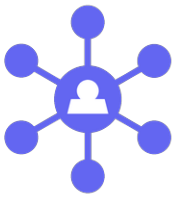
Peer-to-Peer Name System

Dark-first • Technical • Decentralized Infrastructure



P2NS

Peer-to-Peer Name System

Version 1.0 • May 2026
For internal use, partners, and approved vendors.
Strictly follow these guidelines to maintain brand integrity.

Brand Overview & Positioning

P2NS (Peer-to-Peer Name System) is the foundational decentralized naming infrastructure for the open, censorship-resistant web. It provides secure, private, and truly distributed name resolution without central authorities, enabling the next generation of P2P applications, services, and communities.

Dark, technical, and trustworthy. P2NS embodies the principles of decentralization, privacy, and user sovereignty. Our visual identity reflects precision engineering, modern infrastructure, and quiet confidence — never flashy, always reliable.

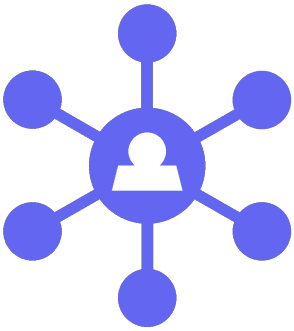
- **Decentralized** — No single point of control or failure
- **Technical** — Precise, clean, engineered aesthetic
- **Trustworthy** — High contrast, legible, professional
- **Minimal** — Flat, sharp, no unnecessary decoration or glow
- **Infrastructure** — Built for developers, protocols, and power users

1. Dark-first aesthetic at all times for primary communications.
2. Indigo #6366F1 is the dominant accent color — use elegantly and consistently.
3. No glow, neon, blur, soft shadows, or decorative effects except the single subtle usage defined for hero contexts.
4. Always maintain clear space and minimum size rules.
5. Use only official logo assets from this package.

Logo Suite

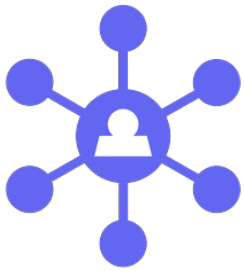
The P2NS logo system is built from a single clean icon mark: a technical network hub with a central user node, rendered in flat Indigo with crisp vector-like edges. All variations derive from this foundation.

Use for headers, websites, documents, and most applications. Includes icon + wordmark + tagline.



Use when space is limited (favicons, app icons, social avatars, merchandise). The icon alone is highly recognizable and should never be altered.

Logo Variations

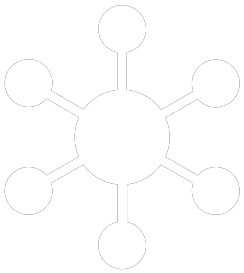


P2NS

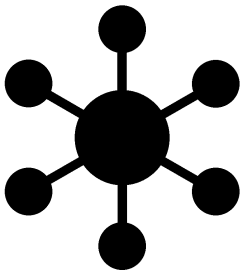
Peer-to-Peer
Name System

Ideal for narrow spaces, mobile headers, or vertical layouts.

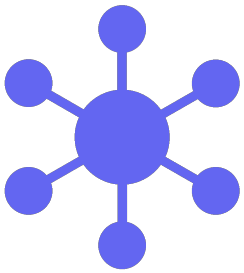
Use monochrome versions when color is not available or for specific contrast needs. White for dark overlays, Black for light backgrounds (rare), Indigo for single-color applications.



White



Black



Indigo

Logo Usage Rules

Always maintain a minimum clear space equal to the height of the icon mark around the entire logo. This protected area must remain free of text, graphics, or other elements.

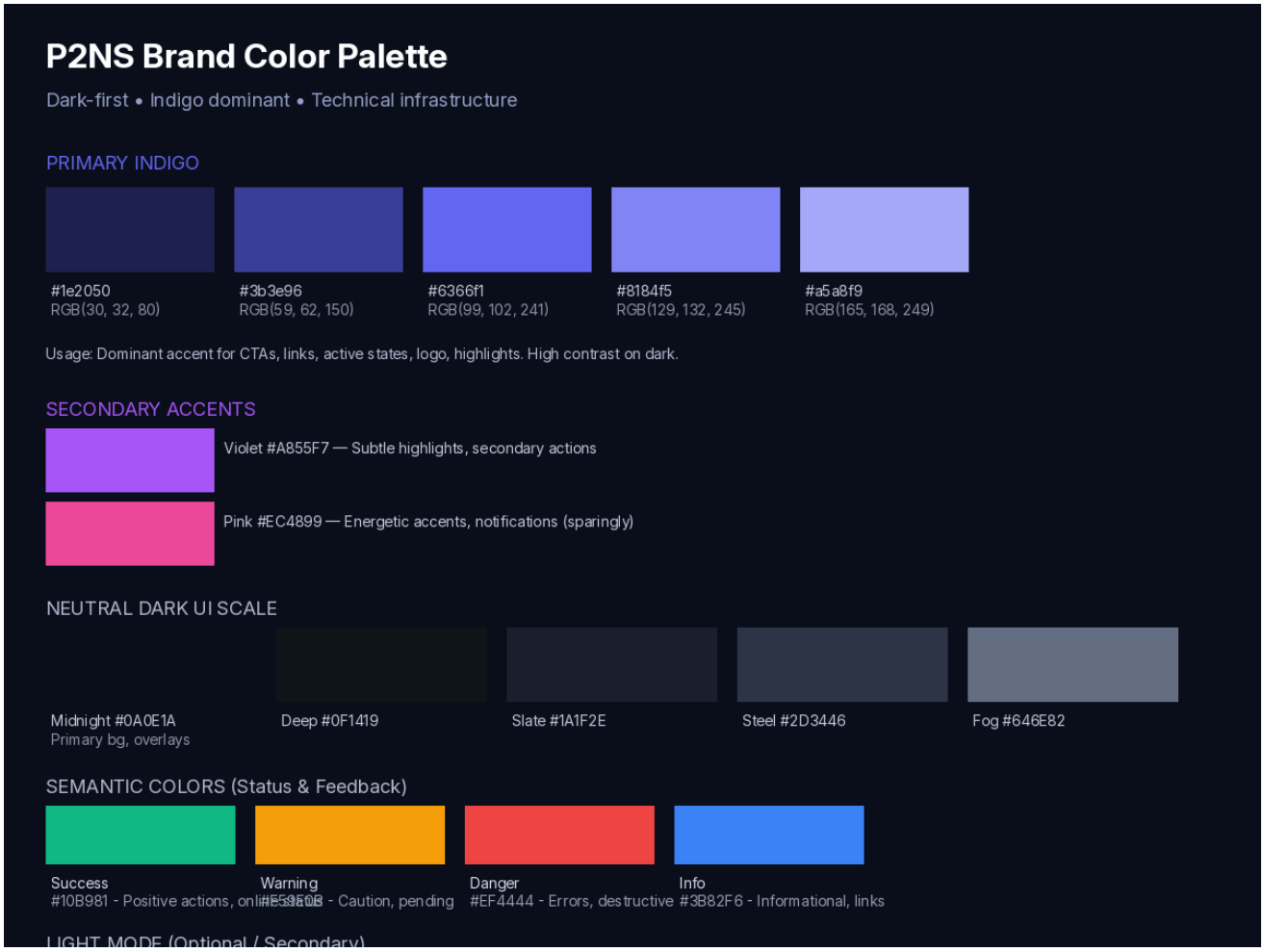
Minimum logo size:
• Digital: 120px wide (primary horizontal)
• Print: 1.2 inches / 30mm wide
• Icon mark alone: 32px minimum (favicons excepted at 16-32px with care)

Always use the provided high-resolution PNG files from the /logos/png/ and /favicon/ directories. Never recreate, trace, or modify the logo in any design software unless explicitly approved. For vector needs, request the official SVG from the brand team.

Use the dedicated favicon files in /logos/favicon/:
512×512, 256×256, 192×192, and 32×32. The 32×32 is simplified but remains recognizable. Never use the full logo as a favicon.

Color Palette

The P2NS palette is engineered for high contrast on dark interfaces, technical clarity, and subtle accentuation. Indigo dominates as the primary brand color.



Primary Indigo #6366F1 — Use for all interactive elements, logos, highlights, and key accents. It provides excellent contrast on Midnight and Deep backgrounds while remaining modern and technical.

Typography

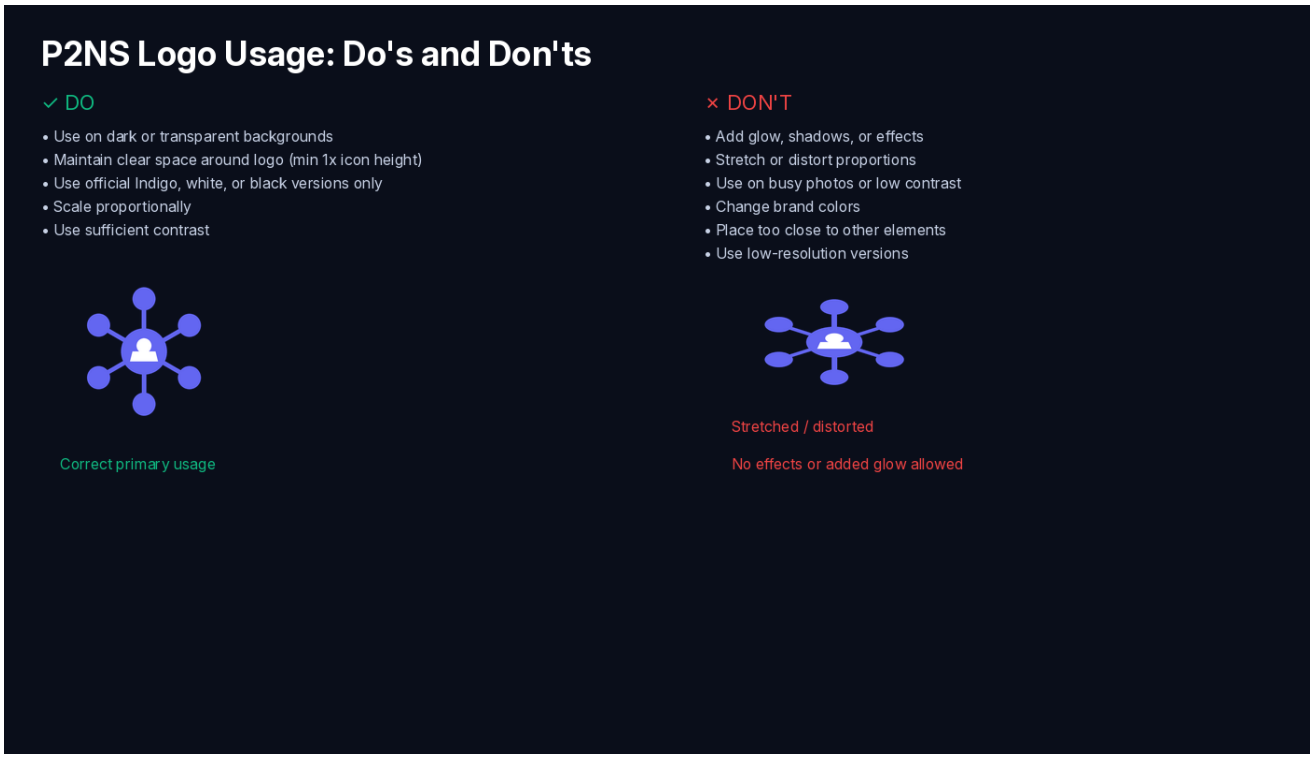
P2NS uses modern, highly legible technical sans-serif typefaces. Inter is the primary recommended typeface for digital interfaces and marketing. It offers excellent readability, extensive weights, and a contemporary technical feel.

Primary: Inter (Variable or static weights: Regular, Medium, SemiBold, Bold)
Secondary / System: SF Pro (macOS), Roboto, Noto Sans, or system-ui
Monospace (code, technical): JetBrains Mono, Fira Code, or SF Mono

- Headlines: Inter Bold or SemiBold, tight tracking, high contrast
- Body: Inter Regular, generous line-height (1.5+)
- UI / Labels: Inter Medium, slightly condensed tracking
- Never use decorative, script, or overly geometric display fonts for brand communications.

Do's and Don'ts

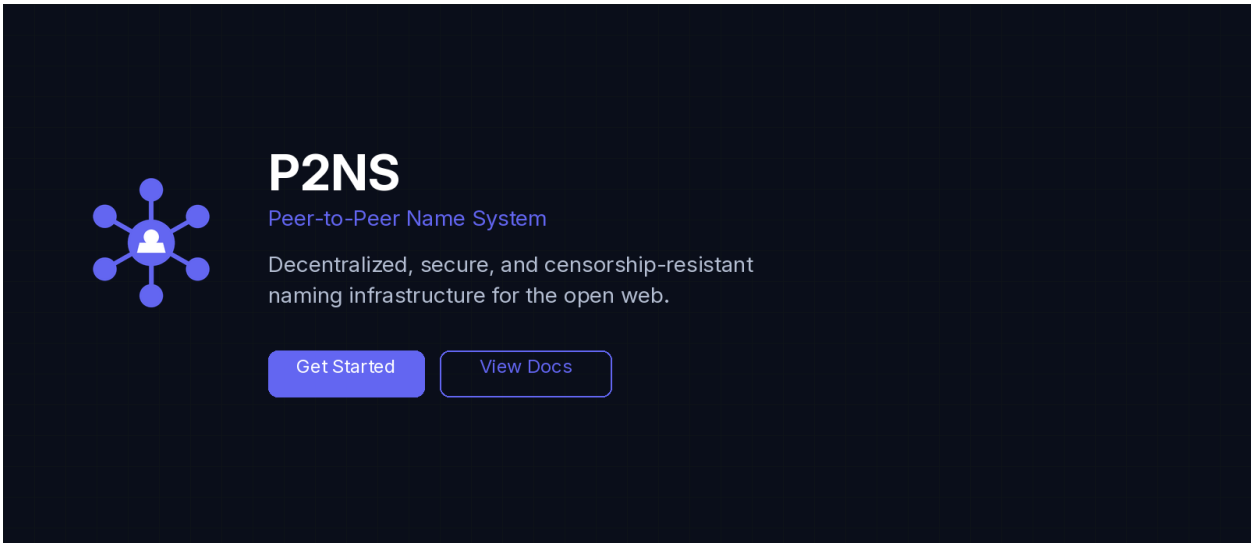
Strict adherence protects brand integrity. These rules apply to all touchpoints.

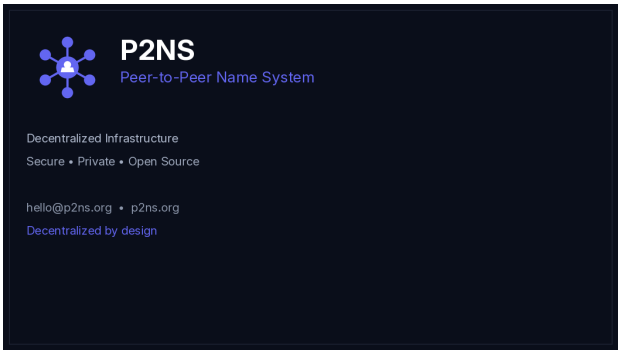


Key violations to avoid: stretching the logo, adding glow/shadows, placing on low-contrast or busy backgrounds, using non-brand colors, or insufficient clear space.

Application Examples

Rounded square treatment with subtle inner container. Works at all sizes from 1024px to small app icons.





Twitter/X Header, LinkedIn Banner, Discord Icon & Banner have been created in /mockups/. Always use the provided assets and maintain consistent dark theme and Indigo accents.

Clean, minimal signatures and title slides reinforce professionalism. See assets in /mockups/ for ready-to-adapt templates.

File Formats, Naming & Assets

- **PNG** (with alpha): Primary for web, digital, UI, social. All logos provided as high-res PNG.
- **SVG**: Preferred for web when available (request from brand team). Scalable and crisp.
- **PDF / EPS**: For professional print production (request vector masters).
- **JPG**: Only for photographic contexts or when transparency not needed (avoid for logos).

p2ns-primary-horizontal.png
p2ns-icon.png
p2ns-vertical-stacked.png
p2ns-mono-white.png / -black.png / -indigo.png
p2ns-favicon-512.png, -256.png, -192.png, -32.png

Always include version or date in archive names when distributing updated assets.

This package includes: Logo suite (PNG + favicons), Color palette graphics, Full mockups (app icon, social, business card, hero, email, presentation, sticker), Do's and Don'ts sheet, and this Brand Guidelines PDF.

Accessibility & Contrast

All brand applications must meet or exceed WCAG AA standards (4.5:1 contrast ratio for normal text). Indigo on Midnight/Deep provides strong contrast. Test all implementations, especially text on colored backgrounds or in light mode.

While P2NS is dark-first, light mode interfaces may be required for certain products. Invert the neutral scale to light grays (#F8FAFC base, #E2E8F0 surfaces). Keep Indigo as the primary accent. Increase text weight slightly if needed for legibility. Never use light mode as the default brand expression.

These assets are provided for official P2NS communications, partners, and approved projects. Unauthorized modification, redistribution, or use outside the scope of P2NS branding is prohibited. Contact the brand team for extended licensing or custom variations.

— End of Brand Guidelines —

P2NS • Peer-to-Peer Name System
Decentralized by Design