

The Ani-Lytic Arc

Animesh Maity Style Statement: A Personal Branding Style Guide

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Brand Name: *The Ani-Lytic Arc*

Brand Essence: *Where Data Meets Design*

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The
AVi-Lytic Arc

1. Core Identity & Strategy

This section defines the fundamental purpose, personality, and positioning of the brand.

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1.1 Introduction

Every story of transformation begins with curiosity — a spark that connects what is seen with what can be imagined. The Ani-Lytic Arc was born from that spark.

It represents the space where data evolves into design, and numbers turn into narratives. This brand is not just about analytics or aesthetics — it's about the harmony between them. It celebrates the beauty of structure, insight, and creativity working together.

These brand guidelines capture the essence of that journey — defining how The Ani-Lytic Arc speaks, looks, and feels across every expression. It's a reflection of both data's metamorphosis and the individual's own evolution into a data storyteller.



1.2 Design Intent

The design of this portfolio reflects a personal brand identity built on three core pillars: Innovative, Story-Driven, and Dependable. The visual style, consistent typography, and focused color palette are chosen to represent clarity, value creation, and technical expertise.

The portfolio maintains a deliberate balance between personal consistency (logo, colors, fonts) and design flexibility. Individual project visuals often follow diverse themes intentionally — inspired by real-world practice, where analysts adapt to client branding or business context. This balance between structure and adaptability mirrors how every data challenge is approached — methodical yet versatile.



1.3 The Core Pillars (Personality)

Innovative

Using creative methodologies and modern design principles to solve complex problems.

How it Translates

Represented by the **Turquoise** accent and the modern, abstract logo mark.

Story-Driven

Focusing on narrative, transition, and clarity to transform raw data into compelling insight.

How it Translates

Represented by the **"Metamorphosis"** internal concept and the dynamic arc in the logo.

Dependable

Providing technically sound, reliable and insightful analysis that can help in driving decisions.

How it Translates

Represented by the stability of the **Deep Teal** primary color and the professional, geometric typefaces.



1.4 Brand Essence [Brand Name]

Brand Name: The Ani-Lytic Arc

The Ani-Lytic Arc represents a journey of transformation — both for data and for the individual behind it. The word “**Arc**” symbolizes progress, elevation, and metamorphosis: the elegant curve that connects one stage of growth to another. Just as raw data evolves through structured layers — from Raw to Bronze, Silver, Gold, and finally the Consumption layer — this brand mirrors that same evolution in human form. It reflects a personal metamorphosis: a transition from a non-technical beginning to a data-driven creator, guided by curiosity, structure, and imagination.



1.4 Brand Essence [Tagline]

Primary Tagline: Where Data Meets Design

This tagline defines the heart of The Ani-Lytic Arc — a space where analytical precision merges with creative storytelling. It speaks to the harmony between numbers and narratives, logic and aesthetics. Here, data is not merely processed; it is shaped, visualized, and humanized through thoughtful design. **“Where Data Meets Design”** captures the belief that true insight lies not just in what data says, but in how it is seen, felt, and understood.

1.4 Brand Essence [Concept]

Internal Concept: Metamorphosis Cycle (Raw Data → Insight)

At the core of the brand lies the concept of metamorphosis — a continuous cycle of transformation where raw data gains meaning through refinement, exploration, and visualization. Each stage represents growth: from information to knowledge, from observation to insight, from potential to purpose.

Hidden Concept: Personal Transformation

Behind the analytical journey runs a parallel story — one of personal reinvention. It is the transformation of an individual embracing data as a new language of creativity. This hidden layer makes *The Ani-Lytic Arc* not just a brand, but a reflection of self-evolution — where learning, design, and discovery converge into one unified narrative.



2. The Brand Philosophy

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2.1 Vision Statement

“

To bridge the gap between data and design — transforming information into inspiration, and empowering others to see beauty, meaning, and story within analytics.

”

Rationale:

This vision expresses a long-term aspiration to humanize data. It aims to make analytics not just functional, but emotionally engaging — a medium, where design transforms complexity into clarity.



2.2 Mission Statement

“

To craft data experiences that blend analytical depth with visual storytelling — simplifying complexity, amplifying insight, and reflecting continuous personal growth.

”

Rationale:

The mission defines how the brand delivers on its vision — by combining logic and creativity to make data accessible, meaningful, and actionable in real-world contexts.



2.3 Philosophy Statement

“

Every dataset and every individual holds the potential for transformation. The journey from raw to refined — whether in numbers or in life — is what The Ani-Lytic Arc celebrates.

”

Rationale:

The philosophy grounds the brand in a shared theme of metamorphosis — celebrating growth, refinement, and discovery as the essence of both data work and personal evolution.





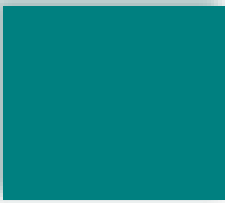
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3.1 Color Palette

Accent 1: Deep Teal #008080	Accent 2: Turquoise #40E0D0	Accent 3: Light Gray #A9A9A9
Text/Background - Dark: Charcoal Gray #333333	 The Ani-Lytic Palette	Text/Background - Light 1: Off - White/Snow #F8F8F8
Accent 4: Rich Coral #E8746B	Accent 5: Deep Purple #6A5ACD	Accent 6: Muted Gold #CC9900

3.1.1 Accent 1 – Primary Brand Color



Accent 1 – Primary Brand Color

Main headers, Followed Hyperlinks (Visited Links), and the primary arc in the logo. Primary Chart Color. (Dominant for bars/lines.)

Color Name: Deep Teal

Meaning and symbolism:

Combines the calmness of blue with the renewal of green, representing clarity, sophistication, and balance.

Technical specifications:

HEX Code: **#008080**

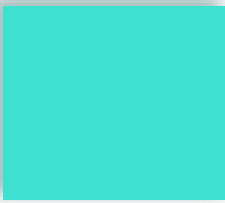
RGB Code: **0, 128, 128**

CMYK Code: **100%, 0%, 0%, 50%**

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3.1.2 Accent 2 – Secondary Brand Color



Accent 2 – Secondary Brand Color

Secondary Chart/Highlight Color. Hyperlinks (active / unvisited), CTAs, key data points, final logo point, and the 'glow' in dark mode.

Color Name: Turquoise

Meaning and symbolism:

Evokes the tranquility of clear tropical waters, representing calmness, creativity, and emotional balance while radiating a refreshing and friendly energy.

Technical specifications:

HEX Code: **#40E0D0**

RGB Code: **64, 224, 208**

CMYK Code: **71%, 0%, 7%, 12%**

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3.1.3 Accent 3 – Muted Category Color



Accent 3 - Muted Category Color

Could be used for Subtle Background / Gridline / Muted Category

Color Name: Light Gray

Meaning and symbolism:

Conveys calmness, neutrality, and stability with a modern, elegant, and minimalist feel, without being as cold as pure gray.

Technical specifications:

HEX Code: **#A9A9A9**

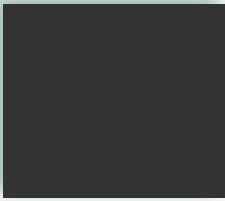
RGB Code: **169, 169, 169**

CMYK Code: **0%, 0%, 0%, 34%**

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3.1.4 Text/Background - Dark 1



Text/Background - Dark 1

Main text color in Light Mode and Main Background Color in Dark Mode.

Color Name: Charcoal Gray

Meaning and symbolism:

Evokes strength and sophistication with a modern, elegant, and stable feel, serving as a versatile and grounded alternative to pure black.

Technical specifications:

HEX Code: **#333333**

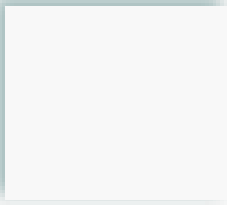
RGB Code: **51, 51, 51**

CMYK Code: **0%, 0%, 0%, 80%**

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3.1.5 Text/Background - Light 1



Text/Background - Light 1

Main background color in Light Mode and Main Text Color in Dark Mode.

Color Name: Off-White/Snow

Meaning and symbolism:

Offers a softer, warmer, and more welcoming alternative to stark white, symbolizing purity, peace, and new beginnings with a refined and minimalist elegance.

Technical specifications:

HEX Code: **#F8F8F8**

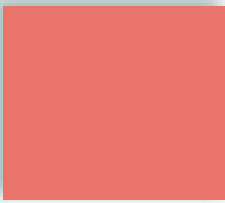
RGB Code: **248, 248, 248**

CMYK Code: **0%, 0%, 0%, 3%**

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3.1.6 Accent 4 – Warning/Exception



Accent 4 – Warning/Exception

Warning/Exception Color. High Contrast, Warning, Outliers (For chart exceptions).

Color Name: Rich Coral

Meaning and symbolism:

Combines the energy of orange and the vibrancy of pink, symbolizing optimism and warmth while also serving as an eye-catching and urgent accent for warnings or exceptions.

Technical specifications:

HEX Code: **#E8746B**

RGB Code: **232, 116, 107**

CMYK Code: **0%, 50%, 54%, 9%**

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3.1.7 Accent 5 - Tertiary Category Color



Accent 5 - Tertiary Category Color

Tertiary Accent, Categorical Breakout (Mainly For complex charts).

Color Name: Deep Purple

Meaning and symbolism:

Combines the stability of blue with the energy of red, symbolizing creativity, wisdom, and ambition, while retaining a sense of luxury and sophistication.

Technical specifications:

HEX Code: **#6A5ACD**

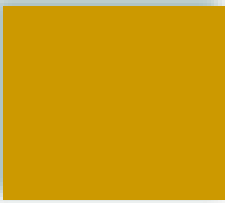
RGB Code: **106, 90, 205**

CMYK Code: **48%, 56%, 0%, 20%**

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3.1.8 Accent 6 – Comparison / Baseline



Accent 6 – Comparison / Baseline Color

Comparison, Baseline - For comparison data series.
(Mostly useful when there are more than six data series in a chart)

Color Name: Muted Gold

Meaning and symbolism:

Represents warmth, quality, and timeless elegance in a refined and understated manner, evoking a sense of classic luxury rather than ostentatious wealth.

Technical specifications:

HEX Code: **#CC9900**

RGB Code: **204, 153, 0**

CMYK Code: **0%, 25%, 100%, 20%**

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3.2 Typography

Montserrat [Sans-Serif] Headlines/Titles

On Light Background

Sample: The quick brown
fox jumps over the lazy dog

Montserrat [Sans-Serif] Headlines/Titles

On Dark Background

Sample: The quick brown
fox jumps over the lazy dog

Open Sans [Sans-Serif] Body/Subtitles

On Light Background

Sample: The quick brown fox
jumps over the lazy dog

Open Sans [Sans-Serif] Body/Subtitles

On Dark Background

Sample: The quick brown fox
jumps over the lazy dog



3.2.1 Headlines/Titles

Headlines/Titles [Montserrat (Sans-Serif)]

Sample:

The quick brown fox jumps over the lazy dog

Font Name: Montserrat (Sans-Serif)

Usage:

Headlines/Titles

Used for the main brand name and section headers, titles, headlines etc.

Tone:

Montserrat conveys a modern, confident, and clean tone with a friendly and approachable feel.

3.2.2 Body/Subtitles

Body/Subtitles [Open Sans (Sans-Serif)]

Sample:

The quick brown fox jumps over the lazy dog

Font Name: Open Sans (Sans-Serif)

Usage:

Body/Subtitles

Used for all body text, project descriptions, and resume content.

Tone:

Open Sans has a neutral, friendly, and highly legible tone derived from its humanist, sans-serif design, making it extremely versatile for screen and print.

4. Logo and Usage Guidelines

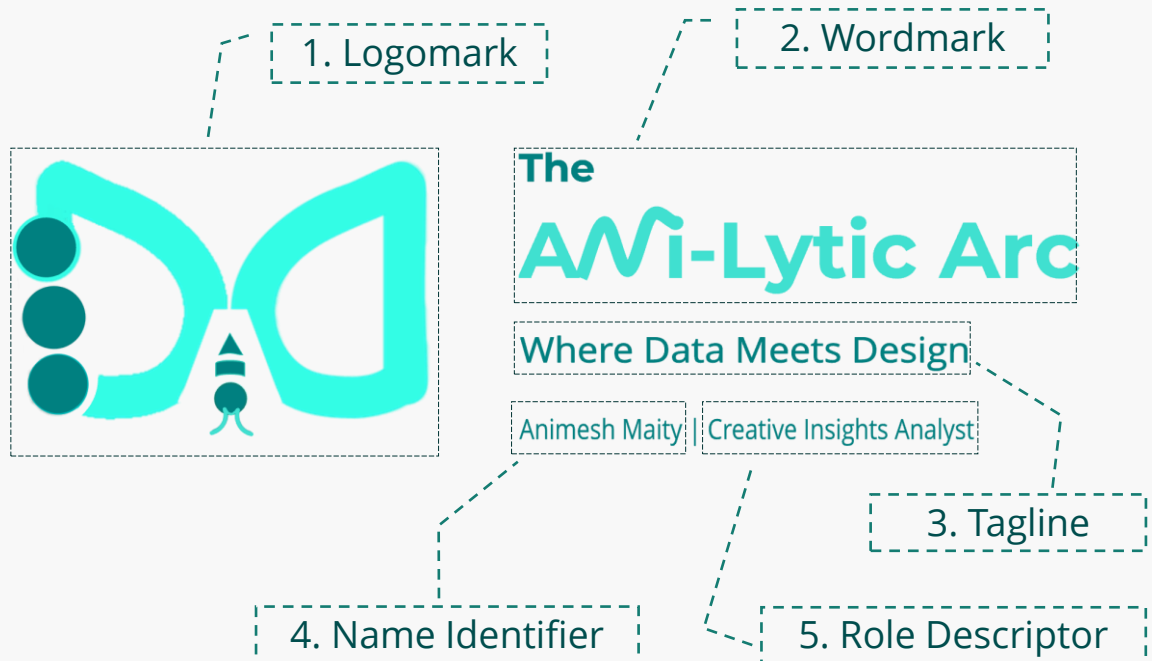
The logo suite ensures the brand is presented correctly regardless of space constraints or background color.

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4.1 Logo Overview

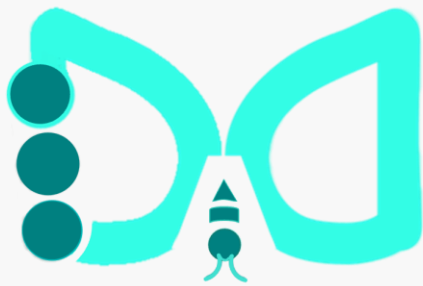
Primary Full Logo Composition



4.2 Logo Meaning / Interpretation

Meaning Behind the Mark

A visual story of transformation, identity, and harmony between data and design.



The
ANi-Lytic Arc

Where Data Meets Design

Animesh Maity | Creative Insights Analyst

The logo of The Ani-Lytic Arc embodies transformation — where analytical precision meets creative expression. Each element, from form to flow, reflects a journey of evolution — of data, design, and the individual behind the brand.



4.2.1 The Logomark: D + D (AM)

The Logomark: Data Meets Design

Butterfly 2 metamorphosis

At the intersection emerges a **butterfly**, symbolizing metamorphosis — the journey from raw data to insight, from learning to mastery.

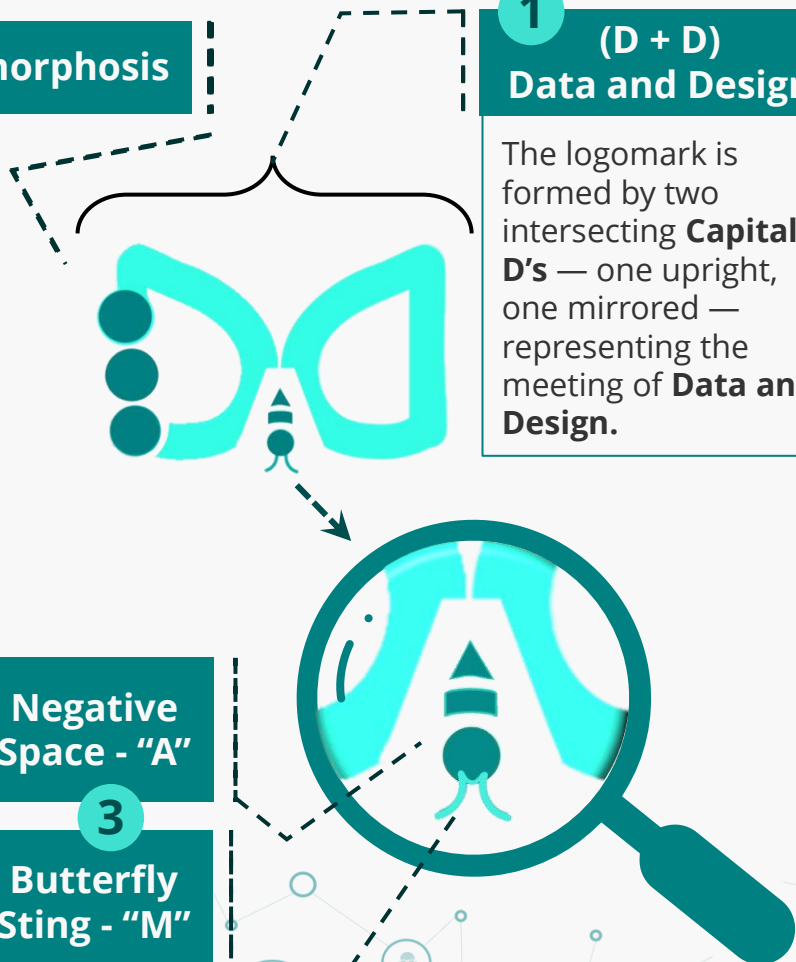
1 (D + D) Data and Design

The logomark is formed by two intersecting **Capital D's** — one upright, one mirrored — representing the meeting of **Data and Design**.

The **negative space forms an "A"**, referencing *The Ani-Lytic Arc* and *Animesh*. The **antennas subtly shape "M"**, the initials of *Animesh Maity*, grounding the mark in personal identity.

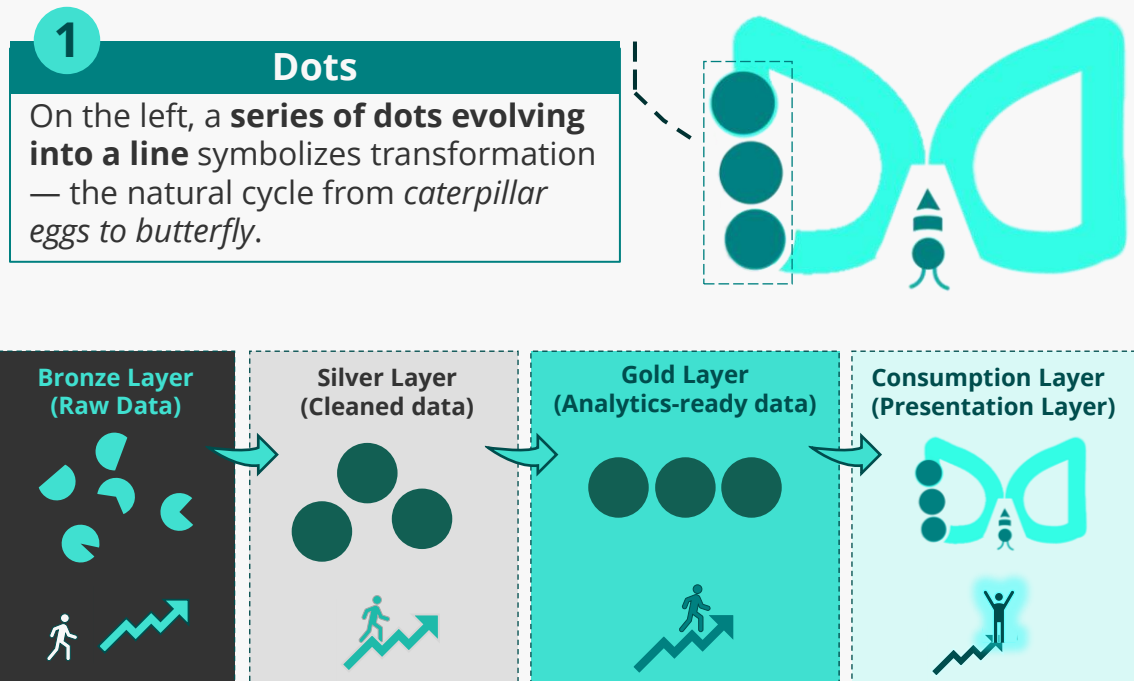
Negative Space - "A"

3 Butterfly Sting - "M"



4.2.2 The Transformation Motif

The Transformation Motif



This visual metaphor connects both the data journey and the personal journey of growth and reinvention.

4.2.3 The Wordmark and Tagline

1

Ani-Lytic

"Ani-Lytic" merges the personal and the analytical — combining "Ani" from Animesh with "Lytic," derived from Analytics.

2

Arc

"Arc" signifies continuity, growth, and transformation — mirroring both the data refinement process and the arc of personal evolution.

The

ANi-Lytic Arc

Where Data Meets Design

3

Tagline

The tagline **"Where Data Meets Design"** articulates the brand's essence — celebrating the harmony between logic and creativity.



4.2.5 Personal Identifier

1

Name and Role

The inclusion of the name and role connects the brand to its creator — grounding the visual identity in authenticity and expertise.

This reinforces the bridge between analytical thinking and design intuition, making the identity personal yet professional.

Animesh Maity | Creative Insights Analyst

4. Name Identifier

5. Role Descriptor



4.3 Logo Lockups

Consistent flexibility across formats and contexts

To maintain consistency across diverse applications, the logo system is built with multiple lockup variations.

Each lockup preserves the brand's integrity while adapting to different formats — from digital interfaces and portfolio headers to print layouts and compact spaces.

These structured variations ensure that the identity remains instantly recognizable, clear, and balanced across every medium.

Full Primary



The
AVi-Lytic Arc
Where Data Meets Design
Animesh Maity | Creative Insights Analyst

Stacked



The
AVi-Lytic Arc
Where Data Meets Design

Vertical Compact



The
AVi-Lytic Arc

Horizontal Compact



The
AVi-Lytic Arc

Signature Linear



The
AVi-Lytic Arc
Animesh Maity | Creative Insights Analyst

Logomark / Icon



Email Signature

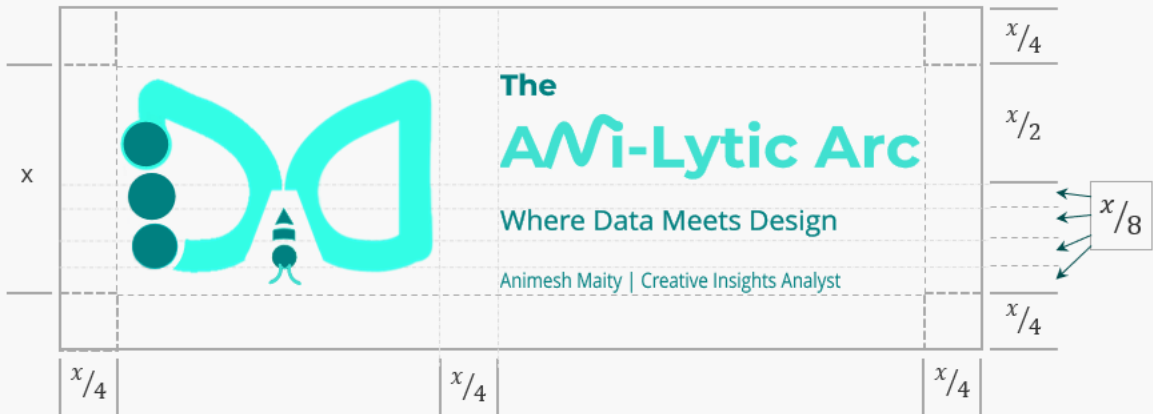


The
AVi-Lytic Arc
Animesh Maity | Creative Insights Analyst



4.3.1 Full Primary

The Full Primary Lockup is the complete expression of The Ani-Lytic Arc brand. It unites the logomark, wordmark, tagline, and personal identifiers — Animesh Maity | Creative Insights Analyst — in a single composition.



It serves as the master identity, preferred for portfolio covers, presentations, and any formal context where the full storytelling intent of the brand is desired.

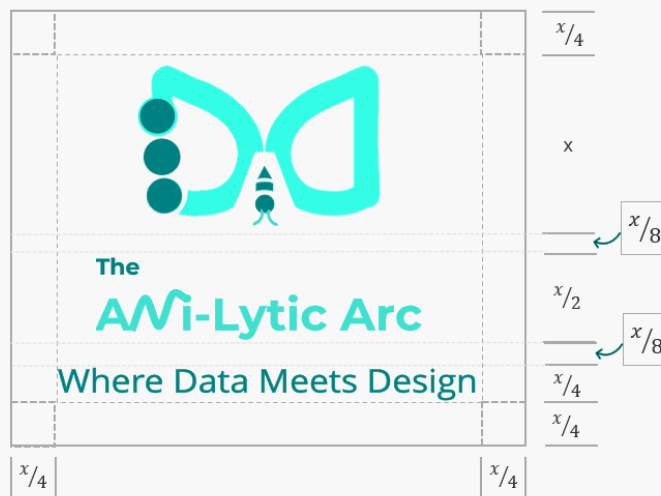
This version embodies the complete narrative — Where Data Meets Design — reflecting both professional clarity and creative depth.



4.3.2 Stacked Lockup

The Stacked Lockup re-organizes the brand elements vertically, optimizing for square or centered formats.

It retains all core components (logomark, wordmark, tagline, and name identifier) while enhancing visibility and symmetry in print layouts, reports, and mobile-first designs.



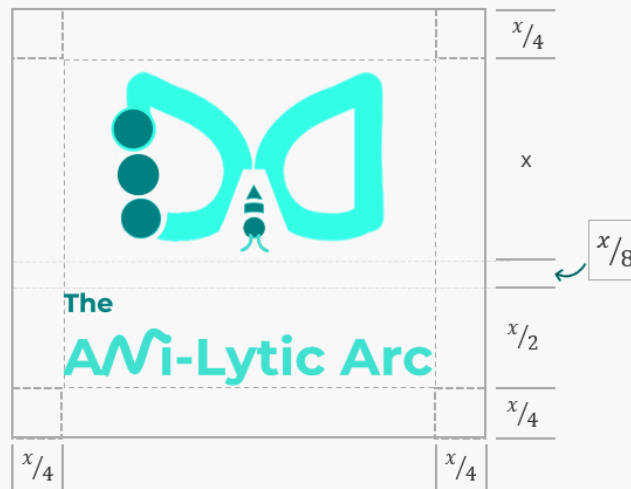
This variation conveys balance and structure — a visual nod to how data aligns harmoniously with design systems.



4.3.3 Vertical Compact Lockup

The Vertical Compact Lockup simplifies the hierarchy for tight vertical spaces and document footers.

It emphasizes the logomark and wordmark, with optional tagline inclusion based on scale.



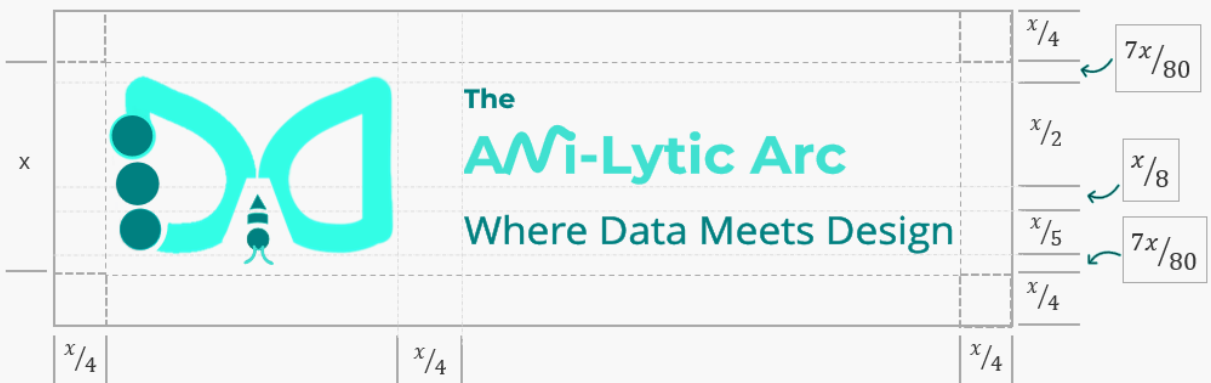
Designed for clarity in constrained layouts, it maintains the integrity of the brand while remaining versatile for stacked headers, slide footers, or profile banners.



4.3.4 Signature Linear Lockup

The Signature Linear Lockup expresses the brand in an elegant, signature-style line — ideal for presentation footers, personal stationery, and digital collateral.

It typically features the logomark followed by the personal identifier — Animesh Maity | Creative Insights Analyst — reinforcing a professional yet personal touchpoint.



This lockup mirrors the idea of a signature — authentic, consistent, and recognizably yours.



4.3.5 Horizontal Compact Lockup

The Horizontal Compact Lockup is a streamlined identity suited for contexts where simplicity and precision are key.



It combines only the logomark and wordmark, removing supporting elements for a clean, modern appearance.

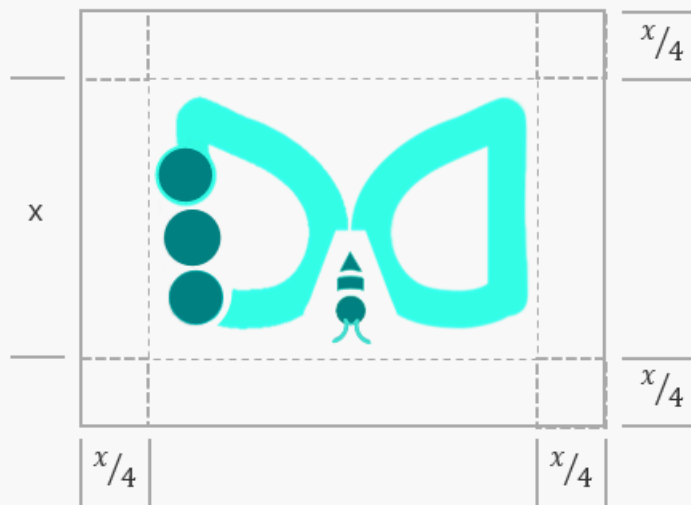
Perfect for presentation slides, website headers, or data visual projects where brand presence should feel subtle yet distinct.



4.3.6 Logomark / Icon Lockup

The Logomark or Icon Lockup is the most distilled form of the brand — symbolic, flexible, and instantly recognizable.

It features only the butterfly-based mark, capturing the entire metamorphosis and data-meets-design concept in a compact form.



Ideal for use as a favicon, profile image, watermark, or app icon, this version embodies brand recognition in its purest state.



4.3.7 Email Signature Lockup

The Email Signature Lockup is tailored for digital communication and correspondence.

It maintains legibility and brand recognition at small scales, combining the logomark, wordmark, and tagline in a horizontal or right-aligned layout.



Used in email footers and professional outreach, it reinforces identity subtly yet consistently — extending The Ani-Lytic Arc presence into everyday interaction.



4.5 Logo Color & Integrity

The logo's color application ensures visual harmony and legibility across both light and dark themes.

The primary color palette should be used whenever possible. On dark backgrounds, only selective text elements adapt for contrast while maintaining the logo's core balance.

Monotone or grayscale versions may be used for restricted-color printing, provided brand clarity is preserved.



Note:

The following slides demonstrate recommended usage in different background contexts.



4.5.1 Light & Dark Theme Usage

The logo should always appear with *sufficient contrast* against its background.

✗ The logo must never appear on *visually noisy* or *gradient-heavy* surfaces that reduce its clarity.

Primary Full Lockup on Light Background

[Use the *primary color* version to preserve brand vibrancy]



Reverse Version on Dark Background

[use the reverse version with selective light text and mark to maintain legibility.]



4.5.2 Monotone Adaptations

For one-color print scenarios such as embossing, fax, or monochrome reports, use the **grayscale** or **monotone** adaptation. Avoid using brand accent colors or tints outside the approved palette.

Ensure clear visibility of all logo elements without visual distortion.

Monotone Version on White Background



Monotone Version on Black Background



4.5.3 Logo Usage – DOs

✓ Use the approved logo lockups and color variations.

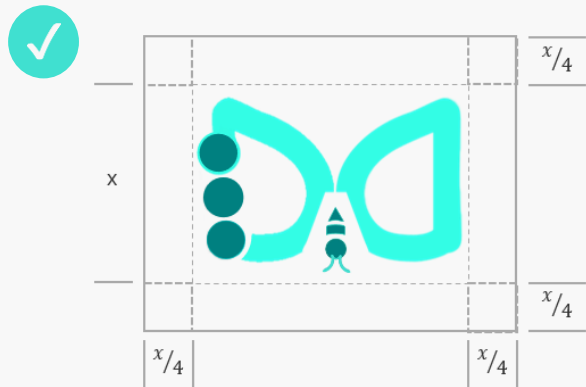
✓ Maintain sufficient clear space around the logo.

✓ Ensure proper contrast with the background for legibility.

✓ Keep logo proportions and alignments consistent.

✓ Use vector or high-resolution versions only.

✓ Apply the logo in its original orientation.



4.5.4 Logo Usage – DON'Ts

- ❌ Do not stretch, squeeze, or rotate the logo.
- ❌ Do not alter colors beyond the approved palette.
- ❌ Do not add shadows, gradients, or glow effects.
- ❌ Do not change the arrangement of elements in the lockup.
- ❌ Do not place the logo on busy or low-contrast backgrounds.
- ❌ Do not replace brand fonts or recreate the wordmark manually.





The
Avi-Lytic Arc

Thank You

