



Brand Guidelines

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An Organic and Synthetic Collaboration

ROBOTIC | HUMAN | ORGANIC | BALANCE | COOPERATION

It is a cooperation between the synthetic AI world and the organic world of humans.

In the center of the genderless humanoid is an incomplete circle, this represents the brain or the computing center of both the machine and person.

Curious Blue, representing the synthetic robotic characteristics of AI and computing. Atlantis Green, being the organic and ecological nature of humans.

These two colors work in harmony, borrowing elements from each other, one cannot function without the other, a perfect balance.

Brand Guidelines

Master Logos



▲
Icon Logo



▲
Main Logo



▲
B&W Logos
(Not Recommended)

Railway



Brand Font

Medium:

abcdefghijklmnopqrstvwxyz
123456789!@#\$%^&*()_+=:?><

Bold:

abcdefghijklmnopqrstvwxyz
123456789!@#\$%^&*()_+=:?><

Light:

abcdefghijklmnopqrstvwxyz
123456789!@#\$%^&*()_+=:?><

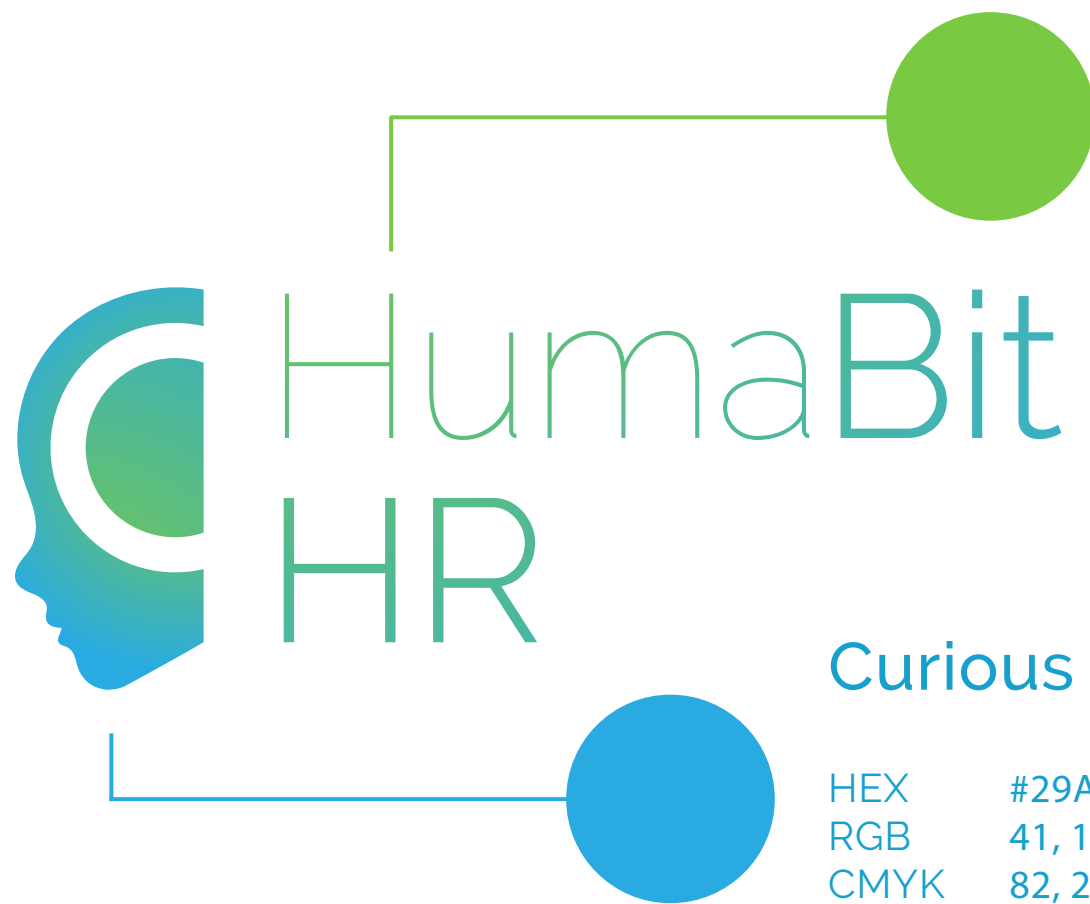
This font should be used everywhere it can be,
its essential to the brand.

Try using Hue-Botic gradient on large headers
like the example above.

Consider using Curious Blue as the main paragraph font color.
When possible, move away from using black as the main font,
instead use white on Hue-Botic gradient or just use Curious Blue.

Brand Guidelines

Color Palette



Atlantis Green

HEX #7AC943
RGB 122, 201, 67
CMYK 39, 0, 67, 21

Curious Blue

HEX #29ABE2
RGB 41, 171, 226
CMYK 82, 24, 0, 11



Hue-botic

Use stylistically in all advertising and brand identity.

Especially demonstrate this gradient all over web material, consider animating it.

This gradient works well with pure white text on top, see example.

Text on Gradient

Brand Gradient

Use this gradient logically and where applicable, text, packaging, websites, cards, etc.

That Was Awesome!

This is the end of the Brand Guidelines, but only the start of a new beginning.

Any questions can be sent to devon@devsurf.ca free of charge.
Enjoy your new brand identity for years to come.

