

PLANET BEYOND

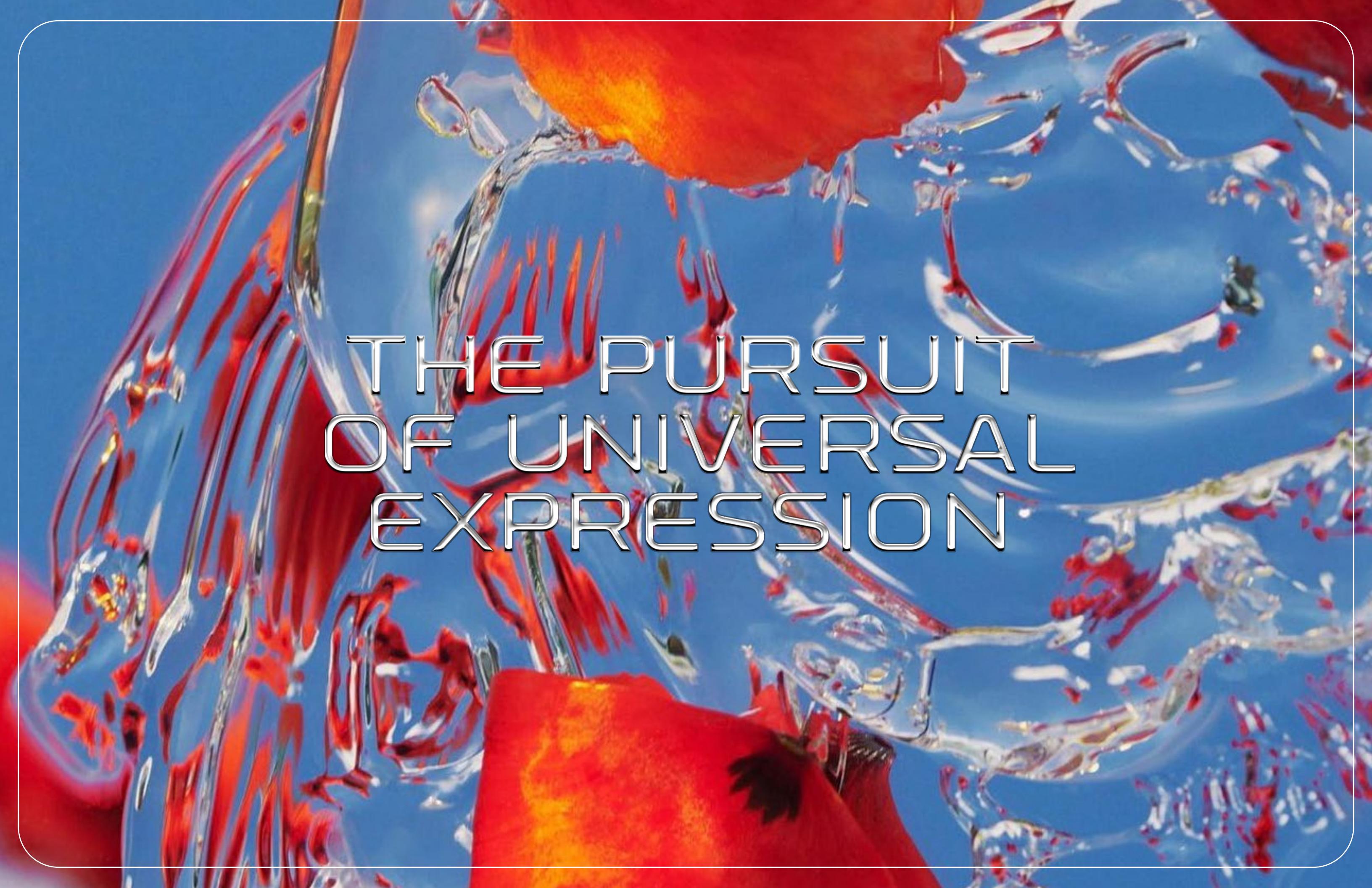
BRAND BOOK

Planet Beyond wants you to be, feel, do, and live more.

YOU ARE
HERE



A WORLD OF
MAXIMALIST AMBITION

The background of the image is a dynamic, abstract composition of liquid splashes. It features vibrant red and orange hues on the left side, transitioning into bright blue and white on the right. The liquid is captured in motion, with streaks and droplets creating a sense of energy and fluidity against a dark, solid background.

THE PURSUIT
OF UNIVERSAL
EXPRESSION



OUT OF THIS WORLD
SUPER HUMANS
WHO DARE TO
STAND OUT

The background of the image is a dynamic, abstract composition of liquid metal and gold. It features large, sweeping, metallic shapes that resemble molten lava or liquid gold, with bright highlights and deep shadows that create a sense of depth and movement. These metallic forms are set against a darker, more solid background of a similar material, creating a visual contrast. The overall effect is one of fluidity, energy, and luxury.

LIMITLESS
CREATIVITY AND
THE FREEDOM TO
BE MORE YOU

NEWFOUND
PERSPECTIVE

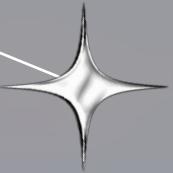
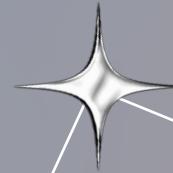


NEXT-LEVEL
FASHION

MODERN
OPTIMISM

SUSTAINABLE
TENDENCIES

LIVE-IN
TECH



Thoughtfully designed and intelligently engineered technology intended to beautify every moment.

OUR NORTH STAR

Enhance our experience of the world around us.



OUR VALUES



A future focus. An avant-garde point of view.
Meaningful connection that moves us. We never
leave Earth without our core values guiding us along
the way.

OUR VALUES

FUTURISM

A safe haven from cynicism. Our future together is full, bright, and lived out loud.





OUR VALUES

BEAUTY

The perfection of nature, human ingenuity, and endless inspiration from all corners.

OUR VALUES

MAXIMALISM

A defiant alternative to minimalism for those who color, animate, and enliven our world.





OUR VALUES

CONNECTION



An immersive experience in all things, helping people embrace each moment and each other.

OUR VALUES

SUSTAINABILITY

An unwavering commitment to treat our planet with unprecedented care.



BRAND DNA



We believe in the healing and elevating power of self-expression. We exist to help people discover more about themselves, each other, and the world around them by deepening our daily and supernatural experiences.

WE ARE

VISIONARY
INNOVATIVE
SURREAL
AVANT-GARDE

WE AREN'T

UNINSPIRED
UNORIGINAL
ORDINARY
MUNDANE



BRAND DNA

A BEACON OF FUTURISTIC HOPE



We create endless somethings to look forward to.
Optimism grounded in our hardcore belief in
creativity and self-expression.

BRAND DNA

ZERO GRAVITY / ZERO LIMITS

We're leaders in a new space, always pushing
ourselves to max out on what inspires us the most.





BRAND DNA

SURREAL BUT
HYPER REAL

We exist nebulously in our own futuristic universe,
blurring the line between reality and fantasy.

BRAND DNA

AN UNUSUAL ENTITY

The juxtaposition of nature and human-made materials. Always unique and evocative.



POPULATION PLANET BEYOND

Let's meet the super individualistic, naturally curious, and forward-thinking people who gravitate towards us.

DEMO

AGE

21-35

EDU

College and World Educated

OCCUPATION

Entrepreneurial, Creative, Fashion, Tech

LOCATION

Major Metro Areas



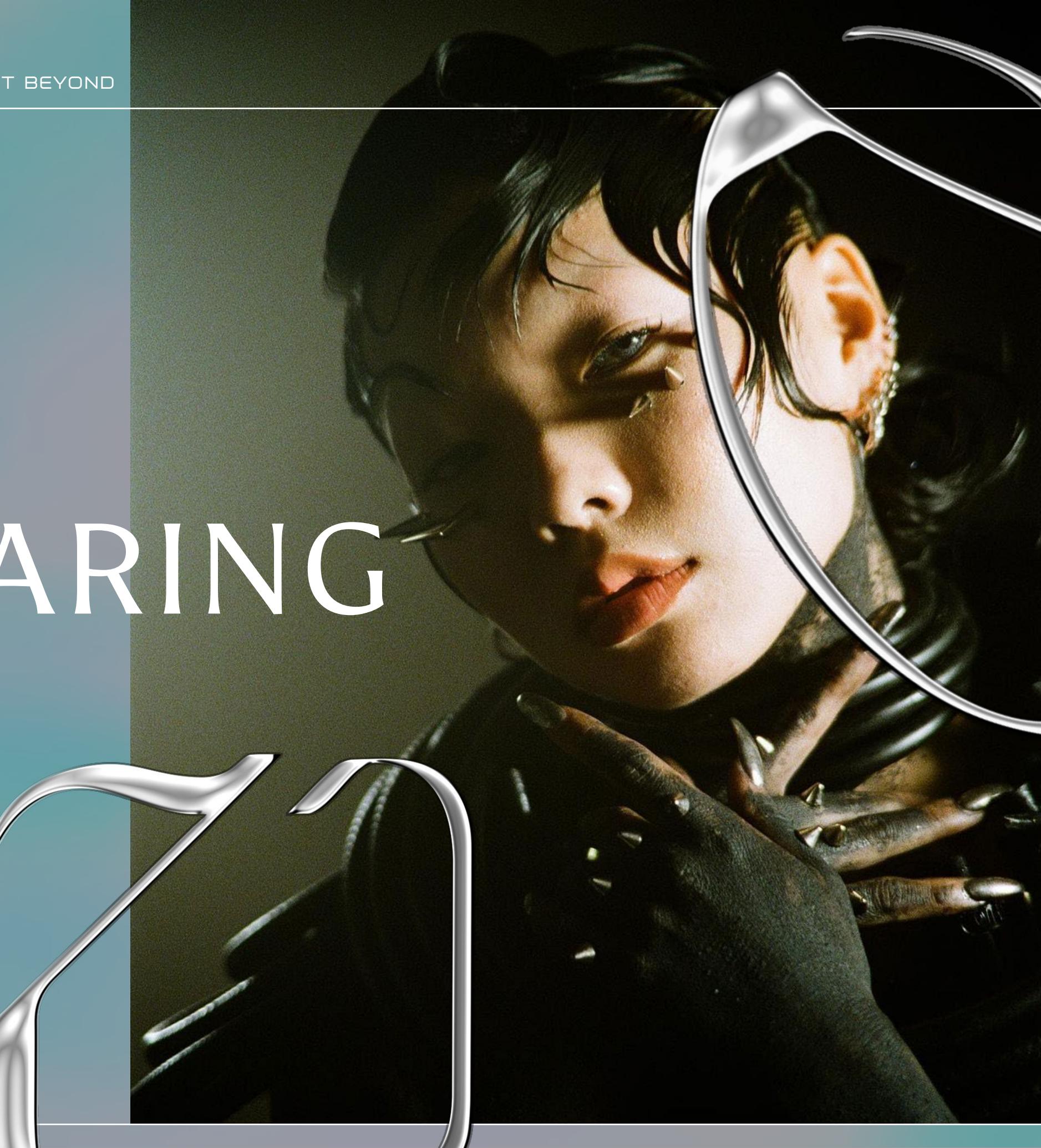


POPULATION PLANET BEYOND

Expressive, creative, artistic, and super dreamy.
Has at least one foot on the ground at all times.

DARING

Unafraid to be different, lead, or start a new trend.
Eager to stand out and be part of the world.





POPULATION PLANET BEYOND

AMBITIONOUS



Future-minded and always pushing forward.
They create movement wherever they go.

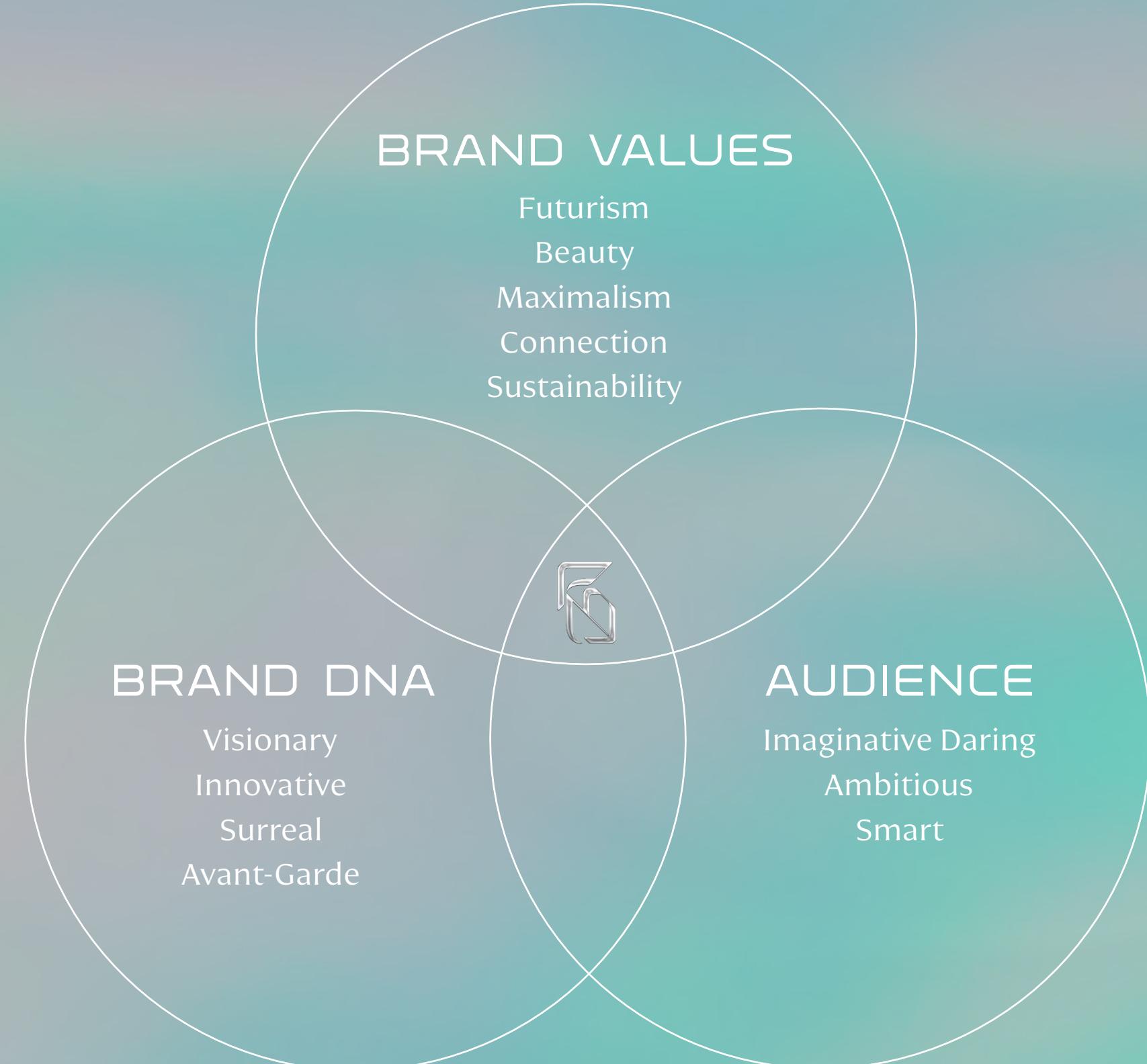
POPULATION PLANET BEYOND

SMART

Deliberate with their actions, lifestyle choices, and style adventures. They've got an eye on everything.



ALL TOGETHER NOW



OUR POSITIONING

