

PRIMARY LOGO · ON MIST OR WHITE



Night Plum and Molniya Violet · wearemolniya-horizontal.svg

REVERSED · ON NIGHT PLUM

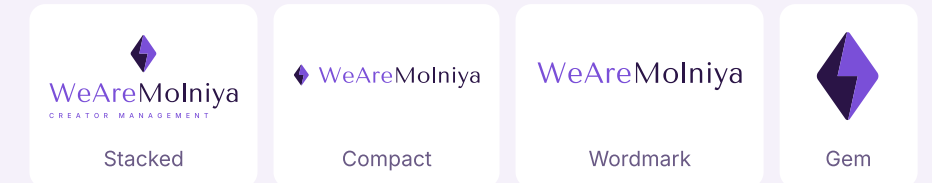


Mist, Lilac Glow and violet · wearemolniya-horizontal-reversed.svg

WHEN TO USE WEAREMOLNIYA

The voice of the brand and the domain, WeAreMolniya.com: website header, social profiles, creator recruiting, anything that invites people in.

“WeAre” in Molniya Violet, “Molniya” in Night Plum, one word, no space. Never show it next to the Molniya lockup.



CLEAR SPACE AND MINIMUM SIZE



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



Minimum 48 px tall (13 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.

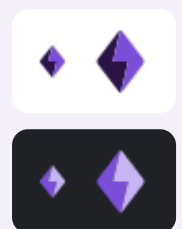
Aa

**Inter**

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

Free (SIL OFL). Fallback: system sans.

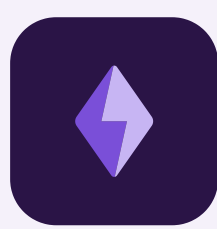
FAVICON AND APP ICON



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



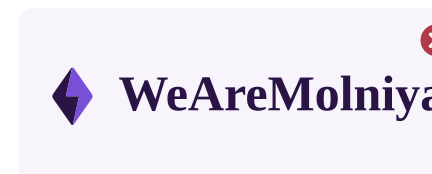
Don't add glows, shadows, outlines or gradients



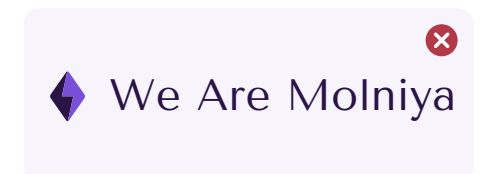
Don't use mid-tone grounds. Use Mist, white or Night Plum



Don't place it on busy patterns or photos



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



Don't add spaces or set “WeAre” in the same colour