

Althea

Visual Identity Guidelines

The visual identity reflects values & ideals.

Forward thinking

The world we live in today was built by the thinkers, makers, and tinkerers that came before us. Now, it's our turn to lay the groundwork for a future of our own making.

Approachable

At Althea's core is a highly technical product – but brand communications are clear, understandable, inclusive and empowering. We're still professional – but are accessible.

Technology-driven

Movements are driven by people, but they're enabled and amplified by technology. With technology at its core, Althea makes the next great wave of people-powered change possible.

Thoughtful

We aren't building cool things for the sake it (even if they *are* cool). Althea is thoughtful, pragmatic, & intentional about what we can offer to our users and their communities.

Activating

Althea the company, and Althea the brand, bring people together to make things, build things, and change things; inspiring and enabling communities to act.

Progressive

Not tied to the ways of thinking, doing, or working of the past, Althea isn't just building a product for the future, it's building a system to change the future.

Inspired by radical thinkers, tinkerers and change-makers.

Sometimes, looking ahead means looking behind. In this case, we look to the radical thinkers, tinkerers and change-makers of the 60s.

Power to the People

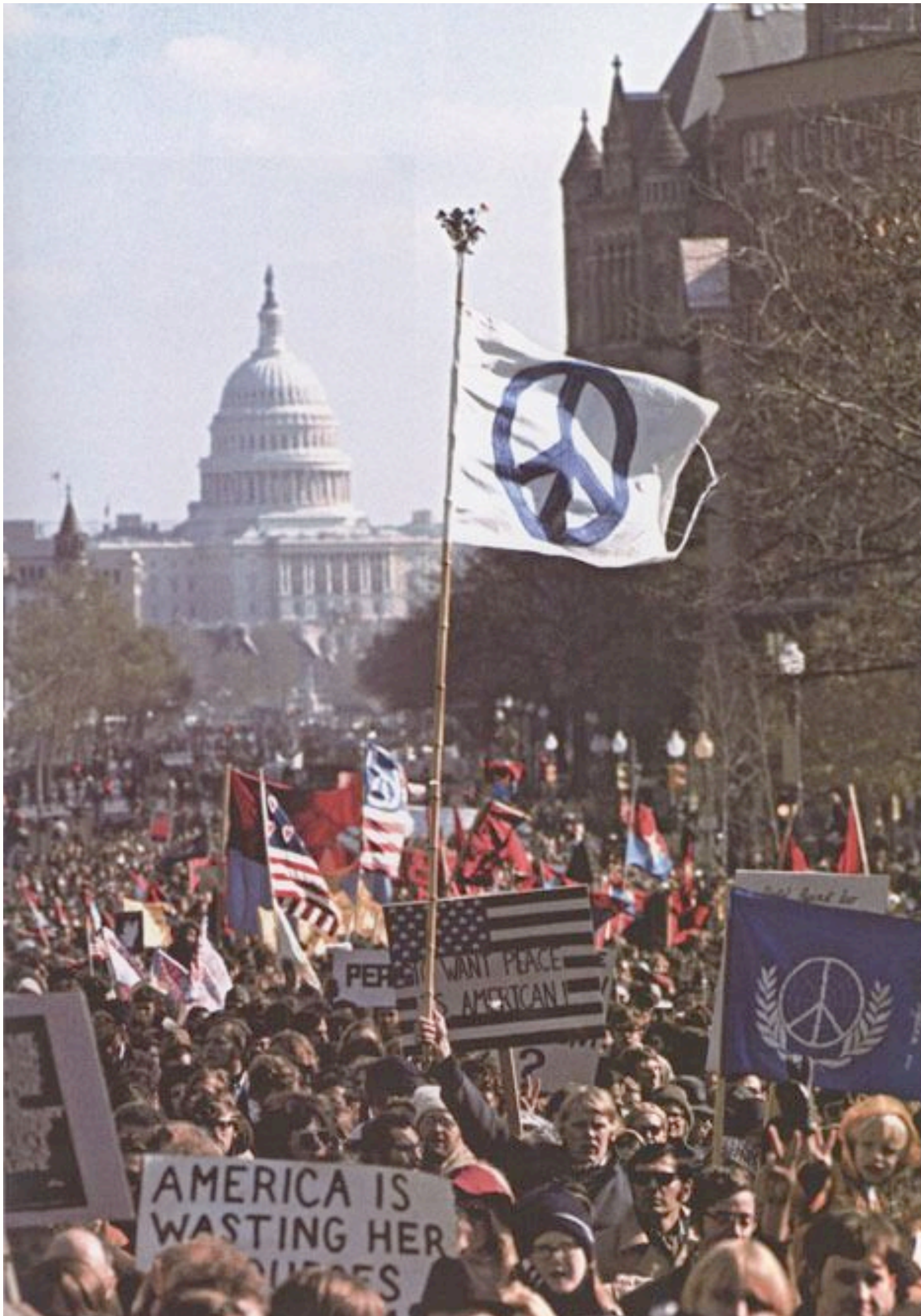
Faced with a world that didn't reflect their progressive ideals, the post-war generation aimed for nothing short of a total re-imagining of the world around them – and came together to build communes, collectives, new cultural norms, and powerful campaigns for change.

Thinking Ahead

For those who were paying attention, it was clear from here technology could change everything: our societal norms, and our ways of working, communicating, living, and being together. Before personal computing and the helter-skelter tech races of the decades to come, this was a time for thinking deeply—about technology, the human condition, and where they might go together (for better or for worse). Many of today's decentralized platforms and participatory movements can trace their roots back here.

Hands-on

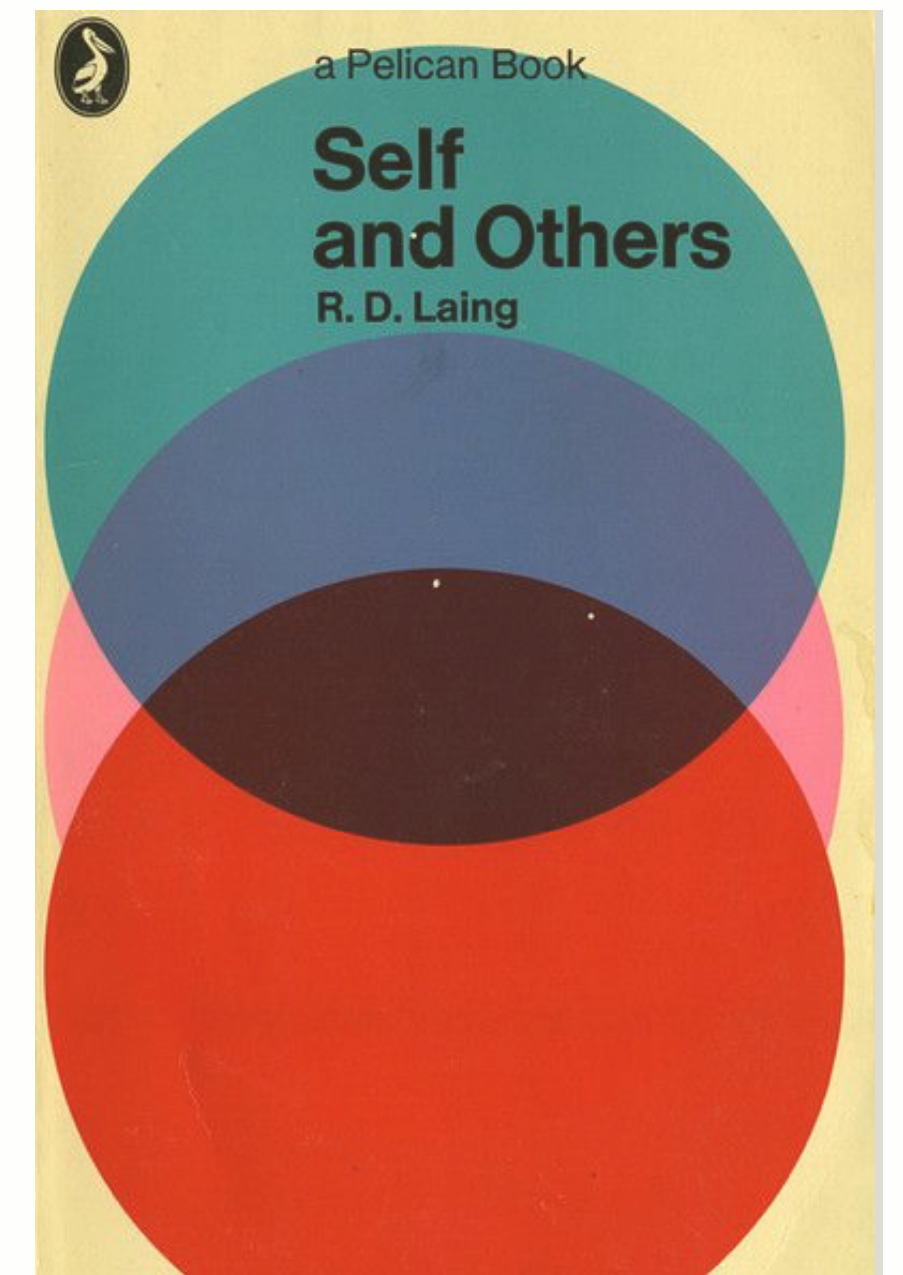
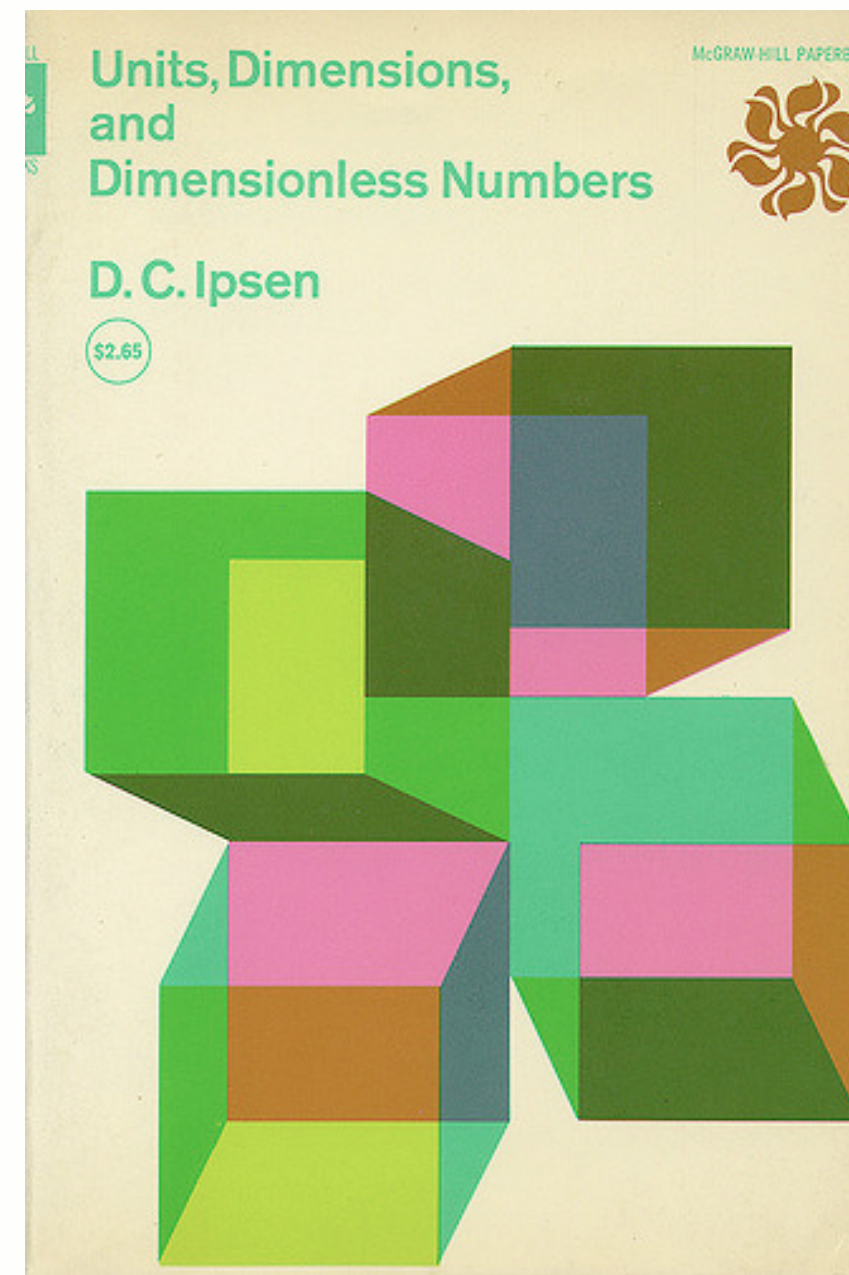
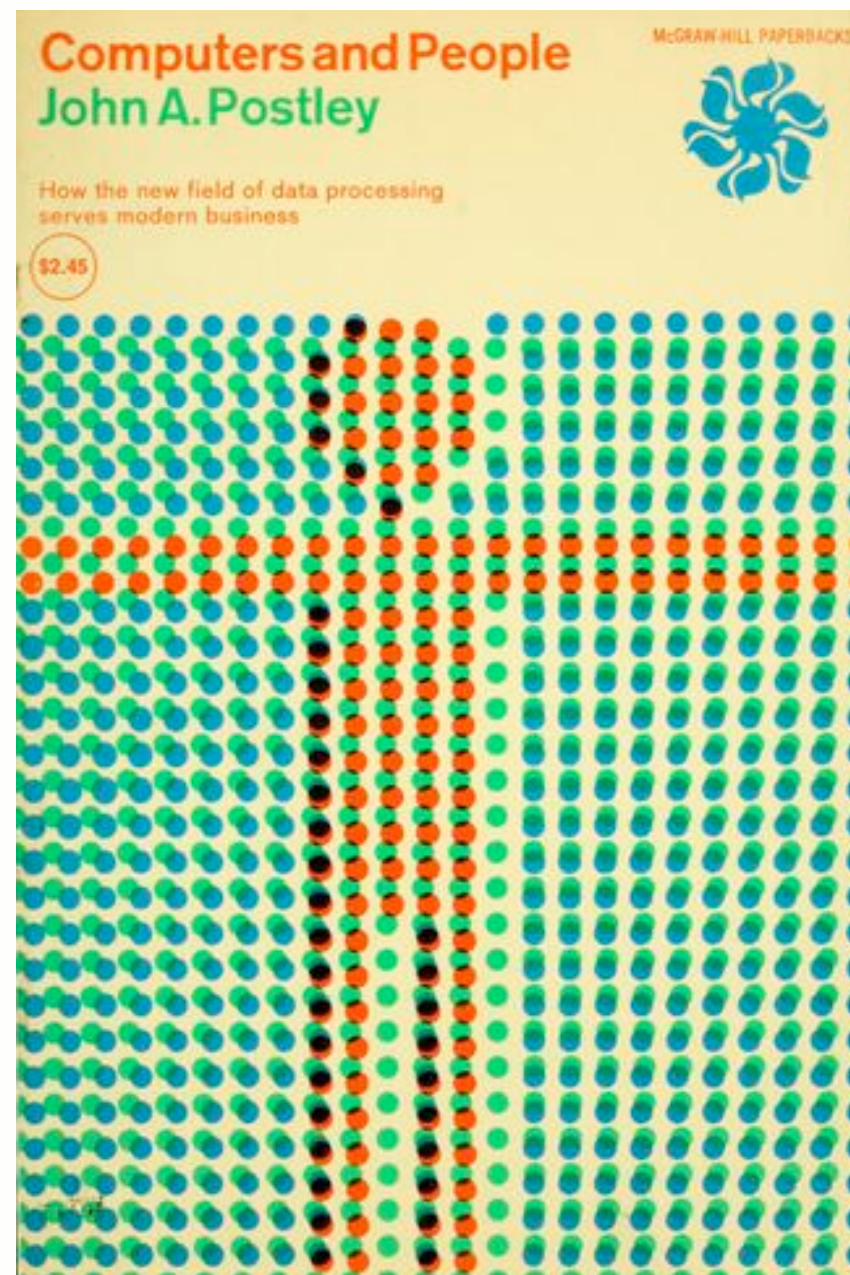
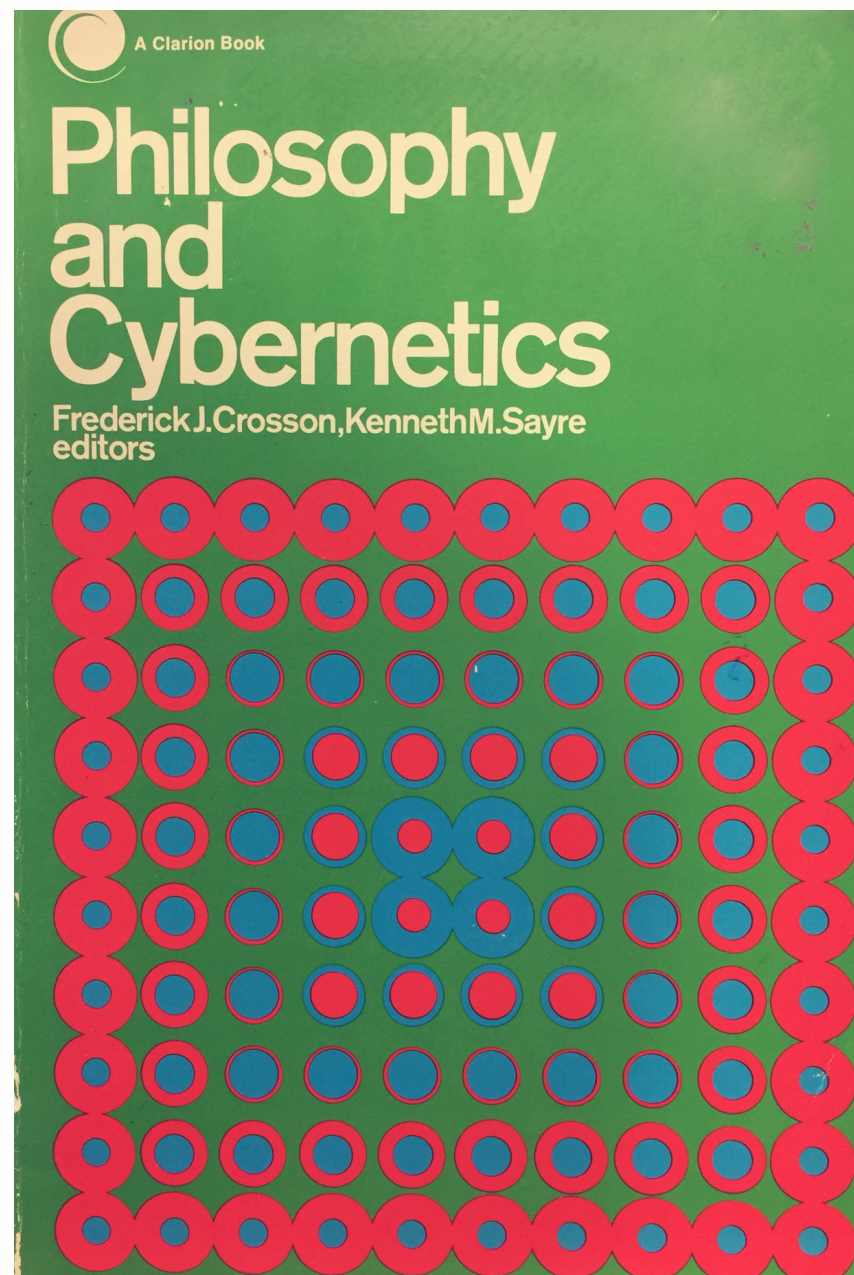
Hackers, makers, tinkerers and technologists built and fixed their own machines – and even their own internet. The appliances in most homes, offices and garages could still be fixed and customized with a little mechanical inclination (and a little imagination), and most came with guidebooks, manuals or “how-to’s” that let their owners make their machines what they wanted.



Power to the People

Dissatisfied with the world around them, and ways of living available to them, people came together to make the life and world they wanted.

The Althea palette has drawn inspiration from muted pastels prevalent in the home, artworks and cultural movements of the time.

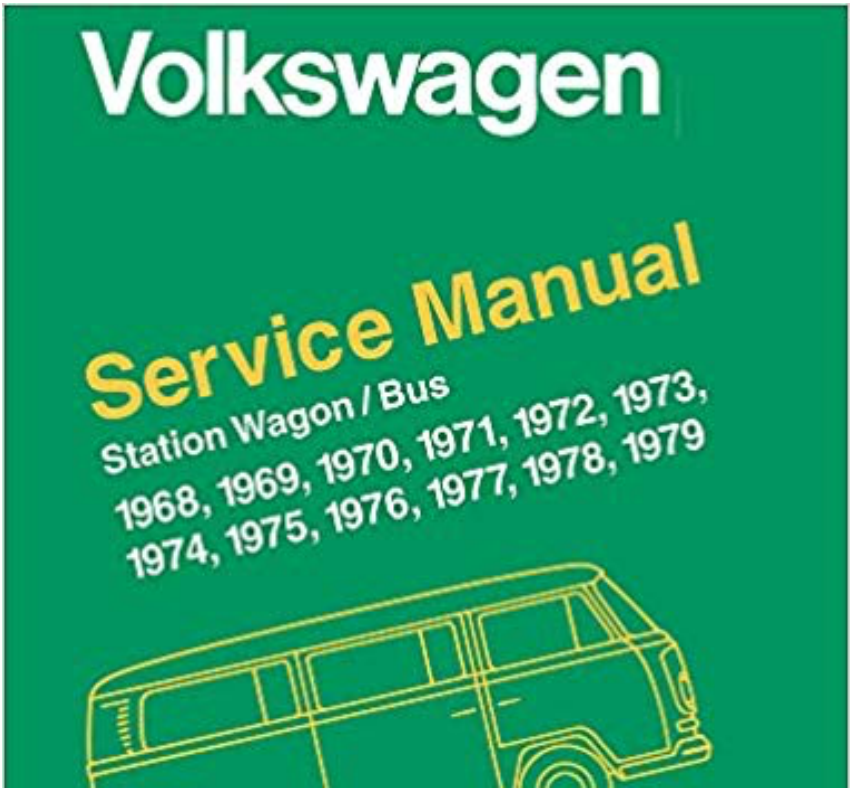


Thinking Ahead

In the 60s, a few, forward thinking technologists were writing and talking about about about what it would mean to live in a connected, computed world.

The Althea brand pulls from the visual language graphic designers developed to visually represent these and other abstract concepts relating to philosophy, anthropology, and technology.

Rich colors are combined for a strikingly modern-feeling approach, influenced by the Swiss Style. These covers represent one of the earliest examples of purist visual communication in the United States.



Hands-on

While technological advances opened up a new horizon of possibilities, home gadgets and machines were still accessible to most tinkerers, hackers and DIY-ers. Publications like the Whole Earth

Catalog guided a new generation of dreamers and makers into the future, and gave them the tools to make, play, and dream up their own inventions.

The Althea brand also seeks to make the technical accessible, and is inspired by the colors, fonts and visual approaches of these seminal guides.

COLOR

	#AAC6E5	#51AFEF	#1D5F8D
	#44D990	#0FB46F	#1A714C
	#FBC9DC	#E84658	#891527
	#F5EFD3	#D8B272	#413522
	#5A6E80	#424855	#002B36

Blue is the primary color. It reminds us of the sky, through which radio waves are transmitted; as well as the bird icon.

Colors in the palette can be used to add emphasis, meaning, and visual interest in marketing materials, user interfaces, and other collateral.

Color should usually be used to convey meaning, and we should avoid combining too many different colors. A better outcome will usually be reached showing restraint in the use of color. Care should be taken to ensure combinations are appropriate. This is most easily achieved by combining only 2 or 3 colors.

Marketing collateral and illustration may lend to a more adventurous use of color. Interfaces should focus on function and color should be used only to convey meaning.

Dark shades and light tints of one color can be combined effectively. When combining colors we should always ensure sufficient contrast for legibility.

Akkurat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678910~!@#\$%^&*()<>[]{}?

Akkurat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ**abcdefghijklmnopqrstuvwxyz****12345678910~!@#\$%^&*()<>[]{}?**

Akkurat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678910~!@#\$%^&*()<>[]{}?

Akkurat follows in the tradition of functional Swiss typography, owing much to early letterpress grotesk typefaces such as Akzidenz-Grotesk and Helvetica.

It's neutral, but not boring; simple, without being cold. These characteristics distinguish it from Helvetica, retaining the same clean, crisp look but in a more compact and square form, with added character provided by details such as the double-story g and school-book l. These traits also add to its legibility, making it easy to read when small, but retaining its strength at larger sizes.

Regular, bold, and light weights can be used to establish typographic hierarchy.

LOGOTYPE

Althea

Althea

The logotype rendered at a variety of sizes. It remains legible even when very small.

Althea

Althea

Althea

Althea

TYPOGRAPHY

Regular

Headline

Heading 1

Heading 2

Heading 3

HEADING 4

Light

Headline

Heading 1

Heading 2

Heading 3

HEADING 4

Regular

Large paragraph. Althea is a technology system that lets people set up and manage networks for themselves and their communities.

Regular paragraph. Althea test deployments are launching now in the US and Colombia, with hundreds of other communities ready to get started.

Regular caption. The enabling technology of the Althea system is firmware, installed on network routers. The firmware runs a routing protocol, letting routers pay each other for bandwidth, and automates network configuration.

Tiny caption. An Althea subnet will have at least one gateway node, a large number of end user nodes, and larger intermediary nodes which relay the signal to end users.

Strong

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Light

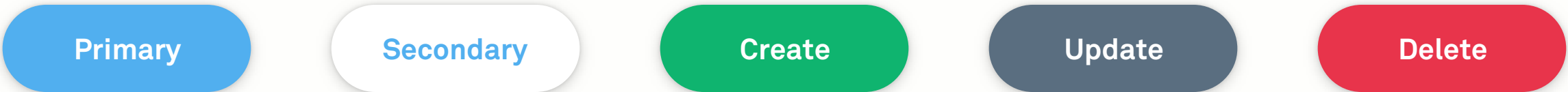
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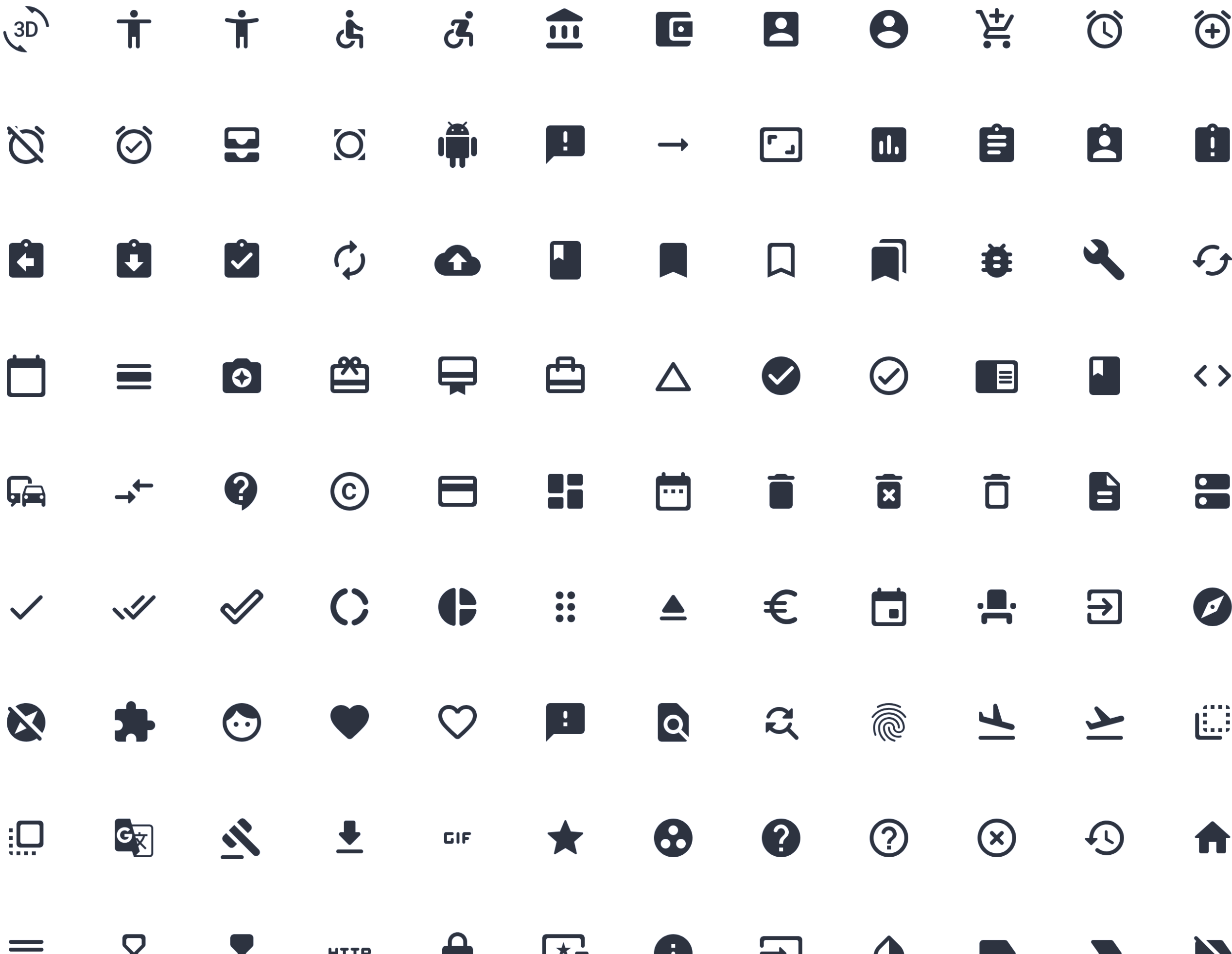
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BUTTONS



ICONOGRAPHY



Use the ‘rounded’ style of the Material Design icon set. It’s open-source, comprehensive, and includes thorough guidelines for creating new icons in the same visual style if required. The rounded style will provide some visual differentiate from Google’s products, and also feels more approachable.

<https://material.io/tools/icons/?style=round>

Application Examples

Faster, cheaper, more resilient Internet.

Althea is a technology system that lets people set up and manage networks for themselves and their communities. Learn more about our blockchain-powered router, the communities we're working in, and our vision for an Internet that works for everyone below.

[Get Involved](#)

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Faster

Althea networks are designed for speed and efficiency, outperforming the fastest connections available from most traditional ISPs.

Learn More →



Cheaper

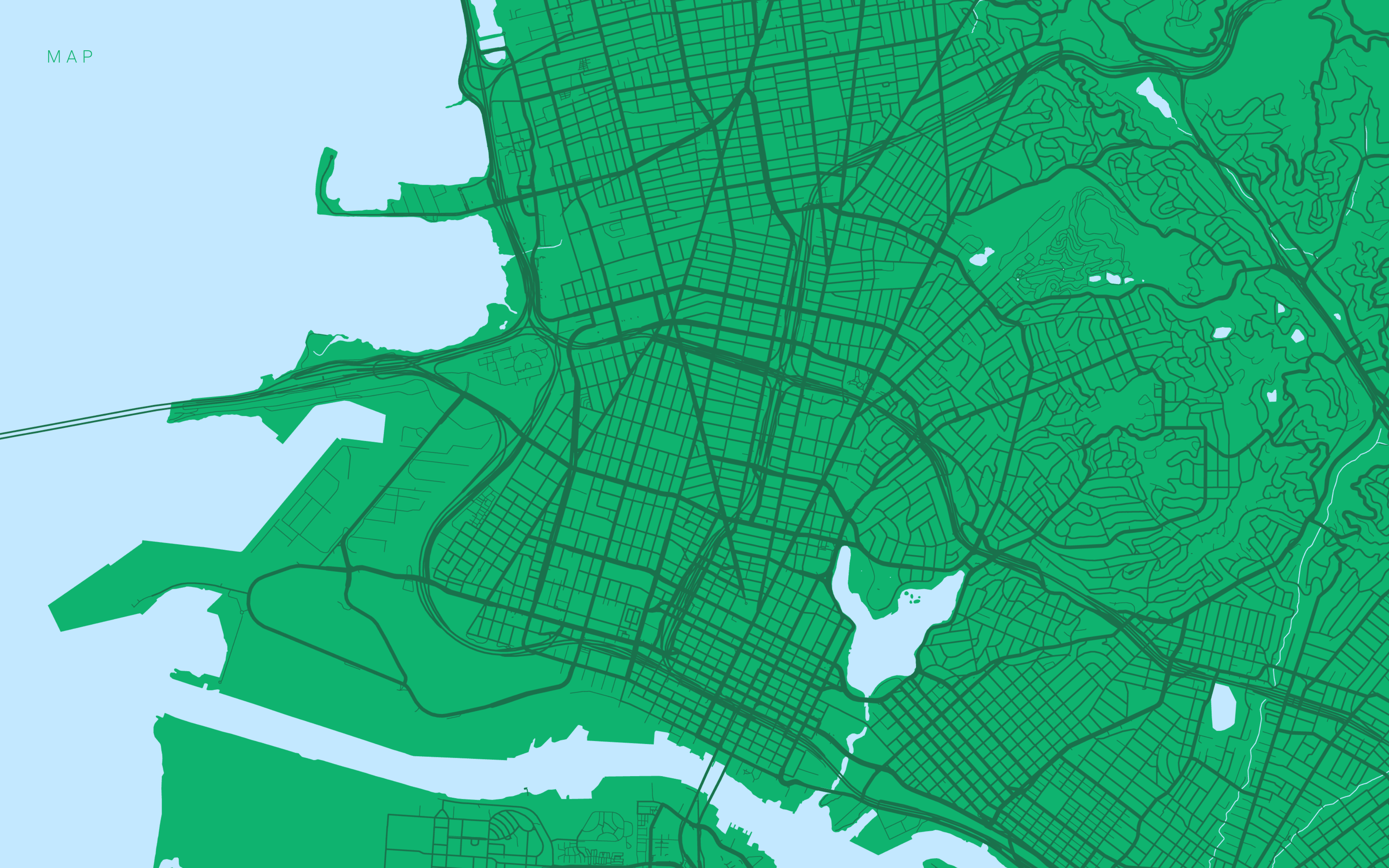
Billing and payments are managed automatically. Nodes are only charged for the bandwidth they actually use—with no bloated fees.

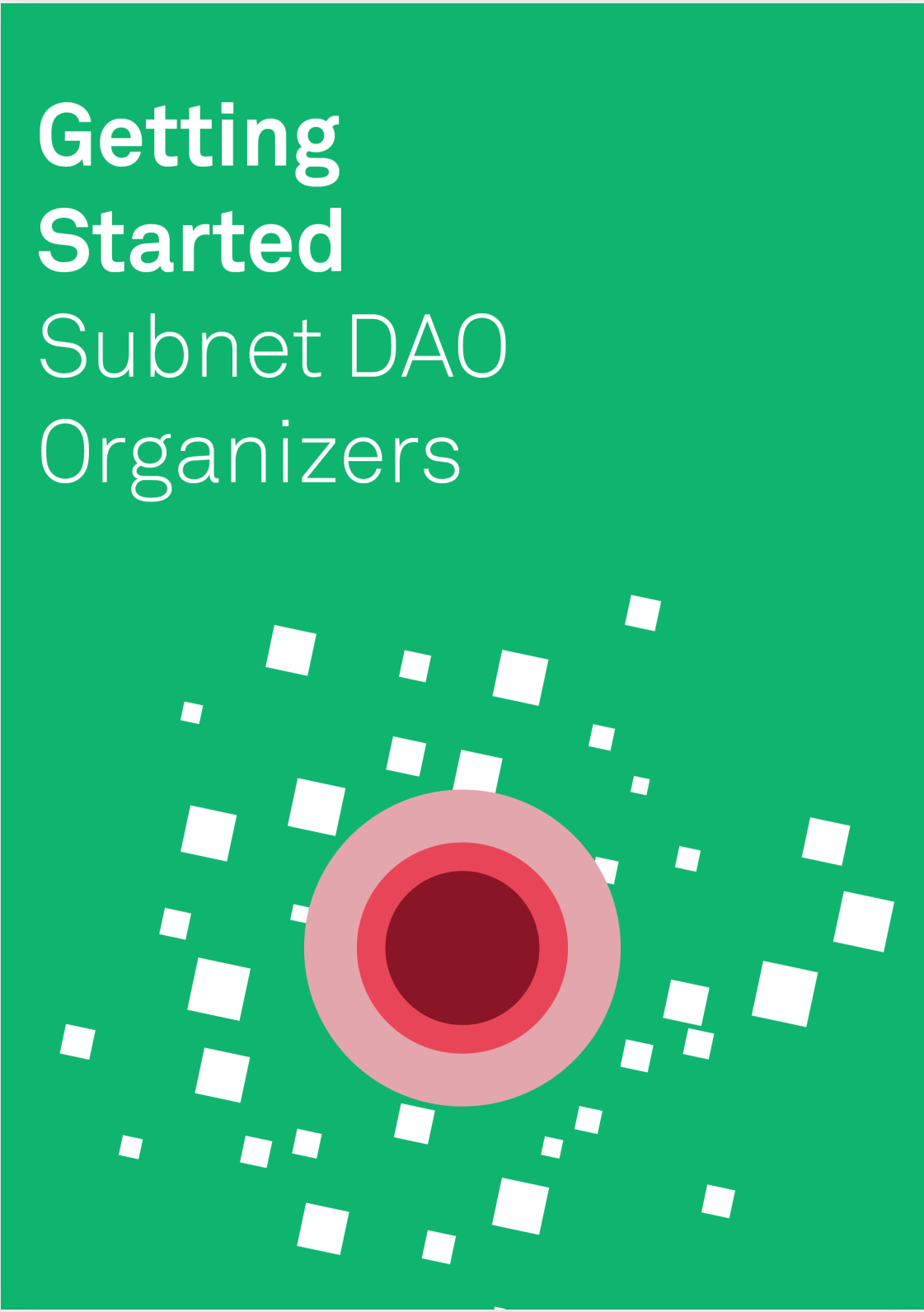
Learn More →

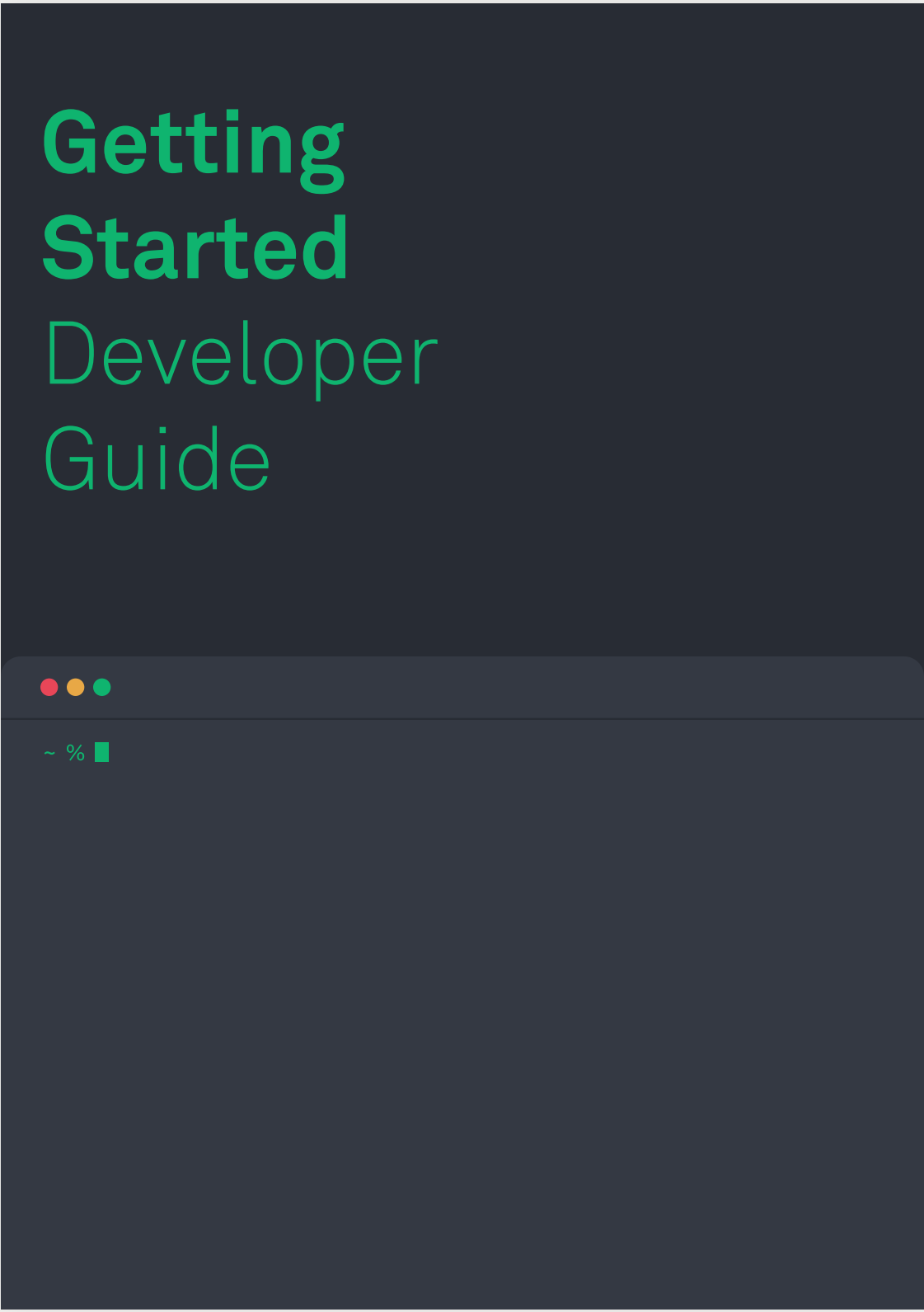
More Resilient

Decentralized networks are more resilient to natural disasters, keeping internet access in the hands of the people that need it.

Learn More →

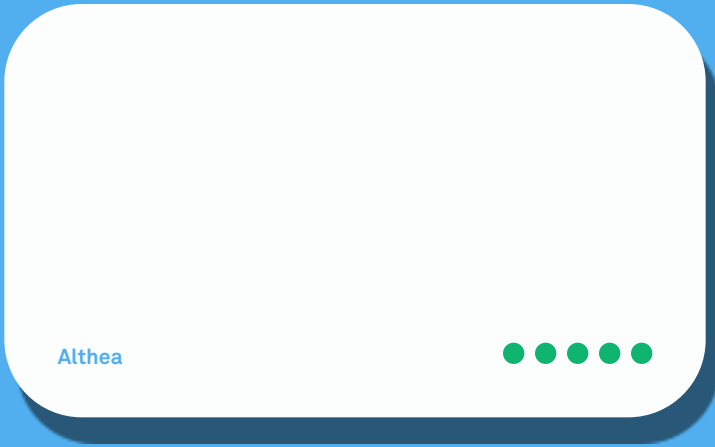






Getting Started

Router Setup Guide



**Getting
Started**
Field
Guide

