

# BRAND MANUAL GUIDELINES

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BEYOND SOFTWARE FRONTIERS


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# TABLE OF CONTENT

Corporate Brand	<b>03</b>
Logo variations	<b>04</b>
Typography	<b>05</b>
Logo use: complete	<b>06</b>
Logo use: icon	<b>07</b>
Color palette	<b>08</b>
Brand application	<b>09-11</b>
Glossary	<b>12</b>
Credits	<b>13</b>
Contact	<b>14</b>





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**CORPORATE  
BRAND**





Regular



Negative Version / Dark Background



Warm background / warm textures



Cold background / cold texture

# LOGO VARIATIONS



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**Quantify**

LOGO - CLAIM

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**NOVA REGULAR**

HEADLINE TEXT

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**MONTSERRAT EXTRABOLD**  
**Montserrat Extrabold**

SUB HEADLINE TEXT

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**Nunito Sans ExtraBold**  
**Nunito Sans Bold**

PARAGRAPH

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Nunito Sans Regular  
*Nunito Sans Italic*

**TYPOGRAPHY**

# LOGO USE: COMPLETE



## Areas excluded

Leave a recommended space around the logo of a minimum of 5%.



## Minimum size

The minimum readable size of the full logo is 250 x 121 px which equals 88.19 x 42.68 mm.

## Maximum width

There is no defined maximum size for this logo.

# LOGO USE: ICON



## Areas excluded

Leave a recommended space around the icon of at least 2%, always taking into account the circular proportion of distances.



## Minimum size

The minimum size of the "favicon" icon in its circular format is 25 x 25 px or 25 x 22 px in neutral format.

## Maximum width

There is no defined maximum size for this icon.

## Main color with gradient



Gradient angle:  $-45^{\circ}$

Opacity: 100%

Position: 0%



# F0841D

R240 G132 B29

C0 M57 Y93 K0

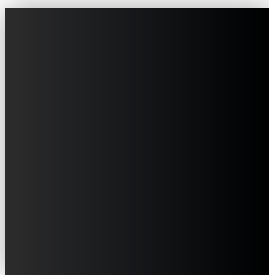


# EB681C

R235 G104 B28

C0 M70 Y94 K0

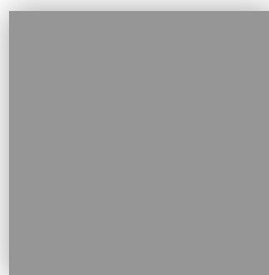
## Full black and claim grey



# 000000

R0 G0 B0

C91 M79 Y62 K97



# 969696

R150 G150 B150

C42 M33 Y33 K12

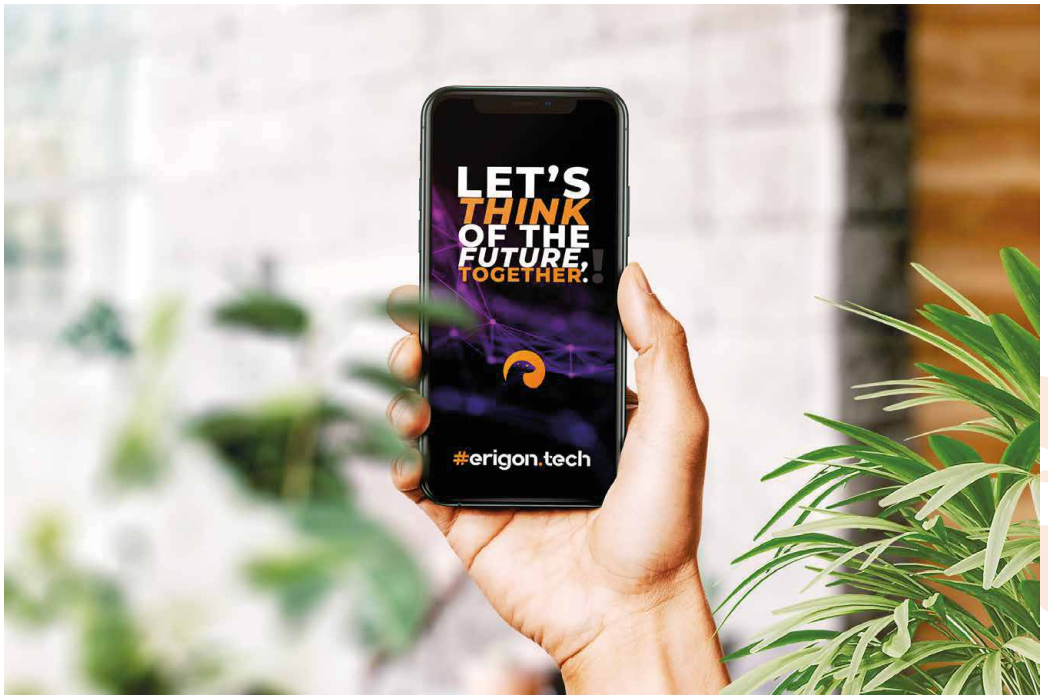
**COLOR  
PALETTE**



# BRAND APPLICATION EXAMPLES







## CMYK

(Cyan, Magenta, Yellow, Black) The CMYK color mode is used for print design and native vector files. This includes logos, business cards, stationery illustrations, packaging and any other design used for print.

## Vector

Vector files are images made up of points, lines and curves that can also be infinitely resized, without any loss of image quality. They are very precise and very delicate files to be used with expert hands as every error has a knock-on effect on the other stitches.

## Raster

Raster images consist of a grid of points called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images depend on resolution. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and result in very blurry images.

## RGB

(Red, Green, Blue) The RGB color mode is one of the earliest computer-based design standards. This includes old websites, advertising graphics, apps, banners, and any other design created for electronic use. It has strong color limitations and does not support a wide spectrum of colors, however it is still used today as a standard in various development levels.

## PDF

PDF stands for Portable Document Format and is an image format used to correctly display documents and graphics, regardless of your device, application, operating system or web browser. Essentially, PDF files have a powerful foundation of vector graphics, but they can also display everything from raster graphics to form fields to spreadsheets. Because it is a near-universal standard, PDF files are often the file format required by printers to send a final design into production. Exporting a typographical vector file in PDF format is a complex activity that requires advanced procedures to ensure that all printing machines can read it correctly and use it over time without problems.

## PNG

12

PNG is a lossless raster format that stands for Portable Network Graphics. This format has built-in transparency but can also display higher color depths resulting in millions of colors. PNG is a widely used standard, however it carries a lot of weight and is not recommended for online use.

## WebP

WebP is a latest generation web format capable of compressing images in a super optimized way while maintaining them of high quality with less weight. It allows websites to display high-quality images, but in significantly smaller file sizes than traditional formats such as PNG and JPEG.



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Credits

Branding strategy, creativity and graphic development powered by [manthea.ch](https://manthea.ch)



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