PI DOT

BRAND BOOK

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RESOURCES

*Welcome to **PI DOT,***
*Where we **empower, elevate, and excelerate** people, businesses, communities, and ecosystems.*

I believe the opportunities we get, the lifestyle we live, and the experiences we gather are all limited by the amount of "luck" we have as individuals. And PI DOT brings the cofactor of luck into people's lives, thus transforming it into an experiential journey.

*The factor of luck made me the individual I am today, and **I want to make it accessible to 314 million Indians**, thus shaping the future of how India consumes knowledge, trains talent, and builds communities.*

Infinitely,
M Vamshi Krishna
Founder & CEO

BRAND OVERVIEW

EMPOWER ELEVATE EXCELERATE

PI DOT is where empowerment meets innovation, and where exceleration (excel + acceleration) shapes the future. We're committed to driving people, businesses, and communities beyond conventional boundaries into realms of exceptional potential. Through our dedicated ecosystems, services, and tools, PI DOT is on a journey to make Indians the epicenter of global knowledge and efficiency, transforming lives and creating lasting impact.

MISSION

Changing how India consumes knowledge and trains talent.

VISION

To introduce the cofactor of luck in the form of opportunities, security, and optimization to unlock humankind's ultimate potential.

PERSONALITY

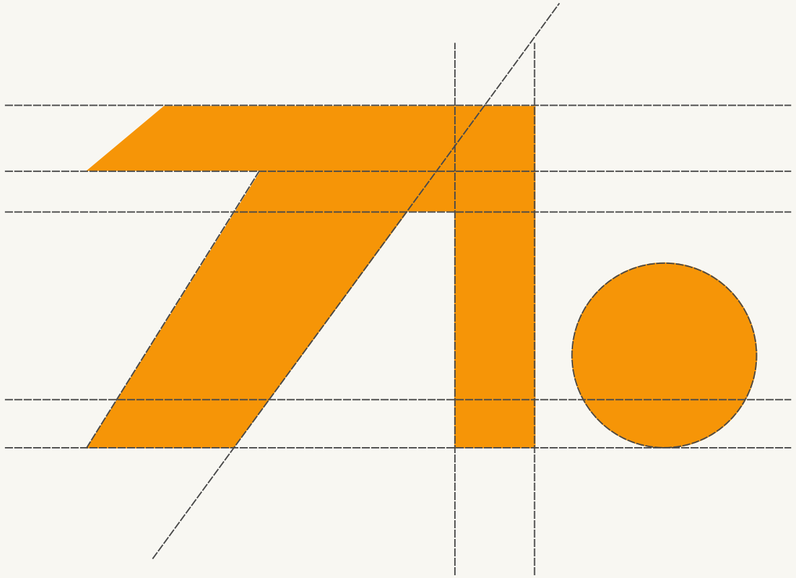
Pi Dot is empowering, innovative, and progressive. The brand is serious about its mission but friendly in its interactions, making it approachable yet professional.

TONE

- *Formal yet Conversational* – A polished tone that is approachable for students, educational institutions, and corporate partners alike.
- *Motivational & Inclusive* – Language that inspires action, supports growth, and welcomes diverse audiences.
- *Clear & Direct* – Emphasizing clarity and accessibility in communication, avoiding overly complex jargon.

LOGO

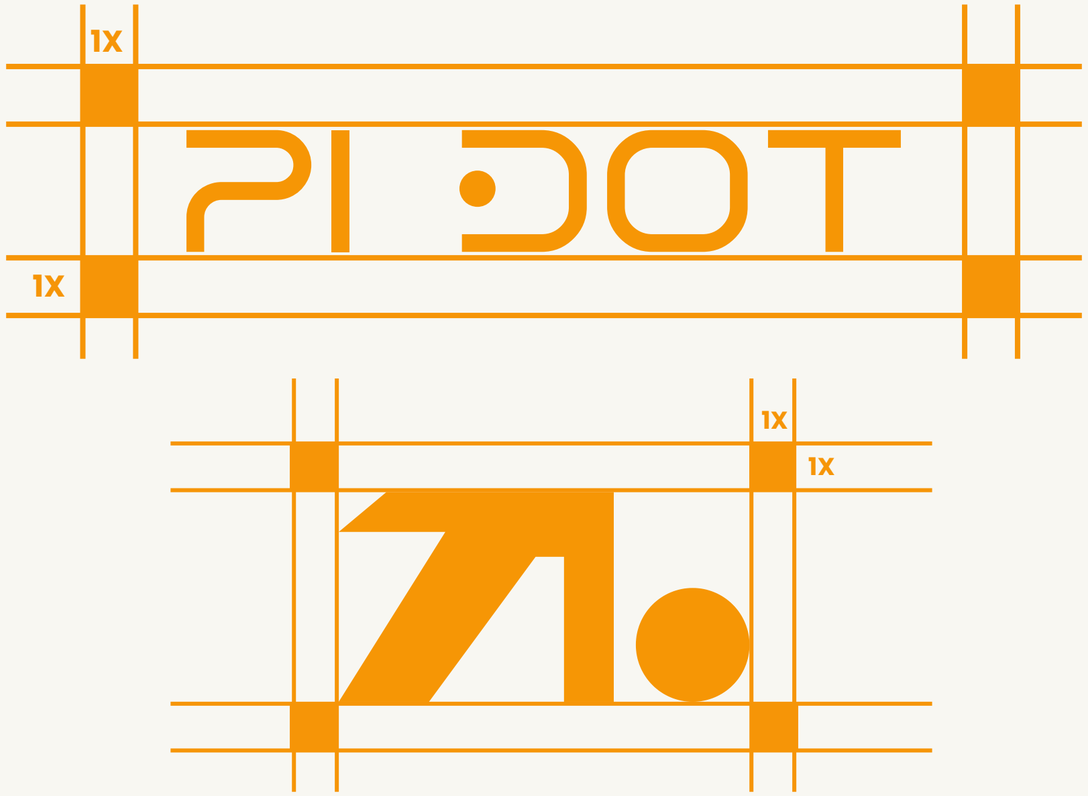
LOGO ORIGIN



The Pi symbol representing boundless, non-replicative growth, and the upward arrow signifying limitless, continuous progress.

The only point where Pi's digits pause, evolving into an endless journey toward infinity. Thus, a Dot signifying this phenomenon

BREATHING SPACE



VARIATIONS

Orange on white

Black on white

Black on orange

White on orange

VARIATIONS

PI DOT

PI DOT

PI DOT

PI DOT

COLOURS & FONTS

COLOURS

#FFB13B

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BRAND FONT

CROPASO REGULAR

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Poppins Family

ABCDEFGHIJK abcdefghijkl 12345678
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PRODUCTS

GENESIS

GENESIS

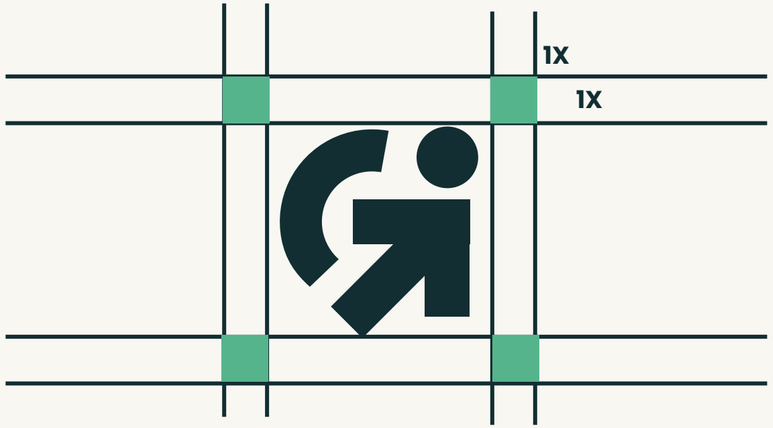
Genesis blends corporate-led education, seamlessly integrating academic knowledge with real-world industry experience. Through partnerships with leading companies, we provide hands-on training and practical skills essential for today’s workforce.

Our mission is to empower students with tailored mentorship, professional development, and direct placement opportunities. Genesis ensures participants are well-equipped to excel in their careers and drive innovation in their chosen fields.

The first symbol represents a person actively working on themselves, signifying self-improvement and personal growth. The circular design highlights the holistic and continuous nature of development, emphasizing balance and progress.

The arrow symbolizes career growth and forward movement, driven by the essential skills developed during the foundational stages. It conveys ambition, direction, and the upward trajectory of success through constant learning and effort.

1X
GENESIS
1X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Value for Students

Career Growth Opportunites

Access to jobs, enhanced employability, and career advancement.

Corporate-Led Training

Real-time case studies, practical experience, and mentorship from industry professionals.

Networking & Mentorship

Opportunities for valuable mentorship and building connections with professionals.

Strong Alumni Network

A robust alumni network offering ongoing support and opportunities.

Value for Businesses

Access to Skilled Talent

Direct access to top, well-trained candidates tailored to your business needs.

Customized Training Solutions

Tailored programs that align with your company's specific requirements.

Cost & Time Efficiency

Cost-effective talent acquisition with reduced time-to-hire and measurable ROI through improved performance and productivity.

Enhanced Brand Reputation

Strengthen your brand by partnering with a leading education platform, attracting high-quality talent.

Value for Institutions

Enhanced Employability

Boost your students' job prospects with industry-relevant training.

Industry Connections

Strengthen ties with leading companies through collaborative programs.

Innovative Curriculum

Enrich your offerings with practical, hands-on learning experiences.

Reputation Growth

Elevate your institute's prestige by producing highly skilled, work-ready graduates.

Services

Talent Bridge

Talent Bridge brings corporate-led education to reality for final-year students. This program bridges the gap between academia and industry by providing tailored training

Leadership Conclave

The Leadership Conclave focuses on the development of first and second-year students, aiming to skill them towards global relevance.

Industry & Immersion Experiences

The Industry Immersion Experience provides students with practical learning opportunities through industry visits and conference excursions.

Genesis Ignite

Genesis Ignite helps students navigate the challenges of running, scaling, and managing family-run businesses or building their own small enterprises. Through comprehensive training and mentorship

Why choose Genesis?

1

Access to Top Talent: Companies gain a streamlined, cost-effective talent acquisition process with candidates already trained to their specific requirements.

2

Measurable Impact: Ensure measurable ROI with improved employee performance, increased productivity, and reduced turnover.

3

Industry-Relevant Training: Receive real-world, corporate-led education that bridges the gap between academia and industry needs.

4

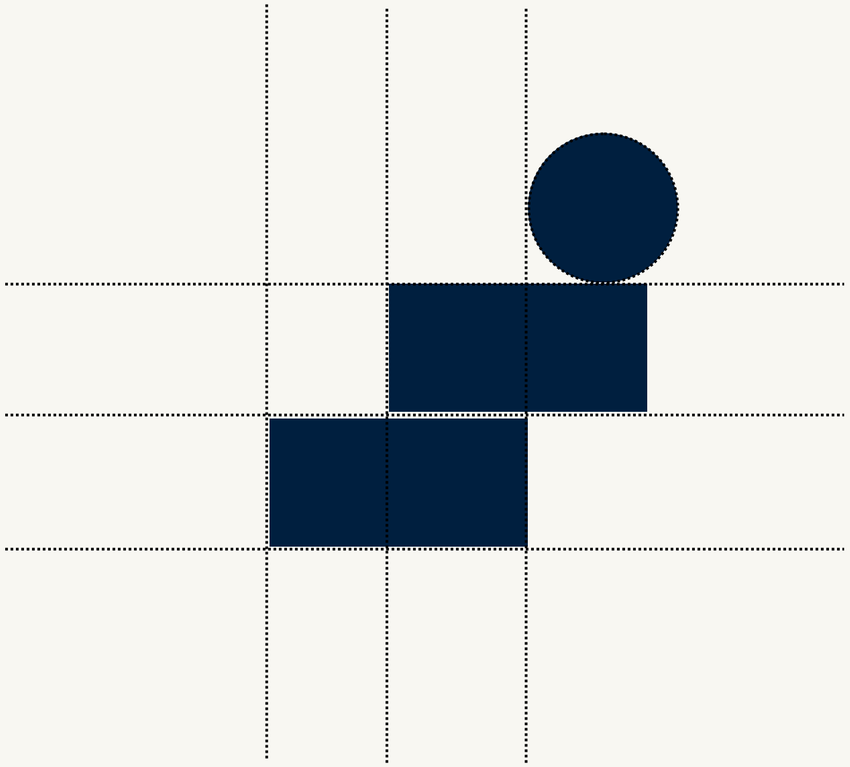
Tailored Career Pathways: Benefit from customized mentorship, hands-on experience, and direct placement opportunities designed to advance your career.

EDUSPHERE

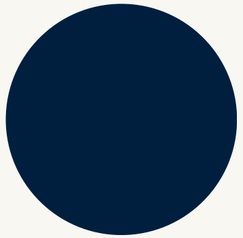
EDUSPHERE

Edusphere blends education, technology, and psychology intending to make experiential learning a reality towards global relevance for kids.

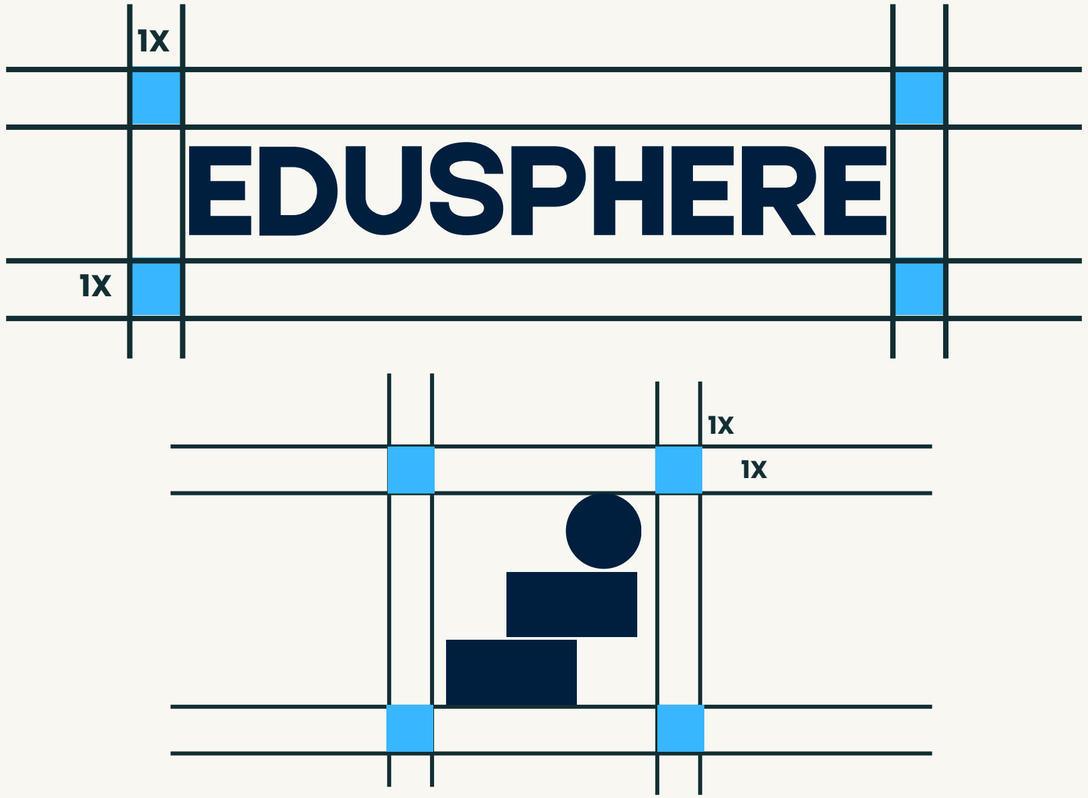
We believe that education is not limited to the classrooms, in this global economy. Therefore, we curate a curriculum that is as global as the economy. We aim to bring education, standards, and exposure from all across the globe to the doorstep of 200 million students in India.



The two blocks represent education and technology, the core foundations of growth and stability. They signify progress and the interdependence necessary for building a strong future.



The circle symbolizes the human mind, reflecting continuous learning and adaptability. It highlights the harmony between knowledge and personal growth, enabling societal advancement.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Value for Students

Global Exposure

Education aligned with global standards, offering a broader perspective on learning.

Experiential Learning

Hands-on, real-world experiences that build practical and essential life skills for future success.

Technology-Integrated Education

Early exposure to learning technologies, equipping students with future-ready skills.

Industry & Community Engagement

Opportunities to engage with industrial environments, community projects, and entrepreneurship training

Value for Institutions

Teacher Upskilling

Improves instructional quality and effectiveness, directly enhancing student outcomes.

Increased Enrollment

Attracts families looking for personalized, holistic education experiences.

Competitive Advantage

Distinguishes the institution with future-focused, tailored education programs.

Enhanced Visibility & Partnerships

Boosts recognition through community engagement and strengthens collaborations with industry partners

Value for Global Partners

Revenue Generation

Earn financial returns through implementation fees and profit-sharing arrangements with Edusphere.

Market Access

Gain direct entry into the Indian education sector, opening doors for business expansion and new opportunities.

Program Implementation

Deploy your educational content and services at scale, reaching a vast audience of students in India.

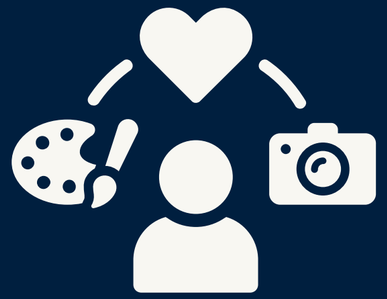
Strategic Collaboration

Build strong partnerships with Edusphere and local institutions, fostering long-term growth and mutual benefits.

Services

Learning Beyond School: Educational Experiences and activities outside the traditional classroom that enhance students' personal, academic, and career development, such as family enrichment, excursions, and skill-building conferences.

Leadership Conclave: It is a comprehensive program that fosters holistic, everyday learning through a diverse range of skills, including public speaking, entrepreneurship, technology, creative arts, and critical thinking, all within the school environment.



Interest Based Learning: It is a year-long program where students immerse themselves in specialized clubs, allowing them to develop deep expertise and skills in a focused area over an extended period.

Empathy Integrated Education: It integrates compassion and understanding into education by incorporating real-life scenarios and activities, including support for Dyslexic and Dysgraphic students.

Why choose Edusphere?

1. Cutting-edge, future-focused curriculum for holistic student development.
2. Hands-on experience and real-world exposure for students.
3. Flexible, seamless curriculum integration with minimal disruption to existing programs.
4. Teacher training aligned with global standards.
5. Strategic partnerships that boost the school's reputation.
6. Exclusive collaboration within a 5km radius.

AXIOM

AXIOM

Axiom combines creativity, strategy, and innovation to redefine automation and outsourcing for businesses.

We believe growth thrives at the intersection of efficiency and impact. Through cutting-edge automation solutions and expert outsourcing services, we help businesses streamline operations, amplify brand presence, and achieve measurable results. From AI-driven systems to impactful narratives, Axiom delivers tailored solutions that empower businesses to scale and succeed in an ever-evolving world.

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AXIOM

The Brush Script

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Poppins Family

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AXIOM

Value for Businesses

Enhanced Efficiency

Streamline your operations with our cutting-edge automation and expert outsourcing services, enabling your team to focus on core business growth.

Cost-Effective Solutions

Save on hiring and infrastructure costs with our scalable outsourcing services and AI-driven automation tailored to your needs.

Brand Excellence

Build a strong, timeless brand identity that resonates with your audience and drives trust, loyalty, and long-term success.

Results-Driven Growth

Achieve measurable outcomes through lead-focused strategies, impactful narratives, and innovative automation tools designed to grow your digital and business presence.

Services

User Flow

Optimize customer journeys with intuitive designs that enhance user experience and drive conversions.

Social Media Management and Brand Development

Amplify your digital presence and build a compelling brand identity with tailored strategies and engaging content

AI-Driven Automation Solutions

Streamline workflows and boost efficiency with customized AI-powered automation tools.

Marketing and Process Optimization

Automate marketing efforts and refine processes to achieve measurable business growth.

Why choose Axiom?

1. Expertise in Automation and Outsourcing: Leverage cutting-edge technology and creative strategies tailored to your business needs.

2. Enhanced Efficiency: Streamline workflows and reduce operational costs with AI-driven automation.

3. Compelling Brand Solutions: Build a strong, lasting identity with expert social media management and brand development.

4. Data-Driven Strategies: Achieve measurable results with analytics-backed marketing and optimization.

5. Scalable Solutions: Empower your business to grow sustainably with adaptable and cost-effective services.

6. User-Centric Focus: Optimize customer experiences with seamless user flow designs that drive engagement.

COLLATERALS

File Coverpage

File Envelope

PI DOT
To:
Vamshi Krishna
Fatehnagar, Hyderabad.
10 September, 2026
Dear Sir CEO,
In a world where emails dominate the inbox, consider this letter a refreshing breeze of awesomeness landing right at your doorstep. I hope this finds you in the best of spirits and, more importantly, with a cup of coffee in hand. Let's dive into some fun updates that you won't want to miss!
First things first, the universe has been extra generous lately. New projects are sprouting, ideas are flowing, and the creative chaos is at its peak—just the way I like it! The plan is simple: stay unstoppable, chase dreams, and throw in a dash of laughter for good measure. Who says productivity can't be fun?
Lastly, I leave you with this: life is like a letterhead—structured, but there's always room for a personal touch. So, here's to conquering the day with a smile, a purpose, and maybe a donut (or two). Stay quirky, stay curious!
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@pidot.in
PI DOT
EMPOWER. ELEVATE. EXCELERATE.

Letterhead

Business Cards

RESOURCES

Click on the respective products to access resources

Genesis

Pi Dot

Edusphere

Axiom

Emelex

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