



Zerynth®

2026 Visual Branding

Quality and Information
Security Management
Certified Company



ISO 9001
LL-C (Certification)



ISO 27001
LL-C (Certification)



ISO 14001
LL-C (Certification)

Logo



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.

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.



Zerynth®

Logo



The horizontal arrangement is considered the **primary lockup** and should be used whenever space allows. The vertical arrangement serves as the **secondary lockup** and is approved for applications where horizontal space is restricted or a more condensed format is required.



Logo



Minimum Size

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 represented here are not actual sizes

Digital Version*



120px



Zerynth®

80px

Print Version*



4,6cm



Zerynth®

3cm

Logo

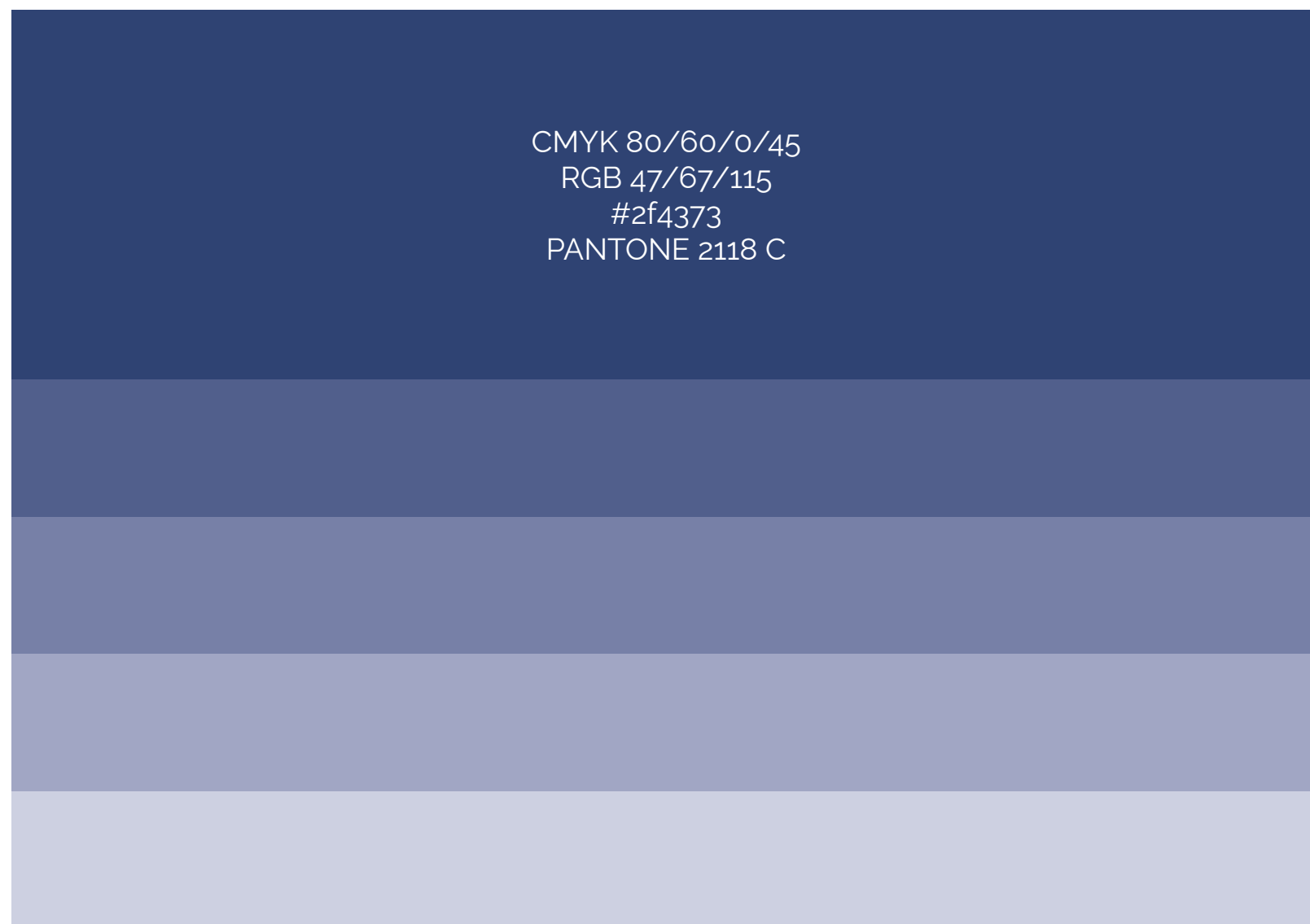


What to avoid

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.

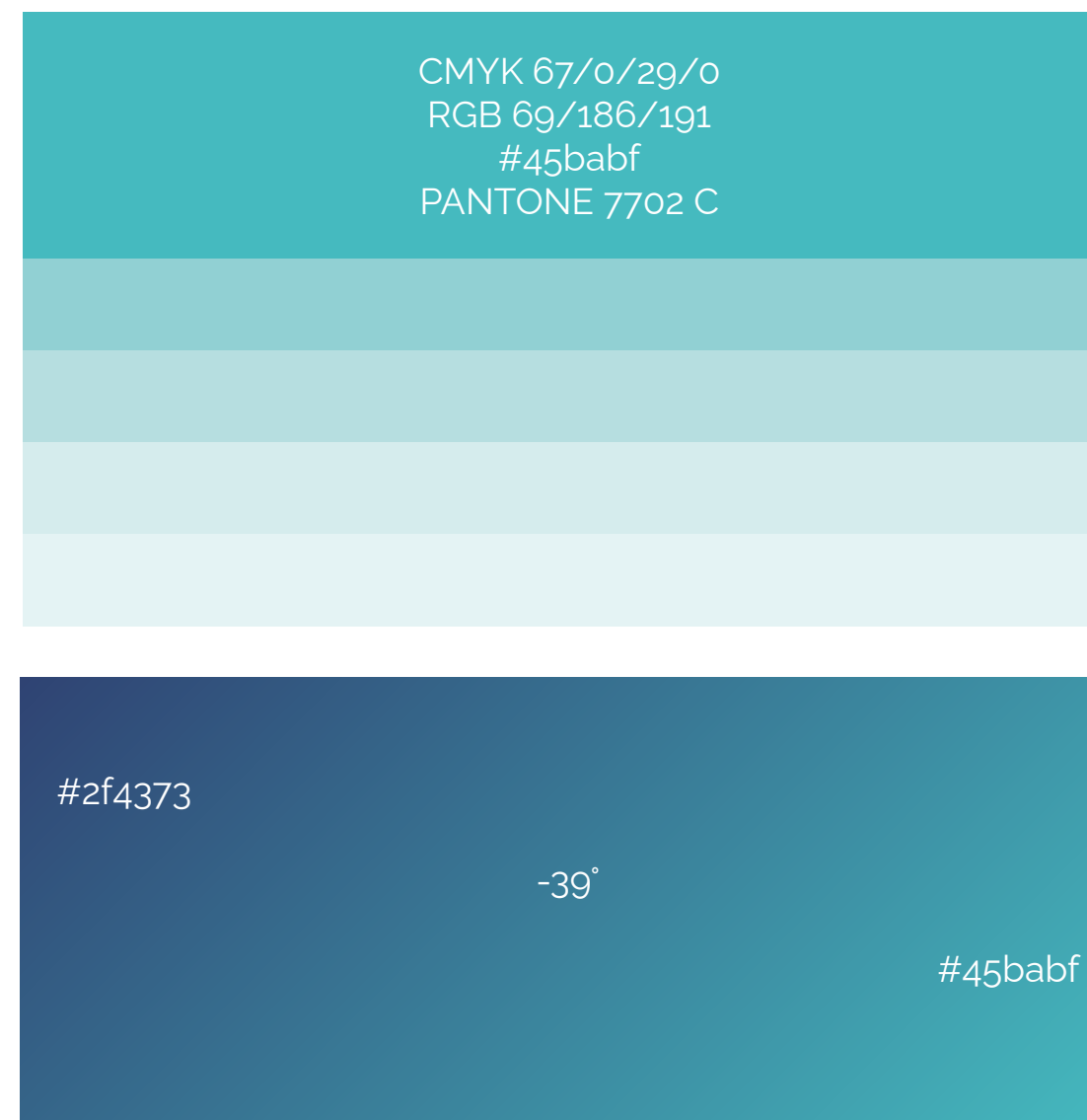


Color Guide



Primary

to be used on backgrounds, headers, footers, big sections, font (when bg is white)



Secondaries

To be used for less important CTAs, Links (#45babf), to highlight sections (gradient). For the gradient, both linear and mesh gradient can be used to taste



Accent

To be used primarily for CTAs

Font Guide



Raleway

Black

Bold

Normal

Light

Main brand font. Raleway is used for **general marketing materials**. On **LinkedIn** contents, its used on **titles only**.

Roboto

Black

Bold

Normal

Light

Roboto is to be used exclusively on the Website.

Barlow (Condensed)

Black

Bold

Normal

Light

Barlow Condensed is to be used for **secondary contents** like **bodycopy** (eg. LinkedIn).



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