



YOUR DIGITAL TWIN PARTNER

BRAND SPECIFICATIONS

TABLE OF CONTENTS

01 Logo usage & spacing

02 Color palette

03 Typography

04 Sphere — Internal Project Identity

05 Contact

06 Back cover



LOGO USAGE AND SPACING



Clear space: maintain at least one 'S' height around the logo. Minimum width: 25 mm print / 150 px digital.

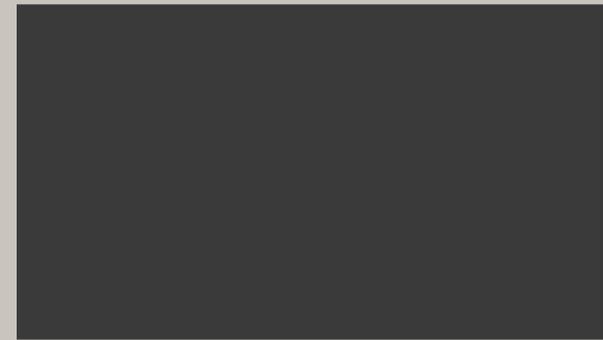
COLOR PALETTE



Blue Smoke #708C85



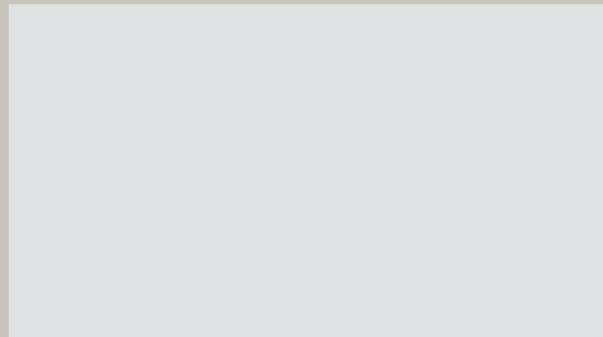
Gull Grey #8FAFB8



Iridium #3A3A3A



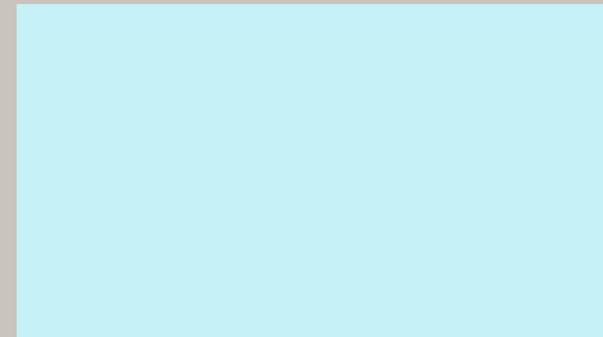
Accent Cloud #C9C4BC



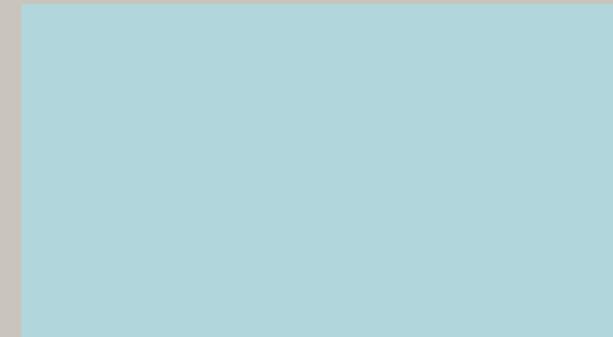
Soft White #DEE2E3



Sphere Darlington #6A7B85



Sphere Soft Mint #C5F1F7



Sphere Dusty Blue #B1D7DC

Colors are the foundation of our recognizable visual identity

TYPOGRAPHY

Inter type system for structure and clarity.

**Headings — Bold
48pt**

Subheadings — Medium 28pt

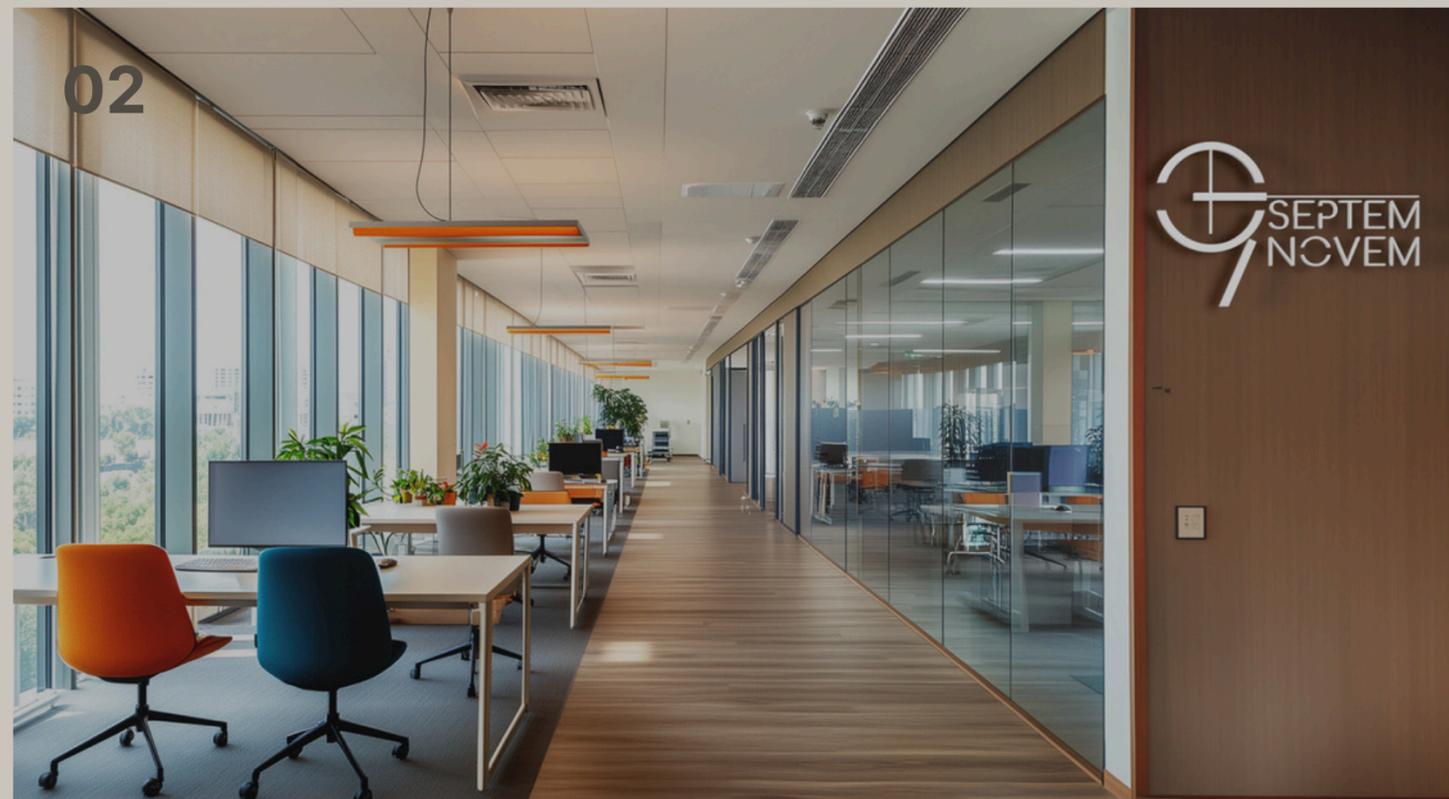
Body text — Regular 14–16pt



SPHERE — INTERNAL PROJECT IDENTITY

Used for internal innovation and digital transformation initiatives and everything made in-house under Septem Novem room.





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