

imusify.

BRANDING GUIDELINE

// Colors

#FFFFFF
HEX: 255:255:255
CMYK: 0:0:0:0

#0d0d0e
HEX: 13:13:14
CMYK: 7:7:0:95

#ff4395
HEX: 255:67:149
CMYK: 0:87:5:0

#cc3677
HEX: 204:54:119
CMYK: 11:84:16:0

#992859
HEX: 153:40:89
CMYK: 31:90:36:5

#661b3c
HEX: 102:27:60
CMYK: 43:92:47:28

#9b19bb
HEX: 155:25:187
CMYK: 53:90:0:0

#7c1496
HEX: 124:20:150
CMYK: 53:91:0:0

#5d0f70
HEX: 93:15:112
CMYK: 68:100:11:2

#3e0a4b
HEX: 62:12:75
CMYK: 77:100:29:24

// Typography

Aa

Roboto Thin

Aa

Roboto Light

Aa

Roboto Medium

// Logo variants



imusify.

Light surface



imusify.

Dark surface



imusify.

Colorful surface

// Logo with IMU symbol included



imusify.

This is allowed

imusify.

This isn't

// Contextual examples



imusify.



imusify.







imusify.

imusicify.





imusify.

An abstract graphic design featuring a dark navy blue background. A rectangular frame in the center contains a pattern of thin, vibrant purple lines. These lines originate from a point on the left and fan out towards the right, creating a sense of depth and movement. The lines are more densely packed on the left and become more sparse as they extend to the right. Overlaid on this pattern is the word "imusify." in a bold, white, sans-serif font. The text is positioned slightly to the right of the center of the frame.

imusify.

A series of horizontal, wavy pink lines that create a sense of motion or sound waves, framing the central text.

imusify.



imusify.

imusify.







#getIMU