

Akash Brand Guidelines

Designing the Open Cloud



01 Logo

Sign

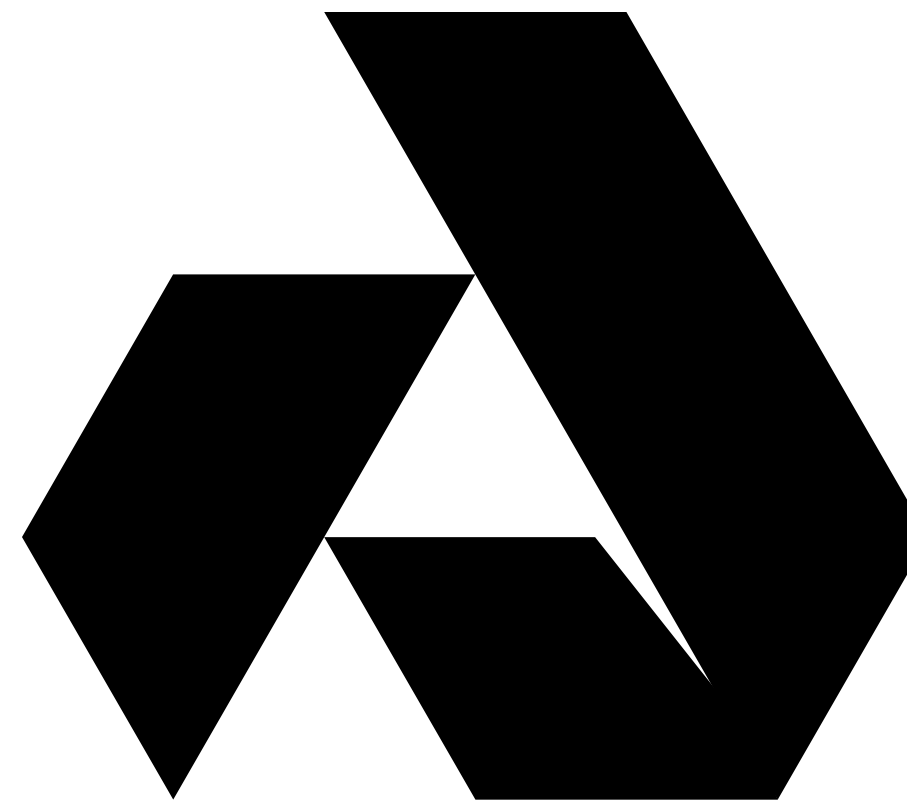
The Akash sign is a mark of clarity and trust.

Simple, geometric, and intentional, designed to behave like infrastructure, not decoration.

It represents openness, balance, and reliability in an open compute marketplace.

Usage Guidelines

- Always use the sign in its original form
- Maintain generous clear space around the mark
- Use only approved colors: red, black, or white
- Place on clean, uncluttered backgrounds
- Let the sign remain calm and prominent



Logo

The Akash logo combines the sign and wordmark into a single, balanced system.

It is designed to be clear, legible, and timeless, functioning across digital products, infrastructure interfaces, and brand communications.

The logo prioritizes structure and readability over decoration.

Key Principles

- Built for clarity at any size
- Neutral, engineered, and stable
- Designed to live quietly across many contexts

Design Note

The logo should never compete with content. It anchors the experience.



Logo



Primary



Secondary

The primary logo is the default expression of the Akash brand.

Use when:

- There is sufficient space
- The logo is a key brand anchor
- The background is clean and neutral

This is the preferred logo in most situations.

Logo in-situ

The Akash logo should integrate naturally into its environment.

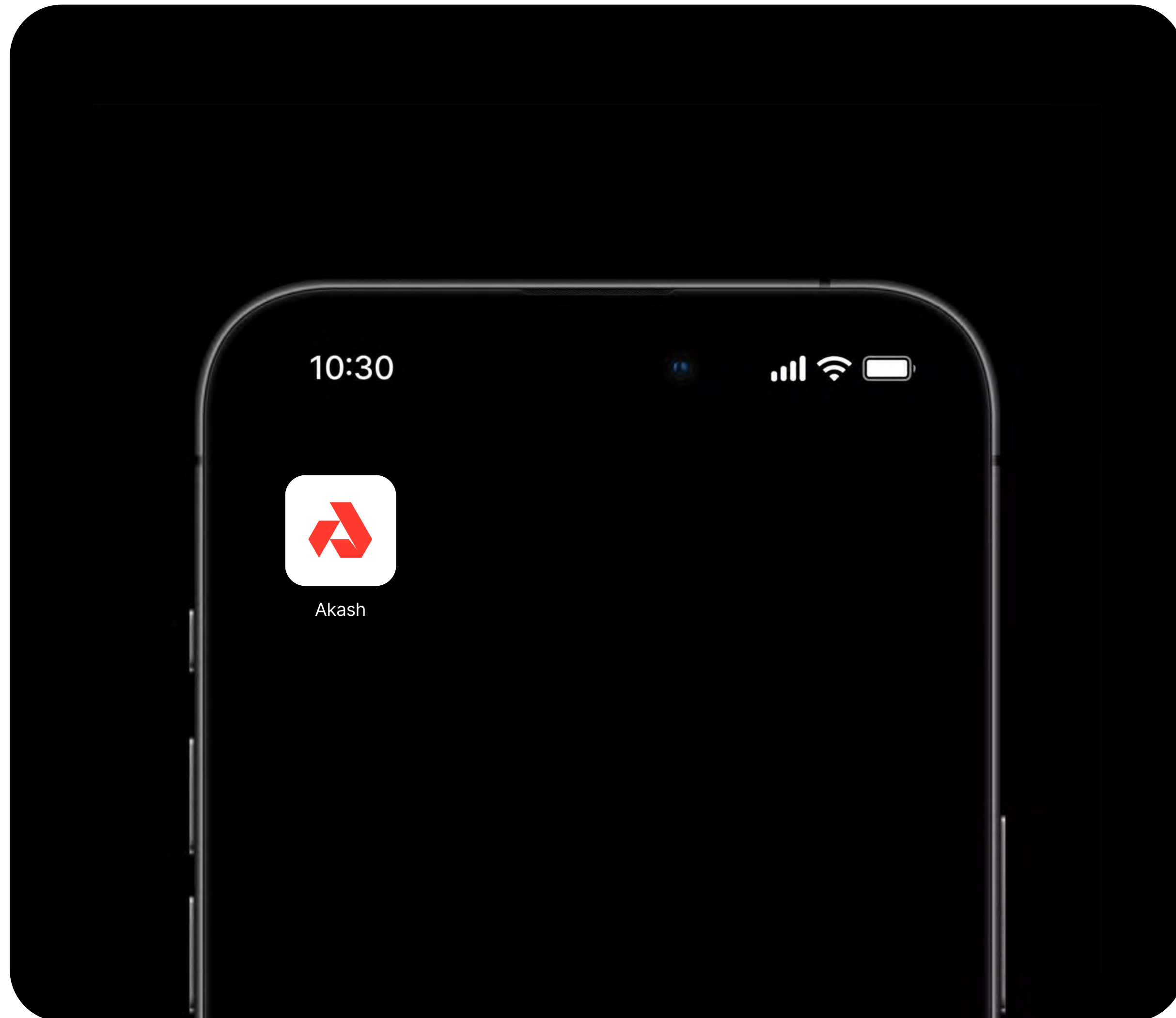
It may appear on:

- Product interfaces
- Documentation
- Presentations
- Websites
- Infrastructure dashboards

In all cases, the logo should feel part of the system, not an overlay.



Logo in-situ



Logo in-situ



Positioning

Preferred Positions

- Top-left (primary)
- Bottom-right (secondary)

These positions align with reading patterns and UI conventions.

Positioning Guidelines

- Align the logo to the grid
- Maintain consistent placement across layouts
- Avoid centering unless in a hero or cover context

Consistency builds trust.



Things to avoid

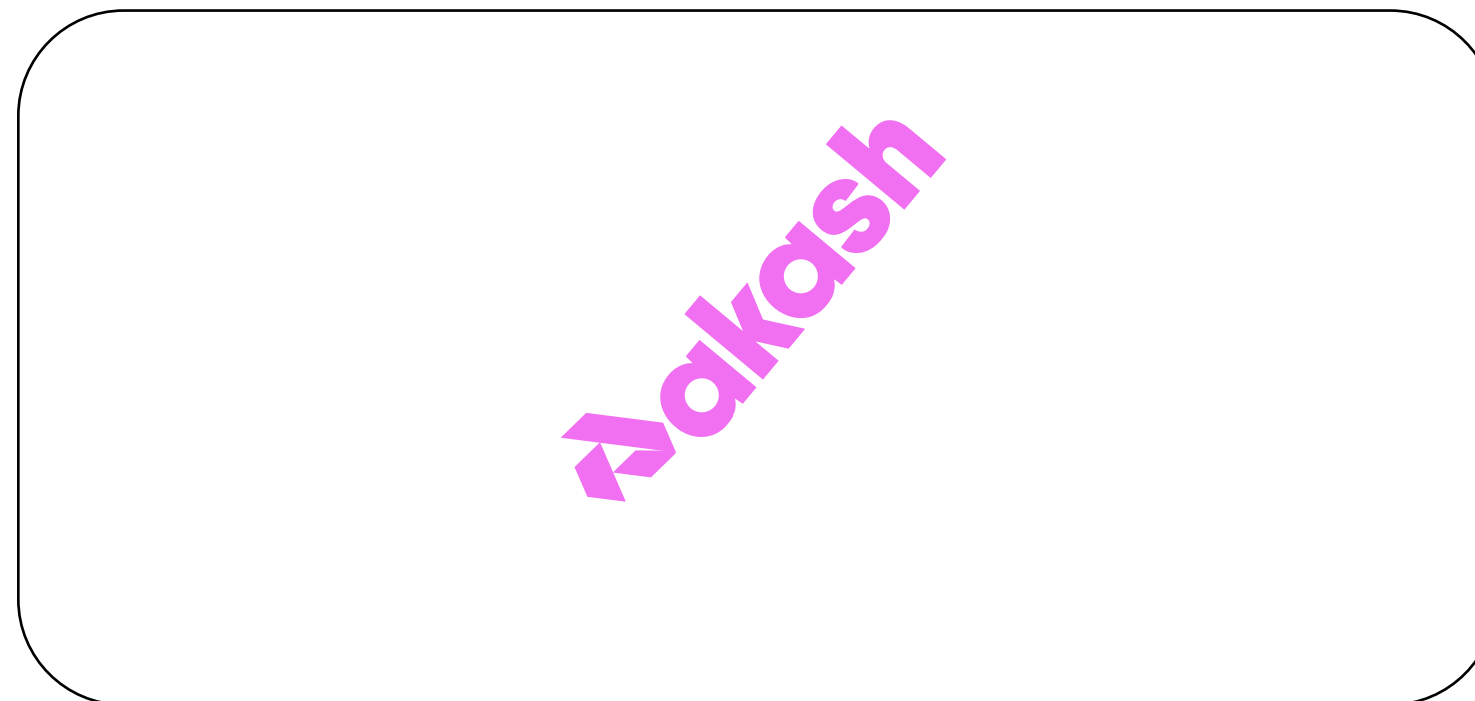
✗ Do not stretch or alter proportions



✗ Do not change the arrangement



✗ Do not rotate



✗ Do not apply gradients



Do Not

- Stretch or distort the logo
- Rotate or tilt
- Apply shadows, glows, or gradients
- Place on busy imagery or heavy texture
- Recolor outside the approved palette
- Use the logo as a pattern or decoration

The logo is a signal of trust.
Treat it accordingly.

✗ Do not apply colors



✗ Do not use the logo as a pattern / decoration



02 Color

Primary palette

Akash Red

Used sparingly to signal importance, action, or focus.

- Represents energy, conviction, and momentum
- Never used as a full background
- Always intentional

Black & White

The foundation of the system.

- Black → structure, contrast, authority
- White → openness, transparency, clarity

Most layouts should rely primarily on black and white.

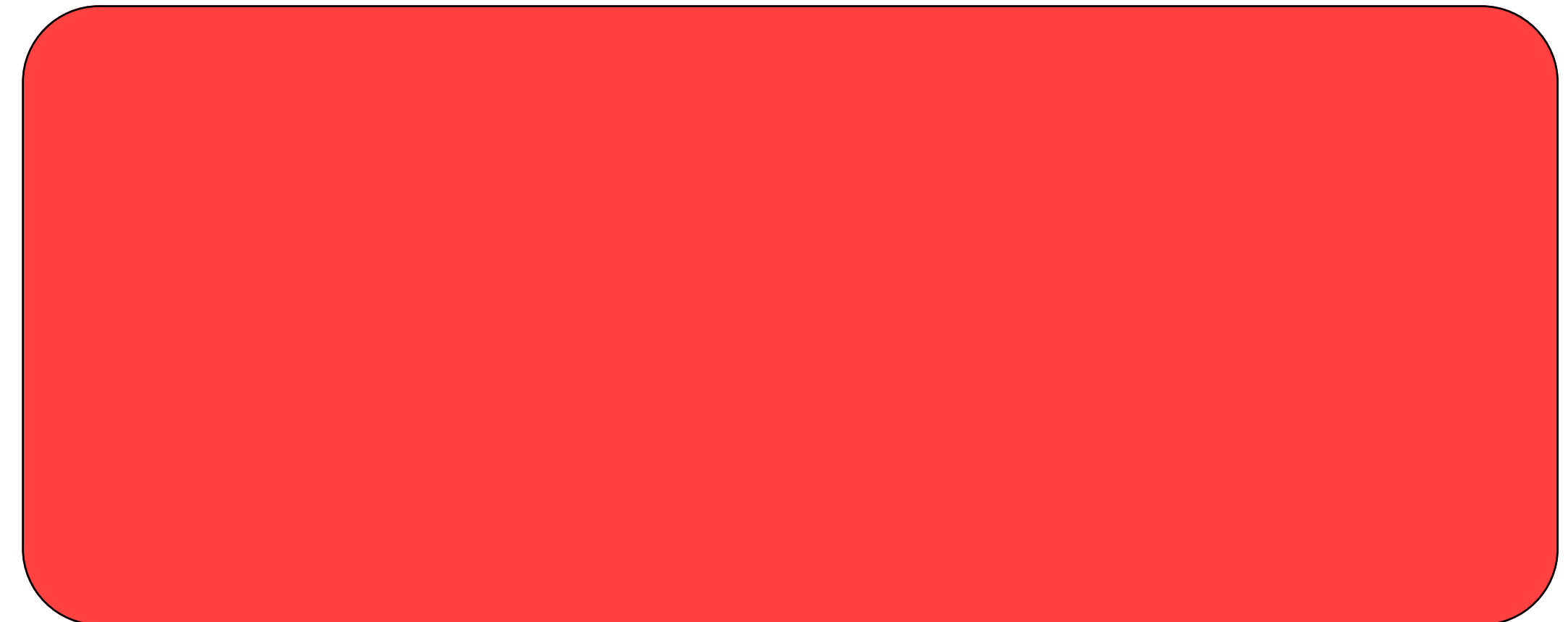
Neutral Palette

Muted greys and off-whites support layout, hierarchy, and readability.

- Used for backgrounds, dividers, secondary text
- Never dominate the composition

Color Guidelines

- Use red as punctuation, not paint
- Favor contrast over decoration
- If color is unnecessary, don't use it



Secondary palette

The secondary palette supports the core system without distracting from it.

It exists to add warmth, depth, and subtle differentiation, not personality.

Usage

- Illustrations
- Diagrams
- Background accents
- Section dividers

Never use for:

- Logos
- Primary UI actions
- Headlines

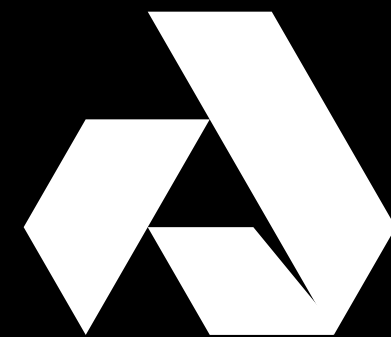
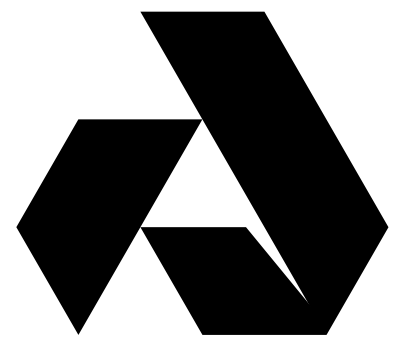
Muted

- Low saturation
- Chalk-like or paper-based tones

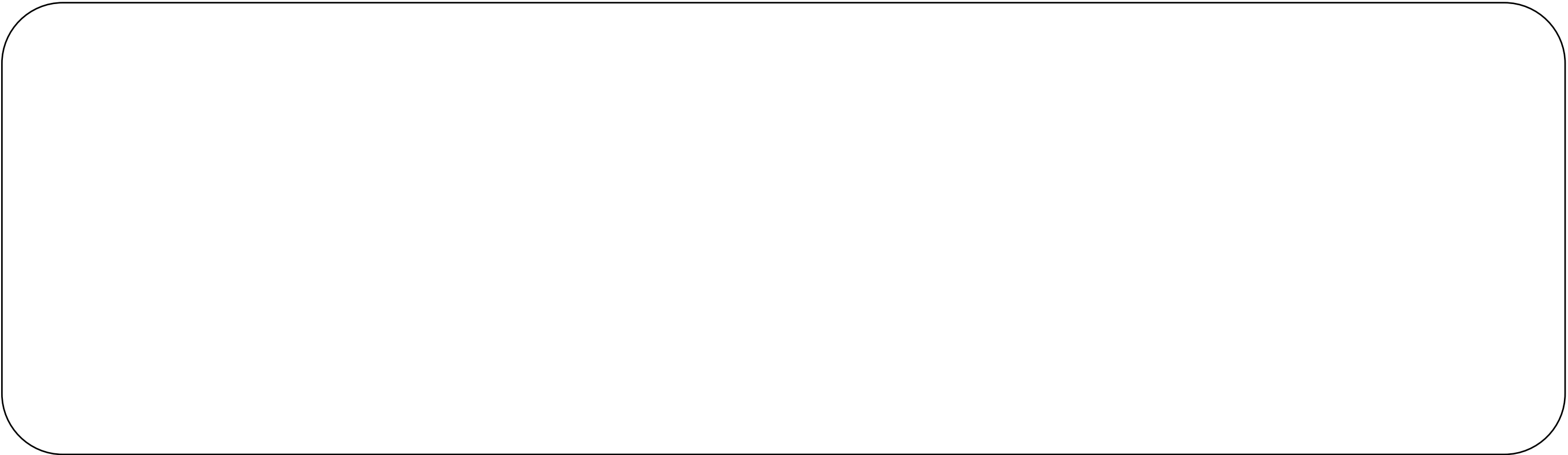
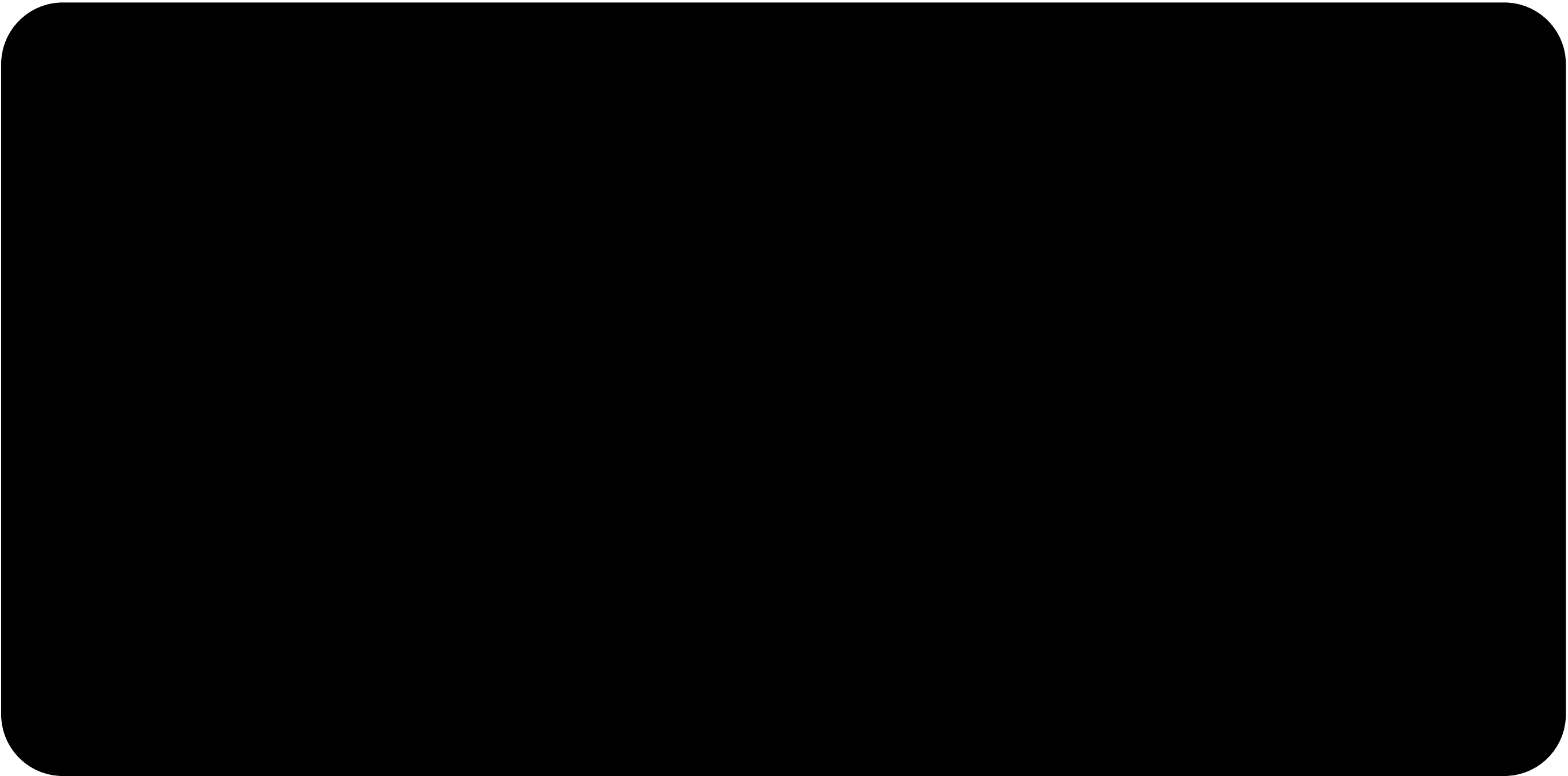


Pairings

Color pairings define how colors work together across the Akash system. They ensure contrast, consistency, and restraint, without introducing unnecessary complexity.



Hierarchy



Things to avoid

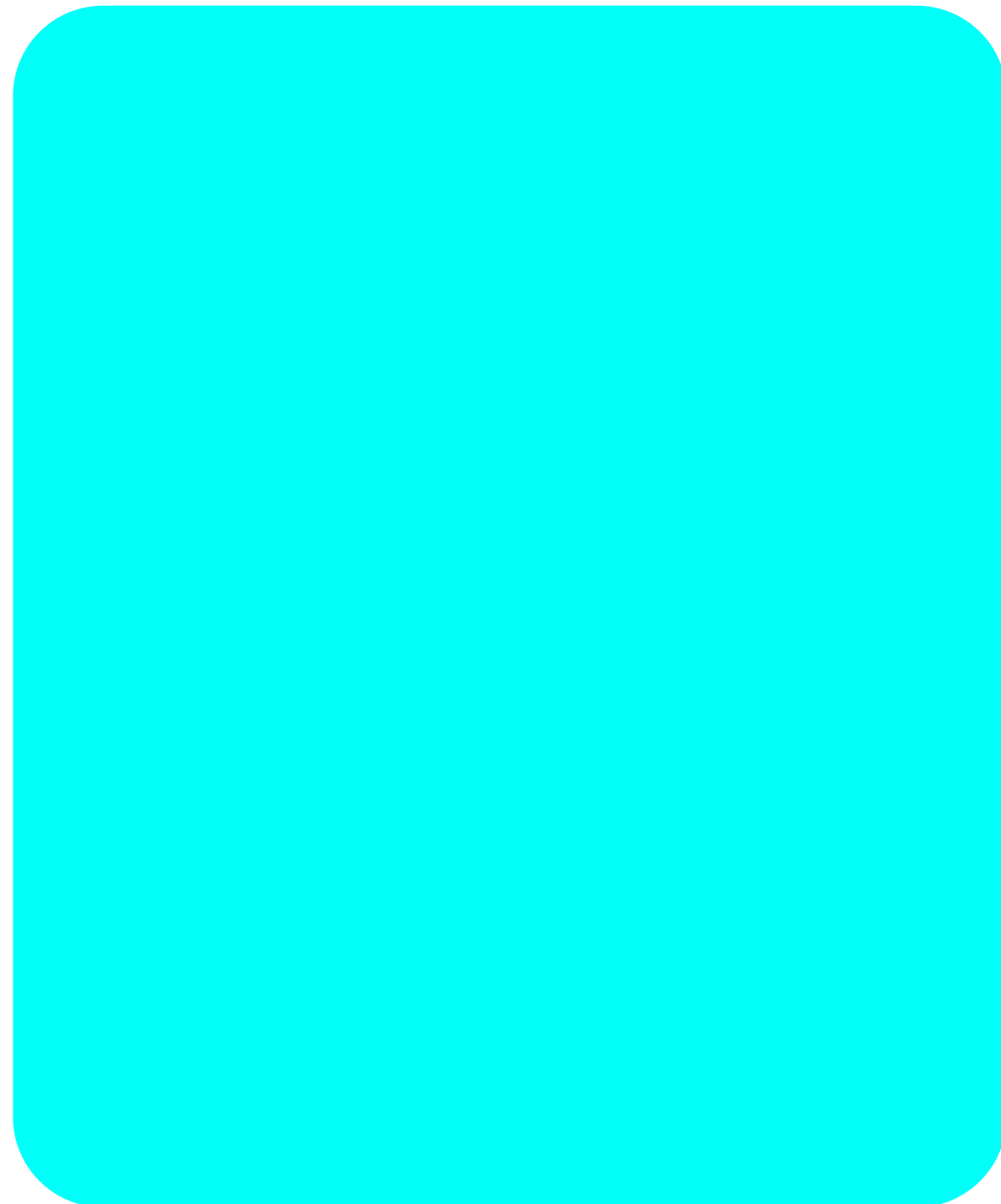
Gradients

Neon or saturated colors

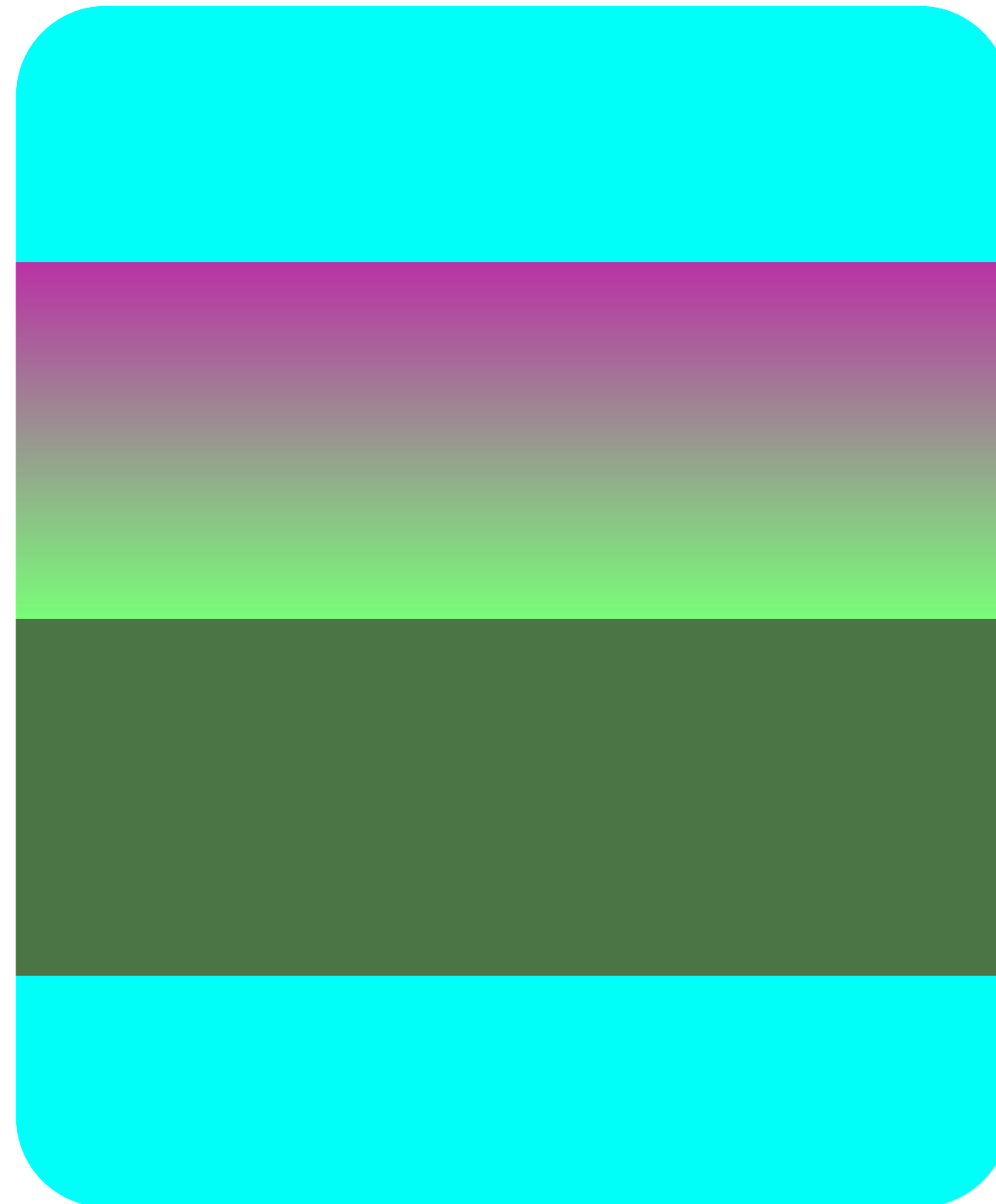
Decorative color blocks

Color used for emotion without function

✗ Do not use neon or saturated color



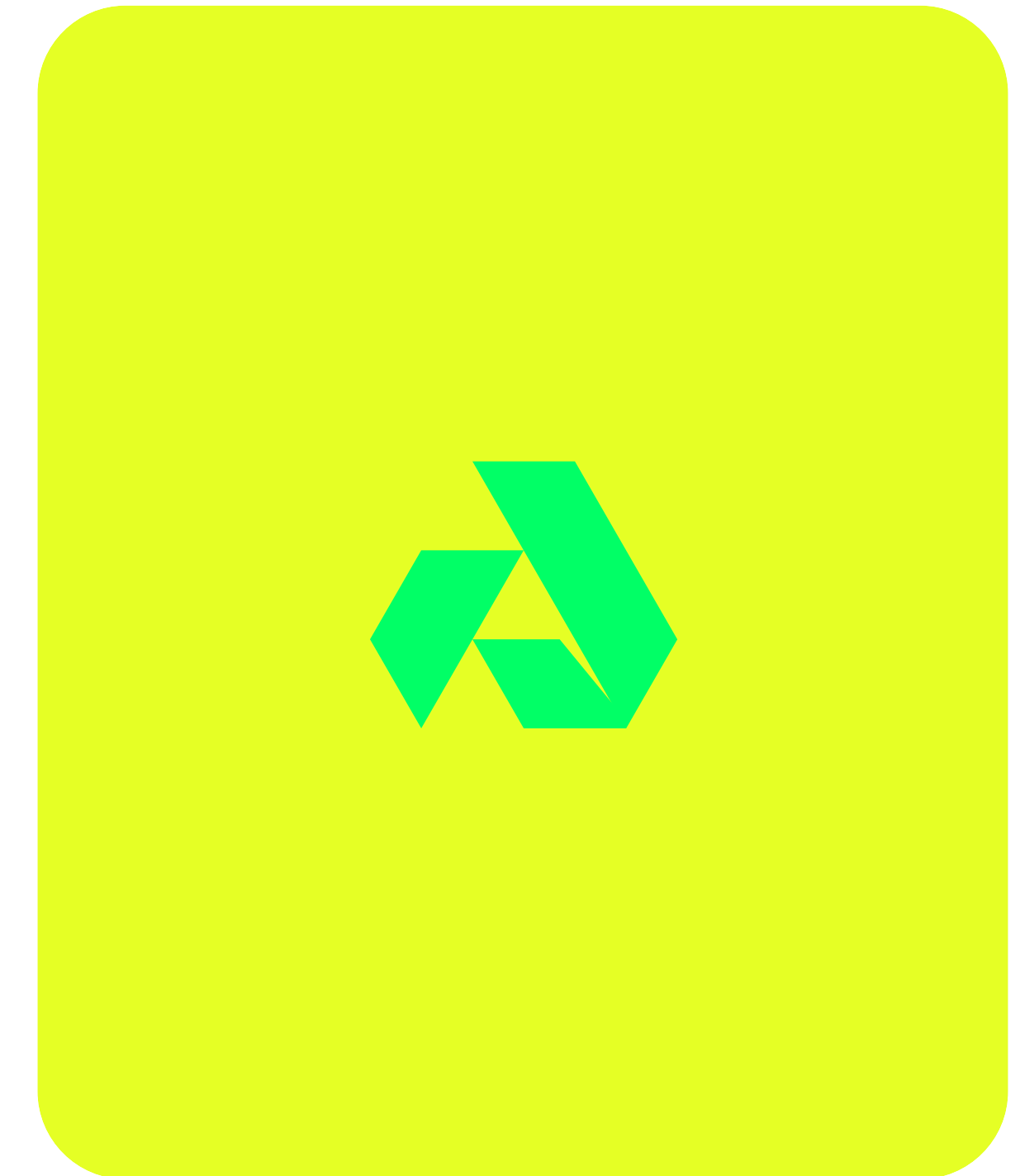
✗ Do not creative decorative color black



✗ Do not use or create gradients



✗ Do not change the color of logo



03 Typography

Typography carries the intelligence of the brand.
It should feel engineered, calm, and precise.

Typefaces

Inter

Utile Display

JetBrains

Primary Typeface

Used for headlines, body copy and interface text.

- Neutral, readable, unobtrusive
- Designed to disappear behind content

Use for:

- Paragraphs
- UI copy
- Descriptions

Inter
Medium
Regular

Inter

Display Typeface

Used for editorial pieces, headlines and key statements.

- Confident, modern, structured
- Expressive without being ornamental

Use for:

- Section titles
- Hero statements
- High-level messaging

Instrument

Italic

Regular

Instrument
Serif

Technical Typeface

Used to express system-level and technical content.

- Signals engineering and transparency
- Adds credibility without complexity

Use for:

- Code
- Metrics
- Diagrams and annotations

JetBrains
Mono

Tonal Flex

Expressive

Functional

Instrument

Inter

JetBrains Mono

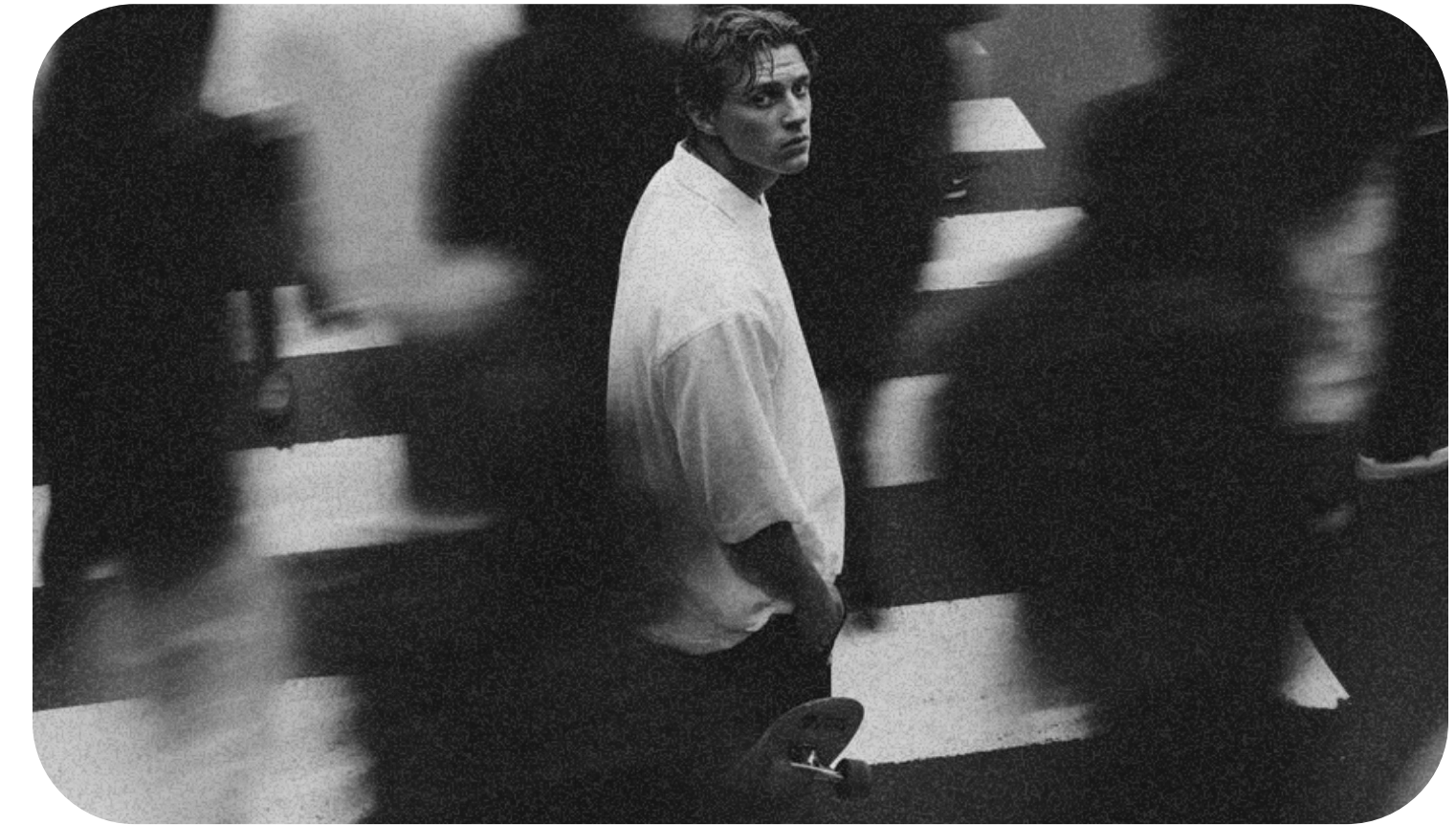
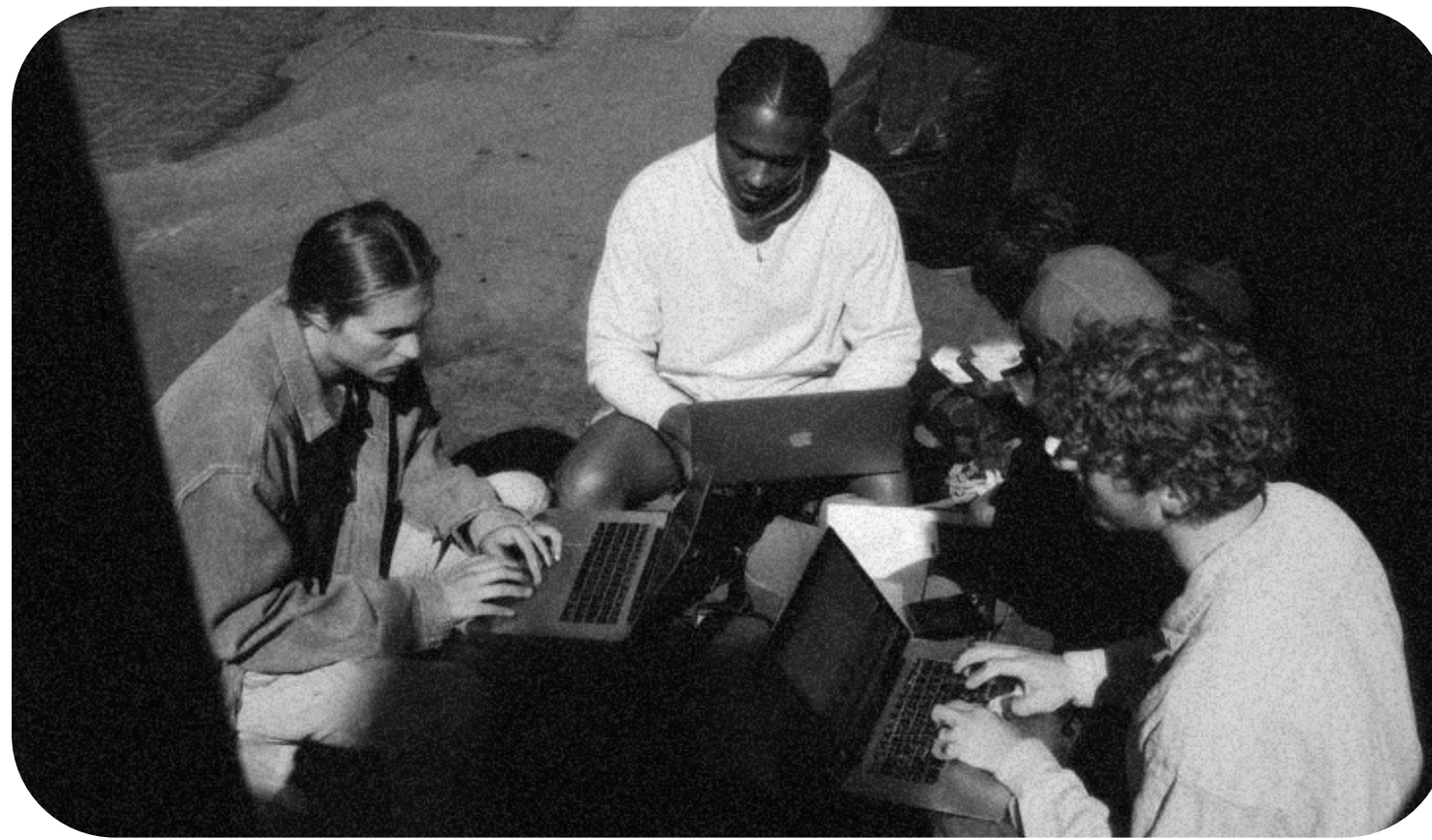
04 Photography

Photography grounds the brand in reality.
It shows the human side of infrastructure.

Intent

Photography should feel honest and
documentary, not promotional.

Photography



Style

- Black & white only
- High contrast
- Natural, unstaged moments
- Real environments

Subjects may include:

- People building
- Hardware and infrastructure
- Physical spaces



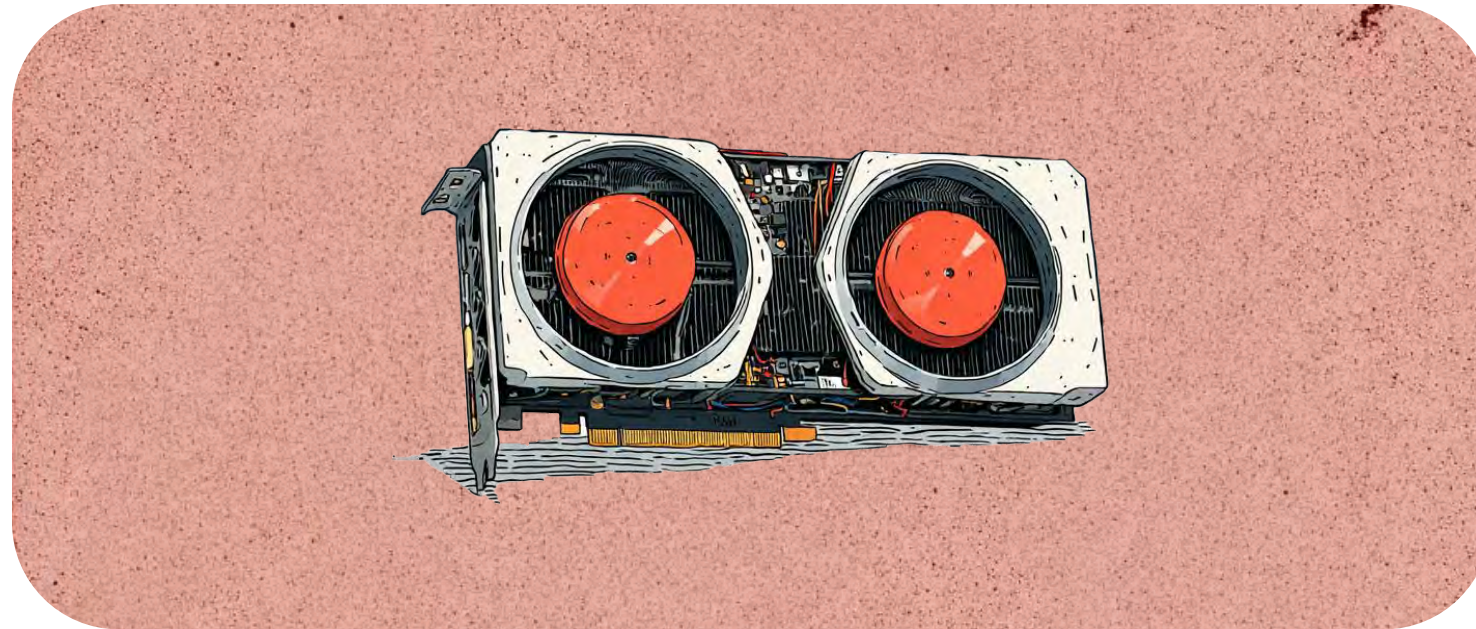
05 Illustrations

Illustration adds warmth and humanity to a technical system.
It counterbalances precision with creativity.

Design Note

Illustration should feel like thinking on paper.

Graphics Illustrations



Style

- Hand-drawn
- Sketch-like
- Imperfect lines
- Analog feel

Used to express:

- Ideas
- Concepts
- Exploration

Guidelines

- Keep illustrations minimal
- Avoid cartoonish look
- Never overpower text or layout



Graphics

Texutre

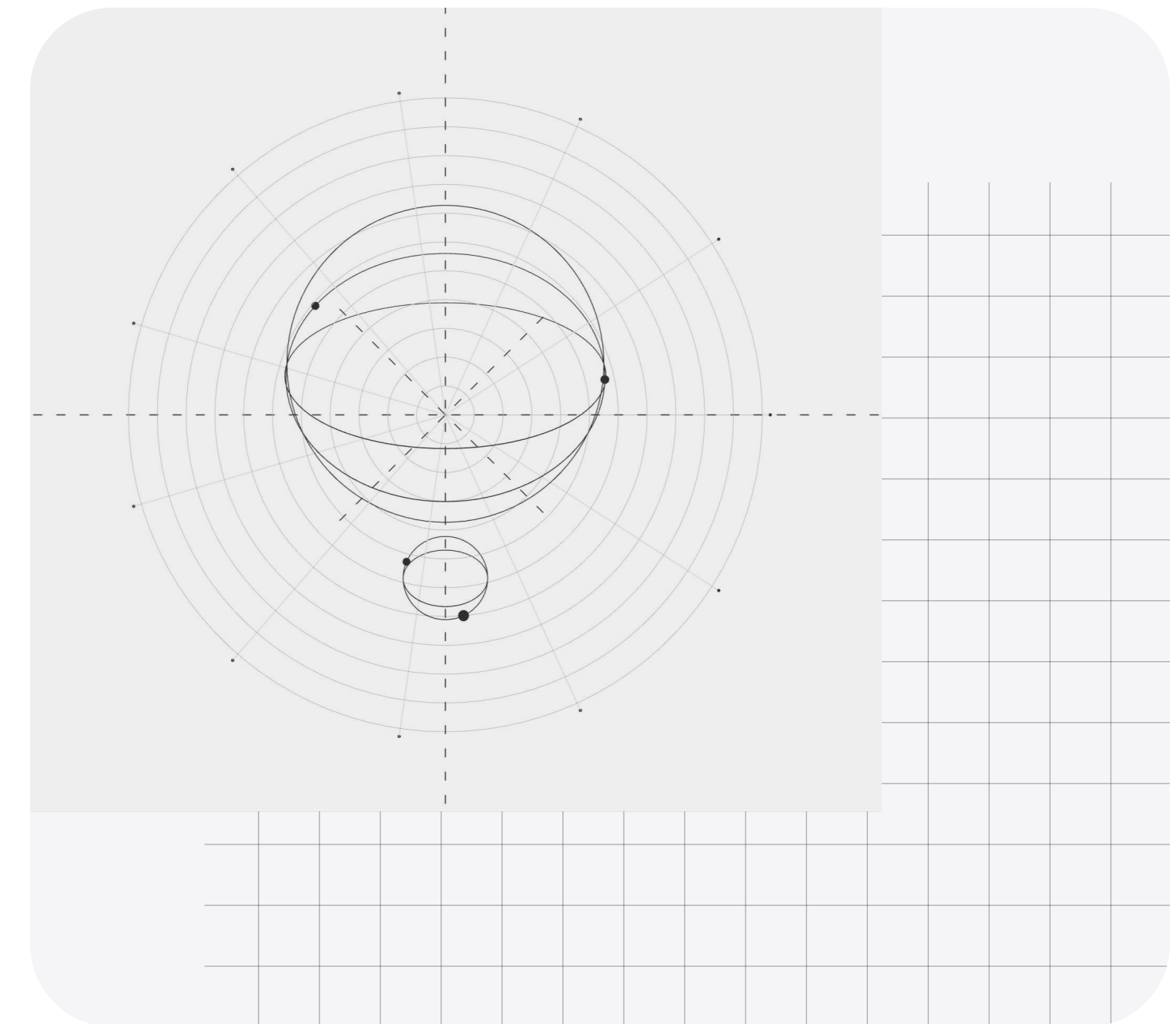
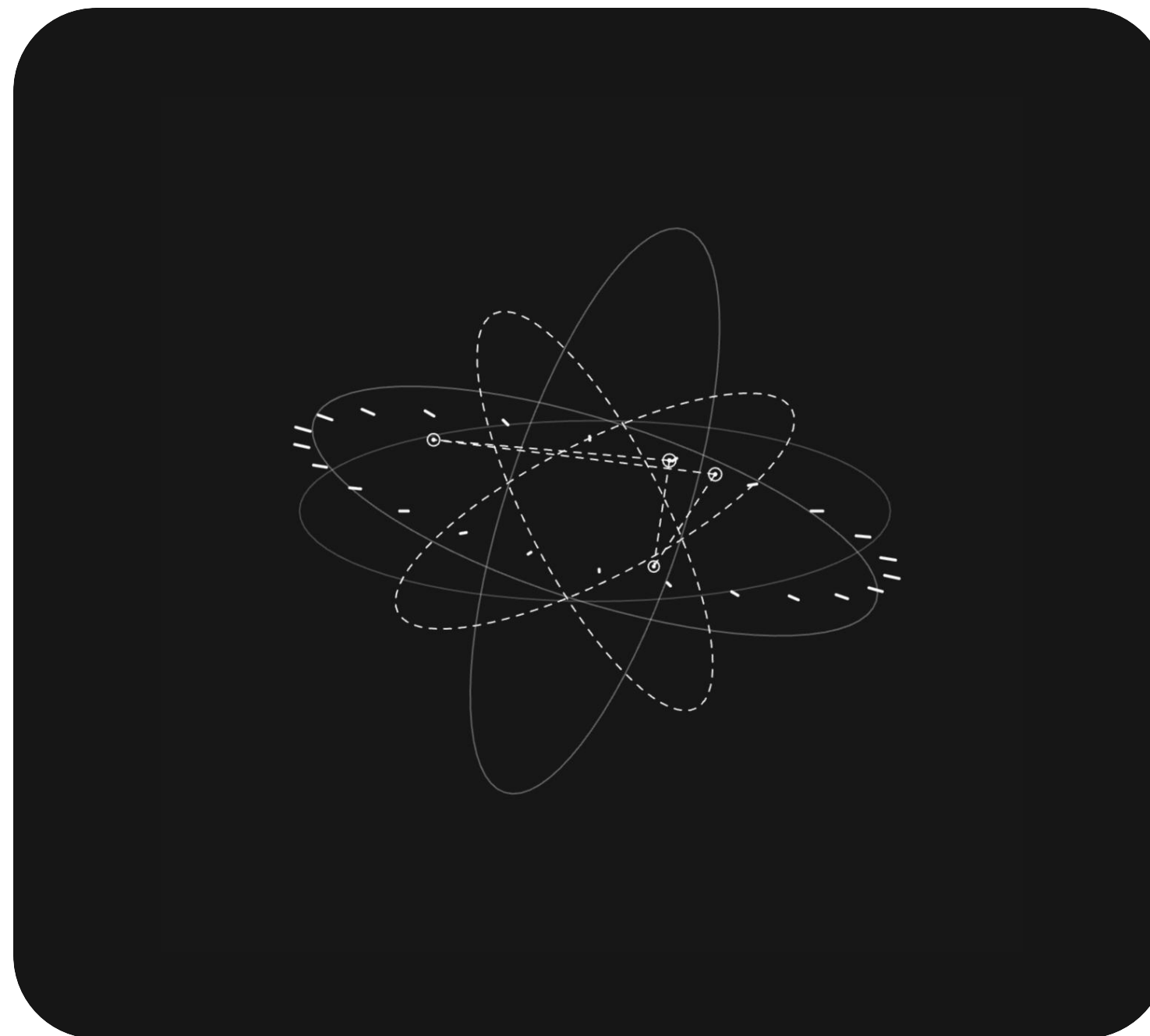
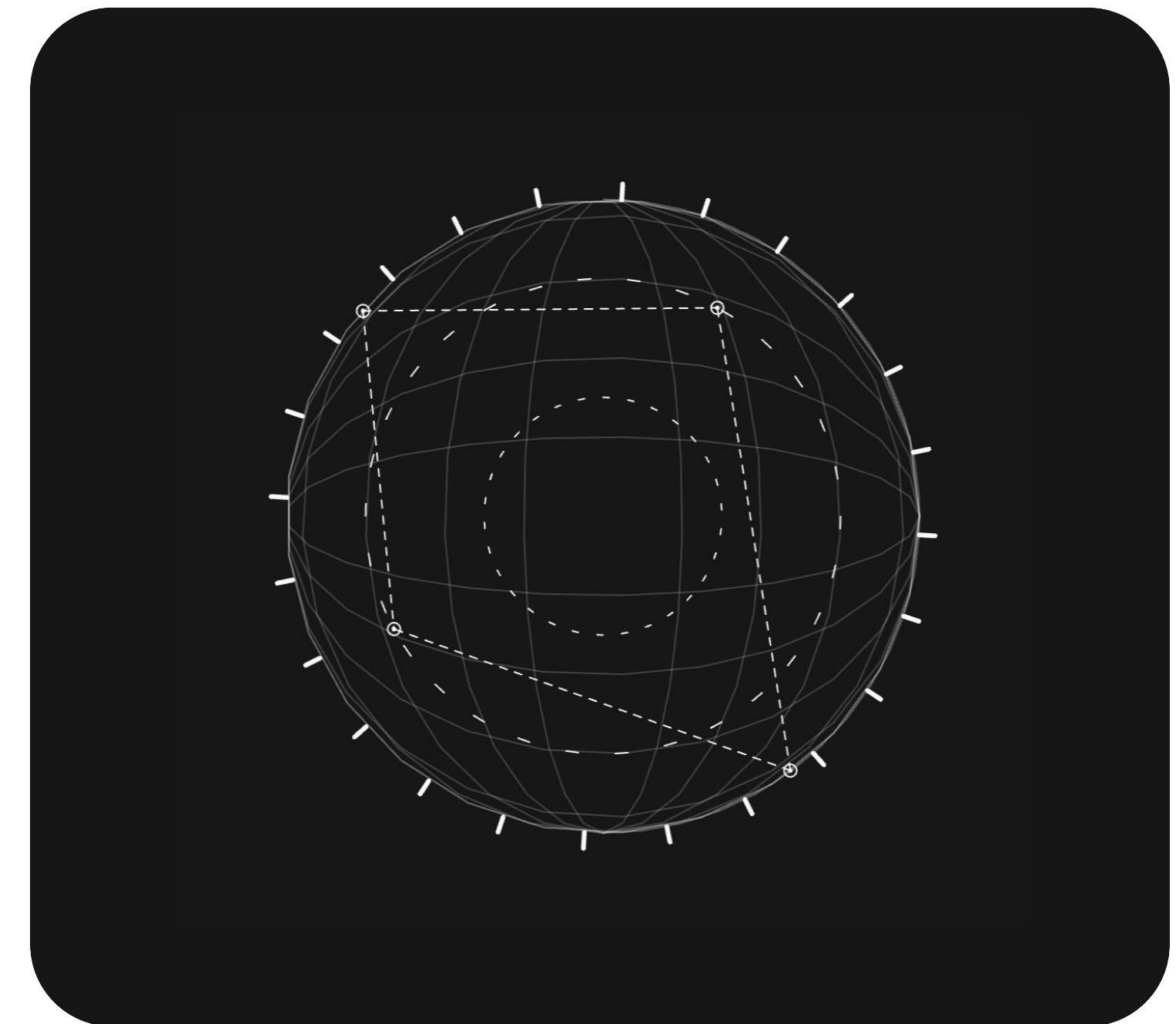


Texture & Noise

- Used sparingly
- Always subtle
- Always behind content

Texture adds depth, not distraction.

Graphics Diagrams



Diagrams & Linework

- Clean, geometric lines
- Minimal color
- Mono type for labels
- Clear logic and flow

Diagrams should explain, not decorate.

06 Design

The Akash design system balances structure with freedom. It is built on grids, hierarchy, and restraint, with room for human expression.

Overall Principle

If something doesn't add clarity, remove it.

Design Layouts

- Layout
- Grid-based (12-column recommended)
 - Strong vertical rhythm
 - Generous “whitespace”

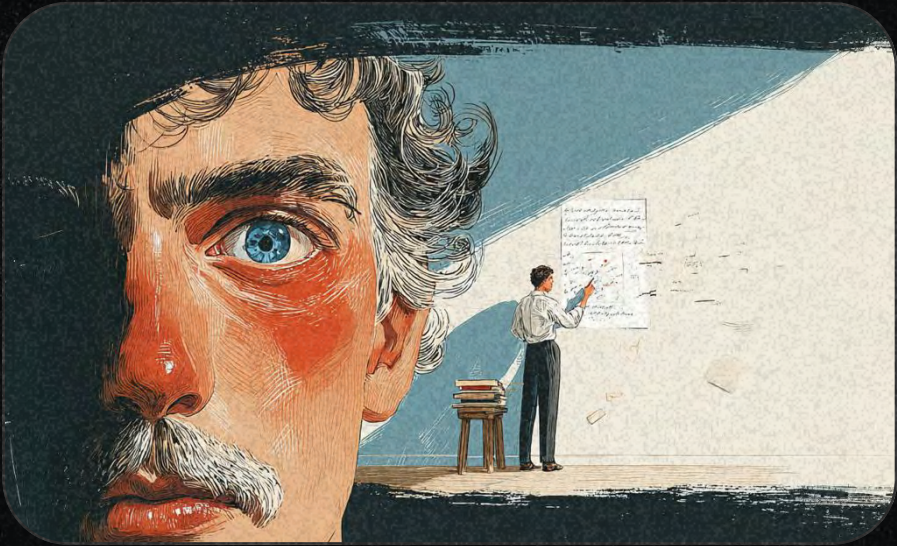
Layouts should feel calm and intentional.



aep:77

Added to the Roadmap

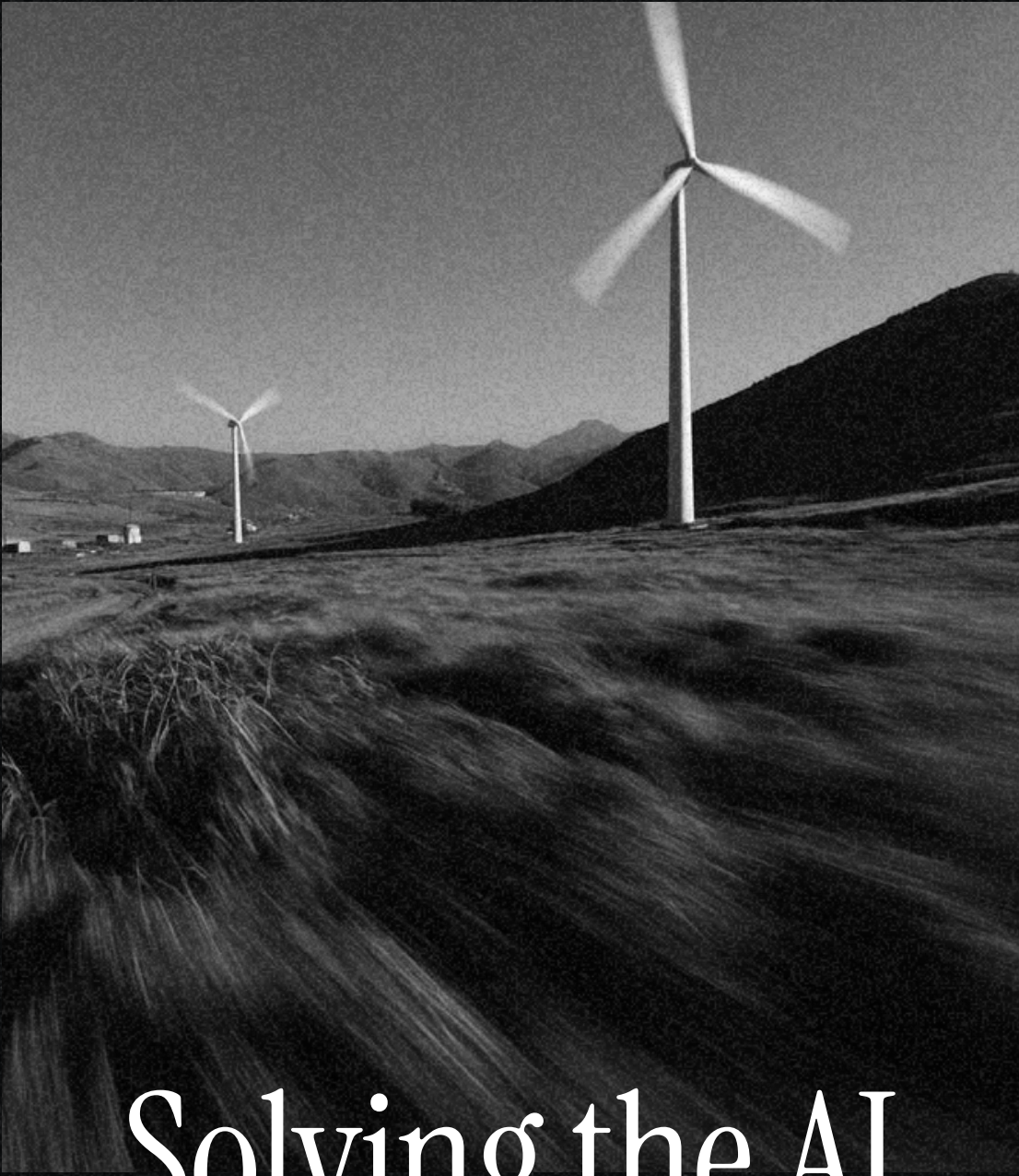
aep:321



Private Overlay Networking

 akash supercloud • worldwide • decentralized premier  compute marketplace • open-intelligence alliance 



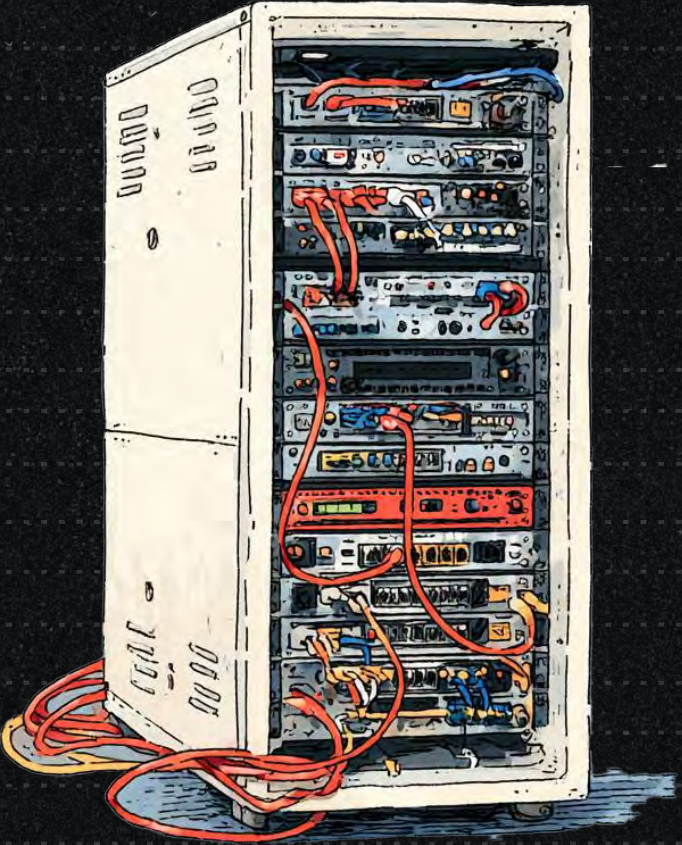


Solving the AI Energy Crisis

 akash supercloud • worldwide • decentralized premier  compute marketplace • open-intelligence alliance 



aep:12



Hardware Verification using *Trusted Execution*

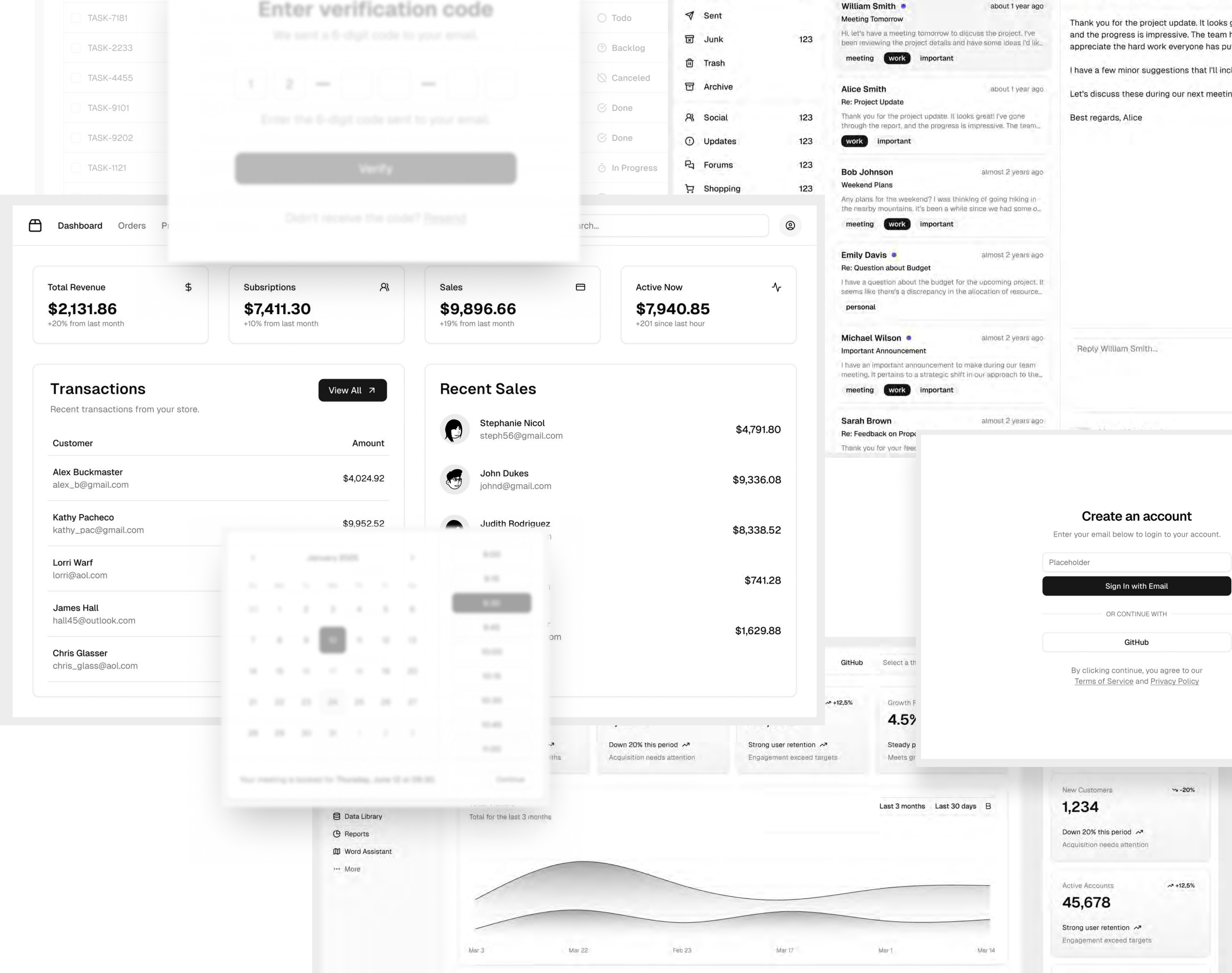
Deploy AI. Instantly.
Launch your app
or select a template.

Deploy AI. Instantly.
Launch your app
or select a template.

 akash supercloud • worldwide • decentralized premier  compute marketplace • open-intelligence alliance 

07 Design System (UI)

Design System (UI) Library



Design System (UI) Icons

Lucide Icons

 Lucide

IconsGuidePackagesShowcaseLicense

v0.561.0

Beautiful & consistent icons

Made by the community.

View all icons

Get Started

GitHub



Search 1665 icons...

⌕



Lightweight & Scalable

Icons are lightweight, highly optimized scalable vector graphics (SVG).



Clean & consistent

Designed with a strict set of design rules for consistency in style and readability.



Customizable

Customize the color, size, stroke width, and more.



Packages support

Lucide is available as a package for all major package managers.



Tree shakable

The icons are tree shakable, so you only import the icons you use.



Active community

Lucide has active community on GitHub and Discord.