

PRIMARY LOGO · ON MIST OR WHITE



Night Plum and Molniya Violet · molniya-horizontal.svg

REVERSED · ON NIGHT PLUM



Mist, Lilac Glow and violet · molniya-horizontal-reversed.svg

WHEN TO USE MOLNIYA

The house mark. Contracts, invoices, creator onboarding, partner decks, email footers, the booking site.

Horizontal with “Creator Management” first. Compact where space is short, stacked for square formats, the gem alone for avatars and icons.



CLEAR SPACE AND MINIMUM SIZE



Keep a clear space of X, half the width of the gem, on every side.



Minimum 44 px tall (12 mm in print). Compact lockup: 24 px (6 mm). Gem alone: 16 px.

COLOUR

Night Plum
Primary ·
wordmark, dark
grounds

#2A1446
RGB 42 20 70
CMYK 40 71 0 73

**Molniya
Violet**

Lit facet ·
“WeAre” ·
descriptor
#7A4FD8
RGB 122 79 216
CMYK 44 63 0 15

Lilac Glow
Accents on
Night Plum

#C7B5F3
RGB 199 181 243
CMYK 18 26 0 5

Mist
Light ground ·
reversed type

#F5F1FA
RGB 245 241 250
CMYK 2 4 0 2



One-colour: the gem's facet line opens into a thin gap. Lightning glows violet, which is why the spark is never yellow. CMYK is approximate: proof before print.

TYPOGRAPHY

Aa

Молния

Tenor Sans

Headlines, names, short statements. Caps with wide spacing for formal use.

By Russian type designer Denis Masharov. Free (SIL OFL), Cyrillic included.

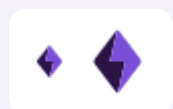
Aa

Inter

Body text, interfaces, captions, the “Creator Management” descriptor.

Free (SIL OFL). Fallback: system sans.

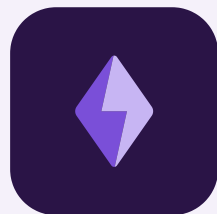
FAVICON AND APP ICON



Favicon, true size
light and dark tabs



16 px cut, enlarged



App icon
full-bleed, OS masks it

Both variants share the gem, so favicon and app icon are the same. Files: brand/v2/icons.

PLEASE DON'T



Don't stretch, squash or condense it



Don't rotate, tilt or set it on a curve



Don't recolour the gem: it is always plum and violet



Don't add glows, shadows, outlines or gradients



Don't use mid-tone grounds. Use Mist, white or Night Plum



Don't place it on busy patterns or photos



Don't retype the name in another font: use the artwork files



Don't move the gem or rearrange the lockup