



**brand book**

# core values

## Catalyze trade with technology

Catalyze means “cause or accelerate (a reaction) by acting as a catalyst”. We believe that by making it easier for people to trade goods & services, we make the world a better place. The fact that our software solutions and services allow people who have no clue about each other make voluntary win-win transactions is exciting and fills our minds & hearts with hope for a happy and prosperous future.

# the logo

FULL SYLIUS LOGO



LOGO

LOGOTYPE

# colors

PRIMARY COLORS

SECONDARY COLORS

CMYK: **73 0 51 0**  
RGB: **34 185 154**  
HEX: **#22B99A**

CMYK: **79 16 61 1**  
RGB: **36 157 129**  
HEX: **#249D81**

CMYK: **76 67 65 79**  
RGB: **20 24 25**  
HEX: **#141819**

CMYK: **0 0 0 0**  
RGB: **255 255 255**  
HEX: **#FFFFFF**

CMYK: **0 0 0 40**  
RGB: **167 169 172**  
HEX: **#A7A9AC**

CMYK: **87 73 51 52**  
RGB: **30 46 62**  
HEX: **#1E2E3E**

# typography



## LOGOTYPE FONT

# Museo

Combining our eCommerce framework with the tools you need to run a thriving business is a breeze. The era of legacy monolithic all-in-one shop platforms is over. Sylius has been designed with integrations in mind and can connect to external specialized software.



## CONTENT FONT

# Proxima Nova

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# safe zone



# variants



# grayscale



# incorrect usage



# swag



**Sylius**  
Ambassador



**Sylius**  
Partner



**Sylius**  
Contributor

**„Only a bunch of crazy 90's kids  
can build software like this.“**

Spock - U.S.S. "Enterprise" NCC-1701-A