# Hermetica
## Brand Guidelines

Hermetica
## Logo

Logo
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### Logo

Hermetica is a fictitious representation of a brand, a tool, and a mindset. The symbol, a stylized version of the letter H, represents the core of the brand's essence, carrying meaning and commitment to adapting alike cases.

Hermetica is designed to be versatile, flexible, and adaptable to various contexts. The symbol's simplicity and geometric structure ensure that it remains recognizable and impactful across all applications.

### Logo Variations

The Hermetica logo comes in two versions. Use the horizontal version for most cases.

### Logo Clearspace

To keep the Hermetica logo legible and visually impactful, maintain a clear space around it. The minimum clearspace should be at least the height of the Hermetica symbol. This clear space ensures the logo stands out and remains easily recognizable in various contexts and applications.

### Logo Scalability

The Hermetica logo is designed for versatile scaling, ensuring it maintains its integrity and impact across various sizes and contexts. Adhere to these guidelines for optimal scaling:

### Logo Colors

The Hermetica logo primarily uses white on dark backgrounds and black on light backgrounds. Avoid using other colors unless specified in **Colors** section and **Colors Don'ts** section.

### Logo Do

- Maintain the clearspace of the Hermetica logo as specified in the Logo Clearspace section.
- Use the Hermetica logo only on the specified backgrounds: white on dark and black on light.
- Ensure the logo is placed in a clear, visible location that does not compete with other elements.
- Use the logo only as provided, with the correct proportions and colors.
- Use only the horizontal version.

### Logo Don'ts

- Do not change the proportions of the logo, such as stretching or compressing it.
- Avoid using Hermetica logo on backgrounds that clash with the logo's colors.
- Do not alter the logo's design or add effects like shadows, gradients, or outlines.
- Avoid the standard Hermetica logo.

Hermetica
## Colors

Colors
Colors Mode
Colors Don'ts

### Colors

The Hermetica brand uses a palette centered on vibrant orange and complementary neutrals. This palette ensures a cohesive and impactful visual identity, strong contrast and readability, and versatile application across various contexts.

Primary: #FF6A00 (Vibrant Orange)
Secondary: #FFFFFF (White), #000000 (Black), #1A1A1A (Dark Gray), #F5F5F5 (Light Gray)

### Colors Mode

This section is a sample text that can be changed to demonstrate how the text looks in the colors mode.

### Colors Don'ts

- Do not use other colors than the specified ones.
- Do not use other colors than orange and neutrals.
- Do not use colors that clash with the logo's colors.
- Do not use colors that make the logo hard to read.

Hermetica
## Typography

Font Family
Font Usage
Ligne Hight
Font Don't

### Font Family

The font chosen for the Hermetica brand is Manrope, a modern, versatile, and clear typeface. Its geometric shapes and balanced design ensure readability across various applications, maintaining a professional and approachable tone.

Weight: Regular, Bold
Manrope

### Font Usage

Manrope is used for all text in the Hermetica brand, including headings, subheadings, and body text. The font's versatile nature allows for a cohesive and impactful visual identity across various applications.

Weight: Regular, Bold
Manrope
Manrope

Headline
Your headline here
Subtitle: Manrope, Regular, 20px
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

### Ligne Hight

**Line height:** 150% (Text, Subtitle, Headline) 120% (Body)

**Text:** 16px

- Headline: Manrope, Bold, Uppercase, Letter spacing: 0.5px, Line height: 120%
- Subtitle: Manrope, Regular, Uppercase, Letter spacing: 0.5px, Line height: 150%

**Size:** 20px (Subtitle), 16px (Text), 12px (Caption)

- Headline: Manrope, Bold, Uppercase, Letter spacing: 0.5px, Line height: 120%
- Subtitle: Manrope, Regular, Uppercase, Letter spacing: 0.5px, Line height: 150%

Headline
Your headline here
Subtitle: Manrope, Regular, 20px
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

### Ligne Hight

**Line height:** 150% (Text, Subtitle, Headline) 120% (Body)

**Text:** 16px

- Headline: Manrope, Bold, Uppercase, Letter spacing: 0.5px, Line height: 120%
- Subtitle: Manrope, Regular, Uppercase, Letter spacing: 0.5px, Line height: 150%

**Size:** 20px (Subtitle), 16px (Text), 12px (Caption)

- Headline: Manrope, Bold, Uppercase, Letter spacing: 0.5px, Line height: 120%
- Subtitle: Manrope, Regular, Uppercase, Letter spacing: 0.5px, Line height: 150%

Hermetica
## Growth & Social Assets

Waves
Logomark
3D Cubes

### Waves

The Hermetica's Linkedin is designed to be visually dynamic and engaging, with the waves serving as the foundation of its aesthetic. The waves add a sense of movement and depth to the page, creating a modern and professional feel. The waves are carefully crafted to ensure they are subtle and not overwhelming, allowing the content to stand out while still contributing to the overall visual appeal.

### Logomark

Logomark serves as a subtle, consistent reminder of the brand's presence within the Linkedin ecosystem. Its simplicity and versatility ensure that it can be easily integrated into various elements of the Linkedin interface, such as profile pictures, cover photos, and other branded elements, while maintaining a cohesive and professional appearance.

### 3D Cubes

3D cubes add a dynamic and engaging element to the Hermetica's Linkedin profile, enhancing the overall aesthetic and creating a sense of depth and movement. The cubes can be used in various ways, such as as a background element, a decorative element, or as a way to highlight specific content or sections of the page. The cubes can be customized to match the brand's color scheme and can be used in different sizes and positions to create a unique and visually appealing design.

Thank You
For Watching