



Logo / logomark



The logomark is enclosed in a deep blue square with rounded corners. It represents the wings of a butterfly and is always white. The two wings, made from the letter Z, are symmetrical and equal.



Zerynth®

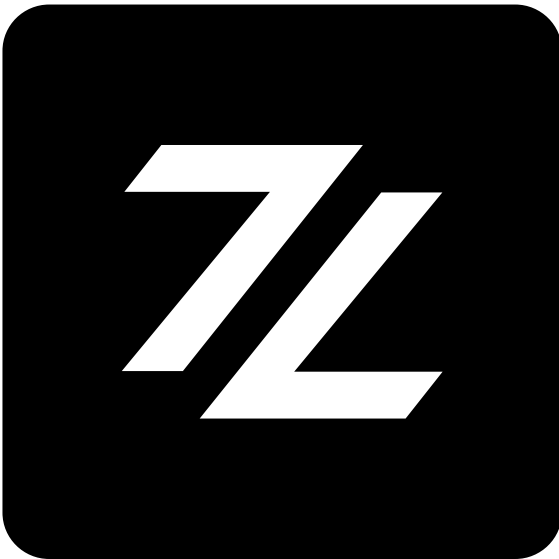
The name Zerynth is an homage to the majestic butterfly Zerynthia polyxena, which is widespread throughout Southern Europe. In all cultures, the butterfly has been regarded as a sign of rebirth and regeneration, and as a symbol of the human soul capable of renewal and transformation, which, after overcoming death, becomes immortal. The logotype is written in a deep blue color and includes the registered trademark symbol.





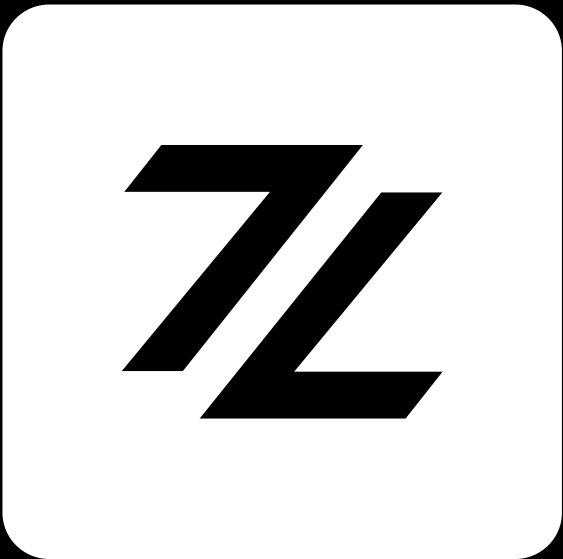
Logo / lockup / horizontal





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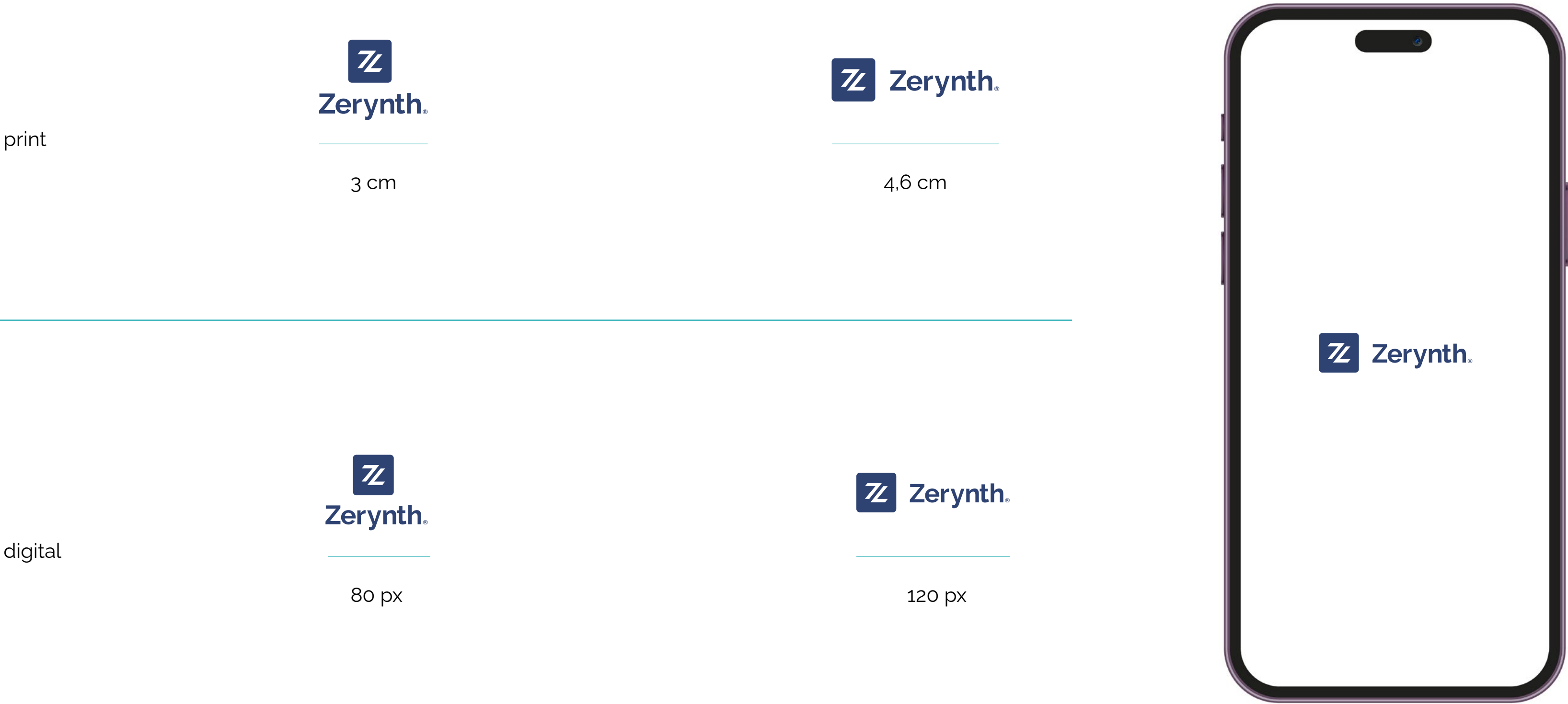




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Logo / minimum sizes

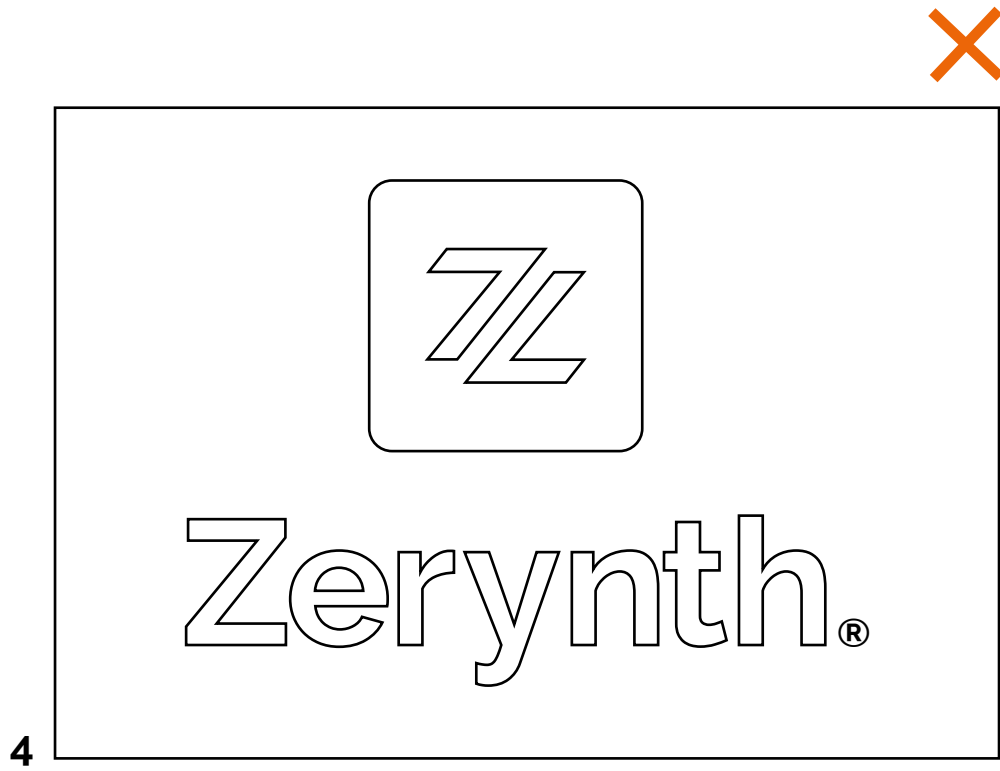


To ensure legibility of the logo in print, its size must be 3 cm or above in width for the vertical version and 4,6 cm or above for the horizontal version.

When using the logo for digital applications, its size must be 80 pixel or above in width for the vertical version and 110 pixel or above for the horizontal version.



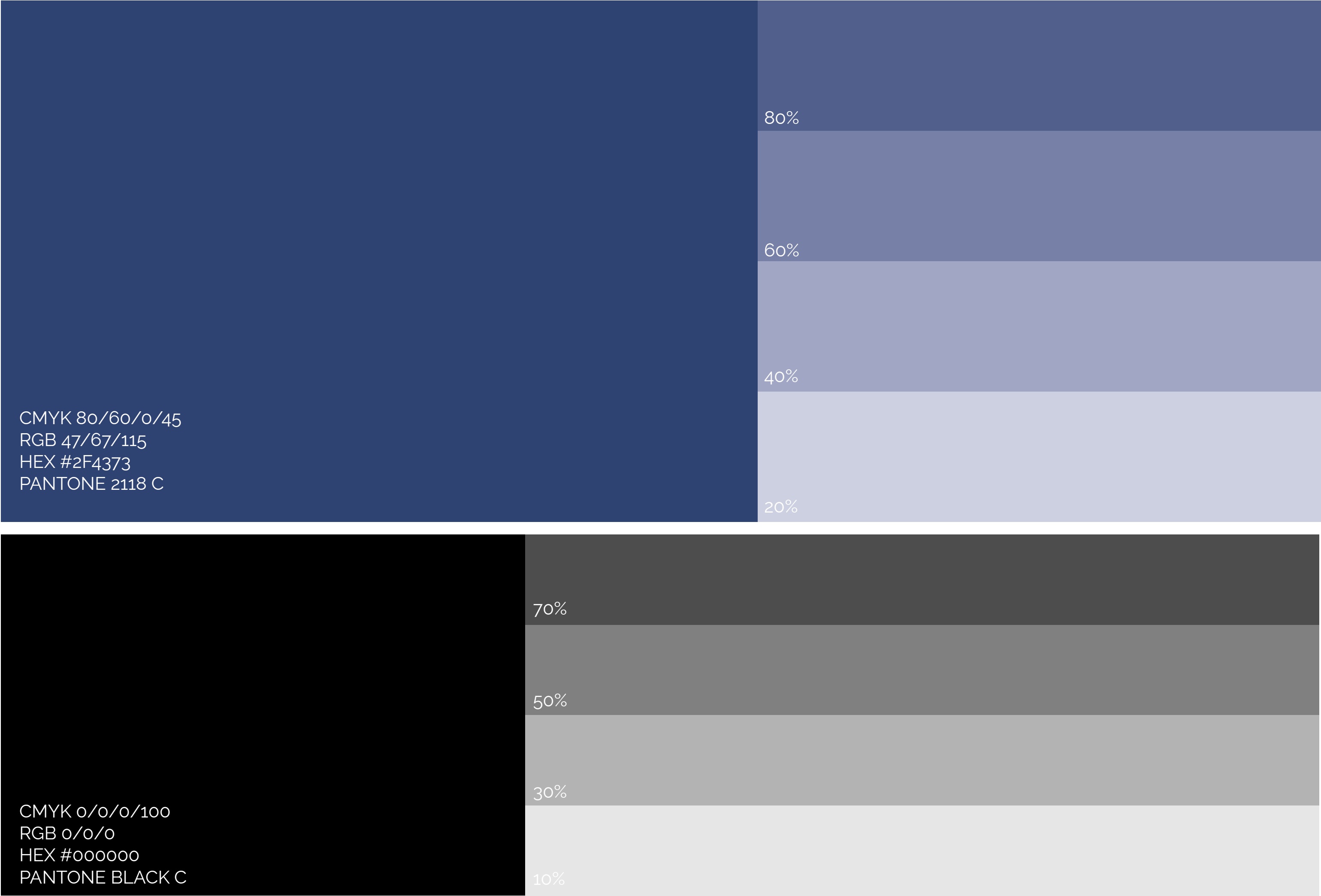
Logo / what to avoid



- 1. Do not use backgrounds with colors similar to the logo.
- 2. Do not change colors between the logomark and logotype.
- 3. Do not stretch elements.
- 4. Do not create different styles.
- 5. Do not shrink or enlarge individual elements.
- 6. Do not use backgrounds that make it impossible to identify the logo.



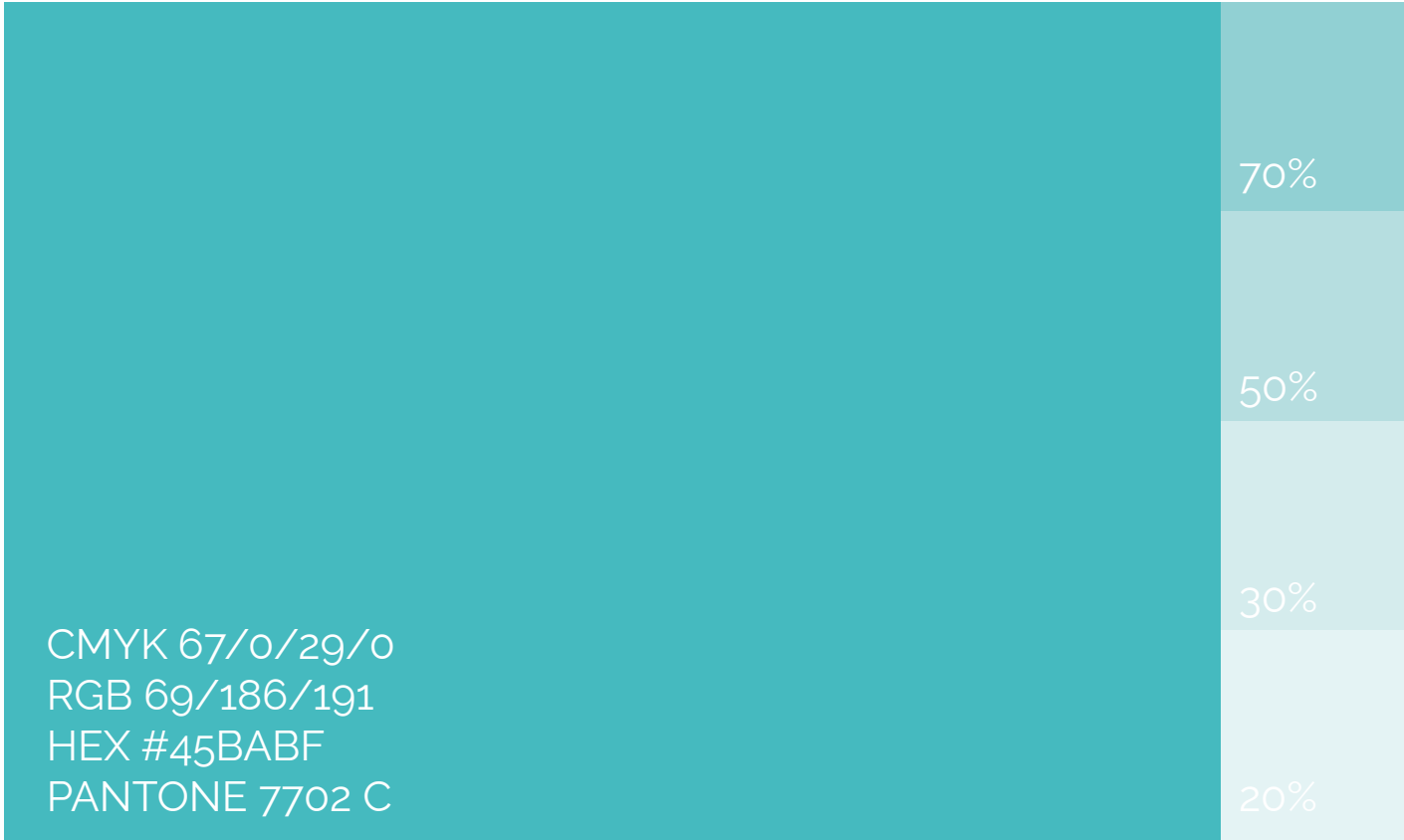
Color / primary



Compared with current shades, for primary colors we use a deeper blue matched with black to always stick with cool temperatures, but at the same time move away from an almost standard typographic cyan.



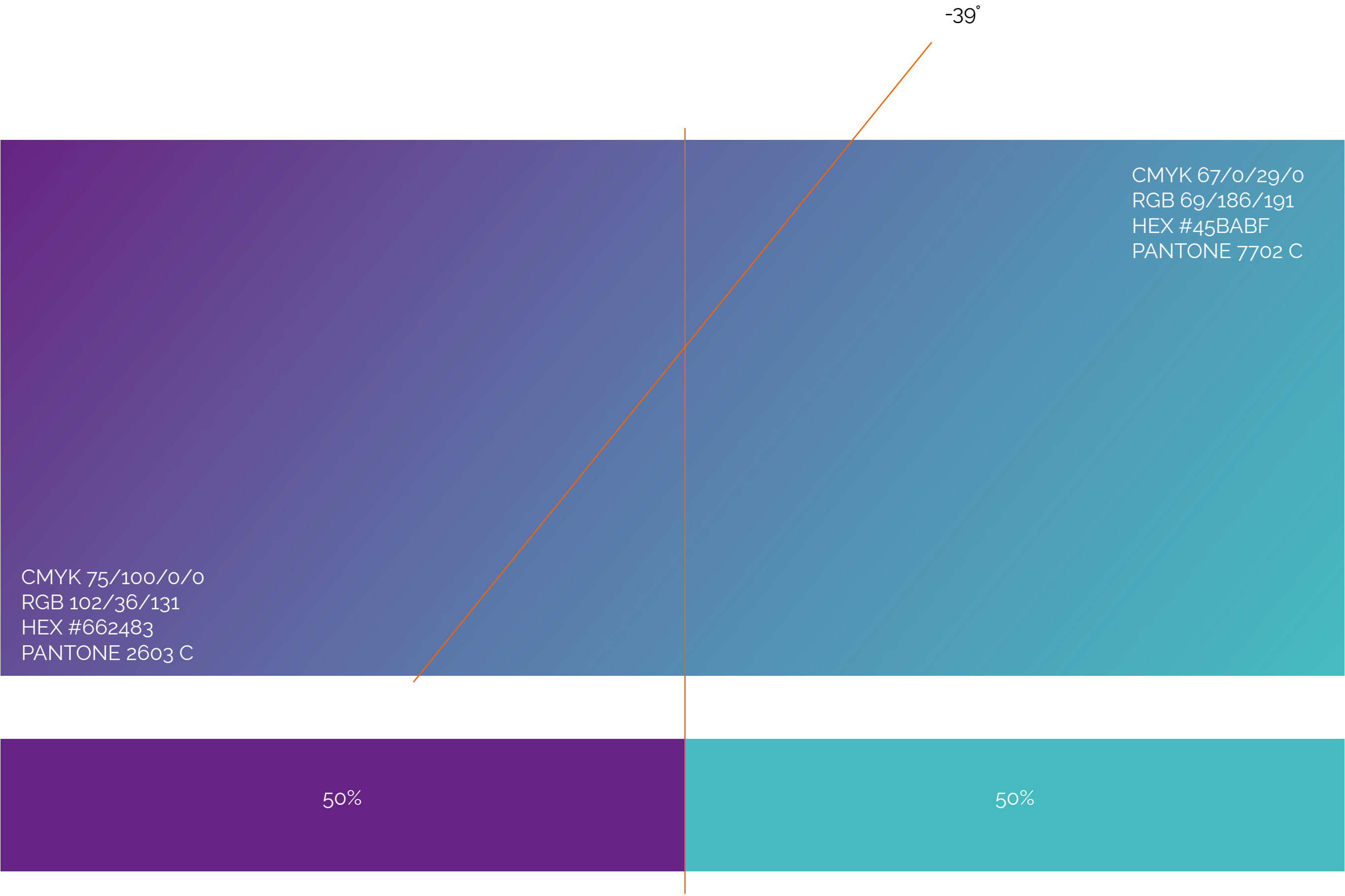
Color / secondary



Still comparing with current shades, for secondary colors we switch the shade of green to a purple, which results in a broader and more modern color spectrum.
Orange is brighter to convey a deeper contrast and it is used to highlight details.



Color / gradient



This shade is created by mixing the two colors at 50% and at an angle of -39°, the same inclination as the graphic element of the logo. It is mainly used for key visuals.



Typography / primary font

Raleway

regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*;/{}[]()?!☐☐☐☐

bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*;/{}[]()?!☐☐☐☐

regular
italic
*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*;/{}[]()?!☐☐☐☐*

bold
italic
***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*;/{}[]()?!☐☐☐☐***

Raleway is used for long form content and when needing to communicate a brand voice. Available on <https://fonts.google.com/specimen/Raleway> or <https://fonts.adobe.com/fonts/raleway>



Barlow Condensed

regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*;/{}[]()?!

bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*;/{}[]()?!

regular
italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*;/{}[]()?!

bold
italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*;/{}[]()?!



Roboto

regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*;/{}[]()?!

bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*;/{}[]()?!

regular
italic
*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*;/{}[]()?!*

bold
italic
***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*;/{}[]()?!***

