

Brand Guidelines

Version 1

1.0

Brand Logo



Symbol



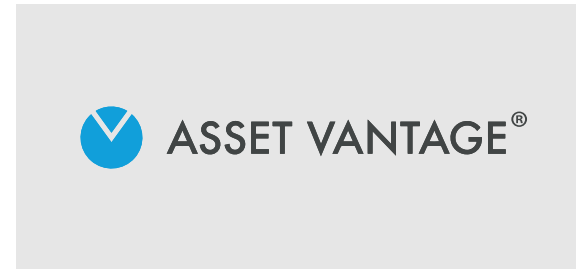
Wordmark

2.0

Brand Logo Usage

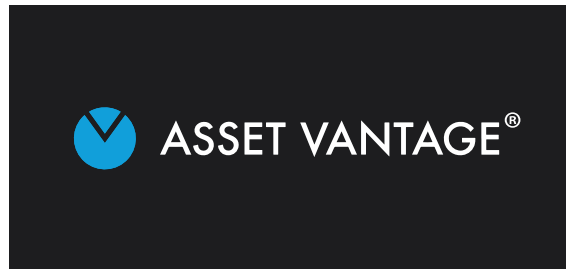
Do's

Primary

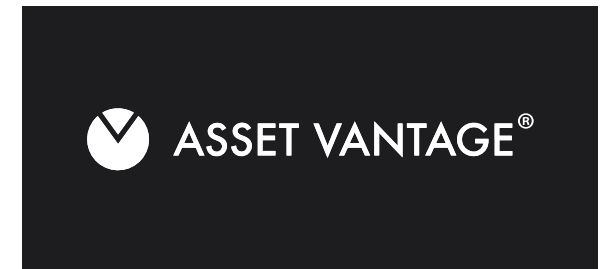


Blue & Dark Grey

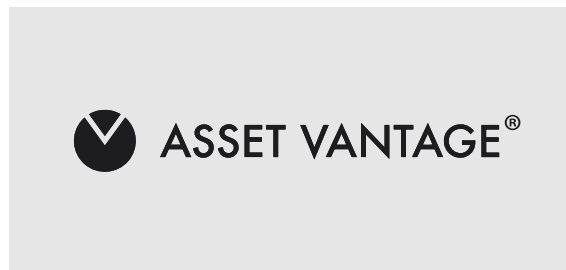
Secondary



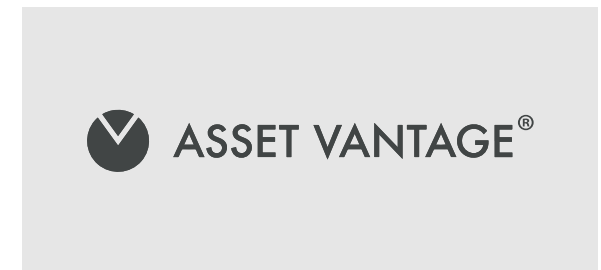
Blue & White



Full White



Full 100% black



Full Dark Grey

2.1

Brand Logo Usage

Don'ts



Change in format



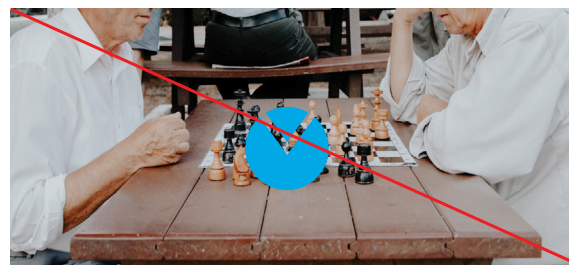
Disproportionate Scaling



Adding effects like a shadow



Outlining the elements



Using the logo on colored images

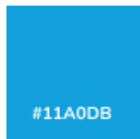


Using unspecified background colors

3.0

Colors

Primary Color



BG color



Secondary supporting colors



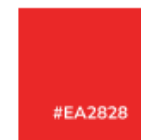
Grey Color Palette



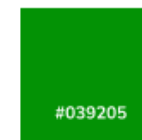
White



Warning



Success



3.0

Fonts

For marketing documents and website

Figtree (Bold)

Lorem ipsum

Figtree (Semibold)

Lorem ipsum

Figtree (Medium)

Lorem ipsum

Figtree (Regular)

Lorem ipsum

Figtree (Light)

Lorem ipsum

For AV System and Mobile App

Inter (Bold)

Lorem ipsum

Inter (Semibold)

Lorem ipsum

Inter (Medium)

Lorem ipsum

Inter (Regular)

Lorem ipsum

Inter (Light)

Lorem ipsum

Inter (Thin)

Lorem ipsum

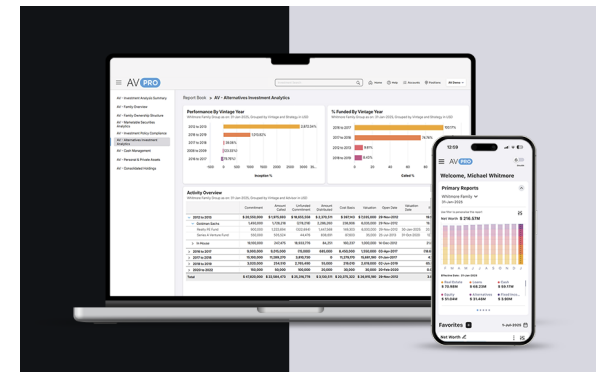
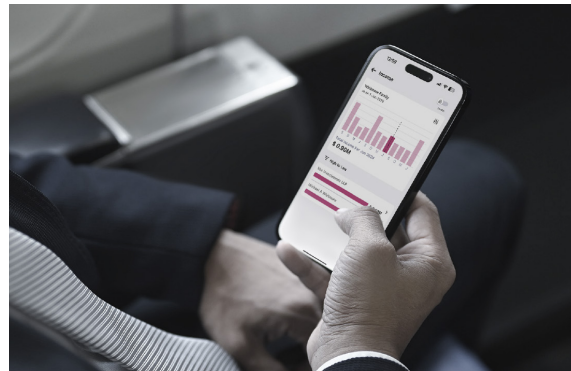
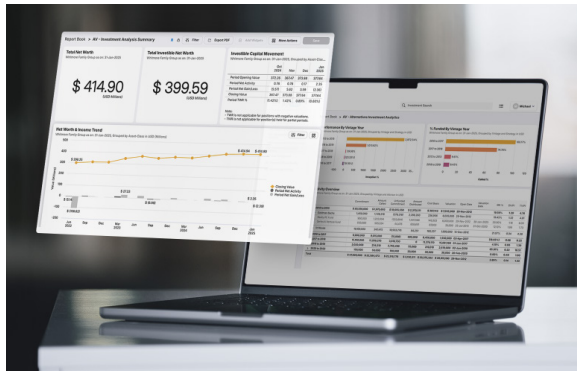
3.0

Imagery

Do's

- ✔ Use product-focused visuals (no tablets) that highlight functionality and interface.
- ✔ Feature human presence subtly—side angles, silhouettes, or supporting roles.
- ✔ Show people using the product, but ensure the tech remains the hero.
- ✔ Choose abstract or metaphorical images that align with our brand essence.
- ✔ Maintain a clean, modern, and minimal aesthetic throughout all visuals.
- ✔ Opt for real, in-use product scenarios over conceptual mockups.

Do's (References)



3.0

Imagery

Don'ts

- ❌ Don't use sci-fi, overly futuristic, or gimmicky tech imagery.
- ❌ Avoid prominent faces and luxury lifestyle cues like wine or parties.
- ❌ Don't use visuals with no visible connection to technology or the product.
- ❌ Avoid animated illustrations or cartoon-like graphics.
- ❌ Avoid generic, overly corporate visuals that feel vague or impersonal.
- ❌ Don't let people overshadow the product—tech comes first.

Don'ts (References)



