

Logo Direction

FINAL BRAND MARK

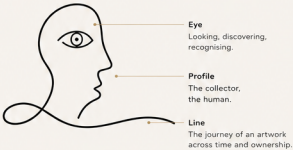
The final logo represents the continuous journey of an artwork through time. It combines art, human connection and trust in a single, timeless mark.



THE MEANING

- THE OBSERVER**
Discovery and transparency.
Art remains visible, always.
- THE COLLECTOR**
The human passion behind every private collection.
- THE CONTINUOUS LINE**
A permanent connection through an artwork's life.
- THE REGISTRY**
A trusted record.
Today. Tomorrow. Forever.

THE CONTINUOUS LINE



LOGO USAGE

PRIMARY LOCKUP



Use as the primary logo in most communications.

APP ICON



Use as app icon, favicon and social profile.

REGISTRY SEAL



Use as a trust mark on registered artwork pages, certificates and physical labels.

MINIMUM SIZE



120 px

Minimum size for digital use to ensure legibility.

COLOR PALETTE



INK BLACK #111111
WARM GOLD #C8A46B
PAPER #F6F3ED

TYPOGRAPHY



A refined serif wordmark that conveys heritage, elegance and trust.

BACKGROUND USAGE



Light Backgrounds

Dark Backgrounds

APPLICATION EXAMPLES



Print

Certificate

Artwork Tag

Seal

Mobile App