

**TellUrStori**

# TellUrStori

## ~/BRAND SYSTEM

### INTRODUCTION

This brand style guide outlines TellUrStori's visual system and tone-of-voice for brand alignment across all communications.

BRAND ASSETS



# TellUrStori is ...

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## CREATIVE COLLABORATIVE PIONEERING

The three main pillars of the TellUrStori brand messaging and design are:  
Creative, Collaborative, and Pioneering.

BRAND PILLARS

Brand clarity will be enhanced by using circular and spiral patterns to convey the minds eye within a new kind of emerging human intelligence.

We will use simplistic layouts and clean type to keep the emphasis on the creator's content.

# TYPE

## Introducing the new TellUrStori Type System.

We engage creators through  
a consistent and clear font that is reminiscent  
of storybook and digital realms alike.

TellUrStori will bridge storytellers to the  
metaverse and beyond to bold new ways to  
share our worlds.

Header Typeface

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### Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
012345678910?<>(){}|+=\*;"'@%\$%

Body Typeface

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### Fira Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
012345678910?<>(){}|+=\*;"'@%\$%

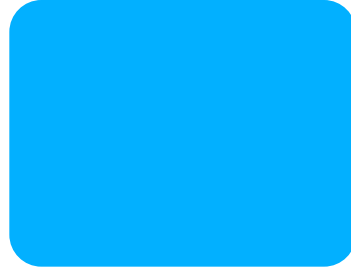
# COLOR PALETTE



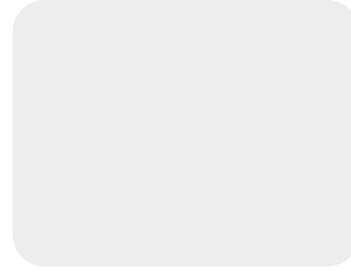
#5c66f6a



#004de6



#02b0ff



#ededed



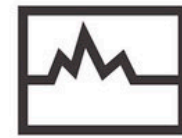
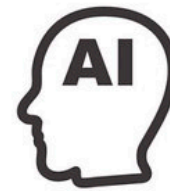
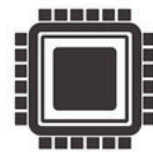
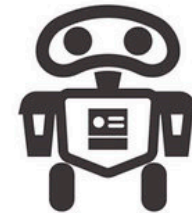
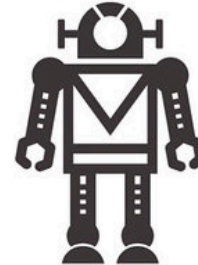
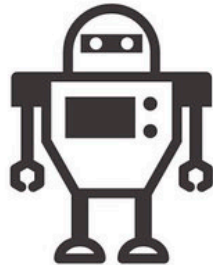
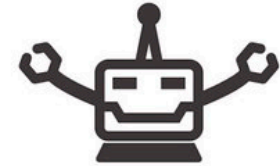
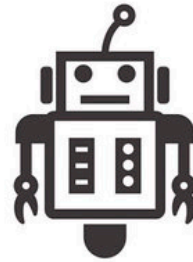
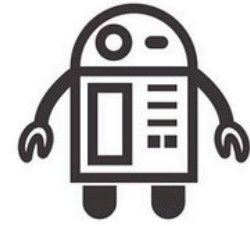
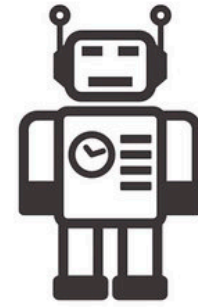
#000000



#ffffff

Our adventurous color palette reveals the exciting road ahead. Our newly defined colors leverage communication colors with the sharp contrast of true black and white to convey the power of the word and story throughout all media types and into the metaverse.


# DOT ICONS



# ALTERNATE COLOR PALETTES



#576EF2 

#6379F2 

#1C1C28 

#C1DDED 

#3E6C8C 



#576EF2 

#6379F2 

#1C1C28 

#ECF7FB 

#8F9FB0 



#576EF2  #6379F2  #43536B  #E1F1F6  #FFFFFF 



#576EF2  #6379F2  #095573  #04C4D9  #F2F2F2 



#004DE6

#02B0FF

#5C66F6

#EEEEFF

#000000

#004DE6

#02B0FF

#5C66F6

#EEEEFF

#000000

#0000FF

#0060FF

#FFFFFF

#000000

#666777

#0000FF

#0060FF

#FFFFFF

#000000

#666777



#576EF2

#1E2D59

#111826

#095573

#F2F2F2



#576EF2

#6379F2

#1E2D59

#095573

#F2F2F2



#576EF2



#6379F2



#095573



#7AACBF



#DCEEF2



#576EF2



#8094DB



#32254D



#97A1AE



#F2F2F2

