



OpenxAI

Brand Kit · Version 1.0 · 2026

Own the intelligence.

An internet of intelligence.

OpenxAI is a decentralized AI infrastructure network designed to make artificial intelligence open, permissionless, and owned by its users. What Bitcoin did for money, OpenxAI does for intelligence — allowing anyone, anywhere to build, deploy, own, and monetize AI applications, agents, models, and services without depending on centralized cloud providers, banks, or platform gatekeepers.

The broader vision is an Internet of Intelligence: a global network where intelligence can be created, deployed, accessed, owned, and exchanged openly — rather than controlled by a handful of corporations.



Aperture X

Four congruent trapezoids converge on a central node. The negative space at the center is the aperture — permission opening to the network.

CLEAR SPACE	$\geq$ height of one trapezoid on all sides
MIN. SIZE · SYMBOL	24 px / 8 mm
MIN. SIZE · LOCKUP	96 px / 30 mm

Variants



SIGNAL ON VOID



BONE ON VOID



VOID ON BONE

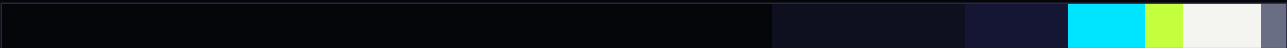


CARBON FRAME

Palette

A near-black canvas with two electric signals. Void carries 60% of every surface. Signal and Current are used sparingly — as light, not as fill.

USAGE RATIO



VOID

#05060A

USE 60%

CARBON

#0E1020

USE 15%

CIRCUIT

#141634

USE 8%

SIGNAL

#00E5FF

USE 6%

CURRENT

#C4FF3D

USE 3%

BONE

#F4F4F0

USE 6%

GHOST

#6A6E85

USE 2%

Type system

Own the intelligence.

DISPLAY · SPACE GROTESK 500/600 · -4% TRACKING

An internet of intelligence.

EDITORIAL · INSTRUMENT SERIF ITALIC

OpenxAI combines decentralized compute, permissionless deployment, and on-chain ownership so that intelligence can be created, exchanged, and owned openly — by anyone, anywhere.

BODY · INTER TIGHT 400/500

01 · NODE · PERMISSIONLESS · ONLINE

MONO · JETBRAINS MONO · +18% TRACKING · UPPERCASE

SCALE

display-1	96 / 108	Manifesto hero
display-2	72 / 90	Section titles
h1	40 / 48	Page titles
h2	28 / 34	Card titles
body	16 / 26	Body copy
micro	12 / 16	Mono tags

Voice & tone

Engineering honesty. No marketing perfume.

DO

- + Speak like an engineer, not a marketer.
- + Lead with what is true, then what is possible.
- + Name the incumbent honestly.
- + Use short, declarative sentences.
- + First-person plural: we, ours, together.

DON'T

- Never "revolutionary," "synergy," "disruptive."
- No em-dash cascades or hype-stacking.
- Do not soften the mission with hedges.
- Do not name competitors.
- Do not promise financial outcomes.

SAMPLE

"What Bitcoin did for money, OpenxAI does for intelligence. No gatekeepers. No permission slips. Just a network — and everyone who runs it."

Motion

Ambient. Not decorative. Motion should feel like the network is alive but never demand attention. Prefer opacity and blur over transform-heavy movement. Respect prefers-reduced-motion everywhere.

- **Aurora drift** 22s · ease-in-out · infinite
Soft radial gradients moving slowly across the canvas.
- **Shimmer** 8s · linear
Type reveals with a signal→current→signal gradient sweep.
- **Pulse node** 2s · ease-in-out
Signal circles pulsing quietly to indicate live network presence.

Imagery

- Photography · high-contrast, low-saturation, architectural scale. No stock people.
- Diagrams · thin cyan strokes on void; nodes rendered as filled circles; labels in mono.
- 3D · matte materials, glass and carbon; never glossy plastic; single directional light.
- Illustration · reserved for the mark and its variants only. No mascots.



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OPENXNETWORK.ORG · GITHUB.COM/OPENXAI-NETWORK