

Brand Guidelines

January 2021



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1.0

Brand Introduction



We enable deeper connections
through music and media-
inspired memories.



We envision a world where
personal stories foster global
connection.



Brand Logo



Logo

Full Color

The logo embodies Anthym's mission: transforming personal stories into team connections. The purple spiral moves from inner reflection to outward connection, while the soft, lowercase wordmark creates an inviting, barrier-free presence.

Minimum Size

- Digital: 120px width minimum
- Print: 1 inch width minimum



Logo Mark

At the heart of anthym's identity, the purple spiral acts as both map and compass for anthym's work, guiding the transformation from isolated stories to unified teams.

The spiral can be used independently as a social media avatar, app icon, or when the brand name is already established in context.



Logo Variations

The anthym logo provides flexibility across all brand applications while maintaining consistent recognition and impact.

Full Color: Purple spiral with wordmark - standard application

Monochrome Dark: Dark logo on light backgrounds.

Reversed: White logo on dark backgrounds.



Logo

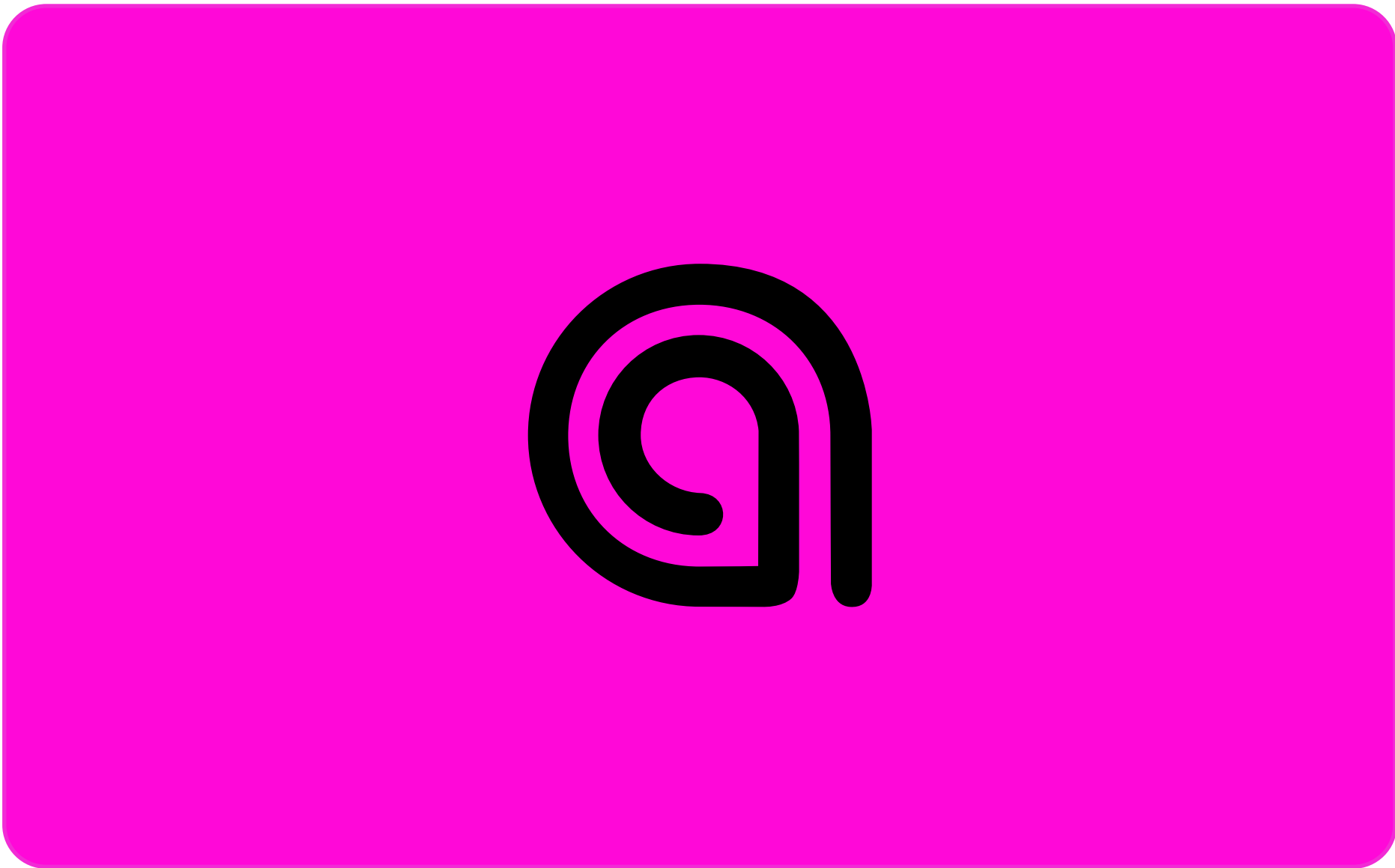
Mark Variations

The Anthym spiral mark offers versatile applications while maintaining its symbolic power of transformation and connection.

Full Color: Purple spiral - standard application

Monochrome Dark: Dark spiral on light backgrounds

Reversed: White spiral on dark backgrounds



3.0

Brand Colors



Colors

Primary

The anthym color palette reflects the journey from introspection to vibrant connection, creating a sophisticated yet energetic brand presence.

Usage: Deep Truth purple anchors the brand through the spiral mark.

Foundation grounds all typography.

Breakthrough adds vibrancy for calls-to-action and highlights. Blank Canvas provides neutral balance in layouts and backgrounds.



Primary Color - 01

Blank Canvas

-

HEX
#F5F6FC

RGB
245 | 246 | 252

CMYK
3 | 2 | 0 | 0



Primary Color - 02

Deep Truth

-

HEX
#7735D7

RGB
119 | 53 | 215

CMYK
68 | 80 | 0 | 0



Primary Color - 03

Foundation

-

HEX
#1A1526

RGB
26 | 21 | 38

CMYK
81 | 80 | 53 | 71



Primary Color - 04

Breakthrough

-

HEX
#FF08D8

RGB
255 | 8 | 216

CMYK
16 | 84 | 0 | 0



Colors

Secondary

The anthym secondary palette extends our visual language with supporting tones that enhance communication and create dynamic brand experiences.

Usage: Secondary colors complement our primary palette, adding depth and flexibility to communications. Use sparingly as accents—never let secondary colors dominate primary brand colors.



Secondary Color - 01

Cyan

-

HEX
#00C5CC

RGB
0 | 197 | 204

CMYK
80 | 0 | 27 | 0



Secondary Color - 02

Blue

-

HEX
#00BAFF

RGB
0 | 186 | 255

CMYK
74 | 3 | 0 | 0



Secondary Color - 03

Purple

-

HEX
#3B127E

RGB
59 | 18 | 126

CMYK
91 | 100 | 11 | 7



Secondary Color - 04

Lime

-

HEX
#B5F44A

RGB
181 | 244 | 74

CMYK
39 | 0 | 100 | 0



Secondary Color - 05

Light Cyan

-

HEX
#D9F6F7

RGB
217 | 246 | 247

CMYK
15 | 0 | 4 | 0



Secondary Color - 06

Light Blue

-

HEX
#D9F5FF

RGB
217 | 245 | 255

CMYK
15 | 0 | 1 | 0



Secondary Color - 07

Light Purple

-

HEX
#E2DBEC

RGB
226 | 219 | 236

CMYK
9 | 13 | 0 | 0



Secondary Color - 08

Light Lime

-

HEX
#F4FDE4

RGB
244 | 253 | 228

CMYK
5 | 0 | 14 | 0



Colors

Grayscale

The anthym grayscale palette provides essential neutral tones that create structure, hierarchy, and breathing room throughout our communications.

Grayscale colors form the foundation of readable, accessible designs. These neutrals ensure our vibrant brand colors shine while maintaining professional polish.



Grayscale Color - 01

Cloud

-

HEX
#EDEFF7

RGB
237 | 239 | 247

CMYK
5 | 3 | 0 | 0



Grayscale Color - 02

Smoke

-

HEX
#D3D6E0

RGB
211 | 214 | 224

CMYK
16 | 11 | 5 | 0



Grayscale Color - 03

Steel

-

HEX
#BCBFCC

RGB
188 | 191 | 204

CMYK
26 | 19 | 11 | 0



Grayscale Color - 04

Space

-

HEX
#9DA2B3

RGB
157 | 162 | 179

CMYK
41 | 31 | 20 | 0



Grayscale Color - 05

Graphite

-

HEX
#6E7180

RGB
110 | 113 | 128

CMYK
61 | 31 | 37 | 0



Grayscale Color - 06

Arsenic

-

HEX
#40424D

RGB
64 | 66 | 77

CMYK
74 | 67 | 50 | 40



Grayscale Color - 07

Phantom

-

HEX
#1E1E24

RGB
30 | 30 | 36

CMYK
77 | 71 | 60 | 76



Grayscale Color - 08

Black

-

HEX
#000000

RGB
0 | 0 | 0

CMYK
75 | 68 | 67 | 90



Primary Typography



Typography

Primary

The anthym typography system balances approachability with clarity, creating conversations that feel both professional and personal.

Lato leads all brand communications and headlines. Open Sans supports with body copy and functional text. This combination ensures messages feel inviting yet professional.

Aabc

Hey! How's it going?
Great, how about you?

Lato Semibold
Lato Bold

Open Sans Regular
Open Sans Semibold



Typography
In use

Lato Semibold

Headlines and emphasis

Lato Bold

Strong calls-to-action and section
headers

Open Sans Regular

Body text and long-form content

Open Sans Semibold

Subheadings and UI labels

The Next Generation.

Empowering businesses and individuals with cutting-edge technology solutions.

Join Here

PRODUCTS

Talk with an expert
over video.

Choose your next product
in a guided, one-way
video session.

NEWSLETTER

Stay updated in the
loop, once a week.



jd@e@gmail.com

