

BRAND
GUIDELINES
V 1.0



OVERVIEW

The following document has been created as a reference to guide the outward expression of our brand. It is designed to outline and instruct the overarching principles of what makes us unique.

This brand identity is more than a single mark, it's a rich system that reflects who we are as a brand.

TABLE OF CONTENTS

01 Brand Strategy

02 Visual Identity

03 Brand Photos

04 Brand Application

01

Brand Strategy

Brand Architecture

BRAND PURPOSE

To create technology
that puts people first.

OUR PURPOSE

To build technology that
empowers people.

OUR OFFERING

Scalable digital solutions
with intelligent systems.

OUR BELIEFS

Technology should serve,
not overwhelm.

Clarity is more powerful
than complexity.

Trust is built through
transparency.

Progress comes from
purposeful innovation.

Brand Architecture

Our brand strategy is the foundation upon which our entire brand is built. It aligns our long term vision for what opportunities exist for us, why we do what we do, what our beliefs should be, what we should mean to our customers, and how we should express ourselves. This is only a brief summary of our brand strategy; please take the time to explore the strategy document fully.

EMPATHETIC

At the heart of everything we do is a genuine understanding of the people we serve. Our technology is built not just to solve problems, but to solve human problems—with clarity, care, and respect.

UNWAVERING

In a fast-moving industry, we remain grounded in purpose. We’re committed to our vision and hold our work to high standards—always pushing forward, never compromising on quality.

BRAND PURPOSE

Openness drives trust. Whether it's our product roadmap, data handling, or client communication—we lead with clarity and honesty, creating an environment where collaboration can thrive.

SYSTEMATIC

We approach challenges with structure and precision. From development to delivery, our processes are thoughtfully designed to ensure consistency, reliability, and long-term scalability.

02

Visual Identity

Logo

Our logo reflects the brand's focus on clarity and confidence. It's built on simple geometric balance and minimal design principles—making it timeless, adaptable, and instantly recognizable across all formats and applications.



Logo (Monochrome)

The black and white versions of our logo are designed for maximum versatility. Whether used in low-color environments, print applications, or subtle branding, these variations preserve our identity while maintaining legibility and impact. Always use the version that ensures contrast and clarity against the background.

WHITE VERSION



BLACK VERSION



Clear Space

Clear space should be treated as the absolute minimum safe distance around the logo. The minimum clear space must be at least equal to the height of the logo to ensure visibility and maintain design integrity.



Minimum Size

A logo should not be produced below its minimum size in digital and print media to ensure clarity, readability, and maintain brand consistency. Smaller logos can appear pixelated or blurry in digital applications and may not be legible in print.

DIGITAL VERSION



85px (width)

PRINT VERSION



45mm (width)

Co-Branding

In many instances it will be necessary to co-brand materials between our brand and our partners. A multiply sign (x) should be used between the two logos as a dividing element.

Sizing of the partner logo should be based on whether it is typographic or a logo mark. Partner's logo should align with the height of the our logo.



x

Partner Logo

Logo on Images/Graphics

When placing the logo on images or graphics, maintain strong contrast to ensure legibility and visual impact.

Some examples have been laid out to manifest how to use the logo on images/graphics.



✔ Use the logo on light-colored graphics or images to ensure clarity and legibility.



✘ Do not place the logo over cluttered or overly complex graphics or images.

Logomark

The logo mark should function as an icon or sign off. It can be used in instances where there may not be space for the full logotype.



ICON/FAVICON



AVATAR

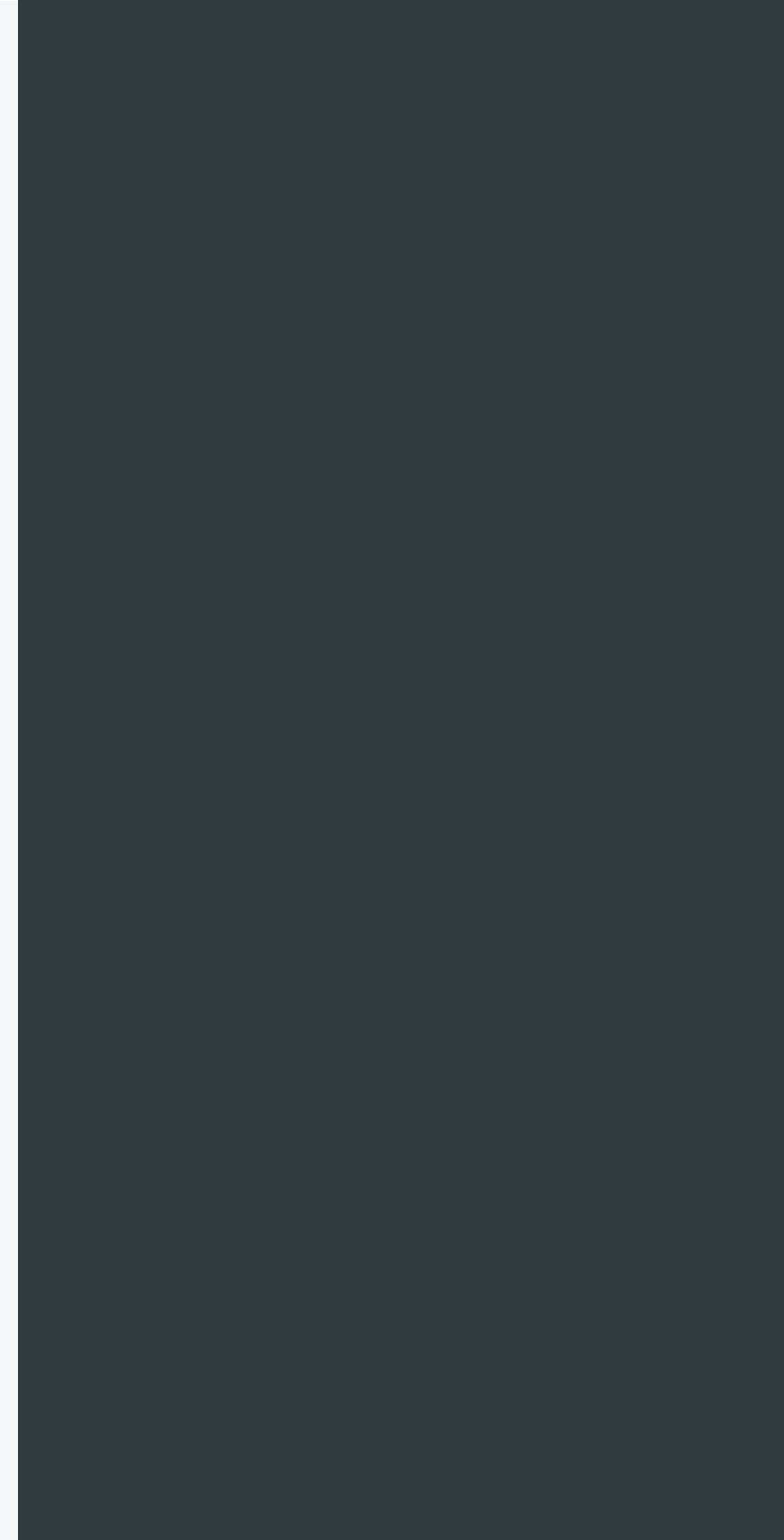


Brand Colors

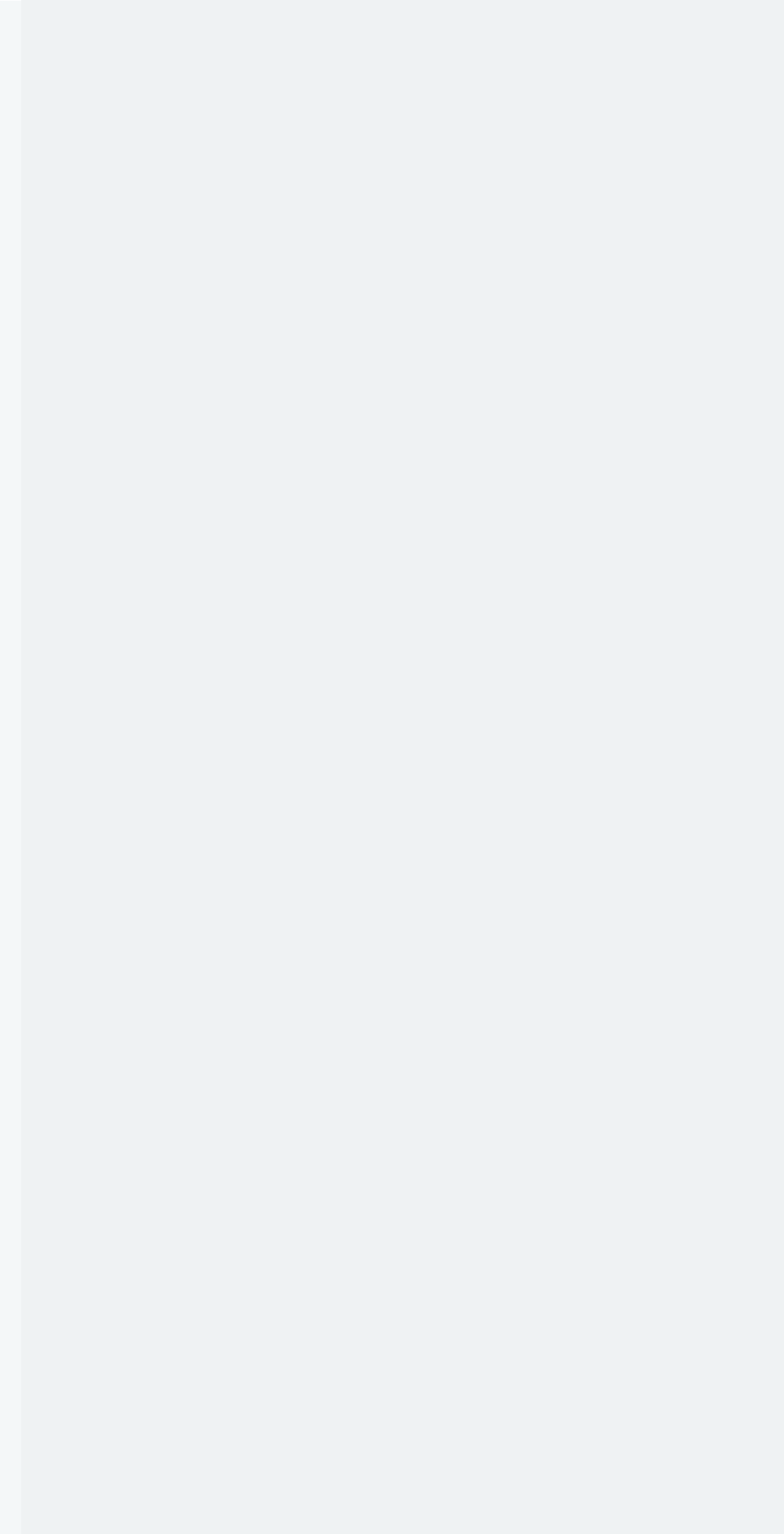
The brand color palette is made up of a range of vibrant colors. The palette should be used to inspire and create a sense of energy. These colors may be used to create fields of color to distinguish between separate sections of a layout.



#0E2A36



#2F3A3D



#EFF2F3

Primary Typeface

A modern sans-serif typeface that communicates strength, clarity, and sophistication.

Inter

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Secondary Typeface

A clean, highly legible font that pairs seamlessly, supporting longer-form content and technical communication with subtle elegance.

Space Grotesk

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Font Size

When using the brand font in print and digital formats, the appropriate font size can vary depending on the context and medium.

General Considerations: For digital formats, consider the screen resolution and viewing distance. Higher resolution screens might allow for smaller font sizes while maintaining legibility.

Headline

Our brand strategy is the foundation upon which our entire brand is built. It aligns our long term vision for what opportunities exist for us, why we do what we do, what our beliefs should be, what we should mean to our customers, and how we should express ourselves. This is only a brief summary of our brand strategy; please take the time to explore the strategy document fully.



Minimum Font Size: 18-24px
Optimal Font Size: 24-36px
Maximum Font Size: 48-72px



Minimum Font Size: 12-14px
Optimal Font Size: 14-18px

03

Brand Photos

Brand Photography

Photography plays a key role in expressing the human side of our brand.

Our visual style is minimalist and grounded, often using light tones, negative space, and sharp contrast.

People and products are captured with intention—framed clearly and confidently, often paired with bold typography to amplify the message.

This approach builds trust and reinforces clarity.



04

Brand Application



JANE SMITH

Vice President

+1 234 56789
janesmith@gmail.com
websiteaddress.com





✉ _____

📍 _____

☎ _____





 **LucidFeed**
"Clarity in a noisy world."





Thank You

This brand guideline is more than a set of rules—it's a reflection of who we are, what we believe, and how we show up in the world. As our brand grows and evolves, these principles will serve as our foundation, ensuring every touchpoint remains consistent, meaningful, and true to our purpose. Let this be your reference, your reminder, and your guide in carrying our identity forward—with clarity, care, and confidence. Thank you for being part of the journey.