Hermetica
Brand Guidelines

Hermetica Logo

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Logo

Hermetica logo provides the brand's essence in a simple and memorable way. The logo is a blend of distinctive geometric shapes, conveys control or mastery over something complex, which is a combination of strategy and data.

Our logo is designed to be versatile, working seamlessly across various mediums. The logo's simplicity ensures clarity and recognition, making it adaptable to various applications.

Hermetica

Logo © Hermetica Analytics

Logo Variations

Our Hermetica logo comes in two variations, ideal for ensuring the best fit for your needs.

Hermetica

Hermetica

Logo Variations © Hermetica Analytics

Logo Clearspace

To keep the Hermetica logo looking clear and impactful, we've set a minimum clearspace rule. This ensures that surrounding elements don't crowd the logo, maintaining its visibility and impact. Adhering to this guideline means the logo will stand out, grabbing the viewer's attention, or interacting beyond its intended role.

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Logo Clearspace © Hermetica Analytics

Logo Scalability

Our Hermetica logo is designed to be versatile across various sizes, from small icons to large displays, ensuring it maintains its impact and clarity across every application.

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Logo Scalability © Hermetica Analytics

Logo Colors

Our logo may be used in black, white, or in shades of our primary colors. The primary colors are Lightblue (#1F8AFF) and Green (#00FF9F).

Hermetica

Hermetica

Logo Colors © Hermetica Analytics

Logo Do

To maintain the integrity of the Hermetica logo and preserve its unique impact, follow the guidelines provided. The logo should remain consistent in appearance and form.

- The logo may be used in black, white, or in shades of our primary colors (Lightblue and Green).
- The logo may be used with Hermetica's Primary Typeface (Manrope).
- Use one of the two available logo versions.

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Logo Do © Hermetica Analytics

Logo Don'T

- Do not change the proportions of the logo or its elements.
- Do not rotate the logo.
- Do not use gradients, shadows, or any other effects on the logo.
- Do not use other fonts than Manrope.
- Do not use other than the approved colors.

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Logo Don'T © Hermetica Analytics

Hermetica Colors

Colors
Colors Mode
Colors Don'T

Colors

Our color palette is a blend of cool and warmth, balancing tech and humanity, analytics and creativity. The combination of deep blues, neutral whites, and vibrant green creates a dynamic yet approachable aesthetic, ensuring our brand stands out while remaining accessible.

By maintaining consistent application of these colors across all platforms and materials, we ensure a cohesive and recognizable visual identity that resonates with our audience, reinforcing our brand's commitment to innovation and clarity.

Colors © Hermetica Analytics

Colors Mode

Our color palette is designed for versatility, ensuring it looks cohesive and strong across both light and dark modes.

Colors Mode © Hermetica Analytics

Colors Don'T

- Do not apply more than two primary colors.
- Don't use gradients, shadows, or any other effects on these colors.
- Don't use other colors than the approved colors.

Colors Don'T © Hermetica Analytics

Hermetica Typography

Font Family
Font Usage
Ligne Hight
Fond Don'T

Font Family

Our Hermetica brand's typeface features a rounded geometric, modern feel that balances clarity and approachability. This typeface reflects our commitment to innovation, ease of use, and a clear, accessible approach to data and analytics.

Font Family © Hermetica Analytics

Font Usage

Our brand's typeography is centered around Manrope, the Hermetica typeface, ensuring a consistent and recognizable visual identity across all platforms. Manrope's versatile design allows for a range of applications, from headlines to body text, maintaining clarity and readability in various contexts.

Font Usage © Hermetica Analytics

Ligne Hight

Title text-type: Sans-Serif, Semi-Header, 120 pt, Bold

Text: Sans-Serif, Regular, 16 pt

Ligne hight for bold type headlines could be tricky, ensuring that every character remains legible and impactful. The key is to balance the vertical space between lines, allowing for clear separation while maintaining the bold typeface's boldness and impact.

Title - 100% Hight: Sans-Serif, Semi-Header, 120 pt, Bold

Text - 100% Hight: Sans-Serif, Regular, 16 pt

Ligne hight for regular text requires carefully considered line spacing to ensure readability and comfort. This typeface's design allows for a range of ligne hight adjustments, ensuring optimal readability across different screen sizes and reading distances.

Ligne Hight © Hermetica Analytics

Ligne Hight

Title text-type: Sans-Serif, Semi-Header, 120 pt, Bold

Text: Sans-Serif, Regular, 16 pt

Ligne hight for bold type headlines could be tricky, ensuring that every character remains legible and impactful. The key is to balance the vertical space between lines, allowing for clear separation while maintaining the bold typeface's boldness and impact.

Title - 100% Hight: Sans-Serif, Semi-Header, 120 pt, Bold

Text - 100% Hight: Sans-Serif, Regular, 16 pt

Ligne hight for regular text requires carefully considered line spacing to ensure readability and comfort. This typeface's design allows for a range of ligne hight adjustments, ensuring optimal readability across different screen sizes and reading distances.

Ligne Hight © Hermetica Analytics

Hermetica Growth & Social Assets

Waves
Logomark
3D Cubes

Waves

Our Hermetica brand's typeface has a rounded, geometric feel, with clear, simple shapes that balance clarity and approachability. The typeface's design reflects our focus on data and analytics, conveying a sense of control and mastery over complex information. The typeface's versatile design allows for a range of applications, from headlines to body text, maintaining clarity and readability in various contexts.

Waves © Hermetica Analytics

Logomark

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Logomark © Hermetica Analytics

3D Cubes

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3D Cubes © Hermetica Analytics

Thank You
For Watching