



Brand Guidelines

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Version 0.1



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01

Brand DNA

The brand core, values,
personality and tone.

Brand Mission

To Preserve Human Experiences

What makes us human? It's our ability to build upon the wisdom of our ancestors and pass down our unique perspectives to future generations. Through avatars, we transform the broken chain of experience sharing between generations into an interconnected web of lived experiences, ensuring no human experience is ever lost again.

Brand Vision

A Time Machine For Experiences

A future where any preserved human experience is available on-demand, where authentic moments flow directly from original creators. You can travel back to any time in history and relive precious moments through their avatar whenever you want, allowing you to live a life worth 500 years in just 50 years.

Brand Purpose

Build Connections Across Time

To unite humanity across every generation and culture. Through avatars, we facilitate real friendships and deep connections between individuals separated by space and time, making every human who creates their avatar accessible to every other human in the future.

Brand Values

Preservation For Eternity

Your Avatar Lives Forever

User Sovereignty

Your Avatar, Your Rules

Immutable Integrity

Your Avatar Cannot Be Tampered

Authentic Experience

Real People, Real Connections

Extinction Resilience

Built to Survive Anything

Generational Continuity

Bridging Past, Present, and Future

Brand Personality & Tone

Primary Archetype: The Experience Guardian

Personality Traits:

- *Experience-Preserving Yet Innovation-Driving*
- *Time-Transcendent Yet Present-Focused*
- *Relationship-Centered Yet Technology-Enabled*
- *Guardian-Protective Yet Access-Enabling*

Communication Style: Context-Aware

Tone Characteristics:

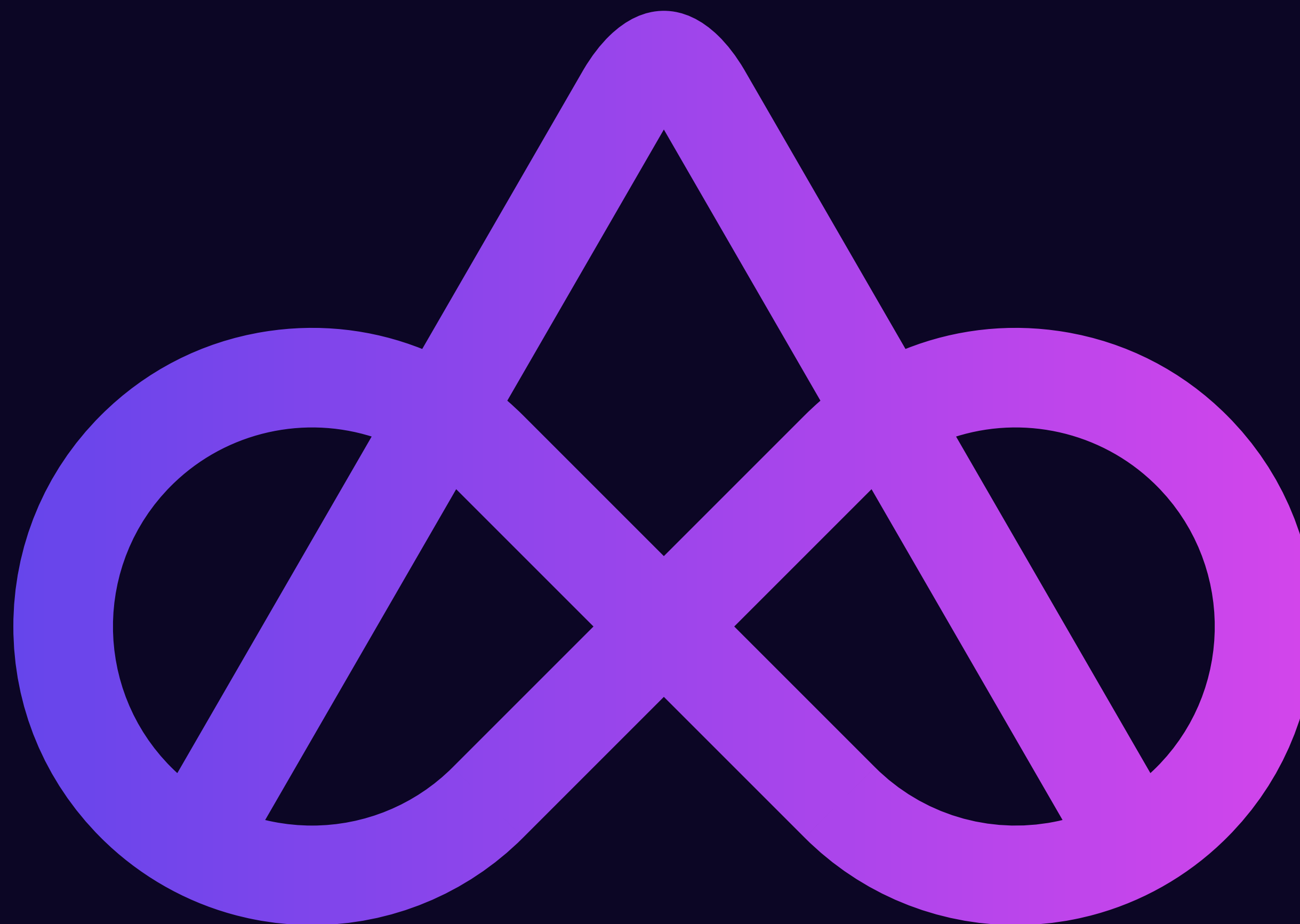
- *Warm and Familial*
- *Inspiring and Visionary*
- *Respectful and Authentic*
- *Accessible and Inclusive*

02

Brandmarks

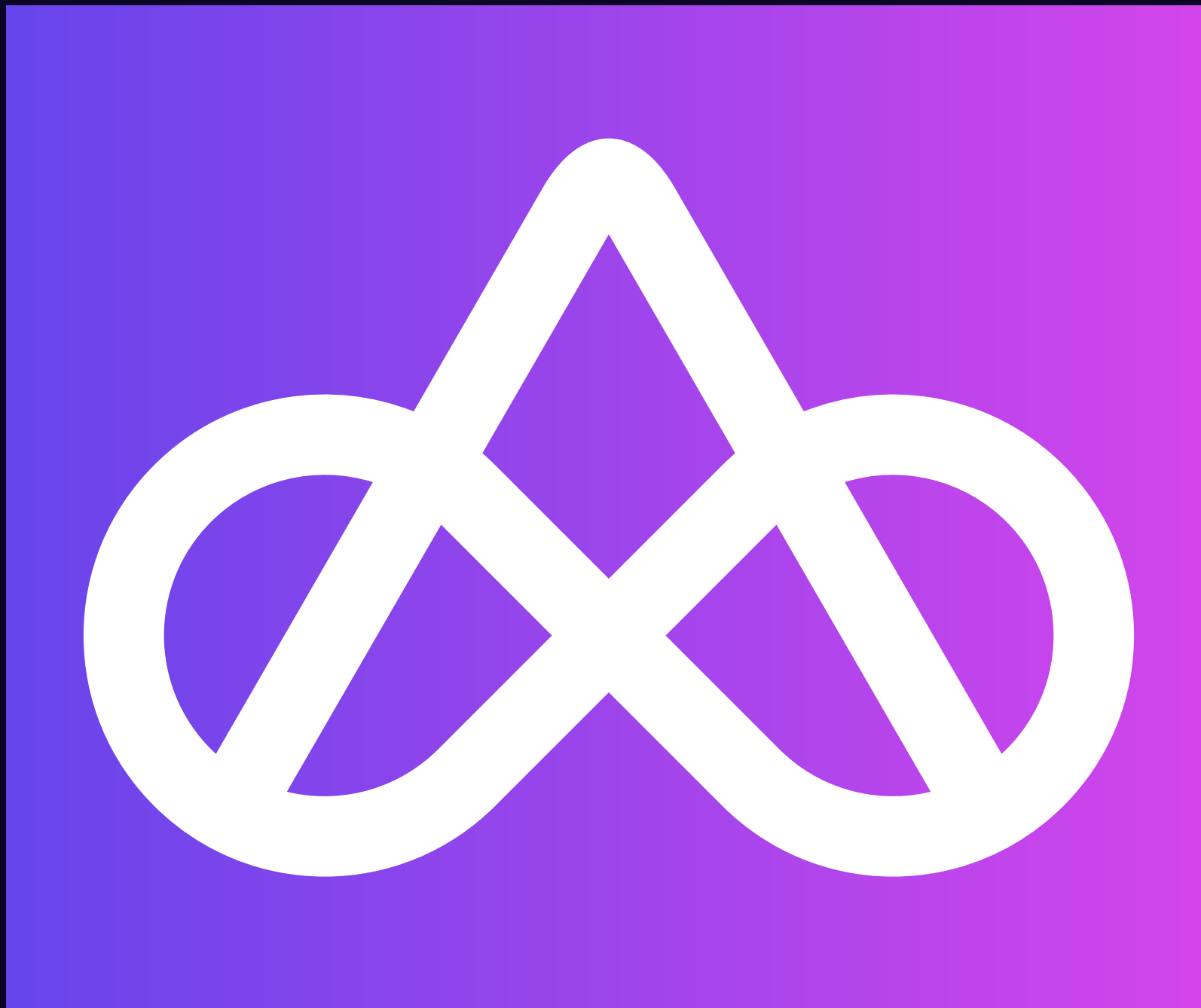
The logo system
and how to use it.

Iconmark



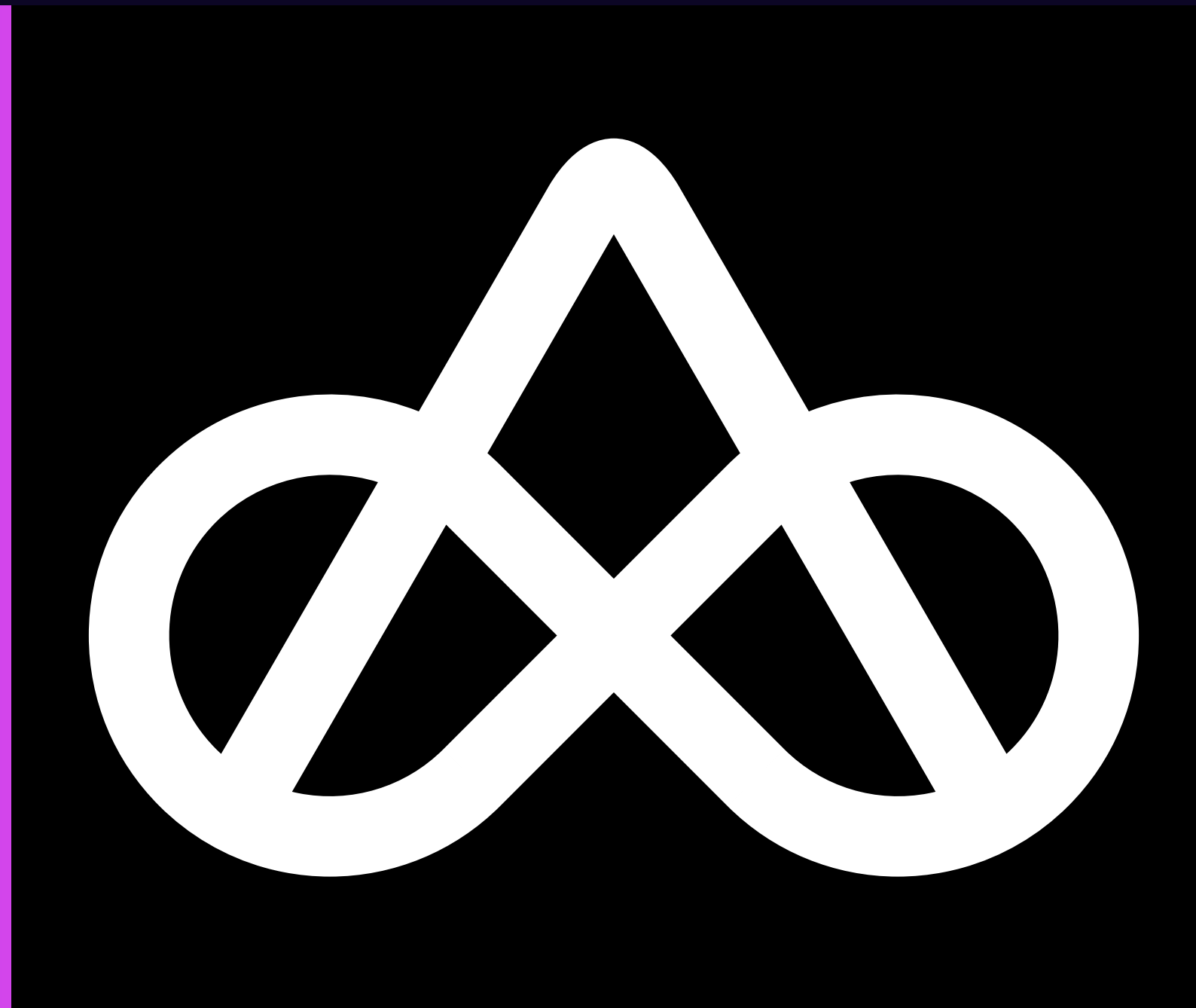
- Minimum size: Never smaller than 16px digital / 0.5 inch print
- Usage note: Use standalone icon for favicons, and social profile images

Color Variations



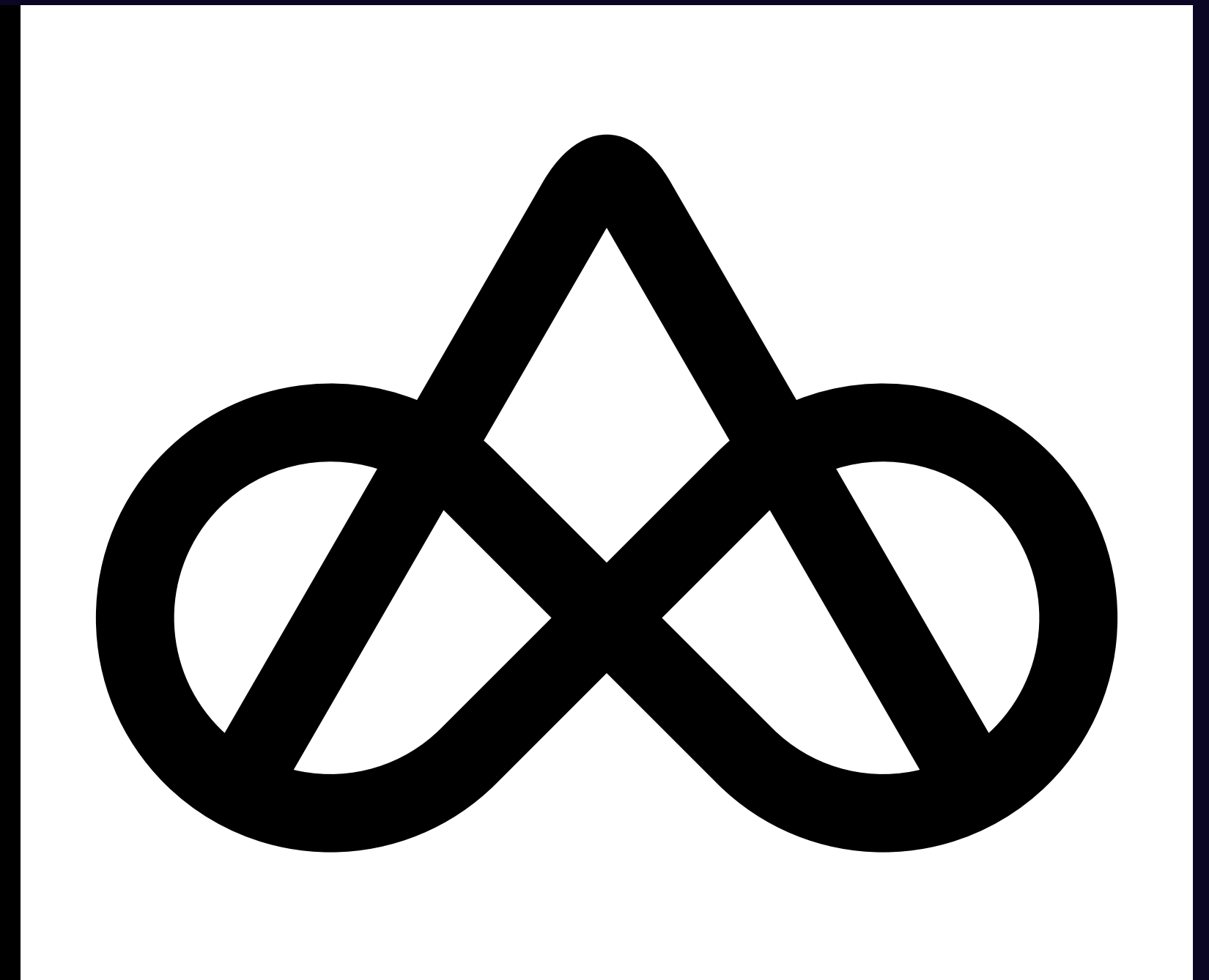
Full Color

- Primary brand icon with gradient
- Use when you want maximum brand impact
- Digital applications and marketing materials



Full White

- Use on dark backgrounds or busy images
- Ensures visibility and contrast
- Photography overlays and dark interfaces



Full Black

- One-color printing and engraving
- Budget-limited applications
- Embossing, laser cutting, stamps

Primary Logo



- Minimum size: Never smaller than 120px wide digital / 2 inches print
- Primary usage: Main logo for all brand communications

Color Variations



Full Color

- Main logo for all brand communications
- Use on light/neutral backgrounds
- Digital marketing and web applications



Full White

- Use on dark backgrounds or photography
- Maintains readability and brand impact
- Video overlays and dark interfaces



Full Black

- One-color printing and cost-effective materials
- Embossing, engraving, and stamps
- When color printing isn't available

Secondary Logo



- Minimum size: Never smaller than 100px wide digital / 1.5 inches print
- Primary usage: Horizontal applications and space-constrained layouts
- Perfect for: Headers, email signatures, business cards, narrow banners

Color Variations



Full Color

- Primary choice for horizontal applications
- Headers, banners, and wide layouts
- Email signatures and business cards



Full White

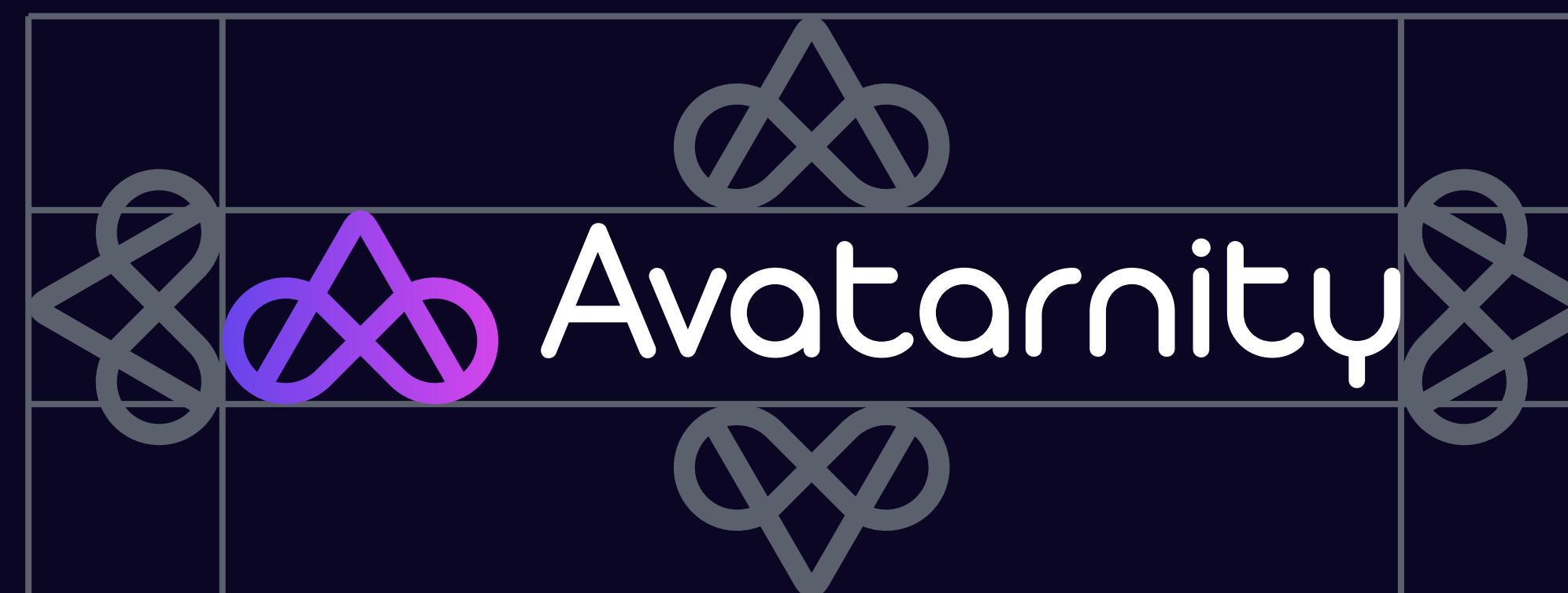
- Dark website headers and photography
- Video content and presentations
- High contrast applications



Full Black

- Letterheads and business documents
- Single-color merchandise and signage
- Cost-effective printing solutions

Clear Space



- Maintain clear space equal to the height of the icon around all logos
- Never place other elements within this protected zone

03

Brand Colors

The brand colours and how to use them.

Colour Palette



Cosmic Purple

RGB 102/69/235

CMYK 73/74/00/00

HEX #6645eb



Electric Magenta

RGB 212/69/235

CMYK 37/77/00/00

HEX #d445eb



Charcoal Gray

RGB 90/96/108

CMYK 67/56/44/19

HEX #5a606c

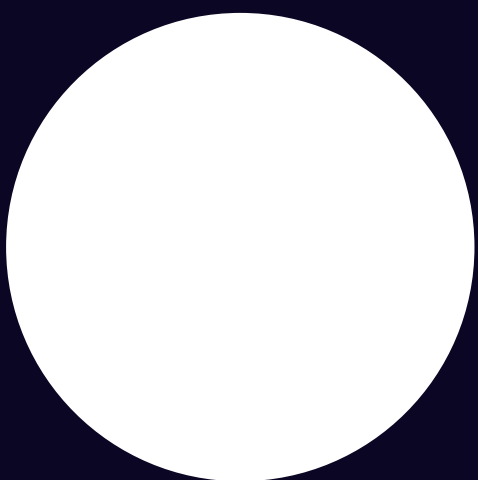


Silver Mist

RGB 175/174/198

CMYK 31/28/10/00

HEX #afaec6



Pure White

RGB 255/255/255

CMYK 00/00/00/00

HEX #ffffff

- Deep space palette represents the eternal preservation of human experiences
- Maintain consistent palette across all touchpoints for strong brand recognition

Gradient



- Usage: Use gradient for digital backgrounds, CTAs, and dynamic elements
- Direction: Left to right: Cosmic Purple to Electric Magenta
- Applications: Perfect for buttons, hero sections, and accent elements

04

Brand Typography

The brand fonts and
typographic hierarchy.

Typography

- Quicksand for impact and branding
- Nunito for readability and accessibility

Headings

Quicksand

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

0123456789

Body Copy

Nunito

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

0123456789

Hierarchy

- Maintain consistent sizing and spacing
- Use font weights to create clear hierarchy

SUB-HEADING TEXT

Quicksand
Medium

Heading Here

Quicksand
Bold

Elic tecte quam fugia volorpos earibus
arum id quatemp eleneturibus milluptatia
doluptatet eossimagnam nobisqui offic tet
plibus, si doloritatis dolorporerio que simpele
ndellautem. Id mintia ipis experum quo odiae
aditemperum

Nunito
Medium

*Quote or key
pullout text*

Nunito
Medium Italic

Button

Quicksand
Semibold

Thank you.