

B R A N E

Brand Book

Brane

Brand Book

This guide shows the way to achieve consistency and quality in the expressions of our brand's identity.

Contents:

	Foundational Tenets		Typography		Composition
	Brand Name		Iconography		Visual Architecture
	Logo		Illustration		Brand Voice
	Color		Motion Graphics		Trademarks and Copyrights

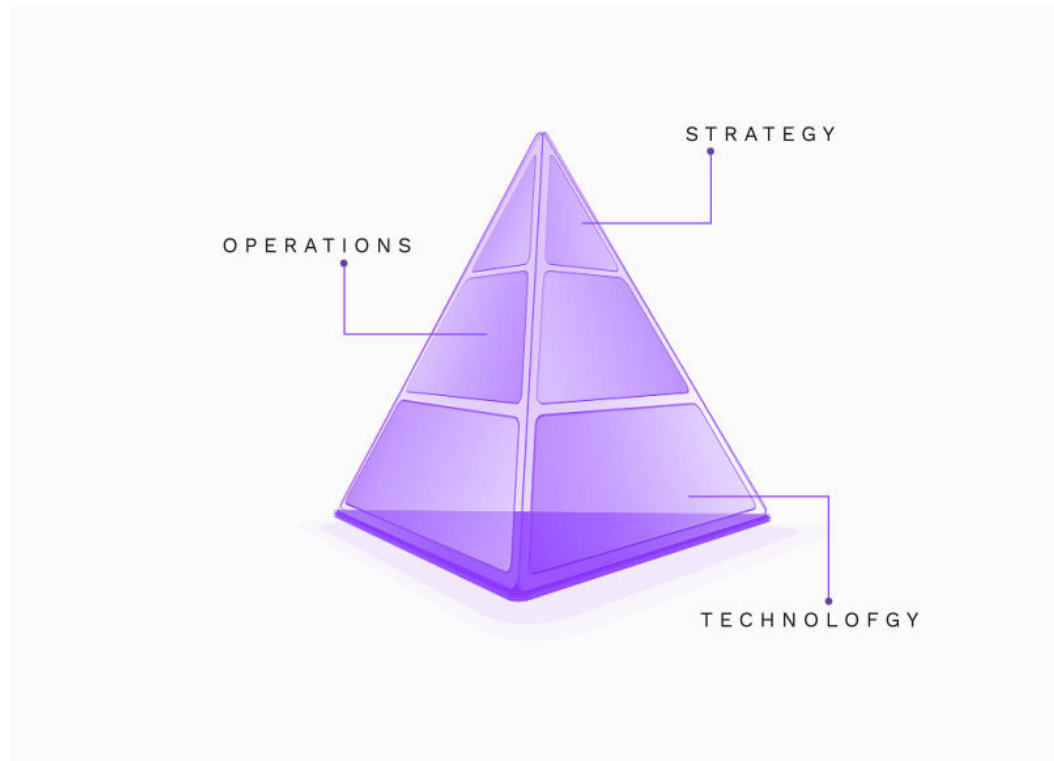


Foundational Tenets

1. Our Mission
2. Our Vision

Our Mission

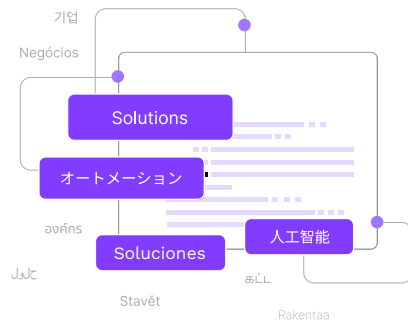
Brane pioneers a transformative era in technology interaction. We aim to infuse digital intelligence across organizations by leveraging our cutting-edge digital agents and AI. Rooted in diverse scientific principles, our revolutionary framework simplifies the alignment between strategy and operations. This empowers a 21st-century enterprise to navigate complexities and forge a seamless path toward efficiency and success.



Our Vision

Our vision is to emerge as the global leader in strategic excellence by harnessing profound knowledge spanning diverse principles and transformative solutions. Our paradigm-shifting solutions are anchored in the essence of fractal-like patterns and string theory principles, seamlessly establishing a synergy between strategy and operations by infusing digital intelligence. We aim to unleash the infinite potential of disruptive technology, transcending limitations and generating boundless possibilities for enterprises worldwide.

World's First Solution Generative Model



[Discover More →](#)

World's First Enterprise Mechanistic Model

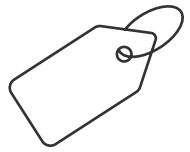


[Discover More →](#)

World's First Digital Agent Model



[Discover More →](#)



Brand Name

Our Story

Brane's genesis lies in high-energy physics, specifically String theory, where 'membrane' originally signified 2-dimensional particles. This boundary, rife with transformative potential, emerged as a building block of possibility, carrying the information to understand the evolution of the universe. This profound knowledge led to the birth of our company, Brane. Much like the universe's most fundamental elements combine to form intricate structures, we merge knowledge and action to create uber-innovative solutions. We infuse each piece of information with vitality, effectively bridging the abstract and the tangible. Staying true to our name, we seamlessly harmonize existing infrastructure with futuristic possibilities. Within this dynamic fusion, Brane emerges as a nexus of boundless potential, a realm where knowledge, innovation, and transformation effortlessly intertwine.

B R A N E



Logo

1. Overview
2. Tagline
3. Primary Logo
4. Secondary Logo
5. Construction
6. Clearspace & Exceptions
7. Color & Scale
8. Placement
9. Unacceptable
10. Acceptable
11. Applications
12. Localization
13. Summary

Overview

Our logo embodies the core principles of our identity, drawing inspiration from the self-replicating property of fractals found in nature, such as galaxies and snowflakes. This intricate pattern recurs seamlessly across scales, symbolized by a single motif in our logo. It reflects our core belief in the similarity of patterns and structures across different levels of organizations, empowering us to create maximum value. The iteration of the pattern takes on the semblance of a two-dimensional membrane, its outline evoking a string's silhouette - symbolizing our name Brane, rooted in the concepts of string theory and membrane theory.



B R A N E

| Igniting Knowledge

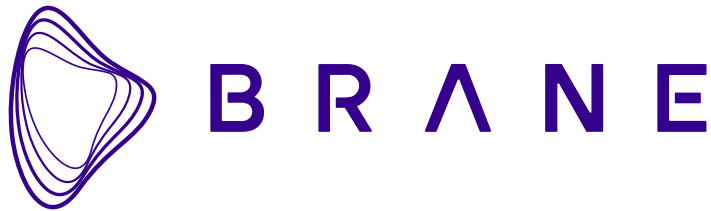
Tagline

We are not just a technology company; we are the architects of transformation. With 'Igniting Knowledge' as our beacon, we breathe vitality into every facet. 'Igniting Knowledge' is our substance where 'igniting' signifies our unwavering commitment—to breathe life into knowledge, power it with technology, and accelerate knowledge at the speed of light. Knowledge isn't a static entity; it's dynamic, embodied in solutions, learning, and research. It fuels solutions across domains, stitched into the fabric of how the world works. Learning is not merely a process for us but a harmonious interplay of absorbing knowledge and comprehending its depth. Our research, akin to alchemy, breathes life into existing applications, raising current practices to the highest echelons of best practices. We stand unwavering, propelling knowledge beyond boundaries, shaping a future that's audacious.

Igniting Knowledge

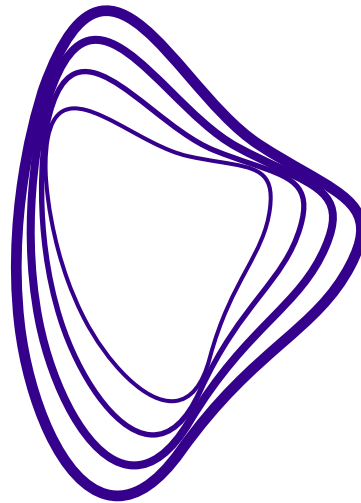
Primary Logo

Our primary logo seamlessly blends the company name with a captivating symbol. It exudes a futuristic appeal that perfectly encapsulates our core values and vision. The carefully crafted letters with elegant, smooth edges strike a balance between a friendly and appealing aesthetic while imbuing a sense of futurism. To cater to our design objectives, our principal logo will incorporate variations in both horizontal and vertical orientations.



Secondary Logo

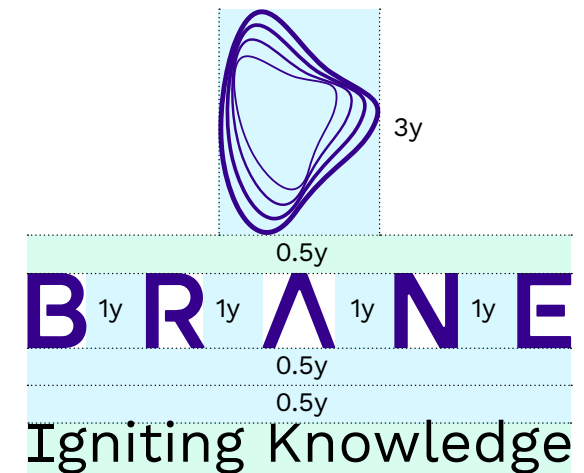
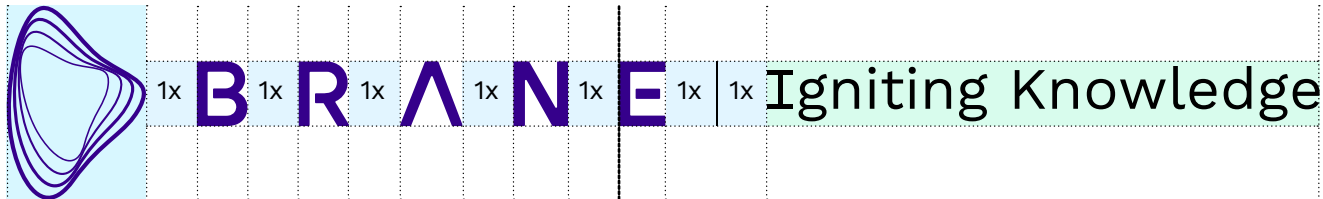
In certain design contexts, the primary logo may not fit or display optimally. In such situations, we introduce our secondary logo. It showcases the swirl pattern that embodies the essence of our brand. This minimalist design retains the core elements of our brand identity, offering versatility and adaptability.



Primary Logo

Construction

The primary logo is thoughtfully designed with absolute attention to detail, ensuring a well-defined and evenly spaced slate. In the horizontal layout, the letters are equally spaced, with a width that is same as the size of the letters to enhance readability and visual appeal. This deliberate design approach enhances legibility and adds a touch of elegance to our brand representation. The space between the logo and the letter 'B' is 1x, which is equivalent to the width of the letter 'B'. The height of the swirl is 3y which is three times the height of 'B'.



1x = B width

1x gap should be maintained between the letters

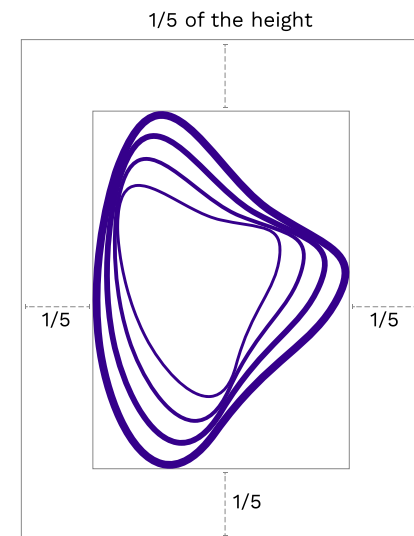
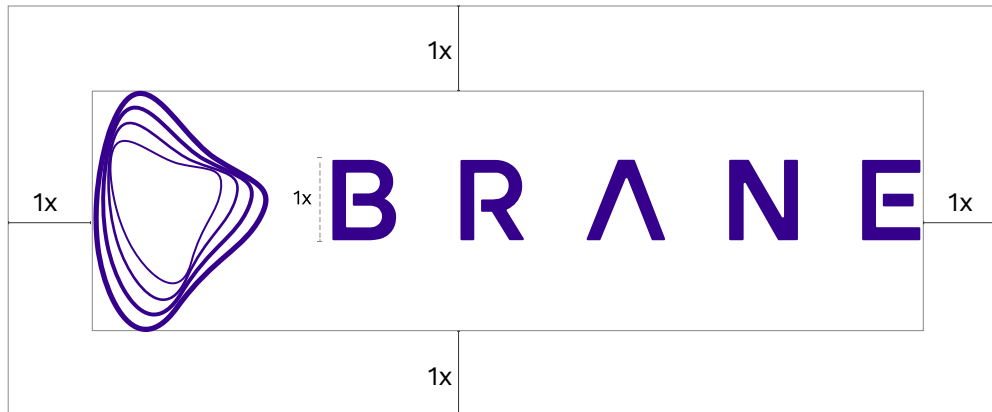
The height of the swirl is 3y which is three times the height of 'B'

Tagline should be centrally aligned to the 'BRANE' letters

Clearspace

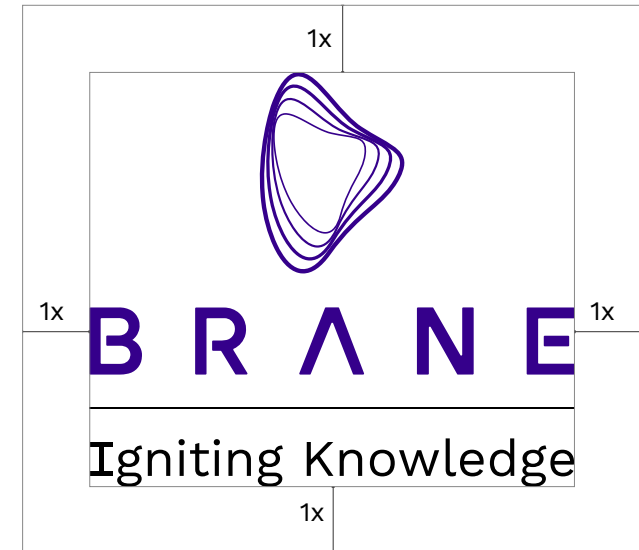
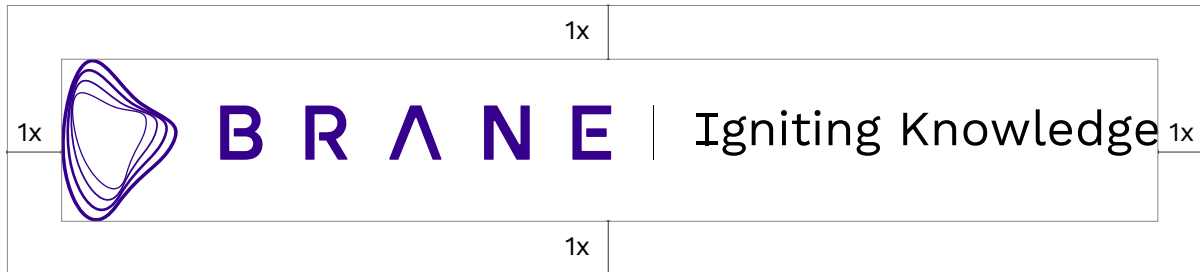
Clearspace around the primary logo is equal to the height of 'B', which is taken as 1x. This is done in order to isolate the logo from other visual elements.

In the case of secondary logo, the padding will be equal to 1/5th of the height of the swirl.



Clearspace

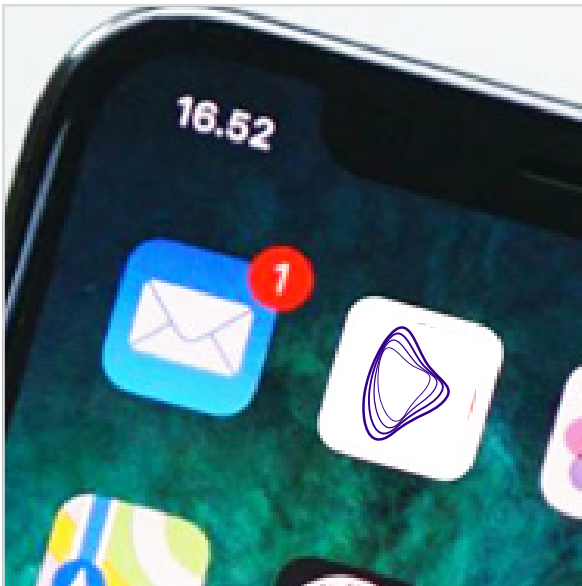
Clearspace around the primary logo is equal to the height of 'B', which is taken as 1x. This is done in order to isolate the logo from other visual elements.



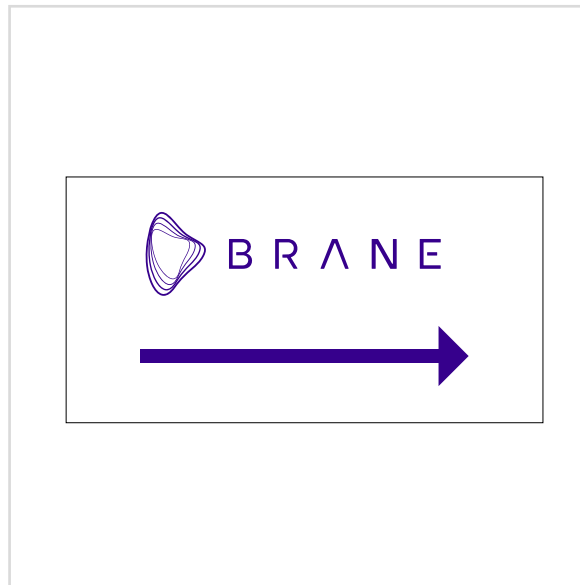
Clearspace

Exceptions

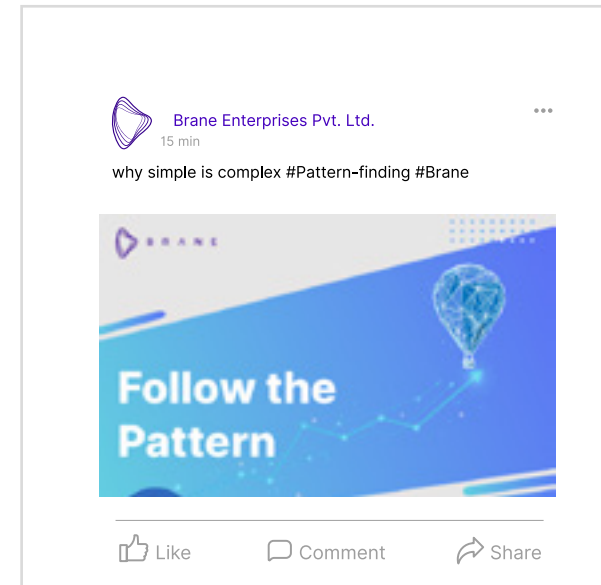
In certain cases, our logo may need to be adjusted to suit different types of communication. For instance, the size of the logo will vary depending on whether it is used for app icons or signages.



App Icon



Signage (with limited space)

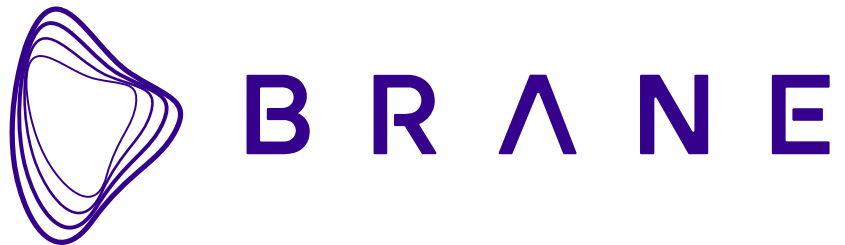


Social Icon

Logo

Color

Our logo's elegant and monochromatic scheme echoes the very essence of our identity. The logo colors, a beautiful blend of blue and purple, embody our brand's futuristic outlook. It makes a bold statement about our commitment to innovation and showcases our sense of imagination, confidence and success.



#35008b

Logo

Color

When placed on white or light-colored backgrounds, our logo will retain its primary color. However, on black or dark-colored backgrounds, the logo will be all white, enhancing the emphasis on the letters in the logo. In rare cases, an all-black version of the logo may be used on specific backgrounds to ensure that our logo adapts harmoniously to various design contexts.



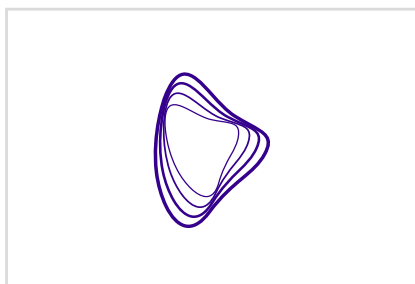
Normal background



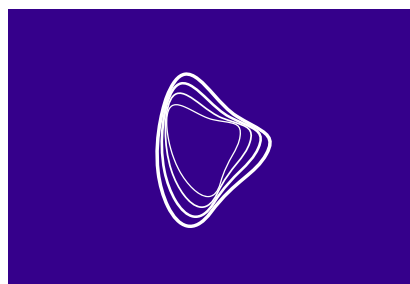
Reversed background



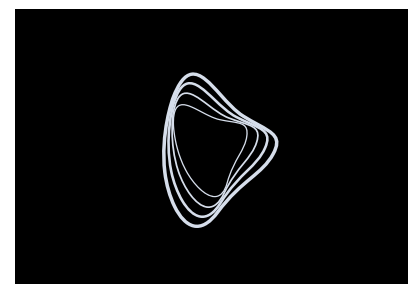
Reversed background



Normal background



Reversed background



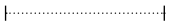
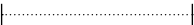
Reversed background

Primary Logo

Scale

Our logo is carefully crafted to be scalable, allowing it to maintain its visual integrity even at smaller sizes on both print and screen. When employing the logo in horizontal alignment, the recommended minimum size is 96 pixels in width for digital use, and 1 inch (2.54 centimeters) in width for printing. In the case of the logo's vertical alignment, the smallest suggested size is 96 pixels in width for digital use, and equivalently, 1 inch (2.54 centimeters) in width for printing.

Min 96 pixels for digital or
Min 1 inch for print



Min 96 pixels for digital or
Min 1 inch for print

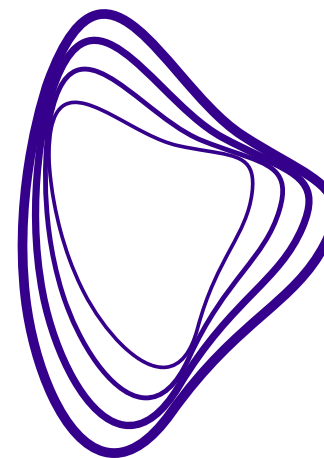
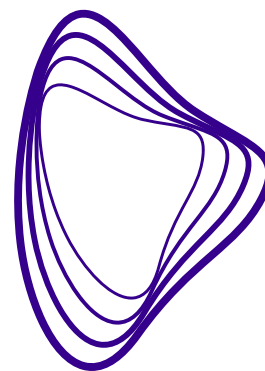
Secondary Logo

Scale

The secondary logo can effectively adapt to smaller dimensions while retaining its integrity. The recommended minimum size for our secondary logo is 40 pixels wide, measuring 0.5 inches(1.4 centimeters) in width for printing.



Min 40 pixels for digital or
Min 0.5 inch for print



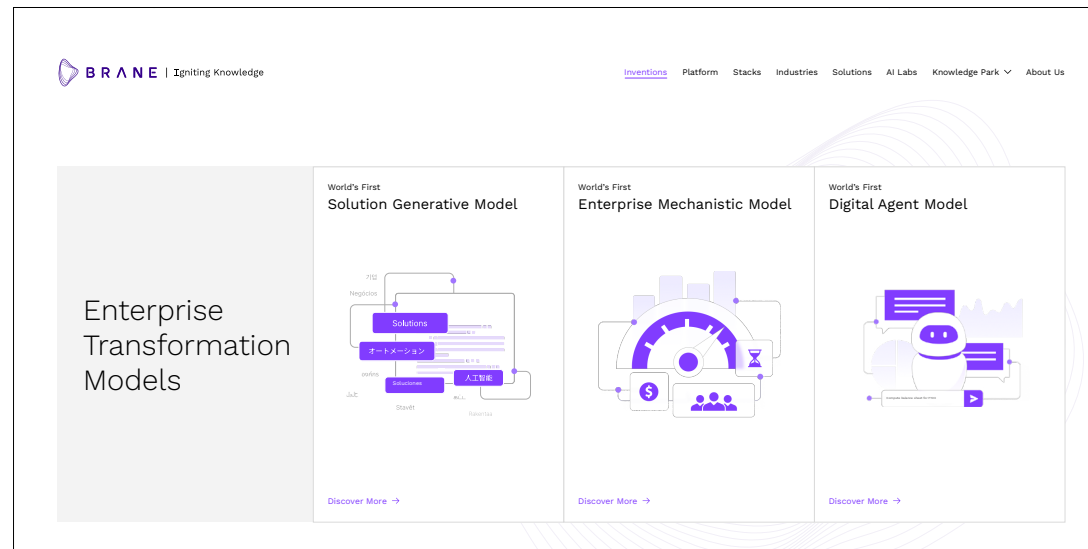
Placement

The placement of our logo varies depending on the type of communication and its purpose. In general communications that include both text and visuals, the logo is positioned in the top right corner. On our website, the logo is placed in the top left corner. Similarly, on our social media channels, the logo will be aligned to the top left corner of each post. These specific placements ensure consistency and facilitate easy recognition across different platforms.

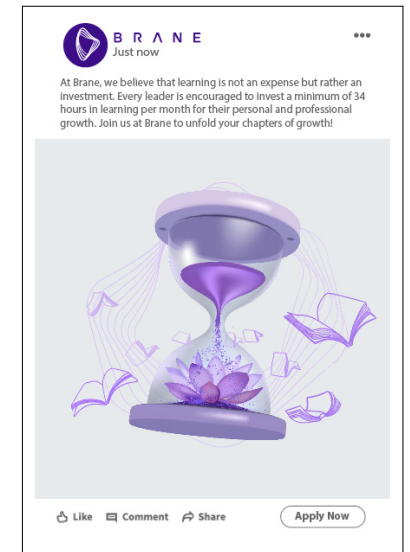
Brochure



Website

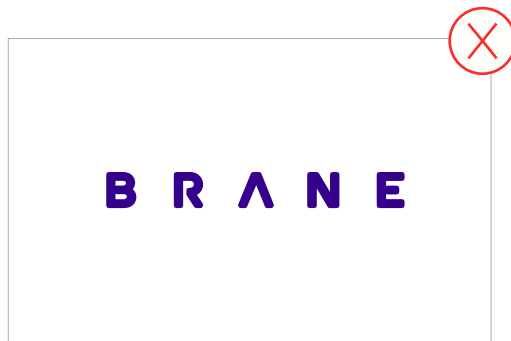


Social Media



Unacceptable

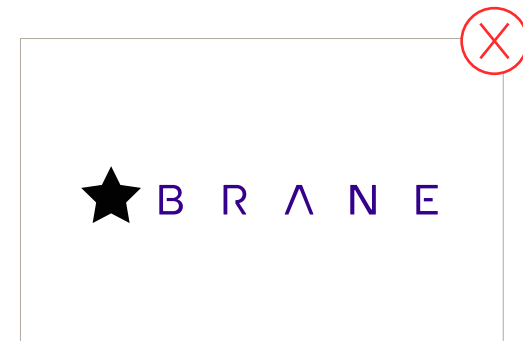
Our logo is designed with specific proportions that are integral to its identity. It is essential to maintain these proportions in all logo usages. Deviating from the original logo proportions is not feasible and should be avoided.



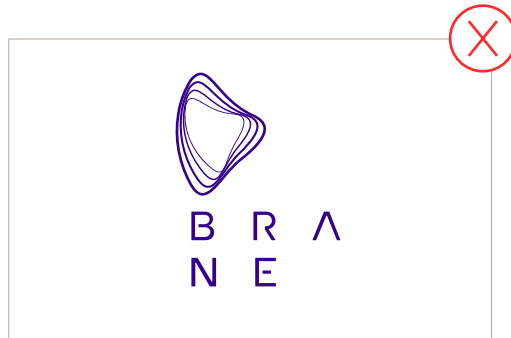
Don't add an outline to the logo



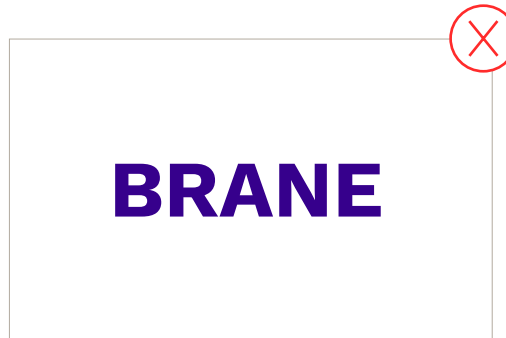
Don't stretch or manipulate the logo



Don't pair the logo with marks that may be confused as logos



Don't split the primary logo into parts to fit into smaller spaces



Don't type out the brand name in any other fonts



Avoid using shorthand inside the swirl



Avoid using the brand name inside the swirl



Avoid distorting the logo



Don't change the position of the unit



Avoid dark colored background



Avoid dark gradient background



Avoid dark textured background



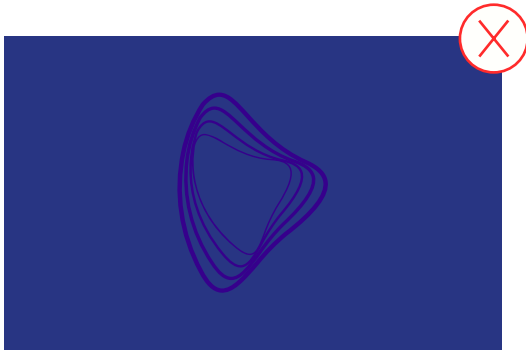
Avoid using a busy background



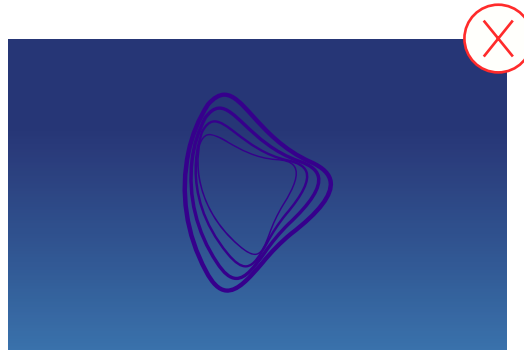
Avoid using vibrant color gradient



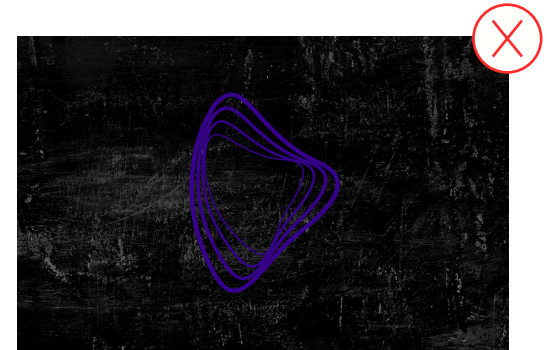
Avoid using dark gray color



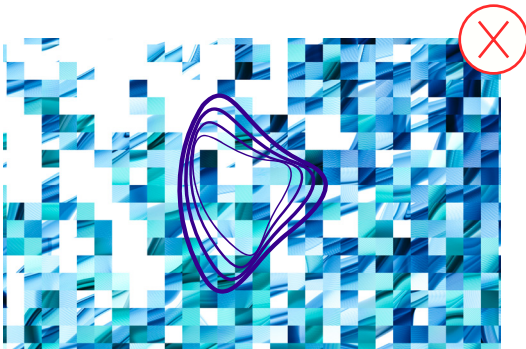
Avoid dark colored background



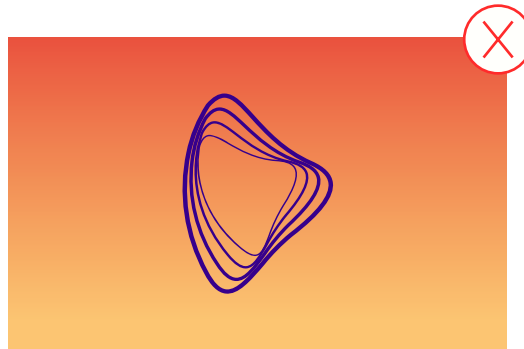
Avoid dark gradient background



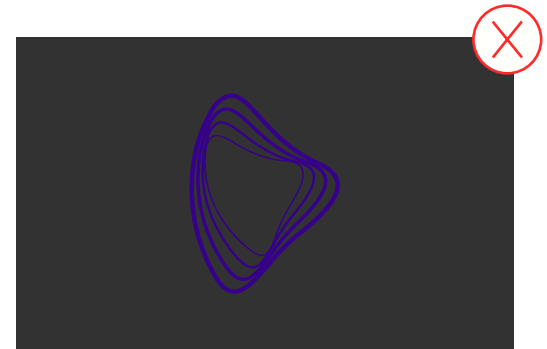
Avoid dark textured background



Avoid using a busy background



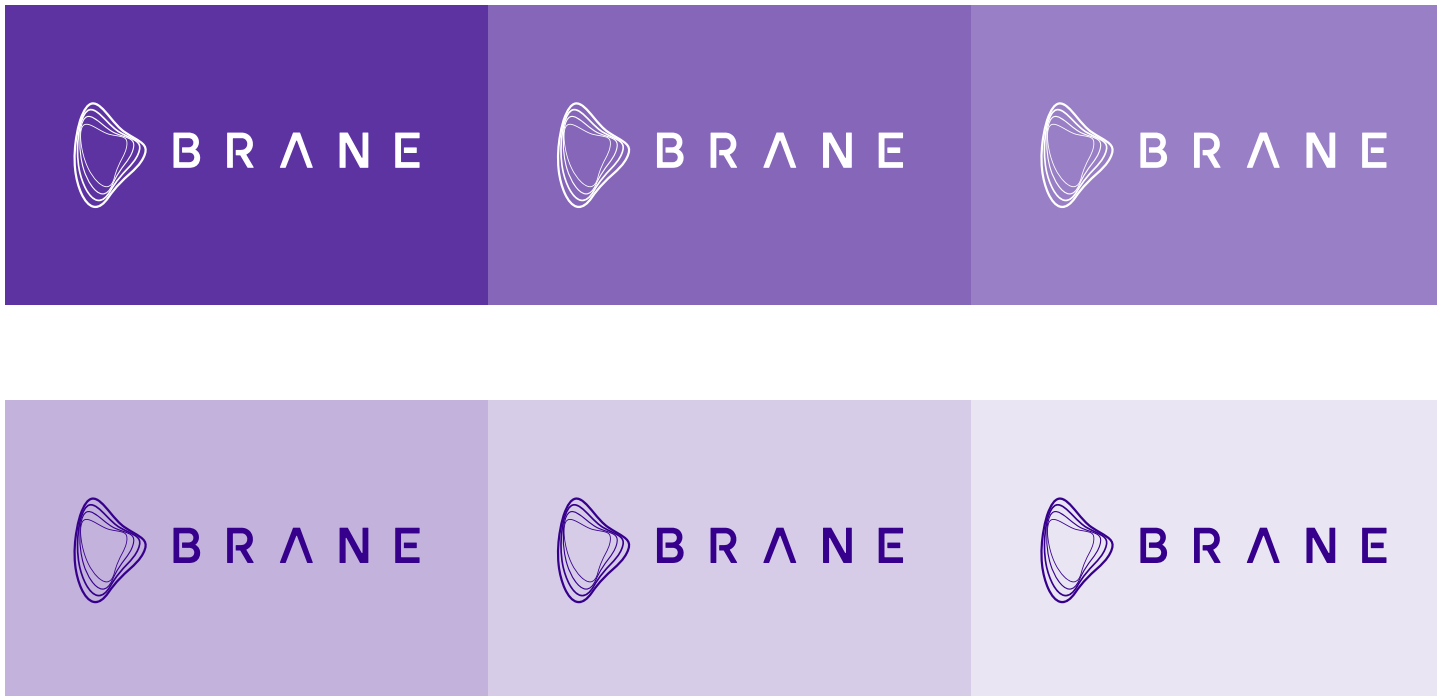
Avoid using vibrant color gradient



Avoid using dark gray color

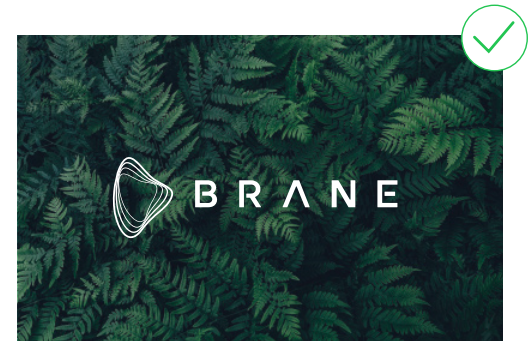
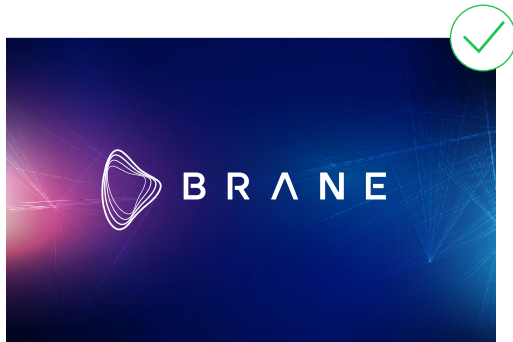
Acceptable

If the background appears in a color from the primary or secondary color palette, our logo will appear in the same color itself. In such circumstances, the background color density will be reduced to 30% to make the logo stand out.



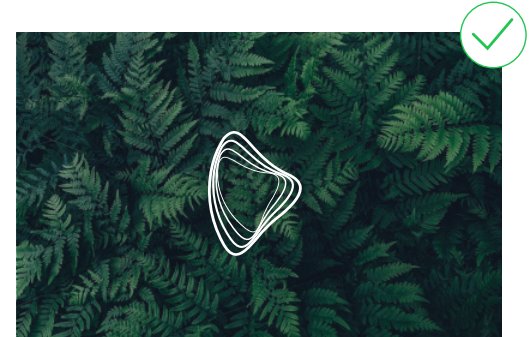
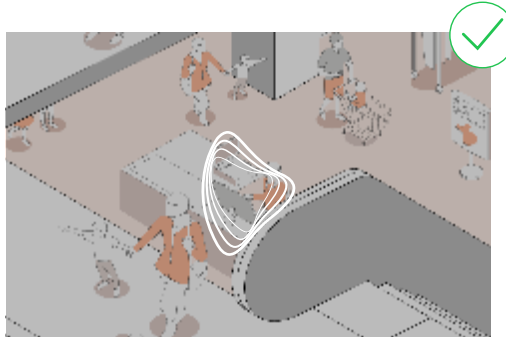
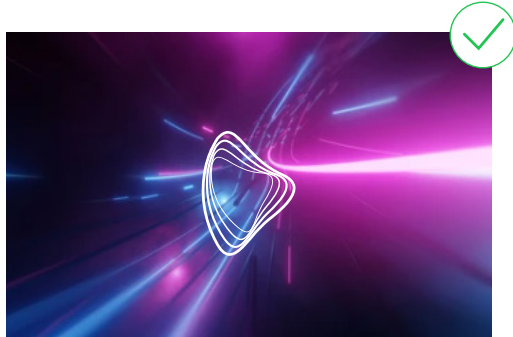
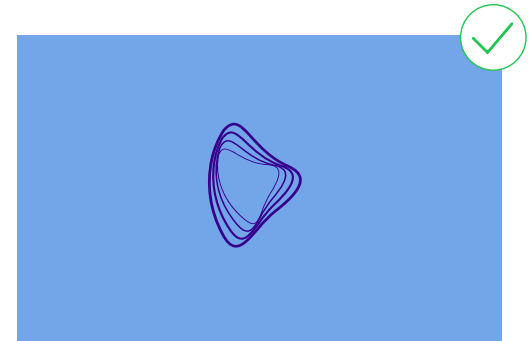
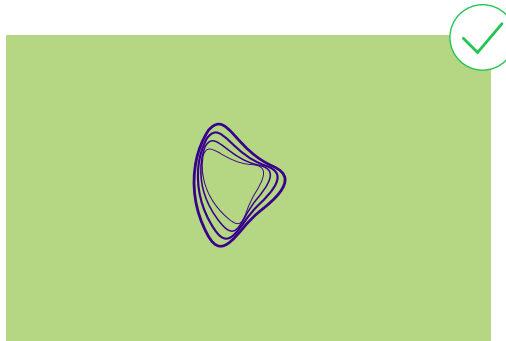
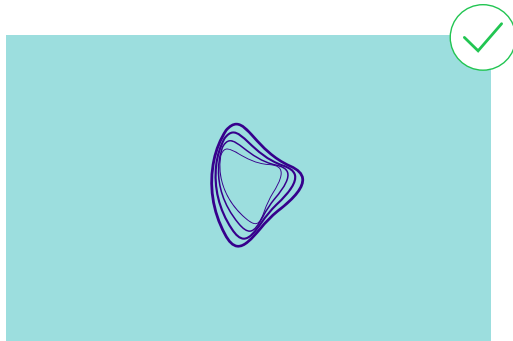
Acceptable

Depending on the background color, we will either use the logo color of blue-purple or go for an all-white logo. This puts more emphasis on the words which otherwise might be overpowered by colors. It also helps the logo to stand out from the clutter.



Acceptable

Depending on the background color, we will either use the logo color of blue-purple or go for an all-white logo. This puts more emphasis on the words which otherwise might be overpowered by colors. It also helps the logo to stand out from the clutter.



Logo

Applications

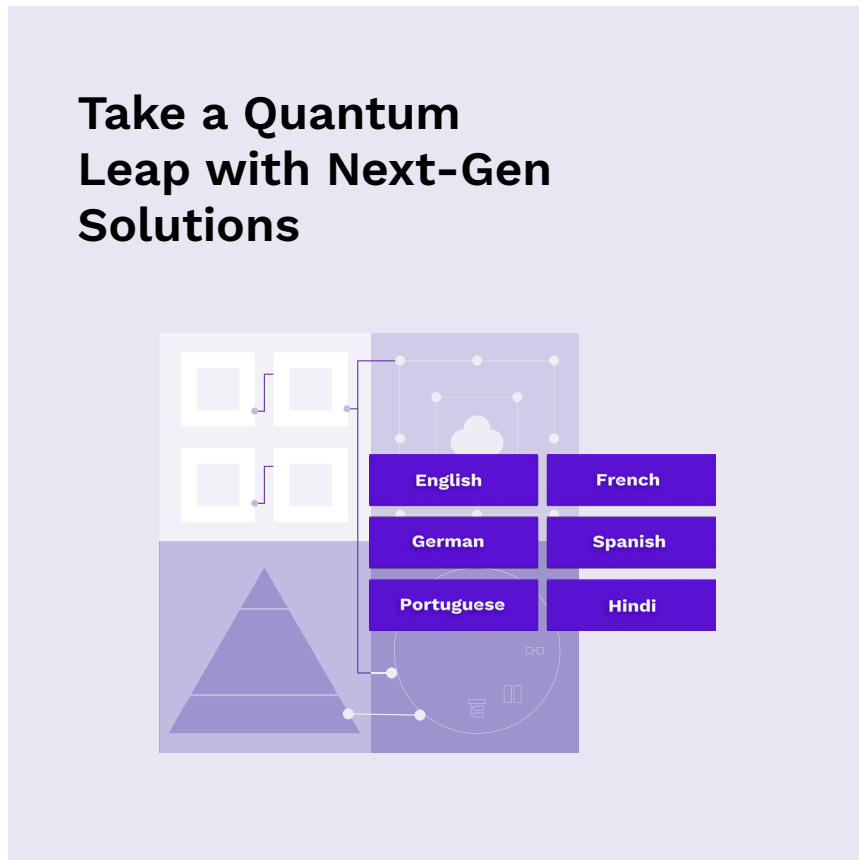
Depending on the application, we can use either the primary or the secondary logo. Its usage is determined by the size of the medium. Specifically, any application with a pixel size below 1366*768 will feature our secondary logo.



Localization

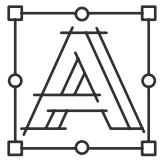
Modernize Legacy Systems or pick up an updated headline and connecting visual from the Marketing Collats folder/website

Left alignment



Right alignment





Logo

Summary

Our logo design takes inspiration from the recurring fractal patterns found in nature. It captures the essence of our brand, reflecting its ethos of universal versatility and transformational capacity. The chosen colors symbolize the fusion of uniqueness and technological brilliance that form the core of our foundation. When it comes to usage, the primary and secondary logos differ simply based on the principles of contraction. Both versions of our logo are meticulously designed to maintain their attributes regardless of size, application, or communication. This ensures consistent visual impact and brand integrity across various contexts.



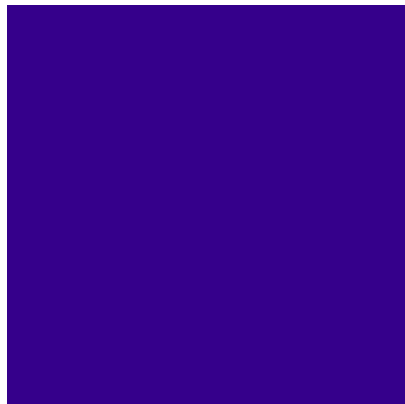
Colors

1. Primary Brand Colors
2. Secondary Brand Colors
3. Application
4. Summary

Primary Brand Colors

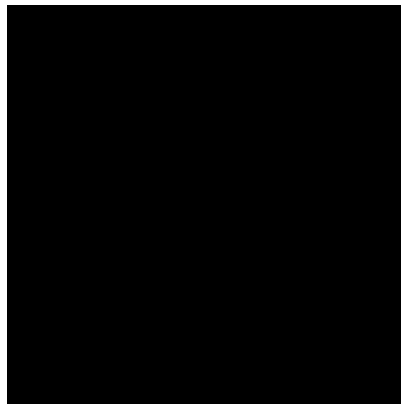
The fusion of blue and purple evokes a sense of trust, reliability and rarity. These colors deeply resonate with our core values and reflect the uniqueness of our brand. The darker shades of blue symbolize boundless possibilities, serving as a metaphor for the infinite innovations that we bring to the world. The rich purple hue perfectly encapsulates the essence of our groundbreaking inventions.

Primary Color

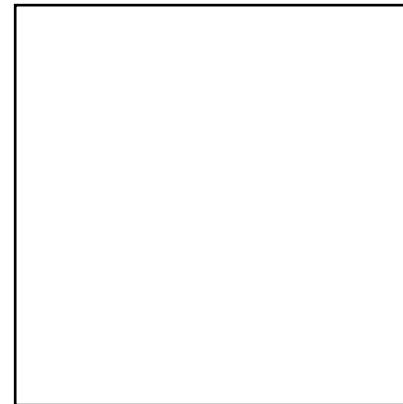


#35008B

Default Colors



#000000



#FFFFFF

Primary & Default Colors

Our primary color, a unique purple-blue, symbolizes rarity and trust, complemented by timeless black and white defaults. This palette exudes formality, elegance, and reliability, with purple-blue reflecting innovation and black/white providing foundational consistency and professionalism.

Primary Shades: Dark to Light



Default Shades: Dark to Light



Secondary Colors

Derived from our primary colors and complemented by pastel hues, our secondary palette harmoniously blends soft, muted tones for a gentle and approachable aesthetic. These colors, adding warmth and sophistication, enhance our visual identity with subtle charm. Combined with our primary and default colors, the secondary pastel palette creates a versatile range for various brand applications.

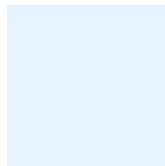
Secondary Color Shades



#8849F8



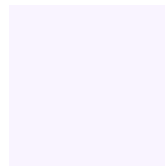
#4300BA



#E5F4FF



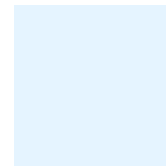
#91CDF8



#F9F4FF



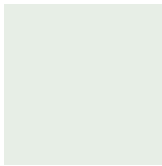
#D5CBE6



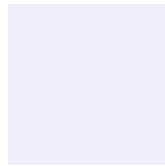
#E5F4FF



#C0C1FA



#E7EEE6



#F1EDFA



#FFF4D6



#FFD76C



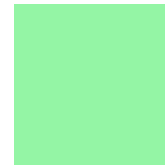
#FFEED6



#DFFC16C



#D4F8F5

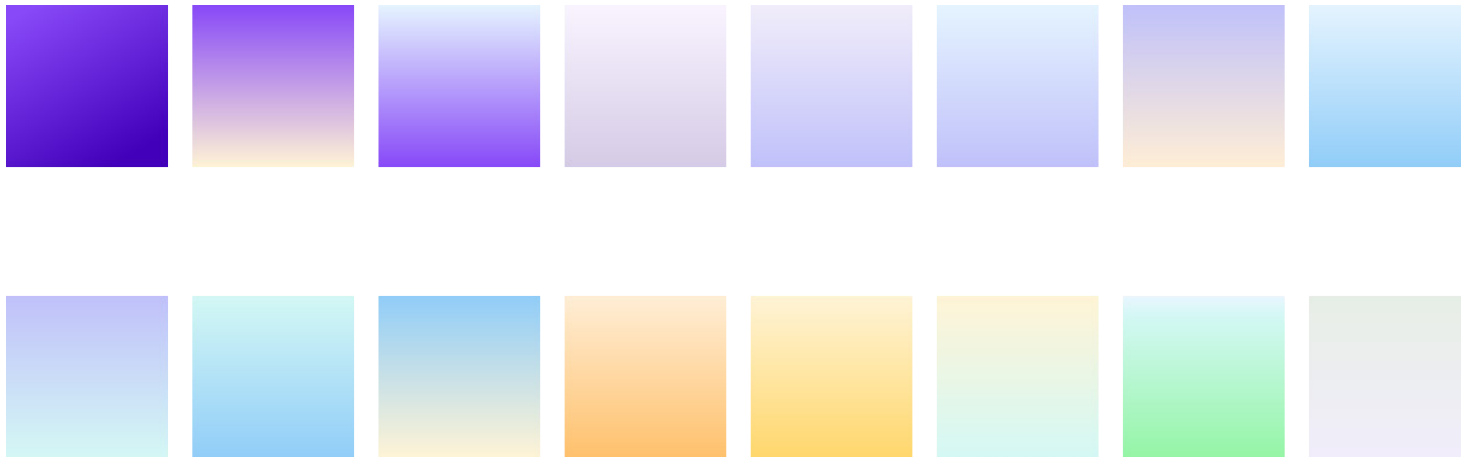


#94F5A5

Gradient Palletes

Crafted for depth, dimension, and modernity, our gradients, derived from the secondary palette, infuse dynamic and engaging designs. Symbolizing progress and innovation, they add a contemporary flair to our brand identity. These gradients offer versatility in design applications, allowing us to convey diverse moods and messages while maintaining consistency with our brand's color scheme.

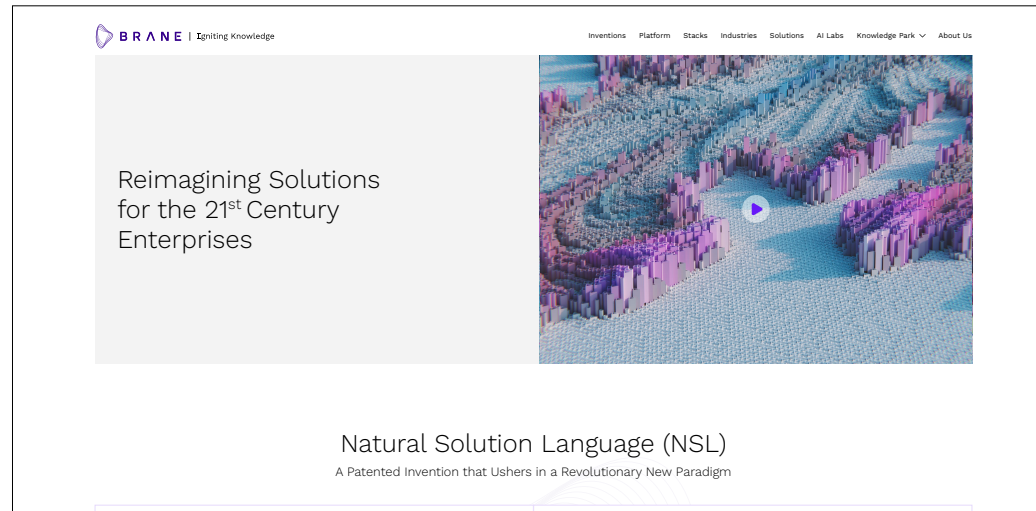
Gradient Color Shades (Combination of secondaries colors)



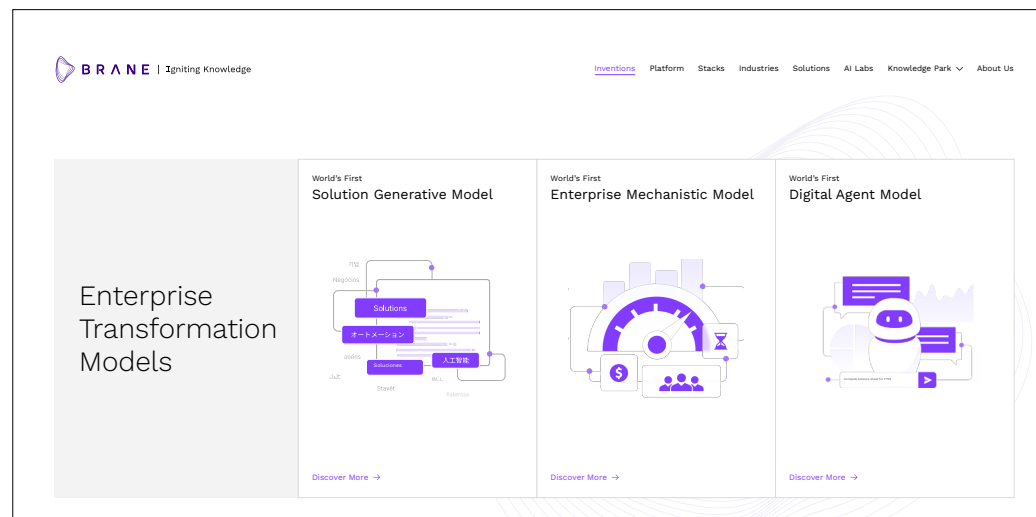
Applications of Color Templates

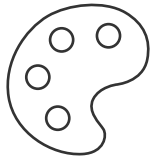
Employ a harmonious blend of primary and secondary colors, in every brand communication. The specific application of color ratio will vary, depending on the communication objective.

Home page



Solution page





Colors

Summary

The striking Bluish-purple color directs the focus to the logo typeface, becoming the focal point of our brand identity. The combination of blue and purple not only distinguishes our brand but also signifies its exclusive standing in the realms of technology and innovation. The monochromatic approach allows for seamless scalability across diverse applications while imparting a sense of classiness, simplicity, and universality to our brand's visual aesthetic.

T Typography

1. Overview
2. Typeface 1- Work Sans
3. Pairings
4. Hierarchy
5. Scaling
6. Languages
7. Typeface 2- Inter
8. Pairings
9. Hierarchy
10. Scaling
11. Languages
12. Color
13. Alignment
14. Leading
15. Rags & Widow words
16. Summary

Overview

The right typeface, when used consistently, contributes to shaping the character of our brand. It facilitates easy comprehension of our innovative products and services. Work Sans will predominantly be used for communication purposes, including marketing and branding efforts. This typeface exudes a sense of modern professionalism and versatility, appealing to a global audience. The Inter typeface family used in our products and solutions aces in providing enhanced readability, specifically in mixed case and lowercase text formations.

Primary 1 - Work Sans for Brand Communication

The quick brown fox
jumps over the lazy dog

Secondary 2 - Inter for Products and Services

The quick brown fox
jumps over the lazy dog

Primary Font

Work Sans for Branding and Communication

Work Sans has been thoughtfully chosen as the communication font for our brand due to its clean and contemporary design, conveying a modern and professional aesthetic. Known for its versatility and global appeal, this versatile typeface is renowned for its ability to adapt to various design contexts. With a wide range of weights and styles available, Work Sans accommodates diverse typographic needs. Additionally, it supports a broad array of Latin-based languages, making it suitable for reaching a more global audience.

The quick brown fox
jumps over the lazy dog

The quick brown fox
jumps over the lazy dog

The quick brown fox
jumps over the lazy dog

Font Variant

Thin	<i>Thin Italic</i>
Extra Light	<i>Light Italic</i>
Light	<i>Light</i>
Regular	<i>Italic</i>
Medium	<i>Medium Italic</i>

Pairings

In our communications, we adhere to a set combination wherever multiple pairs of sentences are used. When using a bold headline, we pair it with a medium subhead, while the body copy is set in the regular weight of the Work Sans typeface. Similarly, we have various permutations and combinations for pairings outlined in our guide. It is important to maintain these prescribed combinations to uphold a cohesive and clear communication style.

Headline

(Medium)

Subhead

(Regular)

Body copy

(Regular)

Lorem Ipsum, dummy Headline

lorem ipsum, copy

is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries,

Scaling

Our scaling approach is based on the point size employed in our typography. Ranging from 18pt to 60pt, we utilize Work Sans and its variations- Work Sans Thin, Extra Light, Light, Medium, Semi Bold, Bold and Extra Bold. This scaling methodology is used to establish a clear hierarchy across all types of communication.

Work Sans Medium 60

H1 Headline

Work Sans Medium 48

H2 Headline

Work Sans Medium 36

H3 Headline

Work Sans Medium 26

H4 Headline

Work Sans Medium 18

H5 Headline

Scaling

Our scaling approach extends beyond headlines to include sub-headlines and paragraphs. Depending on the pixel size, Work Sans Semi Bold and Regular will be used in sub-headlines. For paragraphs, we exclusively use Work Sans Regular. To ensure optimal readability, paragraph point sizes range from a minimum of 16pt to a maximum of 48pt.

Work Sans
Regular 48

Sub Headline

Work Sans Regular 16 Body copy

Experience the Transformative Force
behind Business Evolution

Work Sans
Regular 40

Sub Headline

Work Sans Regular 14 Body copy

Experience the Transformative Force
behind Business Evolution

Work Sans
Regular 32

Sub Headline

Work Sans
Regular 24

Sub Headline

Work Sans Regular 12 Body copy

Experience the Transformative Force
behind Business Evolution

Work Sans
Regular 18

Sub Headline

Languages

Our typeface in foreign languages aims to retain similarities with our base typeface. This approach ensures a consistent and unified brand identity across different languages.

Arabic

عربي

Frrence

Français

Spanish

Español

Chinese

中国人

Thai

แบบไทย

Bangala

বাংলা

Hindi

हिंदी

Telugu

తెలుగు

German

Deutsch

Secondary Font

Inter for Product Communication

Inter is a typeface specifically designed for optimal readability, particularly in digital mediums. Inter features a tall x-height, enhancing legibility in mixed-case and lower-case text. In our communications, we rely on Inter's Regular, Thin, Light, Medium, Semi Bold and Bold typeface variations. The typeface also offers various OpenType features, including contextual alternates, which adjust the punctuation based on the surrounding glyphs. For example, the use of a slashed zero helps to disambiguate it from the letter "o."

The quick brown fox
jumps over the lazy dog

THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG

0123456789`~@#\$%^&*()_+ = - ' ; / . , " : ? < >

Font Variant

Thin	<i>Thin Italic</i>
Extra Light	<i>Light Italic</i>
Light	<i>Light</i>
Regular	<i>Italic</i>
Medium	<i>Medium Italic</i>
Semi Bold	<i>Semi Bold Italic</i>
Bold	<i>Bold Italic</i>
Extra Bold	<i>Extra Bold Italic</i>
Black	<i>Black Italic</i>

Pairings

In our communications, we adhere to a set combination wherever multiple pairs of sentences are used. When using a bold headline, we pair it with a medium subhead, while the body copy is set in the regular weight of the Inter typeface. Similarly, we have various permutations and combinations for pairings outlined in our guide. It is important to maintain these prescribed combinations to uphold a cohesive and clear communication style.

Headline

(Bold)

Subhead

(Medium)

Body copy

(Regular)

Headline

(Semi Bold)

Subhead

(Regular)

Body copy

(Light)

Headline

(Thin)

Subhead

(Light)

Body copy

(Regular)

Headline

(Light)

Subhead

(Medium)

Body copy

(Regular)

Scaling

Our scaling approach is based on the point size employed in our typography. Ranging from 18pt to 60pt, we utilize Inter and its variations Inter Thin, Extra Light, Light, Medium, Semi Bold, Bold and Extra Bold. This scaling methodology is used to establish a clear hierarchy across all types of communication.

Inter Bold 60

H1 Headline

Inter Bold 48

H2 Headline

Inter Bold 36

H3 Headline

Inter Bold 26

H4 Headline

Inter Bold 18

H5 Headline

Scaling

Our scaling approach extends beyond headlines to include sub-headlines and paragraphs. Depending on the pixel size, Inter Semi Bold and Regular will be used in sub-headlines. For paragraphs, we exclusively use Inter Regular. To ensure optimal readability, paragraph point sizes range from a minimum of 16pt to a maximum of 48pt.

Inter
Semi Bold 48

Sub Headline

Inter
Semi Bold 40

Sub Headline

Inter
Semi Bold 32

Sub Headline

Inter
Semi Bold 24

Sub Headline

Inter
Semi Bold 16

Sub Headline

Inter Regular 18 Body copy

Experience the Transformative
Force behind Business Evolution

Inter Regular 16 Body copy

Experience the Transformative
Force behind Business Evolution

Inter Regular 14 Body copy

Experience the Transformative Force
behind Business Evolution

Languages

Our typeface in foreign languages aims to retain similarities with our base typeface. This approach ensures a consistent and unified brand identity across different languages.

Arabic

نص وهمي

Portuguese

cópia fictícia

Spanish

copia ficticia

Chinese

虚拟副本

Thai

สำเนาจำลอง

Bangala

ডামি কপি

Hindi

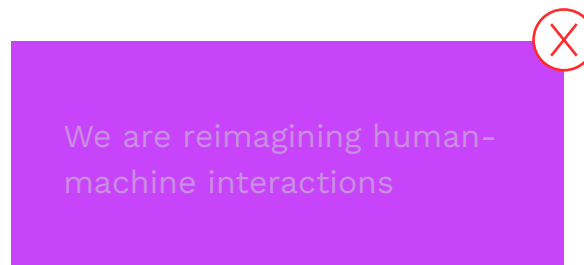
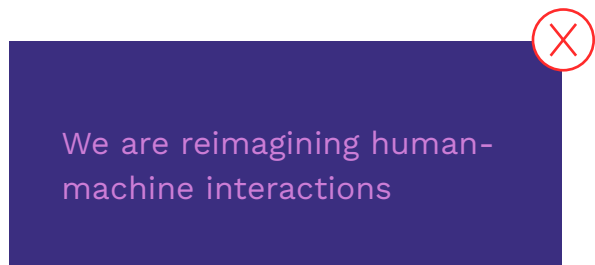
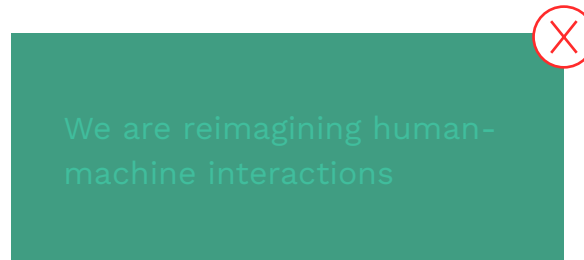
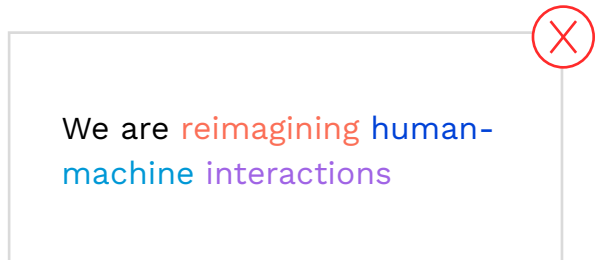
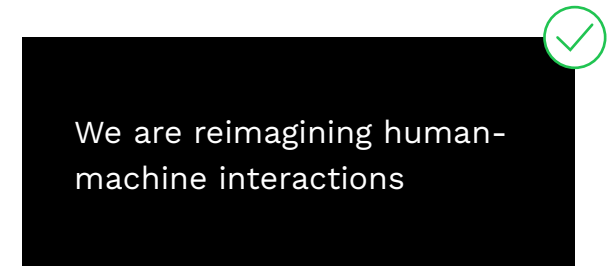
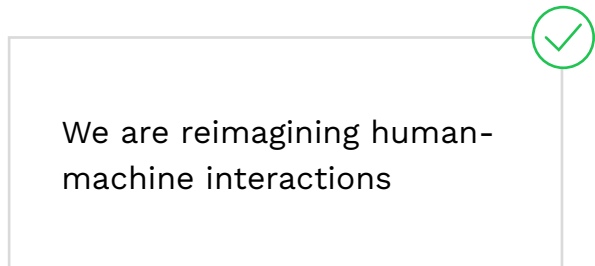
डमी कॉपी

Telugu

డమ్మి కాపీ

Typeface Color

The Typeface color will be guided by its placements as shown in the examples.



Alignment

For enhanced readability and organization, our typeface will be aligned flush left and right, enabling a clear visual path for the eye to follow. By prioritizing information design and legibility, this standard approach will be implemented across all typography usages to ensure functionality, modernity, and timelessness.

Left align	We are breaking transformation barriers with ground-breaking 	We are breaking transformation barriers with ground-breaking 
Center align	We are breaking transformation barriers with ground-breaking 	We are breaking transformation barriers with ground-breaking 
Right align	We are breaking transformation barriers with ground-breaking 	We are breaking transformation barriers with ground-breaking 
Justified align	We are breaking transformation barriers with ground-breaking 	We are breakingtransformation barriers with ground- breaking 

Leading

Appropriate leading or line spacing is essential in our typography usage. It plays a crucial role in enhancing the reading quality and efficiency of typography. The leading should strike a balance, neither too open nor too tight, to ensure a pleasant and effortless reading experience for the reader.

 Our model is uniquely equipped to uncover the intricacies inherent in each event and activity.	 Our model is uniquely equipped to uncover the intricacies inherent in each
 Our model is uniquely equipped to uncover the intricacies inherent in each event and activity.	 Our model is uniquely equipped to uncover the intricacies inherent in each event and activity.
 Our model is uniquely equipped to uncover the intricacies inherent in each event and activity.	 Our model is uniquely equipped to uncover the intricacies inherent in each event and activity.

Rags & Widow

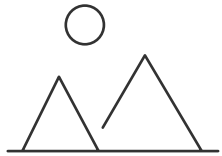
Words

In our typography, we actively seek opportunities to enhance the visual aesthetics by creating improved rags or ragged edges on the right margin. We pay careful attention to eliminate widow words, ensuring that lines are adjusted in collaboration with a writer to address any irregular breaks that may hinder reading quality.

When human meets machine, the possibilities are endless.	✓	When human meets machines, the possibilities are endless	✗
When human meets machine, the possibilities are endless.	✓	When human meets machines, the possibilities are endless	✗
When human meets machine, the possibilities are endless.	✓	When human meets machines, the possibilities are endless	✗

T Typography Summary

Our typography plays a pivotal role in establishing our brand's unique identity across various communication channels. Using the Work Sans and Inter typefaces, we showcase different facets of our brand and establish a memorable visual hierarchy, achieving the perfect graphic balance with other design elements. Our typography ensures a cohesive and unified appearance with careful attention to scaling, alignment, and punctuation. We make every communication piece feel like a part of one cohesive family.



Iconography

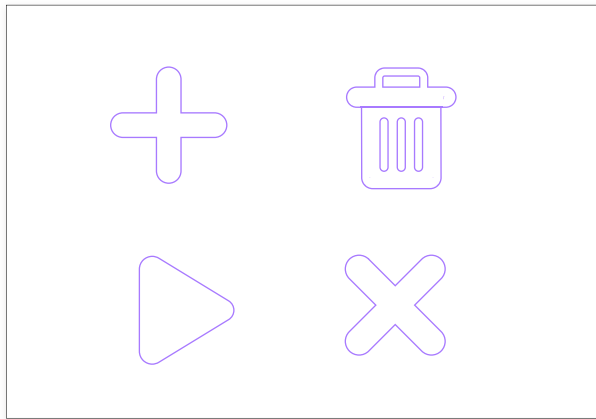
1. Overview
2. System Icons
3. Subject-based Icons
4. Technology Icons
5. Construction
6. Container
7. Scaling
8. Summary

Overview

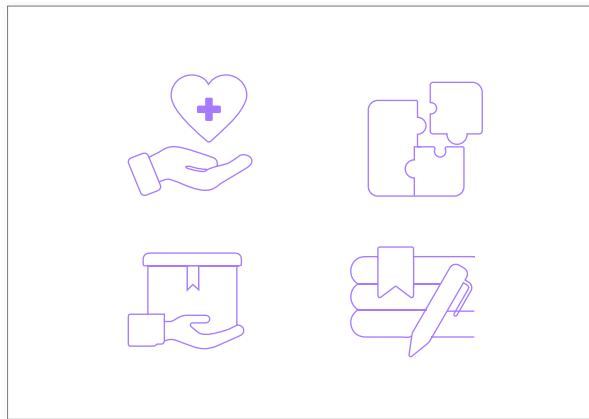
Our iconography, influenced by natural and minimalistic lines, brings elegant simplicity to the brand's visual language.

Clear and legible even in small sizes, our icons are organized into three collections—system-based, subject-based, and technology-based.

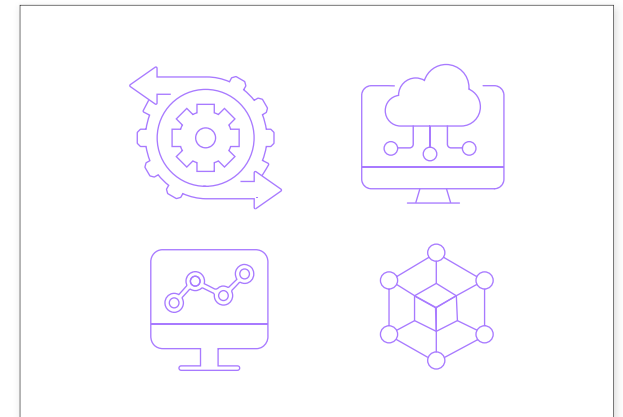
These collections ensure consistent visual communication across various brand touchpoints.



System icons



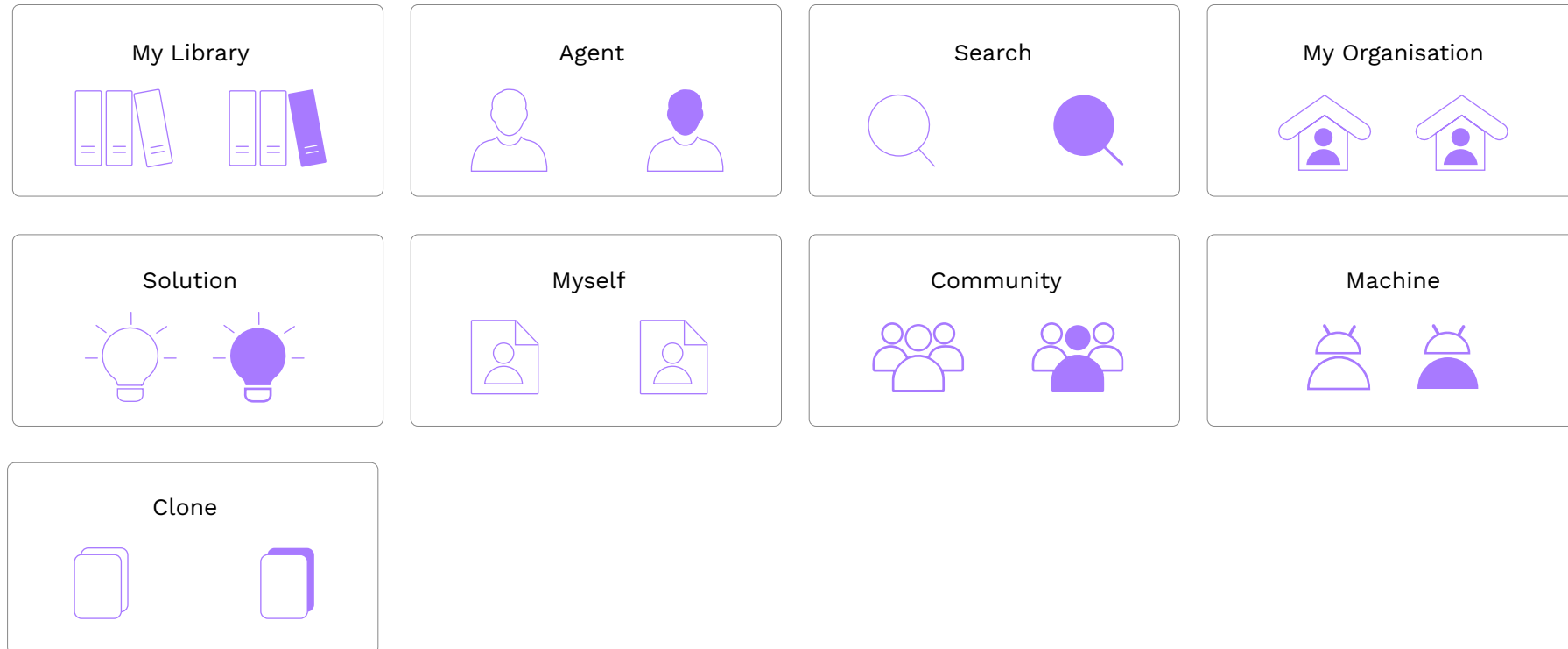
Subject-based icons



Technology icons

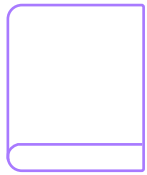
System Icons

We meticulously design our system icons to convey simplicity and purpose in every detail. Each icon comes with both a filled and outlined version. The color palette for system icons is primarily grayscale, complemented by our brand colors.



Subject-based Icons

Our subject-based icons convey meaning both literally and metaphorically, employing a balance of casual and sharp lines with exacting stroke weight. Crafted for optimal clarity, these icons showcase elegance and versatility in visual expression. For a personalized touch, we also offer custom-made icons in our customers' brand colors.



Book Cover



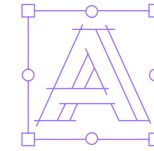
Solution



Media



Deliver Order



Logo



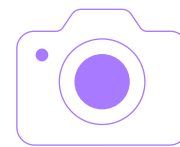
Currency



Documents



Video



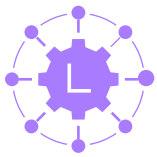
Photography



Location Map

Technology Icons

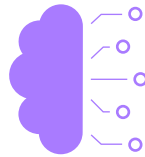
Our technology icons are crafted to visually embody our distinctive technological applications and concepts. Each icon is illustrated for clear and easily understandable representation. Featured in our brand colors, these icons offer a refined visual expression. Furthermore, we offer the option to create custom icons for our customers in their brand colors.



Management



Machine Learning



Business Intelligence



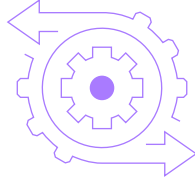
Performance



Data Collection



Reporting



Data Management



Cloud Storage

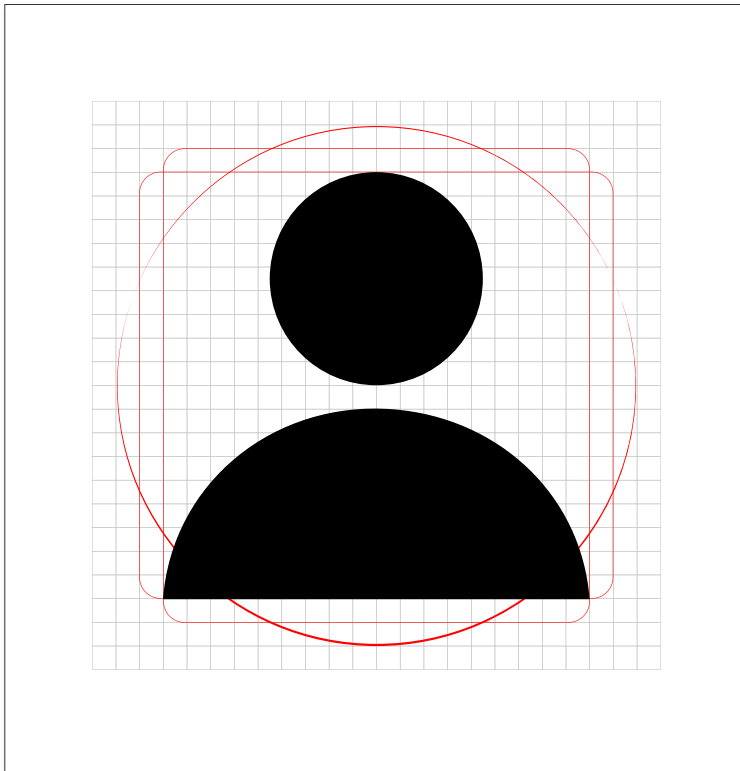


Data Discovery

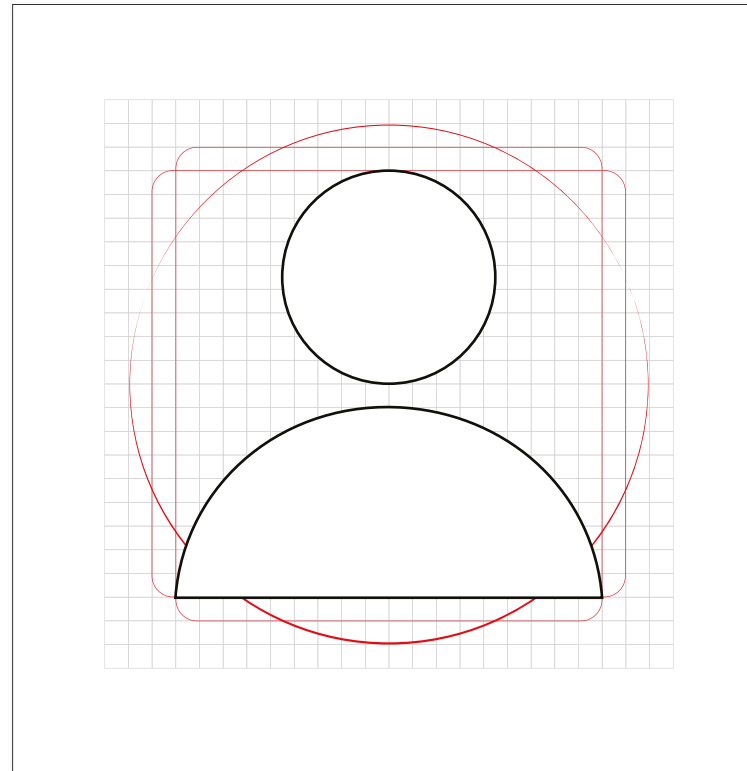
Construction

Using simplistic keyline shapes and forms, the icons are carefully constructed on a 24x24 px grid frame. The stroke width for outlines is set at 3px. This precise construction lays the foundation for a refined set of icons that can effectively communicate intended meaning at a glance.

Filled Icon (24x24 grid)



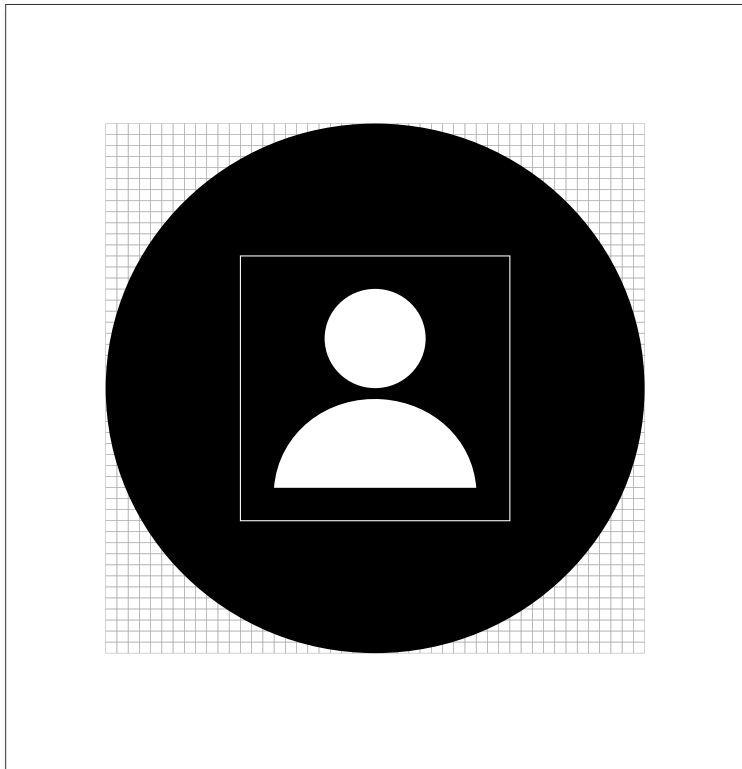
Linear Icon (24x24 grid)



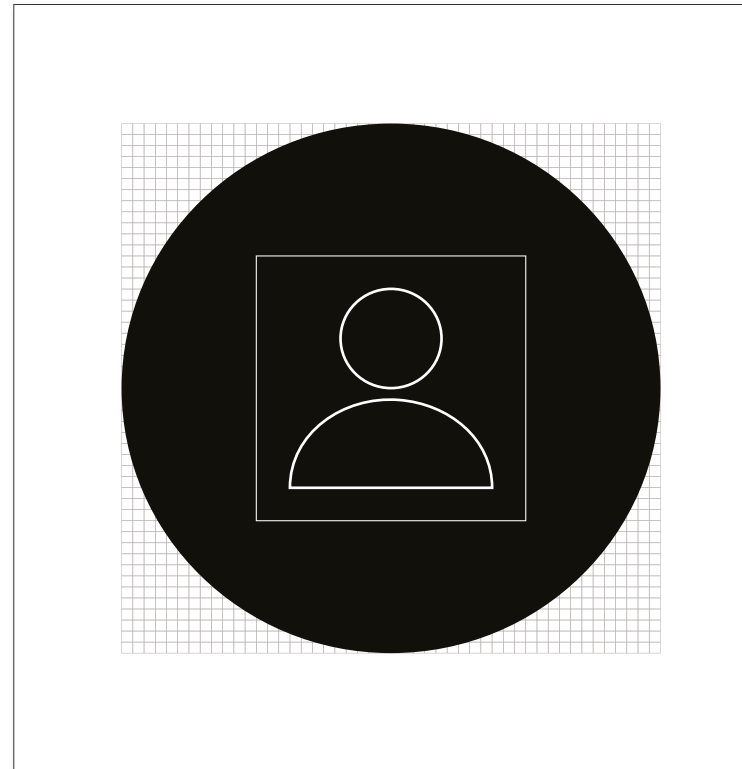
Container

In cases where an icon is smaller than others in size, a circle or square may be used as a container to maintain visual balance. Containers also serve to enhance the visibility of an icon if its color merges with the background. When enclosed within a circle, the diameter should be precisely twice the width of the icon. For example, if the icon width measures 12px, the diameter of the circle should be 24px.

Filled Icon (24x24 grid)

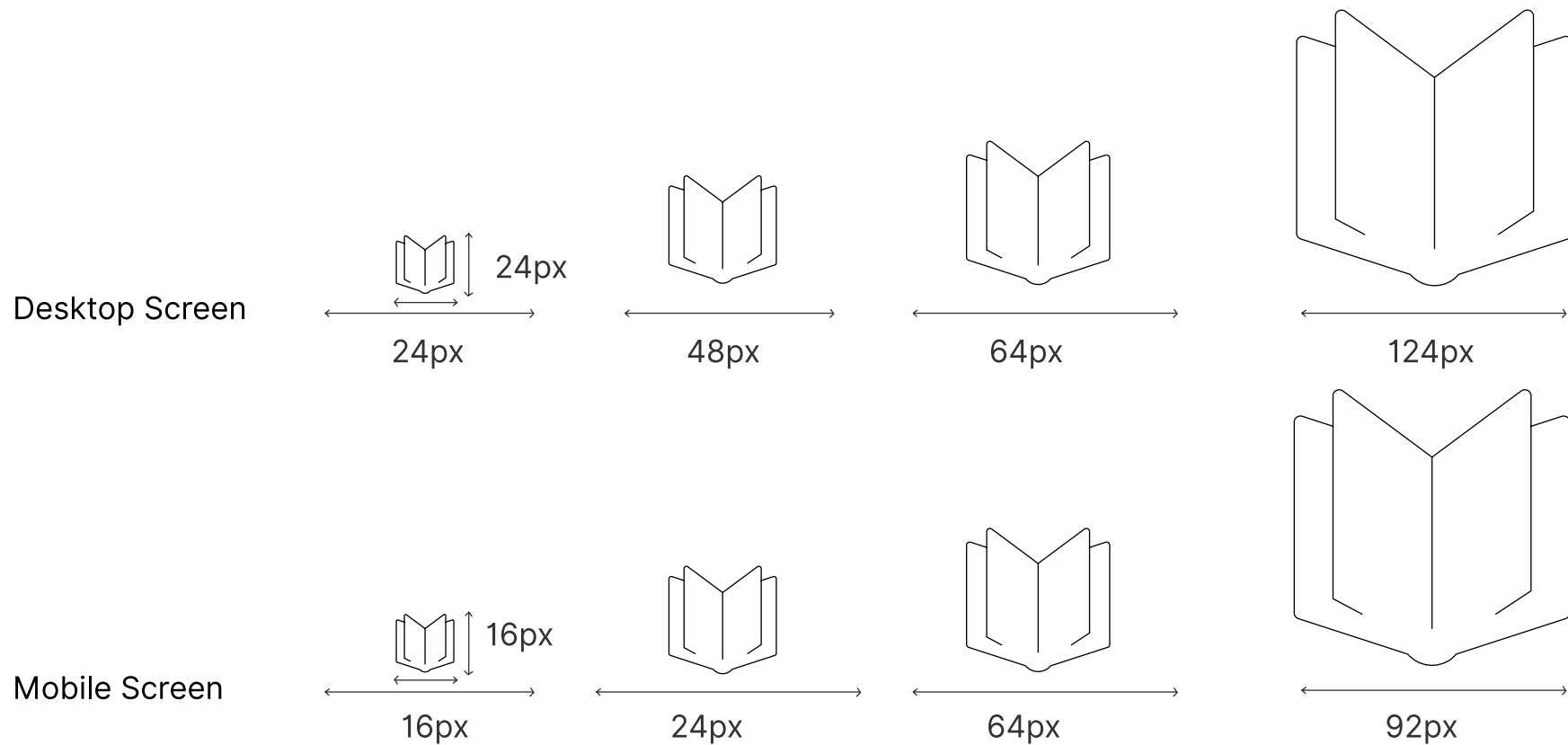


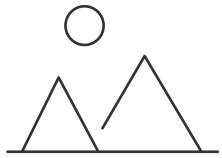
Linear Icon (24x24 grid)



Icon Scaling

Depending on the screen aspect ratio, the size of icons may vary across different screens to ensure optimal clarity and legibility. For desktop screens, the icon size ranges from a minimum of 24 px to a maximum of 124 px. On the other hand, for mobile screens, the size varies from a minimum of 16 px to a maximum of 92 px.

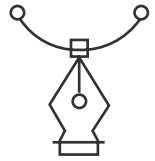




Iconography

Summary

Our iconography is designed keeping in mind our brand's values and aesthetics. The refined line drawing style ensures a unified and adaptable approach for various applications. Each icon within the set captures essential characteristics in a simple yet captivating manner. Designed to be easily deciphered at a glance, our icons eliminate any ambiguity.

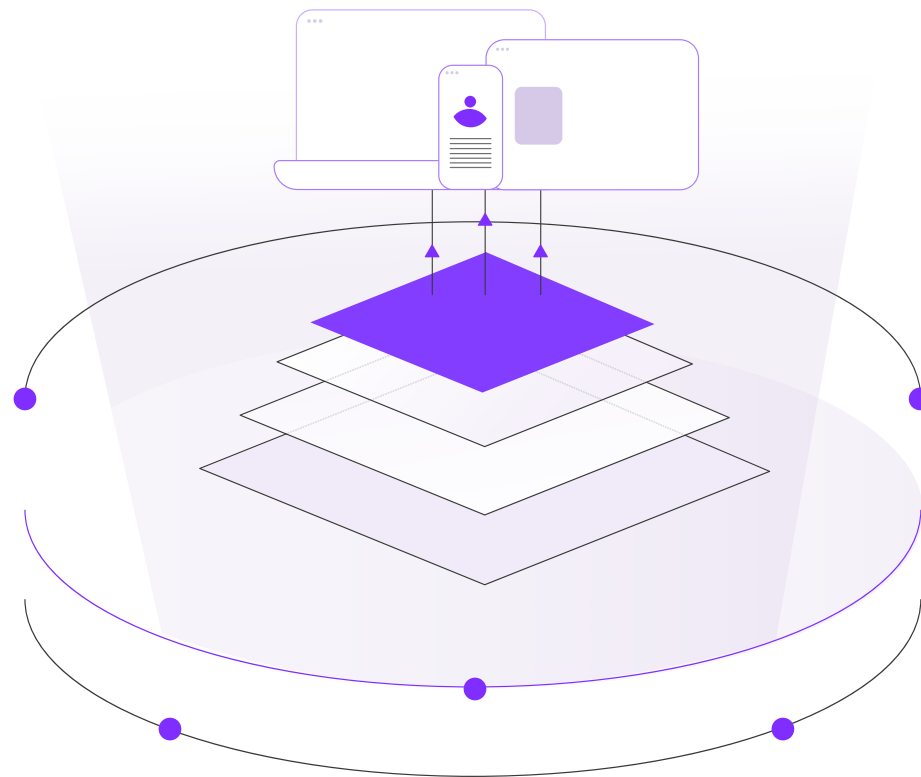


Illustration

1. Overview
2. Principles
3. [History](#)
4. Style
5. [Composition](#)
6. Color
7. [Typography](#)
8. Application
9. Summary

Overview

Our illustrations simplify complex information and technology, presented naturally for better understanding. The hand-drawn style enhances our brand's identity and aids recall, while 3D elements elevate visualization and add depth to our concepts.



Principles

Our illustrations embody the key principles of our brand: transformation, natural, simplicity, and innovation. These principles guide our creative approach, enabling us to connect with the sensibilities of individuals from diverse regions and backgrounds. Using simple hand-drawn style and 3D elements, our illustrations seamlessly integrate technology and humanity, giving our innovations an intuitive, futuristic edge.

- ♦ **Transformation**

Our illustrations embody a revolutionary essence, instigating transformative changes.

- ♦ **Natural**

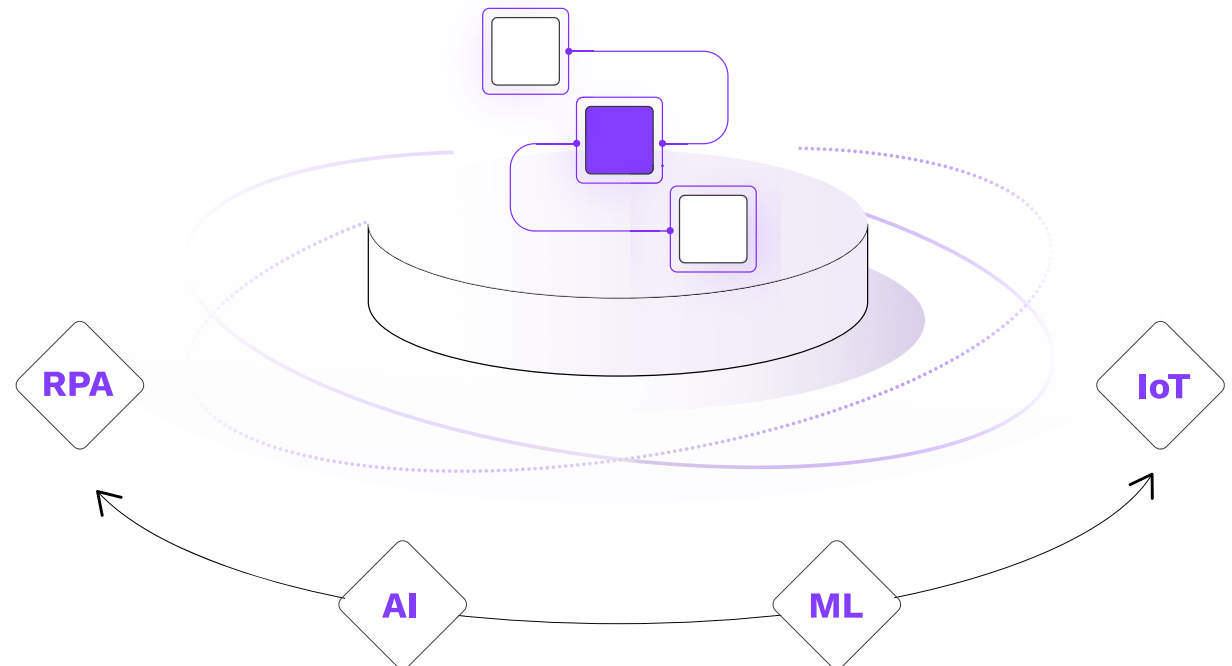
Our illustrations evoke an organic sensation, providing a natural and authentic experience.

- ♦ **Innovation**

Our illustrations exhibit the inventive character of our company.

- ♦ **Simplicity**

Our illustrations are easily comprehensible.



Style

Drawing inspiration from the natural world, we predominantly utilize the hand-drawn and outstroke style in our illustrations, symbolizing the universality of our applications. This approach adds a personal touch, while skillfully implementing swirls and 3D elements to highlight Brane's transformative impact on projects.

Hand-drawn style

Outline stroke style

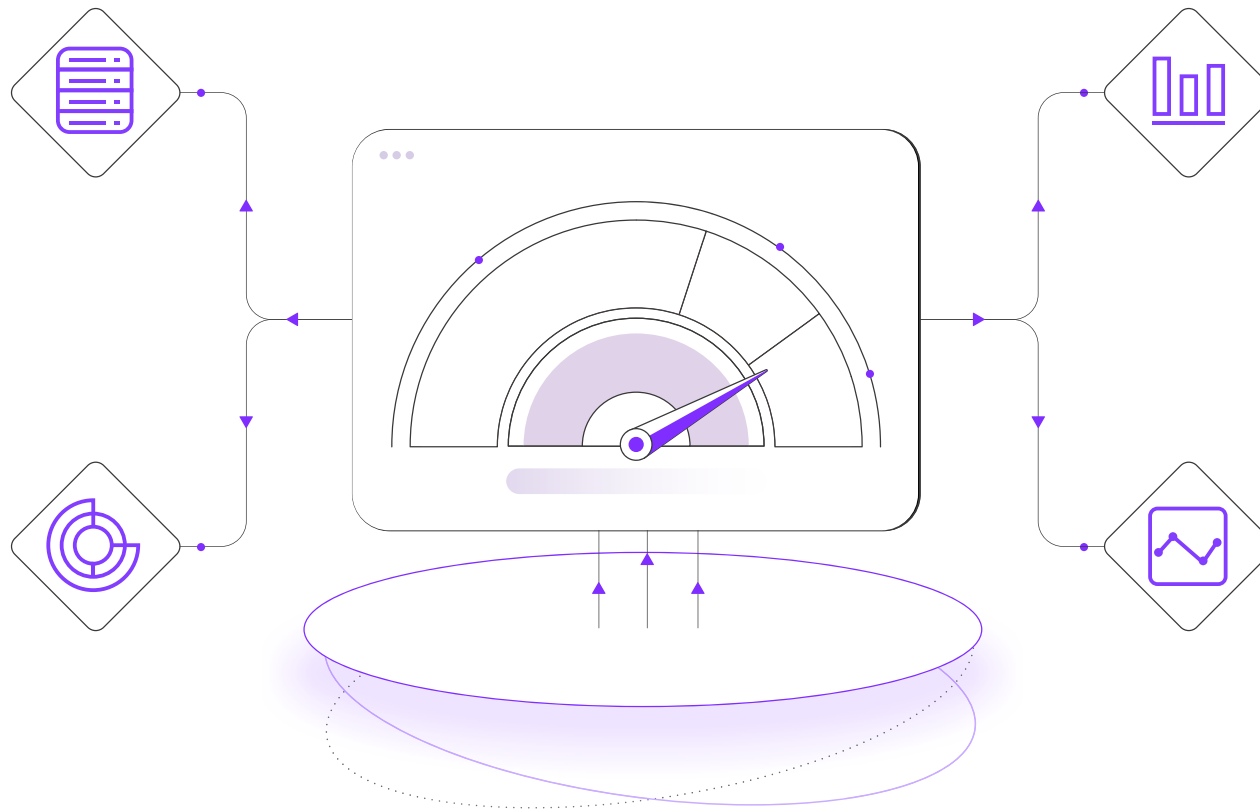
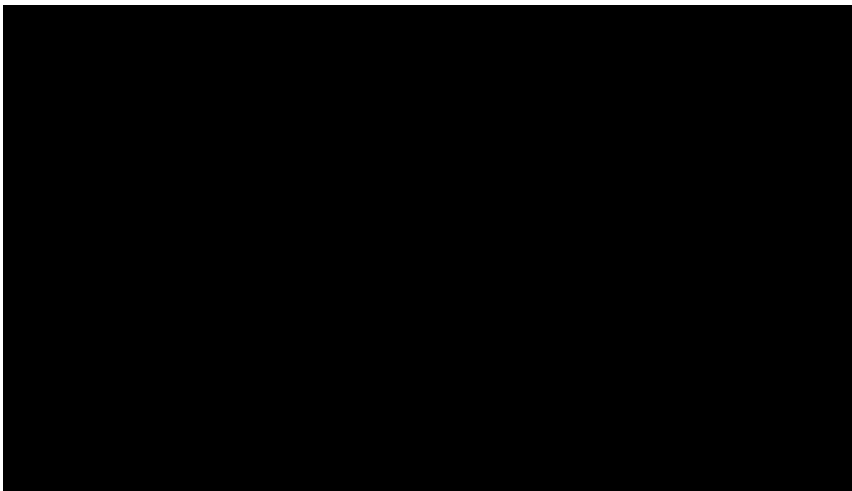


Illustration Color

Through our illustrations and backgrounds, we use brand colors to express sophistication, reliability, and a futuristic vision that seamlessly merges humanity with AI. These colors are carefully chosen to ensure that they harmonize with the core elements of any illustration or background used in our communications.



RGB R-0 G-0 B-0

CMYK C-0 M-0 Y-0 K-100

HEX #000000

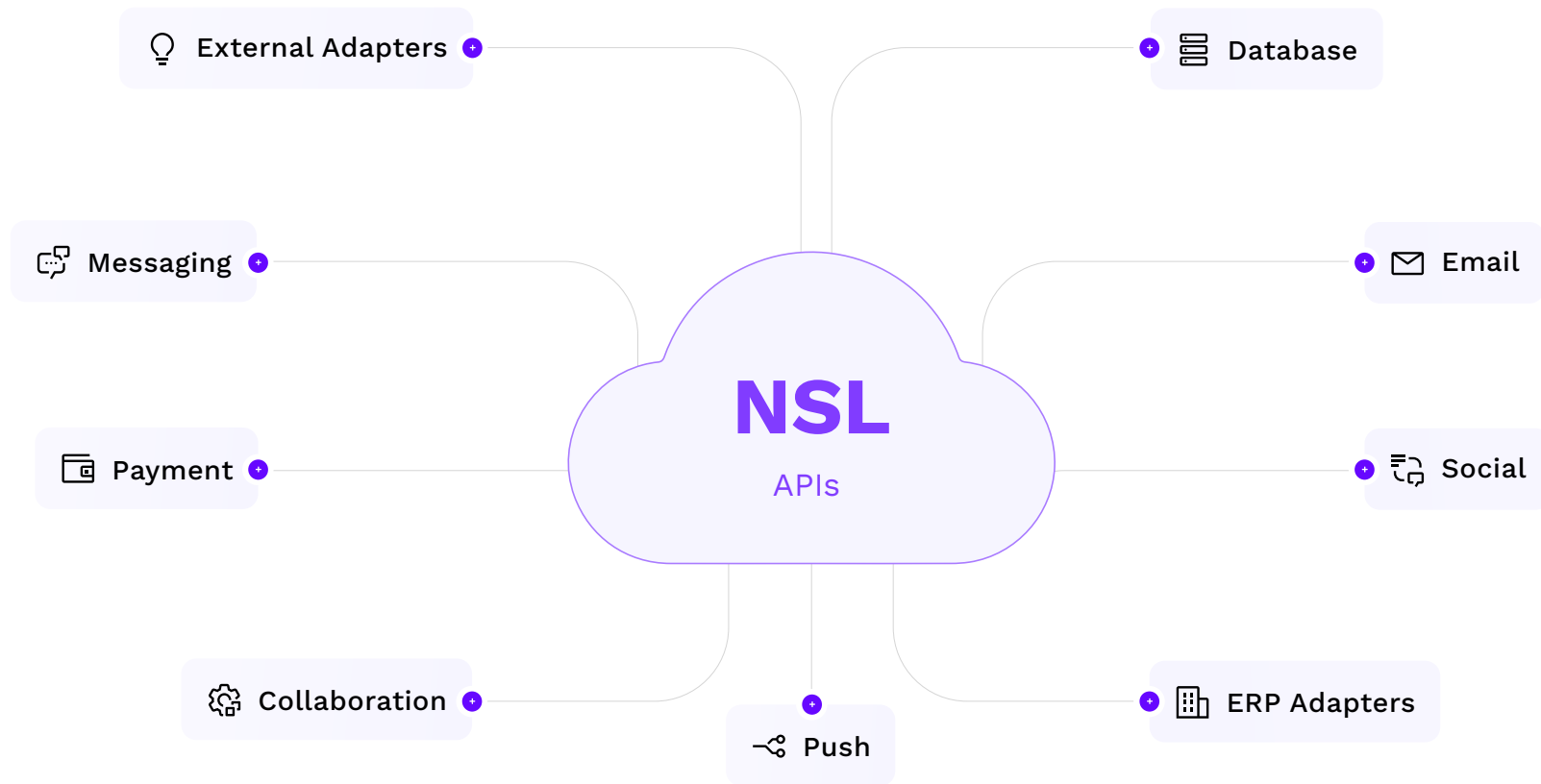


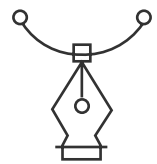
RGB R-129 G-60 B-255

CMYK C-790 M-76 Y-0 K-0

HEX #813cff

Application

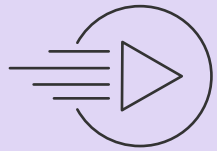




Illustration

Summary

Illustrations are at the heart of our communication at Brane. Depending on the communication objective, we incorporate different elements from our unique hand-drawn style, 3D abstractions and swirl patterns. Swirls can either serve as a captivating focal point or delicately enhance the design as a peripheral element, ensuring versatility and impact.



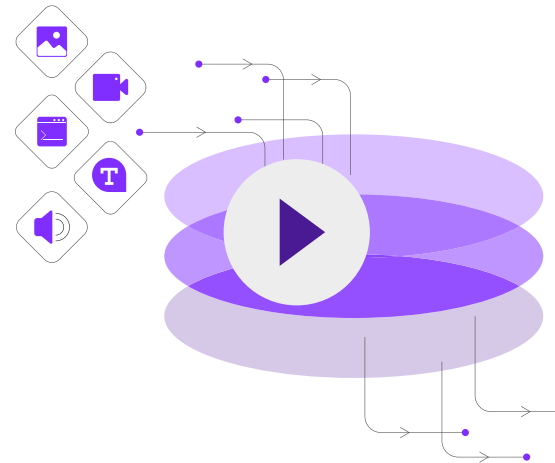
Motion Graphics

1. Overview
2. Resolution & Frame Rate
3. Intro & Outro
4. Headline
5. Subhead
6. Lower Thirds
7. Subtitles
8. Summary

Overview

Motion graphics significantly elevate visual communication quality, enhancing engagement and memorability. For Brane, leveraging motion graphics is crucial, especially in conveying futuristic technology themes like AI. Brane integrates diverse visual media in its branding collateral, and these guidelines emphasize the proper use of specific elements in crafting visual media. Strict adherence to the logo and brand colors is always paramount.

Our leaders envisioned a future of boundless opportunities where deep knowledge, innovation, and impact converge.



Resolution & Frame Rate

The quality of any visual media heavily relies on resolution and frame rate standardization. Optimal results are achieved when videos are created in Full HD (1080p or 1920x1080) resolution at 25 frames per second. For the best outcome, it's recommended to use the h264 codec at a bitrate of 20Mbps, with the high-resolution profile enabled.



1920x1080 px at 25fps is preferred

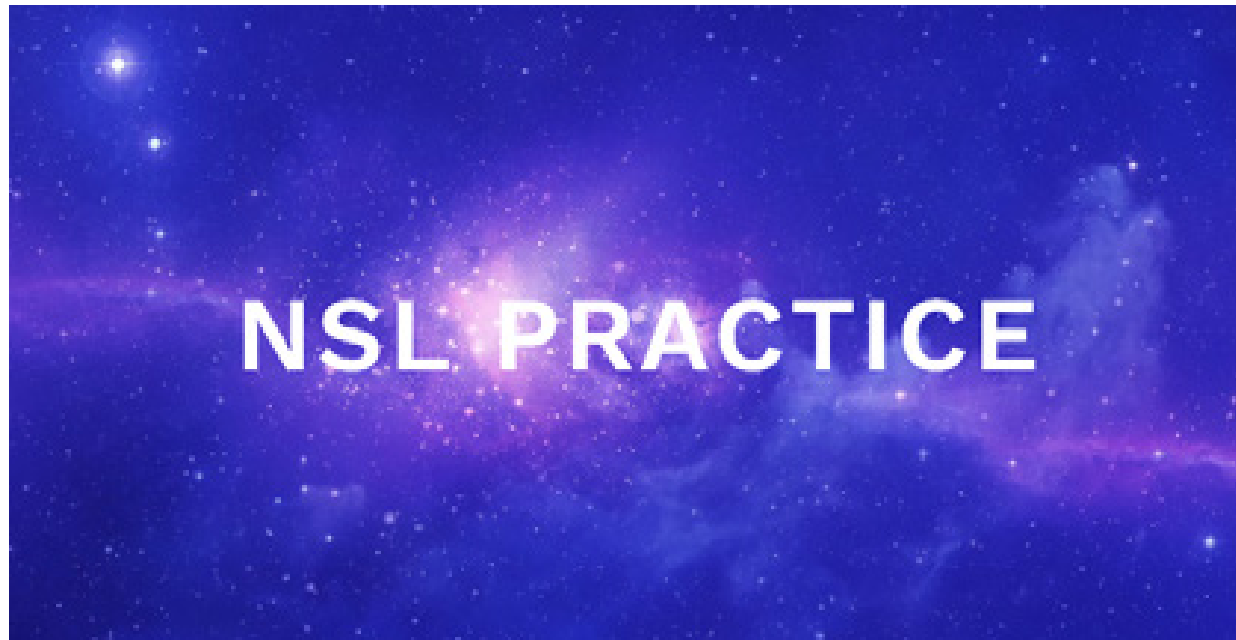
Intro & Outro

Ensuring consistency throughout video collateral calls for the standardization of both Intro and Outro. These segments should feature a frame displaying the Brane logo with the appropriate brand colors used for the font, logo, and background. The Intro and Outro will fade cleanly onto the screen and out of the screen without any sound.



Headline

Utilize headlines with a semi-bold weight, ensuring strict adherence to the approved hierarchy and scaling guidelines. The font should be scaled appropriately between 32 pt to 128 pt. Headlines must always be in uppercase and consistent with the approved font style.



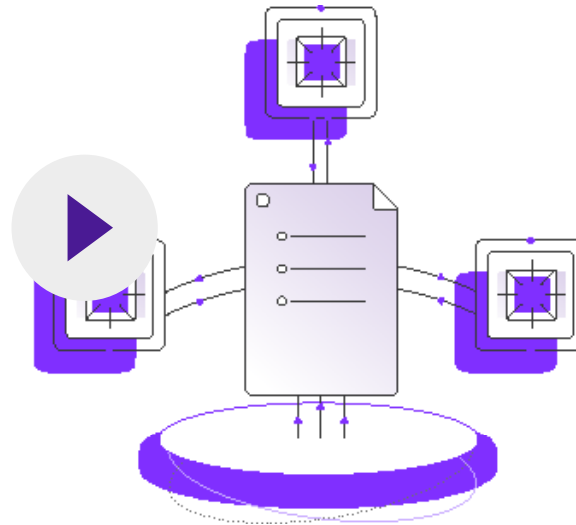
Subhead

The Subhead should exhibit clarity and readability irrespective of its positioning, with scaling adjusted accordingly. It is recommended to employ medium weight, and font sizes ranging from 12 pt to 36 pt can be employed, depending on the resolution of the video and the font size of the headline.

Subhead
12 pt to 36 pt

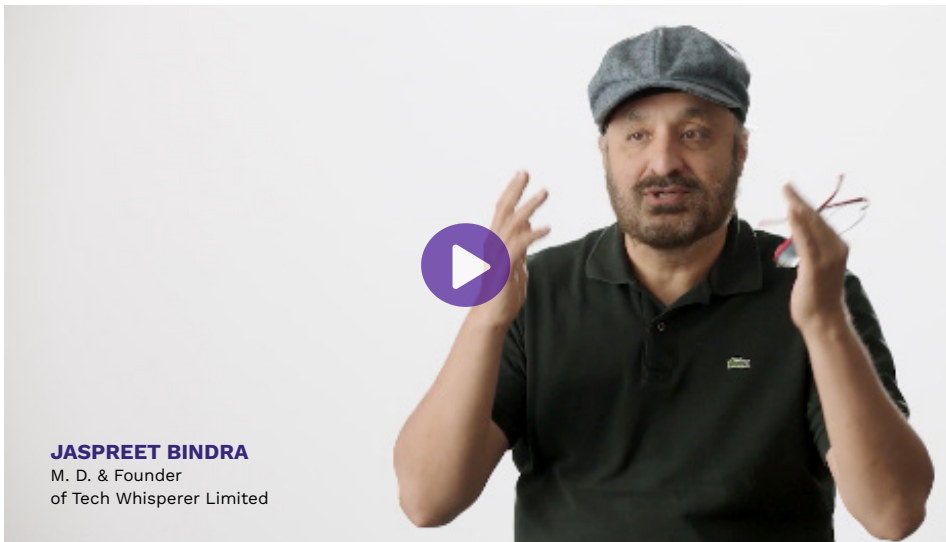
World's First Solution Generative Model

A Revolutionary New F



Lower Thirds

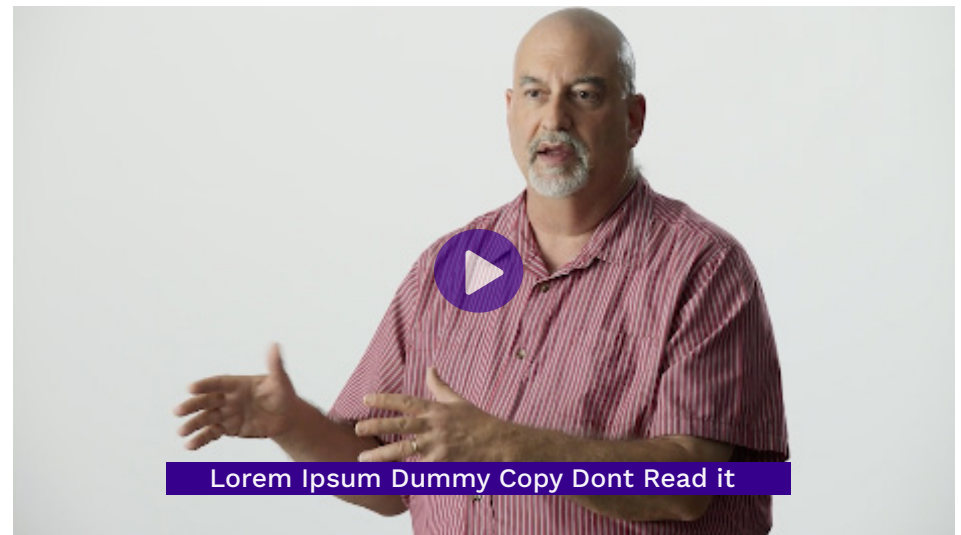
Lower thirds is a designated space where relevant information such as the name, surname, and position are displayed. Upon input, the animation and subtitle size adjust automatically, ensuring a refined display of information.

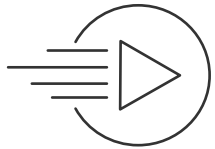


Subtitles

Subtitles play a pivotal role in video assets, facilitating the translation of original speech into a different language.

Key recommendations include positioning subtitles at the bottom center of the screen and restricting them to a maximum of two lines. Typography should align with brand guidelines, and the font color is typically white.

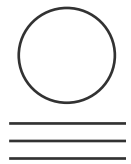




Motion Graphics

Summary

Incorporating dynamic motion graphics into our brand identity, we transcend static visuals. From logos to presentations, we infuse motion with purpose, capturing attention and conveying our essence with vibrant movement. This chapter unveils the power of motion graphics to amplify our narrative, ensuring our brand remains compelling, contemporary, and unforgettable.



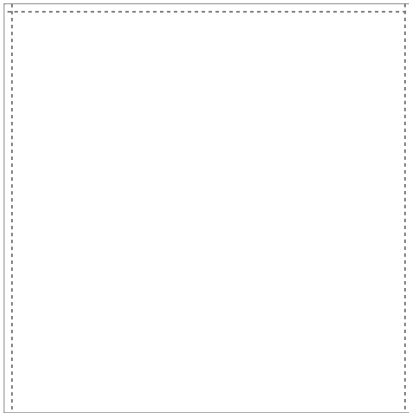
Composition

1. Overview
2. Bleed Web
3. Bleed Mobile
4. Bleed Exception
5. Webpage grid
6. Mobile Grid
7. Text & Visual Grid
8. Application
9. Emailer
10. Social Media Post
11. Summary

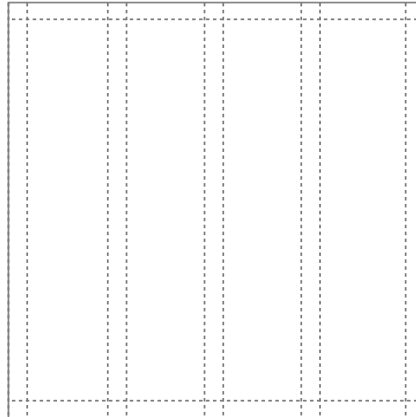
Overview

Our composition encompasses many elements, including layout, frame, grid guidance, text, illustrations, and logo placements. We ensure the flawless execution of the layout by establishing a clear hierarchy, maintaining appropriate scale and proportion, and incorporating elements of rhythm and repetition.

Bleed Margin



Grid Guidance



Visual & Text Placement



Bleed Web

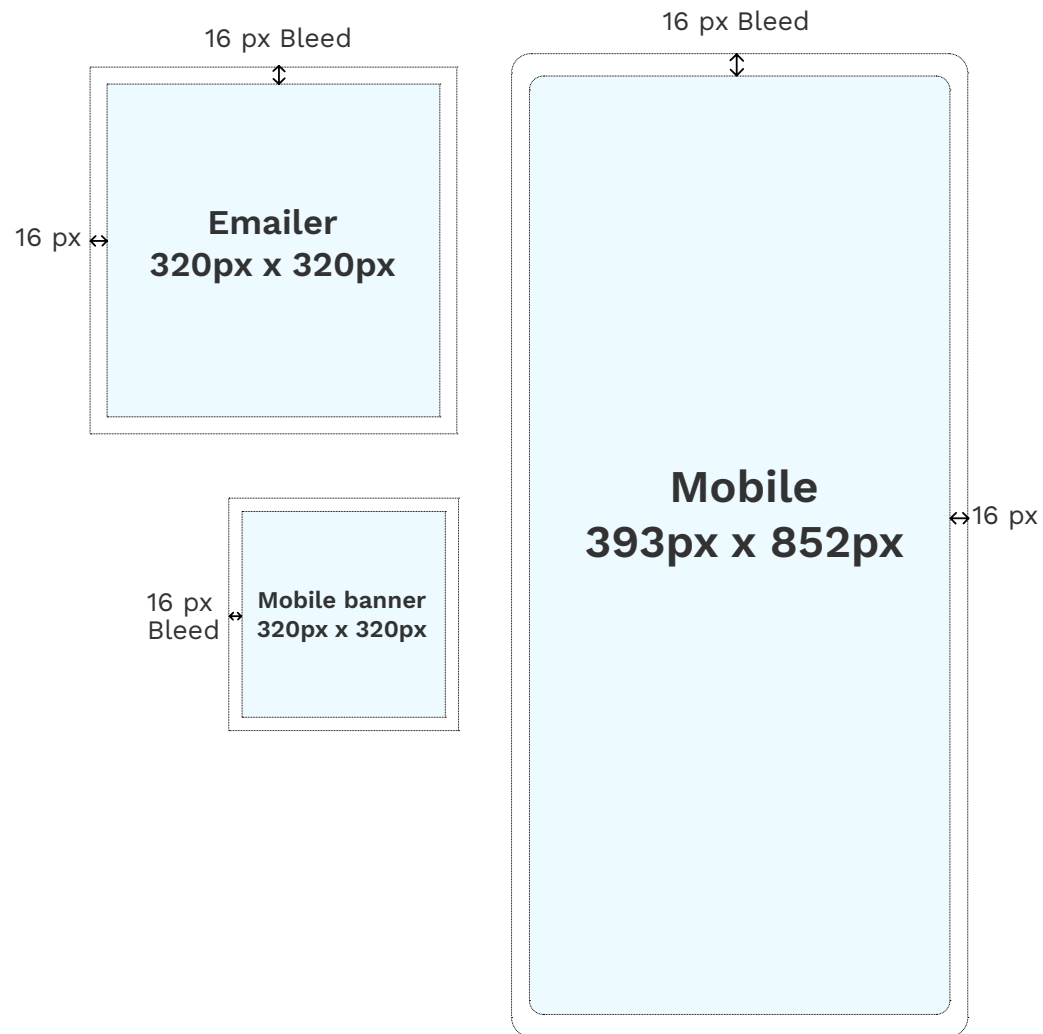
A layout is dependent on the appropriate placement of the text and visual elements. In order to ensure a polished appearance, it is essential to establish a defined spacing for the bleed margin in every layout.



Bleed

Mobile

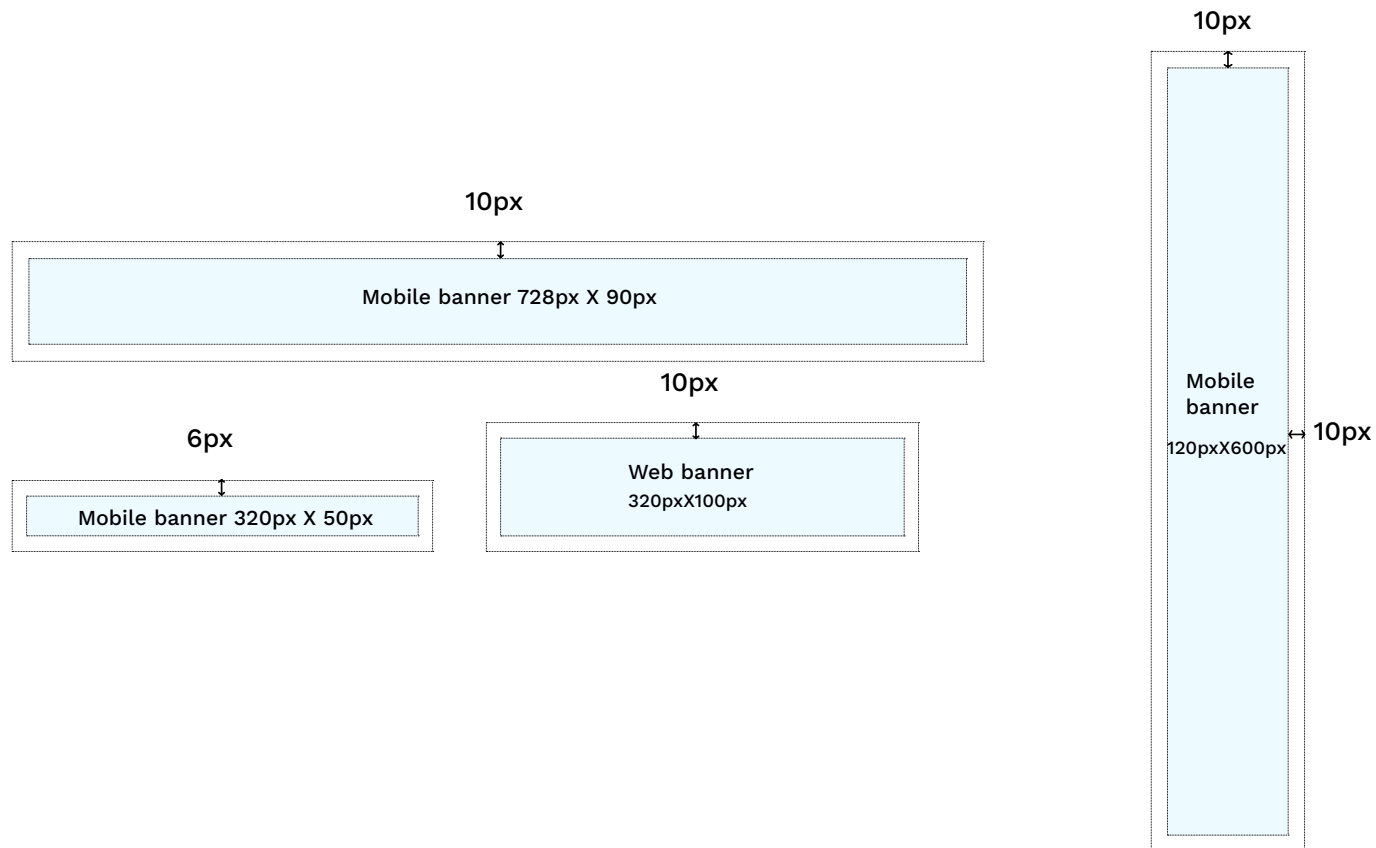
The grid serves as the fundamental framework for positioning elements on the screen. Designing to the grid layout enables the creation of seamless and intuitive user experiences.



Bleed

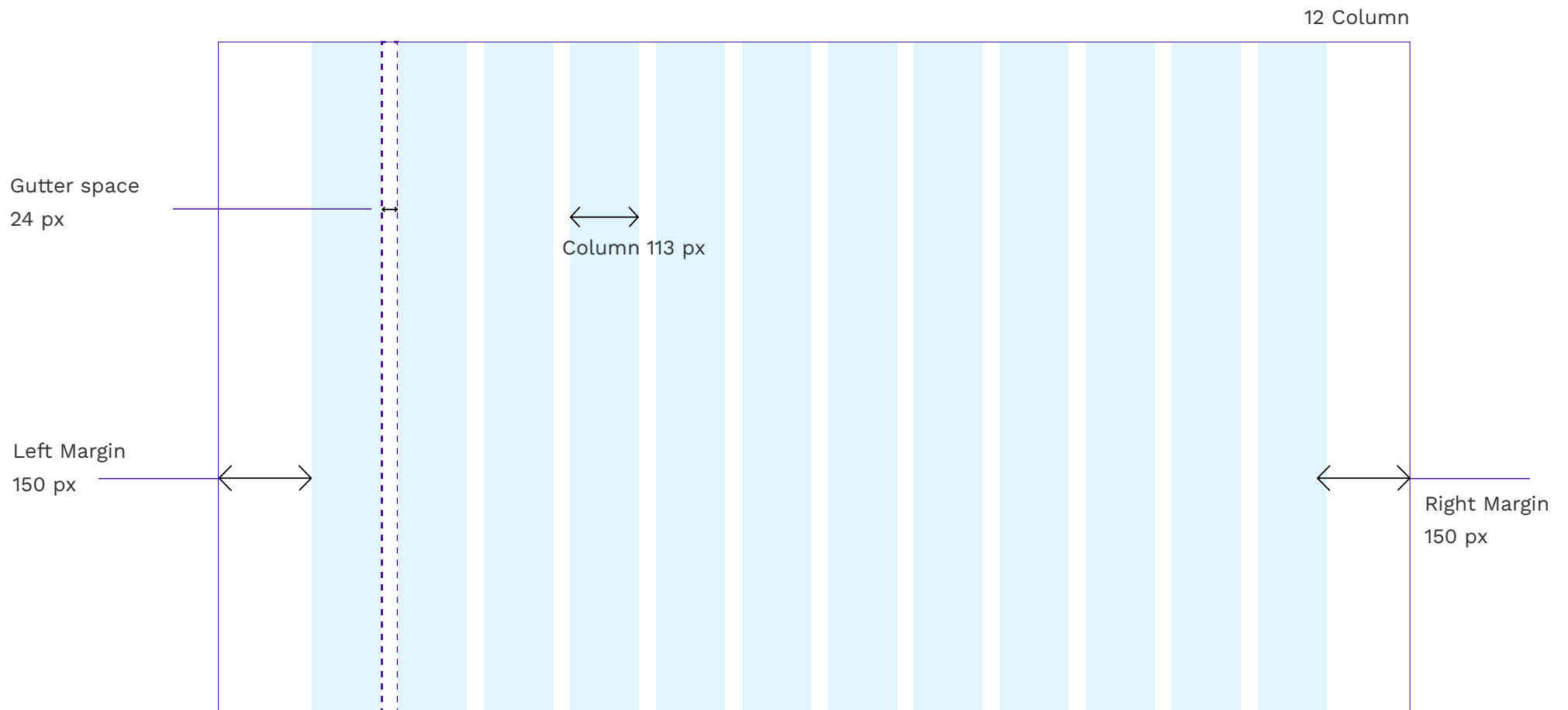
Exception

Text placement plays an important role in our composition, as it directly influences readability and guides the movement of the eye.



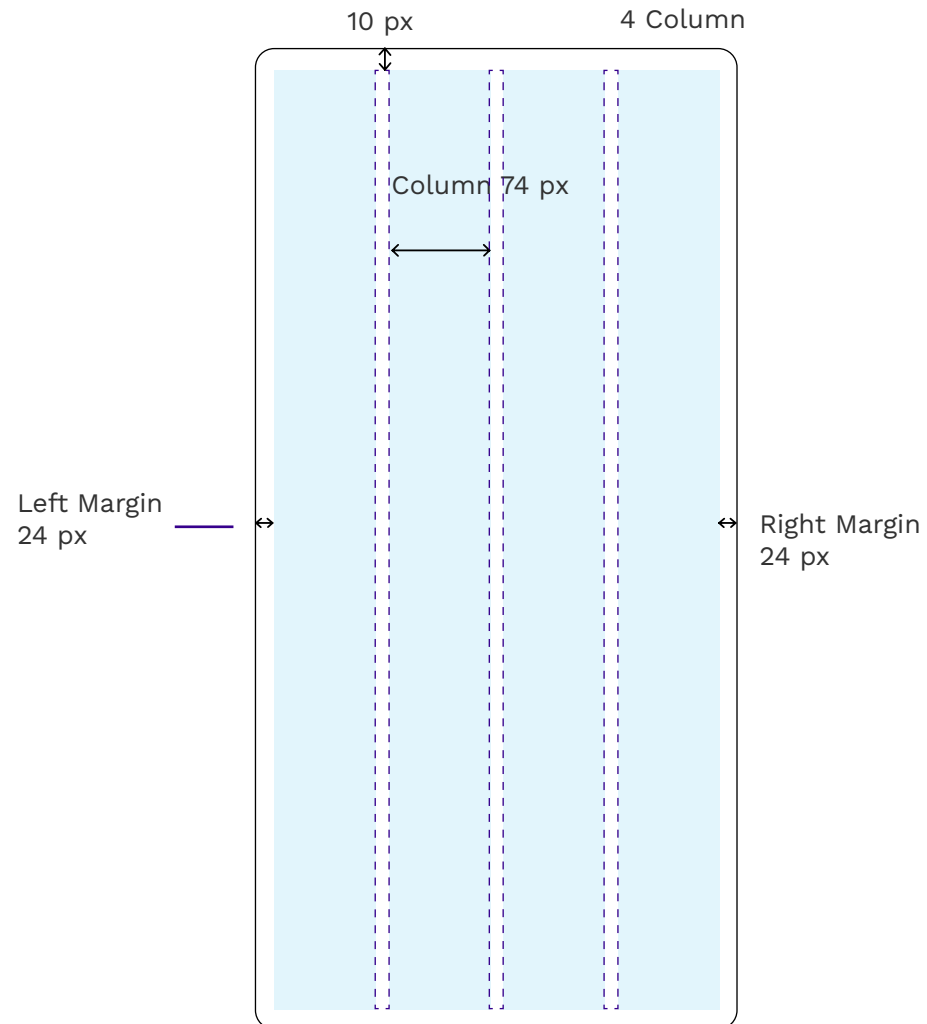
Webpage Grid

Based on the column breakdown, determine the number of columns that makes the most sense for your composition. For a 1920x1080 pixel website format, a 12-column grid works best.



Mobile Grid

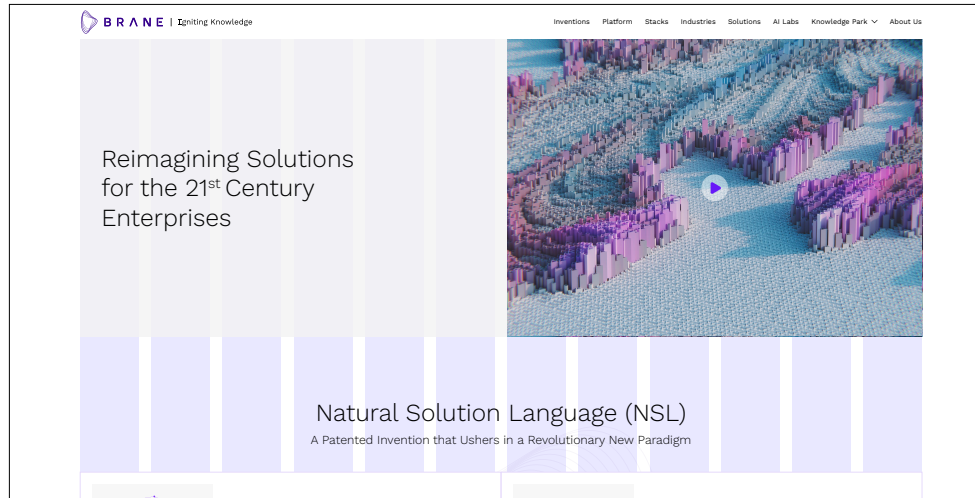
Based on the column breakdown, determine the number of columns that makes the most sense for your composition. For a 414x736 pixel website format, a 4-column grid works best.



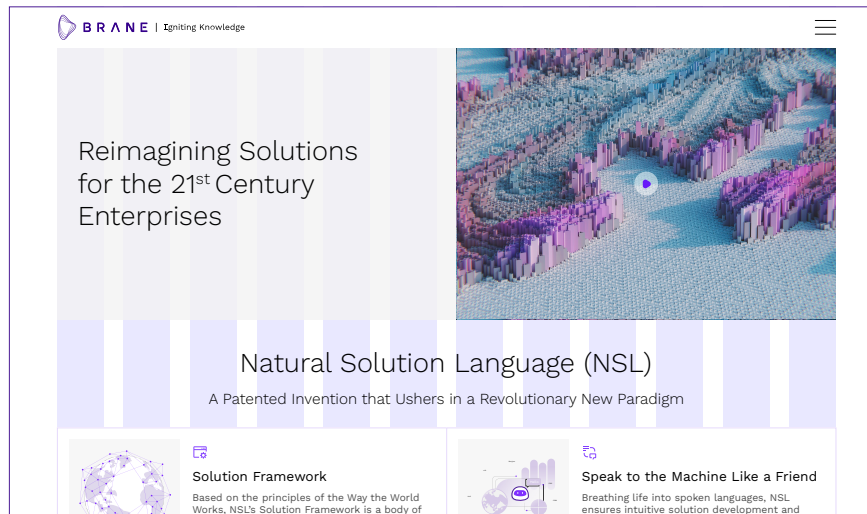
Text & Visual Grid

On smaller screens, such as mobile devices, we adopt a 4-column grid system with a left and right margin of 16 pixels. Each column within the mobile grid has a width of 83.5 pixels.

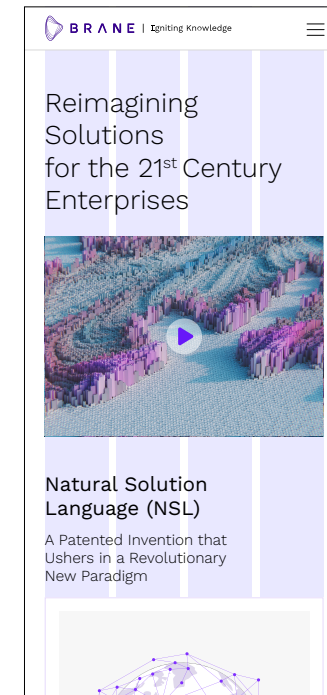
Desktop



Tablet

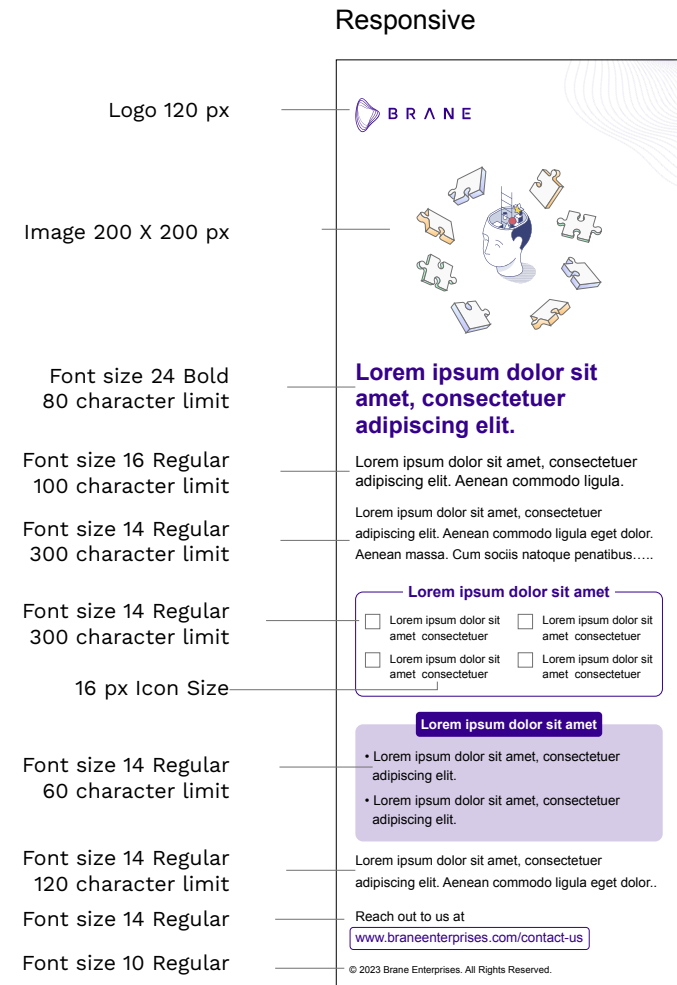
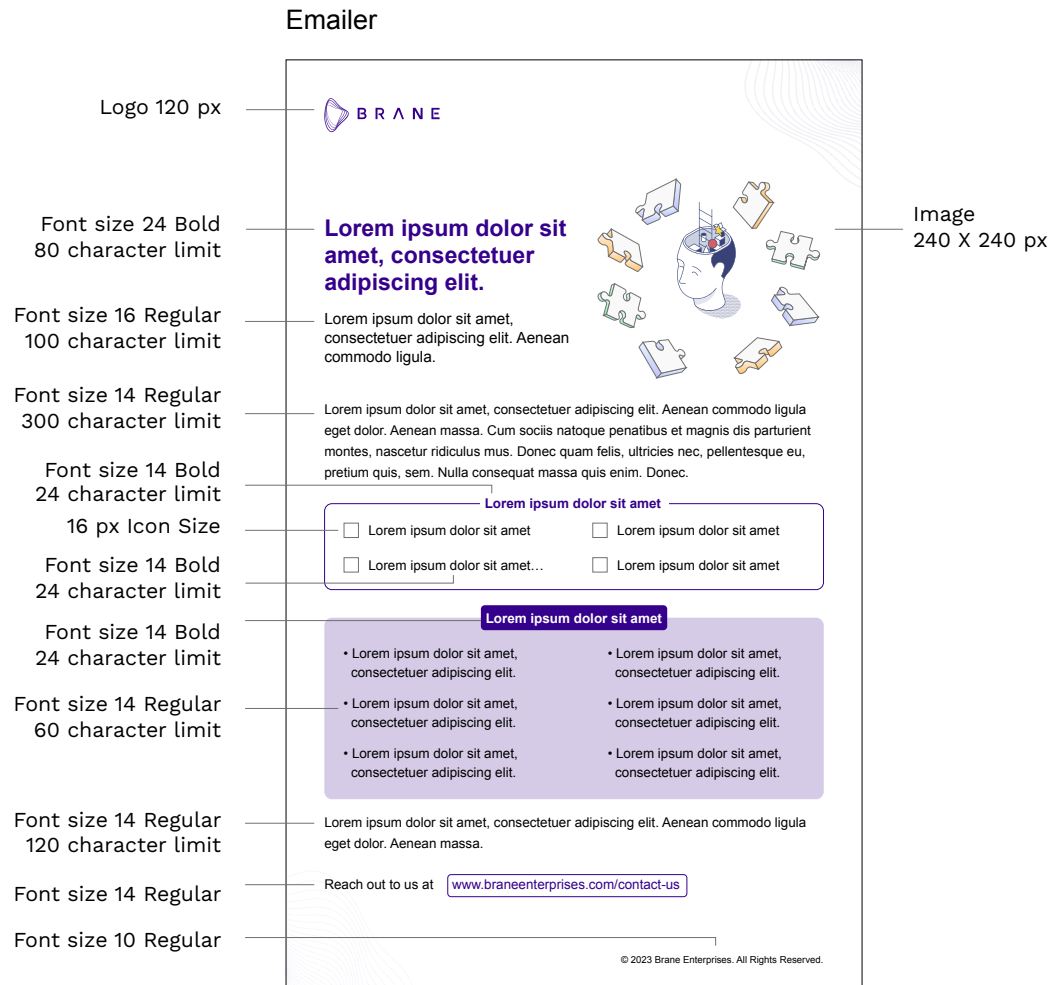


Mobile



Emailer

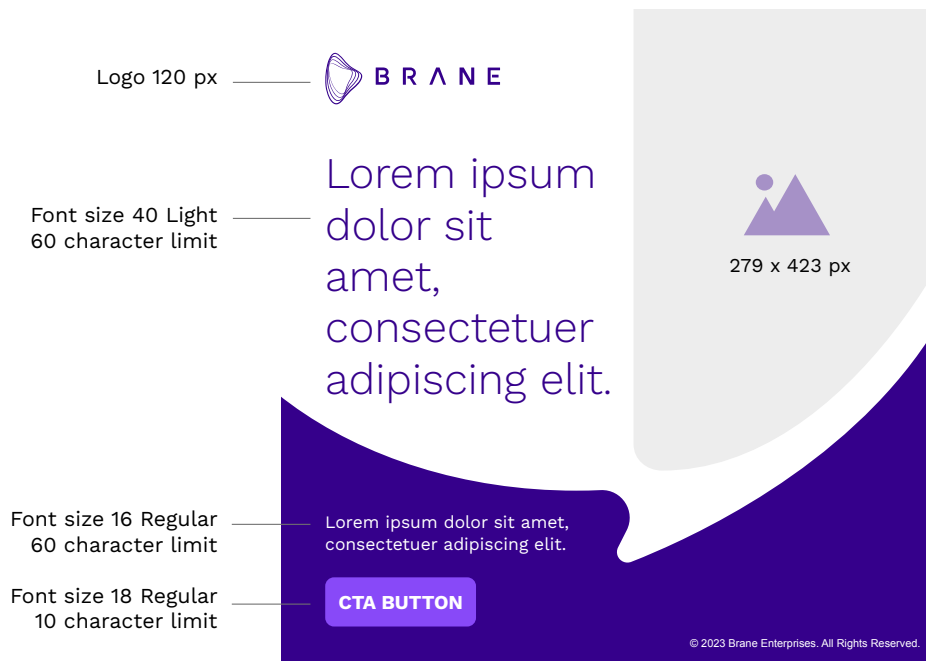
On smaller screens, such as mobile devices, we adopt a 4-column grid system with a left and right margin of 16 pixels. Each column within the mobile grid has a width of 83.5 pixels.



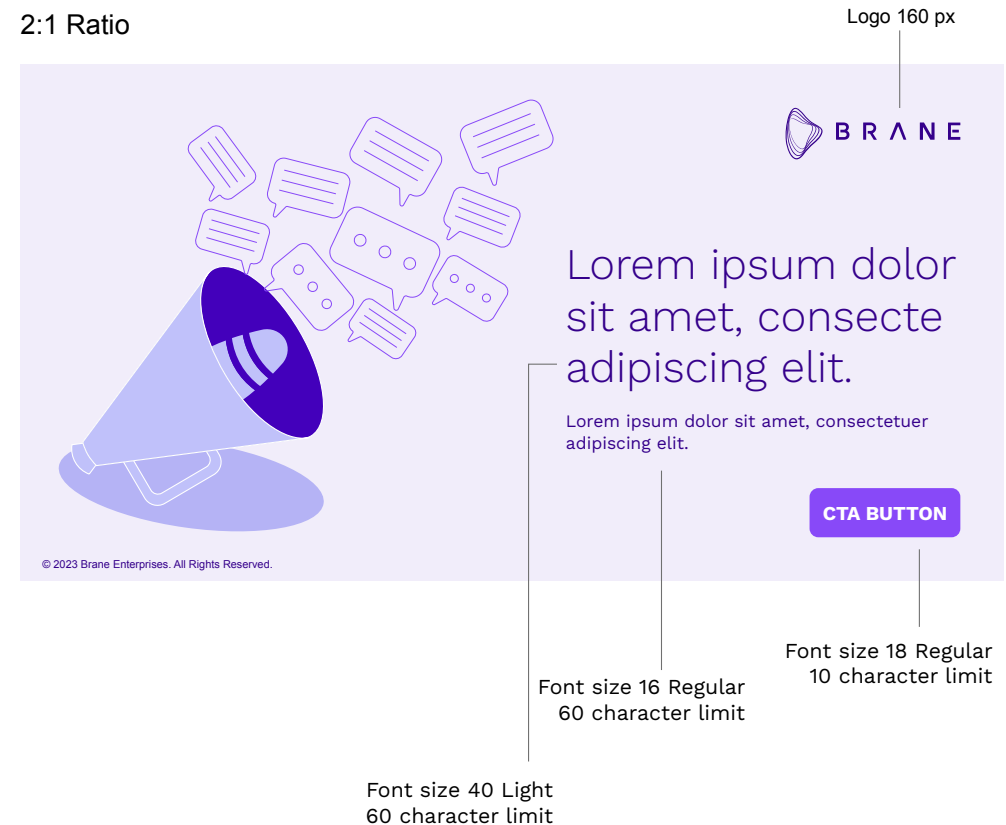
Social Media Template

On smaller screens, such as mobile devices, we adopt a 4-column grid system with a left and right margin of 16 pixels. Each column within the mobile grid has a width of 83.5 pixels.

1:1 Ratio



2:1 Ratio

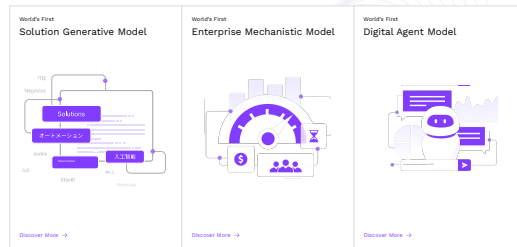


PPT Template

On smaller screens, such as mobile devices, we adopt a 4-column grid system with a left and right margin of 16 pixels. Each column within the mobile grid has a width of 83.5 pixels.

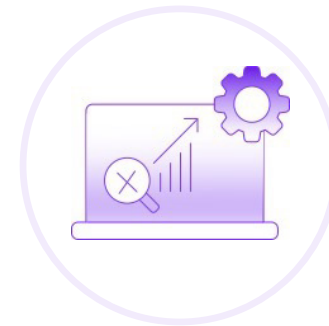
Birth of a Revolutionary New Paradigm

Three Sets of Inventions Contributing to a Revolutionary New Paradigm



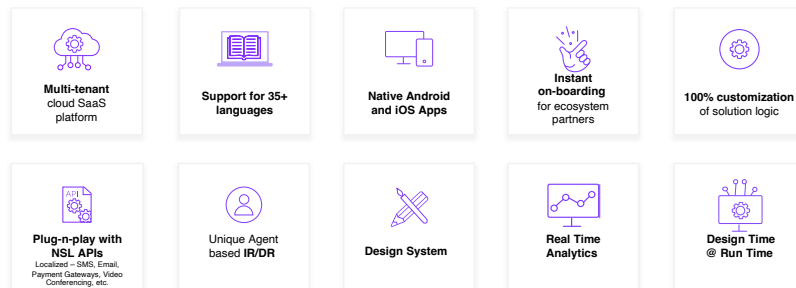
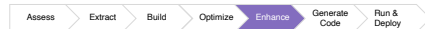
Common Challenges faced by Enterprises

- Inability to Monitor and Measure Productivity Across Business Granular Functions



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How we Applied our Approach for Modernization



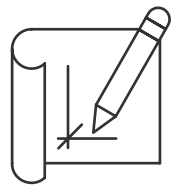
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A Revolutionary New Paradigm

Replacing Programming with

Spoken Languages





Composition

Summary

Our composition follows a grid pattern with full-bleed and column guidance, ensuring seamless placement of the text and visual elements. For both internal and consumer-facing communications, our composition encompasses visual and textual elements, providing a comprehensive framework for consistency and clarity across communication layouts.



Visual Architecture

1. Overview
2. Primary Lockup External
3. Clearspace Primary Lockup
4. Secondary Lockup
5. Clearspace Secondary Lockup
6. Brand Name
7. Application
8. Summary

Overview

Our visual architecture is based on different combinations of lockups, alignments, and structuring required to maintain a uniform look in everything we create. The visual tonality has a set of benchmarks to make every layout stand out and appeal to a larger audience.



Logo

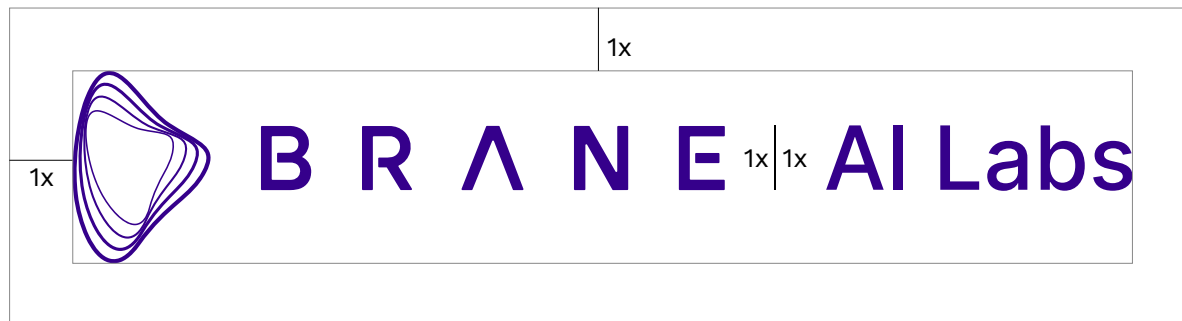
Lockup

For any Primary Lockup, our primary logo will always be used. There will be a 2x width between our logo and the partner brand within the lockup.



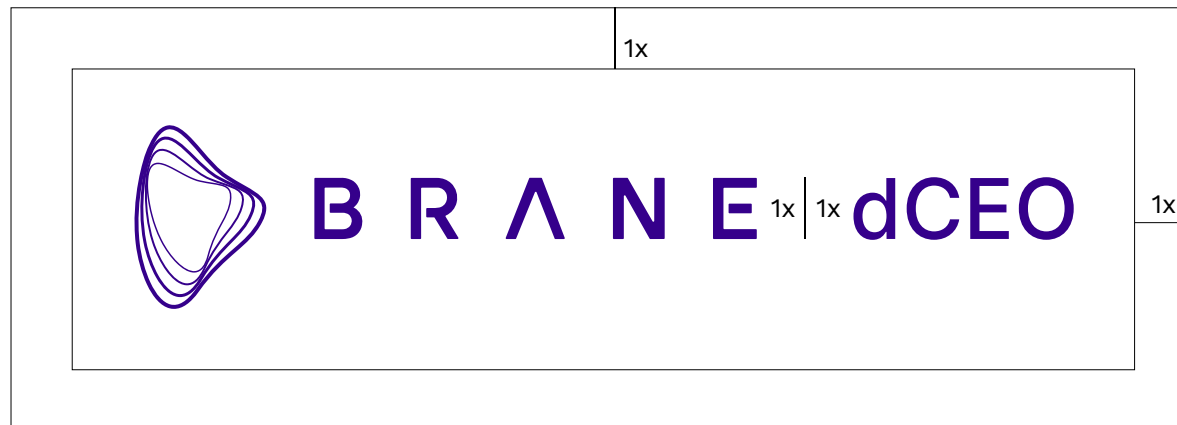
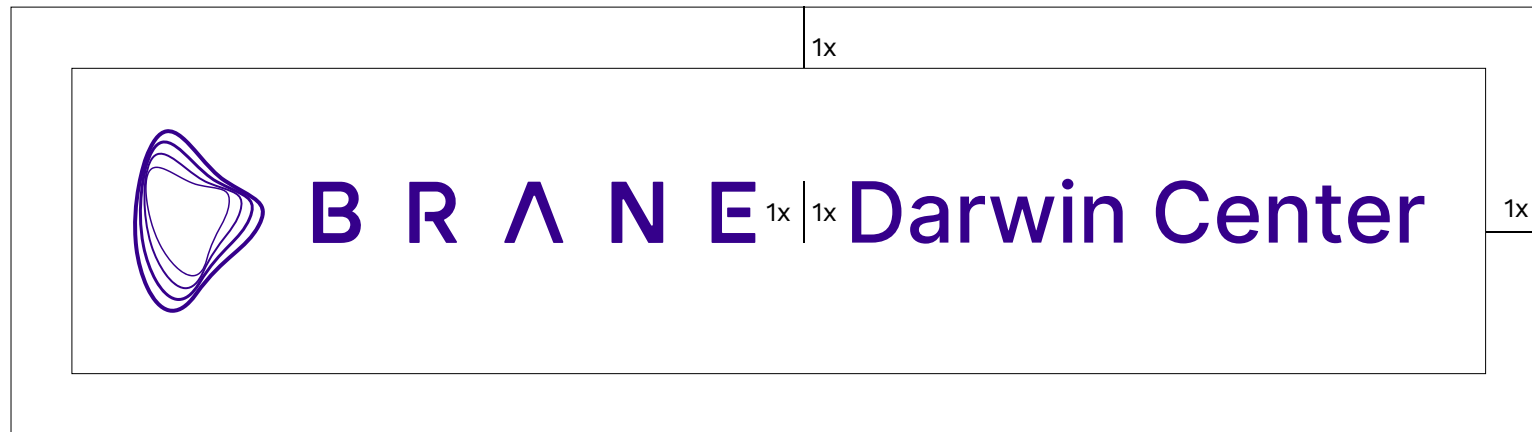
Clearspace

A 1x gap must be maintained between the logo and the margin area of the layout to give clean and sophisticated look to the whole unit.



Application

In certain cases, our logo may need to be adjusted to suit different types of communication. For instance, the size of the logo will vary depending on whether it is used for app icons or signages.



Logo Lockup

Exceptions

In rare cases, we may employ a distinct logo for our products or services, contingent upon our communication strategy.



Brand Name

In Text Format

The brand name should consistently appear in title case within paragraphs. This ensures a polished and professional presentation that aligns with the brand's identity and standards.



Brane is a 21st-century multidimensional enterprise transformation company driven by a singular mission to revolutionize the world through groundbreaking inventions.



Introducing VisionPlus, a revolutionary solution empowering the visually impaired to navigate the world like never before.

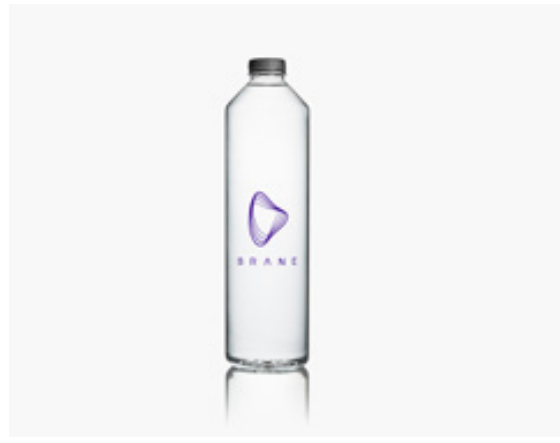


brane is a 21st-century multidimensional enterprise Transformation company driven by a singular mission to revolutionize the world through groundbreaking inventions.

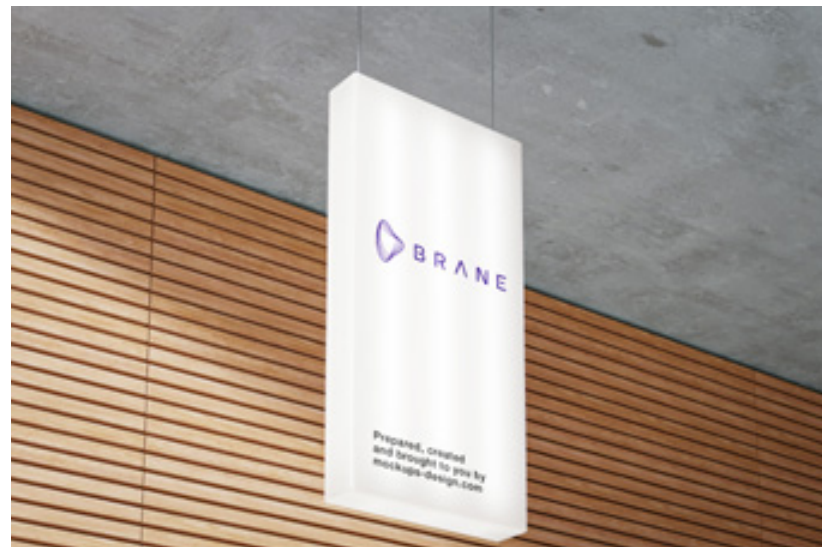


Introducing Visionplus, a revolutionary solution empowering the visually impaired to navigate the world like never before.

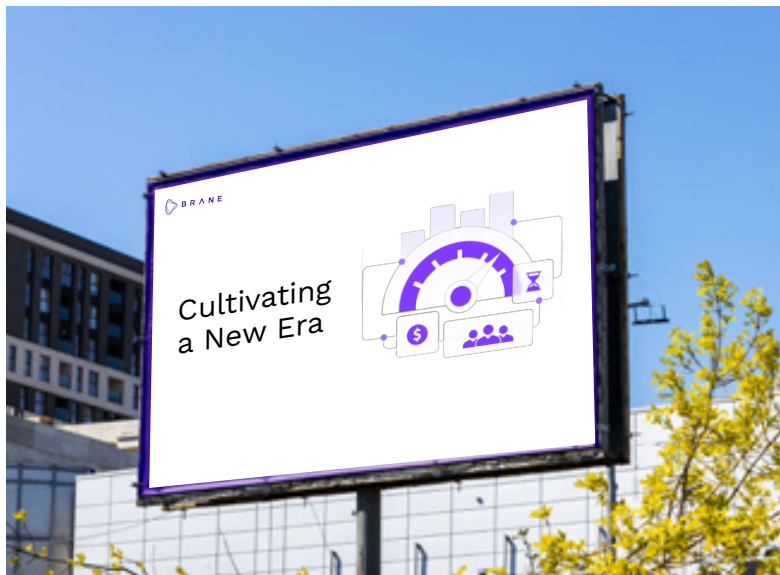
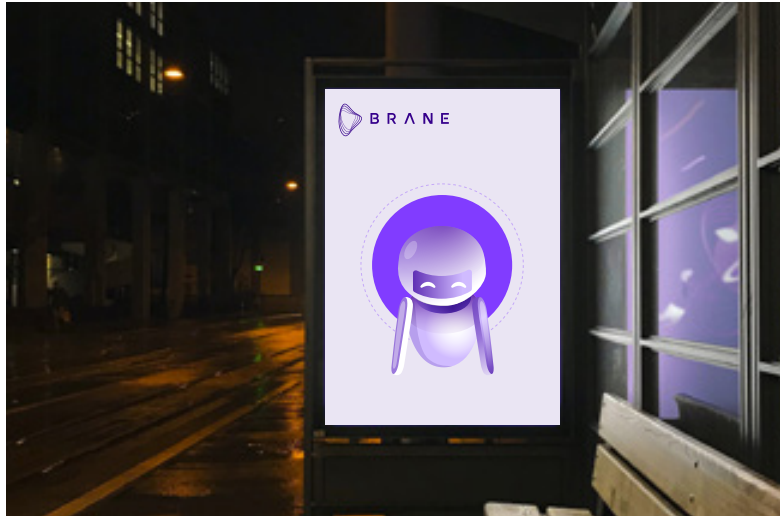
Application



Visual Merchandising



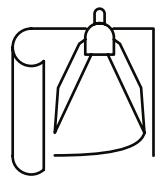
Marketing Collaterals



OOH Media



Signages



Visual Architecture

Summary

Our Visual Architecture serves as the foundation for our brand structure, encompassing a logical, strategic, and cohesive framework. With a focus on clarity and synergy, our objectives revolve around harnessing the essence of our innovations. The brand architecture encompasses all partnerships, sub-brand, and internal-brand lockups, using our primary logos. We lay out clear guidelines for logo placements in relation to text and visuals, ensuring appropriate padding and margins for optimal visual impact.



Brand Voice

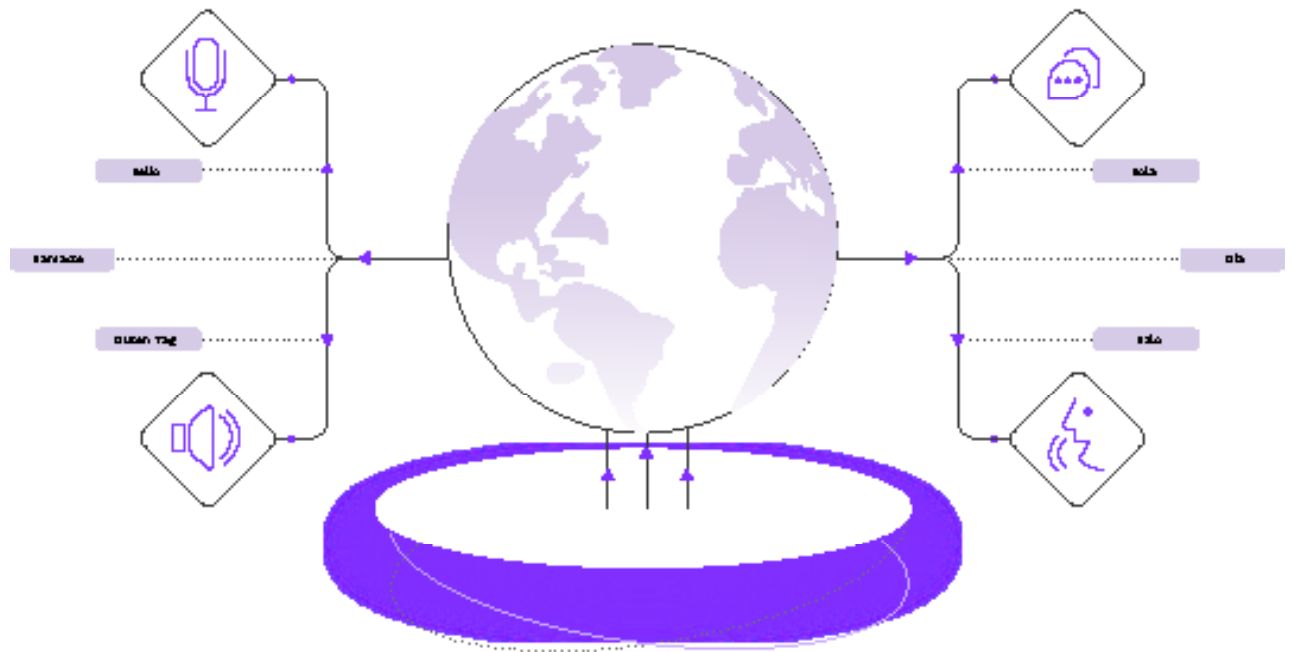
1. Brand Philosophy
2. Examples
3. Tone of Voice

Brand Voice

As an active verb, 'igniting' symbolizes our ongoing mission to enliven 'knowledge.' This perfectly mirrors Brane's ethos, where we bring solutions, ideas, and creativity to life. 'Igniting knowledge' reflects our dedication to breathing life into ideas, embodying Brane's commitment to nurturing solutions and blending diverse wisdom for vibrant excellence.

Brand Principles

- We are confident
- We are transparent
- We are solution-oriented
- We are inclusive and diverse
- We speak the Language of Transformation



Language of Transformations

We transform ideas, systems, and people, guiding enterprises with clear communication and comprehensive offerings. Our solutions, products and services, empower enterprises to drive change. We provide success roadmaps, aligning strategic vision with operational excellence and continually improving our revolutionary approach and offerings.



We are Confident

Our confidence stems from our unwavering commitment to knowledge and research, spanning 60+ domains, guided by principles reflecting the way the world operates. We think, research, learn, and experiment. As a knowledge-driven entity, our communication mirrors the precision of scholars and domain experts, showcasing our deep understanding of the value we provide.



Banking



Finance



Consulting



Agriculture



Transport



Tourism



Supply Chain



Security



Healthcare



E-Commerce



Energy & Utilities



HR



FMCG



Media &
Entertainment



Manufacturing



Public Sector



Pharma



Retail



Telecom

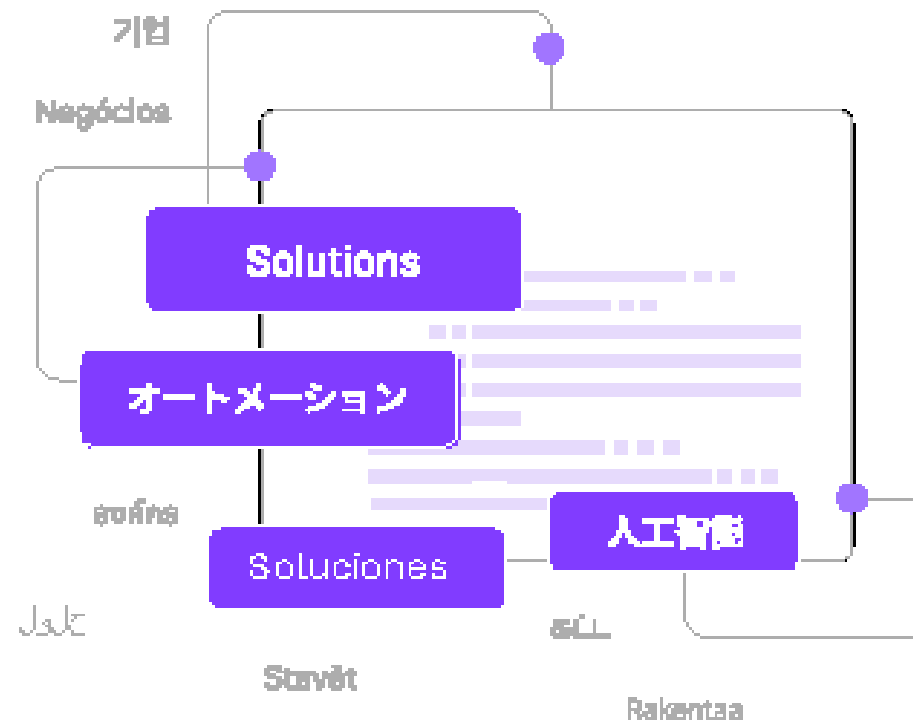


Real Estate

We Focus on the Solutions

More than the Problem

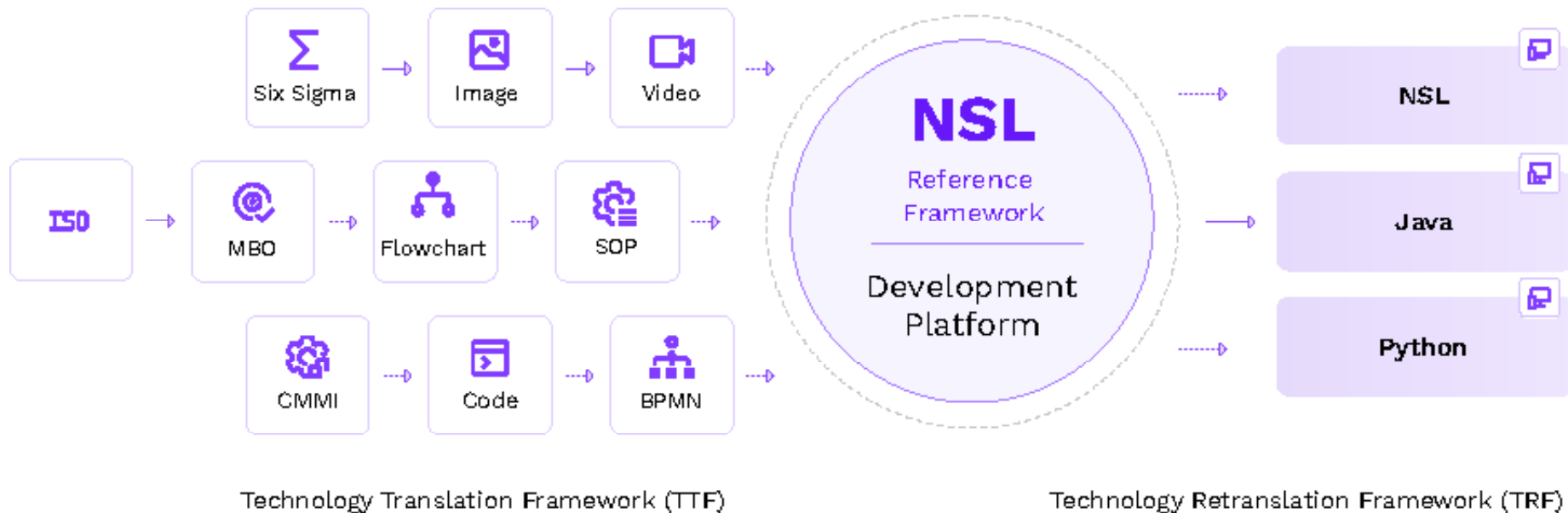
While we recognize challenges, our primary focus is on showcasing the dimensions of the solutions we offer and facilitate. Infused with a can-do attitude, we radiate optimism about reaching our goals, continually igniting a proactive drive. Our language regarding transformative solutions is consistently straightforward, goal-oriented, and inspirational that conveys a sense of ease and reliability.



We are

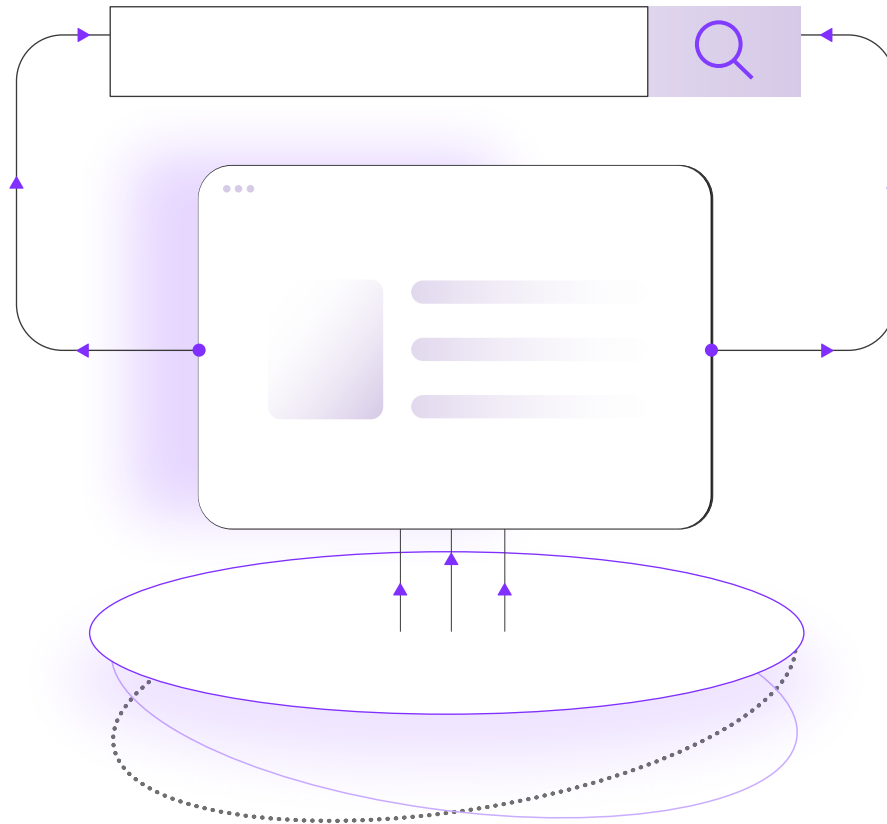
Inclusive and Diverse

We exude an inclusive and welcoming presence, embracing all backgrounds and journeys with a language that fosters ease and fluidity in our interactions. Effective communication thrives when barriers are removed, and we are committed to avoiding exclusionary language or phrasing that may be offensive. Our respect extends to all individuals we engage with, regardless of who they are.



We are Transparent

Our commitment to transparency and visibility means we willingly share even our most intricate aspects. This openness fosters discovery and encourages improvement, empowering stakeholders and giving them a sense of control when engaging with us.



Examples of Brand Voice

Correct Usage	Incorrect Usage
• We enable enterprises to achieve a higher level of operational excellence. • We employ digital intelligence at every vantage point to enhance organizational operations. • The ECT increases productivity multifold, taking business growth to the next level. • We are using natural languages to perform the same functions as programming languages. • To achieve operational excellence and expediate decision making, we have implemented a dedicated team of digital agents. • We are overcoming the biggest barriers to transformation with our greatest inventions. • Our invention eliminates the gap between humans and machines and generates enterprise solutions in a short time. • When humans and machines collaborate hand in hand, it gives rise to immense possibilities.	• We empower enterprises to be future-ready with an extraordinary level of operational excellence. • We infuse digital intelligence at every vantage point, simplifying organizational operations. • The ECT revolutionizes productivity multi-fold, driving businesses growth to the next level. • We have activated spoken languages to outperform programming languages, achieving the same functions with enhanced effectiveness. • We have deployed an army of digital agents to drive unparalleled operational excellence, enabling rapid decision-making. • We are breaking transformation barriers with ground-breaking inventions. • Our invention simplifies human-machines interactions and generates super-enterprise solutions in no time. • When humans meet machines, the possibilities are endless.

A Groundbreaking Invention that Delivers Unprecedented Value

Tone of Voice

Though our voice is constant regardless of who we are talking to or what we're saying, we adapt our tone to fit the audience and the context.

According to the Nielsen – Norman Group, the tone of any piece of content can be analyzed along 4 dimensions:

- Funny vs. Serious
- Formal vs. Casual
- Respectful vs. Irreverent
- Enthusiastic vs. Matter of Fact

Based on this analysis, we have charted how the dimensions will impact the different segments of audience relevant to us.

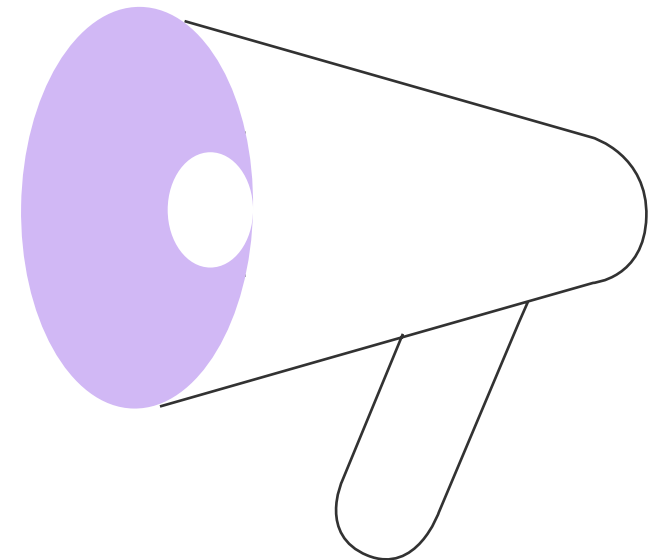
- **Industry Experts**

(including business customers potential or existing, partners and internal leaders)

- **Wider Audience**

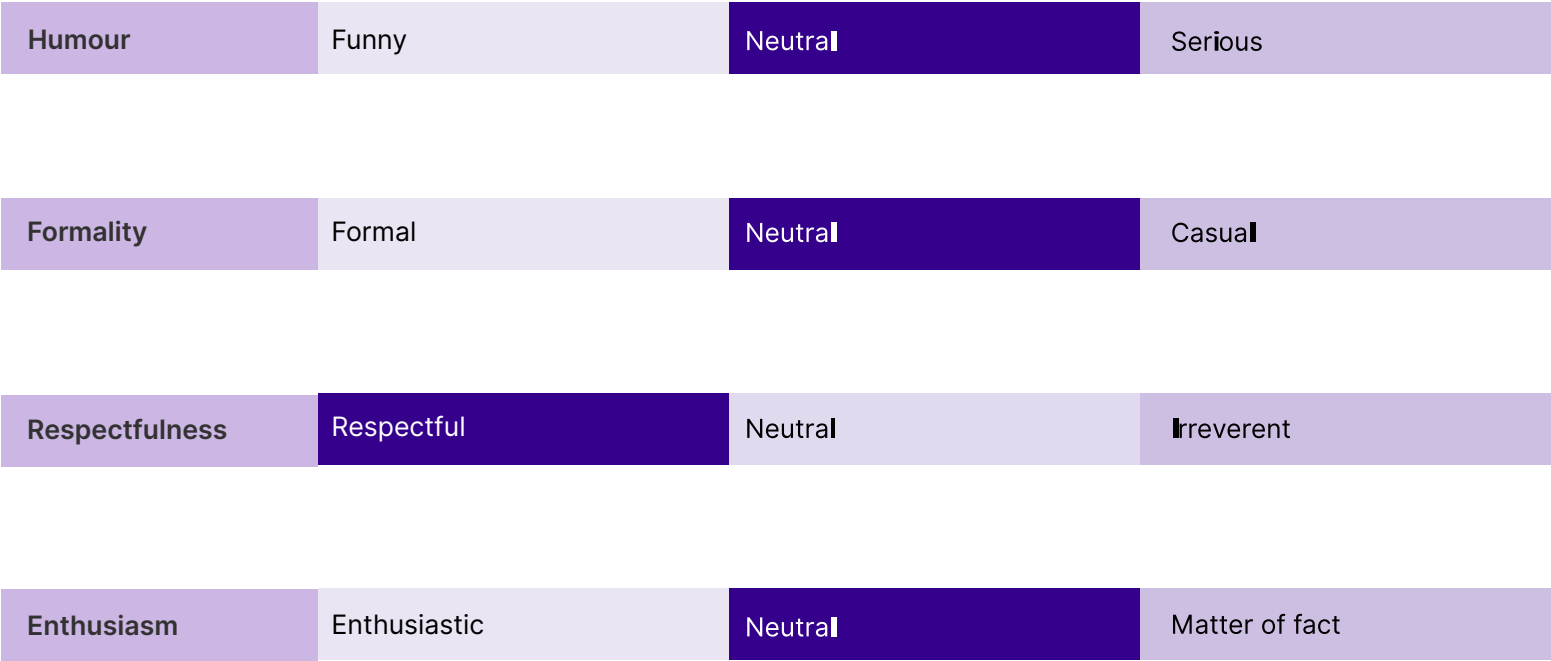
(including various adults like homemakers, students, tech enthusiasts, social media followers)

- **Younger demographic**



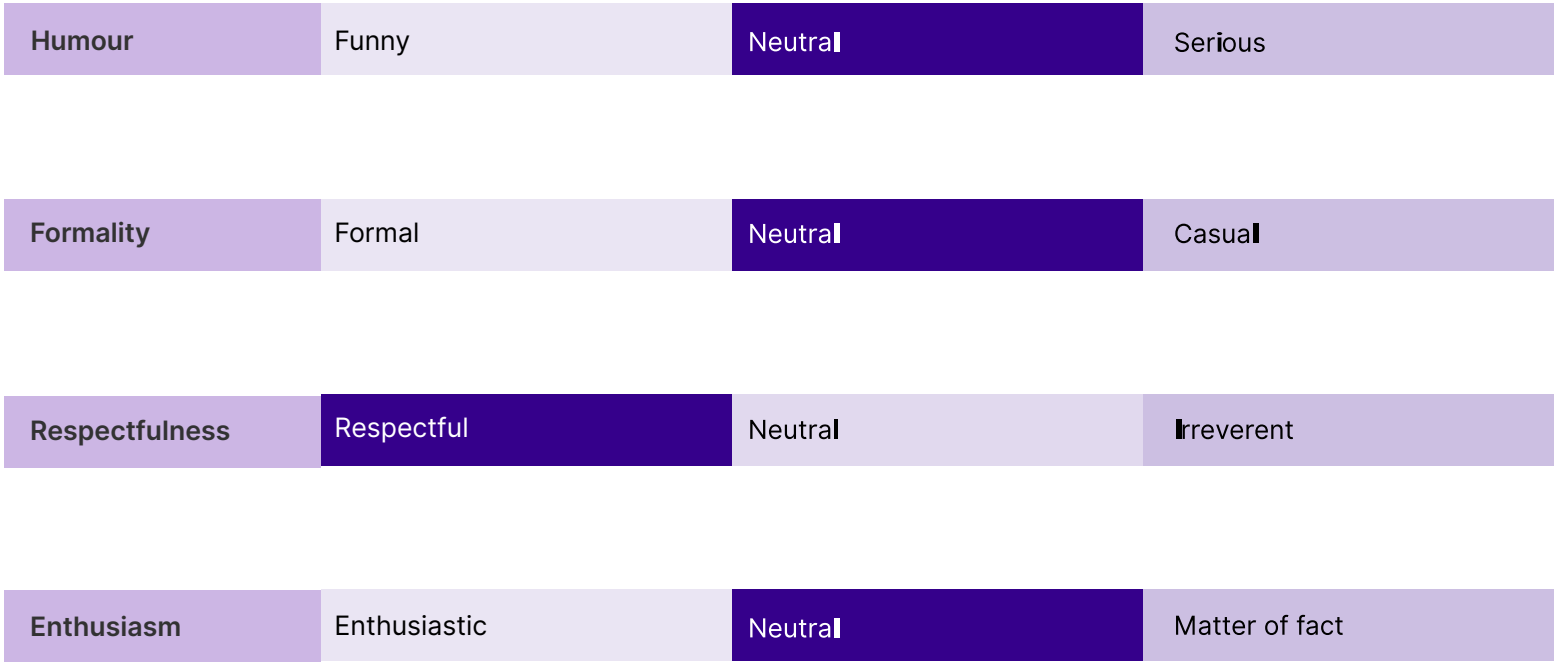
Tone of Voice for

Industry Experts



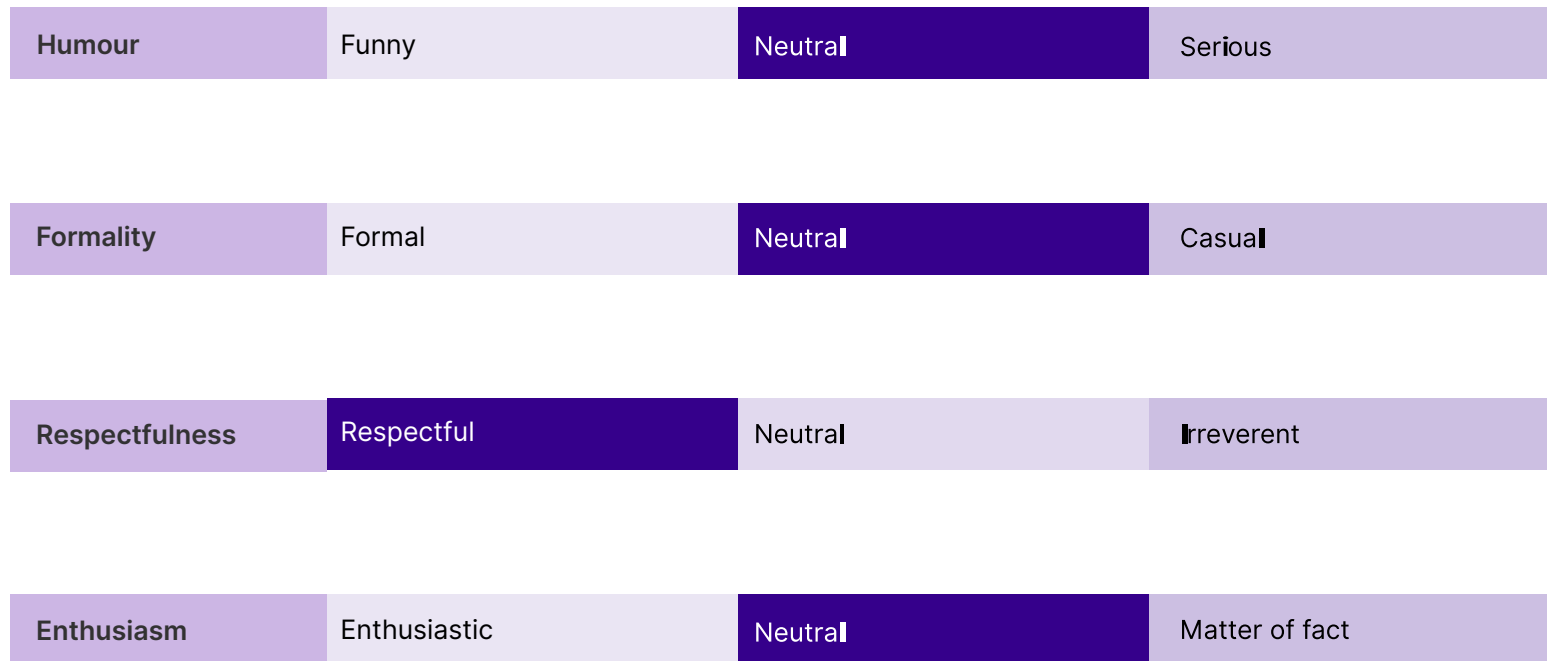
Tone of Voice for

Wider Audience



Tone of Voice for

Younger Demographic



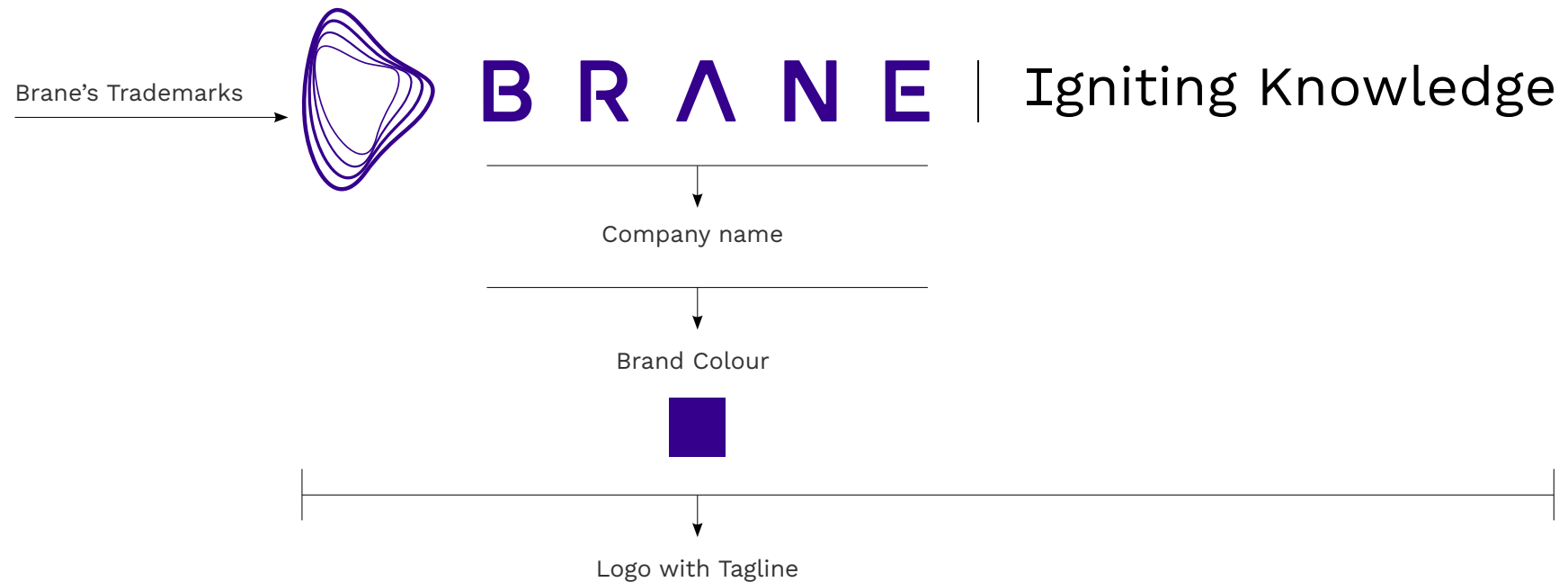


Trademarks & Copyrights

- 1 Overview
2. Trademark Guidelines
- 3 Copyright Guidelines

Overview

A trademark encompasses a name, logo, or slogan, serving as a distinctive identifier for a company's products or services, setting them apart from competitors. As trademarks are crucial for brand strength, they represent valuable assets. Careful use of Brane trademarks is vital to avoid customer confusion, protect Brane's significant trademark investments, and uphold ownership and responsibility standards.



Trademark Guidelines

Brane owns a variety of Intellectual Property (IP), such as marks, brand names, logos, designs, badges, characters, slogans, taglines, website content, and videos of the Brane and its affiliates (collectively referred to as the “Brane’s Intellectual Property”). These Guidelines are intended to guide partners, resellers, customers, developers, consultants, publishers, and/or any other third party wishing to use or display Brane’s IP in any manner. Any uses of Brane’s IP works must abide by these Guidelines. You may not use any of Brane’s Intellectual Property unless you have a written agreement with Brane that contains a license or permission to use Brane’s Intellectual Property.

Terms

You may use Brane’s word marks, logos, device marks, product names, service names, technology names and other names in text to refer to Brane’s products and services and related technology if you follow these guidelines and your use is accurate, fair, and not misleading.

- Always use the correct trademark symbol on any product packaging, advertising or promotional material, technical, or other documentation relating to any product distributed under license from Brane.
- Properly designate the status of the Brane Marks by using the correct trademark symbol (® or ™) to reflect Brane’s ownership of particular marks. Additionally, when using a Brane product/service name, always precede it with the Brane master brand on the same line, using the same type size, font, and color.
- Always include the correct trademark notice statement to acknowledge

Brane’s ownership of its trademarks (including on any product packaging, advertising or promotional material, technical, or other documentation relating to any product distributed under license from Brane if such material contains a Brane trademark).

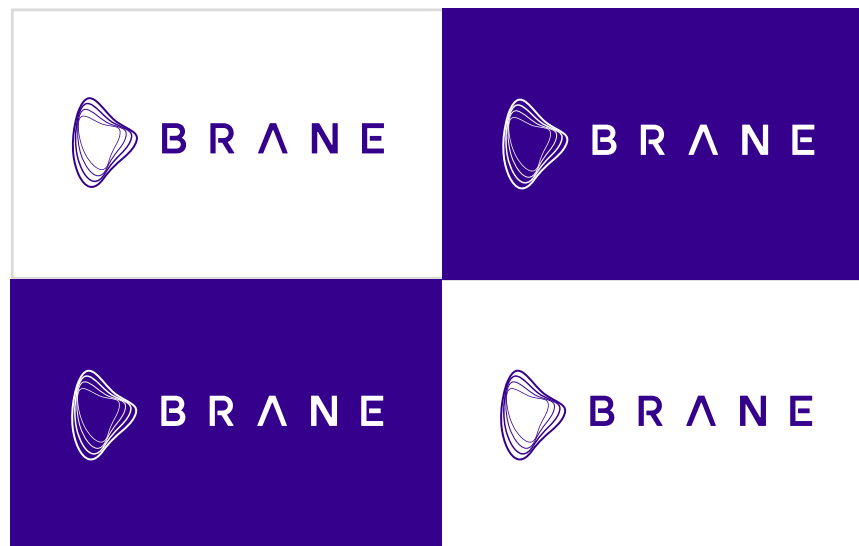
- Do not use a trademark in the possessive or plural form.
- Do not alter the spelling or form of Brane’s trademarks by abbreviating them, creating acronyms, translating them, joining them to other words, symbols, or numbers (either as one word or with a hyphen - unless otherwise permitted), or using improper capitalization.
- Do not use any Brane logo without written authorization from Brane. Do not use Brane’s trademarks in any manner that expresses or implies that Brane has any affiliation, sponsorship, endorsement, certification, or approval of your product, service or company.
- Do not use Brane’s trademarks in false or misleading advertising.
- Do not use Brane’s trademarks in connection with any defamatory, scandalous, pornographic, or other objectionable materials.
- Do not manufacture, advertise, sell, distribute or otherwise give away any merchandise items bearing any Brane’s trademark, logo or other name without an express written trademark license from Brane.
- Do not imitate any element of Brane’s logos, trade dress, or product packaging.
- Do not use or imitate Brane’s tagline or slogan.

Brane reserves all rights in its intellectual property, including rights not expressly described in these Guidelines.

Brane's Trademarks

The following is an illustrative, non-exhaustive list of logos owned by Brane. Because this list of logos and their status could change over time, especially as we may add new products and services, please review this section in these Guidelines periodically. Please note that the absence of a product or service name or logo from the list below does not constitute a waiver of Brane's Intellectual Property rights in that name or logo.

1. Text – BRANE (Company name)
2. Logo – “BRANE” (Company name)
3. Logo- (Spectrum image)
4. Device Mark – (Image or Logo with Text “BRANE”) – Master Trademark
5. Colour- (Image of Primary Brand Color) – Master Trademark



Note: You may not use any Brane marks or logo or both without written authorization from Brane. Please contact our legal team if you want permission to use Brane's Trademarks or you wish to report any abuse of Brane's trademarks.

Copyright Guidelines

Brane documentation (including but not limited to data sheets, manuals, etc.), images, website, and other original creations are valuable assets protected by copyright law. Brane aims to protect these assets while encouraging the broad dissemination of product literature and related information in order to reach the widest market for Brane products.

- Copyrights cover all aspect of Brane's business. Publication such as technical reports (specifications for a material, product, process, procedure etc.), papers, magazines, books, journal, and the like are all protected by Copyright. In addition, software, videos, audio files and the Brane website content also come within the protection accorded by Copyright.
- Personal Use of Copyrighted Material: If you use Brane copyrighted material solely for your personal use you do not need Brane's written permission to use such material. However, distribution or reproduction or modification of such materials and images to others (including posting on a website) does require Brane's written permission.
- Educational and Non-Profit Use of Copyrighted Material: If you use Brane copyrighted material solely for educational (non-profit) purposes [an academic report, thesis, or dissertation, classroom handouts or textbook, technical article published in a magazine] falling under the "fair use" then you do not need Brane's written permission.
- Offering Brane's copyrighted material at a trade show or industry conference for the purpose of promoting product sales does require

Brane's permission.

- Permission to Use Copyrighted Material: If you intend to use Brane copyrighted material for commercial purposes or you are not sure whether a particular use falls under the "fair use" exception described above, then you should seek permission from Brane.
- All parties using Brane copyrighted material (whether for commercial or educational purposes) must properly acknowledge Brane's ownership of its copyrights and properly use Brane's trademarks.
- While using the Brane Copyright materials, one must ensure that the contents of the material may not be modified; the most current version of the copyrighted material must be used; Brane copyright notices must be posted in the reprinted material or publication, and Brane's trademarks must be properly used.

Note: *You may not use any Brane Copyrighted content without written authorization from Brane. Please contact our legal team if you want permission to use the Brane Copyright or you wish to report any abuse of Brane's Copyrights.*

