

# A guide for logo usage



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# Basic elements

1

Logo-full.ai • Logo-full.svg • Logo-full.png

## 1.1

### Official project logo

The **Graphene** logo is the main element of the official Graphene project style.



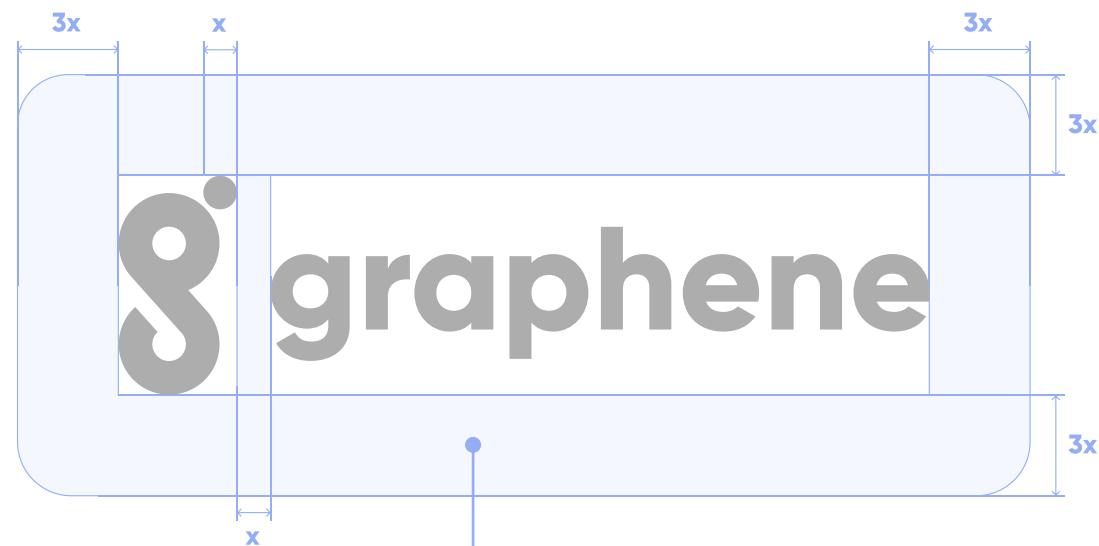
## 1.2

### Logo protection area

Protection area is the minimum area around the logo that should remain clear of other graphical elements.

Protected area also delineates minimal distance to the frame edge.

- Protected area should always be observed during symbol or logo usage.



**Protected area**  
is the minimum area around the logo that should remain clear of other graphical elements.

Grap.ai • Grap.svg • Grap.png

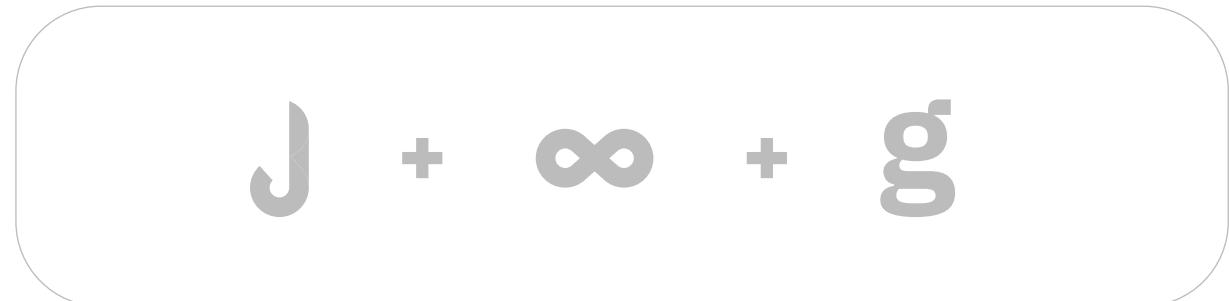
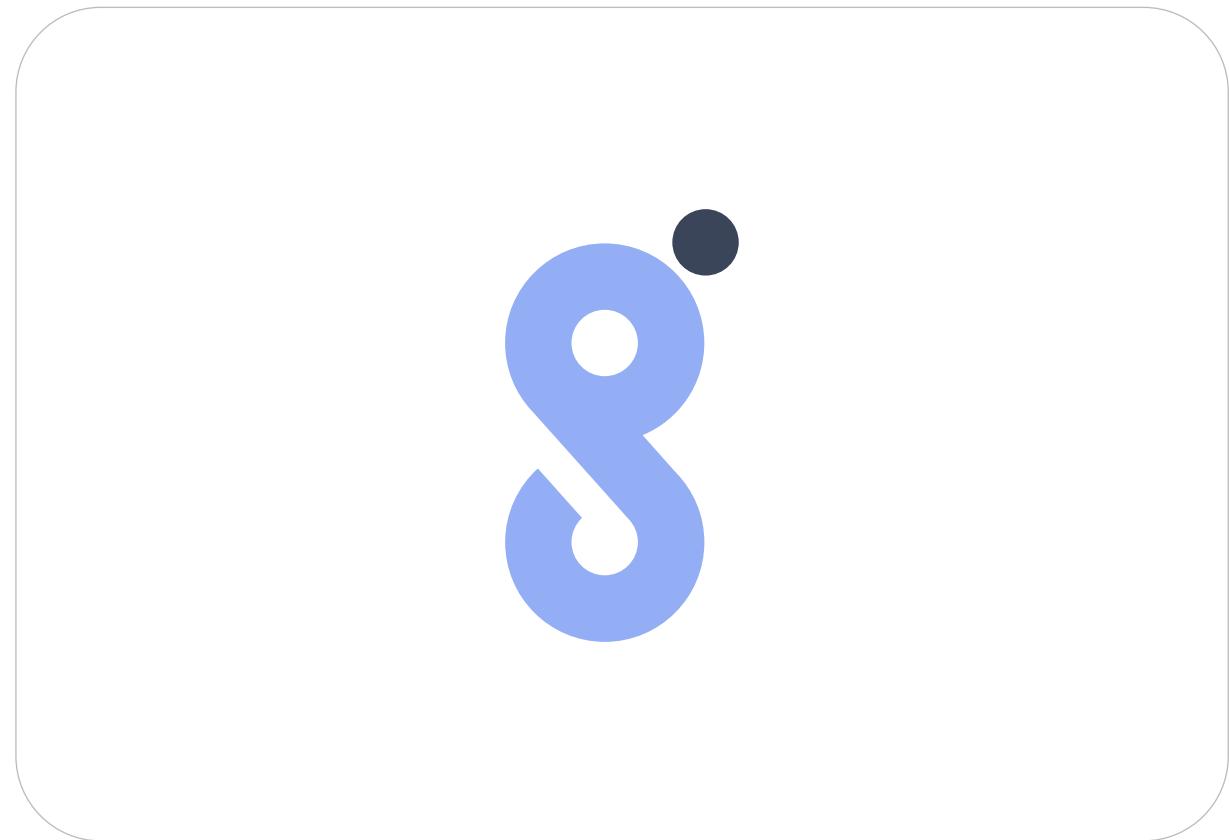
### 1.3

## Grap symbol

Grap symbol is the main element of the brand identity. This symbol is used on all media.

Symbol is the core of the project logo.  
It can also be used as a separate element.

- All the symbol proportions are fixed and can not be changed. Only the original symbol should be used.



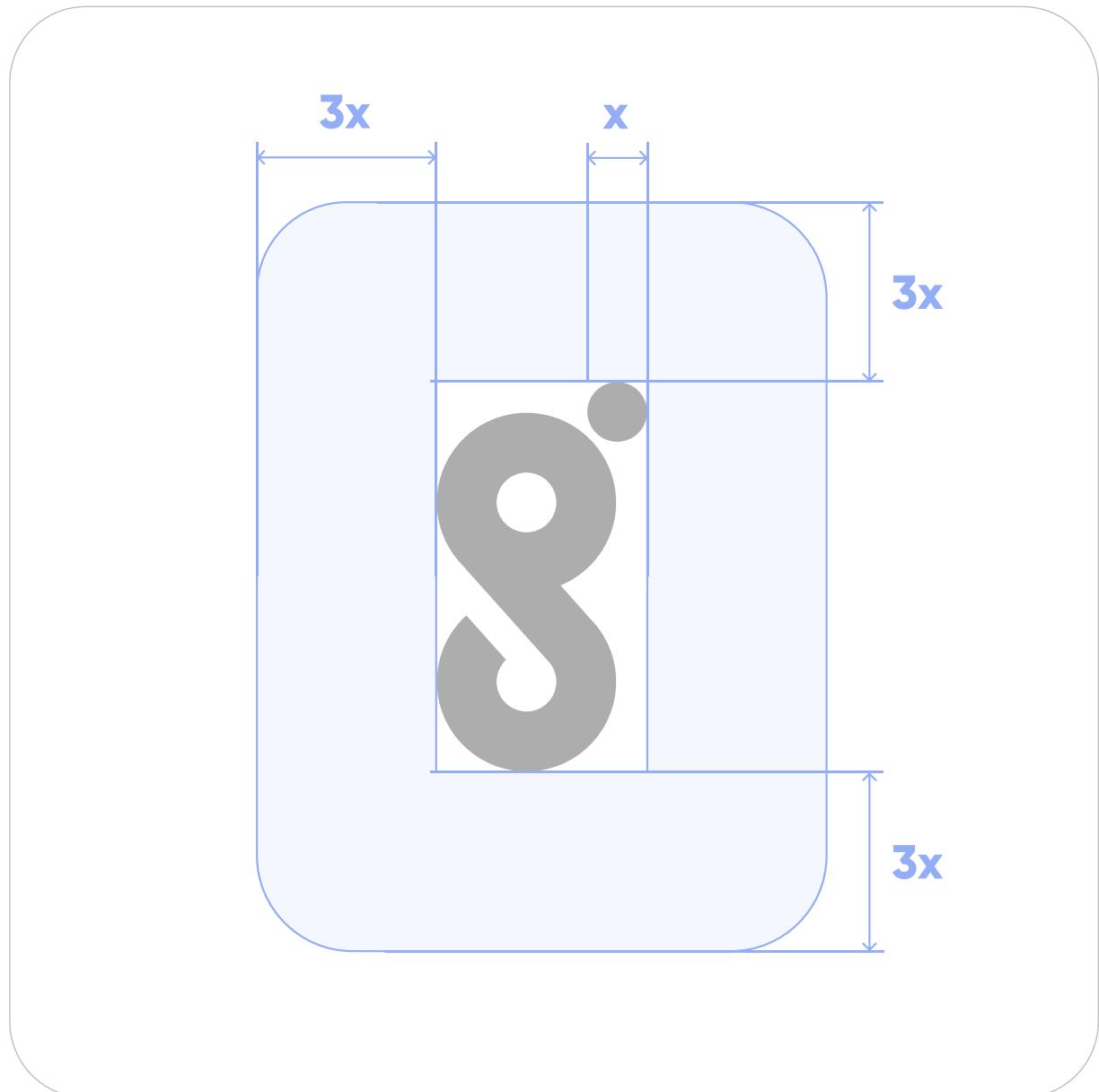
## 1.4

### Protected area of **Graph symbol**

Protected area is the minimum area around the symbol that should remain clear of other graphical elements.

Protected area also delineates minimal distance to the frame edge.

- Protected area should always be observed during symbol or logo usage.

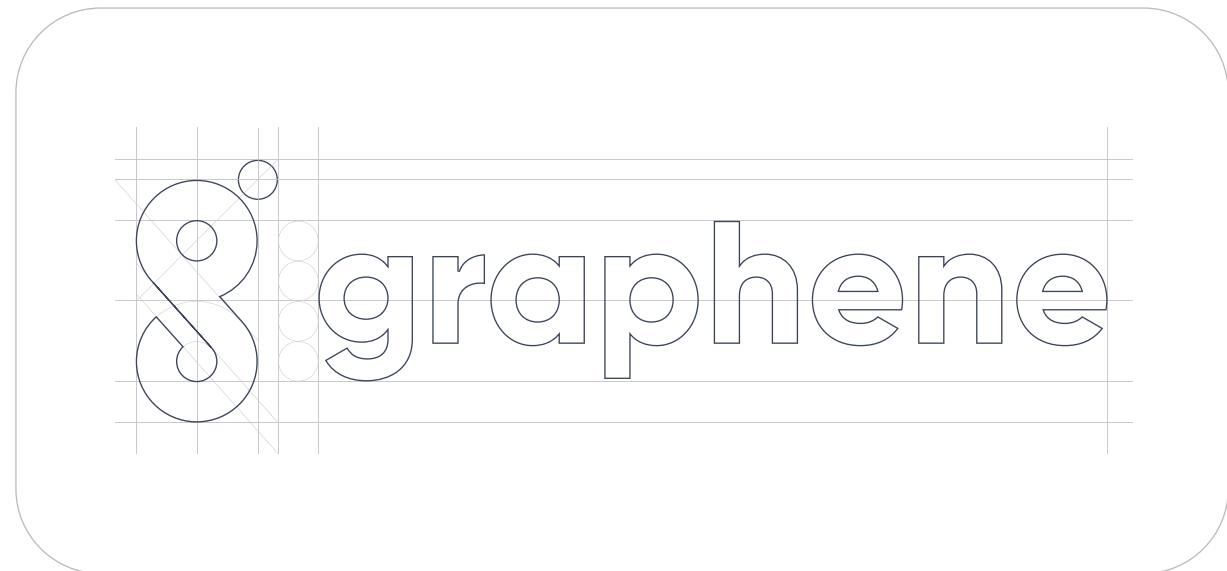


Logo-full.ai • Logo-full.svg • Logo-full.png

## 1.5 Composition for horizontal logo

Graphene communicative logos exist in vertical and horizontal varieties.

- Horizontal variant is the main one.  
Use it during creation of the advertising layouts.

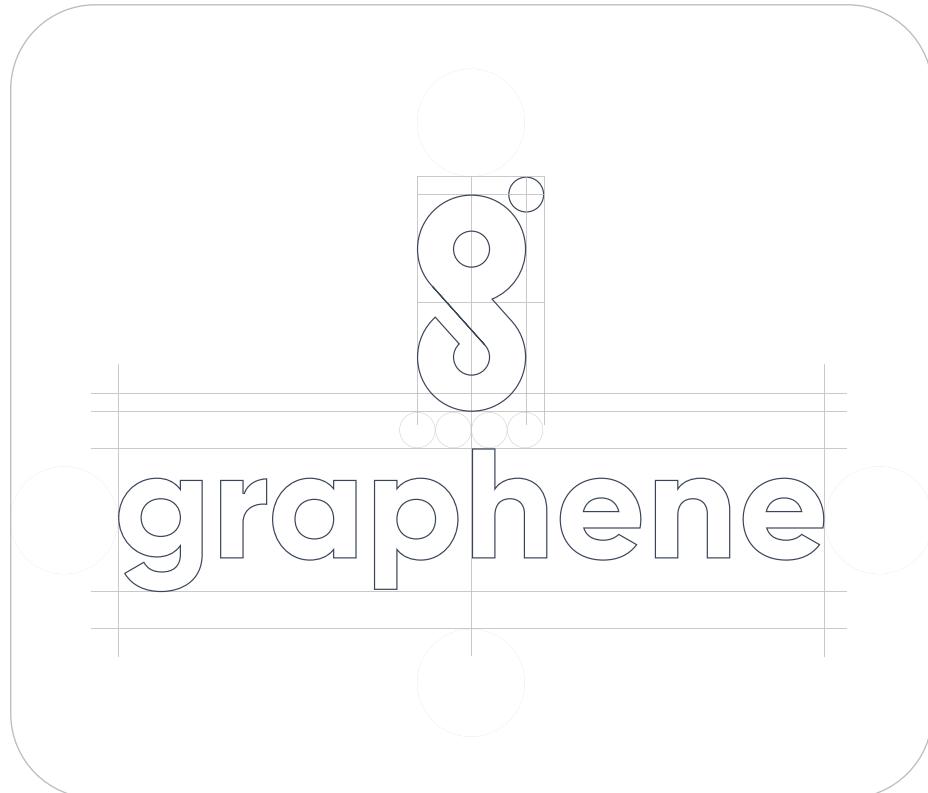


logo-vertical.ai • logo-vertical.svg • logo-vertical.png

## 1.6

### Composition of the vertical logo

- Vertical variant is for use only when the media format does not allow for horizontal format with full and complete readability.



## 1.7

### Official font

Main brand font is Gilroy. It is used throughout all advertising layouts for header, subheader and other texts.

The font is used with three faces:  
Extra Bold, Bold and Regular.

# Gilroy

**Extra Bold**

**Bold**

Regular

АБВГДЕЁЖЗИЙКЛМНОРСТУФХЦЧШЩЬЫЬЭЮЯ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

абвгдеёжзийклмнопрстуфхцчшщъыъэюя

abcdefghijklmnopqrstuvwxyz

0123456789#"/()=-!/?&%

## 1.8

### Official palette

**Graphene** colour palette consists of three colors: blue, dark blue and white.

This page lists the correct values for official colors.

White	Blue	Dark Blue
RGB <b>255-255-255</b>	RGB <b>147-174-244</b>	RGB <b>59-69-89</b>
HEX <b># FFFFFF</b>	HEX <b>#93AEF4</b>	HEX <b>#3B4559</b>
CMYK <b>0-0-0-0</b>	CMYK <b>38-27-0-4</b>	CMYK <b>78-60-29-45</b>
Pantone <b>Pantone Tr.</b>	Pantone <b>7451 U</b>	Pantone <b>2379 C</b>

# Color schemes

2

Logo-mono-white.ai • Logo-mono-white.svg • Logo-mono-white.png • Logo-mono-dark.ai • Logo-mono-dark.svg • Logo-mono-dark.png

## 2.1 Monochrome version

Dark	Grey
RGB	RGB
<b>68-68-68</b>	<b>188-188-188</b>
HEX	HEX
<b>#444444</b>	<b>#BCBCBC</b>
CMYK	CYMK
<b>0-0-0-73</b>	<b>0-0-0-26</b>
Pantone	Pantone
<b>446 C</b>	<b>Cool Gray 4 C</b>



[logo-blue.ai](#) • [logo-blue.svg](#) • [logo-blue.png](#) • [logo-white.ai](#) • [logo-white.svg](#) • [logo-white.png](#) • [logo-dark.png](#) • [logo-dark.svg](#) • [logo-dark.ai](#)

## 2.2

### Single color version

A full single colour fill with one of the official colors is permissible.

This is used with single pigment printing.

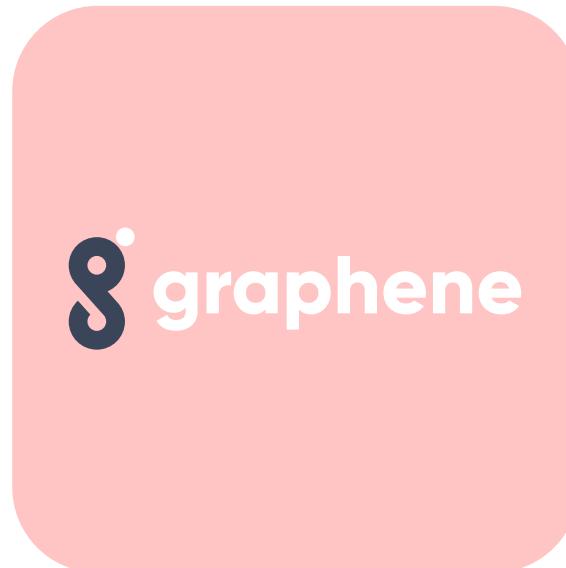
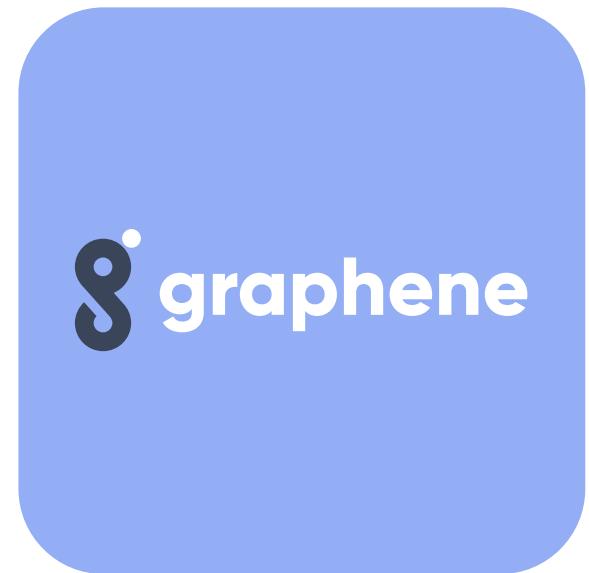


## 2.3 Color background layout

Consider the contrast and readability of the logo when laying out the logo on color background.

The usage of cold pastel color backgrounds is permissible.

- Examples of inappropriate colors are provided in section 3.



## 2.4

### Color photo background layout

When the logo is laid out on the photo background it is preferable to use photos with a small amount of elements and a dark base is used.

If it is needed to use a detailed photo, only the symbol is used.

- Examples of inappropriate colors are provided in section 3.



# Bad logo usage

3

### 3.1

#### Graph symbol

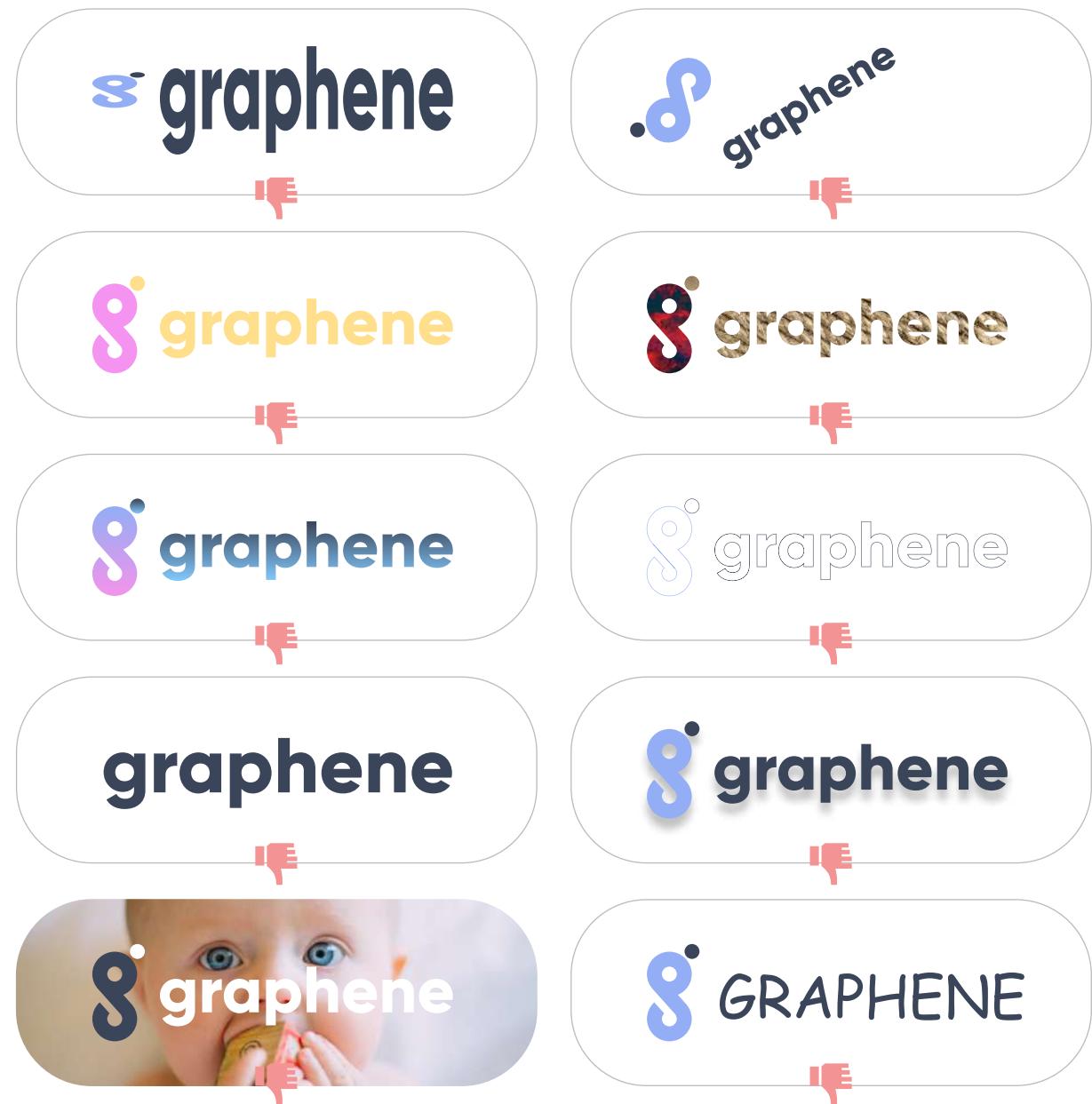
1. Never change logo proportions.
2. Never rotate the logo.
3. Never switch the logo colors, use a choice from the palette provided.
4. Never texture the logo.
5. Never use color gradients on the logo.
6. Never use the logo without fill.
7. Never use the logo without the dot.
8. Never add shading under the logo.
9. Never use the logo with backgrounds with inappropriate contexts.



### 3.2

#### Official project logo

1. Never change logo proportions.
2. Never rotate the logo.
3. Never switch the logo colors, use a choice from the palette provided.
4. Never texture the logo.
5. Never use color gradients on the logo.
6. Never use the logo without fill.
7. Never use only the text part of the logo.
8. Never add shading under the logo.
9. Never use the logo with backgrounds with inappropriate contexts.
10. Never use a different font face.



### 3.3 Logo and background contrast

As the **Grap** symbol and **Graphene** logo can be used on photo backgrounds only in official colors, care should be taken to keep sufficient contrast.

Never allow low contrast, when the logo has low readability or blends into the background.

In such cases the contrast should be raised, by either lightening or darkening the background.

Never allow excessive contrast.



# Official materials

4

Front-card.ai • Front-card.svg • Front-card.png • Back-card.ai • Back-card.svg • Back-card.png

## 4.1 Business card



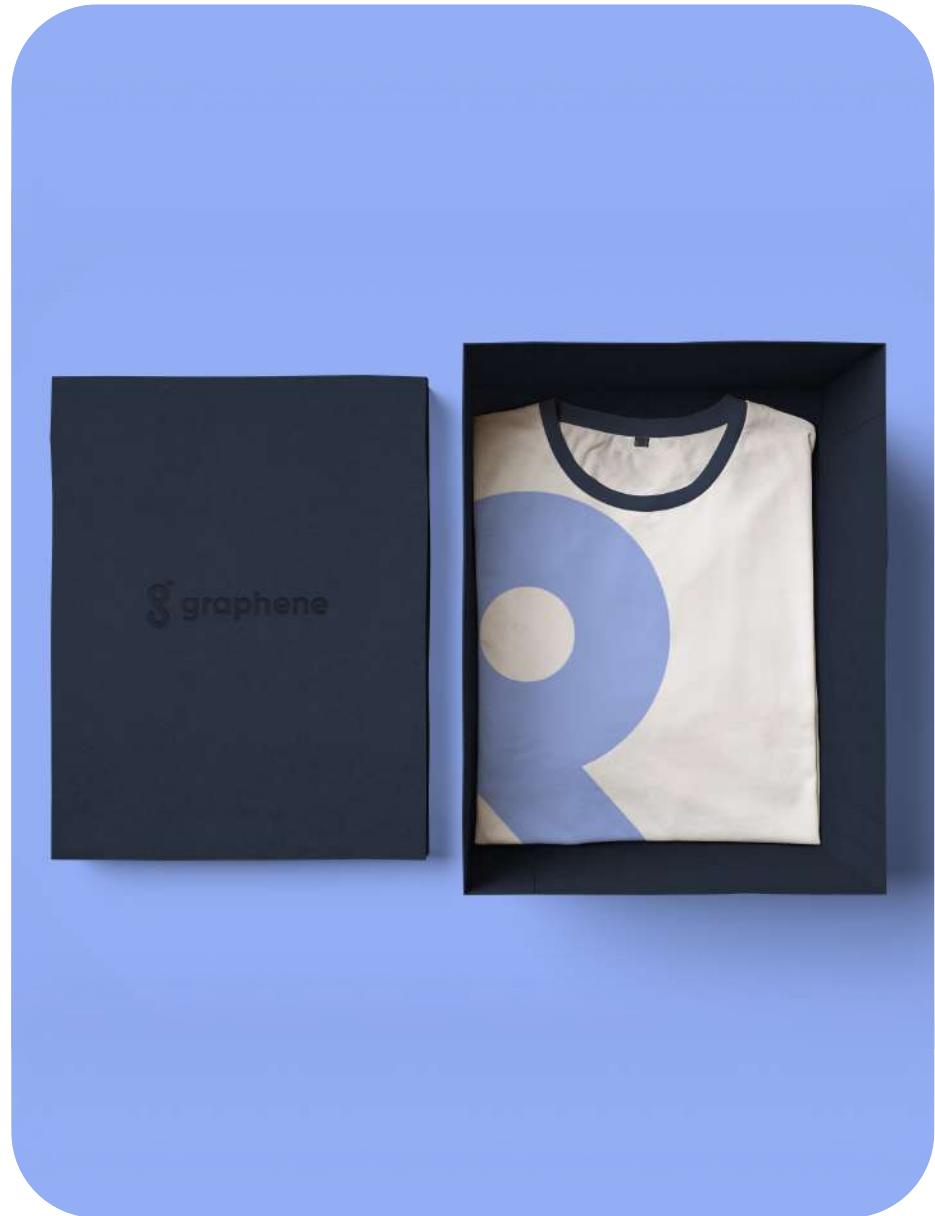
## 4.2

### Logo usage on physical media





A guide for logo usage



## 4.3 Logo usage on digital media

