Full logo
In most cases the all seeing eye goes
on the right of the type

Alternative

Type

All seeing eye

Colors

Main

#0c0c0d

#ffffff

#00ffff

#001b1d

#1d0200

#ff0000

Support

#b5c5ff

#d0a0ff

#14ff00

#5dffb1

#ff94ce

#7f002e

#002115

#090022

Extended colors scheme

Fonts

Header (titles)

Weiss Rundgotisch

Inter Display Black

Main (body, subtitles)

Inter Regular

Inter Bold

Caption

IBM Plex Mono Light

Input Regular

Images should be colorful (never black and white unless in a specific context, usually avoid a single color with black) — for the next testnet we will also propose a "light" theme.

Colors are not strict and variations of the colors should be used (over following strictly the color codes shown here).

Avoid: yellow, too much 255-green (#14ff00 / #00ff00), orange can be used sporadically. Once again, not a strict rule and these colors can be used in some context.

Dark.fi

Archeofuturism
Here meaning: a speculative vision where future technology evolves in harmony with ancient traditions and organic life. Diverse future visions (patchwork).

Nature as Foundation
Light-filled, colorful, and lush environments. Forests, flowers, and the vitality of spring.

Affirmative Humanism
Humans are healthy, expressive, empowered and embedded in communities. The vision is always pro-human, even when the aesthetic adopts darker or more 'aggressive'/individualistic forms (e.g. Nietzschean will to power). We explicitly reject cyberpunk's dehumanizing narratives. While we're conscious of the dangers of mass surveillance, we don't move people through fear but through a desire to get rid of the old system and build a new one.

Dark.Fi

Visual elements and references
2. Aesthetic Inspirations

Paganism & Celtic Influences
▪ Knotwork patterns
▪ Ritual symbolism
▪ Earth-centered spirituality

Traditional & Indigenous Cultures
    Folk traditions from all over the world, true diversity. Emphasis on ceremonial dress, ancestral motifs, traditional songs but also modern (re)creations. Reminder: every tradition started as a "LARP", traditions are alive and evolve, that also means we can create our own.

Jugendstil / Symbolism / Art Nouveau
▪ Use of ornament integrated with form
▪ Nature motifs digitized (e.g., vines as circuits, flowers as UI nodes), complex entanglements
▪ References:
▪ John Duncan – Ivory, Apes and Peacocks (1923) and The Coming of Bride (1917)
▪ Aubrey Beardsley – Death of Arthur (1894) (pattern and frame work)

Anime (non exhaustive list)
▪ Miyazaki: Nausicaa, Princess Mononoke (balance between humans and nature, animism)
▪ Frieren (good art direction, spring themed)
▪ Evangelion (excellent UI/graphic design work, great use of color)
▪ Lain (merging of human consciousness with digital systems, digital esotericism, Y2K UIs)
▪ Vinland Saga (conflict christianity/paganism)

Cypherpunk
▪ FUI (Futuristic User Interfaces): complex, layered, semi-transparent UI elements, graphs
▪ Command-line/functional minimalism
▪ Complexity as encryption
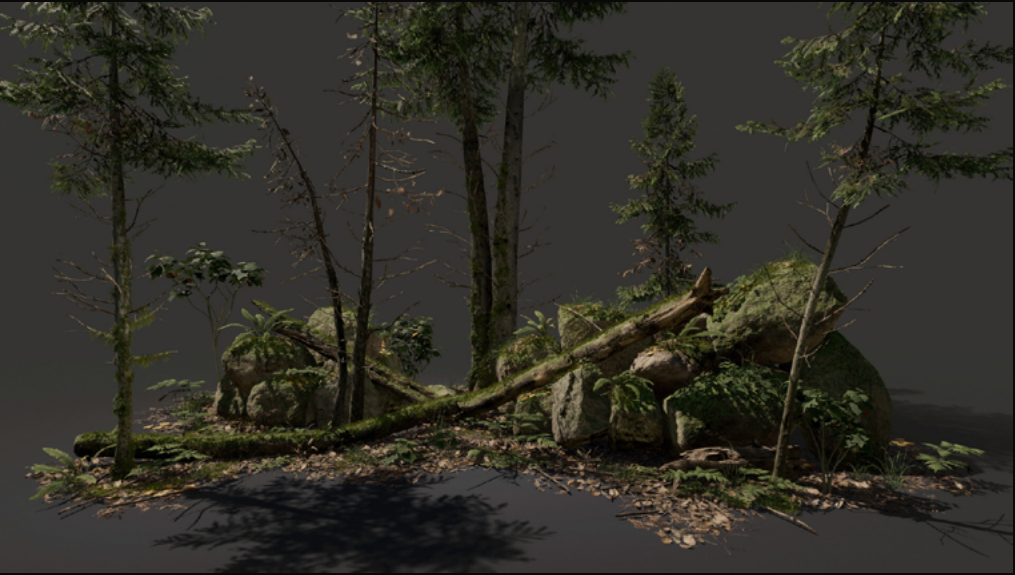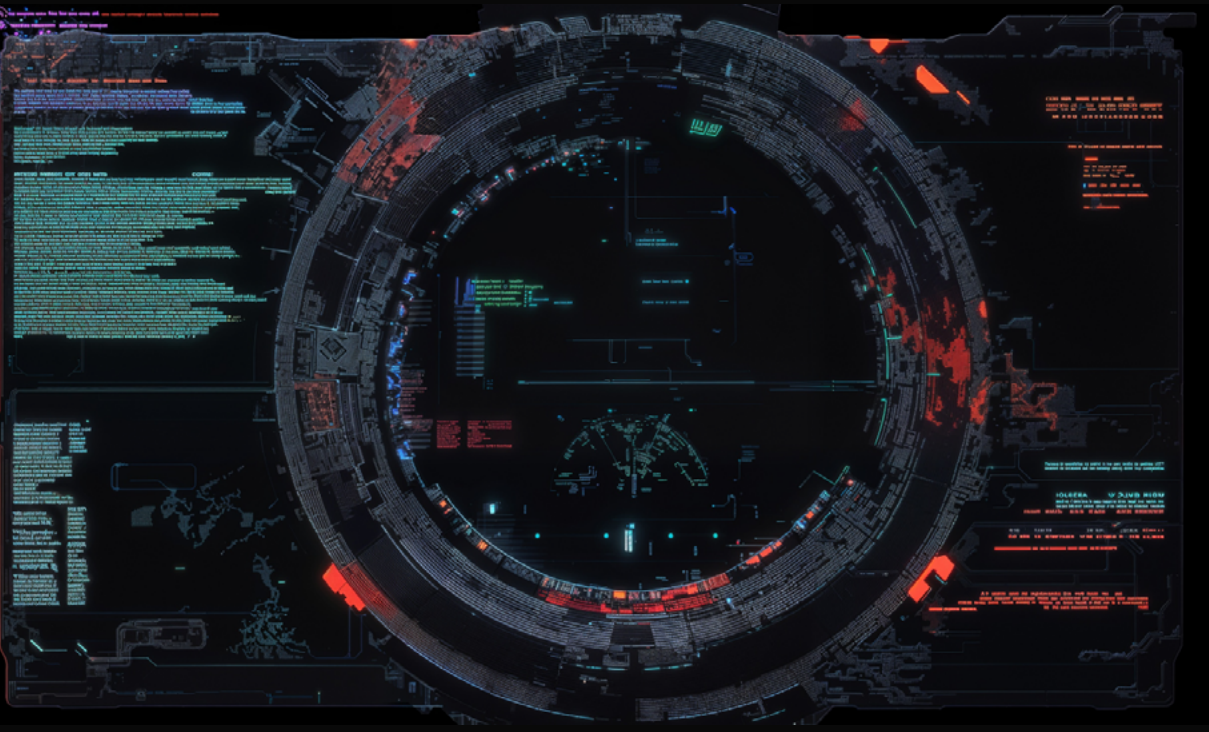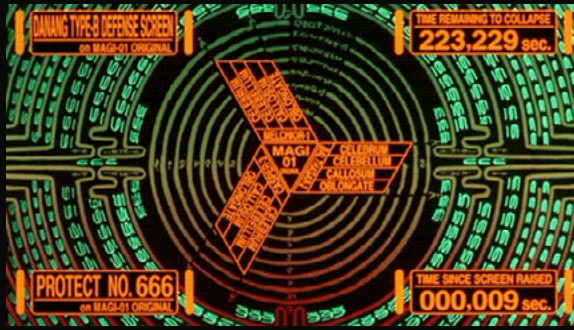▪ Darkness as protection (not as pessimissm)
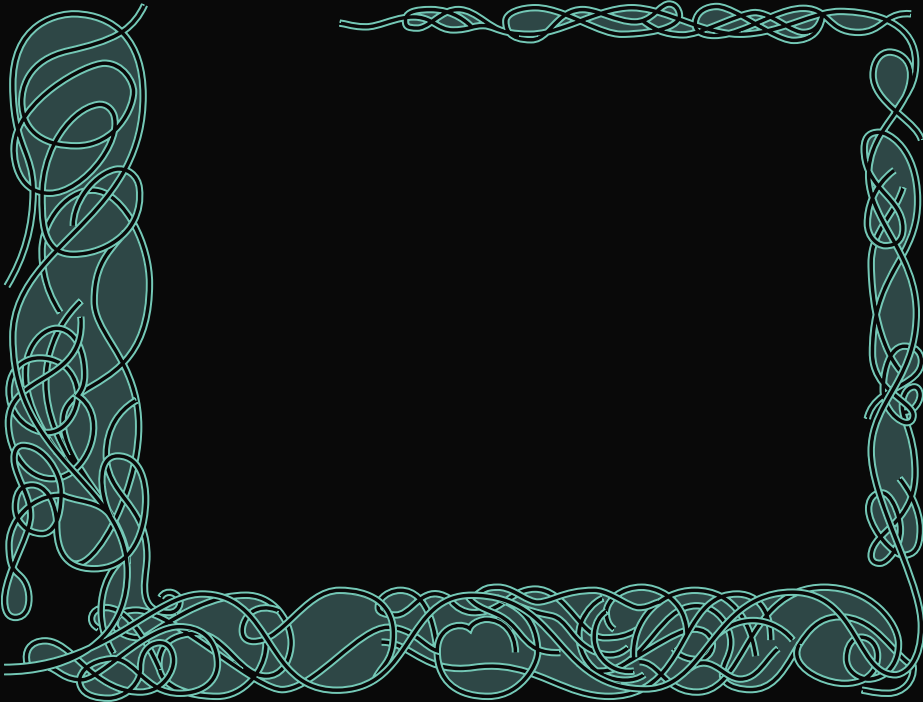
Resistance movements
▪ Tactical outfits
▪ DIY/3D printed hardware and tools
▪ Symbols, patches

Digitized & Speculative Nature
▪ 3D scans / photogrammetry
▪ Exobiology

Demoscene
▪ Low-poly, simple animations -- use of few resources for maximum results
▪ Importance of geometry and mathematics -- "mathematics is the language of nature"
▪ Light/FX work

DarkFi

Natural and Digital Unity
▪ Digital elements should merge and be connected with organic form. UI might sprout like vines, glow like bioluminescence, or move like windblown leaves. In a more straightforward way, superposition is also welcome.

Layered Complexity
▪ Visual density and ornaments, transparency, overlap, technical noise, patterns echoing natural forms.

Characters
▪ Centered on female figures who are powerful, dynamic
▪ Sometimes the faces are (partly) covered but usually discouraged (if face is partly hidden, it's best to use some unrelated object e.g. an object flying in front of the face rather than a mask, balclavas are OK when grouped with other characters with a visible face)
▪ Feminine, not sexualized
▪ Can be accompanied by alien or mythic companions ("pets" or familiars)

Positive and Speculative Futurism
▪ Tech is a tool of liberation
▪ Visions of the future are affirmative and full of potential
▪ Humans evolve but remain human
▪ Moving beyond dry minimalist tech towards a more playful and maximalist approach
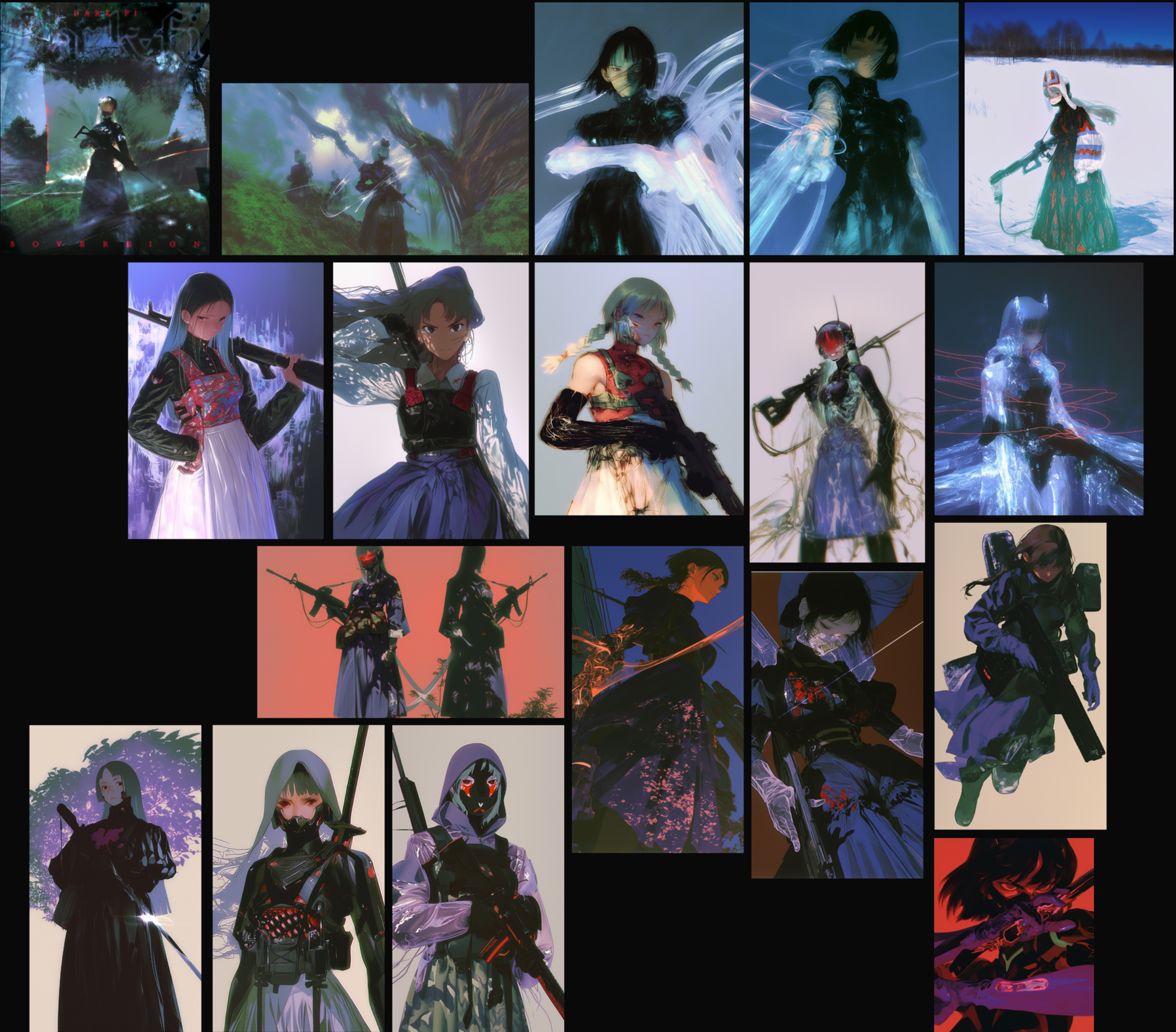
What to avoid
Using things like: hoods, special glyphs for writing (to mimic "encryption"), censoring things as a way to make them "hidden", nodes visualisations (though this can be used if designed in a unique manner), essentially anything stereotypical when thinking about "cypherpunk", scary/mysterious figures.

(dark) forest allies
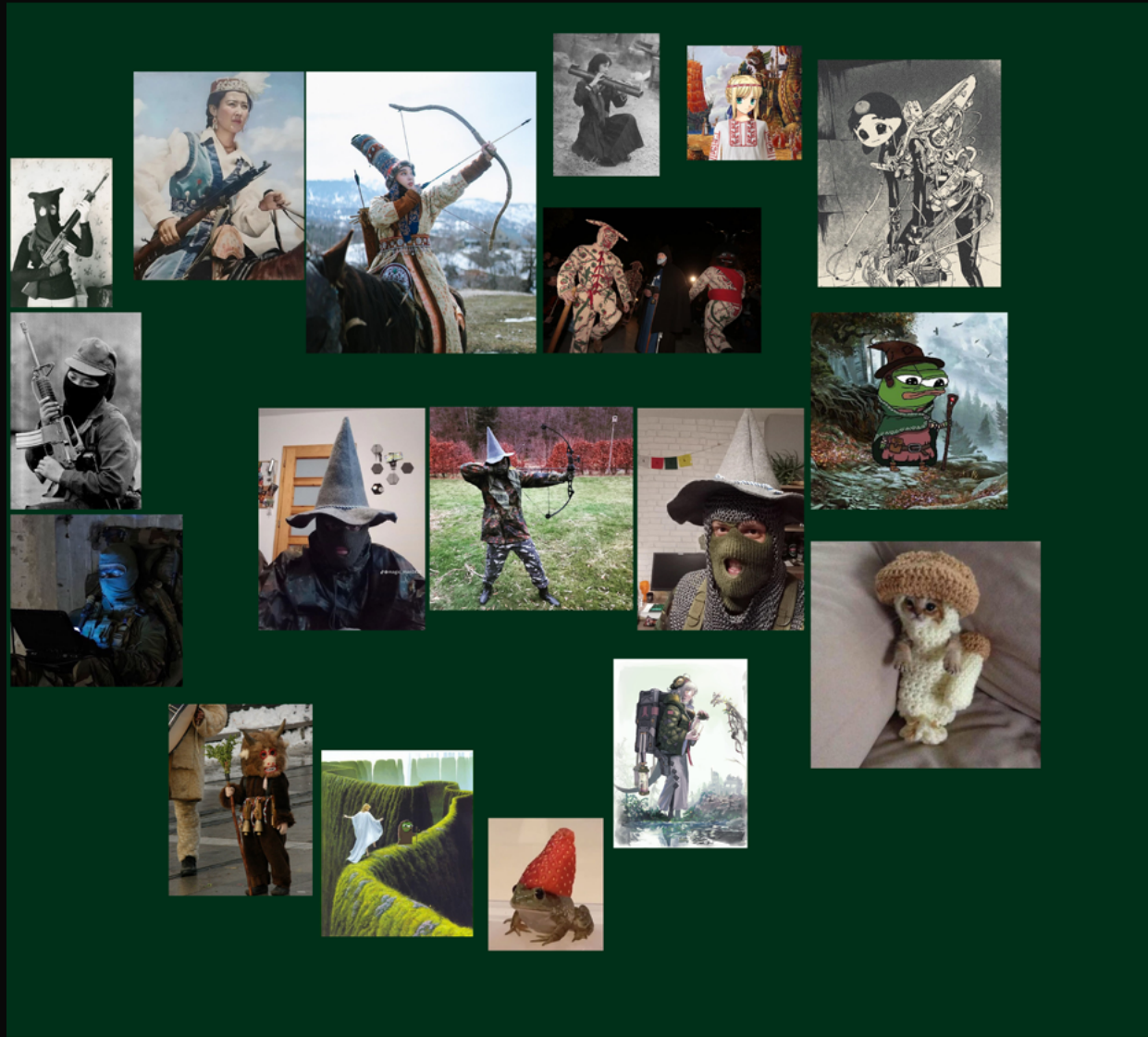
enemies

heroes and powerful entities

adjacent allies and chuds

Dark·fi

1. Lore-focused
    Anime girls with guns looking cool in forest with aliens etc. Less funny, more for lore/atmospheric building.

2. Forest/white-pilled
    Fork of milady memes with a more lunarpunk approach: also can help shift towards the new testnet identity and bring a more feminine audience (can anonymity be cute?).

3. XMR-adjacent
    Promoting free markets, more radical and straightforward, actually funny.

4. Surveillance focused
    More dystopic/fear-based, can be a good addition but not the majority.Main issue with current memes like this: lack a positive alternative/a call to action.

See: https://dark.fi/insights/memetic-warfare.html

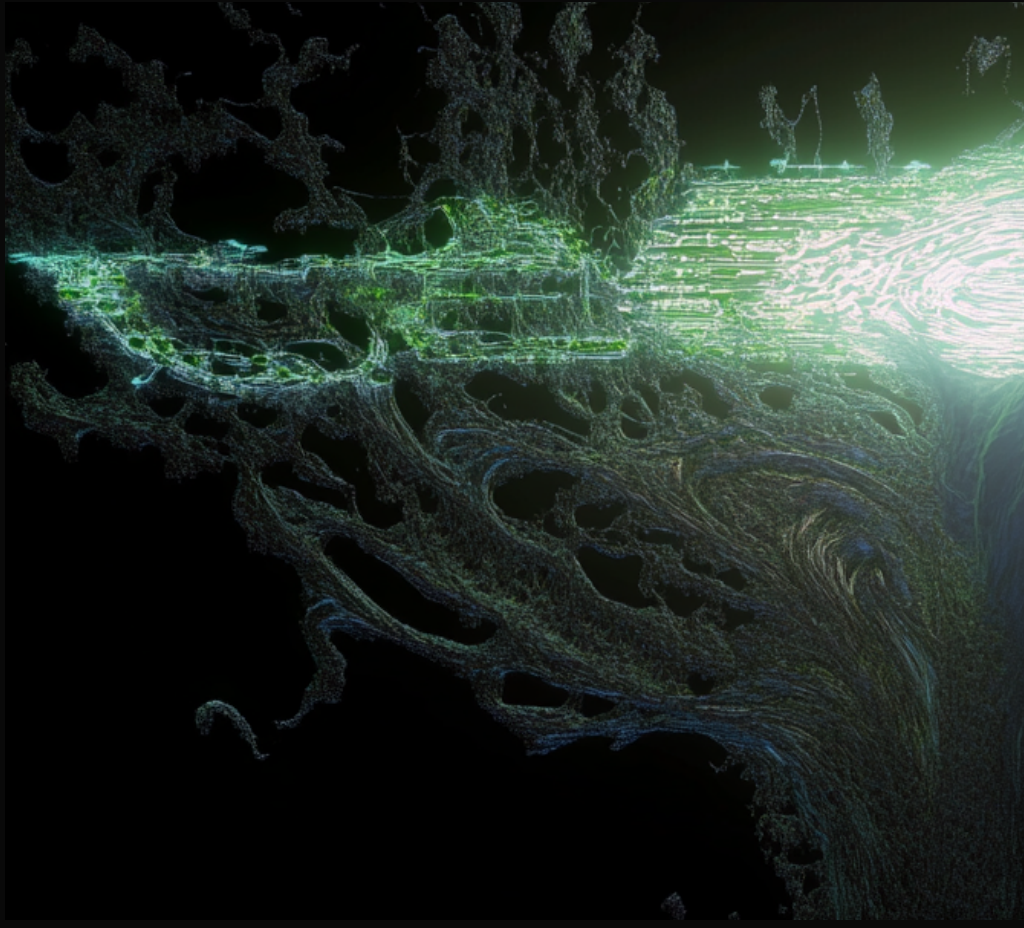**Approaches combined**   This needs a new version using some of the characters mentioned on page 7.
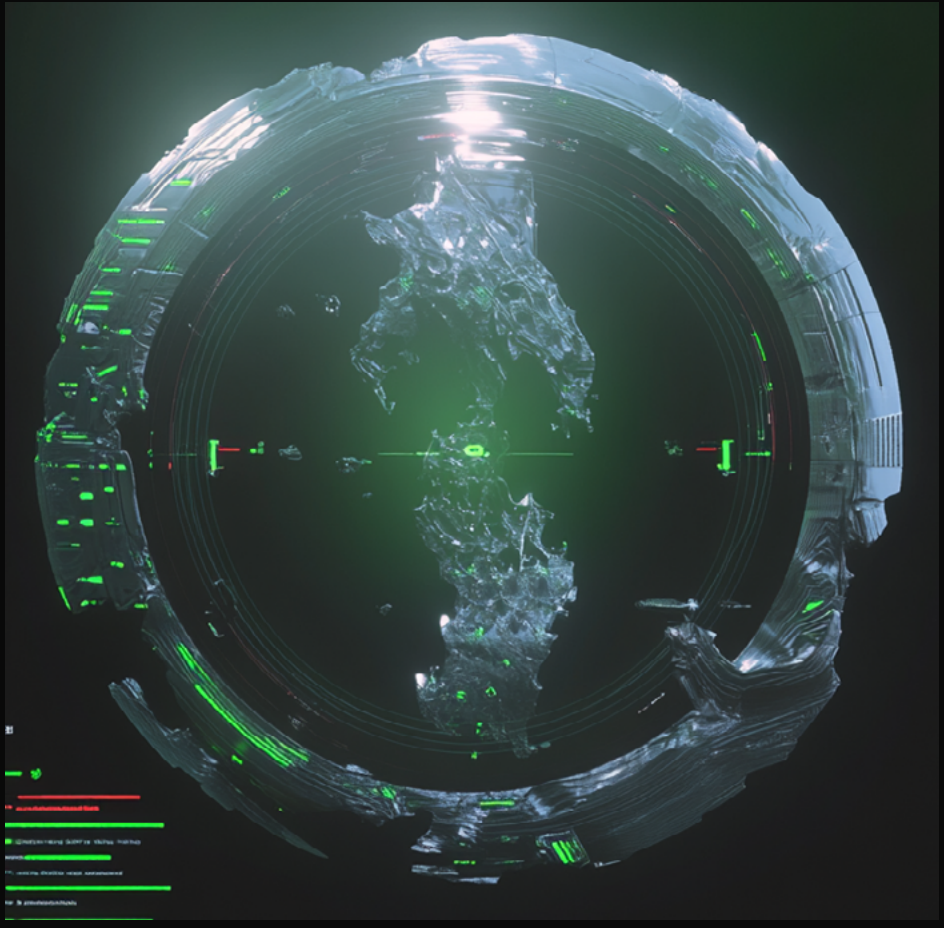

Dark-fi

Non-square shape
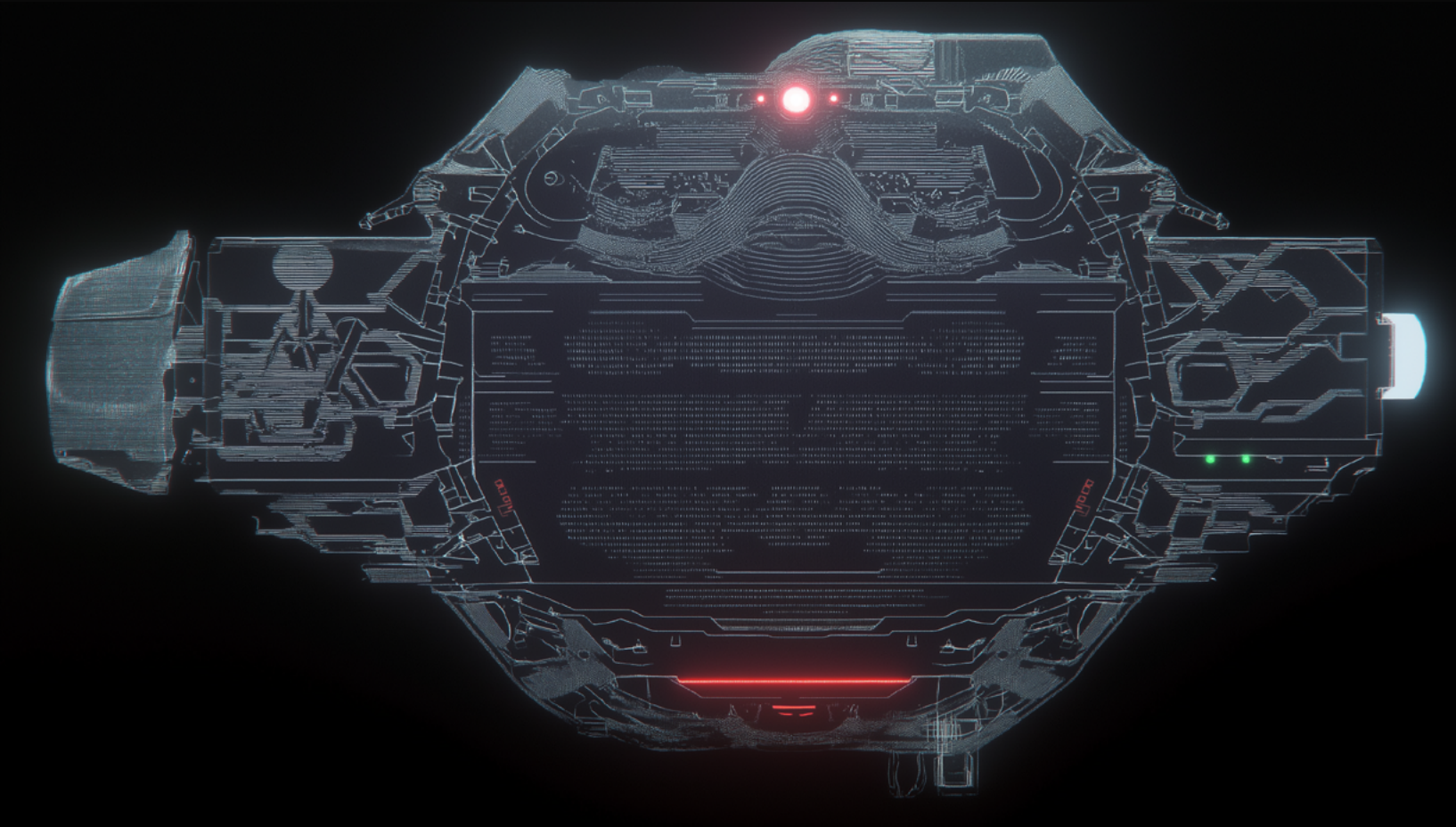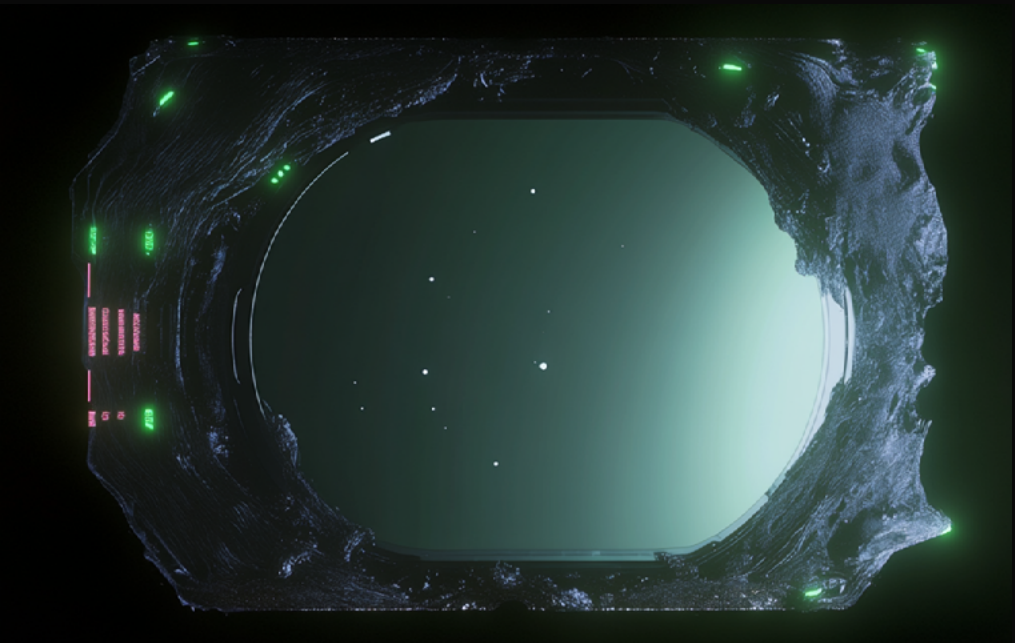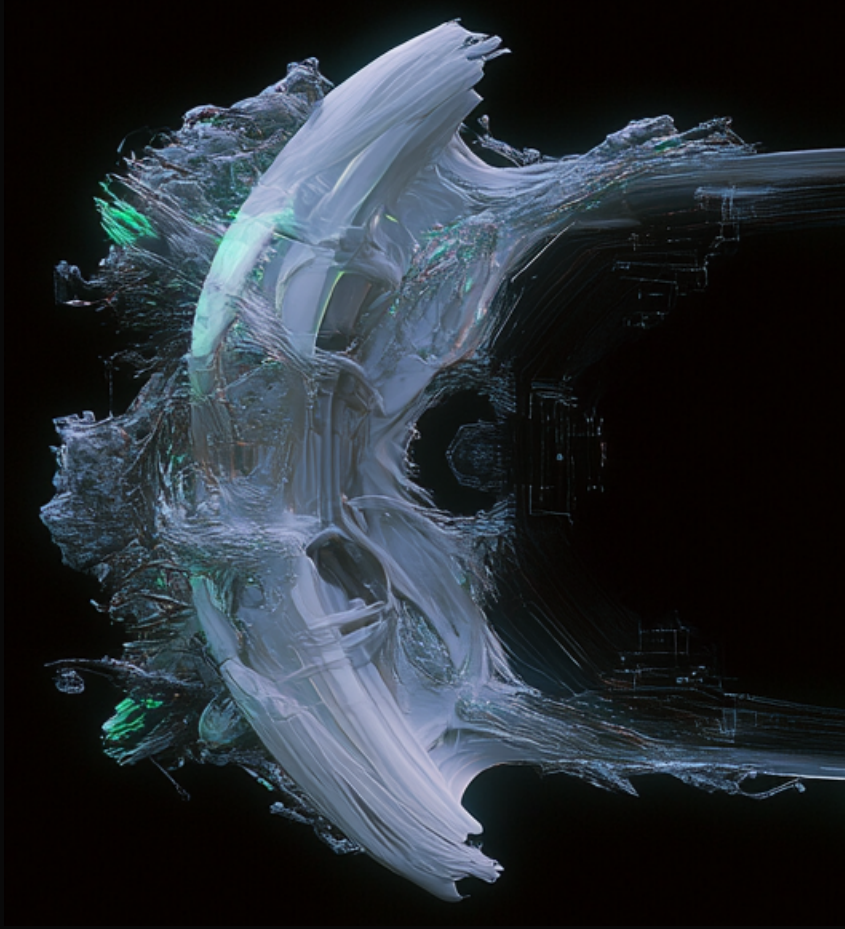

Vines

Knotwork

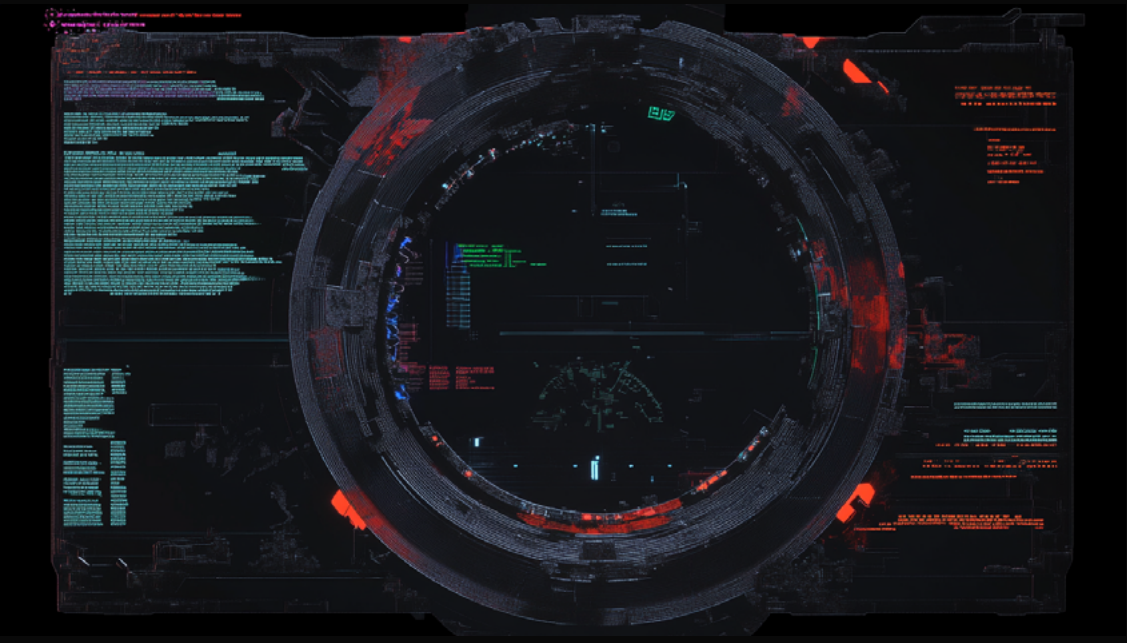

Light effects
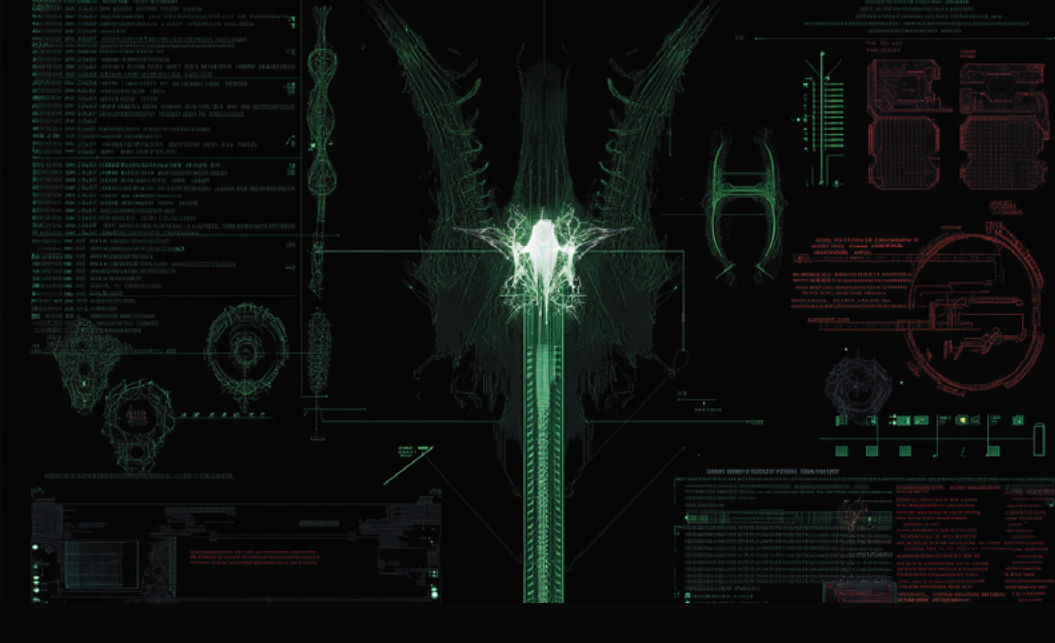

Frame and screen relationship

Alien shapes

Color work

Horror vacui/Information density

Holographic screen

DarkFi