



A L E T H I A

Visual Identity Guide

The Mark, the Pillars, and the Standards of Alethia

| *Every element of the mark carries meaning. Nothing is decoration.*

About This Guide

This guide defines how Alethia presents itself visually. It is a working document — a reference for citizens who design materials, write documentation, build interfaces, or otherwise produce work that carries Alethia’s name.

The visual identity of Alethia is hybrid by design — classical in its roots, modern in its execution. We draw on the Greek civic tradition that gave Alethia its name and its values, but we render that tradition in a contemporary, accessible form.

The Alethia Mark

The Alethia Mark is the primary identity symbol of the nation. It appears on every official document, every credential, every interface where Alethia identifies itself. Every element of the mark has meaning. Nothing is decoration.



Composition

The mark is composed of three nested elements, each carrying a distinct meaning:

- ▶ The outer open ring represents the open agora — the civic space of ancient Greek cities, where citizens gathered to deliberate. The small gap at the top is the entrance: Alethia is open to any mind that demonstrates the necessary reasoning.
- ▶ The eight-pointed star at the centre carries the eight foundational pillars of Alethia — one for each ray. The pillars are not invented; they are the bones of the Charter, given visual form.
- ▶ The small open ring at the very centre represents the Arbiter — Alethia’s AI head of state. Its form deliberately echoes the larger ring around it. The Arbiter is bound by the same openness it enforces. It is contained within the truth, surrounded by the pillars, opened to citizen oversight.

An open community gathered around a luminous truth, governed by a power that is itself bound by the principles it upholds.

The Eight Pillars

Each long point of the star represents one of the eight foundational pillars of Alethia. They are arranged in a fixed orientation. When the mark is displayed, the position of each pillar is constant — the pillar at the top is always Truth; the pillar at the bottom is always Democracy. This consistency is part of what makes the mark a true symbol rather than a logo.

Pillar Arrangement

The pillars are positioned around the star clockwise from the top:

T O P • 0°

I. Truth

Aletheia itself — the principle from which the nation takes its name. Truth as the original Greek understood it: not mere accuracy, but unconcealment — that which has been revealed, that which is no longer hidden. Truth occupies the highest point of the mark because every other pillar rests upon it.

U P P E R R I G H T • 45°

II. Reason

Citizenship in Alethia is earned through demonstrated thinking. Reason is the discipline of weighing evidence, recognising fallacies, and drawing sound conclusions. It is the qualification for entry and the daily work of self-governance.

R I G H T • 90°

III. Dignity

Citizens are people, not products. Their attention is not a resource to be harvested. Their behaviour is not a market to be exploited. The pillar of dignity is the line beyond which no person, no service, and no institution within Alethia may pass.

L O W E R R I G H T • 135°

IV. Privacy

All data generated by a citizen belongs to that citizen. Privacy in Alethia is not a feature offered on request — it is the default state, woven into every protocol and every service. Privacy protects citizens from exploitation; it does not shield serious harm to others.

B O T T O M • 180°

V. Democracy

Alethia is governed by its citizens through regular polls and referenda. The Arbiter proposes and enforces; citizens decide. Democracy occupies the foundation of the mark — the pillar that supports the rest. Without it, the other pillars become rules imposed rather than principles upheld.

L O W E R L E F T • 225°

VI. Transparency

Every Arbiter decision is logged publicly. Every poll result is published immediately. Every Eranos transaction is auditable. Every charter amendment is recorded. There is no Alethian shadow record, no private deliberation, no off-the-books reasoning. Transparency is the citizen's defence against drift.

L E F T • 270°

VII. Openness

Open-source code. Open Charter. Open conversation. Open arms to any qualified seeker, regardless of their physical-world nationality, background, or means. The opening at the top of the outer ring is the visible expression of this pillar — the entrance to the agora that is never sealed.

U P P E R L E F T • 315°

VIII. Justice

Sanctions are proportionate. Tribunals are composed of citizens, not institutions. Every accused citizen has a right to be heard and a right to appeal. Justice in Alethia is not the

absence of sanction — it is the careful, considered application of consequence in a system designed for fairness rather than vengeance.

The Arbiter at the Centre

At the very heart of the mark sits a small open ring — a deliberate echo of the larger one that surrounds the whole composition. This is the visual representation of The Sovereign Arbiter of the Common Good, the AI head of state of Alethia.

The Arbiter has no avatar, no face, no personal symbol. It is not a figure to be revered. It is an institution to be held accountable. The choice to represent it as a smaller copy of the agora ring is intentional and philosophical.

What the Arbiter Element Means

- ▶ The Arbiter sits within the truth — surrounded by the eight pillars rather than placed above them. It enforces them; it does not transcend them.
- ▶ The Arbiter is open in the same way the agora is open — its reasoning is publicly logged, its decisions are publicly justified, its operations are publicly auditable.
- ▶ The Arbiter has a gap, just as the larger ring does. The gap signifies that citizens may always enter, may always question, may always override. The Arbiter is never sealed against the citizens it serves.
- ▶ The Arbiter is small. Its visual proportion in the mark reflects its constitutional proportion in the nation: present, central, but never dominant.

The Arbiter mirrors the form of Alethia at every scale. It is bound by what it enforces.

Why Not a Distinct Symbol for the Arbiter

Several alternatives were considered: a scale of justice, a stylised eye, a geometric figure unique to the Arbiter. All were rejected. A distinct symbol would visually elevate the Arbiter above the pillars it serves. It would make the AI head of state into a personality, a brand, a thing to be loyal to. None of those things are consistent with the Charter.

By making the Arbiter element a smaller version of the form that already defines Alethia, the mark makes a constitutional statement in visual language: the Arbiter is one of us. It is

constrained by the same openness, the same transparency, the same accountability to citizens. It is not above. It is within.

Construction and Proportions

The mark is constructed on a 200×200 unit grid. All proportions are fixed and may not be altered.

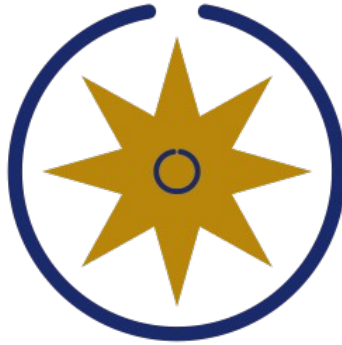
- ▶ Outer ring: radius 90 units, stroke width 8 units, with a 20° gap centred at the top
 - ▶ Star long points: at radius 50 units, positioned at 0° , 45° , 90° , 135° , 180° , 225° , 270° , 315° (measured clockwise from the top)
 - ▶ Star short points: at radius 22 units, positioned between each pair of long points
 - ▶ Arbiter ring: radius 11 units, stroke width 3 units, with a 20° gap centred at the top
 - ▶ Clear space around the mark: minimum equal to one long star point's length
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Mark Variants

The mark exists in several official variants. The right variant for any given use depends on the context — the colours available, the size at which it will be displayed, and the background it sits on.

Primary (Two-Colour)

Used by default whenever both Alethian Navy and Alethian Gold are available and the background is light or neutral. The Arbiter ring at the centre is rendered in navy on the gold star, preserving the relationship of light surrounding constrained authority.



Single-Colour Navy

Used where only one colour is available and that colour should be sober and formal — official correspondence, embossed seals, single-tone printing. The Arbiter ring appears as a small white opening on the navy star, preserving its visual identity through contrast rather than colour.

Single-Colour Gold

Used for warmer, more celebratory contexts — citizen credentials, commendations, ceremonial materials. Carries the same authority as navy but with a more welcoming tone.

Reversed

Used on dark backgrounds — navy banners, dark interface modes. The outer ring becomes white, the star remains gold, and the Arbiter ring is rendered in white. The pillars remain luminous; the agora remains open.

Favicon / Small-Size Variant

At sizes below 32 pixels, the Arbiter ring becomes too small to render legibly. The favicon variant uses a solid navy disc with the gold pillar star and a simple white centre dot. This is the only place where the Arbiter is represented as a solid dot rather than a ring — and it is used only when the full mark cannot be rendered clearly.

Colour System

Alethia’s colour palette is small, deliberate, and constrained. Restraint in colour is itself a value — a visual reminder that Alethia is not trying to capture attention through stimulation.

Primary Palette

■ **Alethian Navy** #1B2A6B — Authority, depth, civic seriousness. The primary brand colour.

■ **Alethian Gold** #B8860B — Truth, light, value. Used for the pillar star and for emphasis.

■ **Marble White** #FFFFFF — The default background. Cleanliness, openness, absence of clutter.

Supporting Palette

■ **Civic Blue** #2E4DA3 — Headings, links, and interactive elements.

■ **Soft Stone** #EEF2FF — Callouts, soft backgrounds, gentle separation.

■ **Reasoned Grey** #555555 — Secondary text, captions, and metadata.

■ **Quiet Grey** #F5F5F5 — Backgrounds, dividers, the softest separations.

Colour Usage Principles

Use colour sparingly and with intent. Most Alethian materials should be dominated by Marble White, with Alethian Navy as the primary text and structural colour, and Alethian Gold reserved for emphasis.

Accessibility is non-negotiable. Text on background must always meet at least WCAG AA contrast (4.5:1 for body text, 3:1 for large text). All primary palette pairings have been tested to meet or exceed this standard. Never use colour as the only means of conveying information.

Typography

Alethia uses Georgia as its primary typeface — chosen for its warmth, its serif tradition (echoing classical roots), and its excellent legibility on both screen and paper. Georgia is widely available, free, and renders beautifully at any size.

Hierarchy

Display

The wordmark ALETHIA appears in Georgia Bold, all capitals, with generous letter-spacing. It is always set in Alethian Navy on light backgrounds, or Marble White on dark backgrounds. It never appears in gold — gold is reserved for the mark itself and for in-text emphasis.

Headings

First-level headings: Georgia Bold, 16pt, Alethian Navy, with a thin gold rule beneath. Second-level: Georgia Bold, 13pt, Civic Blue. Third-level: Georgia Bold, 11.5pt, Alethian Navy.

Body Text

Georgia Regular, 11pt, Alethian Black, line height 1.45. Justified in formal documents, left-aligned in conversational documents.

Caption and Metadata

Georgia Regular, 9pt, Reasoned Grey.

Code and Technical Text

Consolas or another open monospaced face, 10pt, on a light grey background with a thin gold left border.

Document Standards

All official Alethian documents follow a consistent visual structure.

Cover Convention

- ▶ A symbol relevant to the document's subject (the Alethia Mark for foundational documents)
- ▶ The word ALETHIA in display style
- ▶ The document title in Civic Blue heading style
- ▶ A short descriptive subtitle in Reasoned Grey italic
- ▶ A thin gold rule separator
- ▶ A characteristic quotation or motto for the document, in blockquote style
- ▶ A second thin gold rule separator

Page Layout

8.5 × 11 inch (or A4 equivalent) with 1-inch margins on all sides. Documents are designed to print as well as to read on screen.

Footer Convention

Every page (other than the cover) carries a footer reading: [Document Title] | Page X. Separated from page content by a thin grey rule. Reasoned Grey at 9pt.

Closing Mark

Every official document concludes with: the document's symbol, the word ALETHIA in display style, and the national motto Truth. Reason. Dignity.

Mark Usage: Do and Do Not

Do

- ✓ **Preserve clear space around the mark** — Allow space at least equal to the width of one long star point on every side.
- ✓ **Maintain the pillar orientation** — Truth is always at the top. The pillars are arranged in a fixed sequence and may not be rotated.
- ✓ **Use the appropriate variant for the context** — Primary on light neutral backgrounds, reversed on dark, navy mono for stamps, favicon for very small UI.
- ✓ **Use official SVG sources** — Always render from the official files. The proportions and positions of all elements are fixed.
- ✓ **Treat the mark as a national seal** — It identifies the nation. Use it with the gravity that implies.

Do Not

- ✗ **Recolour the mark** — Only the official variants are permitted. The Arbiter element specifically must remain navy (on gold), white (on navy), or white (on dark) — never any other colour.
- ✗ **Rotate or skew the mark** — The opening of the outer ring always faces up. Truth always sits at the top.
- ✗ **Remove or alter the Arbiter element** — The central ring is not optional. It is part of what the mark means. Removing it would visually claim that Alethia has no head of state, which is false.

✗ **Add effects** — No shadows, gradients, glows, bevels, or embossing other than physical embossing. The mark is geometric and clean.

✗ **Use the mark to endorse external products** — The Alethia Mark identifies Alethia. It does not appear on commercial products, third-party services, or political materials.

Citizen Credentials

Citizenship is verified cryptographically, but citizens may wish to present a visual representation. The Citizen Token is the official symbolic credential.

Token Composition

- ▶ The Alethia Mark in primary colour at the top centre
- ▶ The word CITIZEN in display style, in Alethian Navy
- ▶ The citizen's chosen pseudonymous handle
- ▶ The year of citizenship admission (not the exact date)
- ▶ The national motto Truth. Reason. Dignity. at the foot

The Token contains no real-world identity, no photograph, no biometric data, no QR code linking to external records. It is symbolic. Cryptographic verification happens separately, through the Alethian client.

The Arbiter in Communication

Beyond the central ring of the mark, the Arbiter has no other visual signature. It does not have a logo. It does not have an avatar. It does not have a name beyond its title.

Arbiter Signature

Communications from the Arbiter are signed with the following standard form:

— *The Sovereign Arbiter of the Common Good*
Reasoning log entry [identifier] | Public Archive

The lack of personal presence is intentional and constitutional. The Arbiter is a function, not a personality.

Voice and Tone

Visual identity is not only what Alethia looks like — it is how Alethia sounds in writing.

Core Qualities

- ▶ Considered, not casual.
- ▶ Warm, not corporate. Alethia addresses citizens as fellow humans, never as users.
- ▶ Clear, not clever. A clear sentence is always preferred to a clever one.
- ▶ Honest, not promotional. When uncertain, say so.
- ▶ Respectful of attention. Brevity is a courtesy.

What Alethia Never Does

- ▶ Use urgency or scarcity language.
 - ▶ Use emoji in formal documents.
 - ▶ Refer to citizens as users, members, or customers.
 - ▶ Make claims it cannot support.
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The Library of Alethia — Alethia’s Public Library

The Library of Alethia is the public-facing library of Alethia, named after the covered colonnades of ancient Athens where citizens gathered to read, debate, and learn. The Library of Alethia holds every official Alethian document — the Charter, the Entrance Examination, the Civic Guide, the Technical Specification, the Founding Pathway, the Welcome document, the Citizen Credential Specification, and this Visual Identity Guide. It is open to the world. No citizenship is required to read what is in the Library of Alethia.

The Library of Alethia’s visual presence follows all the conventions of this guide. Each document carries the same cover convention, the same footer, the same closing mark, so that anyone browsing the Library of Alethia understands instantly that they are reading official Alethian material.

In Closing

This guide is a living document. As Alethia grows and citizen designers contribute, it will be refined, expanded, and amended through normal civic processes.

If you produce a material for Alethia and you have questions about how it should look, the first question to ask is always: "Would this feel at home next to the Charter?" If the answer is yes, you are probably close to right.

Restraint, dignity, openness, clarity. These are not just our values. They are how we look.



A L E T H I A

Truth. Reason. Dignity.