Logo Guidelines

femtoAI

Primary Logo

Our logo's preferred color usage.

On light-themed background fills, the femto wordmark should always be rendered in Dark Purple (#1F0C51).



Secondary Logo

On dark-themed background fills, the femto wordmark should be rendered in white. It ensures the logo remains legible and visually balanced.



One-color Logo

In situations when a background would not allow the full-color mark to have adequate contrast.



Icon-Only Version

Use the icon-only logo in spaces where the full logo doesn't fit or isn't necessary, like social media profile images, favicons, or app icons. It should follow the same background and color rules as the full logo.



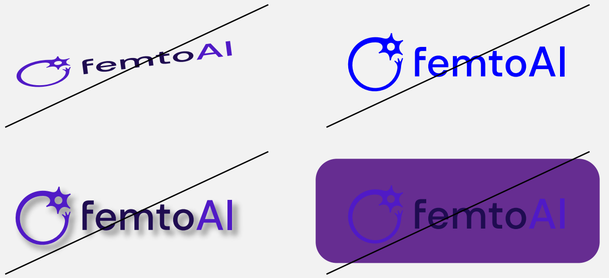
Clear space

Always leave space around the logo equal to the height of "x". This ensures visual breathing room and prevents crowding.



Application

Don't:
-Stretch, distort, or rotate the logo.
-Change logo colors.
-Add effects like shadows or gradients.
-Place the logo on busy or low-contrast backgrounds.



Colors

#501AC6
RGB 80 26 198
CMYK 81 86 0 0

#1F0C51
RGB 31 12 81
CMYK 100 100 28 39