

Brand Guidelines



The Face of Lynvia

Our logo embodies the essence of Lynvia – intelligent, instinctive, and visionary. Inspired by the lynx, a symbol of sharp perception and agility, it represents our mission to combine natural intuition with artificial intelligence.

01



01

Logo Overview

02

Complete Logo

Proposition 1



Lynvia

Complete Logo | Proposition 2



Lynvia



#25144F

A deep, rich blue symbolizing mystery, creativity, and sophistication. It conveys a sense of depth and strong brand identity.

#004AAD

A bold blue hue representing imagination, innovation, and confidence. It brings energy while maintaining

#FFFFFF

A soft, neutral white that reflects balance, calmness, and professionalism. It helps support and highlight stronger brand

#181818

An intense black tone symbolizing power, clarity, and modernity. It adds contrast and authority to the visual identity.

Color Proportion in brand

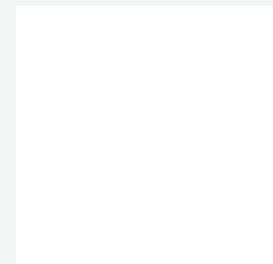
50% Usage



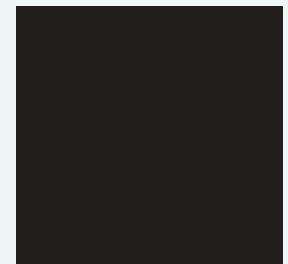
30% Usage



10% Usage



10% Usage



Brandmarks



The Story and Inspiration Behind the Lynvia Logo

The Lynvia logo is inspired by the lynx, a wild cat renowned for its sharp vision, intelligence, and agility — qualities that mirror our approach to Artificial Intelligence. Its smooth, flowing line forms both the letter L and the outline of a lynx, symbolizing the connection between nature and technology, while the curve extending across the word represents innovation, data flow, and the seamless integration of AI into human life. The deep blue color conveys trust, intelligence, and precision, reflecting key traits of an AI-driven company, and the modern typography embodies clarity, minimalism, and forward-thinking design. Altogether, these elements capture Lynvia's mission to develop smart, adaptive AI solutions that perceive beyond the obvious, much like the lynx itself.

Primary Typeface

Poppins

Poppins is a geometric sans-serif font with a modern and minimal aesthetic. Its clean lines, balanced proportions, and friendly curves make it ideal for branding, UI design, and editorial use.

A b C d

Uppercase & Lowercase Alphabet

A B C D E F G J I K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Numeric

0 1 2 3 4 5 6 7 8 9

Poppins- 12pt
Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam sollicitudin volutpat euismod. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Vestib-

Poppins	Thin
Poppins	ExtraLight
Poppins	Light
Poppins	Regular
Poppins	Medium
Poppins	Bold
Poppins	Heavy