



IDENTITY / SEPTEMBER 2026

Brand essentials.

The marks, type and imagery
that make Argus recognizable.

LOGO / COLOUR / TYPE / APPLICATIONS



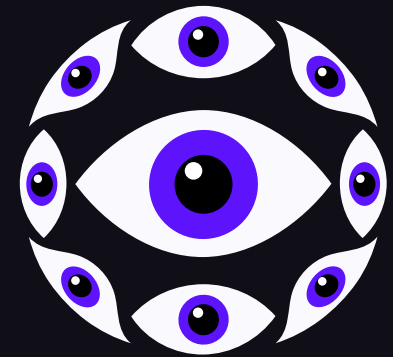
The new Argus signature.

Use the supplied artwork. Keep its proportions, eye arrangement and colours intact.



FULL / PRIMARY SIGNATURE

Use the Full asset for navigation, footers, covers and social signatures. Never retype Argus.



ICON / COMPACT SURFACES

Use the Icon for avatars, favicons and compact controls.

Working spacing rule: leave at least one-quarter of the icon width clear on every side.

Suggested screen minimums: Full 140 px wide; Icon 32 px. Check the eye detail at actual size.

Dark grounds. Violet accents.

Retain the existing interface palette. The new mark introduces its own exact iris violet.

Ink

#08060C

Main canvas

Surface

#100E16

Panels and depth

Soft white

#F5F4F8

Text on dark

Interface violet

#8347E9

Primary actions

Viola

#B37AFF

Labels and accents

Milestone gold

#F4C352

Milestones only

Inside the logo

Iris #5D13FB / Eye #FAF9FE / Pupil #000000

Keep those fills as supplied. Do not recolour the mark to match a campaign.

One family. Every surface.

Inter unifies headlines, body, controls, labels and market data.

HEADLINES / INTER

Launch your token.

Use weight and size for hierarchy. Keep natural proportions.

LABELS & DATA / INTER

ARGUS \$TOKEN 0123456789

Tabular numbers for data. Use the plain zero; disable the slashed-zero alternate.

BODY & CONTROLS / INTER

Make the next step clear.

For 1600 × 900 banners: headline 90-128 px, support 26-32 px, labels 18-22 px.

Greek antiquity, with restraint.

Marble, bronze, obsidian and violet dusk. Give the subject room and the words a quiet place.



Bronze

Token launches
Patina and
amethyst.



Obsidian

Brand campaigns
The mascot as
a physical object.



Citadel

Discovery
Open horizons,
quiet text areas.



Stoa

Community
Violet dusk and
warm torchlight.

Sculpted mascot interpretations belong in campaign artwork. Keep the exact supplied logo as the signature. Avoid generic eye emblems, magical beams, runes and heavy fantasy effects. Do not revive the retired mark.

Keep it recognizably Argus.

A short review before an asset leaves the brand kit.



DO

Use the current Full and Icon files.

Keep the exact supplied fills and proportions.

Keep words over quiet areas.

Use dark space and readable, deliberate type.

Treat imagery as a separate layer.

Keep the brand signature clean and unchanged.

Check the final export at phone size.

Replace placeholders and verify the stated facts.



AVOID

Do not use the retired eye / diamond.

Older guides, banners and avatars are superseded.

Do not stretch or retype the signature.

Do not rearrange the eyes or recolour the logo.

Avoid heavy effects on the mark.

No glow, shadows or generated replacement logos.

Do not let the artwork make a promise.

Avoid profit claims or unverified launch status.