

BRANNO
SUTHERLAND



A BRAND IS A **PROMISE**.
THIS IS HOW WE **KEEP IT**.



SOLE.

The rules and standards that communicate how this brand should be represented to the world.

This is the heart of the brand. Our Logo is our battle flag, our primary visual signature that represents everything we are and everything we fight for. It is the full lockup—the combination of our symbol and our name. Our Logotype is our stylized name, the unique signature that makes us recognizable. This is not a font you can type; it's an asset we have forged. These are not decorations. They are our most valuable, non-negotiable identifiers. They are the face we show the world, and we treat them with absolute respect.

Why are we so fanatical about this? Because every single time this logo appears, it is a deposit into our brand's bank account. Consistency builds recognition. Recognition builds trust. And trust builds an empire. We are building an empire. These guidelines are the operating system for

our identity. They are not here to put your creativity in a cage; they are here to aim your creativity like a cannon. We don't want a thousand different, quiet voices. We want one, unified roar that the world cannot ignore. This is our signal. Everything else is noise.

What follows are the Do's and Don'ts. The 'Do's' are the only ways to use our logo. They are the playbook for victory. The 'Don'ts' are the common traps, the sloppy mistakes, and the lazy interpretations that dilute our message and make us look weak. We are not weak. There is no room for 'close enough' or 'I thought it looked better this way.' This isn't a suggestion box. This is the law. Our law. Read it, learn it, and execute it with precision. No exceptions. No excuses.

Logo Type - Primary



Logo Type - Secondary

3 R Y S A N T O 2

Don't's



Logo Type - Horizontal



B R Y S A N T O S

Dark and Light



3 R Y S A N T O 2

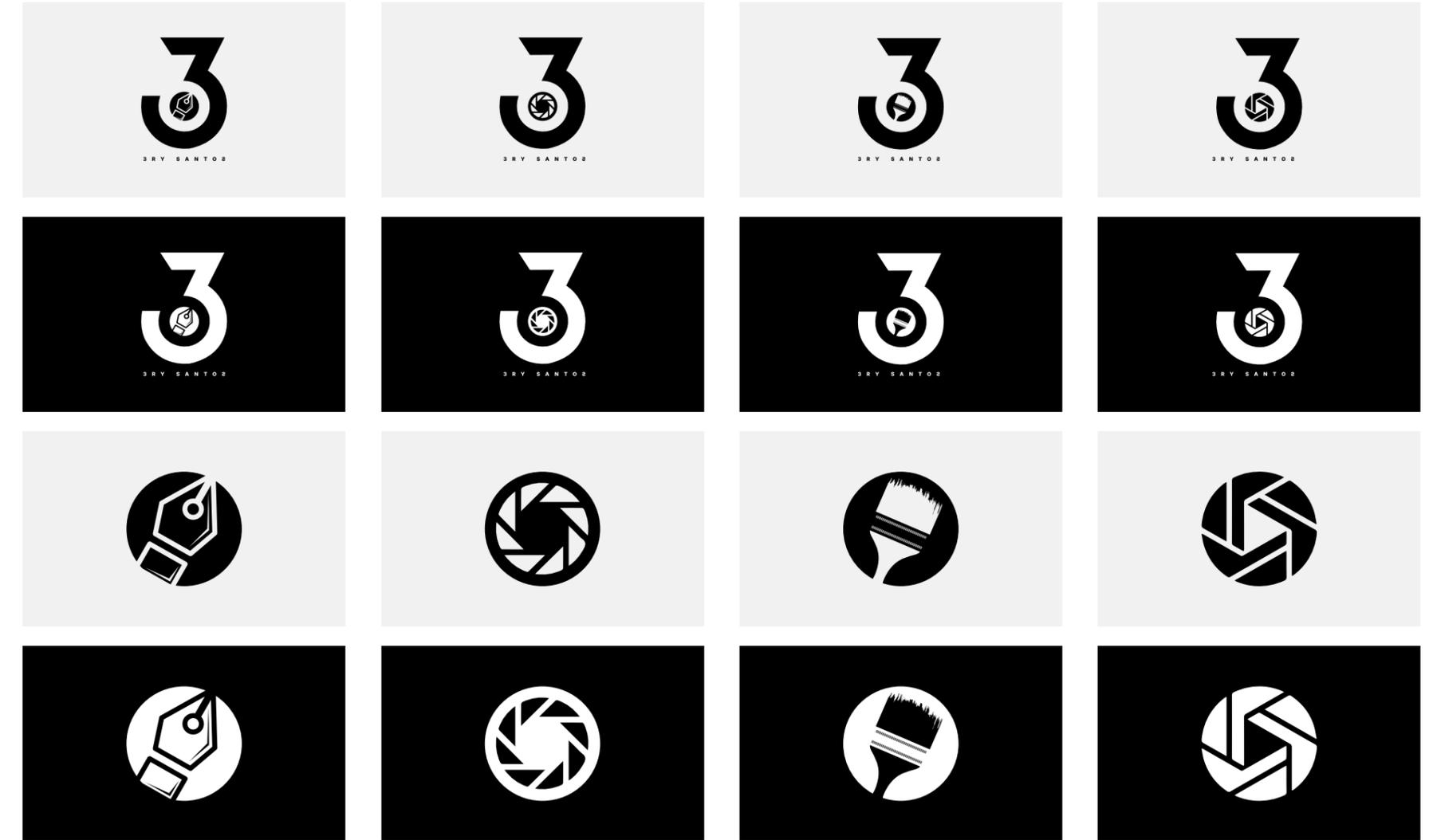


ALT.

Beyond the core rules. This is the plan for how we invade, adapt, and dominate new worlds.

A brand that doesn't adapt is a brand that's already dead. We are not a static monument; we are a living, breathing, and expanding army. We are built to conquer new territory. The logos on this page are our Future Marks—our strategic adaptations for the platforms we will one day own. This is not a 'what-if.' This is a 'when.' Social media is a chaotic, deafeningly loud, and fragmented battlefield. You don't just 'post'—you invade, you occupy, you dominate. You cannot win a new war with old weapons.

These alternative marks are our specialized units. They are the visual proof of our brand's flexibility and power. Look at them. They are not different from our brand; they are our brand, re-engineered for specific, high-stakes environments. They are our identity in war paint. They prove that our core DNA is so strong it can change its armor and still be recognized. This is our range. This is our foresight. This is our battle plan for the next frontier. When we launch, this is the visual force we will deploy. This is how we win. Everywhere.



HUB.

Beyond the brand. This is the heartbeat. The culture and the community we are built on.

This is where the blood flows. This is the Hub. Everything we have shown you so far is the face we present to the world—the armor, the shield, the war paint. This section is what lies beneath. This is our heart, our engine, our unshakeable core. A brand can be admired from a distance, but a true revolution is built from the inside out. This is our inside. This is the inner circle, the fire, the source code of our entire culture. This is the proof that we are not a hollow corporation; we are a living, breathing, and ferocious movement.

We are building an empire, and an empire is not built by one person. It is built by a dedicated, fanatical, and aligned army. We call ours the Creators. This is not a focus group. This is not a target audience. This is our tribe. The Creators are the artists, the dissidents, the strategists, the makers, and the rebels who don't just

consume our brand—they co-own it. They are the ones who get their hands dirty, who challenge our thinking, who build alongside us, and who carry our torch into the dark. This is the community that defines us, that gives us our power, and that ensures our legacy. They are the ones who get it.

The Creators logo is their badge of honor. This is not just another asset in a corporate toolkit; it is a sacred cultural symbol. It is the banner we rally under, the sigil we bear, the mark of true belonging that separates the core from the crowd. When you see this logo, you know you are looking at one of us. You are looking at someone who is not just a follower, but a founder. It is our internal promise, our shared identity, our proof that we are more than just a name. We are a force. This logo is the symbol of that force, and it is reserved for those who build.

Logo Type - Primary



Logo Type - Secondary



Don't's



Dark and Light



HUE.

The palette of our power. The blood and soul of our brand. This is our law.

This is our Hue. This is our identity, codified into a spectrum. These are not 'colors' you pick from a wheel; they are our colors, our strategic weapons. This is our war paint, our uniform, and our signal. They are not chosen because they are 'pretty.' They are chosen because they are powerful. They are the emotional and psychological triggers that we own. This is the atmosphere of our world, and we will not allow it to be polluted.

This section defines our entire palette, and it is a closed system. Our Primary Colors are the heart of our identity. They are the foundation, the core, the unmistakable signature that screams our name from a mile away. This is our main battle gear, the dominant force in our visual language. Our Secondary Colors are our tactical support.

They are our accents, our highlights, our wayfinders, and our calls to action. They are used with surgical precision and deliberate restraint to guide, to emphasize, and to add clarity—never to decorate. They exist only to support the primary palette.

This is not an invitation to experiment. 'Close enough' does not exist. 'It looks almost the same' is a declaration of failure. A shade off is a different color, and a different color is a different brand. We are not a different brand. You will use these exact values—the HEX, the RGB, the CMYK, the Pantone—with absolute, fanatical precision. This is our territory. These colors are our flag. You will plant them on every single thing we create, exactly as specified. This is our law. Do not break it.

Colours.

Cream



CMYK 0 / 6 / 18 / 0 RGB 255 / 237 / 209
PANTONE 9201 U HEX #ffedd1

Cedar



CMYK 58 / 60 / 69 / 52 RGB 71 / 61 / 51
PANTONE 2479 CP HEX #473d33

Tangerine



CMYK 0 / 60 / 100 / 0 RGB 245 / 130 / 33
PANTONE 715 C HEX #f58221

Peacock



CMYK 86 / 39 / 48 / 13 RGB 26 / 115 / 120
PANTONE 18-4728 TPG HEX #1a7378

Coral



CMYK 16 / 87 / 87 / 5 RGB 196 / 69 / 54
PANTONE 7626 CP HEX #c44536

Wine



CMYK 33 / 95 / 98 / 50 RGB 105 / 20 / 13
PANTONE P 39-16 C HEX #69140d



Dark CMYK 0 / 6 / 18 / 0 PANTONE 9201 U RGB 255 / 237 / 209 HEX #ffedd1

GLYPH.

Our brand's genetic code. The simple, powerful signal in the noise.

This is our brand's genetic code, its elemental form. This is the Glyph. It is our entire identity concentrated into a single, potent, and unmistakable symbol. This is not just a piece of our logo; it is the heart of our logo, stripped bare of all but its essential power. It is the sigil we are here to burn into the consciousness of the world, the mark that proves our arrival. Where our full logo is a shout, a full-throated declaration, the Glyph is the confident, unblinking stare that follows. It is the mark we use when we no longer need to introduce ourselves, when our presence is so established that this one symbol is enough to be instantly, powerfully recognized.

This is our quiet weapon of omnipresence. You will deploy this in the small spaces, the intimate corners of the digital and physical worlds—the app icon that lives on a screen, the favicon in a browser tab that anchors their attention, the social media profile picture that represents our voice in a sea of endless noise. It is the single mark stamped into a physical product, the final seal of quality, the “we were here.” Its purpose is to be our constant, relentless reminder. Its power is in its absolute simplicity. This simplicity is not a design choice; it is our strategy. It is non-negotiable. You do not crowd it. You do not alter it. You do not underestimate it. This is our DNA in its purest form. Treat it as such.

Typefaces.

Title Font

A few lines to make the font show up nicely.

Typeface - Inter

Sub-Title Font

A few lines to make the font show up nicely.

Typeface - Inter

Body Font (Sans)

A few lines to make the font show up nicely.

Typeface - Inter

Body Font (Serif)

A few lines to make the font show up nicely.

Typeface - Newsreader

Fancy Font (Artistic)

A FEW LINES TO MAKE THE FONT SHOW UP NICELY.

Typeface - Staatliches

A few lines to make the font show up nicely.

Typeface - Syne

A few lines to make the font show up nicely.

Typeface - Syne

Fancy Font (Handwritten Script)

A few lines to make the font show up nicely.

Typeface - Kalam

A few lines to make the font show up nicely.

Typeface - Caveat

Signature Font

A few lines to make the font show up nicely.

Typeface - Emiken Display

A few lines to make the font show up nicely.

Typeface - Fraunces

A few lines to make the font show up nicely.

Typeface - Asgard

A few lines to make the font show up nicely.

Typeface - Stinger

Main Typography.

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789

+;%@*

Typography. Primary Typeface

INTER.

A variable font from Figma, designed for high screen readability with its tall x-height. It features adjustable axes for weight (Thin to Black) and optical size, includes true italics, and supports extensive OpenType features. It is often compared to Apple's San Francisco font.

Typography. Typeface Weights

Regular.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:_*")

Italic.

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:_*")*

Bold.

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:_*")**

Regular.

Vit moluptatem de dolorer feriate mporeptiorat magnati officab inihilla vollanditiae es andam quae sum as eiuriorum cusae optus aborem comnimp ossitii storepe rferenda velent utat accae sundania nus plaut omnia vendelic tet verciis et aut lam entis dolorio blaborerum nost maio eost.

Italic.

Vit moluptatem de dolorer feriate mporeptiorat magnati officab inihilla vollanditiae es andam quae sum as eiuriorum cusae optus aborem comnimp ossitii storepe rferenda velent utat accae sundania nus plaut omnia vendelic tet verciis et aut lam entis dolorio blaborerum nost maio eost.

Bold.

Vit moluptatem de dolorer feriate mporeptiorat magnati officab inihilla vollanditiae es andam quae sum as eiuriorum cusae optus aborem comnimp ossitii storepe rferenda velent utat accae sundania nus plaut omnia vendelic tet verciis et aut lam entis dolorio blaborerum nost maio eost.

Main Typography.

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789

+;%@*

Typography. Primary Typeface

NEWSREADER.

A free, open-source serif typeface created by Production Type for Google Fonts, designed specifically for long-form reading on screens. It is available in 42 static styles, featuring seven weights and three optical sizes (caption, text, and display) to ensure clarity at different scales. Also offered as a variable font, Newsreader provides an elegant, stable, and highly readable option for content-rich digital environments.

Typography. Typeface Weights

Regular.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:_ *")

Regular.

Vit moluptatem de dolorer feriate mporeptiorat magnati officab inihilla vollanditiaes andam quae sum as eiuriorum cusae optus aborem connimp ossitii storepe rferenda velent utat accae sundania nus plaut omnia vendelic tet verciis et aut lam entis dolorio blaborerum nost maio east.

Italic.

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:_ *")*

Italic.

Vit moluptatem de dolorer feriate mporeptiorat magnati officab inihilla vollanditiaes andam quae sum as eiuriorum cusae optus aborem connimp ossitii storepe rferenda velent utat accae sundania nus plaut omnia vendelic tet verciis et aut lam entis dolorio blaborerum nost maio east.

Bold.

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:_ *")**

Bold.

Vit moluptatem de dolorer feriate mporeptiorat magnati officab inihilla vollanditiaes andam quae sum as eiuriorum cusae optus aborem connimp ossitii storepe rferenda velent utat accae sundania nus plaut omnia vendelic tet verciis et aut lam entis dolorio blaborerum nost maio east.

Fancy Typography.

Artistic

AA

AABBCCDDEEFFGGHHIIJJKKLLMMNNOOPPQQRRSSTTUUVVWWXXYYZZ

0123456789

+;%@*

Typography. Fancy Typeface

STAATLICHES.

A free, open-source display typeface from Google Fonts and Type Brut, designed by Brian LaRossa and Erica Carras. Inspired by the title lettering of the 1923 Bauhaus exhibition catalogue, it features clean, unconventional, all-caps letterforms. This sans-serif font is intended for impactful headlines and large-scale use, and it includes a full set of capitals, numbers, and symbols, along with alternate widths.

Typography. Typeface Weights

Custom.

AABBCCDDEEFFGGHHIIJJKKLLMMNNOO

PPQQRRSSTTUUVVWWXXYYZZ

0123456789 (&!/,;:-_*")

Custom.

VIT MOLUPTATEM DE DOLORER FERIATE MPOREPTIORAT MAGNATI
OFFICAB INIHILLA VOLLANDITIAE ES ANDAM QUAE SUM AS
EIURIORUM CUSAE OPTUS ABOREM COMNIMP OSSITII STOREPE
RFERENDA VELENT UTAT ACCAE SUNDANIA NUS PLAUT OMNIA
VENDELIC TET VERCIIS ET AUT LAM ENTIS DOLORIO BLABORERUM
NOST MAIO EOST.

Fancy Typography.

Artistic

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789

+;%@*

Typography. Fancy Typeface

SYNE.

A neo-grotesque, geometric sans-serif typeface designed in 2017 for the Art Center Synesthésie in Paris by Bonjour Monde, Lucas Descroix, and George Triantafyllakos. Known for its bold geometric forms and versatility, it now includes Greek and Latin-extended scripts and is freely available under an open-source license on Google Fonts and Figma.

Typography. Typeface Weights

Regular.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:-_*)

Italic.

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:-_*)*

Bold.

**AaBbCcDdEeFfGgHhIiJjKkLlMmN-
nOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:-_*)**

Regular.

Vit moluptatem de dolorer feriate mporeptiorat magnati officab inihilla vollanditiaes andam quae sum as eiuriorum cusae optus aborem comnimp ossitii storepe rferenda velent utat accae sundania nus plaut omnia vendelic tet verciis et aut lam entis dolorio blaborerum nost maio eost.

Italic.

Vit moluptatem de dolorer feriate mporeptiorat magnati officab inihilla vollanditiaes andam quae sum as eiuriorum cusae optus aborem comnimp ossitii storepe rferenda velent utat accae sundania nus plaut omnia vendelic tet verciis et aut lam entis dolorio blaborerum nost maio eost.

Bold.

Vit moluptatem de dolorer feriate mporeptiorat magnati officab inihilla vollanditiaes andam quae sum as eiuriorum cusae optus aborem comnimp ossitii storepe rferenda velent utat accae sundania nus plaut omnia vendelic tet verciis et aut lam entis dolorio blaborerum nost maio eost.

Fancy Typography.
Handwritten Script

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789
+;%@*

Typography.
Fancy Typeface

KALAM.

A handwritten typeface by the Indian Type Foundry that captures the natural flow of pen writing. Its smooth, friendly style and support for multiple scripts make it ideal for creative, personal, and approachable designs.

Typography.
Typeface Weights

Light.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:-*)

Regular.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:-*)

Bold.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:-*)

Regular.

*Vit moluptatem de dolorer feriate mporeptiorat magnati officab
inihilla vollanditiae es andam quae sum as eiuriorum cusae
optus aborem connimp ossitii storepe rferenda velent utat
accae sundania nus plaut omnia vendelic tet verciis et aut lam
entis dolorio blaborerum nost maio east.*

Italic.

*Vit moluptatem de dolorer feriate mporeptiorat magnati officab
inihilla vollanditiae es andam quae sum as eiuriorum cusae
optus aborem connimp ossitii storepe rferenda velent utat
accae sundania nus plaut omnia vendelic tet verciis et aut lam
entis dolorio blaborerum nost maio east.*

Bold.

*Vit moluptatem de dolorer feriate mporeptiorat magnati officab
inihilla vollanditiae es andam quae sum as eiuriorum cusae
optus aborem connimp ossitii storepe rferenda velent utat
accae sundania nus plaut omnia vendelic tet verciis et aut lam
entis dolorio blaborerum nost maio east.*

Fancy Typography.
Handwritten Script

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789

+,%@*

Typography.
Fancy Typeface

CAVEAT.

A casual handwritten typeface designed by Pablo Impallari, known for its smooth, natural strokes and modern handwritten feel. It's perfect for adding a personal, friendly touch to notes, quotes, and creative designs while remaining clean and easy to read.

Typography.
Typeface Weights

Regular.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:- *")

Bold.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:- *")

Regular.

Vit moluptatem de dolorer feriate mporeptiorat magnati officab inihilla vollanditiae es andam quae sum as eiuriorum cusae optus aborem connimp ossitii storepe rferenda velent utat accae sundania nus plaut omnia vendelic tet verciis et aut lam entis dolorio blaborerum nost maio east.

Bold.

Vit moluptatem de dolorer feriate mporeptiorat magnati officab inihilla vollanditiae es andam quae sum as eiuriorum cusae optus aborem connimp ossitii storepe rferenda velent utat accae sundania nus plaut omnia vendelic tet verciis et aut lam entis dolorio blaborerum nost maio east.

Signature Typography.



Typography. Signature Typeface

EMIKEN DISPLAY.

A modern serif typeface known for its bold, elegant, and artistic letterforms. Designed for headlines and visual impact, it combines classic sophistication with a contemporary edge, making it ideal for branding, posters, and editorial designs.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789

+:%@*

Typography. Typeface Weights

Regular.

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/.::-_*")**

Regular.

**Vit voluptatem de dolorer feriate
mporeptiorat magnati officab inihilla
vollanditiae es andam quae sum as
ciuriorum cusae optus aborem connimp
ossitii storepe rferenda velent utat
accae sundania nus plaut omnia vendelic
tet verciis et aut lam entis dolorio
blaborerum nost maio cost.**

Signature Typography.

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789

+,;%@*

Typography. Signature Typeface

FRAUNCES.

A stylish, expressive serif font that blends classic elegance with a contemporary twist. Featuring soft curves, high contrast, and subtle quirks, it strikes a perfect balance between sophistication and personality. Ideal for editorial design, branding, and headlines, Fraunces adds warmth, charm, and a refined sense of character to any project.

Typography. Typeface Weights

Regular.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (@?!/,;:_*")

Italic.

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (@?!/,;:_*")*

Bold.

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (@?!/,;:_*")**

Regular.

Vit moluptatem de dolorer feriate mporeptiorat magnati officab inihilla vollanditiae es andam quae sum as eiuriorum cusae optus aborem connimp ossitii storepe rferenda velent utat accae sundania nus plaut omnia vendelic tet verciis et aut lam entis dolorio blaborerum nost maio eost.

Italic.

Vit moluptatem de dolorer feriate mporeptiorat magnati officab inihilla vollanditiae es andam quae sum as eiuriorum cusae optus aborem connimp ossitii storepe rferenda velent utat accae sundania nus plaut omnia vendelic tet verciis et aut lam entis dolorio blaborerum nost maio eost.

Bold.

Vit moluptatem de dolorer feriate mporeptiorat magnati officab inihilla vollanditiae es andam quae sum as eiuriorum cusae optus aborem connimp ossitii storepe rferenda velent utat accae sundania nus plaut omnia vendelic tet verciis et aut lam entis dolorio blaborerum nost maio eost.

Signature Typography.

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

+;%@*

Typography. Signature Typeface

ASGARD.

A bold and powerful display font inspired by Norse mythology, featuring sharp edges, clean lines, and strong geometric shapes that evoke strength and ancient elegance. Perfect for logos, posters, gaming titles, and branding, it blends modern design with a heroic Viking aesthetic, making any text stand out with authority and style.

Typography. Typeface Weights

Regular.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
(&?!/,:;-_*")

Italic.

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
(&?!/,:;-_*")*

Bold.

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
(&?!/,:;-_*")**

Regular.

Vit moluptatem de dolorer feriate mporeptiorat magnati officab inihilla vollanditiae es andam quae sum as eiuriorum cusae optus aborem comnimp ossitii storepe rferenda velent utat accae sundania nus plaut omnia vendelic tet verciis et aut lam entis dolorio blaborerum nost maio east.

Regular.

Vit moluptatem de dolorer feriate mporeptiorat magnati officab inihilla vollanditiae es andam quae sum as eiuriorum cusae optus aborem comnimp ossitii storepe rferenda velent utat accae sundania nus plaut omnia vendelic tet verciis et aut lam entis dolorio blaborerum nost maio east.

Regular.

Vit moluptatem de dolorer feriate mporeptiorat magnati officab inihilla vollanditiae es andam quae sum as eiuriorum cusae optus aborem comnimp ossitii storepe rferenda velent utat accae sundania nus plaut omnia vendelic tet verciis et aut lam entis dolorio blaborerum nost maio east.

Signature Typography.

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

+;@*

Typography. Signature Typeface

STINGER.

A distinctive sans serif font family from Zetafonts, known for its striking reverse contrast design where horizontal strokes are thicker than verticals. This unconventional style, inspired by nineteenth century "Wild West" posters, gives it a quirky, memorable character. Stinger is built as a highly functional modern super family, offering a vast range of weights, widths, and italics. This versatility makes it a charismatic choice for both impactful headlines and personality driven text.

Typography. Typeface Weights

Regular.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
(&?!/,:;-_+*)

Italic.

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
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AURA.

The tactical tools of our brand. The gears that make the machine work.

This is our visual language. This is our Icon and Element system. If our logo is the flag and our glyph is the sigil, these are the tactical tools that win the ground war. They are not 'decoration.' They are not an 'afterthought.' They are not the 'small stuff' you can afford to get wrong. They are the functional, high-performance gears of our entire brand machine. This is the visual vocabulary we use to guide, to clarify, to function, and to act. This is how we provide clarity at speed. This is how we build a user experience that feels like it could only come from us.

Every single icon, every line, every divider, every button state, and every graphic element you see here has been custom-forged from the same visual DNA as our core logo. They are not distant cousins; they are immediate family. They share the same geometric principles, the same line weights, the same conceptual foundation. They wear the same uniform. They breathe the same air.

This is not an invitation to go online and find 'something similar.' This is not a 'starting point' for your own creative interpretation. This is the definitive, closed, and non-negotiable library. The only library. Why are we so fanatical about this? Because a brand that is inconsistent in the small details is a brand that cannot be trusted with the big ones. Sloppiness in an icon is a crack in our armor. Our brand is built on precision, power, and trust, and that power comes from a unified, systemic, and relentless identity. These elements are that system.

You will use them to build our interfaces, our presentations, our infographics, and our wayfinding. You will use them to make us instantly understandable, to guide our users without friction, and to extend our identity into every single corner of our world. This is our proprietary language. It is not open-source. It is not a democracy. It is our voice, codified. Learn it. Master it. Use it. And use nothing else.



REVEAL.

This is our takeover, visualized. Our world. Our rules. The standard is set.

This is the proof. This is where the theory ends and the takeover begins. This is our Mockup section, our future made tangible. The images that follow are not 'nice ideas.' They are not 'creative inspiration' for you to riff on. They are the visual, undeniable, non-negotiable standard. They are the finish line. This is the visual proof of what our brand looks like when it is executed with precision, with passion, and with zero compromise. This is what we look like in the wild. This is our flag, planted on every screen, every street corner, every thread of apparel, and every piece of merchandise. This is what our world domination looks like, pixel for pixel, stitch for stitch.

We have given you the weapons—the logo, the glyph, the elements, the language. Now, we are showing you exactly how to win the war. We are showing you this so there is no confusion, no ambiguity, and no room for 'I

thought it might look better this way.' It doesn't. This is what 'better' looks like. This is not just a gallery; this is our vision made manifest. This is our dominance, visualized. This is the physical, tangible, and undeniable evidence that our system works, that our brand is a force, and that our identity is built for victory.

Your job is not to 'get close' to this. Your job is not to 'be inspired by' this. Your job is to match this. Your job is to hit this standard, every single time. Look at these images. Burn them into your mind. This is the benchmark. This is the only acceptable quality. Every single thing you produce, every asset you touch, every pixel you push, must look and feel this powerful, this intentional, and this undeniably us. This is our world. This is how we look when we own it. We will accept no substitutes. We will tolerate no dilution. Deliver this, or deliver nothing.





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CONNECT.

This is the Global Consciousness in Motion. The definitive guide to our omnipresent digital world.

Social media is not merely a platform; it is the defining infrastructure of the modern collective consciousness, a 24/7 global performance stage built upon the principles of relentless velocity and infinite scalability. It operates as the world's most sophisticated attention market, where every piece of User-Generated Content (UGC)—a six-second clip, a political diatribe, a product review—is a data point fed into a complex, self-learning ecosystem. The user experience is not determined by human editors but by proprietary algorithms that act as personal curators, optimizing feeds to maximize engagement by relentlessly prioritizing the urgent, the novel, and the

emotionally resonant. This creates a perpetual feedback loop where authenticity and outrage become equally valuable commodities. It is a dual-edged system: simultaneously the most powerful tool for democratizing information and social mobilization, giving voice to the previously voiceless, and a documented vector for misinformation, polarization, and a systemic shift in how individuals construct and perform their identity. In essence, social media is the unfiltered, constantly vibrating mirror of humanity, reflecting both our highest aspirations for connection and our most base instincts for spectacle.

Social Media Thumbnails & Posts.



FRAME.

This is how we look. The definitive guide to our light, mood, and truth.

This is our visual standard. This is the “Photography”. The images that follow are not a ‘mood board.’ They are the “law”. They are the precise, non-negotiable definition of how our brand looks and feels through a lens. This is the ‘only’ style we will ever accept. We don’t ‘find’ images; we *create* them. We will “never” use a generic stock photo. Ever. Stock is the visual language of brands with no identity. Our identity is a fortress, and this is how we defend it.

Our photographic style is defined by three things: “Light, Mood, and Truth.”

Our “Light” is cinematic. It is not flat, sterile, or ‘commercial.’ We use high-contrast, directional light. We are not afraid of shadows; we use them to create depth, drama, and focus. Our lighting is intentional. It carves our subjects out of the environment. We demand deep blacks and clean, powerful highlights. Every shot must feel like a still from a movie, not a page from a catalogue.

Our “Mood” is intense. We are not ‘light and airy.’ We are raw, focused, and unapologetic. We want grit. We want passion. We want the anti-staged moment. We capture our subjects *in the act*—of creating, of thinking, of building, of fighting. We want their authentic focus, not their fake smile. We want the determination in their eyes. Every photo must feel electric.

Our “Truth” is in the grade. Our color palette is deliberate. Our images are graded to feel moody, powerful, and real. We don’t use flimsy filters. We use a heavy, confident grade that anchors our brand colors in reality. They should feel baked into the scene, not just an overlay. Every photo must feel undeniably ‘us’.

This is the standard. This is the look. Study these examples. This is how the photo *must* look. Do not deviate. Do not compromise. Do not bring us anything less.

Photography.



MOTION.

Our brand in motion. The definitive guide to our cinematic world.

This is our world in motion. This is our Cinematography. We do not make 'video content.' We do not 'post clips.' We make films. We create cinematic experiences. Every frame, every camera move, every edit, and every second of footage must be intentional, powerful, and unmistakably us. Our motion language is not an afterthought; it is a core part of our identity. It is how our brand breathes, fights, and wins.

This is where our look is forged. The LUTs (Look-Up Tables) provided in this section are the heart of our cinematic identity. They are not 'filters' you can download from a stock site. They are not 'suggestions' for you to tweak or 'get close to.' They are our proprietary color science.

They are our mood, our atmosphere, our grit, and our temperature, captured in a non-negotiable formula. They are the law.

These LUTs are what ensure that every single piece of video we produce—from a 60-second anthem to a 5-second social clip—feels like it was cut from the same epic, feature film. They are the 'secret sauce' that makes our brand cinematic. They create our world. You will not use a different grade. You will not try to 'eye-match' it. You will apply these LUTs as the foundation and the final grade for every single video. This is our signature. This is our atmosphere. This is how we ensure our story is always told in our light. No compromise. No exceptions.

Cinematography.



Video Reference 01



Video Reference 02



Video Reference 03

THE BEST
WAY TO PREDICT
THE FUTURE IS TO
CREATE IT



3RY SANTO2

THANK YOU