

BRAND GUIDELINES



A T O M I C D S M A T L A R G E S C A L E

Building a strong and consistent brand identity

Version 1.0 · October 2026

THE LOGO



A T O M I C D S M A T L A R G E S C A L E

The idea behind the logo



Atlas joins many memory services into one. The logo draws exactly that.

1 Three nodes: the DSM instances

Each coloured node is a separate Distributed Shared Memory instance, running on its own.

2 The orbit: the Unified DSM

One ring joins every instance into the uDSM, a single, strongly consistent memory.

3 The letter: one simple interface

At the centre sits a solid "a": the one familiar read/write interface applications see.

4 The open ring: elastic by design

The orbit never closes, so instances can join, leave and be reorganised as Atlas grows and shrinks.

Three colours, one map

The nodes take their colours from a topographic map: water, land and elevation. An atlas puts very different terrain on one page, just as Atlas brings different memory instances into one system.



WATER

Flow

Data moving freely
between instances.



LAND

Ground

The stable, consistent memory
applications build on.



ELEVATION

Scale

A system that rises and settles
as it grows and shrinks.

Colour palette



100 80 60 40 20

Blue · Water

HEX #1479D1

RGB 20, 121, 209



100 80 60 40 20

Green · Land

HEX #3E8E3E

RGB 62, 142, 62



100 80 60 40 20

Brown · Elevation

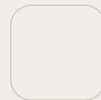
HEX #8B6F47

RGB 139, 111, 71



Ink #15171C

Logo, headings, text



Paper #FOEEEE

Backgrounds



Deep Blue #2F4E8C

Tagline, accents

Typography

PRIMARY · HEADINGS

Aa Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%&*()

The typeface of the wordmark. Use SemiBold for headings, Medium for labels.

SECONDARY · BODY TEXT

Aa DM Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%&*()

A calm, readable companion for paragraphs, captions and data.



✗ Don't stretch or squash



✗ Don't change the node colours



✗ Don't rotate or tilt



✗ Don't use low-contrast colours

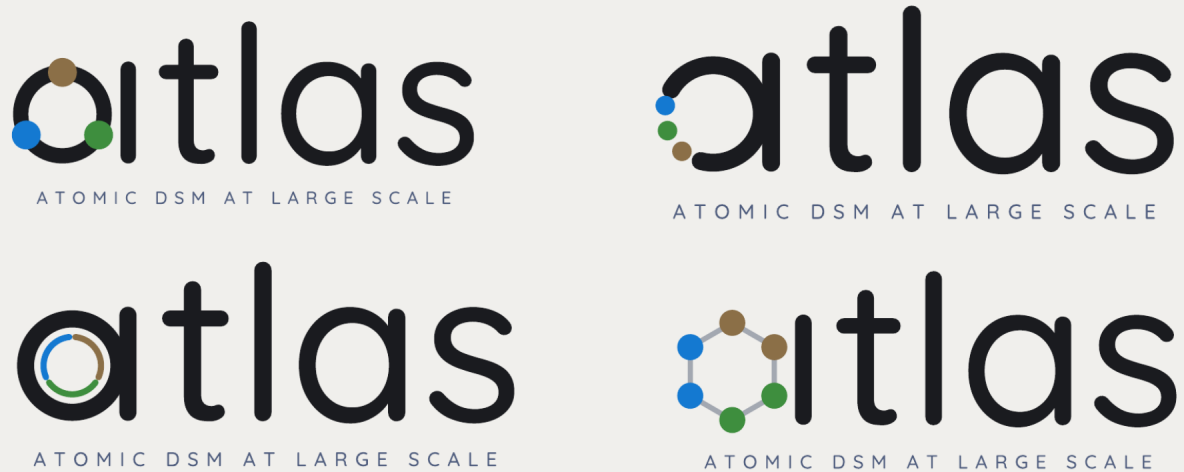


✗ Don't add shadows or effects



✗ Don't move the nodes

How we got here



Early directions explored for the identity

Every idea paired the word with three coloured nodes. The final logo grows out of the orbit direction, top left.

We kept its bold type and connected nodes, pulled the orbit in tight so it belongs to the letter, and left the inside of the “a” clean.



The result reads the same from a poster to a favicon.



A T O M I C D S M A T L A R G E S C A L E

ATLAS is a post-doctoral research project by Dr. Andria Trigeorgi at Algolysis Ltd, in collaboration with the University of Cyprus, funded by the Research and Innovation Foundation under the POST-DOC programme.

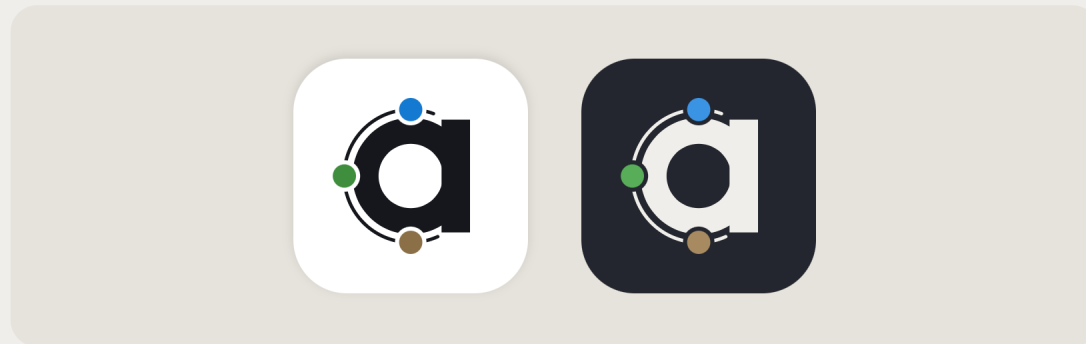
Logo versions



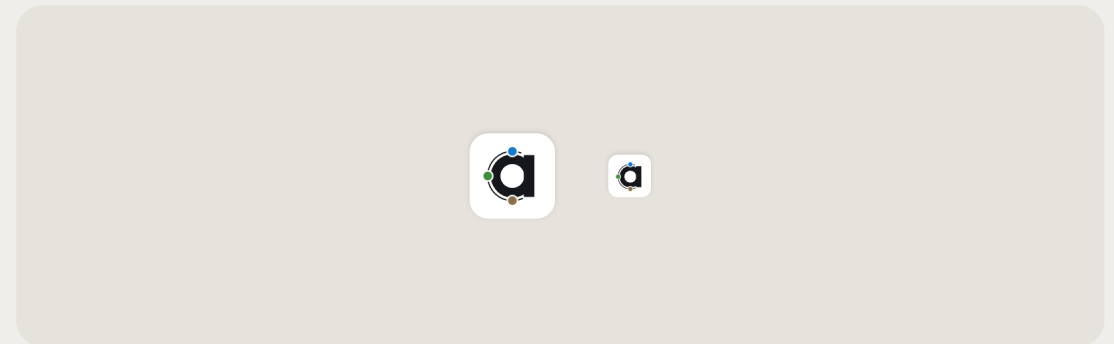
Primary · light backgrounds



Reversed · dark backgrounds



App icon · light and dark



Favicon · 64 px and 32 px

Clear space and minimum size



Give it room

Keep a clear zone of 2x on every side, where x is the width of one node. No text, images or edges inside it.

Keep it legible

Version	Screen	Print
Full logo with tagline	240 px	60 mm
Logo without tagline	96 px	25 mm
Mark only	16 px	6 mm

About Atlas

A scalable, strongly consistent shared memory service.

Atlas combines several Distributed Shared Memory (DSM) instances into one Unified DSM, the uDSM. It grows, shrinks and reorganises itself automatically, while applications keep using a simple read/write interface.

RESEARCHER

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HOST ORGANISATION

Algolysis Ltd

ACADEMIC PARTNER

University of Cyprus

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