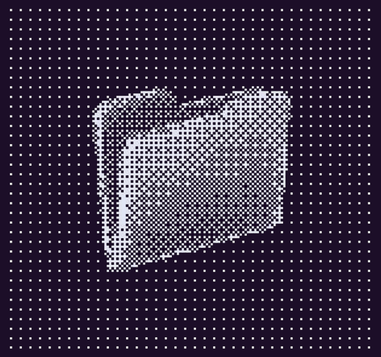
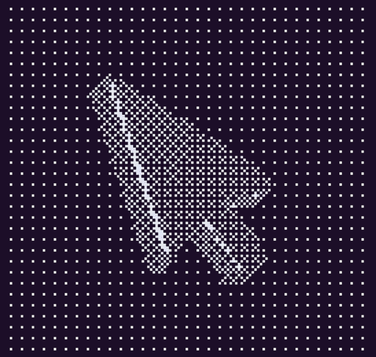
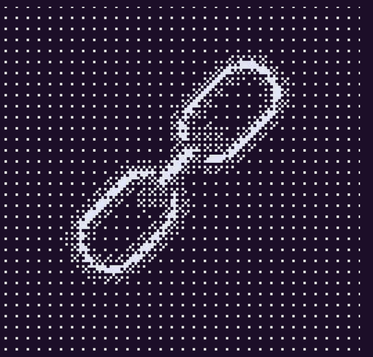
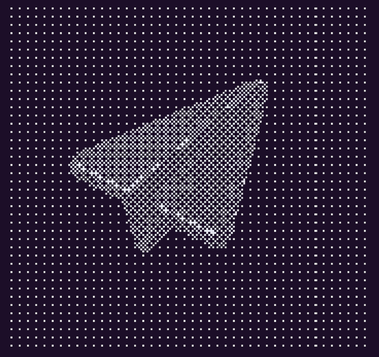
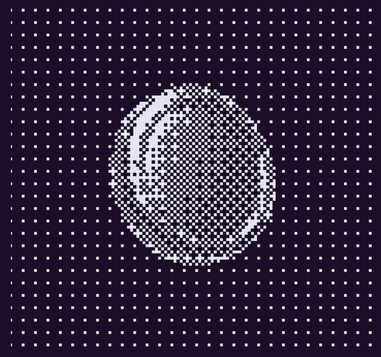
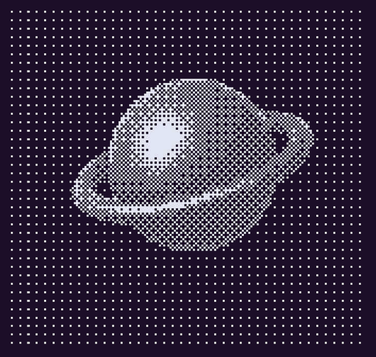
This approach mirrors the Tezos ecosystem itself; independent projects and contributors forming a unified network.

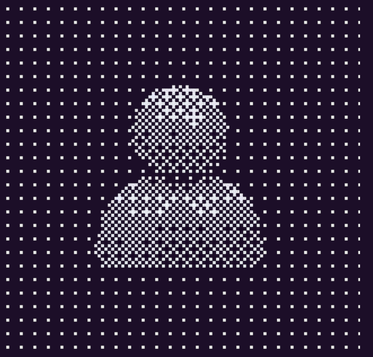
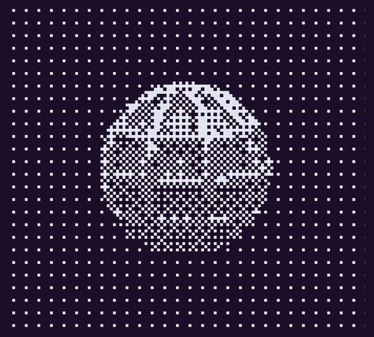
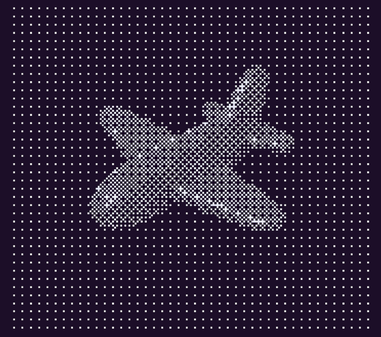
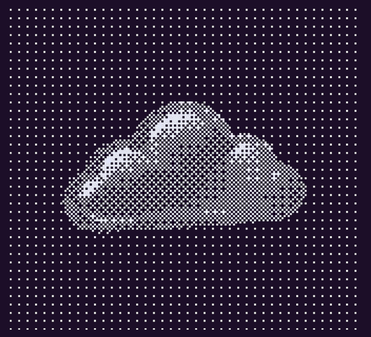
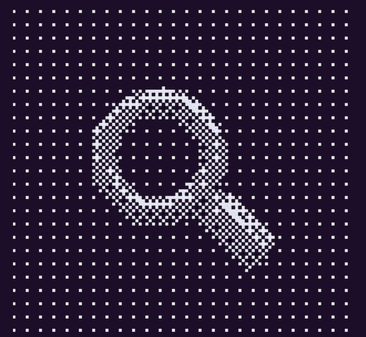
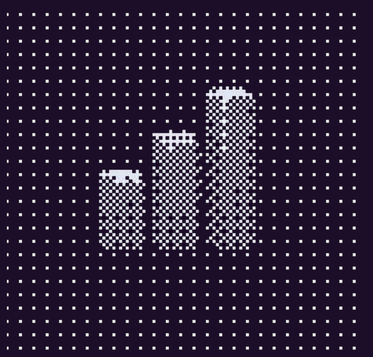








Tezos

One purpose.
Two expressions

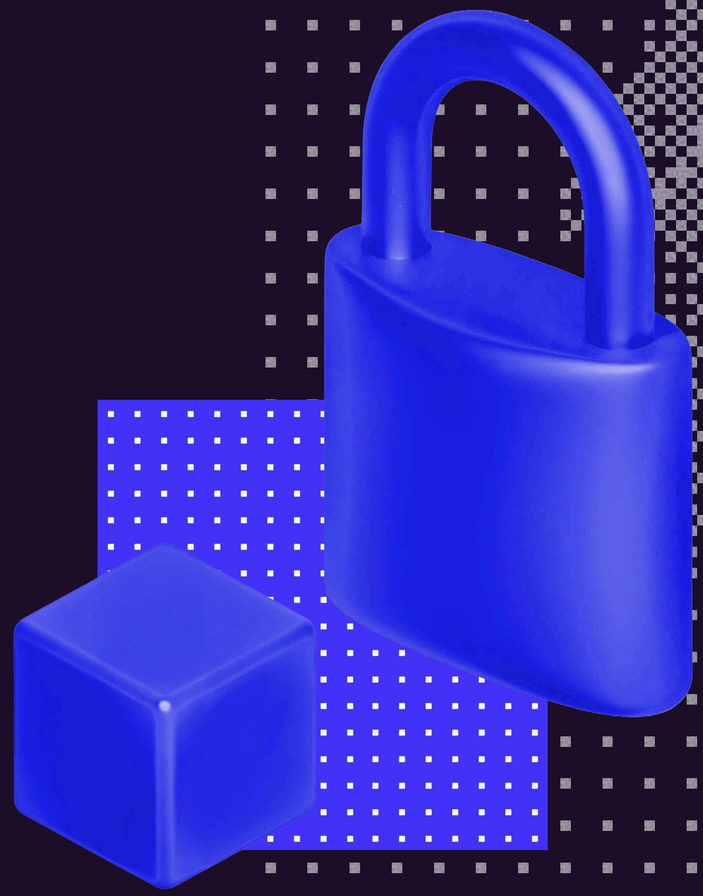


ILLUSTRATION LANGUAGE

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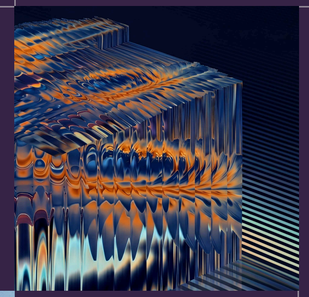
PHOTOGRAPHY

The imagery reflects a network that builds, adapts, and moves forward together.

Photography expresses evolution, participation, precision, and resilience; not as abstraction, but as lived reality.

The imagery reflects a network that builds, adapts, and moves forward together.

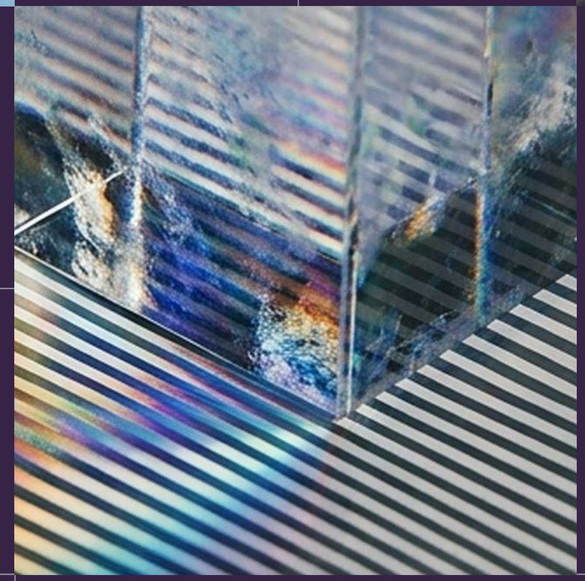
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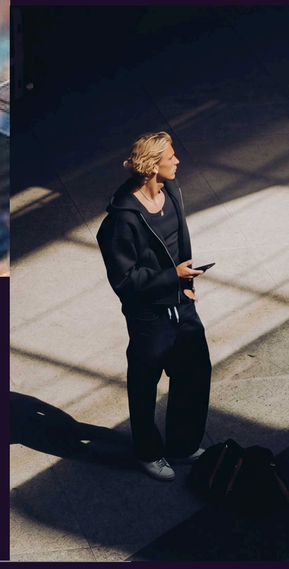




Tezos

Environments and actions are captured with strong alignment and visual order, almost as if they follow a grid. Composition reinforces structure within motion.



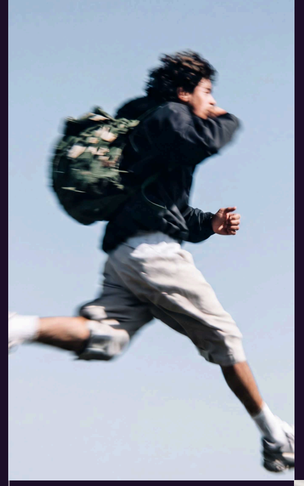


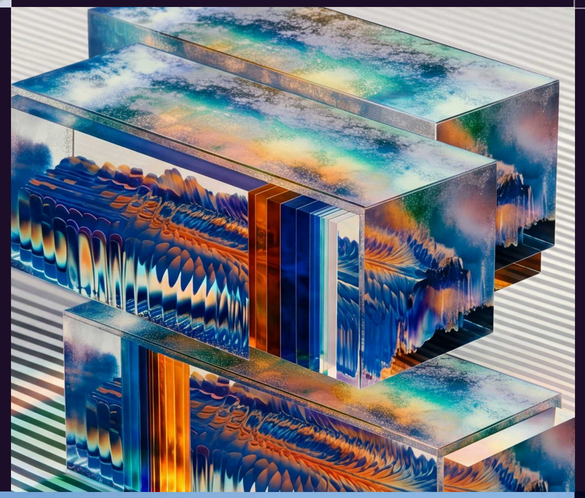


IMAGES DIRECTION

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Colors and shadows



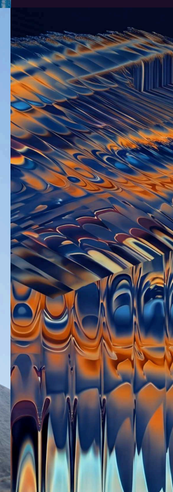


Images primarily align with the brand palette:

- Blues
- Black
- Grey
- White

Subtle hints of orange, purple, or green may appear to introduce energy and dimensionality. These accents should enhance; never dominate.

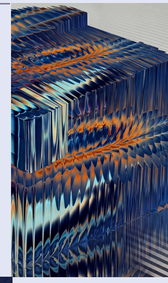




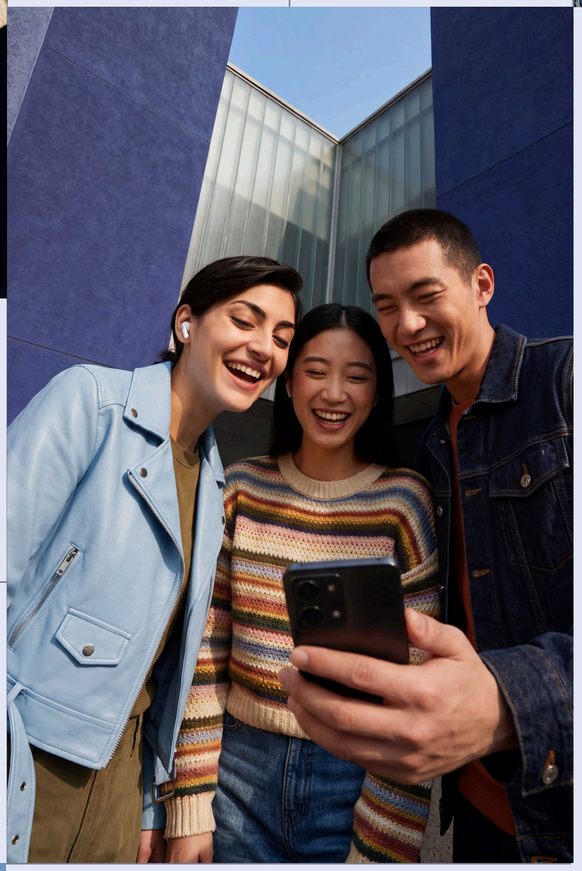
IMAGES **DIRECTION**

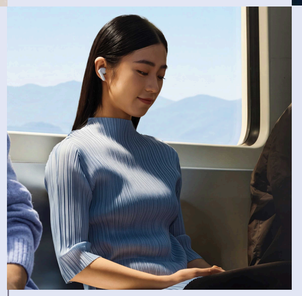


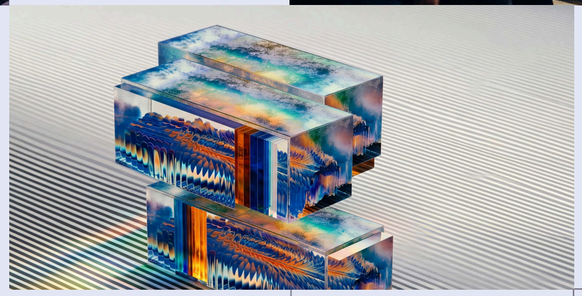














BRAND IN USE

We do not design for moments.
We design for momentum.

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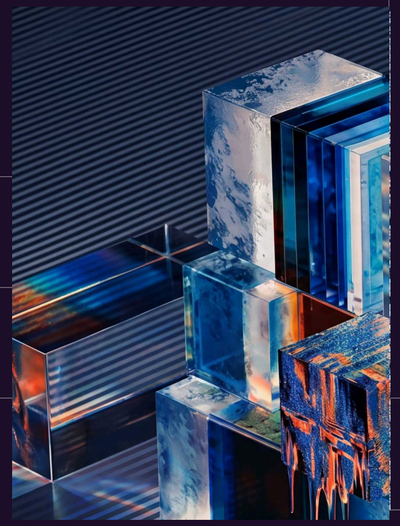
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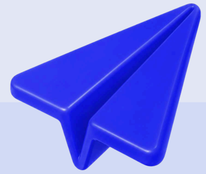


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Tezos smart contracts can be verified, reliable, and secure.

Tezos



The Tezos platform was built with mechanisms to ensure active community governance and participation–a key component of Web3.

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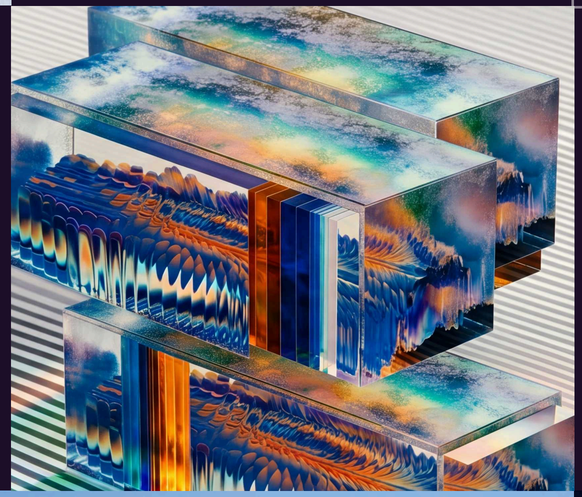
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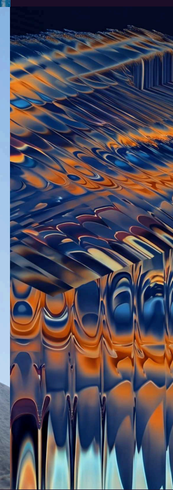
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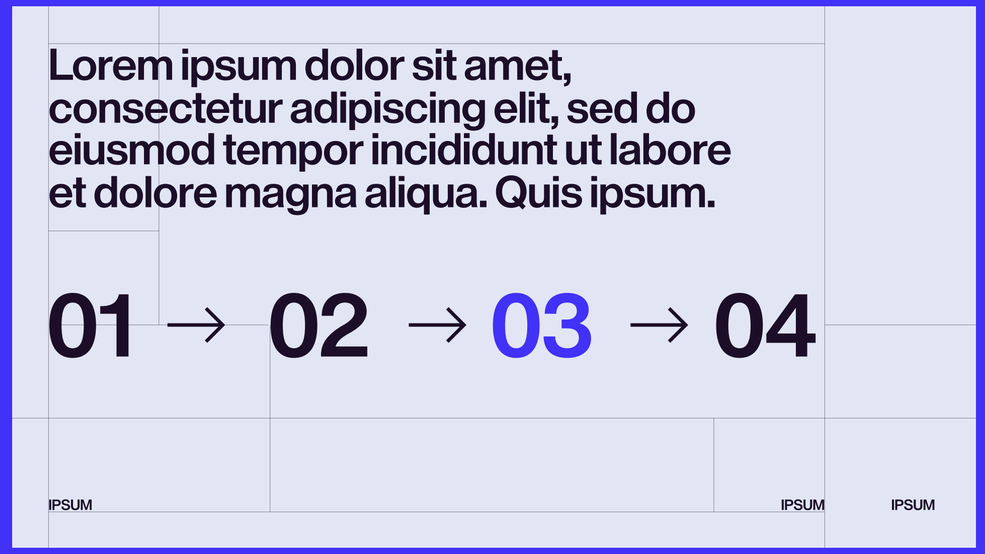
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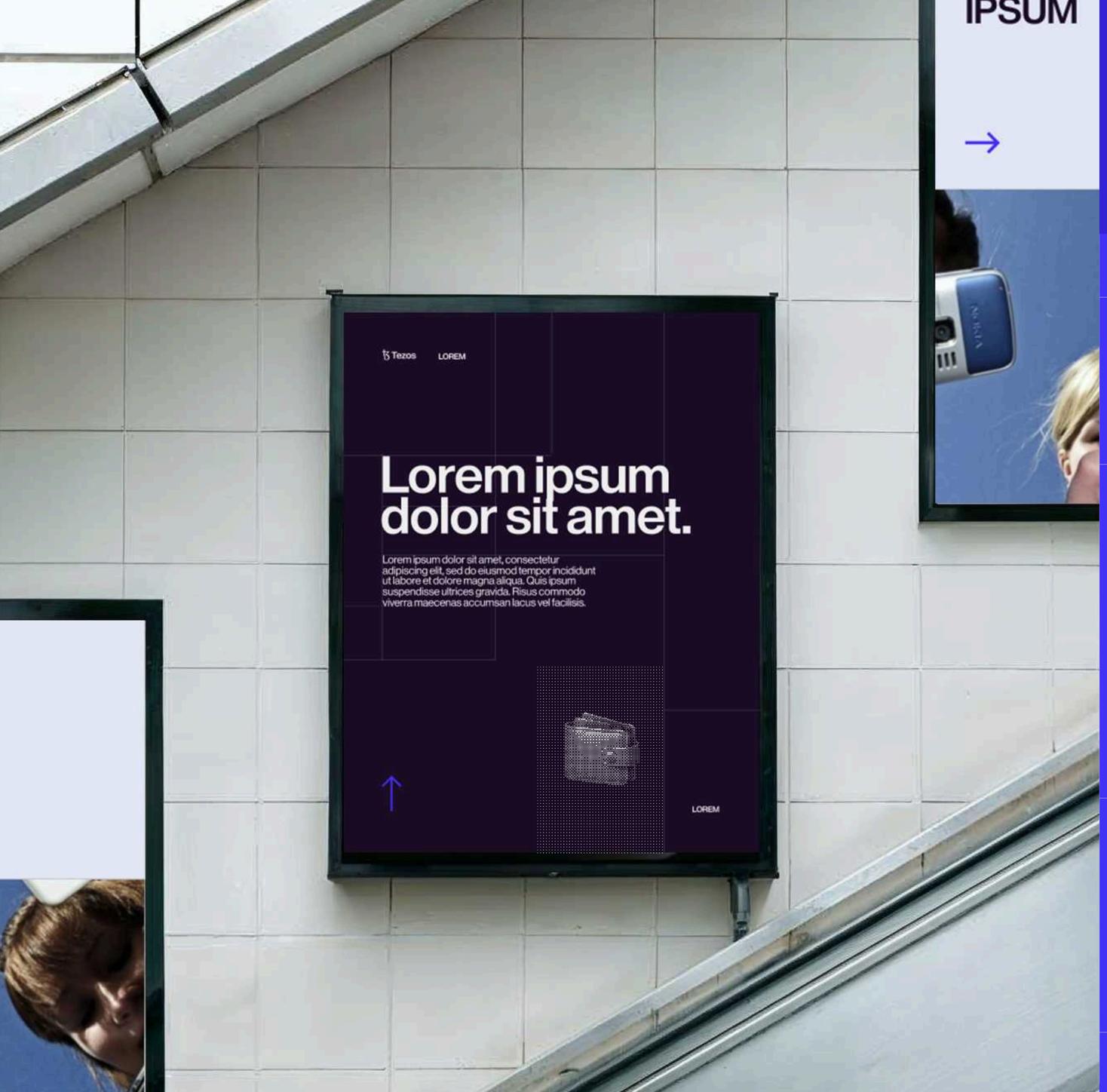
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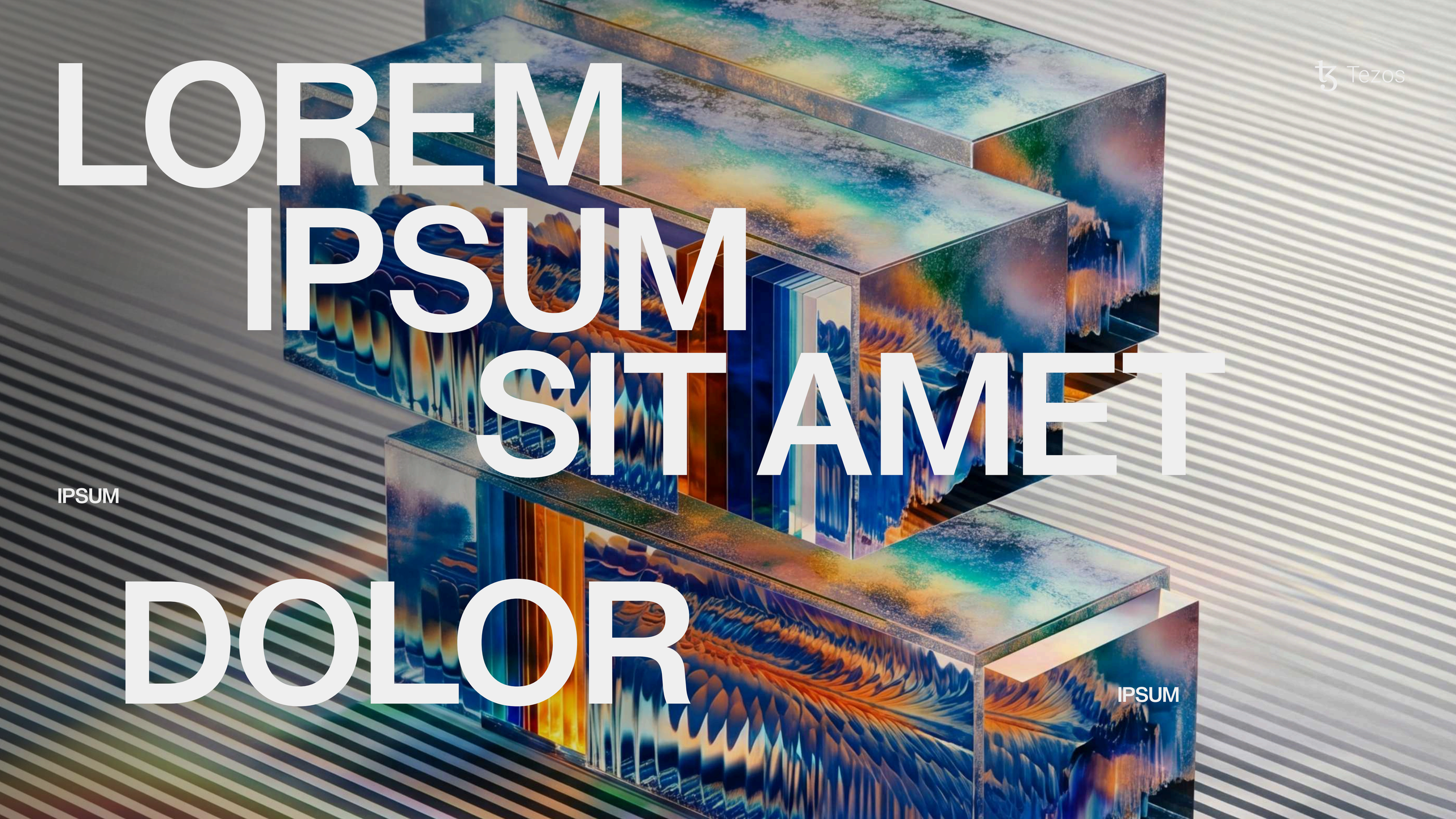


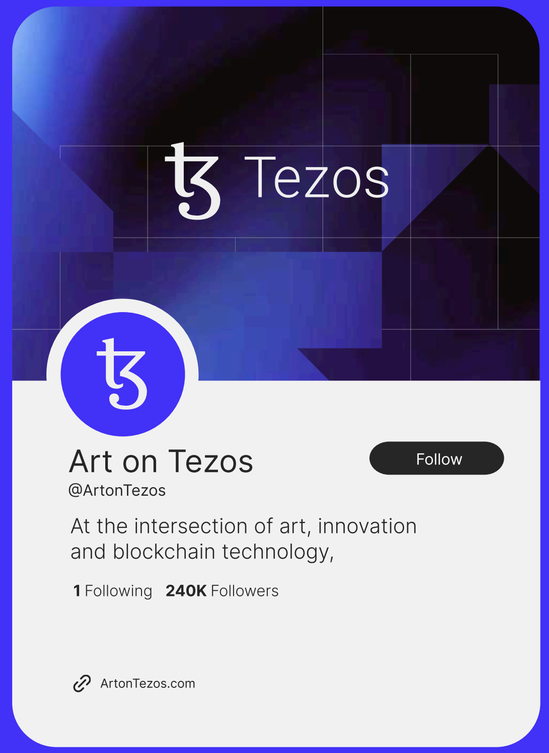




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Thank you!

To show our brand at its best, it's important to follow these guidelines accurately. If you have any questions or need clarification, please don't hesitate to contact Naomi Strinati, our Creative and Design Lead.

Before any items go live or into production, they must be approved by our creative team.

For any approvals, please contact:

Naomi Strinati
Senior Graphic Designer

naomi.strinati@trili.tech