



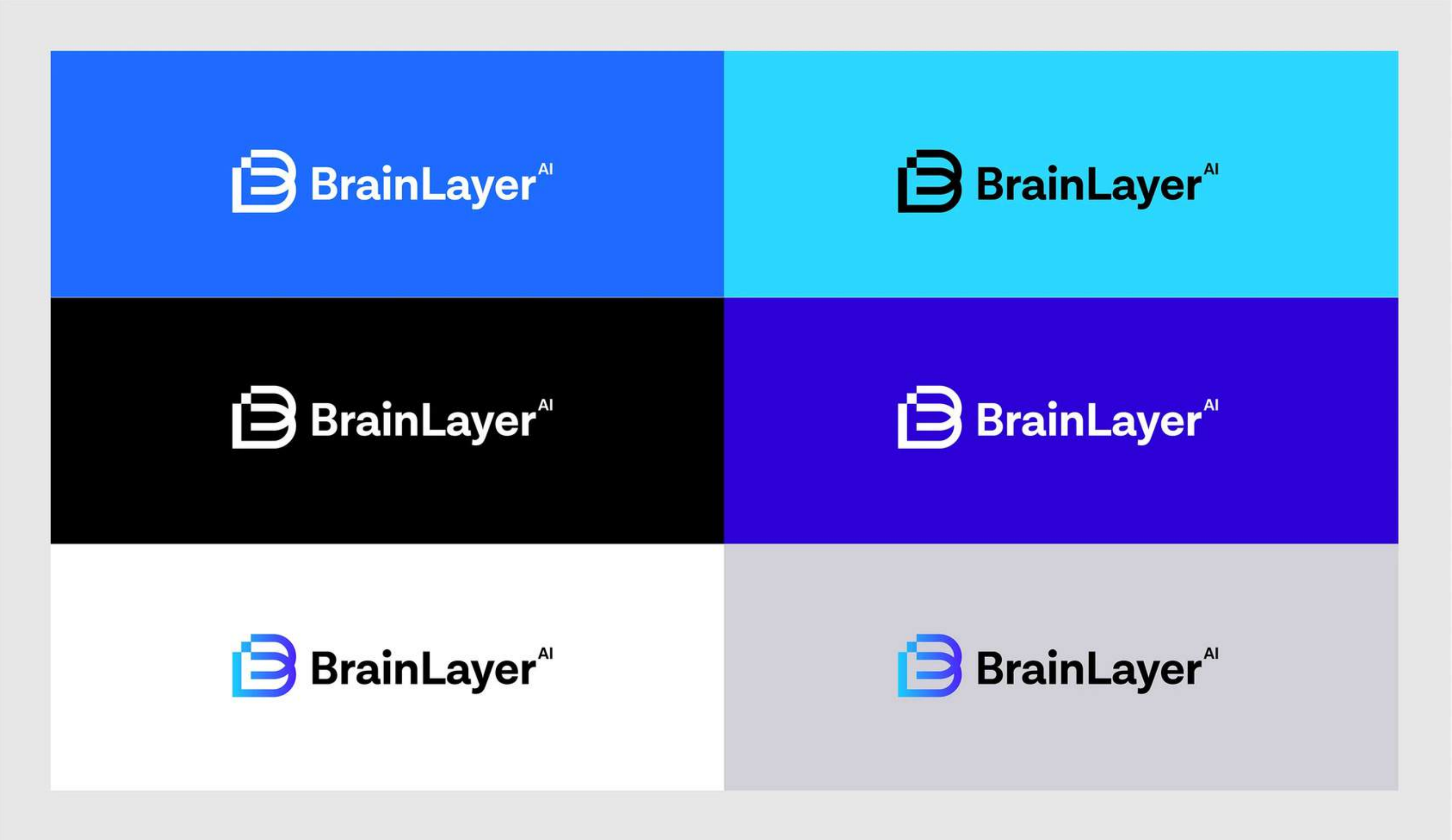
## Primary Logo

A primary logo is the main representation of a brand or organization. It's the logo that is typically used in most instances and across various mediums, such as websites, business cards, signage, and advertisements. The primary logo usually includes the core elements of the brand identity, such as the company name, icon, and any other visual elements that are central to the brand's identity.



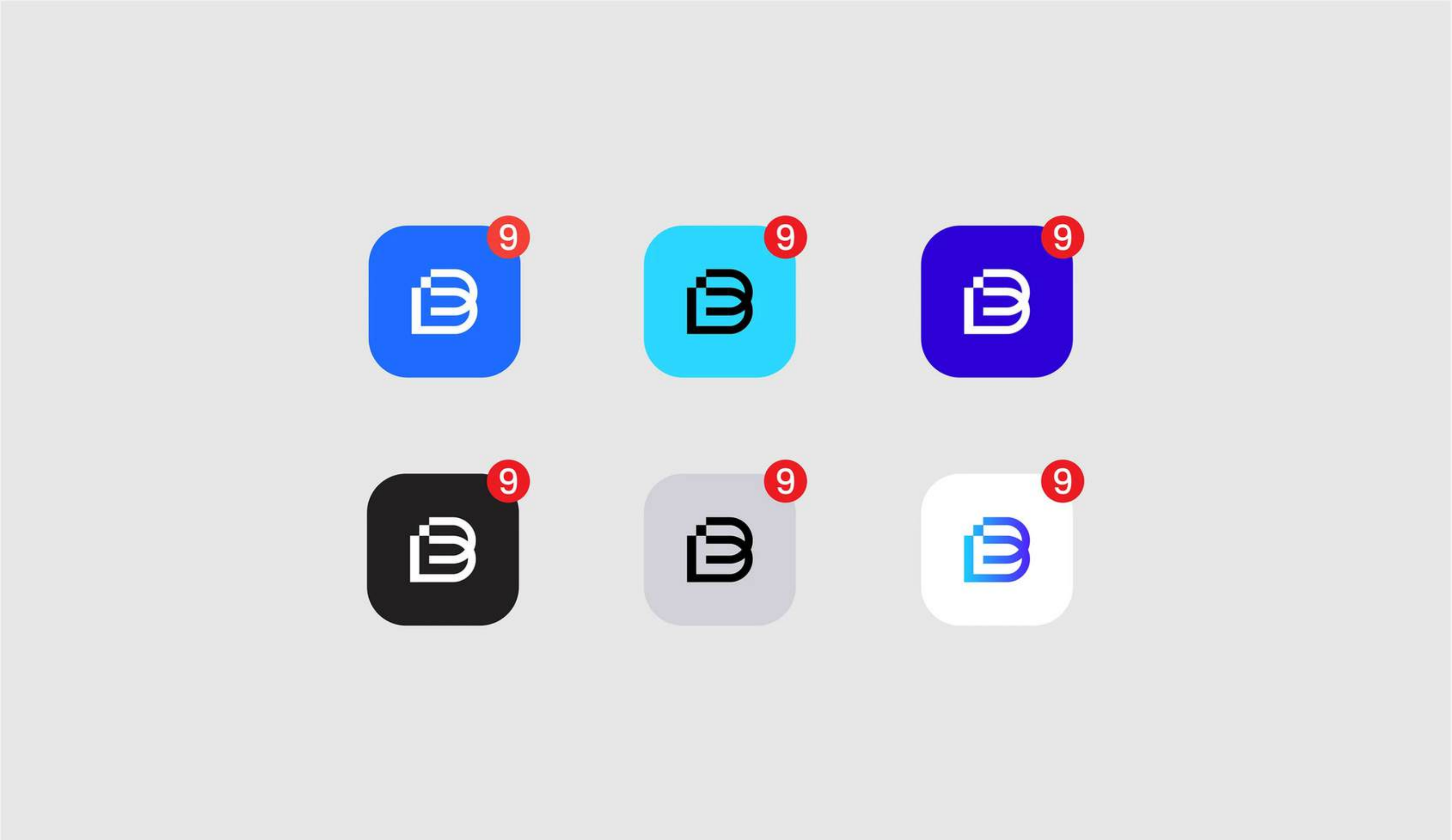
# Logo Color Variations

Logo color variation refers to different versions of a logo that utilize varying color schemes while retaining the core design elements. These variations are often created to accommodate different backgrounds, printing methods needs.



# App Icons

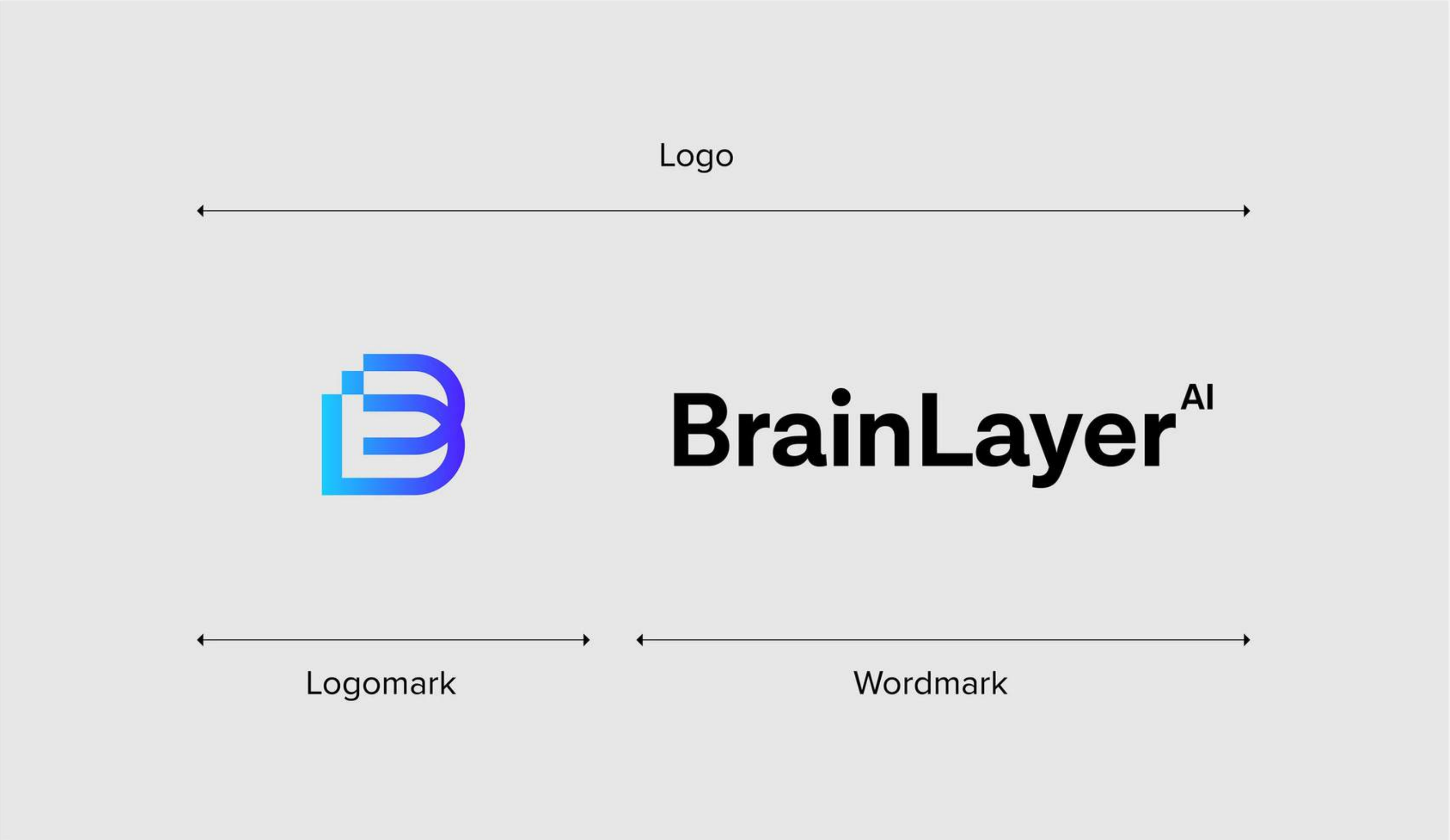
An app icon is a small graphic symbol that represents a mobile application on a device's home screen or app drawer. It serves as a visual identifier for the app, making it easier for users to locate and access it among other installed apps.





# Company Logo

A company wordmark logo, also known simply as a wordmark & Logomark, is a type of logo that consists solely of the company's name, usually stylized in a distinctive font or typography. Unlike logos that incorporate symbols or icons brand



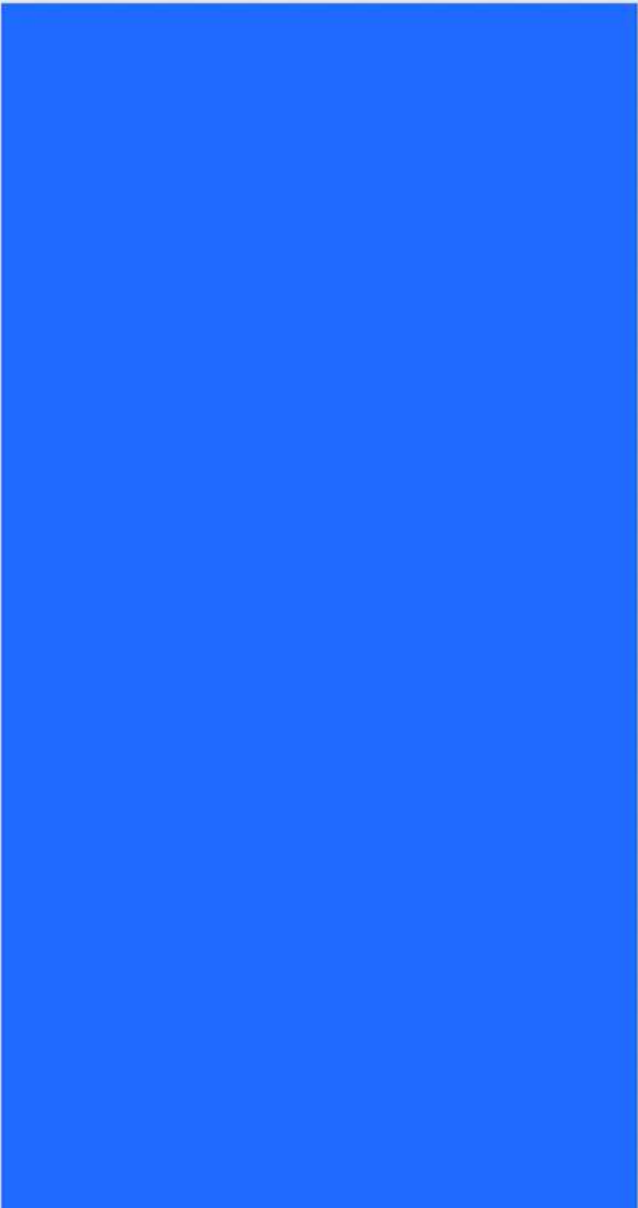
# Mono Color

A logo in mono color, also known as a monochrome logo, is a version of the logo that is designed to be reproduced in a single color. Unlike the full-color version of the logo, which may contain multiple colors, gradients, or shades, the monochrome version simplifies the design to one color only.



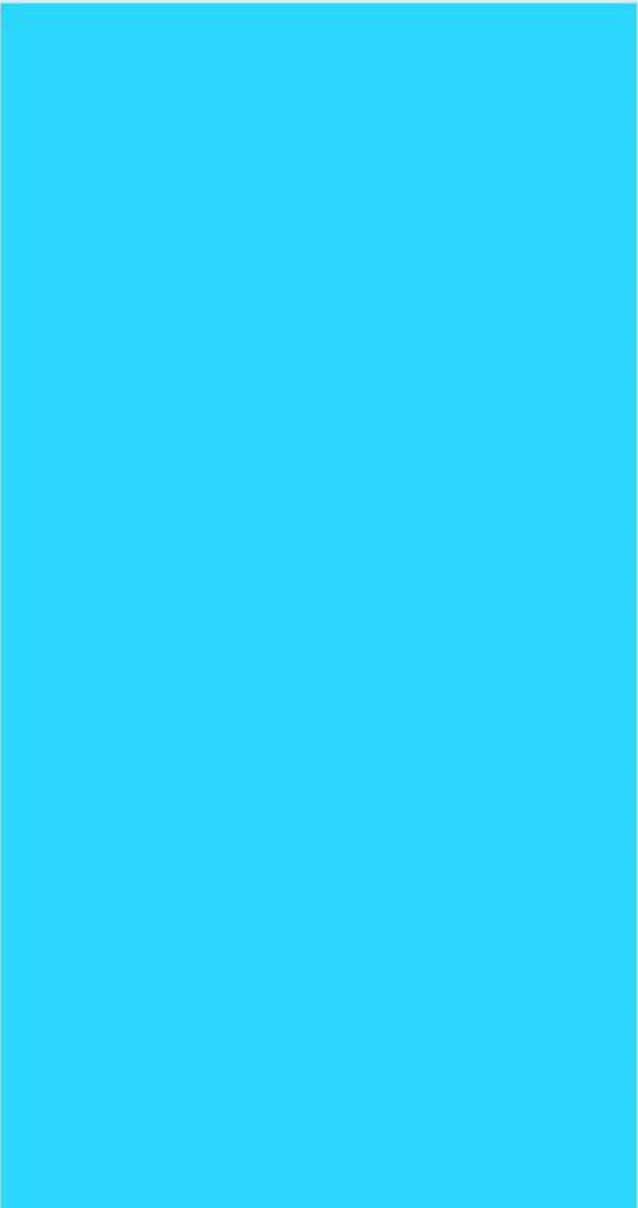
# Brand Colors

Brand colors are the specific colors that a company or organization uses consistently in its branding materials such as logos, websites, advertisements, and other marketing collateral. These colors are chosen carefully to reflect the brand's identity, personality, and values. Establishing a consistent color palette helps in creating brand recognition and reinforcing the brand's image in the minds of consumers.



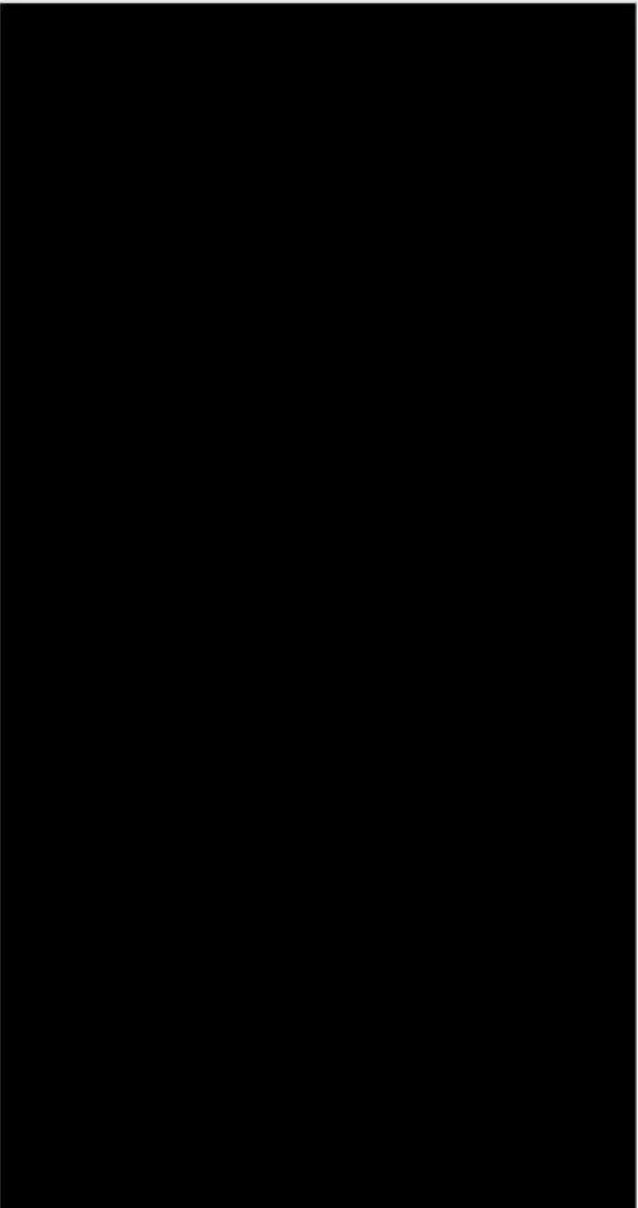
**Bluerocratic**

HEX #1F6CFF  
RGB (31,108,255)  
CMYK (79,60,0,0)



**Wave Blue**

HEX #2DD7FF  
RGB (45,215,255)  
CMYK (58,0,2,0)



**Black**

HEX #000000  
RGB (0,0,0)  
CMYK (75,68,67,90)



**White**

HEX #FFFFFF  
RGB (255,255,255)  
CMYK (0,0,0,0)



**BrainLayer.AI**

AI-Driven Innovation app

★★★★★ 2.5k





ZURAIJ GFX

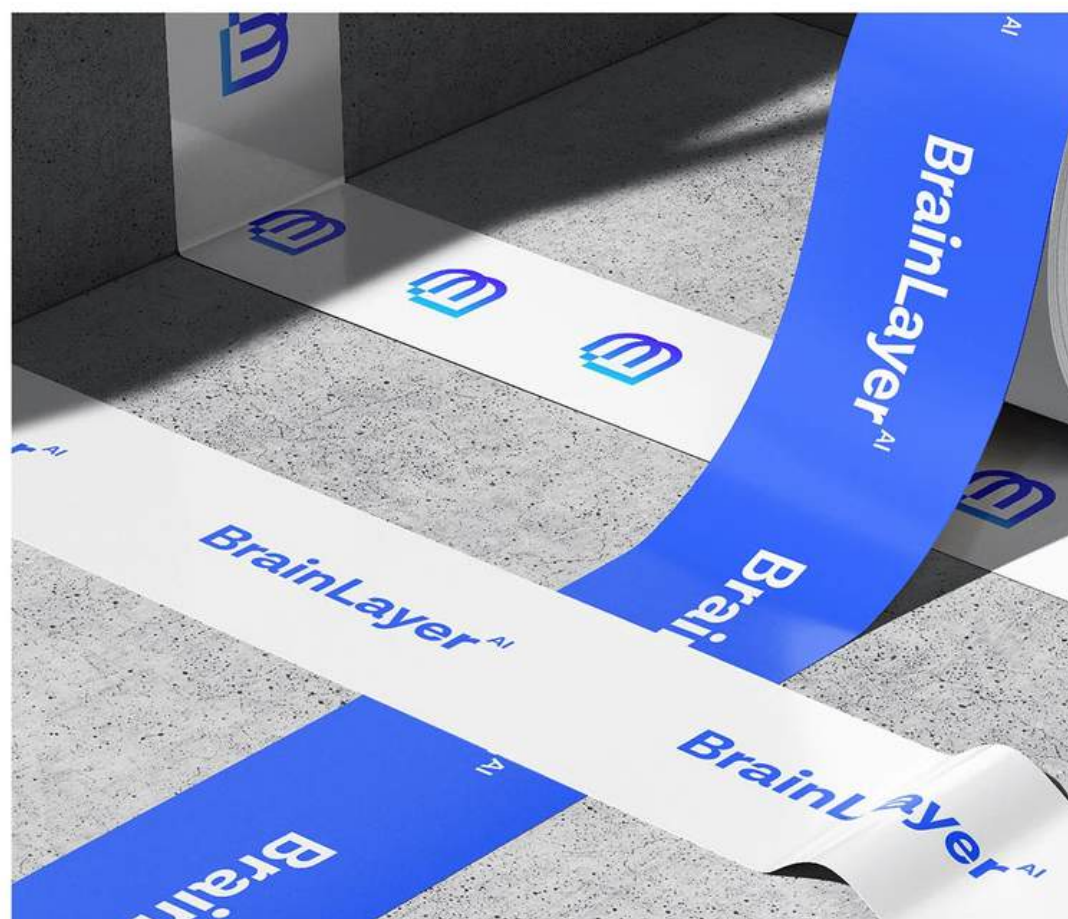
#3541ED

#1CC7FE

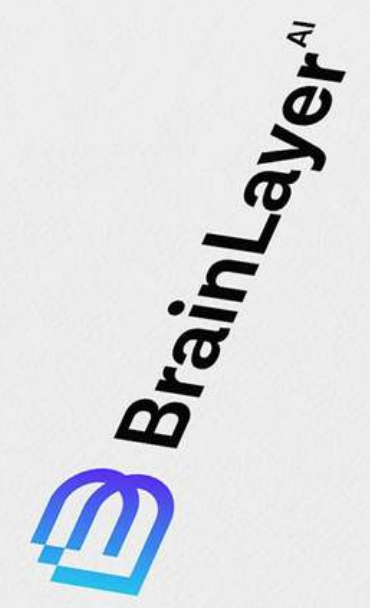
#000000



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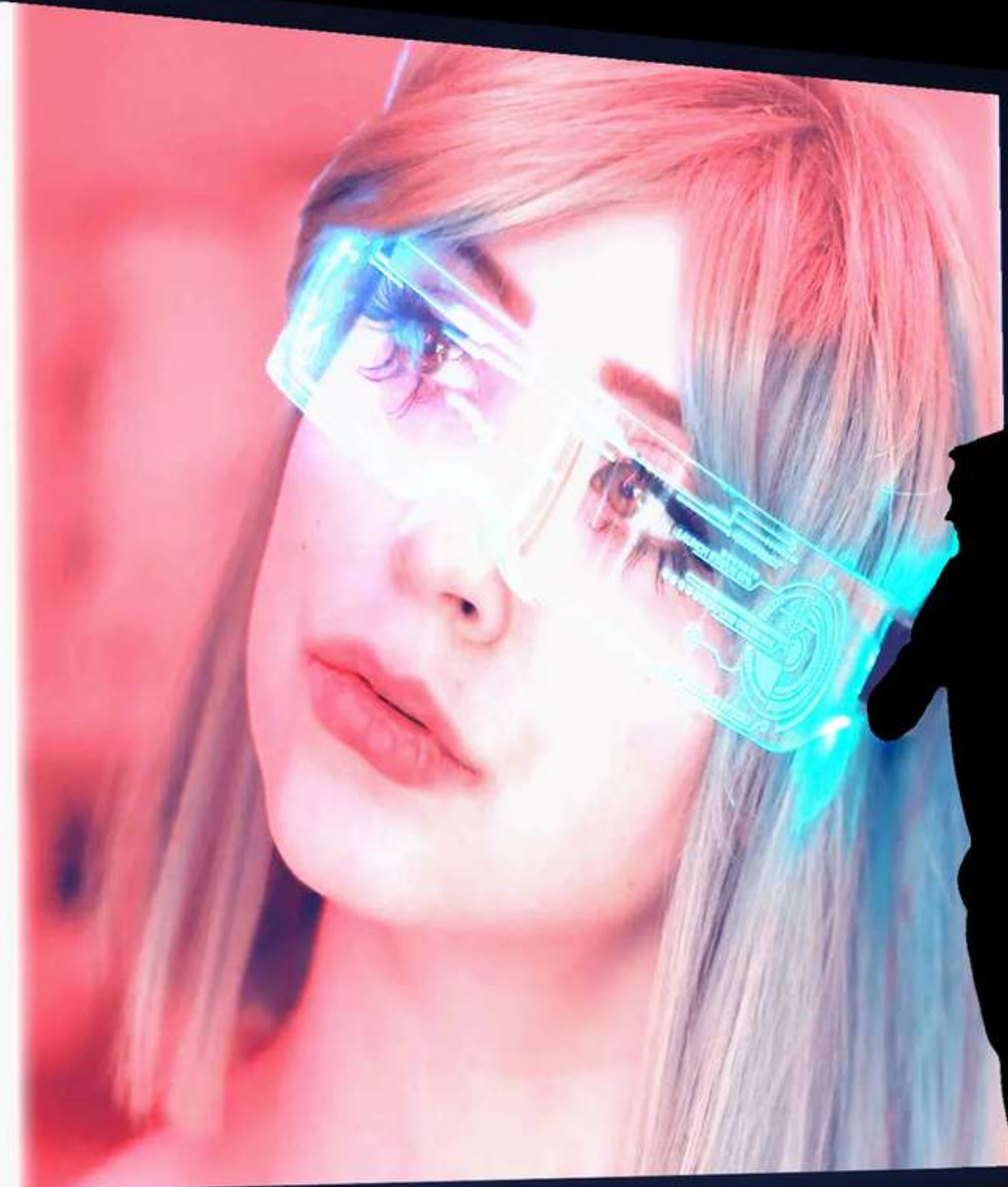
The image features a 3D rendering of shipping containers. In the foreground, a white container is stacked on top of a blue one. The white container has the BrainLayer AI logo and name printed on its side. To the left, another white container is shown with its double doors open, revealing internal vertical supports. A dark container is visible in the background. Three black lines are drawn on the white container: one points to the corner of the open door, another points to the corner of the main container body, and a third points to the corner where the white container meets the blue one below.

 **BrainLayer<sup>AI</sup>**





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