



Baha'i Library  
*online*

## Color Palette

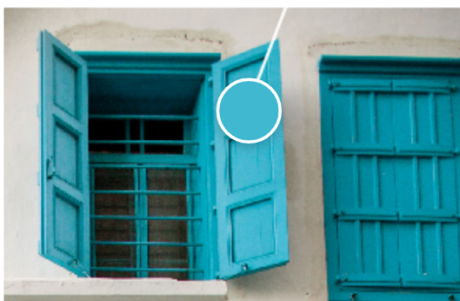
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Very dark blue  
HEX#: 132644



Strong blue  
HEX#: 1769D2



Moderate Cyan  
HEX#: 41B7CE

# Color Inspiration

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The colors were chosen from photos of Bahá'í Holy Places associated with the Central figures as "Bahá'í" is the first word in Bahá'í Library Online. What brings people together on this site is a shared identity and desire for learning about the Bahá'í Faith and the colors had to be meaningful on a subconscious level.

- The darkest blue is from a detail of the stained glass in a graphic rendering of the [entrance to the Shrine of 'Abdu'l-Bahá](#);
- The bright blue is taken from the night sky above the [Shrine of Bahá'u'lláh](#);
- The cyan blue is from the wooden shutters of the [House of 'Abbúd](#) in 'Akká where both Bahá'u'lláh and 'Abdu'l-Bahá lived.

# Logo Concept

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The number three

In an homage to the three central figures of the Faith, the number three is present throughout the logo inspiration: a three-color palette for a series of three nine-pointed designs: two superimposed nine-petalled lotus flowers a nine-pointed star as the center of flower.

Stained Glass

The 18-petalled flower is inspired by the stained glass above the entrance to the Shrine of Abdu'l-Baha drawing on a thousand-year-old tradition of stained glass in holy places and places of worship. For a thousand years, the purpose of stained glass in cathedrals was to teach the stories of the Bible to those who could not read, and Bahá'í Library Online is essentially a place of learning.

Petals/leaves

The 18 individually-colored petals suggest the many pages of a book (and the many webpages of BLO).

# Fonts

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## APOLLO

Date of creation: August 1, 2020

Designer: 177 Studio

Foundry: [177 Studio](#)

A modern contrasting and elegant sans serif font with balanced forms that provide recognition and will be easy to read elegant sans serif font,

*Artifact*

Date of creation: January 1, 2019

Designer: [Indriyanti](#)

Foundry: [DaFont](#)

# Logo Designer

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This logo was designed by Violetta Zein, Pointe-Noire, the Republic of Congo. October 2021.