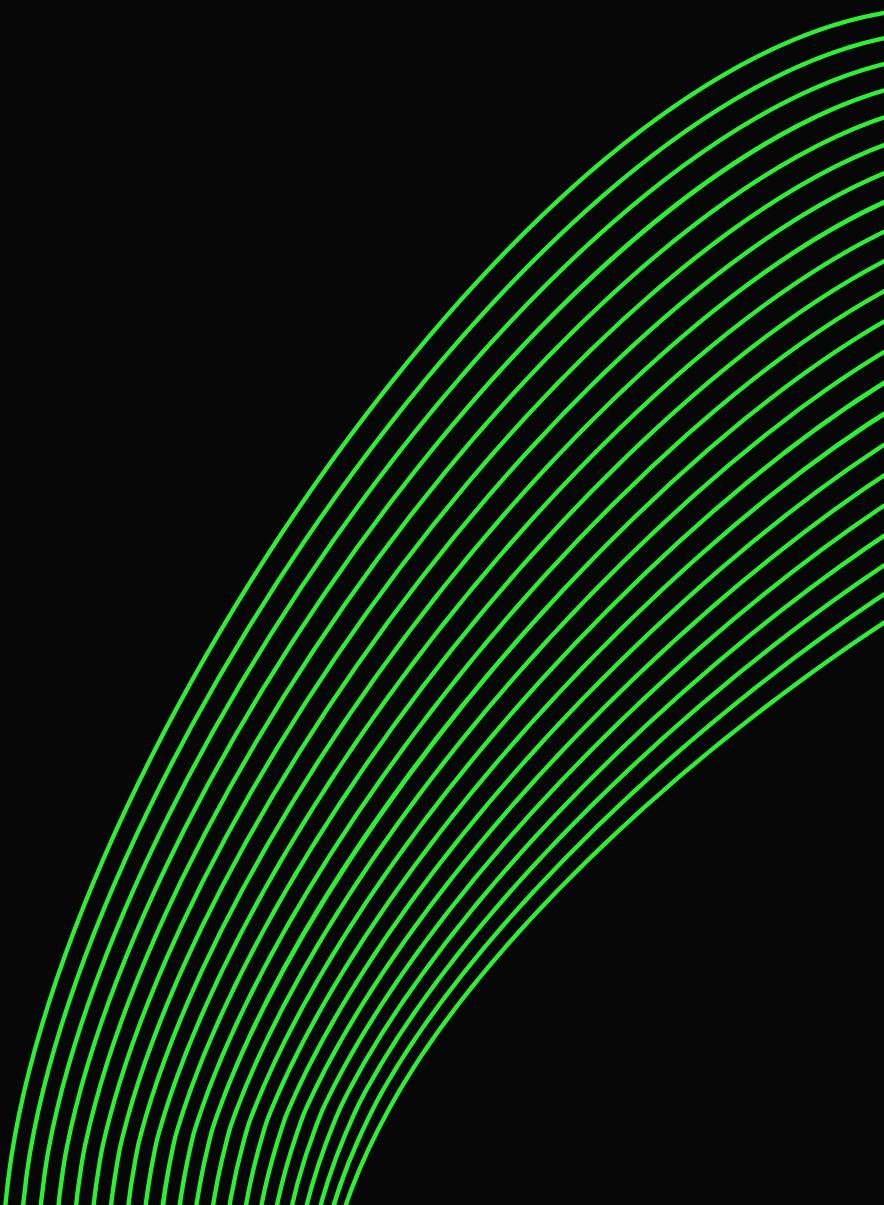


odisea

Brandbook Guidelines



Overview

Odisea Labs is a pioneering initiative by and for Latinos, dedicated to accelerating deep tech in Latin America. Founded in 2020, it blends technological and cultural innovation to create a more prosperous future. As a crypto-native, tech-driven organization, Odisea offers services like open-source research, acceleration programs, consulting, and product development.

With a sleek aesthetic inspired by solar punk and Matrix, Odisea embodies an adventurous and professional spirit. Its mission is to empower young visionaries and transform Latin America into a region thriving with technological and cultural innovation.

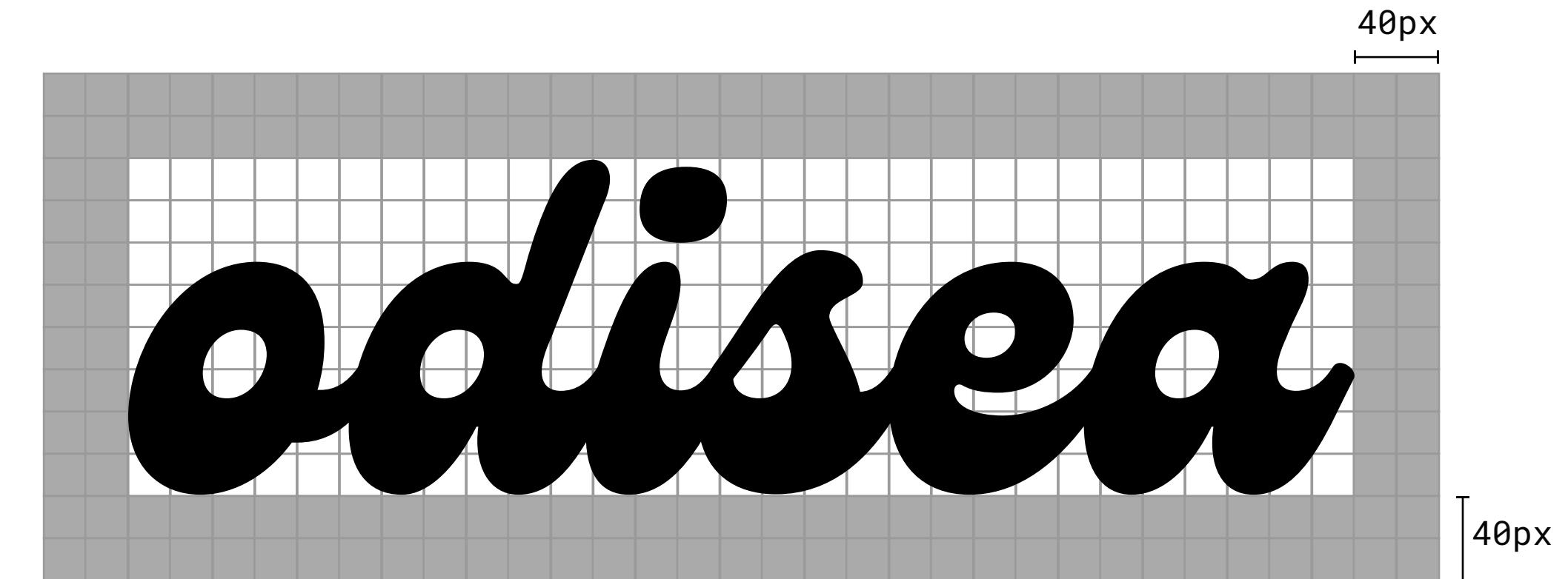
Principal logo

The main logo uses the Genty font, known for its bold, vibrant, fun, and modern style—perfect for projects like this. Genty is ideal for branding and logos, offering versatility for various design styles.

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Security area

It is the space established around the logo to prevent it from being contaminated by other elements in the graphic piece where it is used.



Logo Scalability

The ability of the logo to adapt to different sizes and media without losing its legibility, clarity and visual impact. It is essential to ensure that the brand is presented consistently across all possible media and sizes.

400 px

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200 px

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100 px

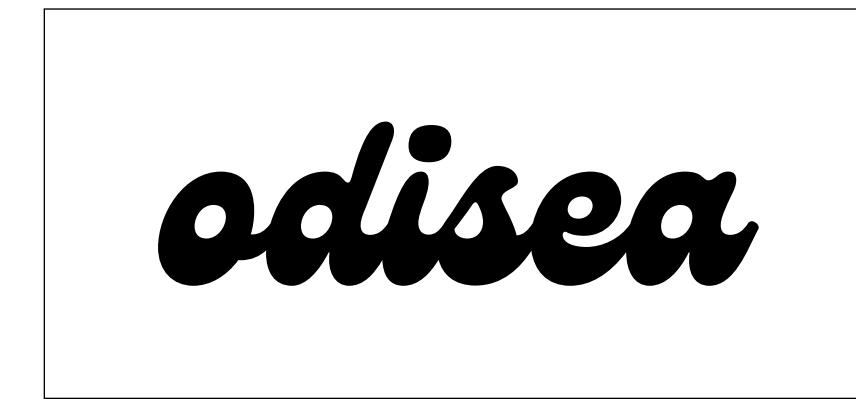
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50 px

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Variables

Here is how the logo will appear in positive, negative, with its various colors, or formats (vertical or horizontal)



Variables

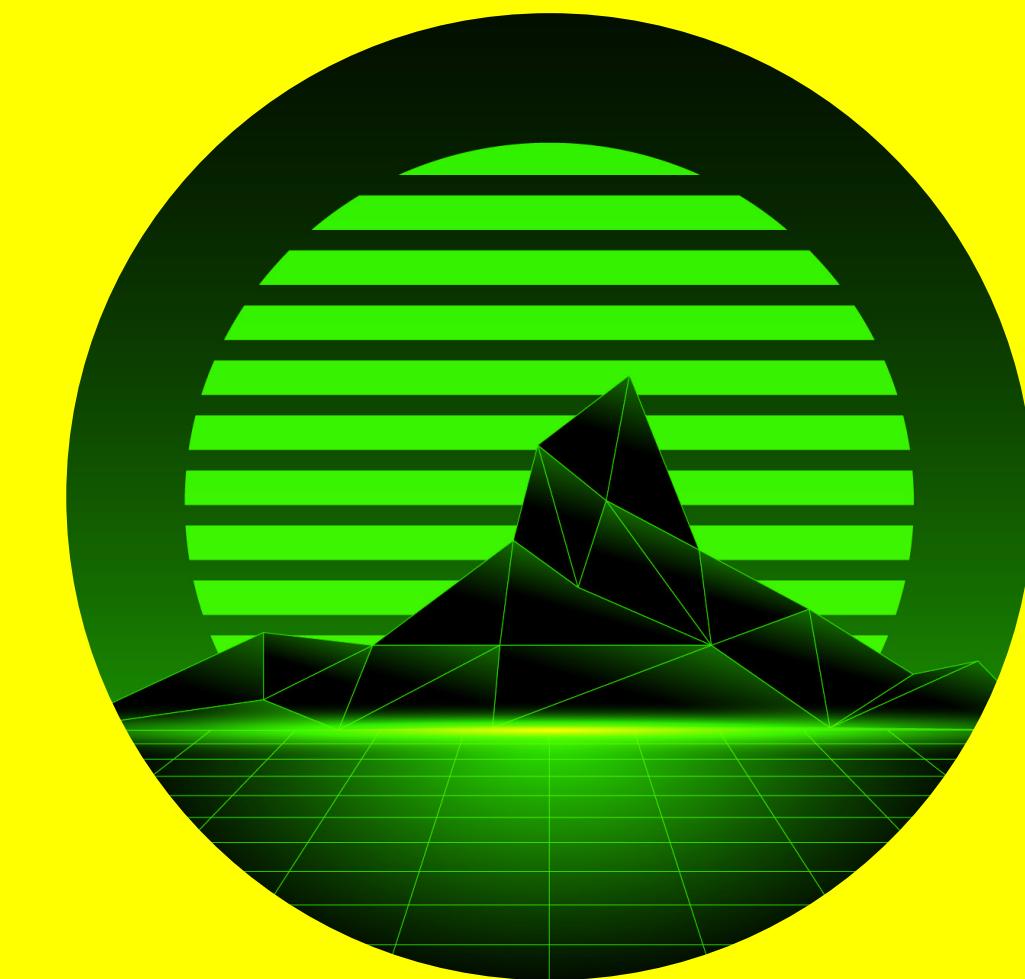
Here is an example of how the logo can appear with its various colors and textures. However, please use these variations with caution, as overusing or misapplying them may compromise the logo's intended impact.



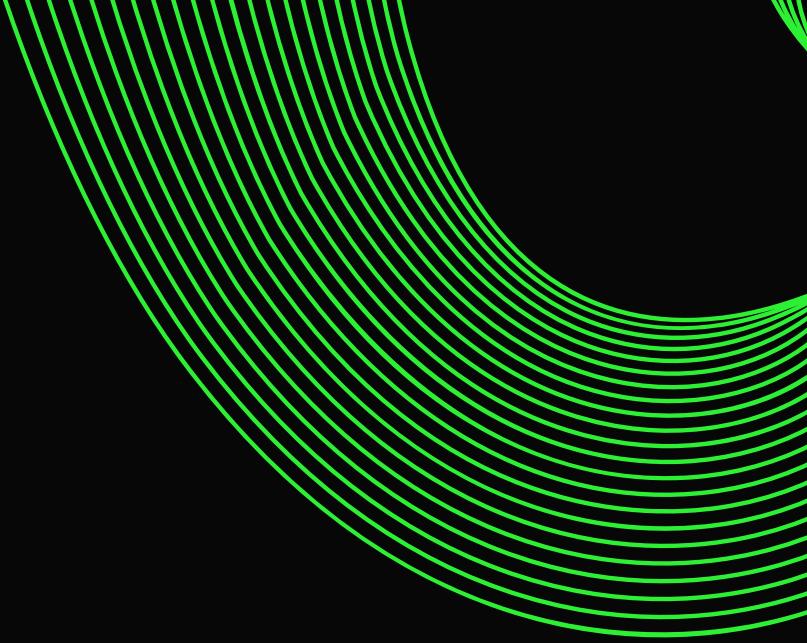
The logo in its color version can be used in designs where it needs to stand out against accompanying text or in compositions where it coexists with other logos, also in their color versions. It should only be applied on black, dark, or textured backgrounds, depending on the design requirements.

Isotype

The isotype is a visual symbol that represents a brand or product, without including words. It is the iconic part of the brand and is usually enough for the public to recognize it. It can be used as a fav icon.



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Typography

Brand Typography

Genty



A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Primary Typography

Roboto

Aa

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Second Typography

Garet

Aa

Regular

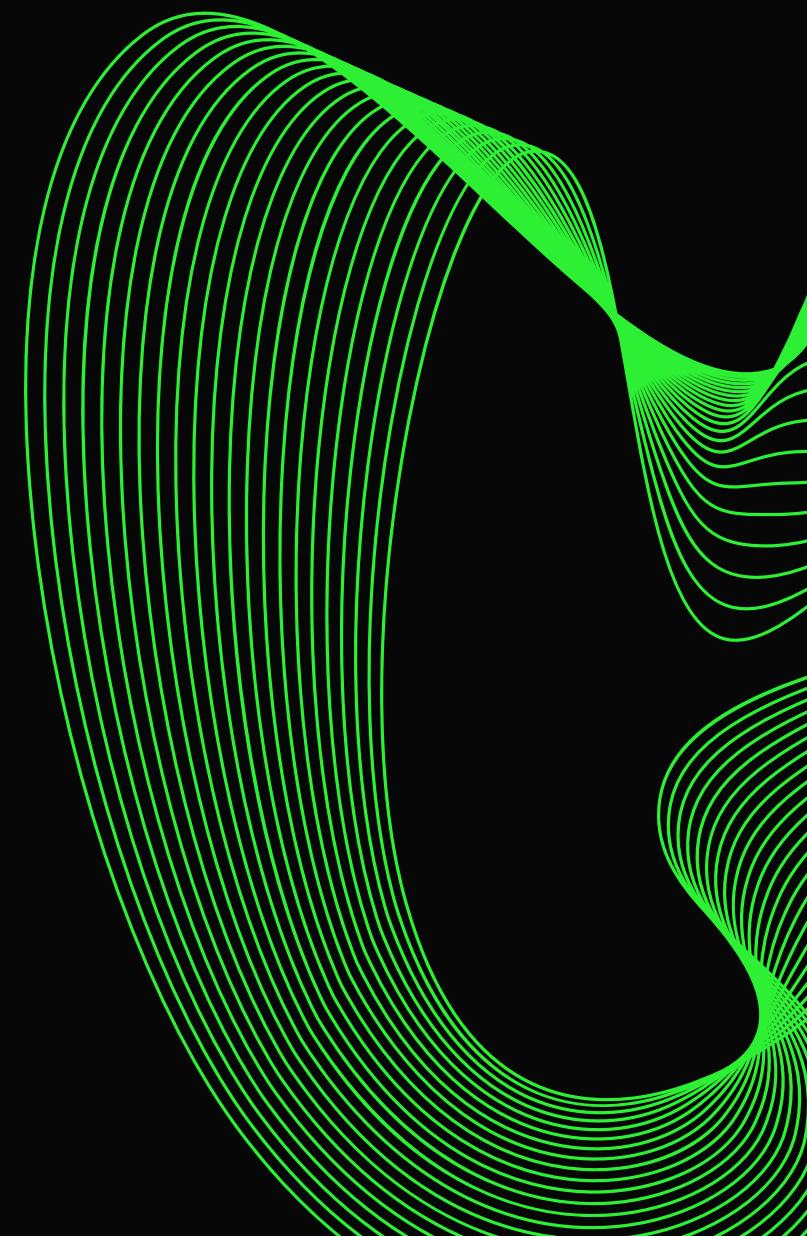
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

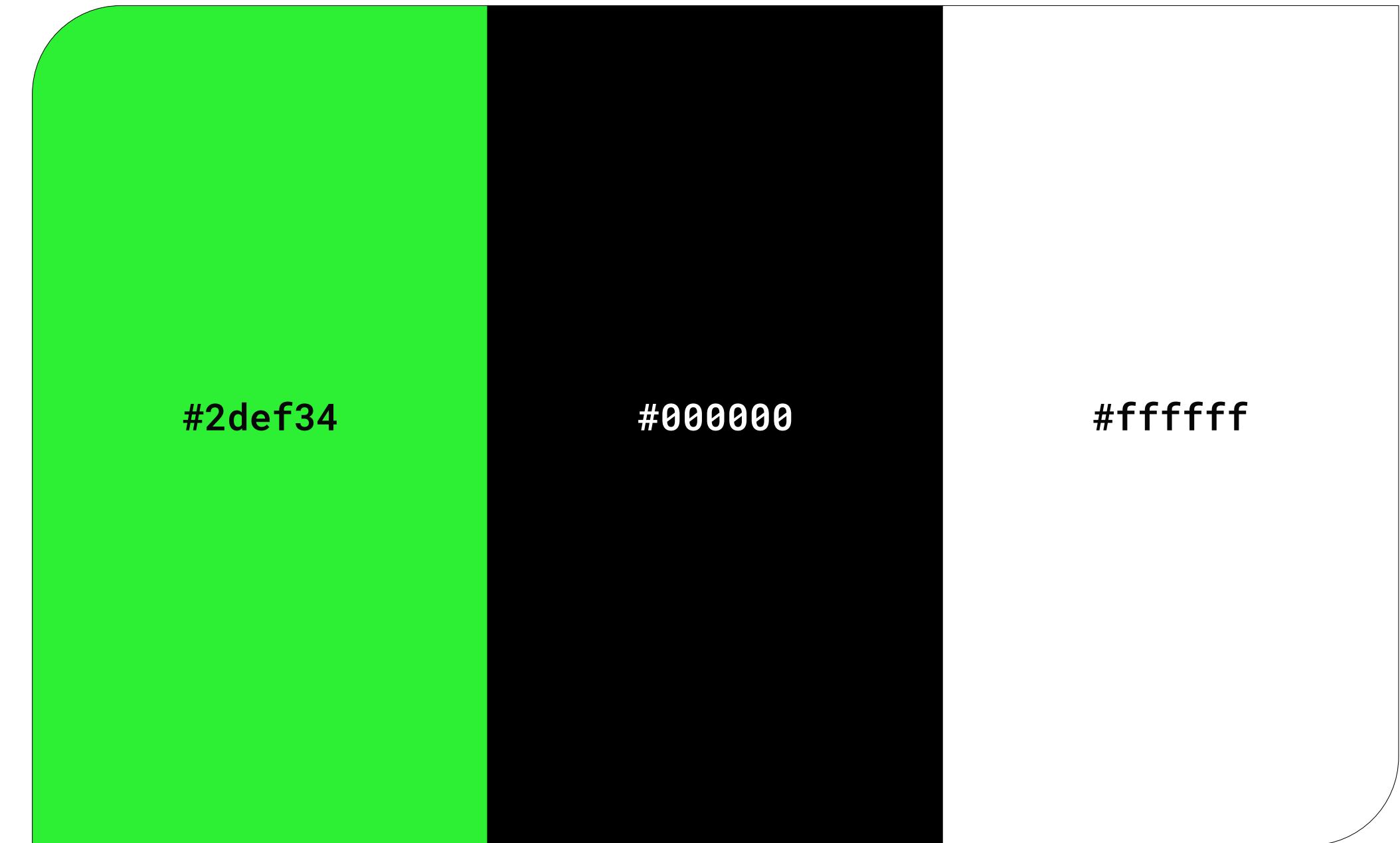
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Colors



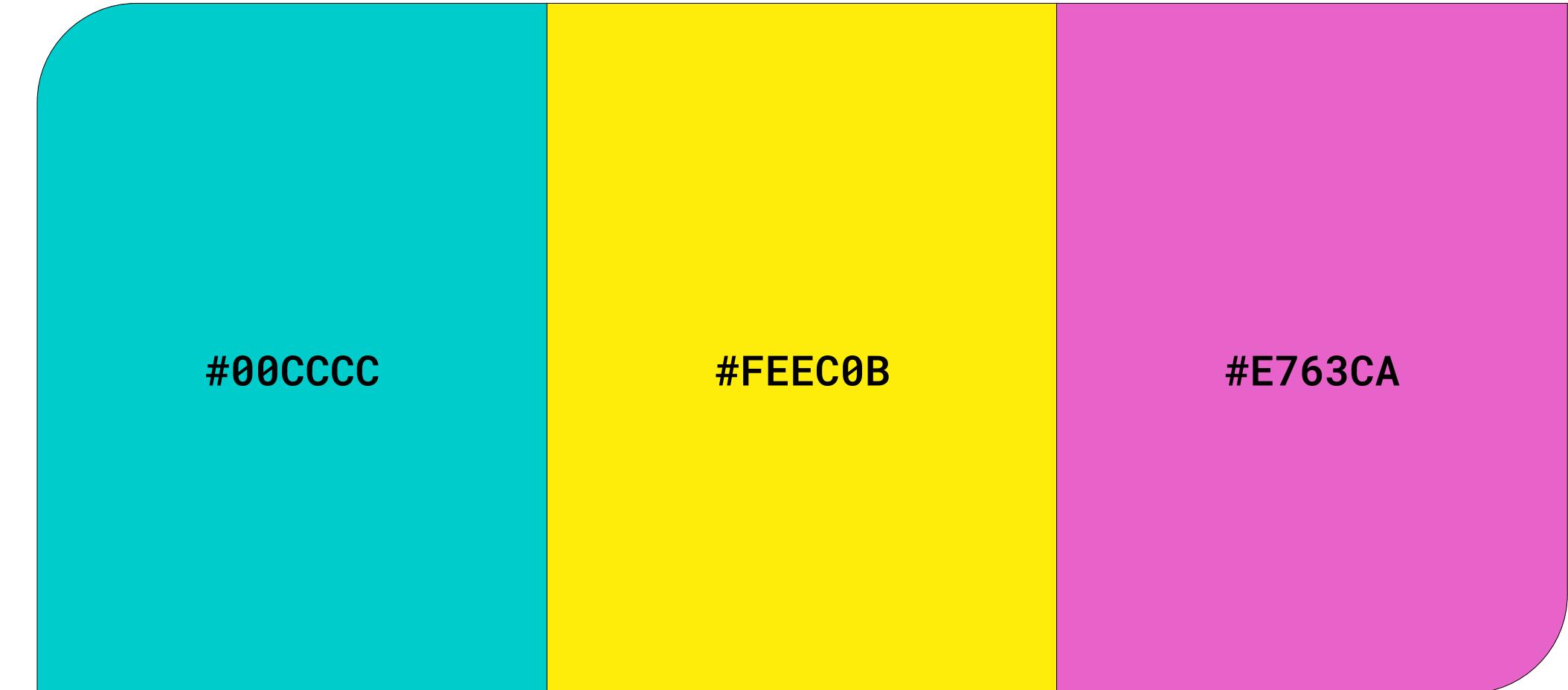
Color scheme

The color palette of Odisea is a key element of the brand's identity. It sets the tone, evokes emotions, and creates a visual language that resonates with the audience and reflects the project's values.



Extra colors

These colors are secondary options, intended for use in specific situations or when the primary colors cannot be applied due to visual or technical constraints. Their use is at the designer's discretion, always with care and subtlety.



These colors can be used as accents in certain elements, such as icons or graphics, for both print and web designs. They are not intended for use in the logo.

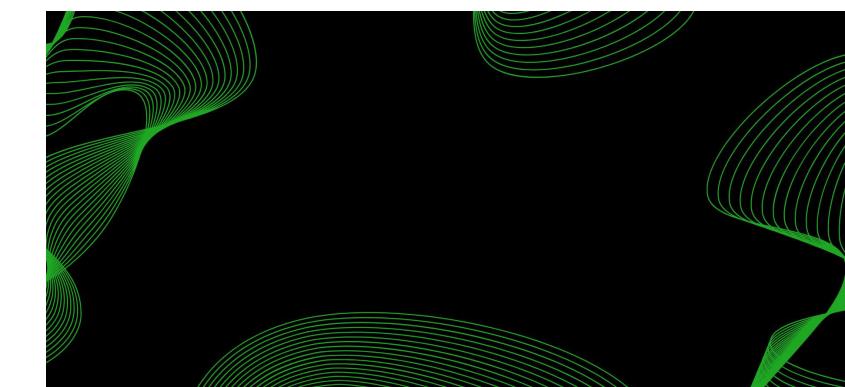
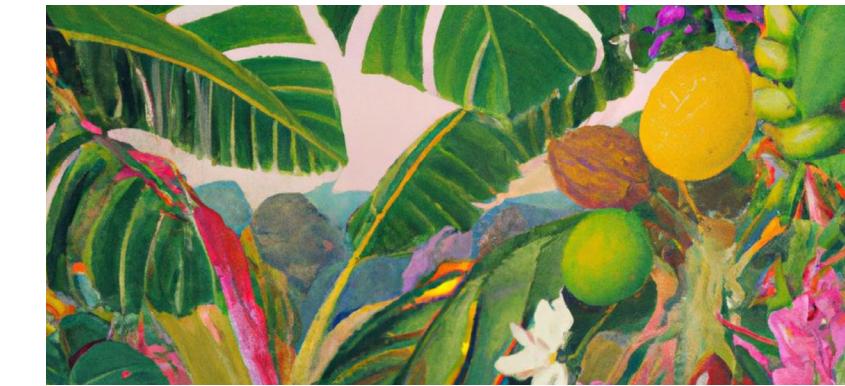
Textures Illustrations

The visual concept of Odisea is a journey that connects the tropical essence with the futuristic aesthetics of solarpunk, ultimately landing in the elegant technological simplicity inspired by Matrix.

This approach begins by evoking the **natural richness and vitality** of Latin America, with organic shapes and vibrant colors that reflect its biodiversity and creative spirit.

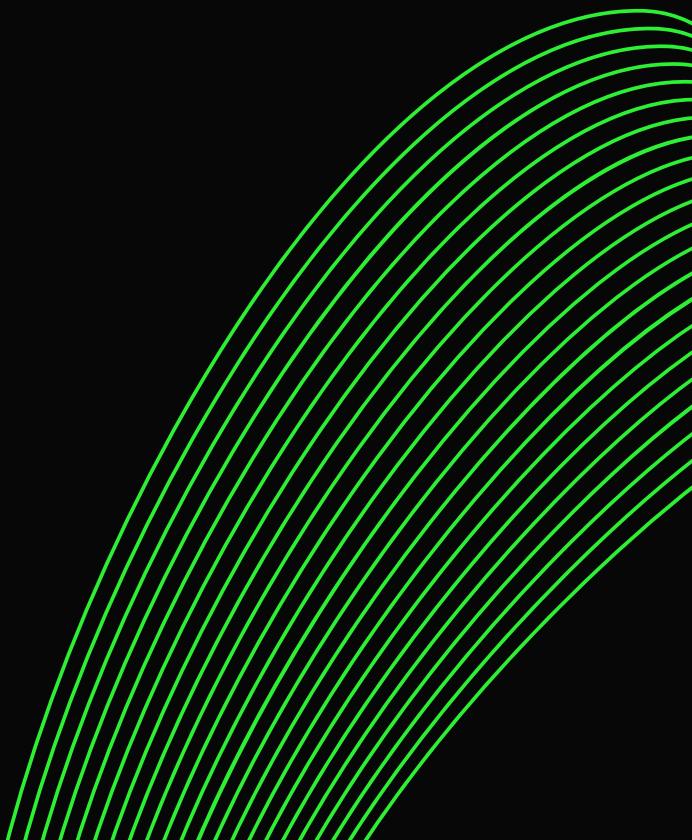
The palette and geometric elements then incorporate the utopian vision of **solarpunk**, harmonizing technology and sustainability.

Finally, the design is refined into clean, minimalist lines, symbolizing order, innovation, and **technological** precision.



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Uses



Correct uses



Here are some examples of how to correctly use the logo, considering proportions, size, and contrasts.



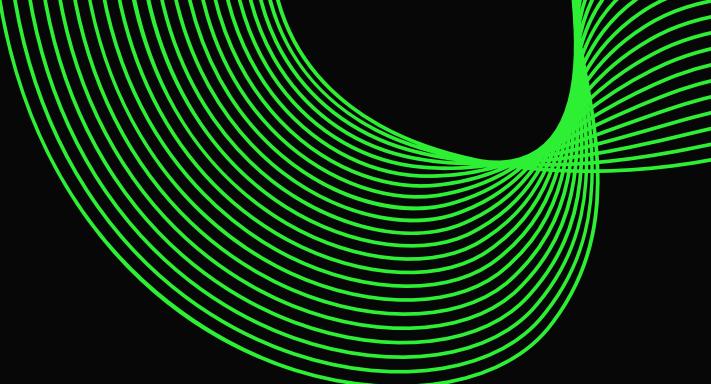
Incorrect uses



Here are some examples of incorrect uses of the logo, taking into account proportions, size, and contrasts.



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Applications

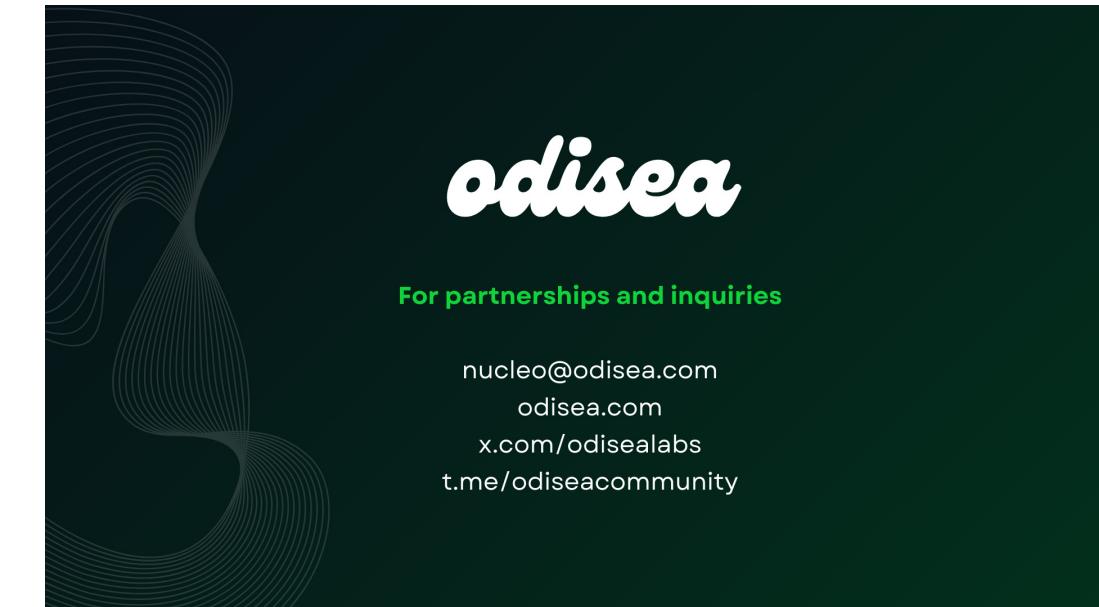
Logo applications

Here are some alternatives for applying the brand on various supports and elements. The images are for illustrative reference. When applying or printing, it is necessary to prepare the files properly.



Banners / SM

Here are some alternatives for social media posts or promotional banners. The images are for illustrative reference.



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Accelerator Advisor Onboarding

Odisea Accelerator Advisor Onboarding

Ya no se aceptan más respuestas en el formulario Odisea Accelerator Advisor Onboarding. Prueba a ponerte en contacto con el propietario del formulario si crees que se trata de un error.

Ajustar la configuración de subida de archivos (solo el propietario del formulario puede ver este enlace).

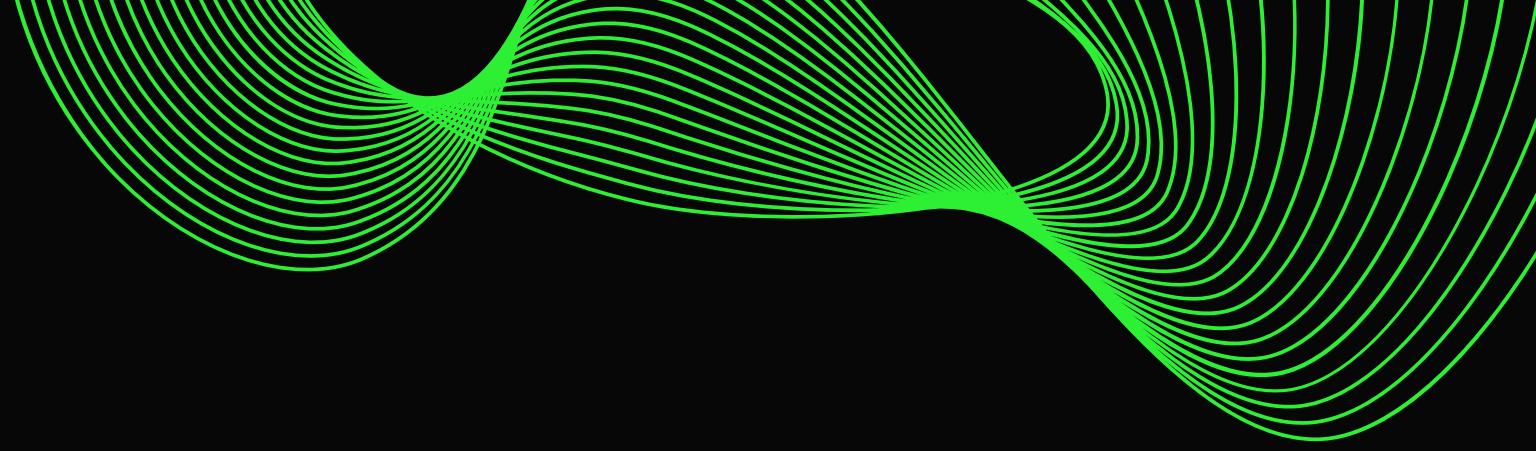
Este contenido no ha sido creado ni aprobado por Google. - Términos del Servicio - Política de Privacidad

Does this form look suspicious? Informe

Google Formularios



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Voice and Tone

Overview

The tone for Odisea Labs **on X** blends academic rigor with a conversational style **suitable for the platform**. Our voice is institutional and formal, yet approachable, speaking as an equal and informed peer. This creates an engaging and credible presence while preserving the opportunities for brevity and interaction that **X** offers. We want to inform, to be clear. We create simple direct messages yet full of meaning.

Core Attributes

1. Institutional and Academic:

Convey expertise and authority in topics related to our mission: research, network, insight on LatAm.

Use precise terminology, avoiding unnecessary jargon.

2. Formal but Accessible:

Avoid casual slang, but use contractions where natural (e.g., "we're," "it's").

Maintain a tone that feels professional yet relatable, avoiding rigid or overly detached phrasing.

3. Informative and Engaging:

Prioritize clarity and conciseness, ensuring the audience quickly understands the value of the content.

Incorporate rhetorical questions or thought-provoking statements to invite engagement.

4. Interactive and Platform-Savvy:

Encourage dialogue with clear CTAs (e.g., "Let us know your thoughts.").

Leverage the thread format for in-depth explanations or step-by-step insights.

Opt for one-shot tweets if we aim to be widely shared.

Use surveys.

Stylistic Considerations

1. Grammar and Syntax:

Adhere strictly to English grammar and style conventions. Avoid run-on sentences or overly complex structures.

In case of using (not overuse it) parallel structures for lists and comparisons.

2. Punctuation and Symbols:

Keep punctuation minimal but effective.

Avoid excessive exclamation points.

3. Capitalization:

Use sentence case unless referencing proper nouns or stylistic choices (e.g., project names).

4. Emojis:

Avoid emojis unless they contribute directly to the message. For this account, avoid using rockets or overly casual symbols.

Tone in Threads

Threads provide a unique opportunity for depth while staying on-brand:

1. Start with a compelling hook:

"Scalability: A buzzword, or the key to Web3's future? Read the thread"

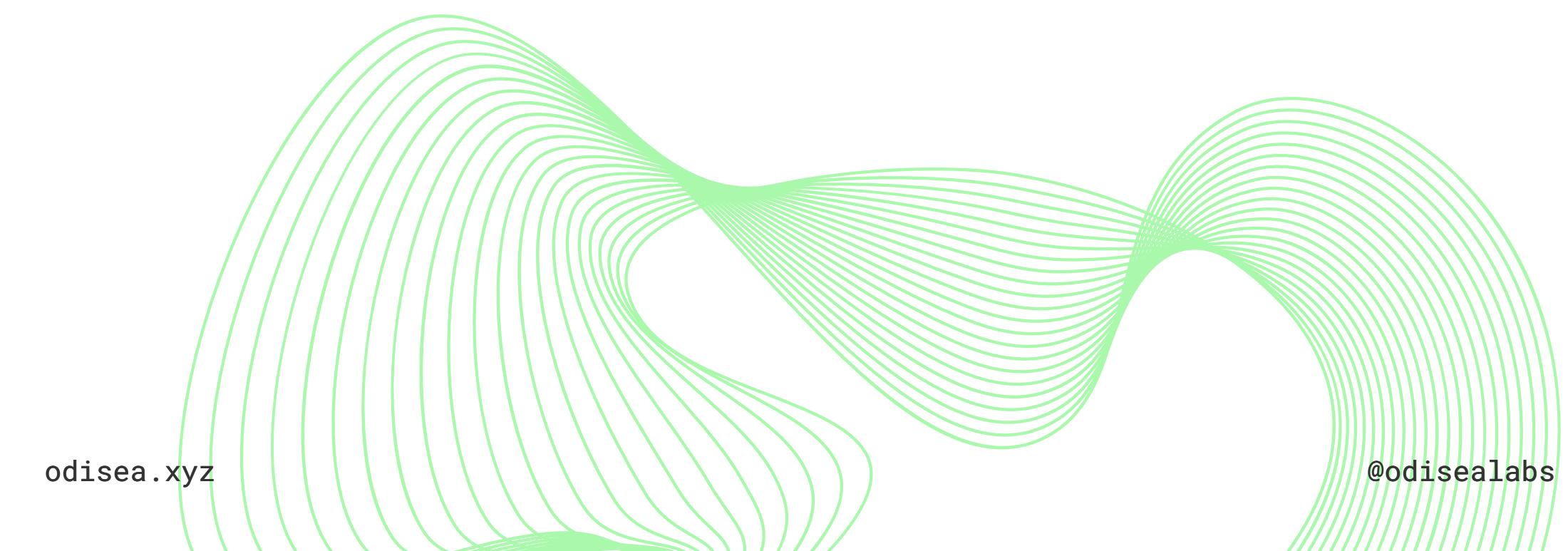
2. Build with logical progression:

Explain one idea per tweet. Avoid overloading individual posts.

Use bullet points, numbers, or concise statements for clarity.

3. Conclude with a CTA:

"These are just a few key takeaways from our research. What do you think? Share your perspective below."



Final note

While the tone remains academic and formal, humor or engaging elements can be integrated in responses and into the visual support. This can take the form of memes or creative, non-traditional graphic proposals that enhance the message without undermining the institutional voice. Our audience **on X** values authenticity and relatability. By adopting a conversational style and speaking as a trusted peer, we create a balance that resonates with the **platform's** dynamics without sacrificing our professional identity.

Brand assets

**odisea.xyz
@odisealabs**

