



# Brand Guideline



# Con- tents

Logo (s)

Typography

Color Palette

Contact



# The Logo (s)



## Phoenix Form

(in classical mythology) a unique bird that lived for five or six centuries in the Arabian desert, after this time burning itself on a funeral pyre and rising from the ashes with renewed youth to live through another cycle.

*-Oxford Languages*

## Approved Logo Usage (s)



**BLUETHERIUM**



**BLUETHERIUM**



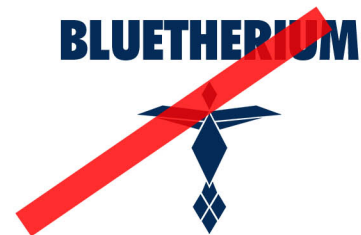
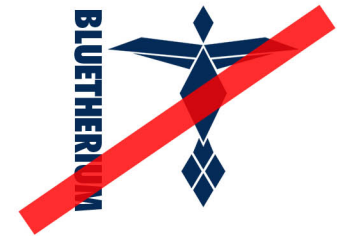
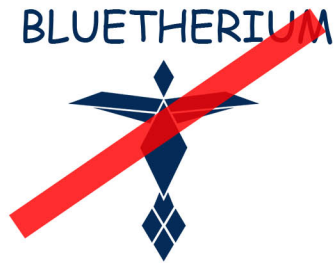
**BLUETHERIUM**



**BLUETHERIUM**



### Logo Violations



# The Logo (s)

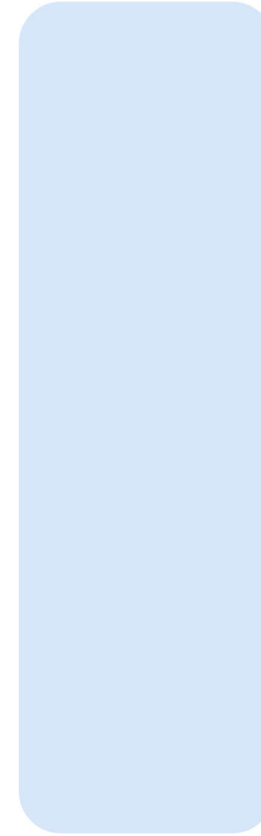


# Color Palette

## Primary Colors

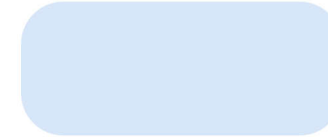


#001c3c



#d7e7f9

## Secondary Colors



#d7e7f9



#28609f



#113e70



#001c3c



#000000



# Typo- graphy

Futura Extra Black for Headings

**AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxY  
yZz123456789!@#\$\$%**

Titillium Web for Body Text

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxY  
yZz123456789!@#\$\$%



# Contact Us

Any Questions ?

**Feel free** to contact us.

