ATERNIUM | BRANDING QUICK GUIDE

LOGO WITH TAGLINE / COLOR

Aternium™
The future of clean energy is now.

LOGO WITH TAGLINE / BLACK

Aternium™
The future of clean energy is now.

TYPOGRAPHY / GOOGLE FONTS

Baloo Bhai Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Mulish Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Mulish Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COLOR PALETTE

Primary color palette

PRIMARY COLOR DEEP VIOLET		PRIMARY COLOR BRIGHT PATINA	
100%		100%	
80%		80%	
60%		60%	
40%		40%	
20%		20%	
COLOR CODES		COLOR CODES	
COATED & DIGITAL:		**COATED & DIGITAL:**	
PMS	2118 C	PMS	563 C
CMYK	97 / 93 / 0 / 11	CMYK	58 / 0 / 31 / 0
RGB	52 / 54 / 121	RGB	107 / 187 / 174
HEX	#343579	HEX	#6BBBAE

SOCIAL MEDIA / ICONS