
HANDYCON

Brand Guidelines

The Soft-Fork Gateway

Evergreen identity and annual campaign system

VERSION 1.0 / SEPTEMBER 2026



An open gateway. Two roots. Both remain.

HandyCon is the recurring meeting place for the Handshake ecosystem: builders, domain owners, infrastructure operators, founders, investors, advocates, and newcomers.

The C6 symbol is the Soft-Fork Gateway. Its outer arch represents entry into an open internet. The straight internal path represents the established ICANN and DNS root. The second path branches forward while both paths remain visible – coexistence rather than erasure.

SOFT-FORK GATEWAY



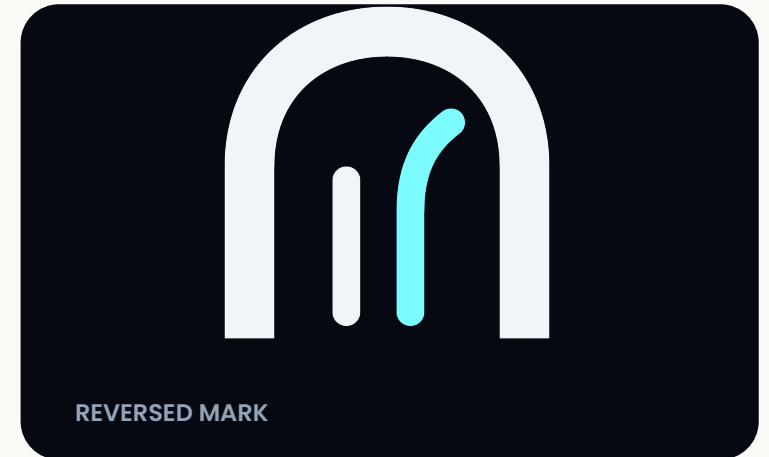
One identity, several practical forms

Choose the simplest approved form that fits the available space. Never recreate or typeset the wordmark.



HandyCon

PRIMARY HORIZONTAL



REVERSED MARK



MARK ONLY



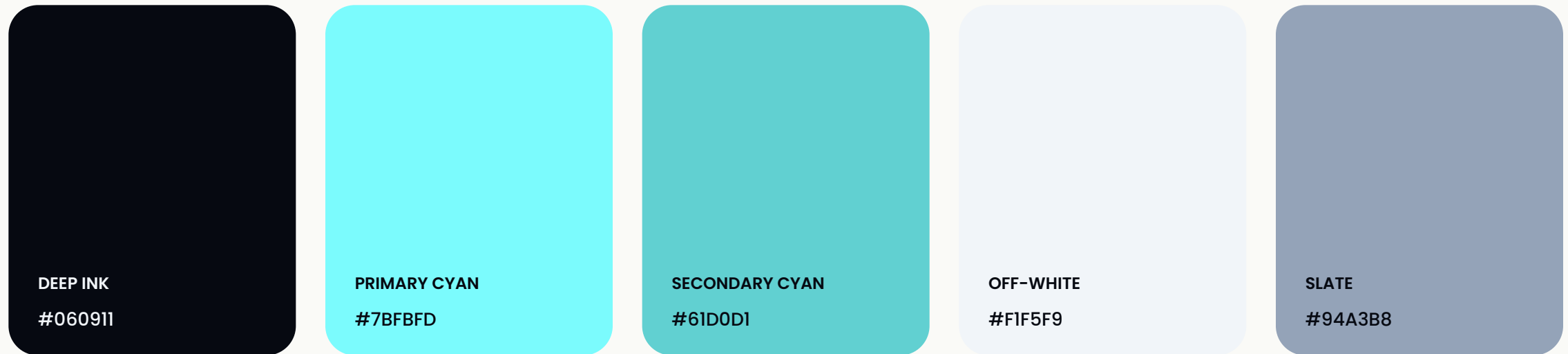
MONOCHROME

HandyCor

WORDMARK ONLY

Evergreen colors

The identity is intentionally restrained so each annual HandyCon campaign can add its own mood without replacing the core brand.



Use cyan as a signal, not as a flood. Deep ink and off-white carry most layouts.

A familiar wordmark, a flexible system

HandyCon

POPPINS SEMIBOLD / EVERGREEN WORDMARK

DISPLAY

Space Grotesk

Campaign headlines and large digital moments.

BODY

DM Sans

Longer reading, navigation, and supporting copy.

TECHNICAL

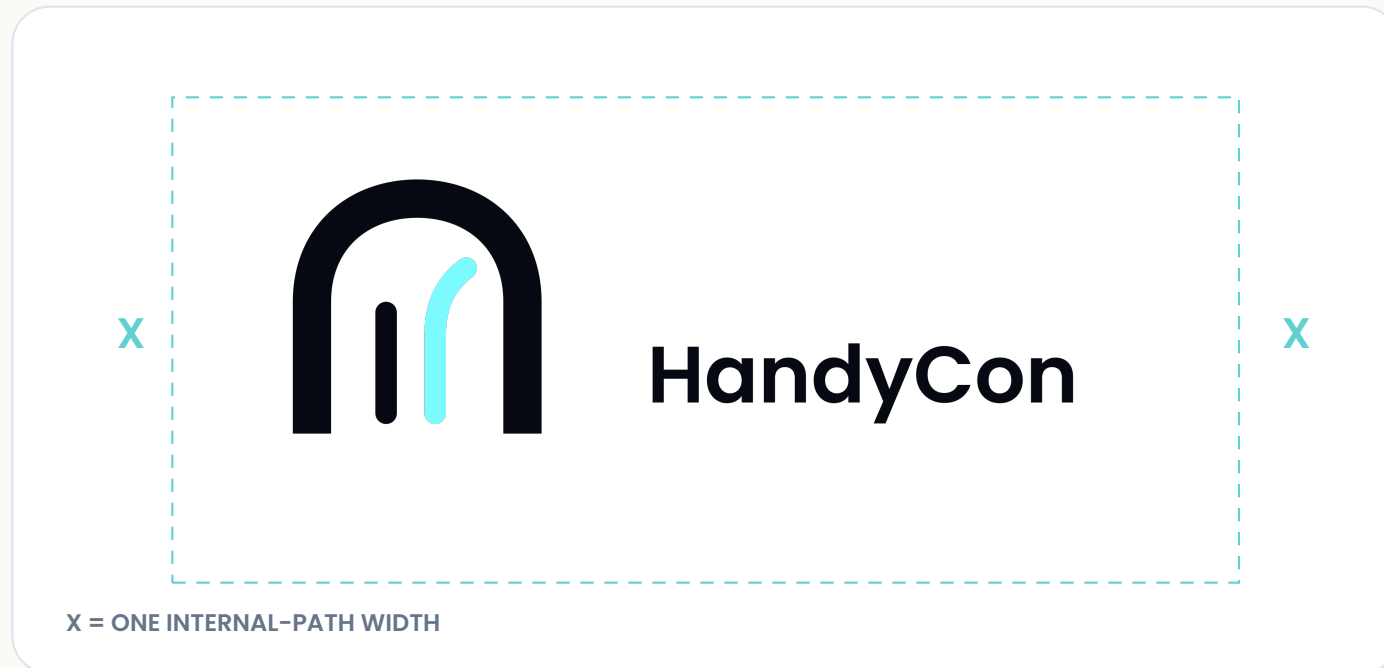
IBM Plex Mono

Dates, numbers, labels, and protocol details.

Do not typeset a replacement HandyCon wordmark. Use the supplied outlined SVG.

Protect the gateway

Clear space keeps the paths open. Use at least one internal-path width on every side of the mark or lockup.



MINIMUM DIGITAL SIZE



The mark is approved down to 16 CSS pixels. Confirm favicon rendering in every browser before replacing production icons.

The identity persists. The campaign evolves.

Keep the evergreen gateway and HandyCon wordmark consistent. Add the year, campaign name, palette, imagery, and message around them.

For 2027, Persist expresses the people, names, and infrastructure that continue through market pressure and namespace collision.

WORKING SUPPORTING LINE

Names remain



HandyCon
PERSIST
2027

Use the supplied artwork

DO

- + Use approved SVG or transparent PNG files.
- + Choose color, reversed, or monochrome for contrast.
- + Keep the gateway upright and preserve clear space.
- + Keep annual campaign styling outside the core mark.

DO NOT

- X Add glow, gradients, shadows, bevels, or outlines.
- X Recolor individual paths outside approved versions.
- X Stretch, rotate, crop, redraw, or typeset the logo.
- X Place the mark on a background with weak contrast.

DOWNLOAD THE LOGO KIT

handycon.xyz/about/

[SVG](#) / [PNG](#) / [PDF](#) / [LICENSE](#) / [USAGE NOTES](#)