



# Crystal Intelligence Logo Book

The Crystal Intelligence visual identity system builds on the next evolution of our product offerings. It enables us to be simple, clear, and direct while enhancing the content that matters most. It fosters meaningful connections and creates engaging experiences.

The Crystal Intelligence logo reflects both our legacy and our future. It underscores the essential role we play in people's lives today and the expanding range of innovative and unexpected solutions we continue to deliver.

Our identity elements—logo, typography, color, grids, tiles, imagery, and icons—help craft impactful internal and external communications, ensuring a memorable and cohesive brand presence.

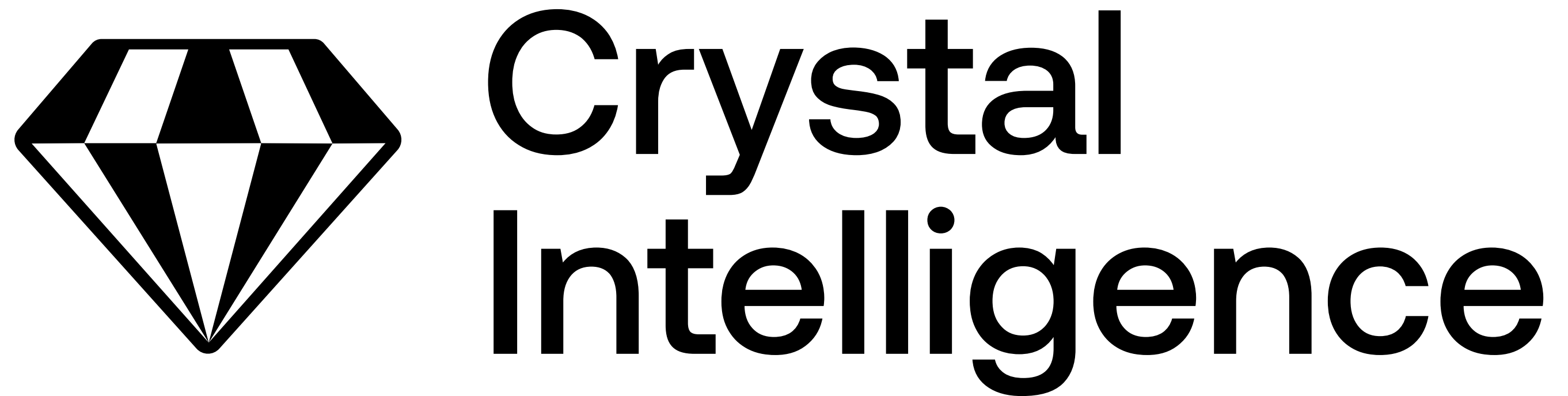
01

# Logotype

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The logo consists of the brand word scorched in Aeonik font. As well as two beams of rays directed at each other and enclosed in the shape of a crystal.

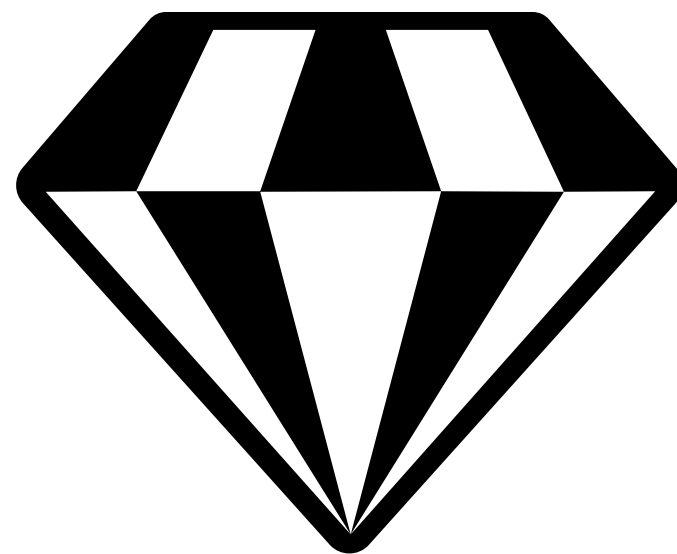
According to the rules of this manual, you should use a monochrome version in black for light backgrounds and a colored version for dark and gray backgrounds.



The placement of the logo should be approached with caution. Leave a distance between the logo and other objects, such as photos or text, equal to the width of the letter C.



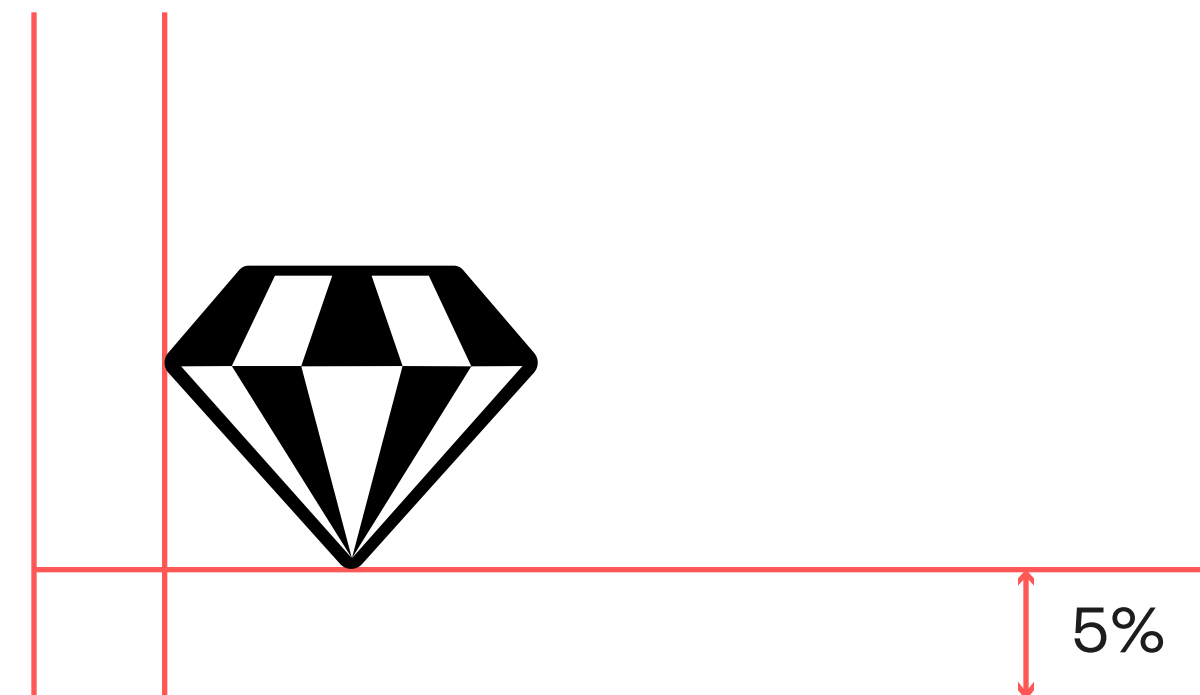
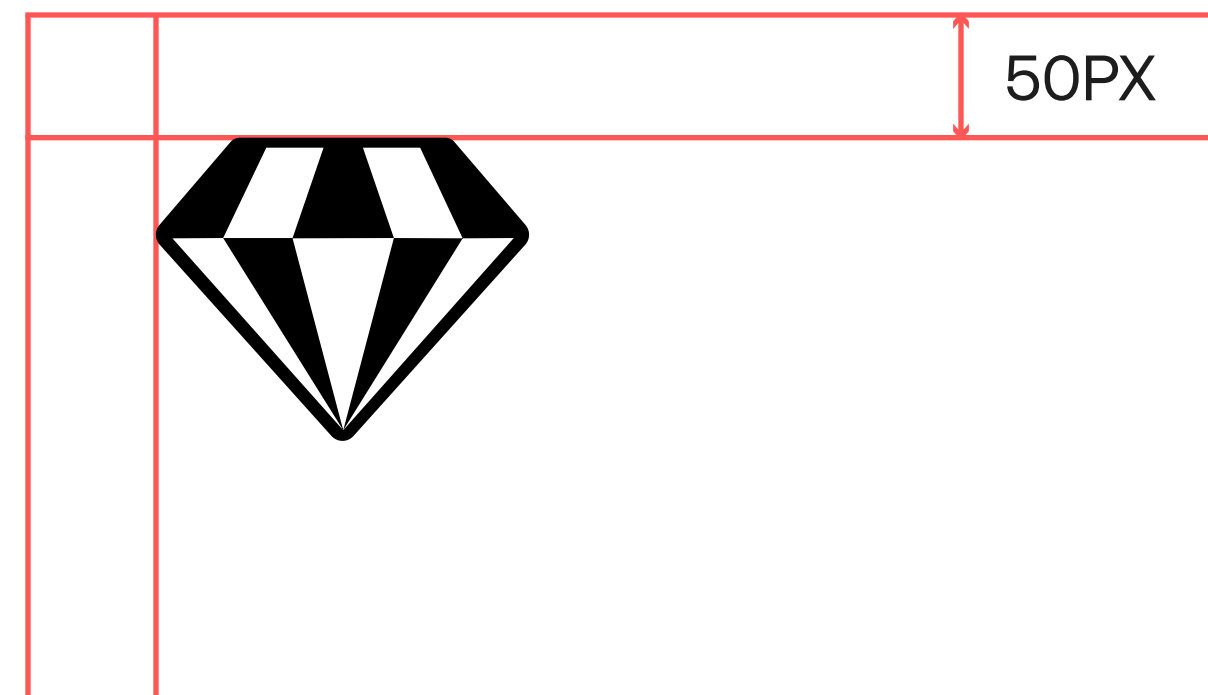
Logomark, unlike wordmark, can be used as a standalone element. In such a composition, Crystal should be placed in one of the corners. Read more about it on the next page.



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The logo should be placed on the left upper or lower corner, depending on the layout. Pre-position it 50px from the edges of the sheet, which is about 5% of the length of the short of it side. Rarely, it can be placed in the center of the format. For example on top of a photo.

When the logo is placed on its own without text, its sharp corners should be placed beyond the visual frame of 50px to achieve an optically equal distance to the edge.



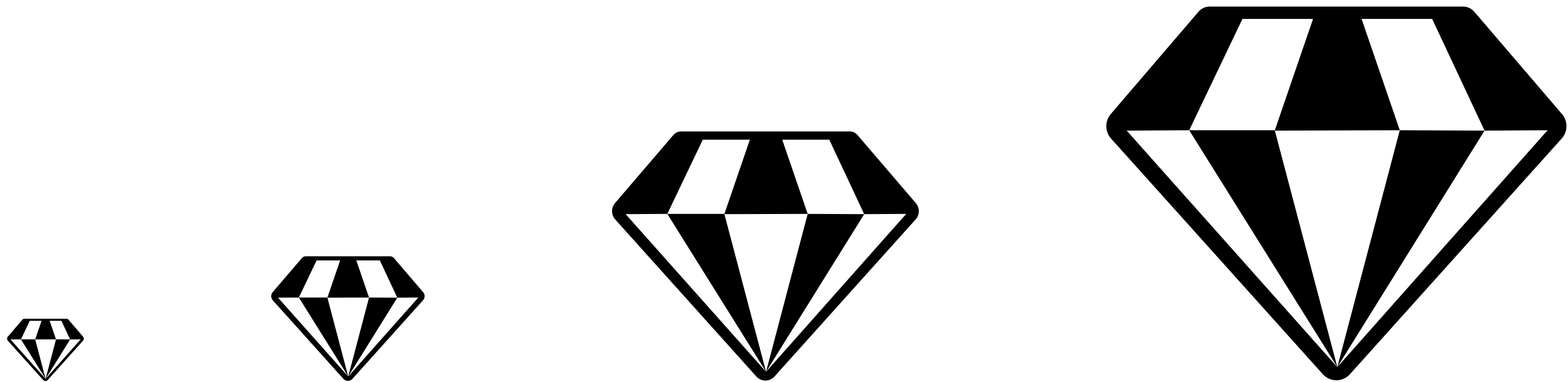
The recommended position of the logo is on the left side.

The logo is always positioned at the edge of the internal grid and aligned with other objects

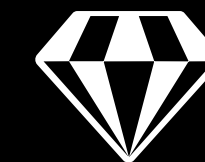




A simplified logomark should be used when the size of one of the sides of the logo does not exceed 25px. For example for a favicon. In all other cases it is better to use the full version of the logotype.



<https://crystal...>



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Use full-color logos only on white, black, or deep backgrounds. Avoid placing them on photos unless on a monotone area. Keep them clear of interfering elements or patterns.





✗ Distort the size of the logo



✗ Use colours from outside the brand palette

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✗ Using the logo separately with the icon



✗ Modify elements of the logo



✗ Use outline



✗ Employ effects

02

# Typography

[Download files](#)

We use Aeonik as our main font. Medium style for headlines and regular for the body of the text. Rethink contains both Latin and Cyrillic characters. [Download here](#)

Hello, I'm  
Aeonik!

Aeonik **Medium** used as headings within the text, as well as for brighter accents.

**Achieve clarity in  
compliance for crypto**

**Achieve clarity in  
compliance for crypto**

**Achieve clarity in  
compliance for crypto**

Achieve clarity in  
compliance for crypto

**Heading Huge**

Aeonik Medium

Line height: 120%

**Heading Medium**

Aeonik Medium

Line height: 120%

**Heading Regular**

Aeonik Medium

Line height: 120%

**Heading Small**

Aeonik Medium

Line height: 120%

03

# Colors

Yellow remains our primary corporate color. We made it brighter to emphasize the technological nature of the company. For convenience and variety, we added a few accent colors. We use them on social media and for details.

|   |   |   |  |
|---|---|---|--|
| <div>Fluoresce Yellow</div> <div>Pantone: 3935 C</div> <div>#FFFD53</div> | <div>Soft Grey</div> <div>Pantone: 656 C</div> <div>#ECEFF3</div> | <div>Deep Grey</div> <div>Pantone: 536 C</div> <div>#9CA9BF</div> | <div>Carbon Black</div> <div>Pantone: Black 6 C</div> <div>#181D25</div> |
|---|---|---|--|



We use a range of grey shades — from near-black to very light — to support clean, accessible, and modern UI.

- Dark and medium greys are used for text, ensuring readability and visual hierarchy.
- Light greys are used for backgrounds, dividers, or subtle UI elements, helping structure content without adding visual noise.

Keep contrast strong enough for accessibility, especially for body text and interactive elements.

| 0    | 50 | 100 | 200 | 300 | 400 | 500 | 600 | 700 | 800 |
|------|----|-----|-----|-----|-----|-----|-----|-----|-----|
| -1.2 | 1  | 1.1 | 1.2 | 1.5 | 2   | 4   | 5   | 8   | 16  |