

Ceezaa

Brand Guidelines

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Overview

01

Overview

Brand Vision

Ceezaa envisions a transformative social discovery platform that reimagines how people connect, driven by the essence of identity, culture, and real-world experiences. Our objective is to foster authentic connections by celebrating individuality and shared passion, offering a space where what you love becomes the bridge to meaningful relationships. We stand for warmth, emotional intelligence, and cultural depth, inspired by modern, human-centric brands, yet marked by distinctiveness. By mapping individual taste graphs, Ceezaa crafts a personalized, AI-driven social layer that blends creativity with authenticity, empowering users to explore the world through the lens of their true identity. Our values of boldness, approachability, trustworthiness, and innovation illuminate our path as we inspire a generation that craves richness in experiences and genuine belonging. With a calming and luxurious touch, Ceezaa redefines connection, grounded in curiosity and the joy of discovery, promising a future where technology enhances human connection, beyond algorithms and ads.

Brand Voice

1. Warm & Inclusive: Speak with a tone that is inviting and approachable, welcoming everyone to participate and share their unique tastes and experiences.
2. Intelligent & Thoughtful: Craft messages that are insightful and reflective, valuing depth over surface-level interaction and showcasing cultural awareness.
3. Modern & Artful: Use language that feels fresh and vibrant, drawing from current cultural trends and individual stories to inspire users.
4. Authentic & Real: Maintain sincerity and honesty in communication, advocating for genuine connection and shared discovery over superficial engagement.
5. Curious & Explorative: Encourage exploration and curiosity, inspiring users to delve into new experiences and express their identities.
6. Culturally Rich & Expressive: Celebrate cultural nuances and diversity, using expressive and vivid language to convey richness and depth.
7. Playful & Fun: Inject a sense of joy and excitement in communications, emphasizing the fun in discovering and connecting through shared interests.

Logo

02

Logo



Primary

The primary logo is the main representation of the brand and should be used in most situations. It reflects the brand's full identity and should appear in prominent placements such as websites, presentations, and marketing materials.

Logo



Secondary

The secondary logo maintains the same design as the primary logo but is presented in an alternate color variation. It is used when the primary color does not suit the background or specific visual context.

Logo



Tertiary

The tertiary logo is another color variation of the primary logo, designed to provide additional flexibility across different backgrounds and applications while maintaining brand consistency.

Logo Mark

Here are the three logo mark variations, primary, secondary, and tertiary. Each shown in a different color to ensure versatility and consistency across various backgrounds and use cases.



Primary



Secondary



Tertiary

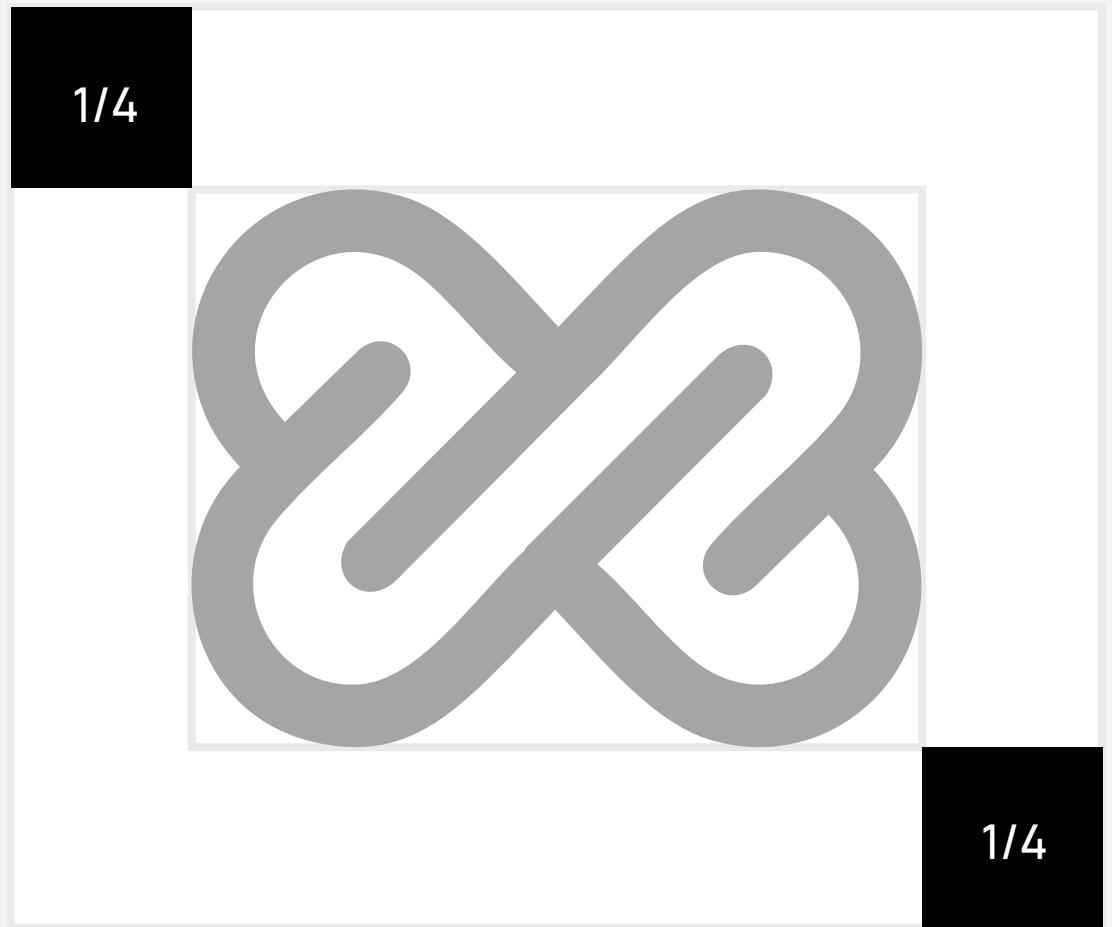
Logo Clearspace

The logo clear space is defined as one-quarter (1/4) of the logo's total height. This area must remain free of any text, graphics, or other visual elements to ensure the logo maintains its visual impact and legibility across all applications.



Logo Clearspace

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Colors

03

Colors

HEX

#FFFFFF

HEX

#0A1A2F

Primary Colors

The colors shown here are the primary colors of the brand and serve as the foundation for all visual communications. These hues should be used consistently across all print and digital materials to maintain a cohesive and recognizable brand identity.

HEX

#D3B481

Colors

Grayscale Color - 01

Cloud

HEX
#EDEEFF

Grayscale Color - 02

Smoke

HEX
#D3D6E0

Grayscale Color - 03

Steel

HEX
#BCBFCC

Grayscale Color - 04

Space

HEX
#9DA2B3

Grayscale Color - 05

Graphite

HEX
#6E7180

Grayscale Color - 06

Arsenic

HEX
#40424D

Grayscale Color - 07

Phantom

HEX
#1E1E24

Grayscale Color - 08

Black

HEX
#000000

Grayscale Colors

A grayscale color palette consists of varying shades of gray, ranging from pure black to white, with all the intermediate tones in between. The palette doesn't contain any hue or color, it only varies in lightness or darkness.

Typography

O4

Typography

Manrope

Light

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 0 1 2 3 4 5 6 7 8 9 ° (! " # \$ % & ? @)

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 0 1 2 3 4 5 6 7 8 9 ° (! " # \$ % & ? @)

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 0 1 2 3 4 5 6 7 8 9 ° (! " # \$ % & ? @)

Semibold

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 0 1 2 3 4 5 6 7 8 9 ° (! " # \$ % & ? @)

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 0 1 2 3 4 5 6 7 8 9 ° (! " # \$ % & ? @)

ExtraBold

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 0 1 2 3 4 5 6 7 8 9 ° (! " # \$ % & ? @)

This font represents the brand's primary typography and should be used across all communications to ensure a consistent and professional visual identity.

Typography

Type Scaling

64 Px

Heading 1

48 Px

Heading 2

32 Px

Subheader 1

24 Px

Subheader 2

18 Px

Paragraph 1

16 Px

Paragraph 2

Typography scaling ensures a consistent and harmonious visual hierarchy across all brand materials. By applying proportional size relationships between headings, subheadings, body text, and captions, we maintain readability while reinforcing brand identity. This system allows type to adapt seamlessly across different formats and devices, ensuring clarity and cohesion in every application.

Applications

05

Applications

This section demonstrates how the brand's visual elements, logo, typography, color palette, and imagery are applied across various touchpoints.



Thank You