A red circle with a black background

Description automatically generated

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| **Marketing Brief** | Enhanced Imagery |
| **Product Name** | GENESIS |
| **Product Category** | SYSTEMS |
| **Asset Location** | [ASSETS](https://corsair-my.sharepoint.com/:f:/p/kelvin_jeon/EgJZaXC-xpFFr4O0shJSyJEBEE6GMYN9rl-65bR-jVAcUg?e=7WCtf7)   1. ORIGIN PC Enhanced Imagery Templates 2. GENESIS 3. Partner Logos 4. Reference & Examples |
| **Requested Due Date** | **NOV 21 2025** |
| **Dimensions** | 2560x2560 |
| **Resolution** | 72dpi |
| **File Format Needed** | JPG, PNG, and PSD |

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| **Key Stakeholders** | **Name** |
| BU | Felippe Motta |
| GTM | Isaac Bonilla |
| PM | Mike Wall |
| Director, Marketing | Felippe Motta |

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| **IMAGE 1: INTRO** | |
| **HEADLINE:**  ARACHNID    **COPY:** We didn’t just think “outside the box”; we got rid of the “box” altogether.  **ASSET:**  Arachnid Enviromental Studio-3.jpg |  |

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| **IMAGE 2: Custom Liquid Cooling** | |
| HEADLINE: Dual Liquid Cooling  COPY:  High-performance pumps for both CPU and GPU keep temperatures in check, extending the longevity of your components.  (include Hydro X & iCUE Link logo)    **ASSET:**  images - BCAM6277.jpg   * hydro-series-logo.jpg * icue-link-logo.jpg | Hydro X logo  iCue Link logo |
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| **IMAGE 3: FORM FACTOR** | |
| HEADLINE: Case Specifications  COPY: (dimensions)  Length 21.50 in  Width 16 in  Height 27 in  Weight (empty chassis)  27.2 lbs  **ASSET:**  DSC00631.jpg  **DIMENSION LABLING EXAMPLE:**  [CORSAIR\_AI\_WORKSTATION\_RENDER\_09.png](https://corsair-my.sharepoint.com/:i:/p/kelvin_jeon/EZlbs_NSIjpEgD_8XjTs97IBYXrwj9wrzKzBebwuquc-WA?e=vhVcMF) |  |

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| **IMAGE 4: FRONT I/O PANEL** | |
| HEADLINE: The Front I/O Panel.  COPY: It’s designed for convenient access to essential connectivity and control features.  **ASSET:**  DSC00606.jpg |  |

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| **IMAGE 5: Intel Core** | |
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| **COPY:** Intel® Core™ (Logo)  **ASSET:**  DSC00655.jpg | Intel 14th Generation |
| **IMAGE 6: Intel Core Ultra** | |
| **COPY:** Intel® Core™ Ultra (Intel logo)  **ASSET:**  DSC00655.jpg | Intel Ultra |
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| **IMAGE 7: AMD** | |
| **COPY:** AMD Ryzen 9000-series (AMD Ryzen Logo)  **ASSET:**  DSC00655.jpg |  |
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| **IMAGE 8: NVIDIA 50 Series GPU** | |
| HEADLINE:  Liquid-cooled NVIDIA 5090 GPU    **ASSET:**  DSC00646.jpg + nvidia-50-series-logo.jpg | A green and black rectangular sign with white text  AI-generated content may be incorrect. |

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