Legerly graphics specification

# Specification in words

I need a logo for a startup that would build a website that allows authors to publish books and readers to buy and read them. It would be NFT based and probably some parts will be in metaverse. It should also be possible to play quiz like games on the site and make money on them by play-to-earn crypto way. The name is legerly. Check the site audius.co, it is going to be a bit of that concept. Audius is music but this is going to be free reading of books.

I want "simple" and clean logo like spotify. Their logo is simple but it also exactly shows what they are doing. The name needs to be besides the logo also but also be able to be used stand alone.

The design specification below is more for the website but it gives you an idea of how I want that to look so that you can figure out how the logo would fit in.

Also in complement with the design spec then if possible throw in a bit of gaming feeling and also a bit of metaverse feeling.

Taglines, or maybe more of vision. It is 2 of them since we are aiming both at authors and readers:

Vision:

Give every writer the opportunity to be published and make money with the rights kept.

Give readers the opportunity to make money by reading.

Explanation of the word:

legere=latin for read. Just removed the e.

A bit like ledger as in distributed ledger in blockchain.

ly=just an ending to make the word easy to pronounce.

# Specification design

This specification is mainly for the coming website but the logo should fit into the site and use same color scheme.

Minimalistic, modern looking.

Mostly white.

For colors, use the color scale of the Zodiac sign Leo. This is an example:<https://horoscopes.lovetoknow.com/astrology-signs-personality/leo-colors-palettes-help-you-shine>

<https://www.thehoroscope.co/love/leo-Leo-Color-Characteristics-and-Love-19.html>

Gold and purple should be the dominant colors:

<https://www.astrology.com/zodiac-signs/leo>

The colors like this but white should be dominant and it should be less aggressive:

​​<https://johnwick.movie/>

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<https://www.behance.net/gallery/124963621/HBO-Max-UIUX-Design>