



Style Guide

Our new Brand Style Guide makes it easier for you to align Cere experiences of all kinds, from products to events, creating a more consistent and comprehensive brand aesthetic.

November '20





COLORS

SOLID COLORS

Cere works with a vibrant set of colors to make the Cere brand stand out in public.

Colors

Typography

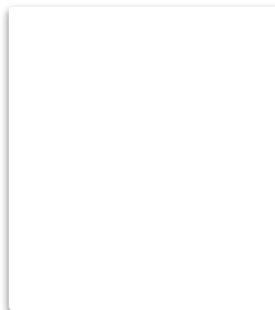
Logos

PRIMARY COLORS



#131B32

RGB (20, 27, 50)



#FFFFFF

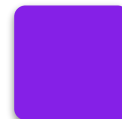
RGB (255, 255,
255)

SECONDARY COLORS



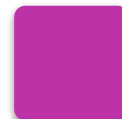
#38A8A1

RGB (56, 168, 161)



#8520E7

RGB (132, 32, 231)



#BD32A7

RGB (189, 50, 167)



#0AB5F6

RGB (10, 181, 246)



COLORS

GRADIENTS

Gradients are a nice way of making visuals stand out even more.

Colors

Typography

Logos

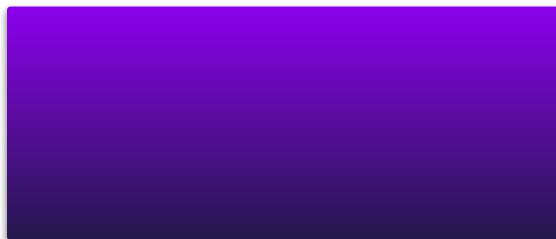
RGB (232,79,195)

#E34DC5



RGB (125,29,234)

#9227E3

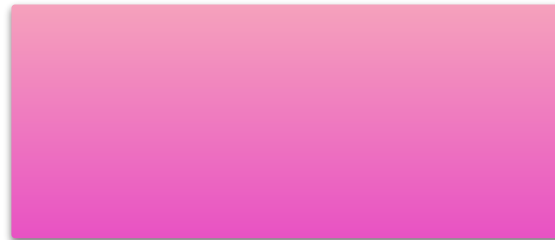


RGB (20,27,50)

#23194B

RGB (245,161,195)

#F5A1BC



RGB (232,81,195)

#E851C3

RGB (21,234,250)

#EC69BF



RGB (253,274,15)

#A733DD



Colors

Typography

Logos

TYPOGRAPHY

Our Fonts

In our search for a renown and easy-to-read font we choose the free-to-use font **Bai Jamjuree**

BAI JAMJUREE

AaBbCcDdEeFfGgHhIiJjKkL
lMmNnOoPpQqRrSsTtUuVv
wXxYyZz123456789!@#\$\$%

[Download font](#)

Title

Subtitle

Heading 1

Heading 2

Heading 3

Heading 4



Colors

Typography

Logos

LOGO

The Cere Logo

Cere is short for 'Cerebellum', the part of the brain that is responsible for coordinating voluntary movements. For this reason, the Cere logo is an abstract visualisation of a brain.

Download the logo in
.png and .svg [here](#)





Colors

Typography

Logos

LOGO

Wrong Logo Usage

Cere's logos are intended to be used in the correct way. Please don't use the logo in any of the following ways.



✗ Avoid scaling of logo components



✗ Avoid changing the color of the logo in any way



✗ Avoid using the old Cere logo



✗ Avoid rotating the logo



✗ Avoid stretching or compressing of the logo