

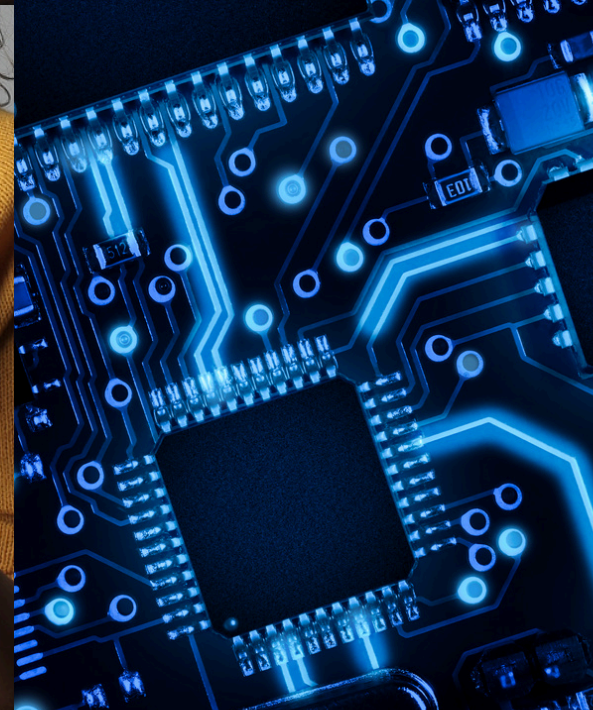


ARTIFICIAL  
INTELLIGENCE  
  
OUTSOURCING  
  
WEB3 SOLUTIONS



# BRAND BOOK

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# TABLE OF CONTENTS

CONTENT	PAGE
<a href="#"><u>About our Brand</u></a>	3
<a href="#"><u>Logo ideation</u></a>	4
<a href="#"><u>Final Logo Concept</u></a>	5
<a href="#"><u>Logo Variations</u></a>	6
<a href="#"><u>Identity Colour Palette</u></a>	7
<a href="#"><u>Logo Misuse</u></a>	8
<a href="#"><u>Brand Typography</u></a>	9
<a href="#"><u>Brand Tone</u></a>	10
<a href="#"><u>Contact Information</u></a>	11

# ABOUT OUR BRAND

**Genesis Digital Solutions** is dedicated to transforming businesses through cutting-edge digital innovation and unparalleled IT consulting services. Our journey began with a vision to help organizations navigate the complexities of the digital world and leverage technology to achieve their strategic goals.

Our mission is to empower businesses by providing them with the tools, strategies, and support they need to thrive in an increasingly digital landscape. We strive to deliver innovative solutions that drive efficiency, enhance customer experiences, and foster growth.

**Genesis Digital Solutions** is a team of passionate and experienced IT professionals, developers, and digital strategists. With a diverse background in various industries, our experts bring a wealth of knowledge and a unique perspective to every project. We believe in the power of technology to transform businesses and are committed to helping our clients stay ahead of the curve.

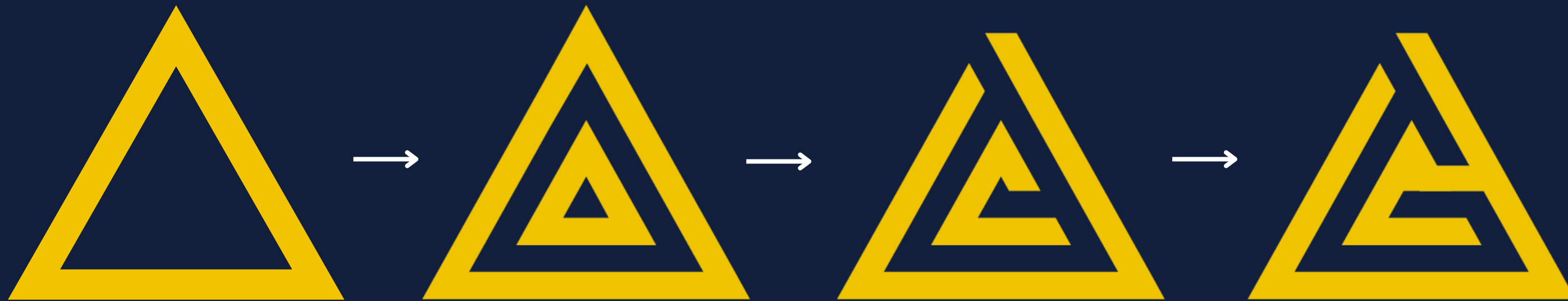


# LOGO IDEATION

▷ genesis.studio



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# FINAL LOGO CONCEPT



LIGHT BACKGROUND  
**LOGO USAGE**



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DARK BACKGROUND  
**LOGO USAGE**



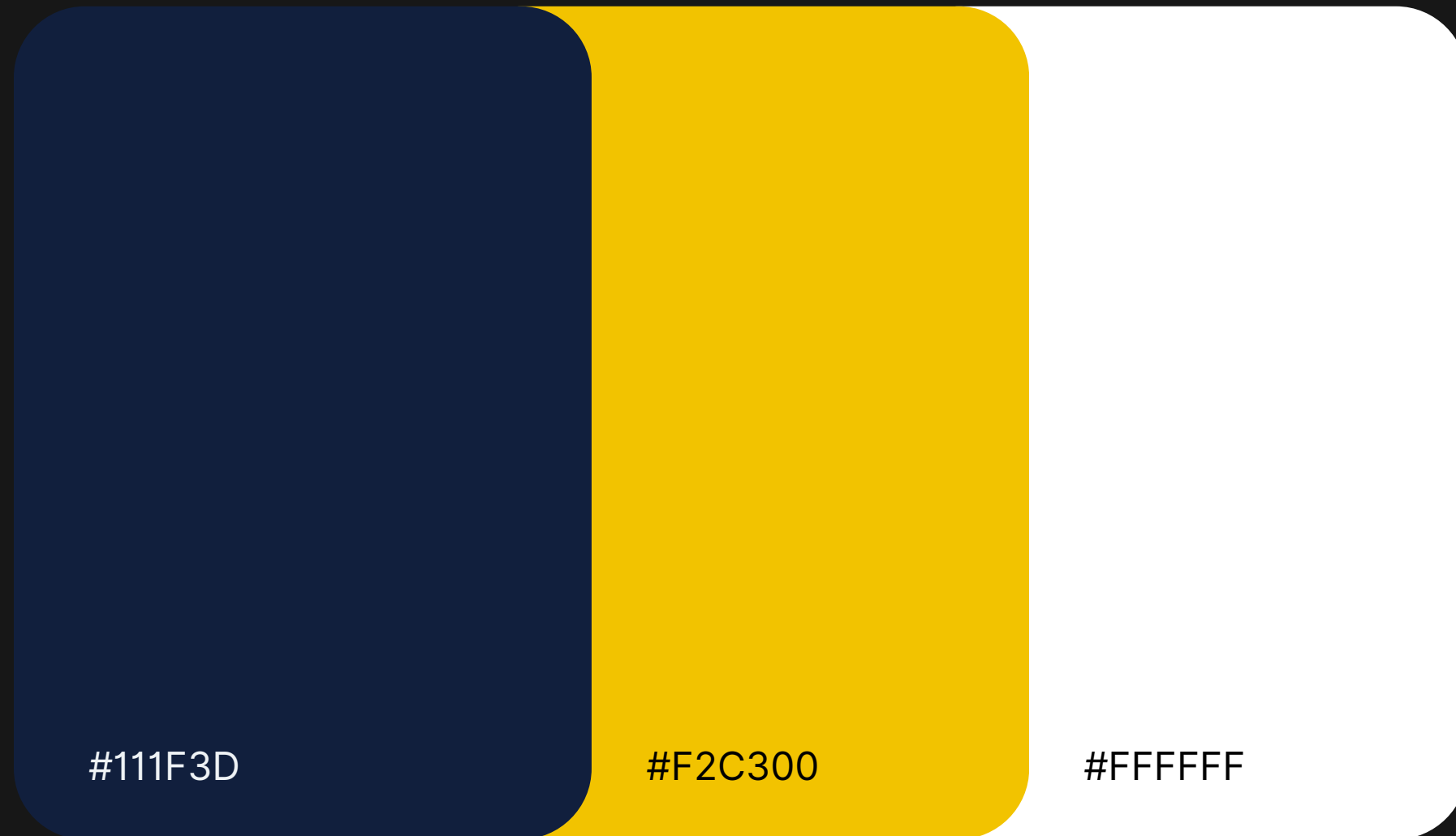
**GENESIS**  
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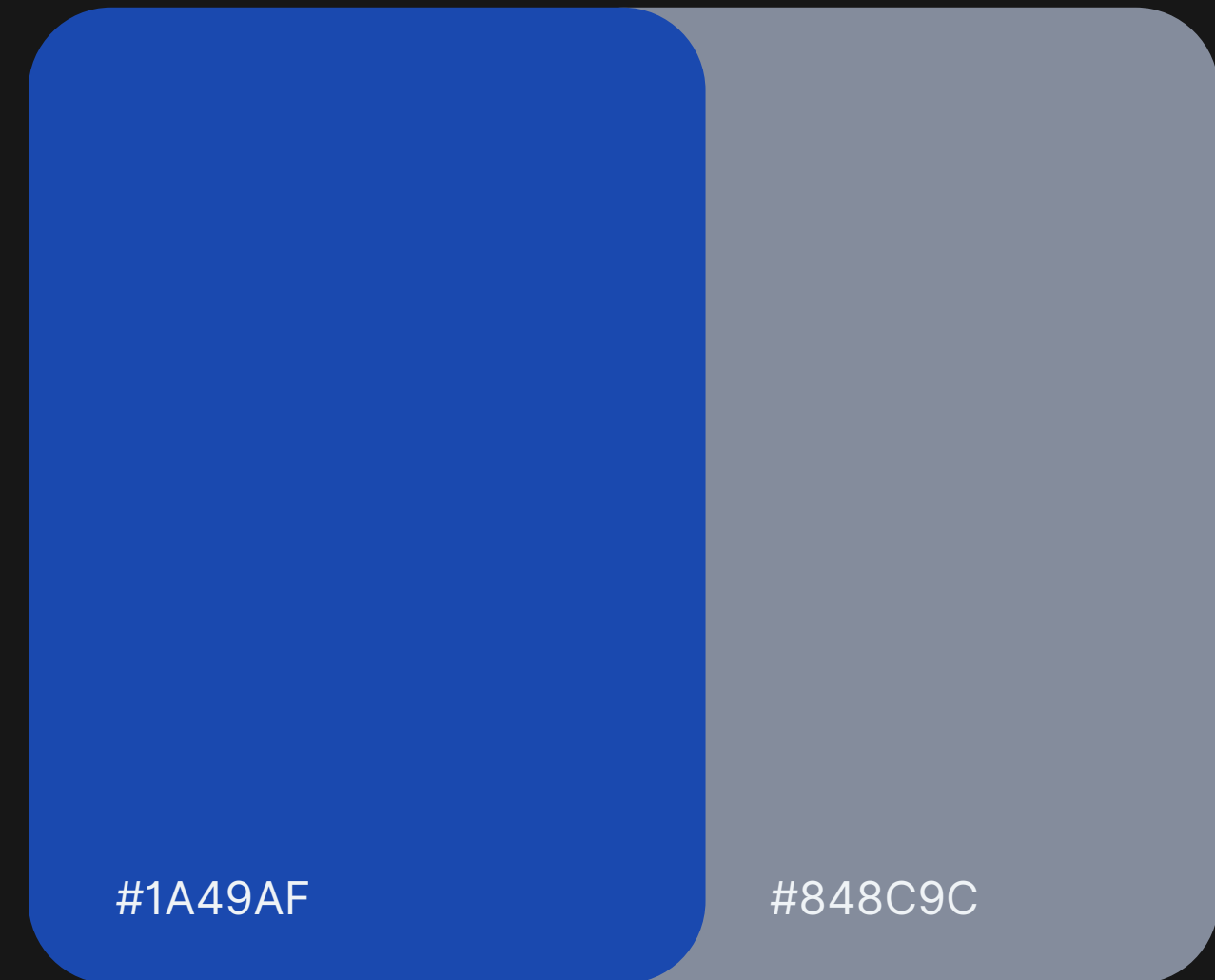
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# IDENTITY COLOUR PALETTE

## PRIMARY COLOURS



## SECONDARY COLOURS



# LOGO MISUSE

In order to preserve the integrity of the brand, it is imperative to avoid any misuses of the genesis.studio logo. The examples below illustrate some common incorrect uses and application errors.



→ Do not stack or alter the logo format.



→ Do not change the typeface nor recreate or manipulate the logo.



→ Do not rotate the logo.



→ Do not use the wordmark without the icon.



→ Do not change the logo color or tone.



→ Do not distort or warp the logo in any way.



# BRAND TYPOGRAPHY

## MAIN FONT

### Gotham Bold

Para títulos

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
XYZabcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

### Gotham Medium

Para subtítulos

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
XYZabcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

### Gotham Book

Para corpo de texto

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
XYZabcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

## SECUNDARY FONT - DOCUMENTS

### Inter bold

Para títulos

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
YZabcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

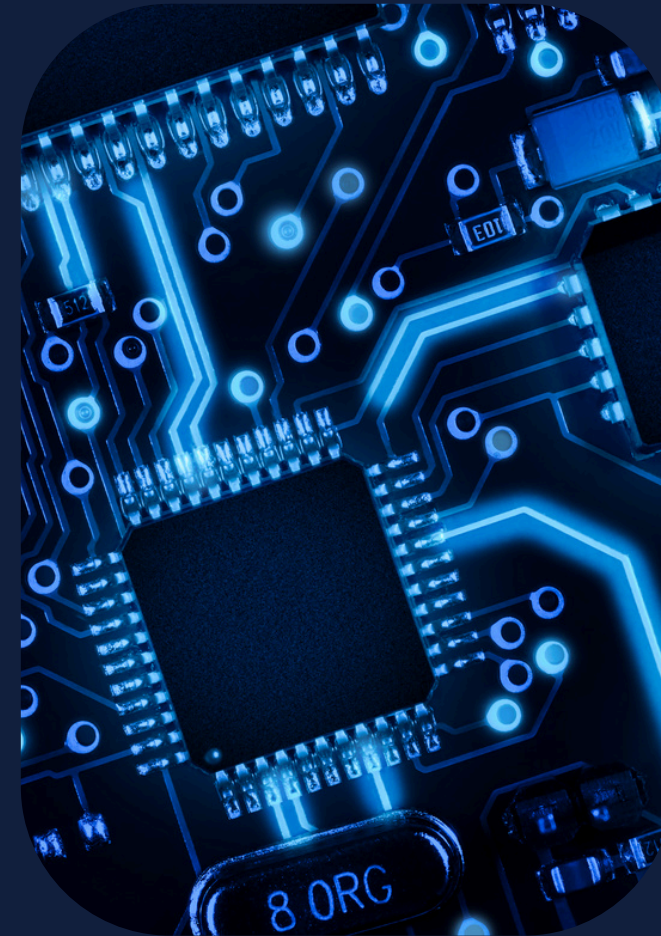
### Inter regular

Para corpo de texto

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Zabcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()



# BRAND TONE





# CONTACT INFORMATION

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