



BRAND GUIDELINES

Granter Brand Guidelines

2025



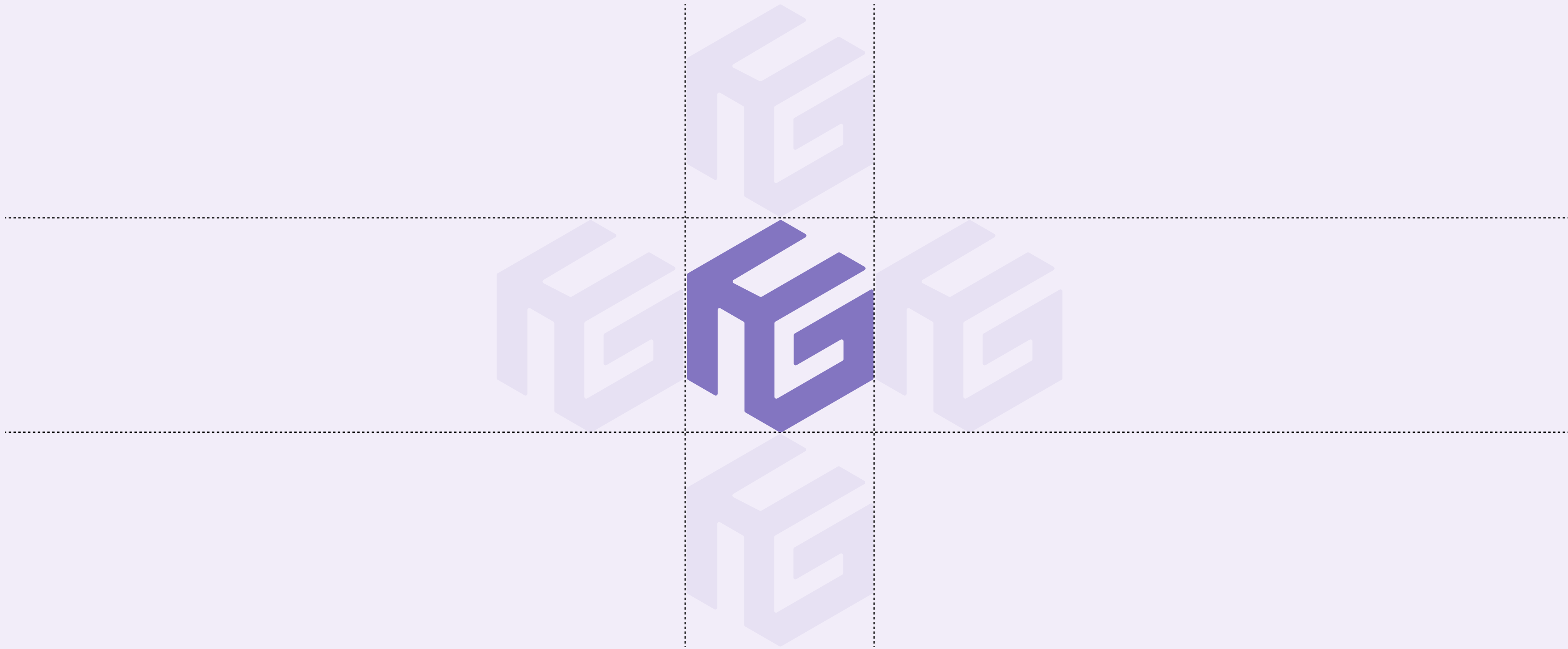
Logo Sizing Rules

Always maintain clear space around the logo — equal to the height of the “G”. This ensures legibility and visual impact across all sizes and backgrounds.

Never place text, icons, or other elements within this protected area.

Let the logo breathe — it should remain visually dominant without noise.

Use approved lockups only. Stick to minimal, high-contrast placements for clarity and consistency.



Icon Usage Rules

The logo mark is the core of the Granthera identity — clean, bold, and geometric. It should always be used with enough clear space around it to preserve its form and visibility. Avoid distortion, rotation, or applying effects. Use the mark alone only when the brand is already clearly recognized in context. For best results, apply on solid or minimal backgrounds to maintain contrast and clarity.

Brand



White



Black



Logo Colour

Use only the approved logo color options: Brand, White, and Black.
Each version ensures optimal visibility depending on background contrast.
Never apply gradients, overlays, or unapproved color combinations.
Choose the logo color that offers the strongest clarity and brand presence in context.
Always prioritize legibility and consistency across all mediums.

Light Mode

Background

HEX 131818

Active

HEX 131818

Secondary

HEX 131818

Subtitles

HEX 131818

White

HEX 131818

Gray

HEX 131818

Dark Mode

Background

HEX 131818

Active

HEX 131818

Secondary

HEX 131818

Subtitles

HEX 131818

Dark

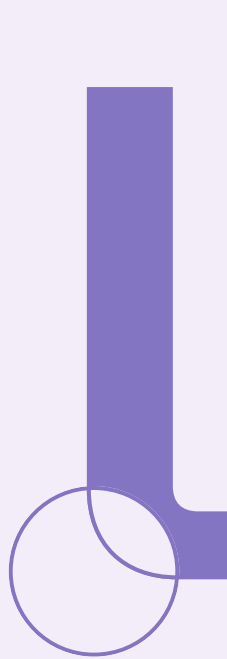
HEX 131818

Gray Dark

HEX 131818

Core Palette

Our color system is split into Light and Dark themes, each designed for clarity, contrast, and flexibility. These tones define Granthera’s visual feel — calm, technical, and focused. Use colors purposefully: background layers, active states, subtitles, and UI elements each have assigned roles. Avoid custom variations. Stick to these shades to ensure consistency across products and platforms.



Instrument Sans



Aeonik

Aeonik

General font

Instrument Sans

Headline font

Light

Regular

Medium

Bold

Instrument Sans

Light

Regular

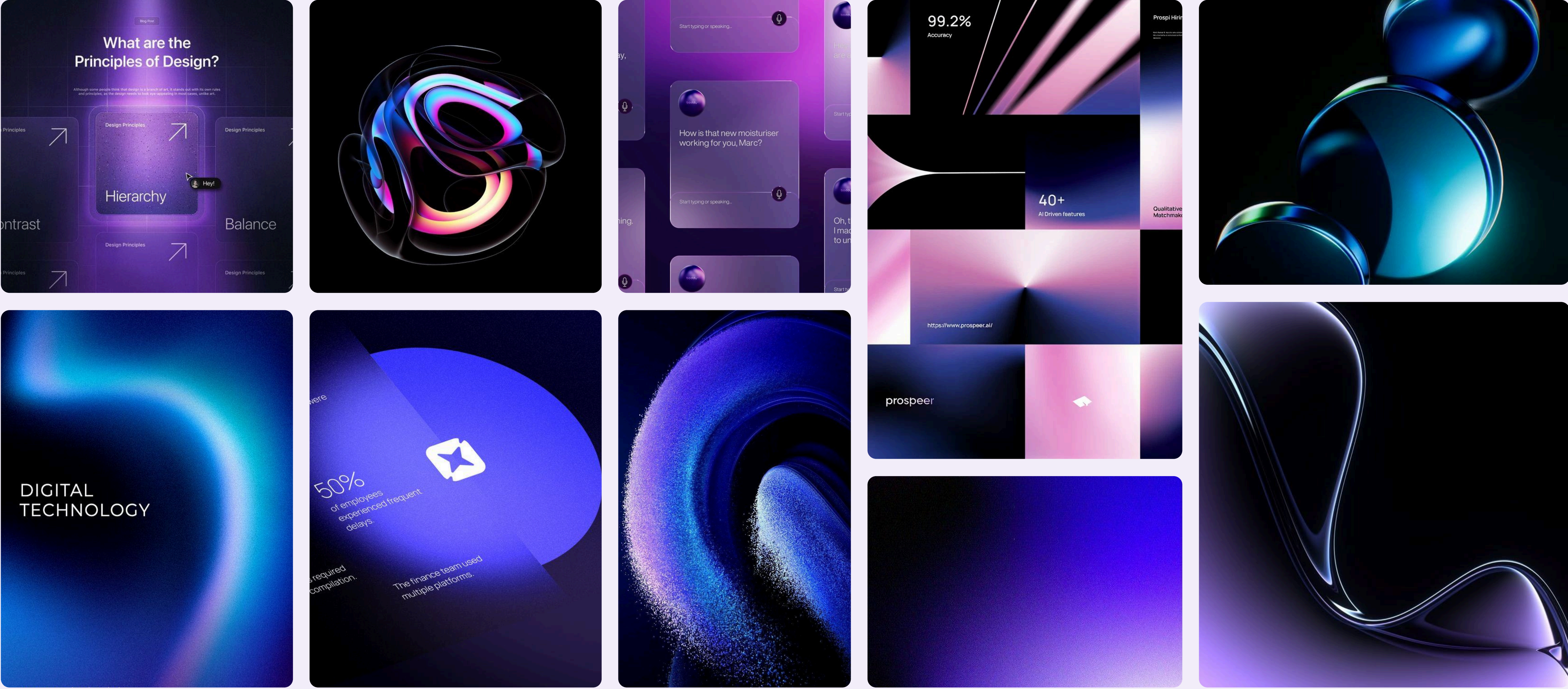
Medium

Bold

Aeonik

Font System

Granterha uses two primary fonts:
Instrument Sans for bold, clear headlines, and
Aeonik for general UI and body text.
Both families include Light, Regular, Medium, and Bold weights for flexible hierarchy.
The combination bridges digital precision with print-like personality — confident, modern, and legible.



Visual Direction – Moodboard

This moodboard sets the tone for Granthera’s visual world — dynamic, digital-first, and emotionally sharp. It guides how we blend abstract forms, gradients, and lighting with our brand colors to create a futuristic yet trustworthy feel. Used across hero visuals, backgrounds, and motion — always aiming for clarity, depth, and sophistication.