

# Fisson

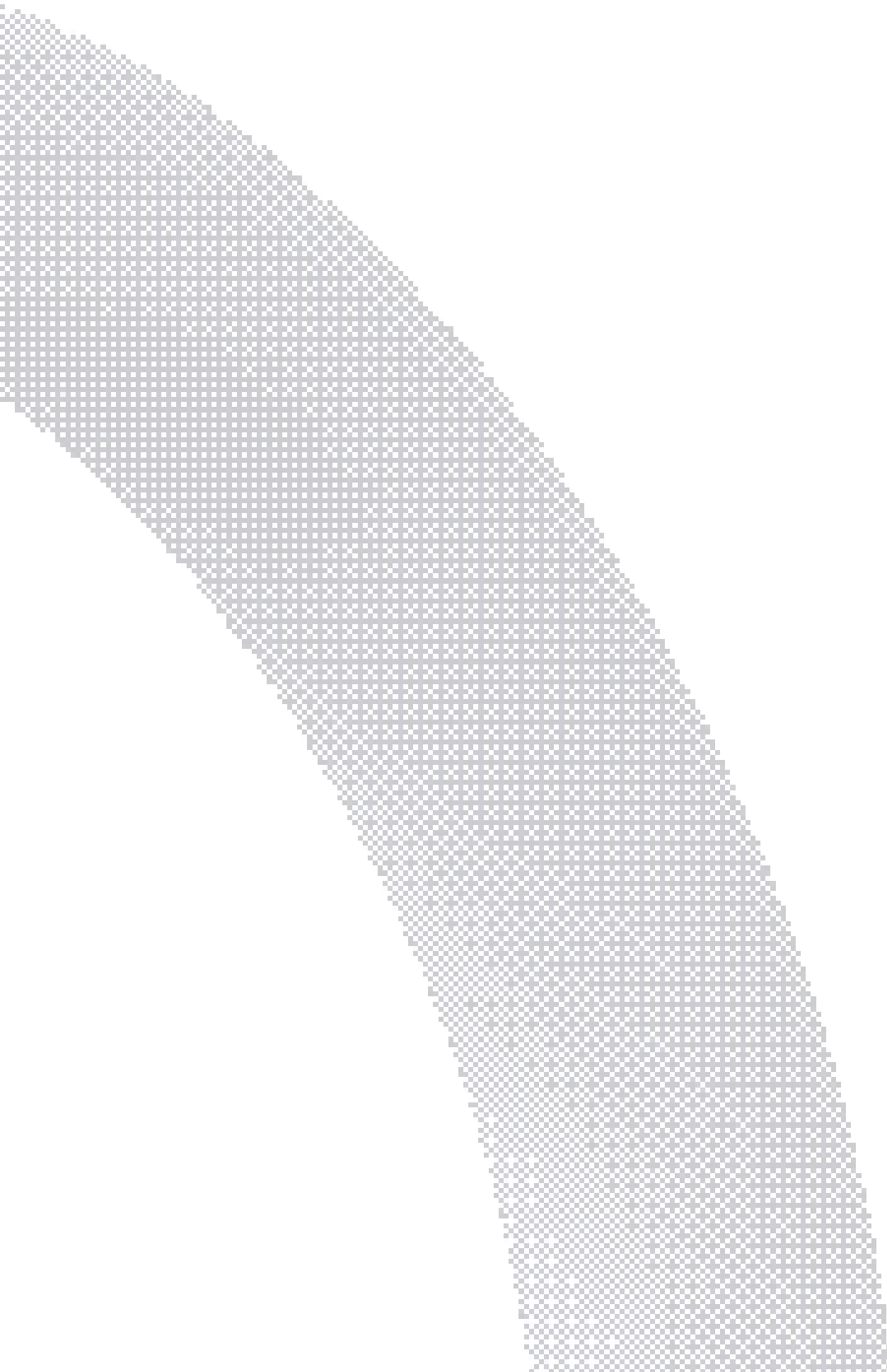
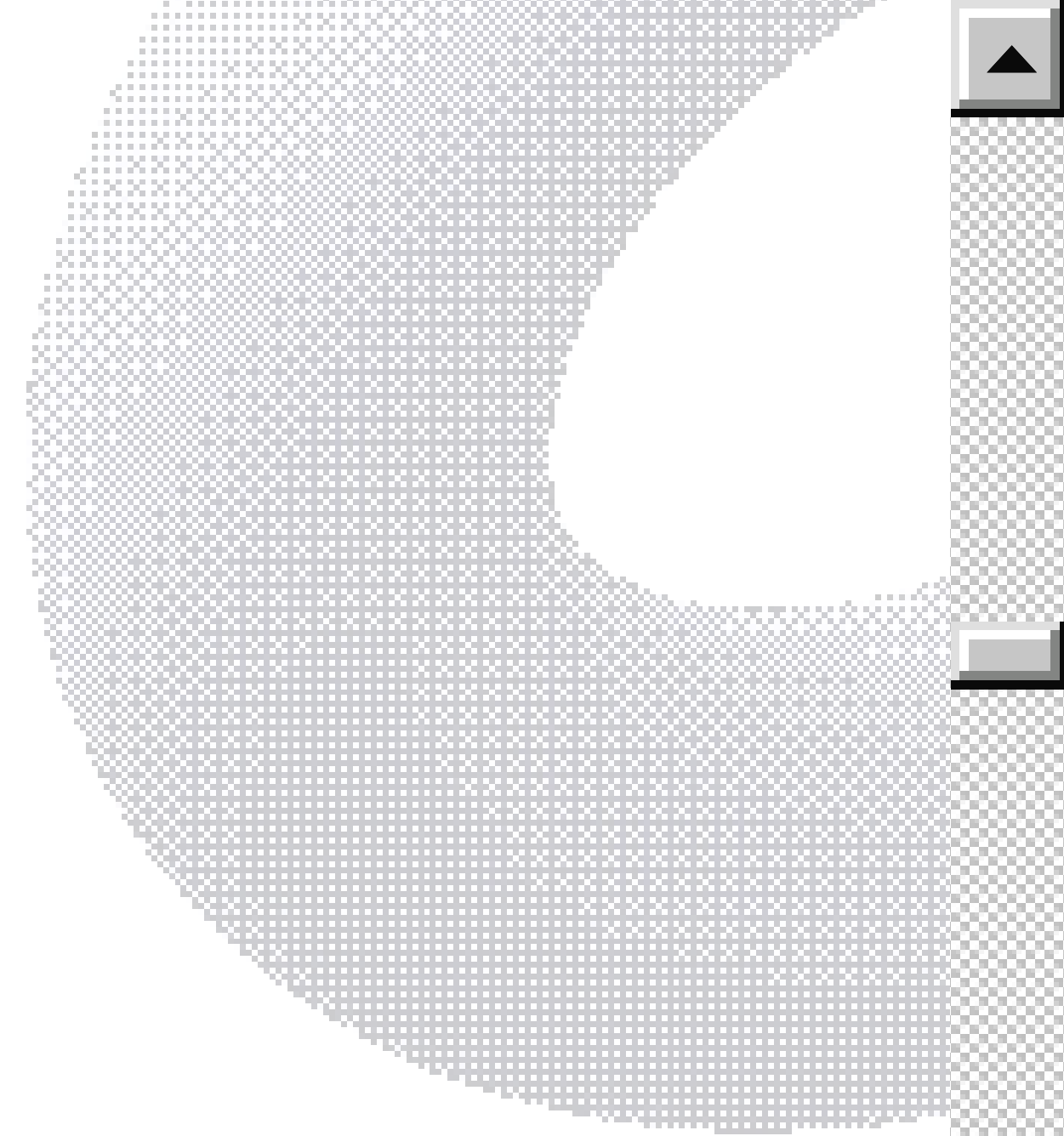
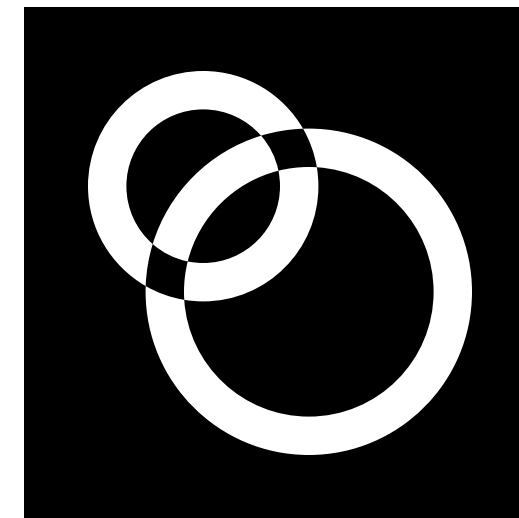
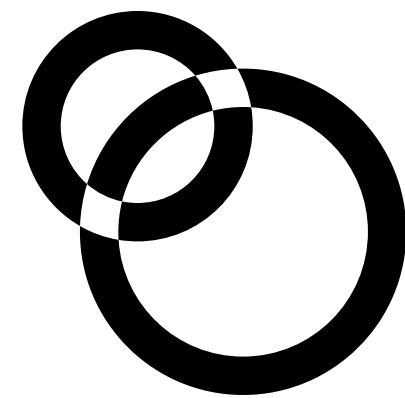
# Brand Guidelines

v.1.0.0

# BRAND VISION

- We establish our brand identity with a minimal, future-focused design in deep blue and white.
- By using dithered imagery, we achieve lightweight yet infinitely scalable and unified visuals.
- Simple, intuitive visual elements enhance clarity and spotlight innovation.

LOGO



# LOGO w/ Typo

Transparent Background



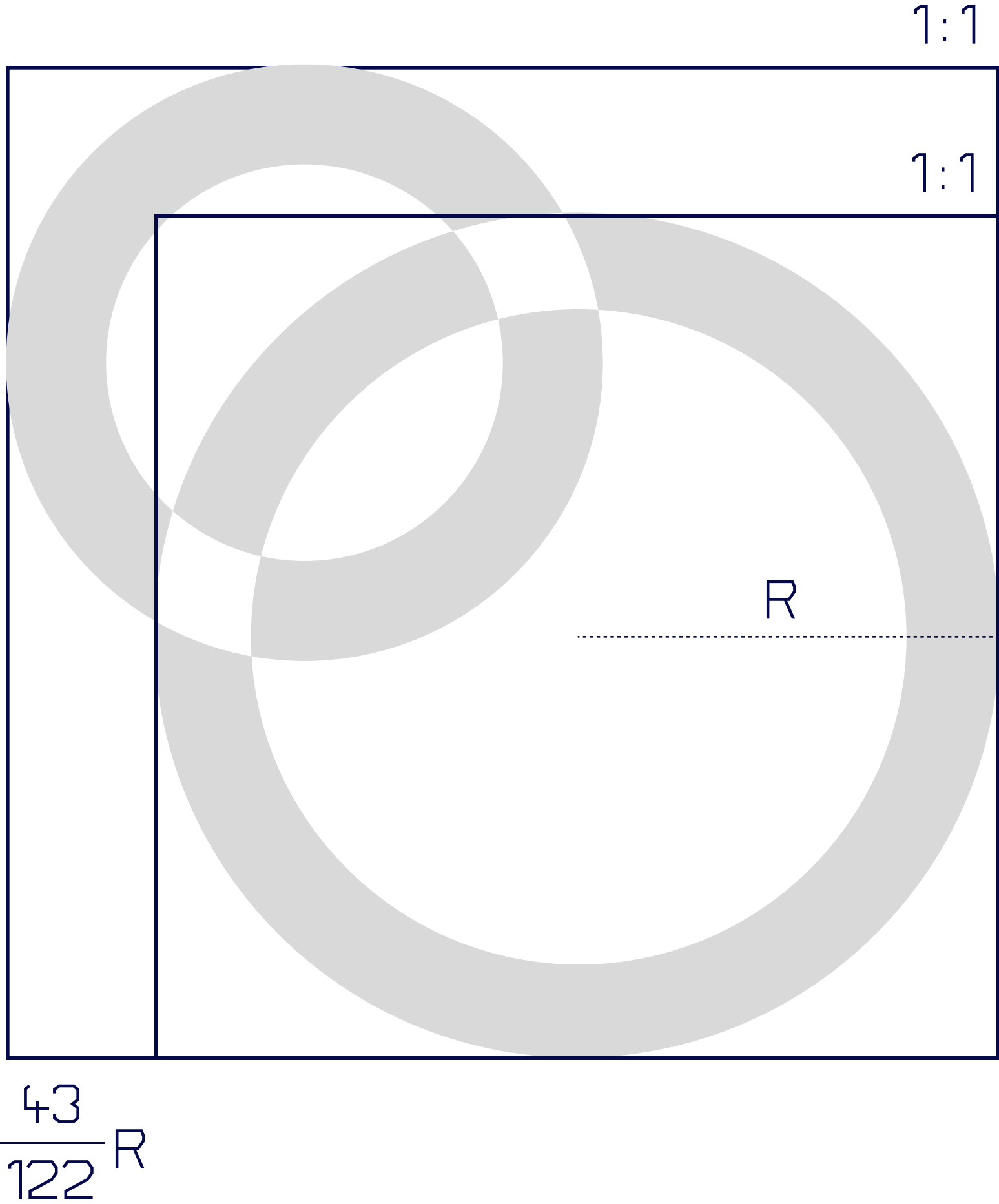
Darkmode / Dark Bg.



Console Bg.



# LOGO Construction



# Color

|         |         |         |
|---------|---------|---------|
| #05094B | #FFFFFF | #000000 |
|---------|---------|---------|

# Typography

For brand/social

Aa

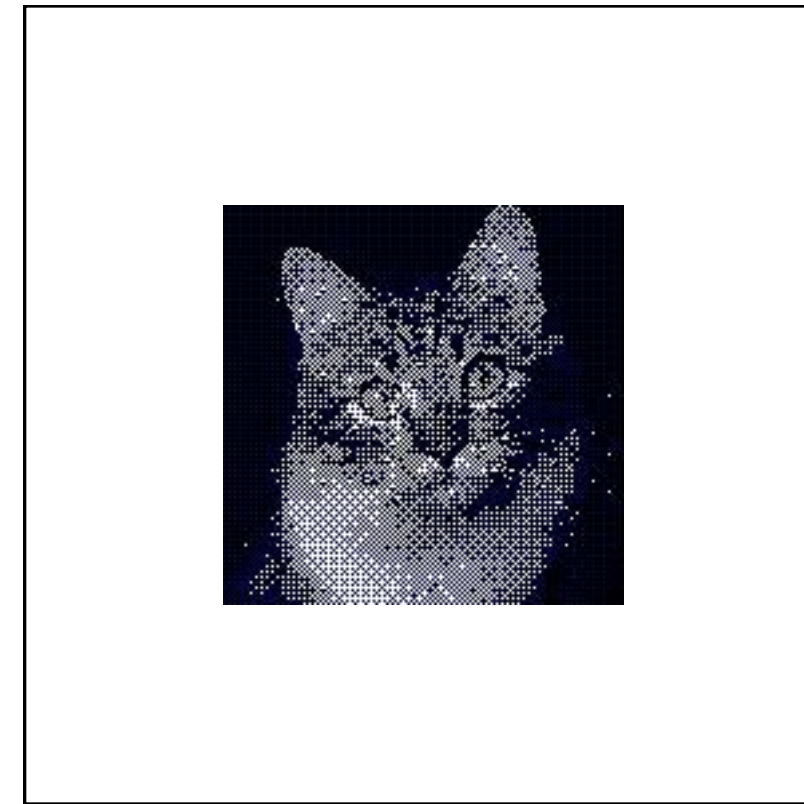
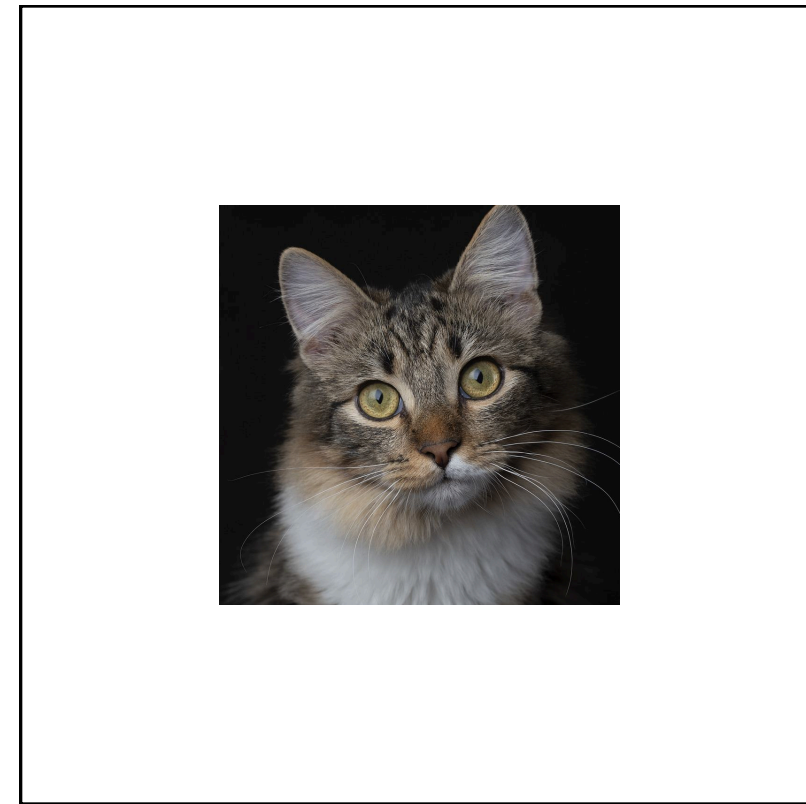
Turret Road

For product

Aa

UnifontExMono

# Image Asset



4 Indexed  
Color

