

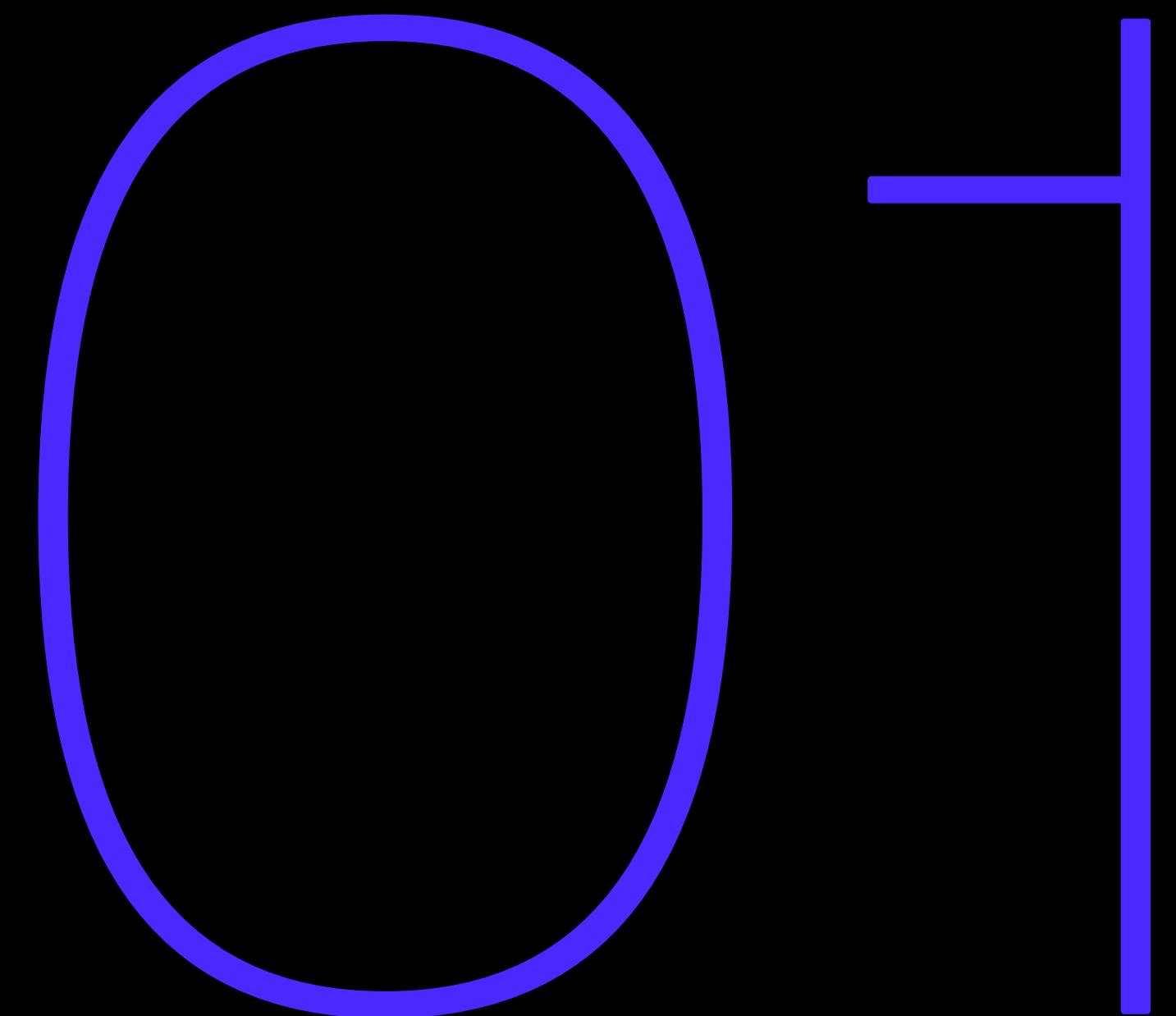


Brand Guidelines



Getting Started

- Introduction
- Table of Contents
- About Us



Introduction

Welcome to the Arbius Brand Guidelines – a compass for navigating the essence of our brand. Our identity comprises of a very simple kit of parts which, used together carefully with the correct relationships, will form the distinctive visual expression of our brand.

This document outlines the components, their structure and their relationships which will help you to apply the Arbius brand consistently across all communications. Here, you will find insights into our brand story, a palette of approved colors, guidelines on logo usage, typography recommendations, and principles that underpin our visual and tonal identity. The identity is designed to meet the future challenges of a competitive business, and to connect naturally with our customers.

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About Us

Peer-to-peer machine learning

Arbius is a decentralized network for machine learning and a token with limited inflation. New coins are generated with GPU power by participating in the network. There is no central authority to create new coins. Arbius is fully open-source. Holders vote on-chain for protocol upgrades. Models operate as DAOs with custom rules for distribution and rewards, providing a way for model creators to earn income.

We make AI democratic.

Arbius is controlled by its users, not monopolized by large corporations and governments. The design of Arbius makes it difficult or impossible to censor usage, allowing for anyone in the world to interact with AI models permissionlessly.

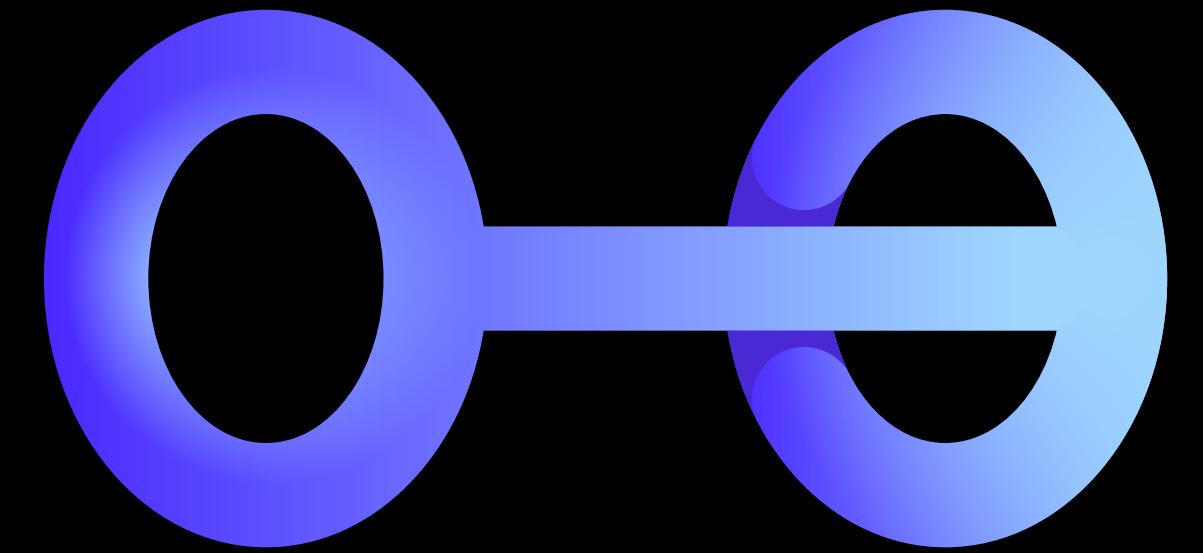
www.arbius.org

Visual Identity

- Logo
- Colors
- Typography
- Imagery



Our Logo



- Logo Variations
- Logo Construction
- Lockup
- Clear Space
- Legibility
- Placement
- Logo Misuse



The Logo

Our logo, carefully designed to be modern and future-proof, stands as the epitome of our brand identity and design framework. It represents us as a compassionate, forward-thinking, and highly professional organization that holds itself to high standards.

The simplicity of our logotype is intentional, signaling quality and elegance. It stands alone effectively, creating immediate brand recognition and building equity with every view.

Beyond its aesthetic appeal, our logo tells the story of our brand. It embodies our values, ethos, and what makes us unique. Every aspect, from shape to typography and color, is chosen with precision to reflect the essence of Arbius.

Our logo isn't just a design; it's a statement of our commitment to being a leader in AI and blockchain integration. It symbolizes our dedication to effortless authority and expertise in these groundbreaking technologies.

Our Logo & Variations

At the core of our corporate identity lie four foundational elements: our name, logo, colors, and typeface. Together, they weave a distinct and unified image that positions us uniquely within the realm of artificial intelligence.

Our logo, characterized by its crisp and modern design, embodies essential qualities of linearity and strength, serving as a visual representation of our brand values. Drawing inspiration from primitive cave art, it subtly conveys the connection between AI and humanity, reminiscent of network drawings and the simplicity of two entities being linked.

The interconnected circles/ellipses within our logo symbolize collaboration and synergy, mirroring the nodes in a blockchain network. The subtle reference to robot eyes underscores the link to artificial intelligence. This design signifies the connection of AI generations through data, suggesting an unstoppable progression with a touch of surrealism, akin to the rings of a space station, implying a rotation in the AI world connected to the mining of AI in the human world.

Bathed in our distinctive color shades, the Arbius logo exudes authority and trust, skillfully balancing technology, professionalism, and confidence. It is essential to consider background contrast when placing the logo, ensuring that it adapts uniformly to maintain brand consistency across various spaces.



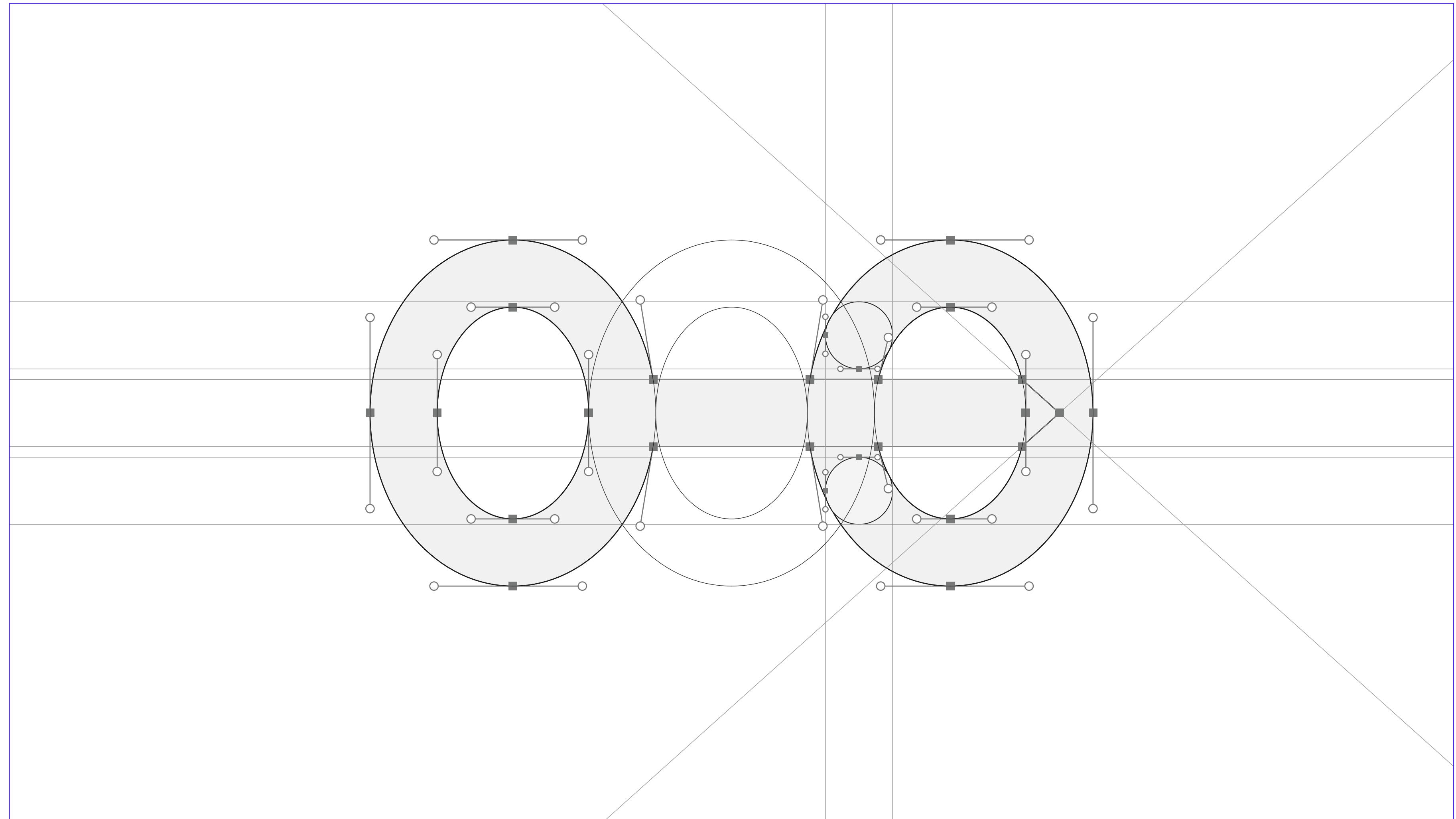
Brandmark Construction

The development of a logo and visual identity transcends mere artistic expression; it is a meticulous fusion of creativity and rationality.

From considerations of proportions and scalability to nuanced adjustments for optical precision and reproduction, each aspect is thoughtfully examined to craft a logo that is not only visually pleasing but serves its functional purpose effectively. Every design element, whether it be shape, typography, or color, is intentionally selected to mirror our brand's essence and establish a profound connection with our audience.

Our logo stands as a testament to precision and modern design, resonating with the core values of our brand through clarity and strength. The crisp lines and symmetrical attributes of the interconnected circles/ellipses design are rooted in a meticulously crafted grid system. This grid ensures the exact alignment of each element, resulting in a visual impact that seamlessly aligns with the fundamental principles of our brand.

Representing a perfect balance between form and function, our logo's grid construction establishes a foundation for consistency and coherence across all applications. Embrace the sophistication of our design, which serves as a visual manifestation of our brand's unwavering commitment to excellence and collaborative success.

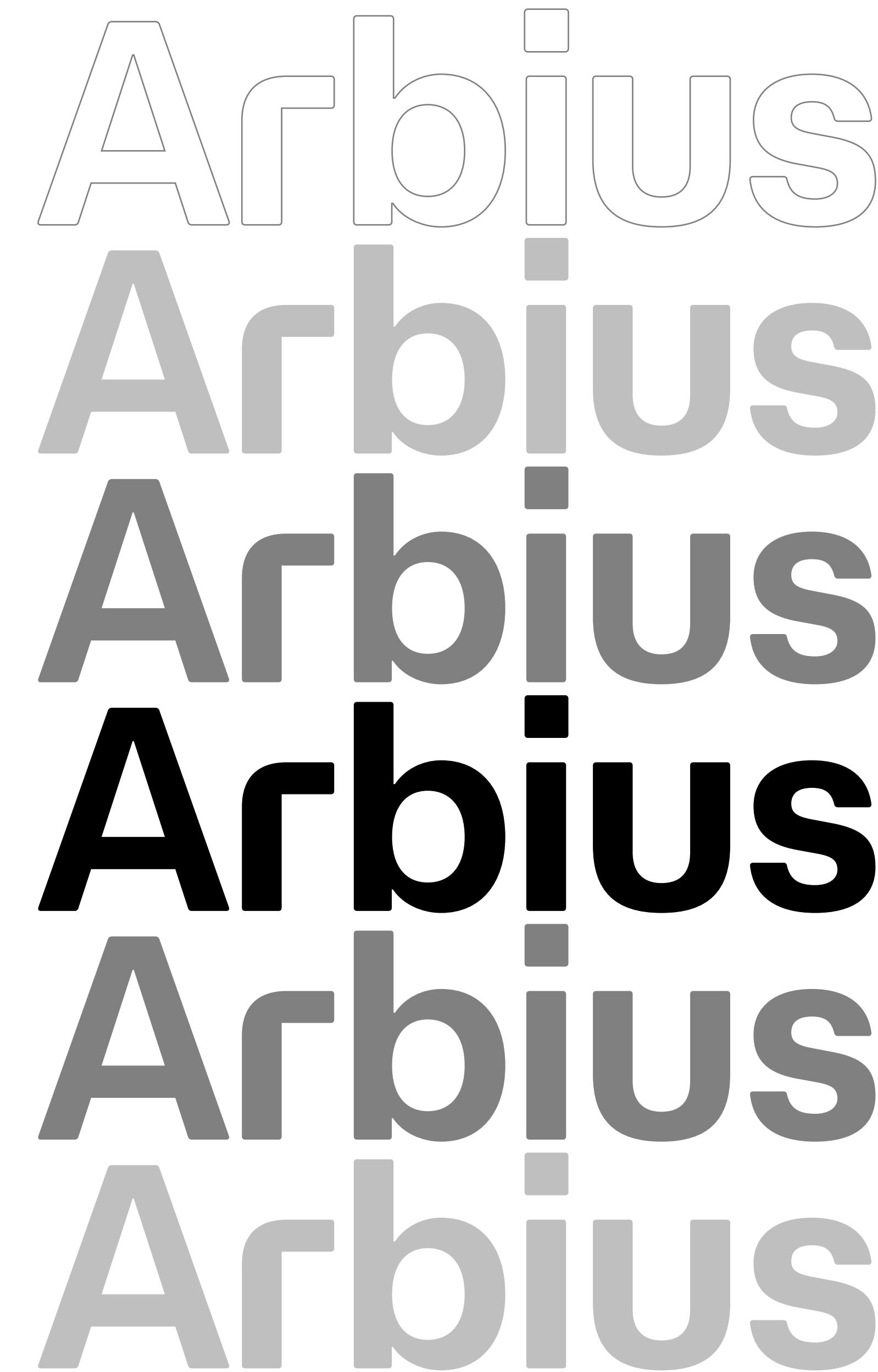


Wordmark

Our wordmark, an essential element of our brand identity, is meticulously crafted with precision and purpose, utilizing the distinctive At Haus Aero font. Drawing inspiration from futurism and aerodynamic design, it seamlessly blends curving forms with sharp lines within a typographic sphere tailored for distinct voices. This harmonious fusion effortlessly conveys both authority and accessibility, reaffirming our dedication to contemporary adaptability.

The bold black color of our wordmark emanates strength and prominence, ensuring a commanding presence across diverse applications. This deliberate selection underscores our steadfast commitment to leaving a lasting and impactful impression.

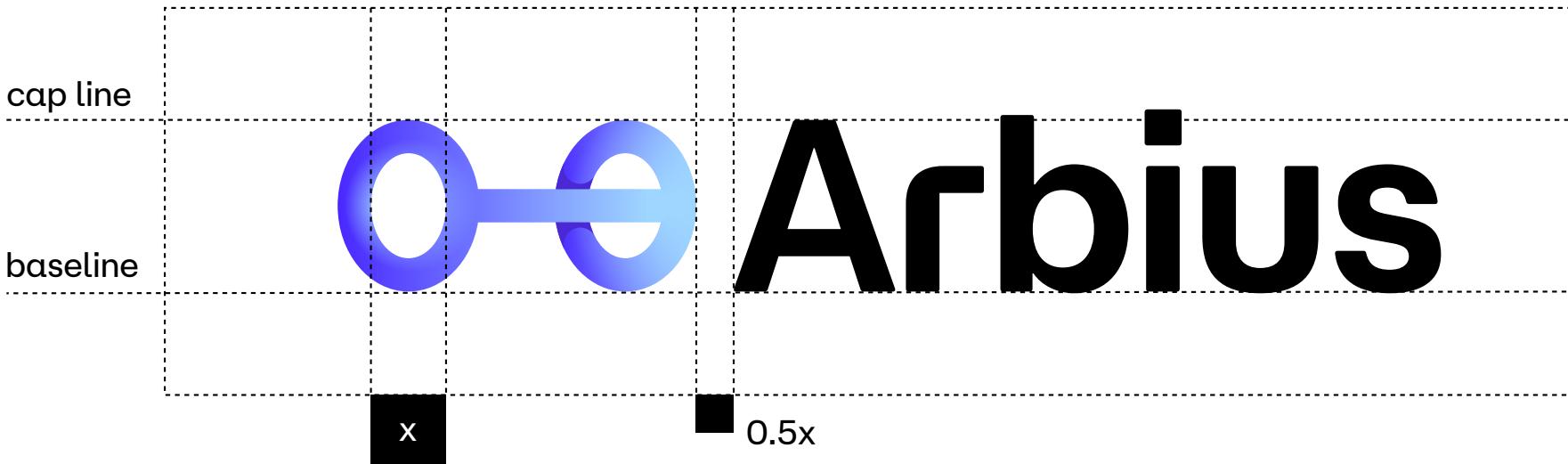
In essence, our wordmark epitomizes the delicate equilibrium between tradition and innovation. By building upon the foundation of a respected typeface, we have forged a unique and proprietary visual language that encapsulates the essence of our brand—dynamic and forward-thinking.



Lockup

Our logo primarily uses a horizontal lockup, strategically positioning the symbol to the left of the wordmark, as shown in the accompanying sample. The brandmark is aligned adjacent to the Arbius wordmark, following both the baseline and cap line for precise placement ensuring visual equilibrium.

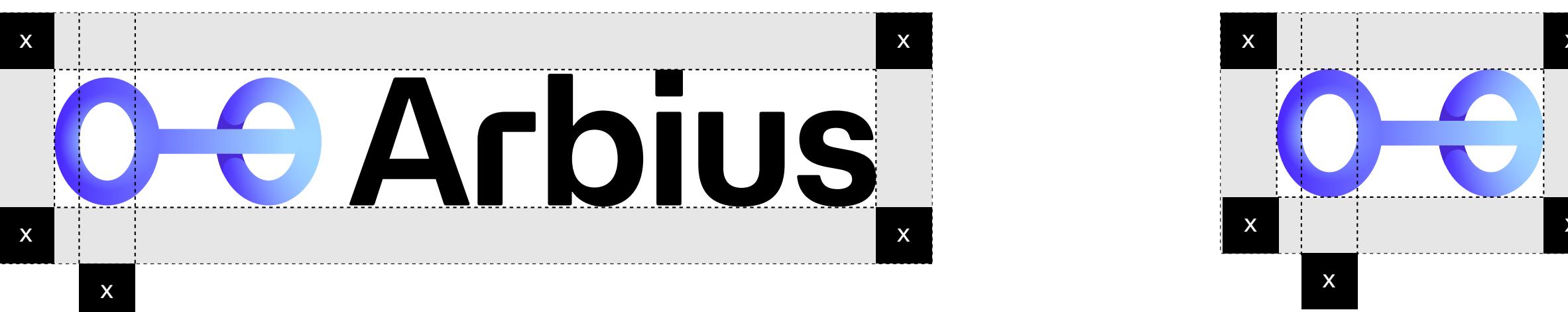
The spacing between the brandmark and wordmark is meticulously calculated, determined by half the width of the inner ellipse from our symbol, as illustrated to the right. This deliberate spacing not only maintains visual balance but also ensures a seamless and cohesive presentation, in line with the meticulous design principles of our brand.



Clear Space

To preserve the integrity of our logo, we've established a designated exclusion zone, ensuring that no other visual elements encroach upon the Arbius logo. As shown in the accompanying sample, we utilize the inner ellipse from our symbol to define the minimum clear space required on all sides.

This clear space maintains an uncluttered area surrounding the logo. Adherence to this guideline is a must(unless specified different in this document), as it prevents interference from text, graphics, or illustrations. By maintaining this clear space, we guarantee the logo's clarity and effectiveness across diverse applications, reinforcing a consistent brand presentation.



Legibility

Ensuring the legibility of our logo is of utmost importance. To maintain optimal visibility and impact, we've established a minimum size requirement of 25 mm or 71 pixels. Refer to the recommended sizes provided here for guidance on appropriate logo dimensions.

Our versatile logo is designed to serve as a tab for both pages and images. Whether in print or digital formats, it is essential to allow ample clear space above the logo to maintain its visual prominence.

While it is advised against using the full logo at widths less than 25mm, we offer a practical alternative—the symbol favicon graphic. Ideal for instances with limited space, such as browser tabs or mobile interfaces, this favicon graphic ensures recognition without compromising clarity.

It is crucial to refrain from shrinking our logo below the stipulated minimum size. Doing so poses the risk of diminishing clarity and overall presence. Adhering to these legibility guidelines guarantees a consistent and impactful representation of our brand across diverse applications.

Note: The logos on this page are displayed larger than their actual minimum size for visibility reasons. The term "minimum size" refers to the logo's overall width.



75mm | A2



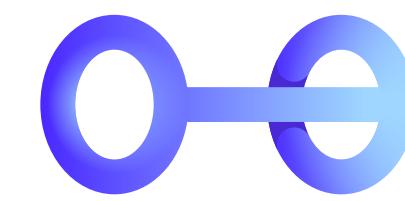
50mm | A3



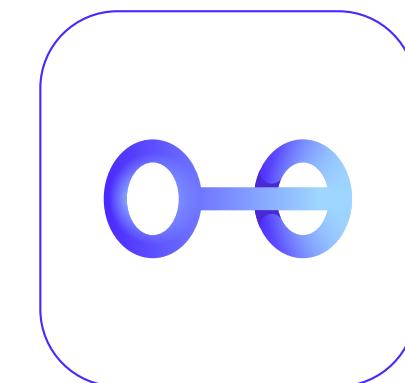
30mm | A4/A5



25mm | 71px



Smaller applications



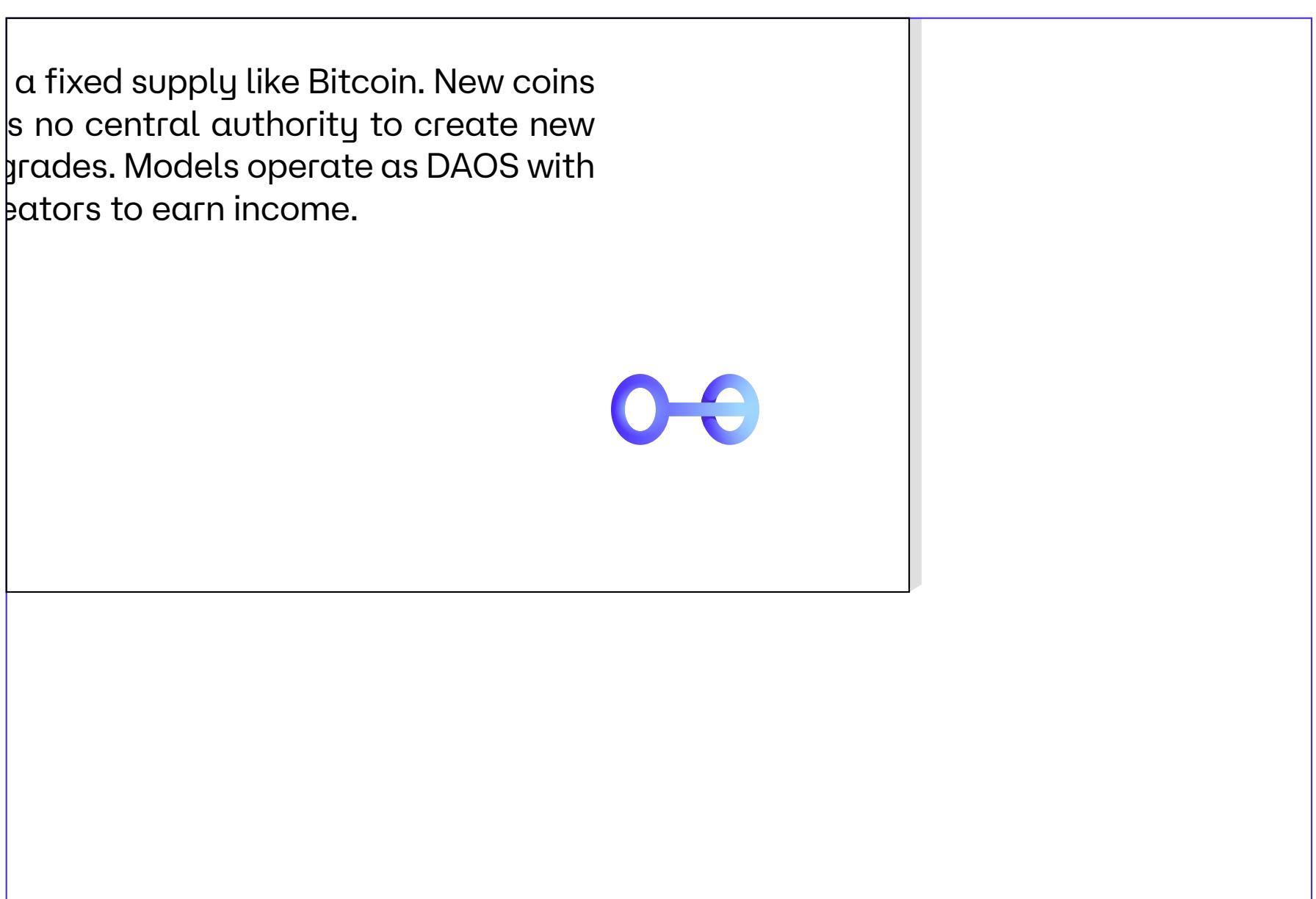
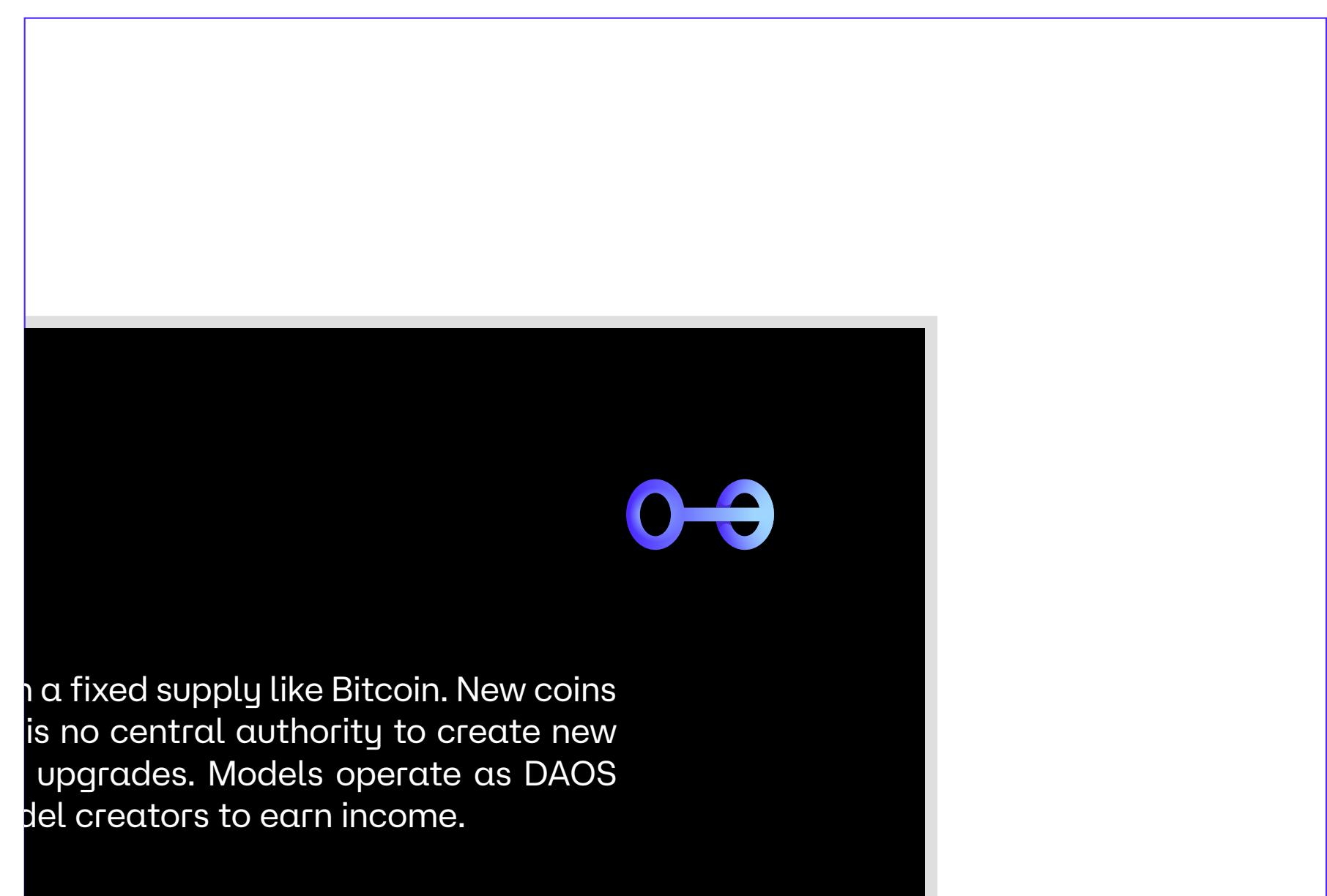
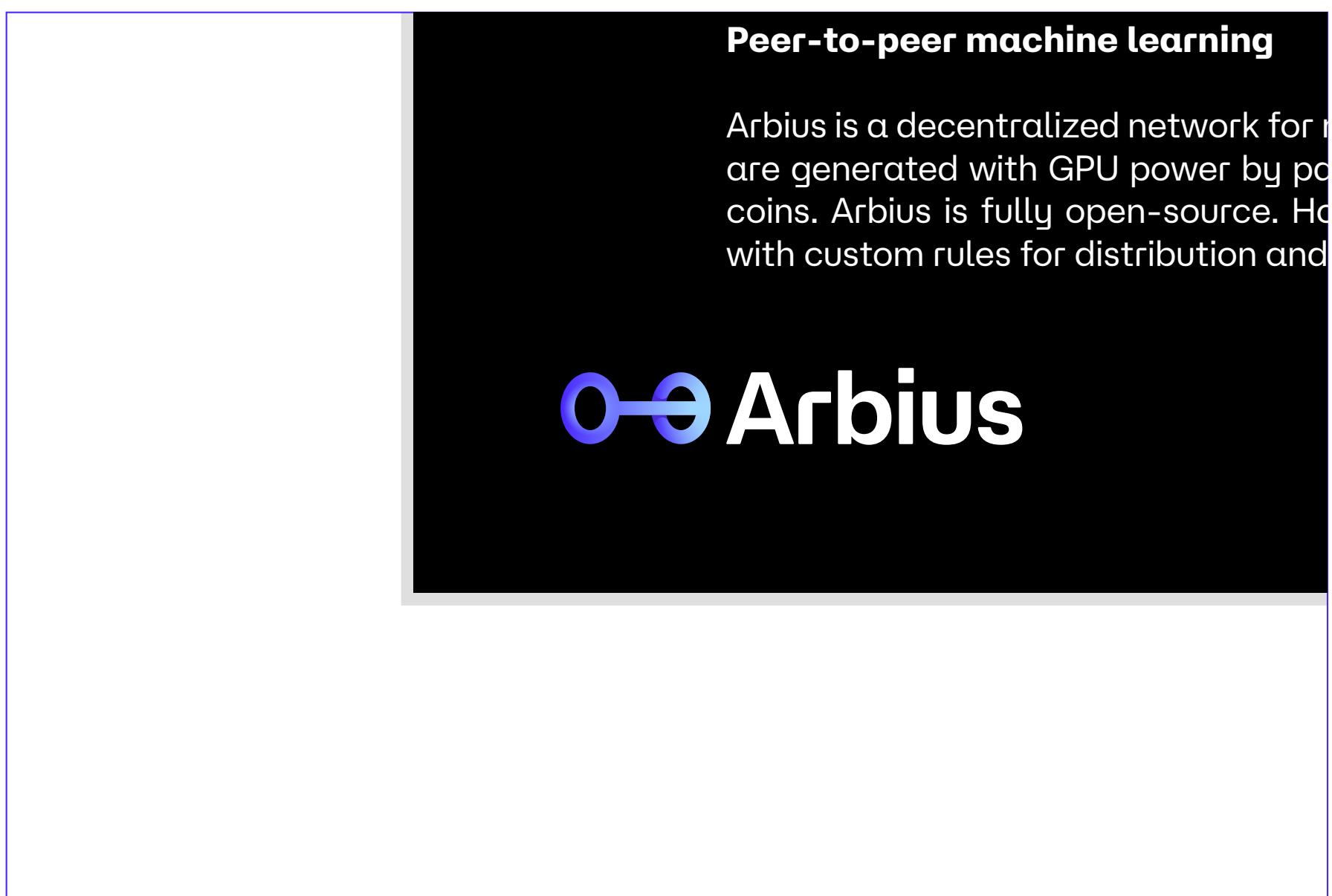
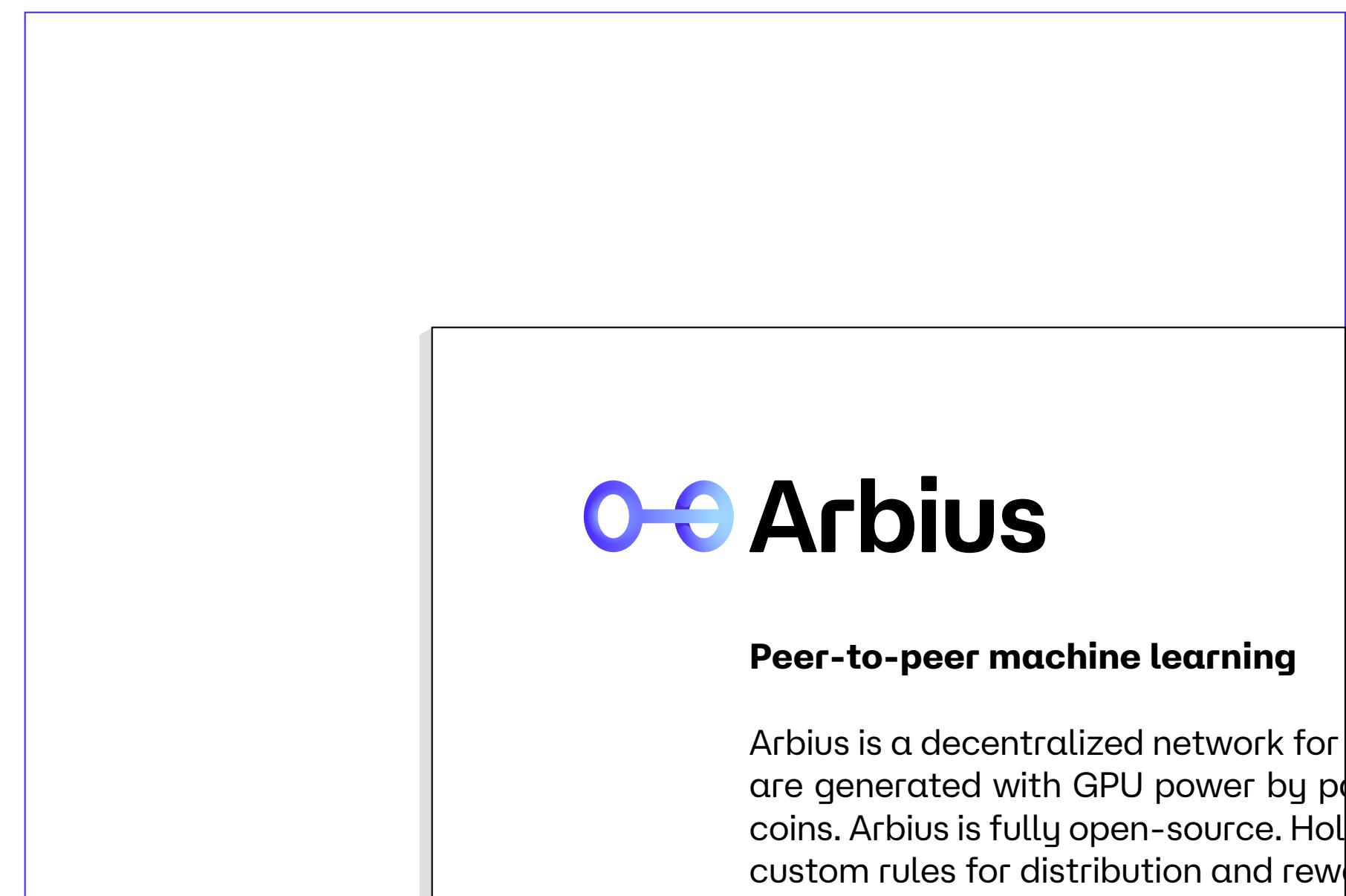
32 x 32px

Placement

For a cohesive and impactful brand presentation, we opted for placing the Arbius logo in the corners of compositions. In scenarios where the logo is positioned on the top left and bottom left corner, we utilize our full logo, while in other instances, we opt for the symbol only. This strategic placement ensures a consistent and recognizable anchor for our brand.

When integrating additional graphic elements, it is advisable to position them on the opposing side, allowing the logo to maintain visual prominence. Whether in print or digital mediums, adhering to this placement guideline reinforces the brand's identity and establishes a harmonious visual hierarchy.

This intentional approach to logo placement guarantees a unified and professional appearance across various applications, aligning seamlessly with the distinct character of the Arbius brand.

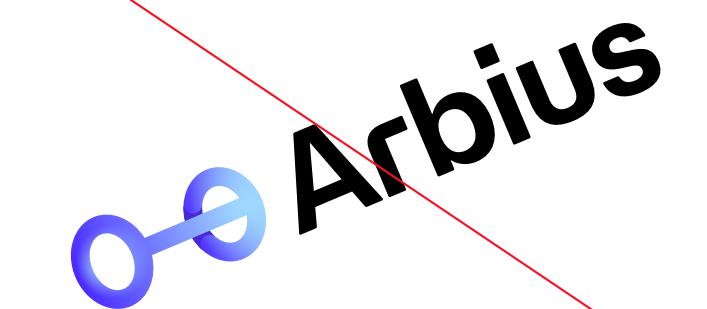
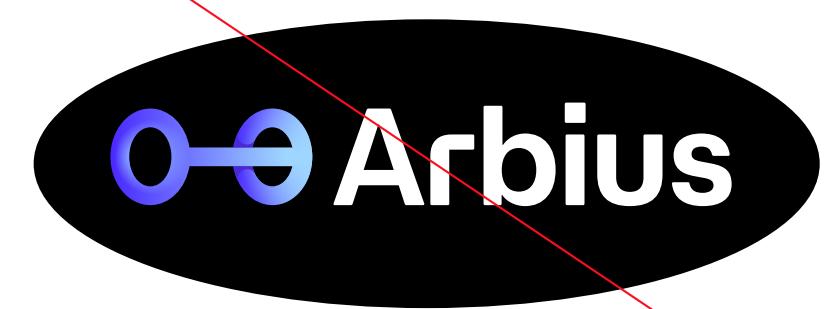
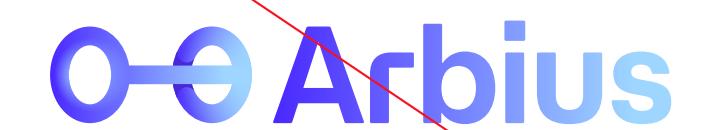
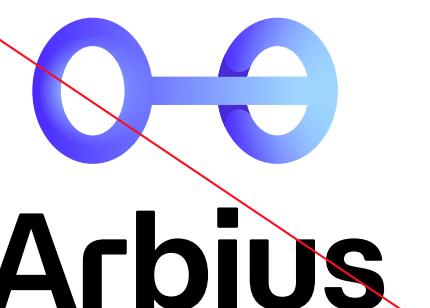


Logo Misuse

Our logo is a vital representation of our brand identity. To maintain a consistent and strong brand image, it's crucial to avoid any misuse or alterations of our logo. We've identified a few examples of some of the most common logo misuses.

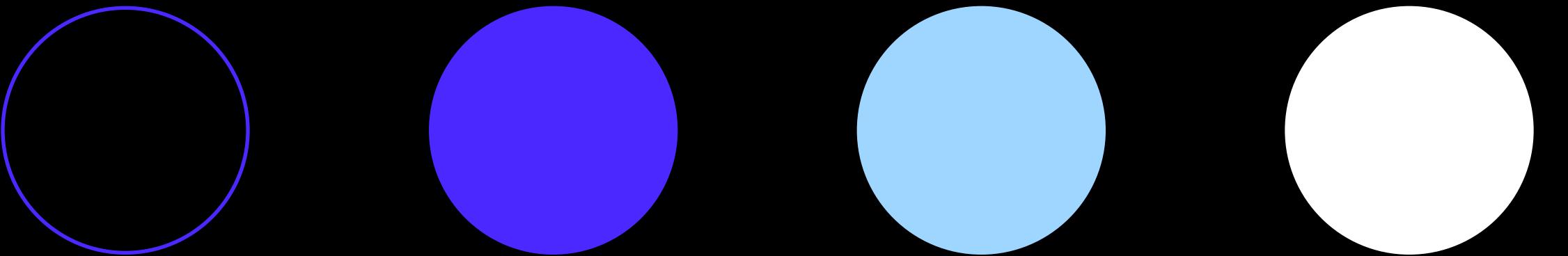
You must not:

- change the logo's orientation or rotation
- disproportionately scale the logo
- change the logo's colors
- incorporate additional text or typography elements into our logo
- display the logo with color combinations not previously specified
- display the logo in a configuration not previously specified
- alter logo kerning
- make alterations to the logo's text
- add special effects to the logo
- add an outline to the logo or display
- use the whole logo as an outline
- use the logo on top of busy photography
- display other elements within the logo's designated clear space
- attempt to recreate our logo from scratch or modify it in any way
- crop the logo in any way



Our Colors

- About Colors
- Primary Colors
- Secondary Colors
- Neutral Colors
- Linear Gradients
- Freeform Gradients



The Colors

Color is more than just a visual element; it serves as the heartbeat of our branding. With the power to evoke emotions, convey values, and carve out a distinctive space for our brand in a competitive landscape, our chosen color palette goes beyond catching the eye—it leaves an indelible imprint on the memory of our audience.

Our brand colors transcend superficial aesthetics; they serve as dynamic conduits orchestrating unforgettable brand interactions. They speak volumes, resonate deeply, and intricately weave the essence of our brand into the consciousness of our clientele.

These hues aren't just arbitrary selections from a color wheel; they stand as the bedrock of our identity, meticulously crafting a robust and unmistakable brand presence. Each shade is chosen with precision, not solely for its visual appeal, but for its authentic representation of the values and ethos embodied by the Arbius brand.

Primary Colors

Our primary colors serve as the foundation of the Arbius brand palette, meticulously chosen to define and enhance our visual identity. Inspired by technology and AI, these hues, integrated into our symbol, are not merely colors but bold strokes that shape a vibrant and unified brand presence.

When incorporating color, our objective remains steadfast: unwavering consistency and seamless harmony. We meticulously apply our palette with strategic precision, recognizing that each hue plays a vital role in weaving the intricate fabric of our brand narrative. Additionally, we prioritize inclusivity, ensuring that our brand colors resonate with and remain accessible to all.

For accuracy, please consult the specifications chart provided on this page. It is imperative to adhere to the exact color values outlined to preserve the integrity of our brand identity.

Note: Don't use color references or values from files that have been converted automatically. Some software programs don't always make color conversions that are equal to the specific color values listed in the palette specifications.

RGB: 74 / 40 / 255

HEX: 4A28FF

Electric Indigo

RGB: 158 / 214 / 255

HEX: 9ED6FF

Serene Sky

Secondary Colors

In addition to our foundational primary colors, we use secondary colors that act as illuminating elements, enriching and enlightening our brand color palette.

While our primary colors provide a grounded foundation with their tones, the secondary hues infuse vibrancy and dynamic energy, elevating the overall visual experience.

Each shade in our secondary palette contributes uniquely to our brand narrative, creating a versatile and engaging spectrum that resonates across various contexts and mediums. These secondary colors were specifically curated to inject a sense of fun into our graphics. Their vibrant hues bring an element of energy and playfulness to our designs, making them more engaging and dynamic.

These colors can be strategically used to highlight important elements, create contrast, and evoke a sense of excitement, further enhancing the overall impact of our visual communications.

Note: Don't use color references or values from files that have been converted automatically. Some software programs don't always make color conversions that are equal to the specific color values listed in the palette specifications.



RGB: 255 / 75 / 0

HEX: FF4B00



RGB: 139 / 88 / 250

HEX: 8B58FA



RGB: 0 / 220 / 131

HEX: 00DC83

Emerald Green

Neutral Colors

Aligned with our vibrant primary and secondary hues, our neutral colors, which include black, its various shades (75%, 50%, and 25%) as well as pure white, play a vital role in reinforcing our brand identity. These versatile tones act as essential elements in unifying visual concepts, offering a refined backdrop that amplifies brand consistency.

Depending on context, platform specifications, and diverse usage scenarios, our approach to color application is deliberate and strategic. Neutral colors, in particular, serve as indispensable tools in adding depth and dimension to graphic elements and layout sections. Whether evoking a sense of authority or cultivating a sleek, minimalist aesthetic, these neutral tones ensure a seamless and sophisticated presentation across a spectrum of contexts. Their adaptive qualities facilitate effortless integration, enriching the overall depth and harmony of our visual brand expression.

Note: Don't use color references or values from files that have been converted automatically. Some software programs don't always make color conversions that are equal to the specific color values listed in the palette specifications.

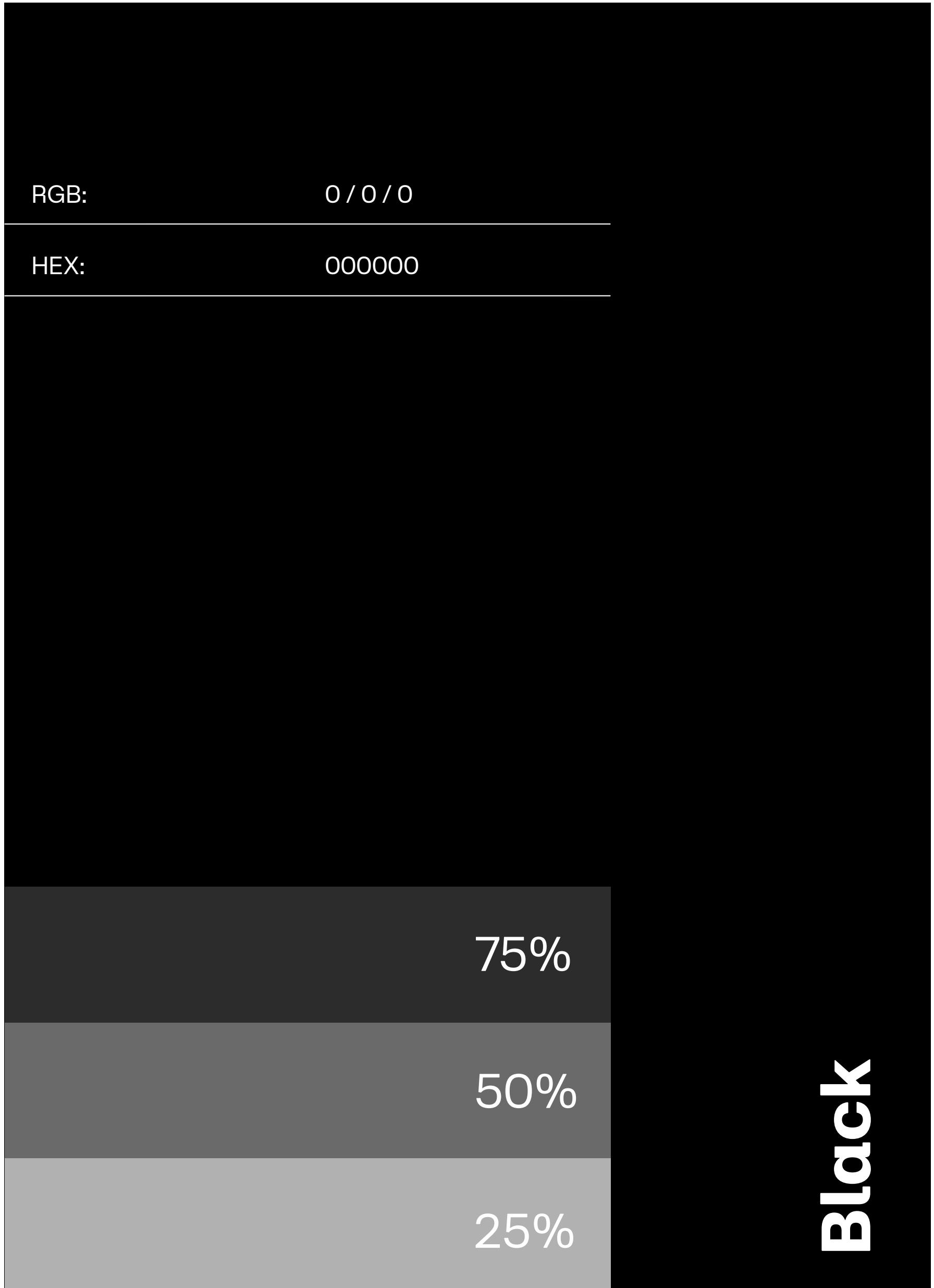
RGB: 255 / 255 / 255

HEX: FFFFFF

white

RGB: 0 / 0 / 0

HEX: 000000

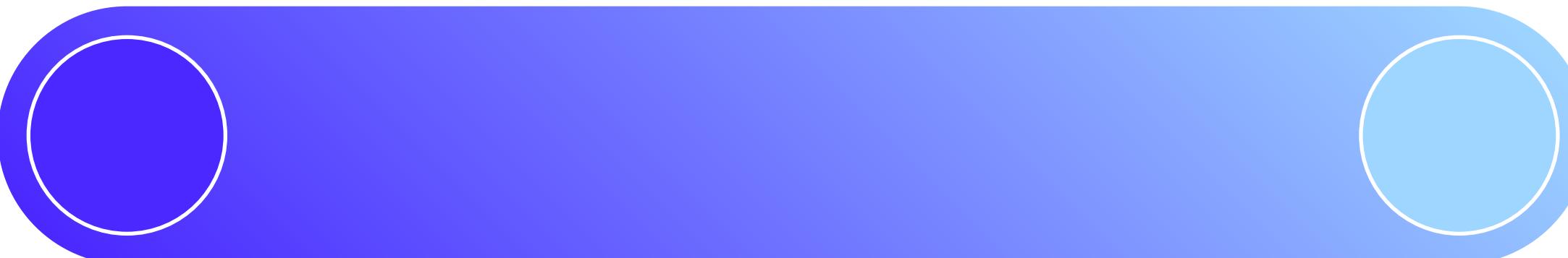


Linear Gradients

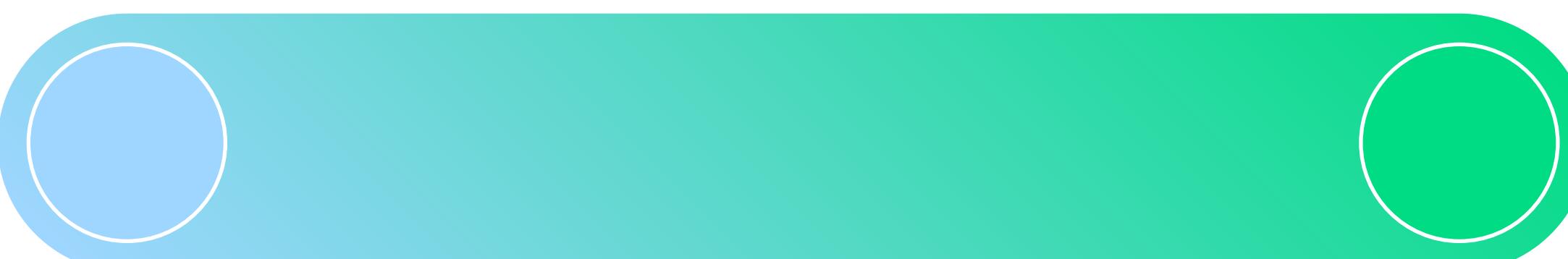
At the core of our visual language resides the strategic incorporation of gradients, a dynamic element that infuses vitality into our brand identity. These linear transitional hues create a sense of movement, depth, and contemporary allure, serving as a visual link between our primary and secondary color ranges. In most cases we use them at an 45degrees angles.

The integration of gradients extends beyond our symbol alone; it seamlessly permeates throughout our branding elements. Purposefully employed, gradients contribute layers of sophistication, infusing a modern vibrancy into our visual identity. Each gradient narrates a nuanced tale, capturing the essence of our brand's dynamic spirit and versatility.

Electric Indigo

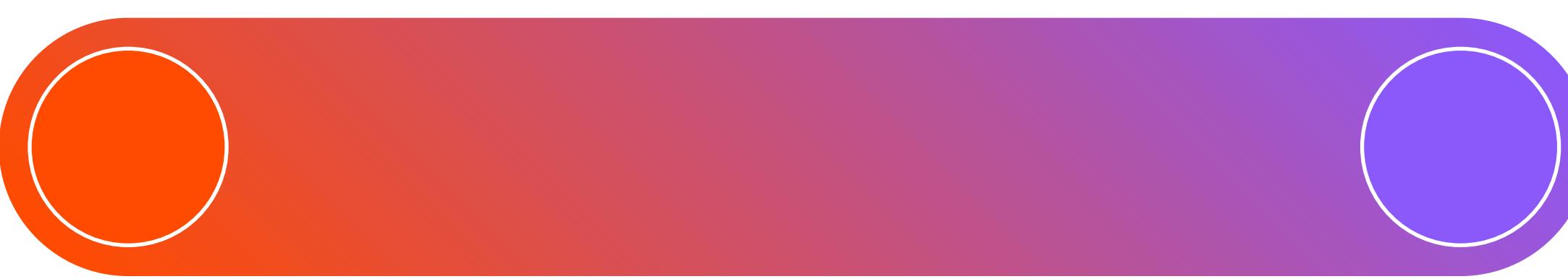


Serene Sky



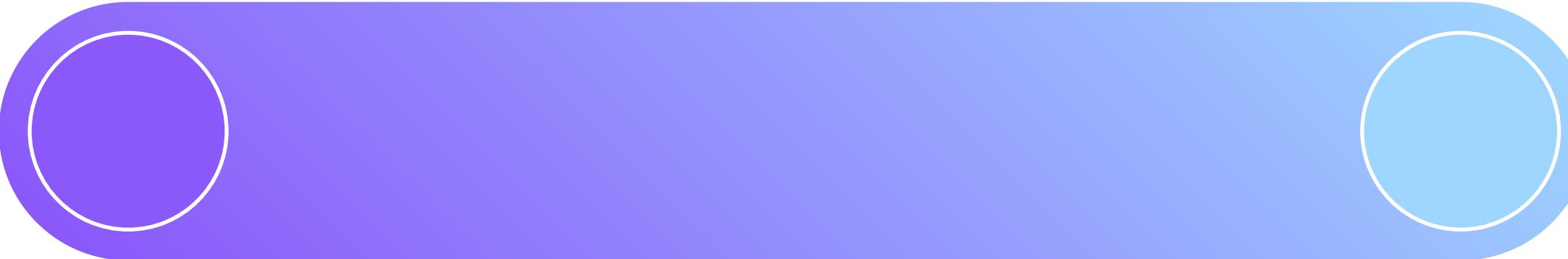
Emerald Green

Serene Sky



Mystic Violet

Flame Orange



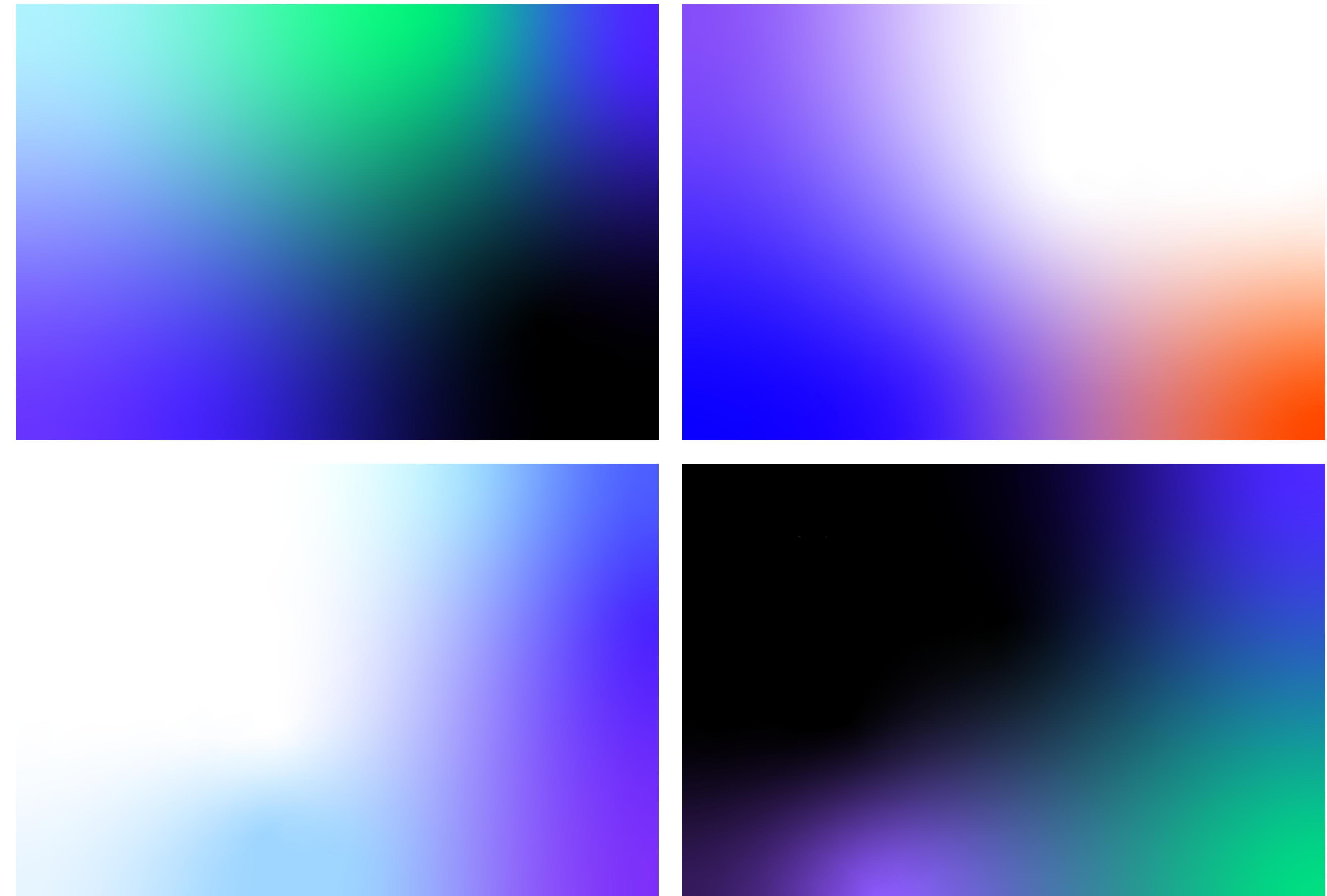
Serene Sky

Mystic Violet

Freeform Gradients

Through the skillful fusion of our primary colors with shades from our secondary palette, freeform gradients emerge as a powerful design tool. These gradients incorporate nodes of our colors, blending them in infinite possibilities, flowing and offering a visually captivating backdrop for our graphic and typographic elements.

Freeform gradients are a versatile design tool that allows for the creation of dynamic and visually engaging effects. By blending multiple colors seamlessly, freeform gradients offer endless possibilities, enabling designers to craft unique and captivating compositions. Whether used as backgrounds, overlays, or accents, freeform gradients add depth and dimension to visual elements, enhancing the overall aesthetic appeal of designs.

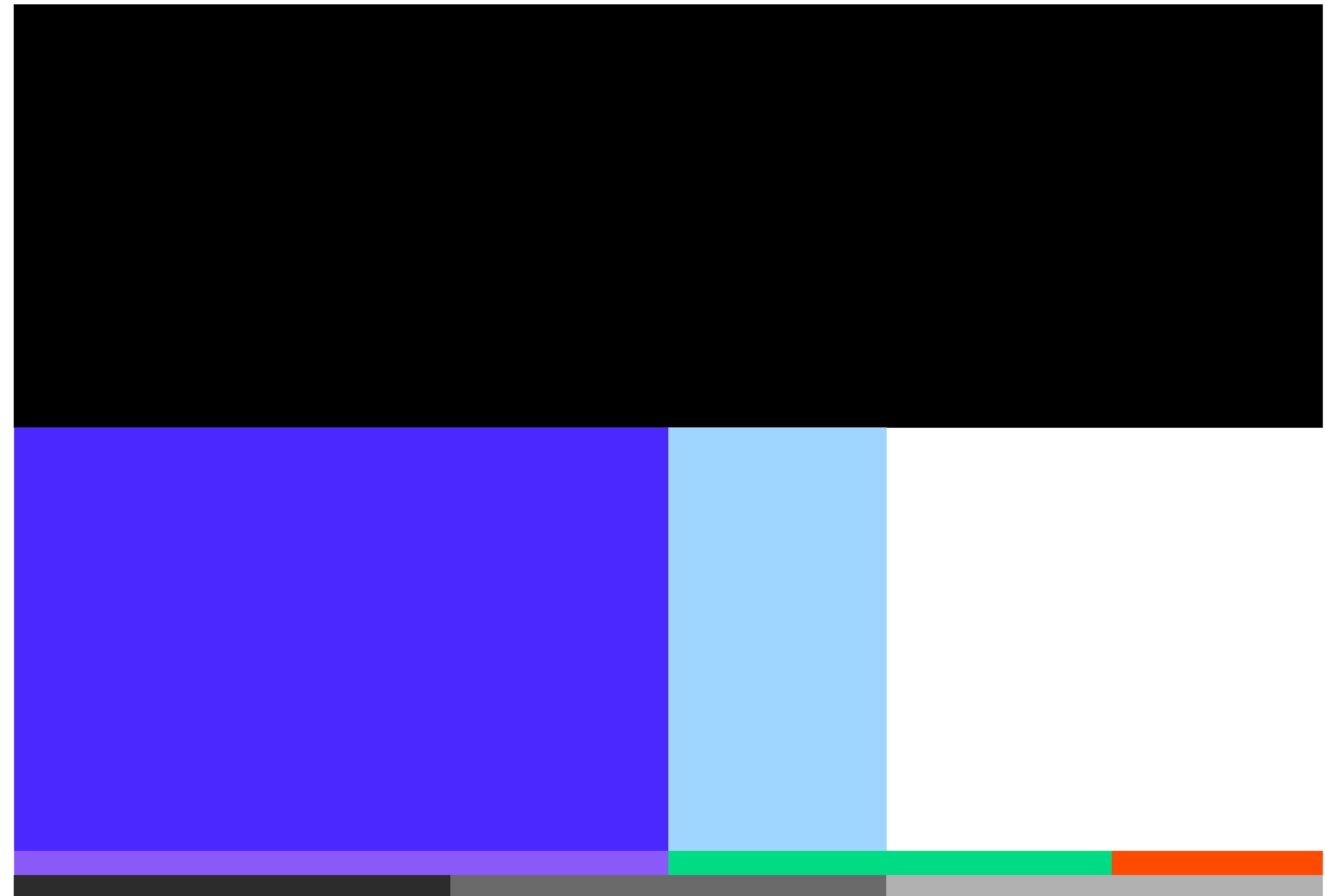


Color Proportions

Striking the right balance among the varied spectrum of vibrant and bold colors within our palette is fundamental to our visual identity.

When it comes to color usage, strategic application is key. Whether employed as a background element to frame content or to accentuate key information, each hue serves a specific purpose in guiding the viewer's attention and enhancing the overall visual experience.

By maintaining a harmonious proportion of Arbius colors across all our communication channels, we establish a cohesive and unmistakable aesthetic. This consistent use of color reinforces our brand identity and ensures that our message resonates with clarity and impact across various mediums and platforms.



Our Typography

- About
- Typeface Overview
- Type Hierarchy

Peer-to-peer machine learning

Arbius is a decentralized network for generating images. Images are generated with GPU power by paying Arbius coins. Arbius is fully open-source. Holders can define custom rules for distribution and rewards.



Typography

Typography serves as more than just a collection of letters for our brand; it acts as the articulate voice that communicates our identity. It holds a pivotal role in shaping the mood, character, and clarity of every message, serving as a visual reflection of our brand's essence.

Our chosen futuristic sans-serif font, characterized by sleek lines and dignified proportions, embodies a voice that is both authoritative and refined. It transcends mere letter assembly; it conducts a symphony of professionalism, infusing our written communication with an air of authority. Crafted with meticulous precision, our typography stands as a testament to the grace and precision that define our brand.

Consistency in the application of our chosen typeface not only enhances recognition but also threads a cohesive narrative through all our communications, ensuring they are distinctly ours. The selected type, At Haus Aero, encapsulates the ethos of our brand: sleek, contemporary, futuristic, distinctive, and always clear.

Typeface Overview

At Haus Aero embodies the elegance of futurism, drawing inspiration from aerodynamic design. Its graceful curves and sharp lines coalesce within a pure typographic sphere, crafted to give voice to unique expressions. This charismatic typeface is a testament to beauty and functionality, a responsive sans-serif with a commanding presence. Open, robust, and infinitely adaptable, it is a font for explorers.

Available in 20 styles, ranging from the delicate Air to the high-density optimized Retina and the robust Super, At Haus Aero offers versatility for diverse needs. Additionally, it is offered as a variable font with two axes: Weight [Air-Super] and Italic [0°-10°].

In the realm of Arbius, where innovation converges with humanity, At Haus Aero underscores our dedication to excellence, right down to the very letters that articulate our brand's voice.

More than a mere means of communication, At Haus Aero resonates with the ethos of design excellence, encapsulating the essence of our brand's commitment to innovation and distinction.

Note: Fonts are fully licensable and downloadable from link bellow.

arillatype.studio/font/at-aero

At Haus Aero Bold

A B C D E F G H I J K L M N O P Q R S T U V W
a b c d e f g h i j k l m n o p q r s t u v w
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + = " : ? > <

At Haus Aero Medium

A B C D E F G H I J K L M N O P Q R S T U V W
a b c d e f g h i j k l m n o p q r s t u v w
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + = " : ? > <

At Haus Aero Retina

A B C D E F G H I J K L M N O P Q R S T U V W
a b c d e f g h i j k l m n o p q r s t u v w
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + = " : ? > <

At Haus Aero Thin

A B C D E F G H I J K L M N O P Q R S T U V W
a b c d e f g h i j k l m n o p q r s t u v w
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + = " : ? > <

Type Hierarchy

Within our brand, typography hierarchy serves as a strategic tool meticulously crafted to amplify the voice of Arbius and guide the reader's eye. The structure of our content is designed to captivate and navigate seamlessly.

Outlined below is the blueprint defining our typographic hierarchy:

Headlines: At Haus Aero Bold takes center stage for primary messages. Set in sentence case and scaled up, these headlines demand attention and convey our key messages with bold authority.

Subheadings: At Haus Aero Medium serves as the go-to for subheadings, offering a harmonious contrast with the body text. It strikes the ideal balance, providing clarity and visual appeal.

Body Text: For delving into the details, At Haus Aero Retina leads the way. Clean and crisp, the text maintains a primarily left-aligned format, ensuring a sleek and professional appearance.

Call to Actions (CTAs): CTAs are highlighted with At Haus Aero Medium to make a statement. Depending on the context, they are infused with our brand colors or gradients, adding vibrancy and guiding user engagement.

By adhering to this typographic hierarchy, we craft a visual narrative that is cohesive and inherently captivating. Each font choice contribute to the seamless flow of our brand's communication, enhancing the overall brand experience.

Header
At Haus Aero Bold
84pt.

Subheader
At Haus Aero Medium
40 pt.

Body Copy
At Haus Aero Retina
22 pt.

CTA
At Haus Aero Medium
25 pt.

Economically Optimized

Have computationally hard tasks performed at a market rate by a decentralized network of miners.

The Arbius network has solvers competing with each other to provide solutions to tasks proposed by users, at the lowest cost. Initially, the task reward provides a way for solvers to earn Arbius, allowing users to pay little or no fees, but over time a market rate will develop matching the underlying compute cost. Solvers are incentivized to optimize their software to generate results for users as fast as possible to increase their profitability.

Learn More

Learn More

Learn More

Our Imagery

- Iconography
- Patterns
- Photography
- Chromatic Abberation
- Photography Overlays



Imagery

In our brand's intricate tapestry, imagery acts as a visual language that effectively conveys Arbius identity, values, and personality. It serves as a vital element, consistently building trust and confidence through visual storytelling. Our brand guidelines emphasize the significant role of imagery, outlining the visual style that brings our core brand messages to life.

In today's competitive market, imagery goes beyond mere aesthetics; it becomes a powerful tool for enhancing brand recognition and fostering loyalty. This section explores how we use iconography, patterns, photography, and graphic system to strengthen the impact of the Arbius brand. These visual elements transcend words, evoking emotions and creating a strong connection between our brand and its audience, contributing to our brand narrative.

Iconography

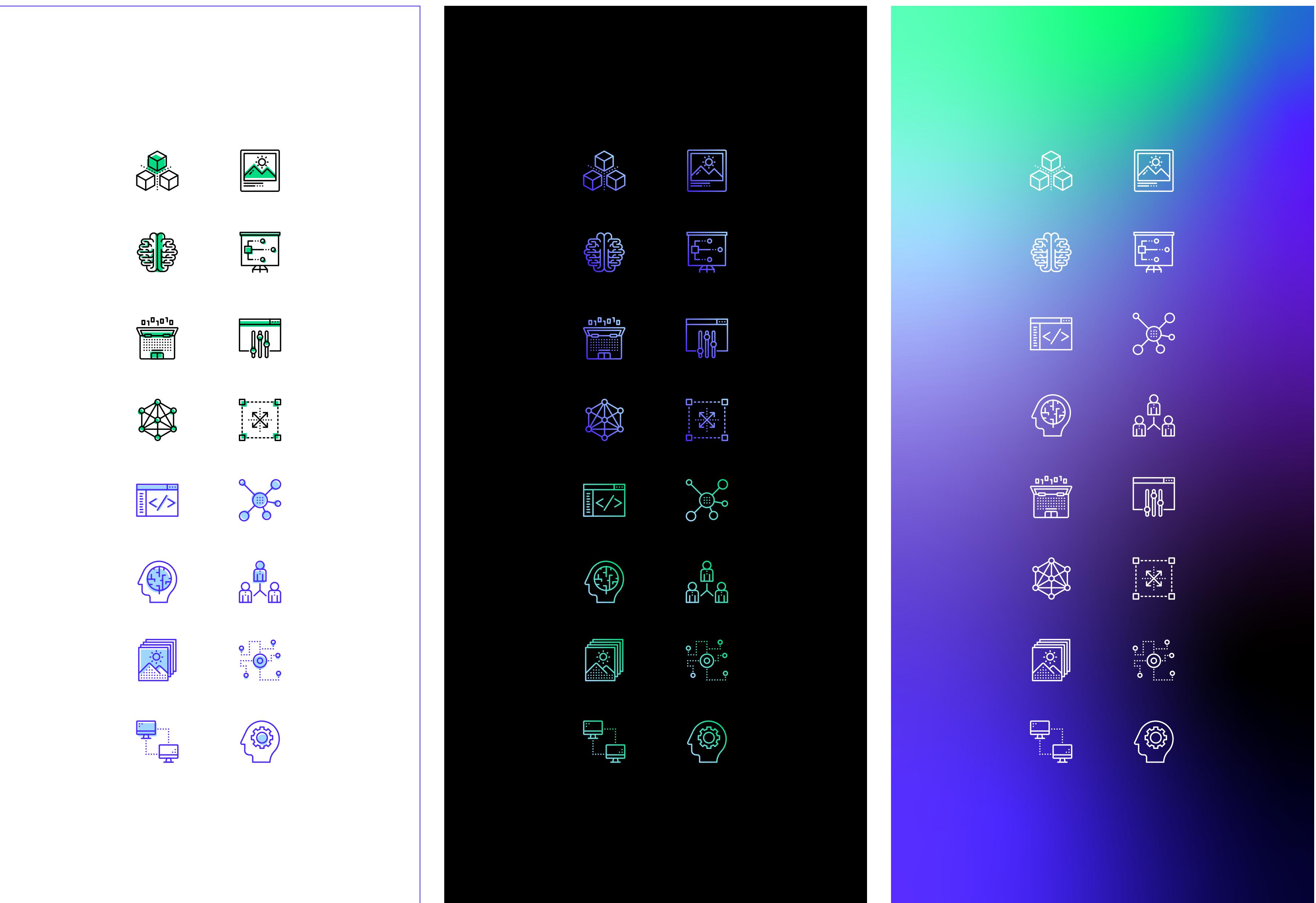
Within Arbius universe, icons emerge as powerful visual representatives, capable of encapsulating complex ideas, concepts, and emotions in a single glance. They serve a purpose beyond mere decoration; icons are fundamental elements that enhance recognition and communication throughout our brand narrative.

Embracing a flat monoline style, our icons embody simplicity and clarity, ensuring their visual language speaks with a consistent stroke. This intentional choice aligns perfectly with our dedication to precision and elegance. To inject vibrancy and capture attention, our icons use the hues of our primary colors and gradients. This strategic use of color not only enhances the visual appeal of the icons but also maintains their legibility, ensuring each icon retains its communicative strength.

In the symphony of our brand elements, these monoline icons are harmonious notes that resonate with our audience, fostering a visual language that is both distinctive and universally understood.

Note: Licenses for icons shown are available here:

dreamstale.com/proximo-icons



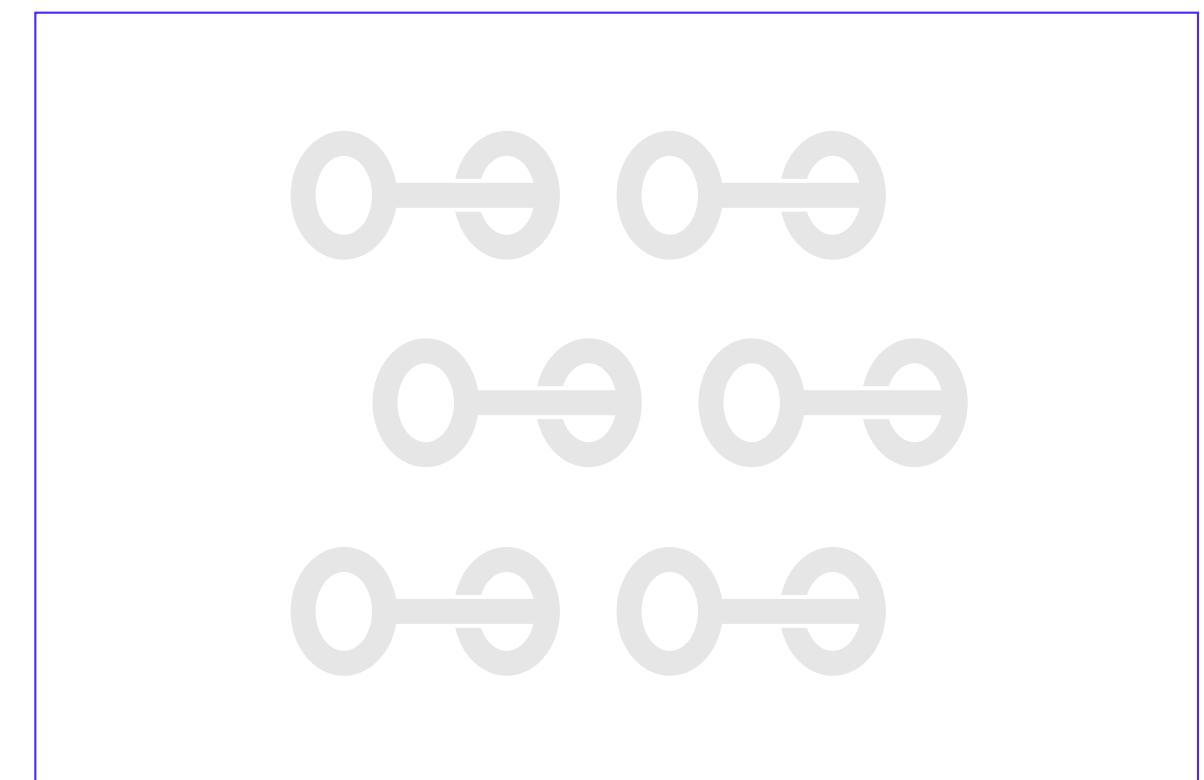
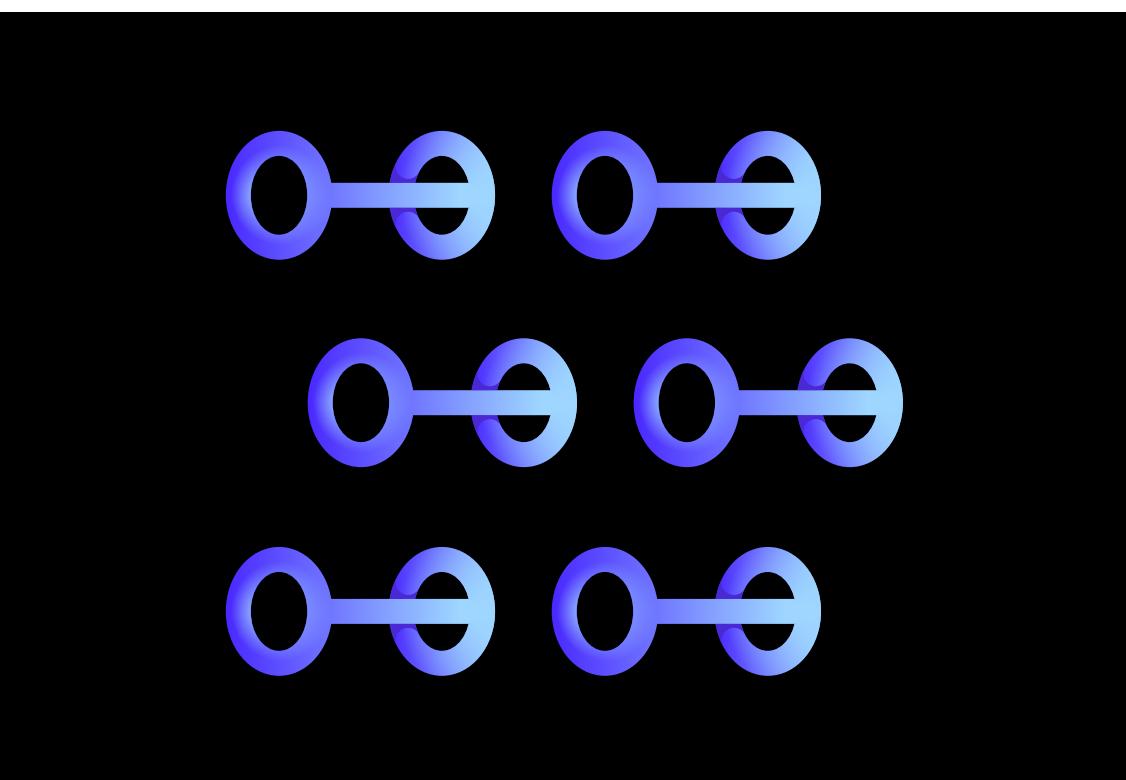
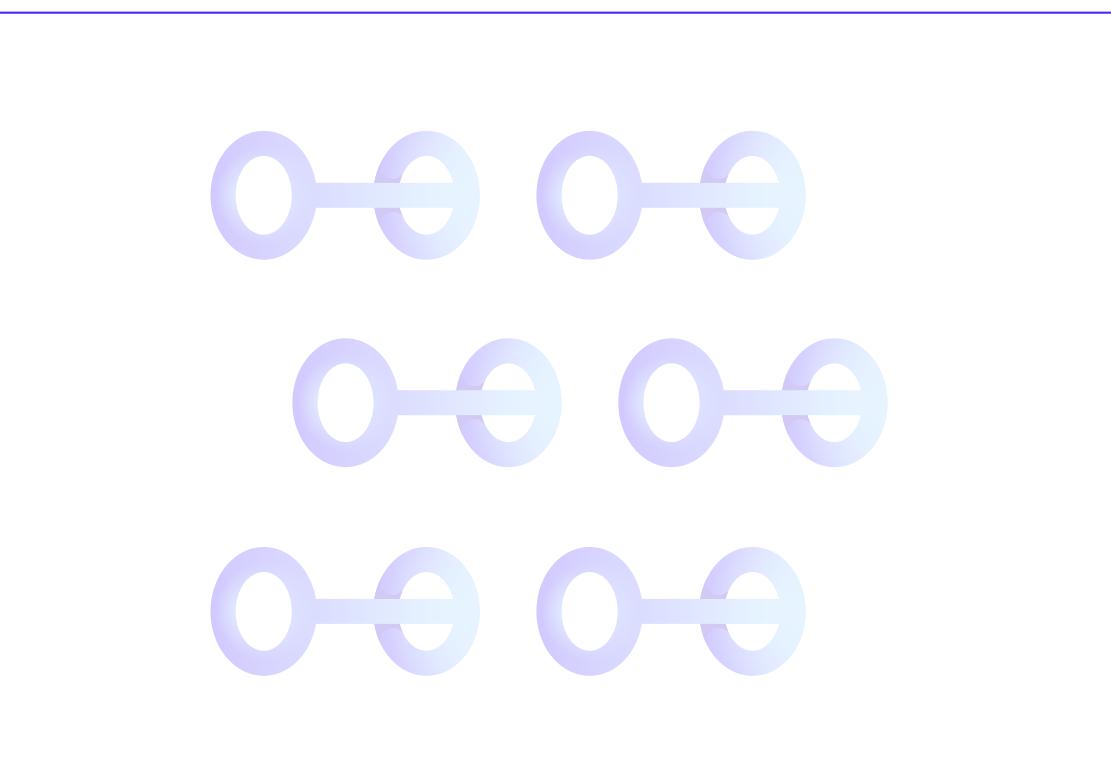
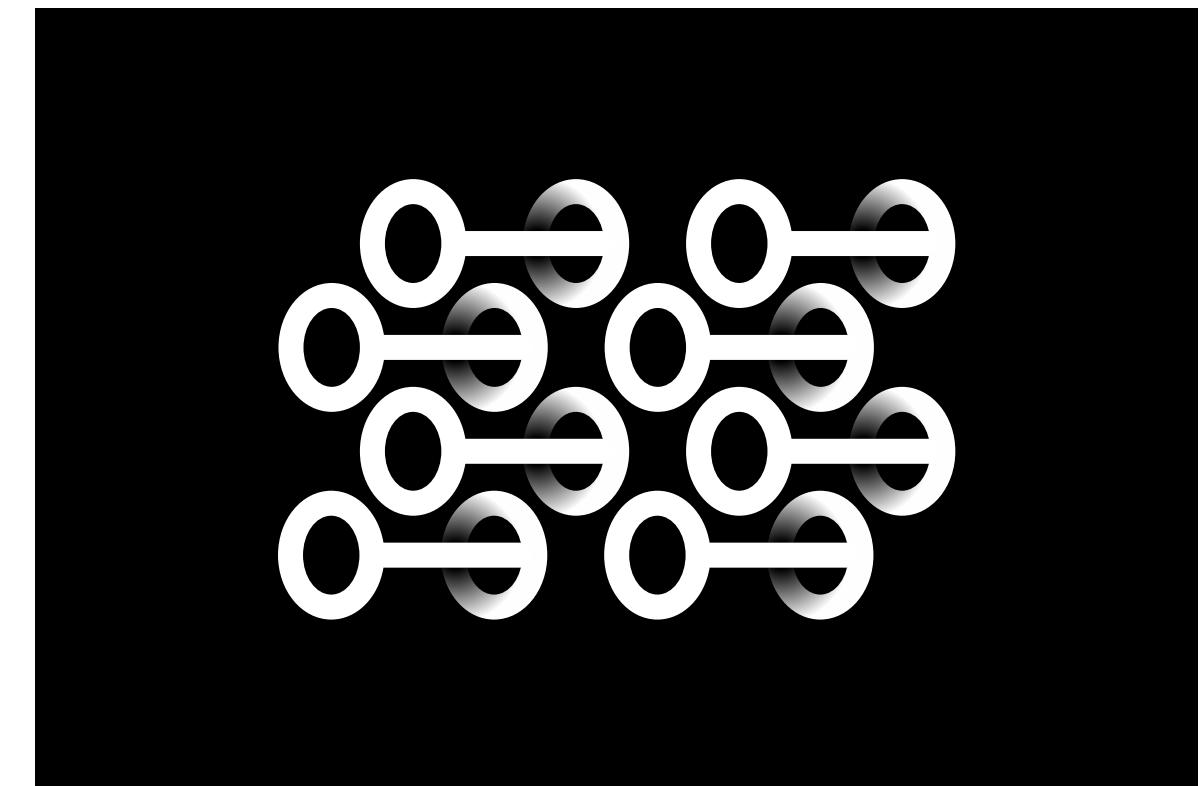
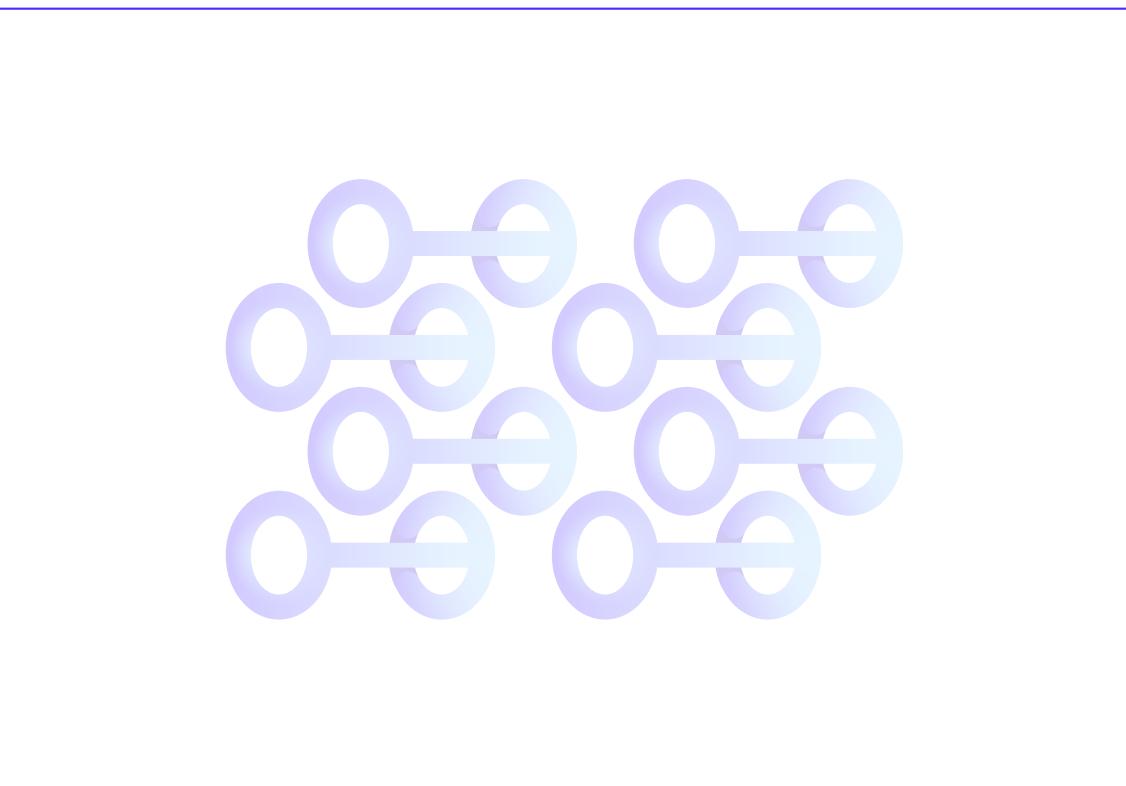
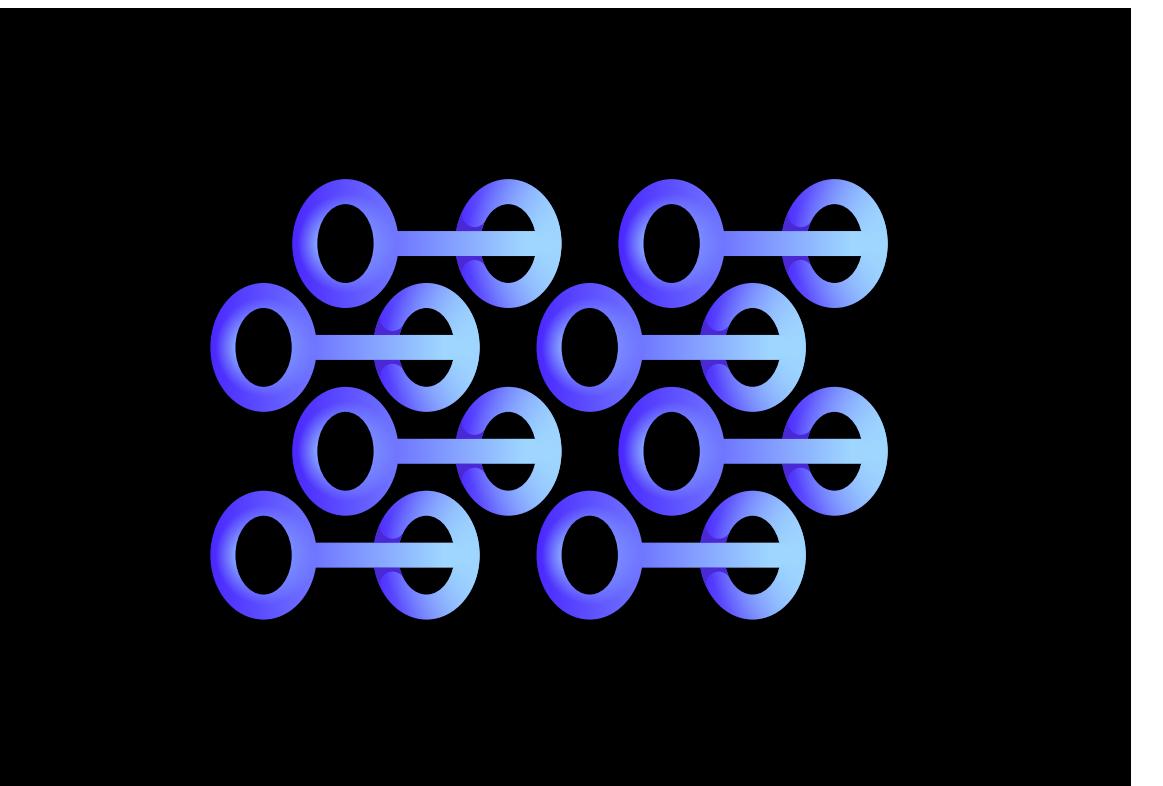
Patterns

Within our brand guidelines, our symbol-inspired patterns emerge as a distinctive design element strategically positioned to enhance brand recognition. Derived from our iconic symbol, these patterns are thoughtfully integrated into compositions, seamlessly blending with other elements such as images and typography. This approach utilizes our primary colors, adding depth and a modern, clean aesthetic.

Our patterns shine vibrantly, even against black and white backgrounds, showcasing the versatility of our brand's visual language. While the inherent strength of our symbol remains intact, emphasizing continuity and brand cohesion, we ensure an organic appearance by placing elements randomly with gaps and spaces to accommodate various compositions.

This dynamic flexibility ensures consistency across diverse applications, allowing our brand elements to seamlessly integrate into different visual contexts.

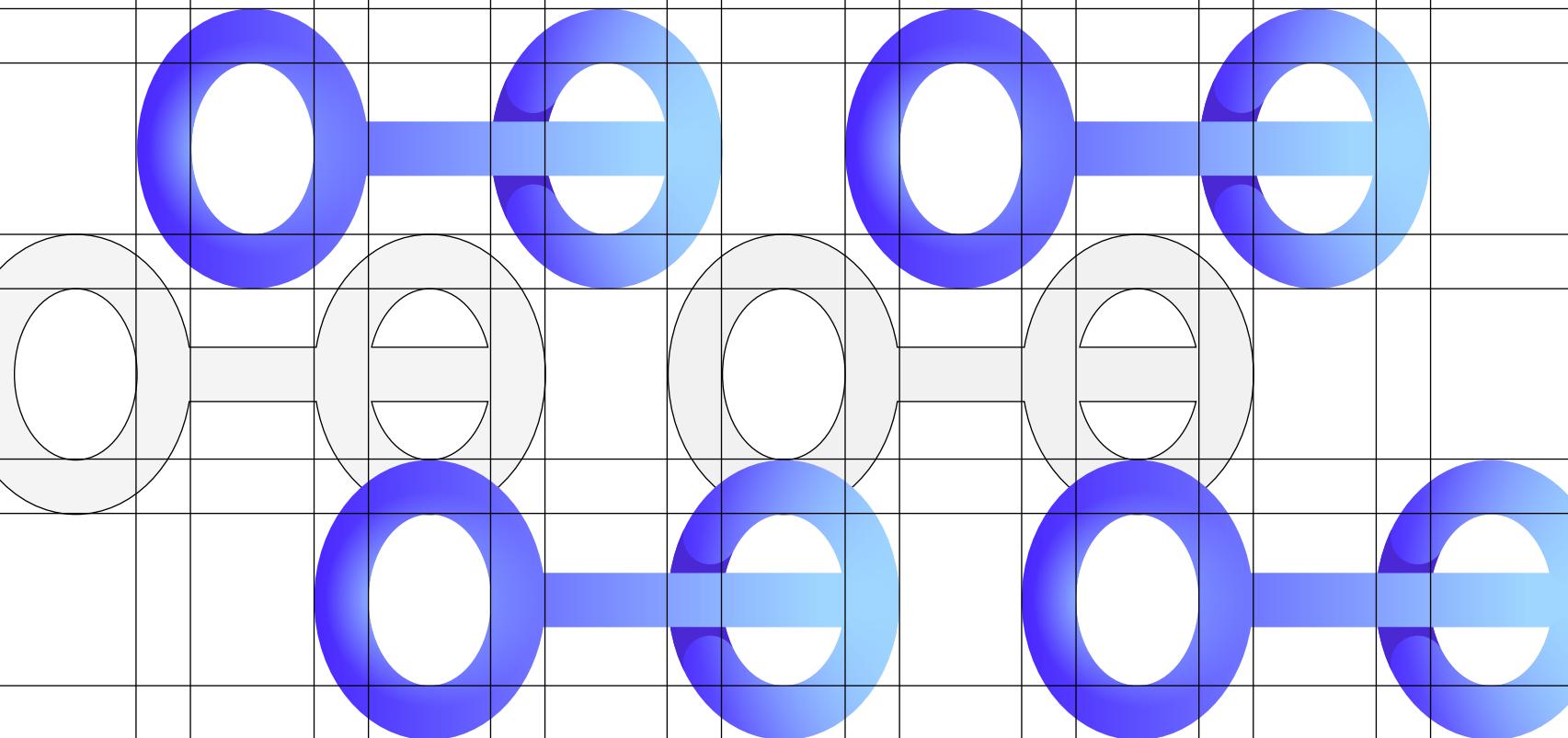
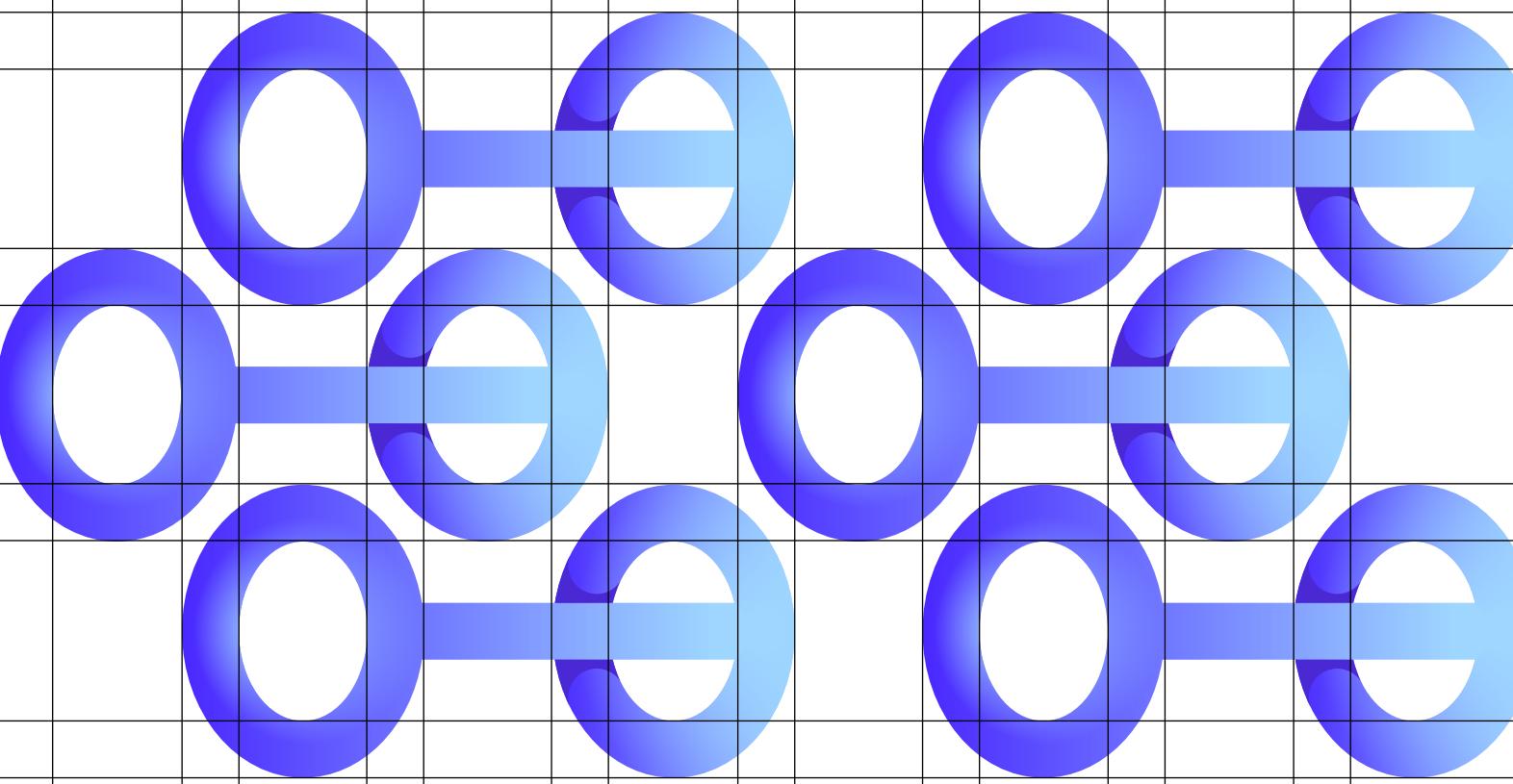
We offer two pattern options: one tightly organized and another more spaced, as shown in the samples. These patterns can be used in full color or as subtle transparent elements in the backgrounds and even using positive and negative variants of the logo.



Patterns Construction

In constructing our first pattern, we meticulously adhere to the proportions of our symbol, using it as the cornerstone for the entire design. Each element within the pattern is precisely adjusted to align with the grid, ensuring a cohesive and visually pleasing arrangement. The grid serves as a guide for maintaining consistency and harmony throughout the pattern, with the bottom parts of the symbol seamlessly transitioning to the top parts of adjacent elements and vice versa. This intentional alignment creates a sense of flow and continuity, enhancing the overall aesthetic appeal.

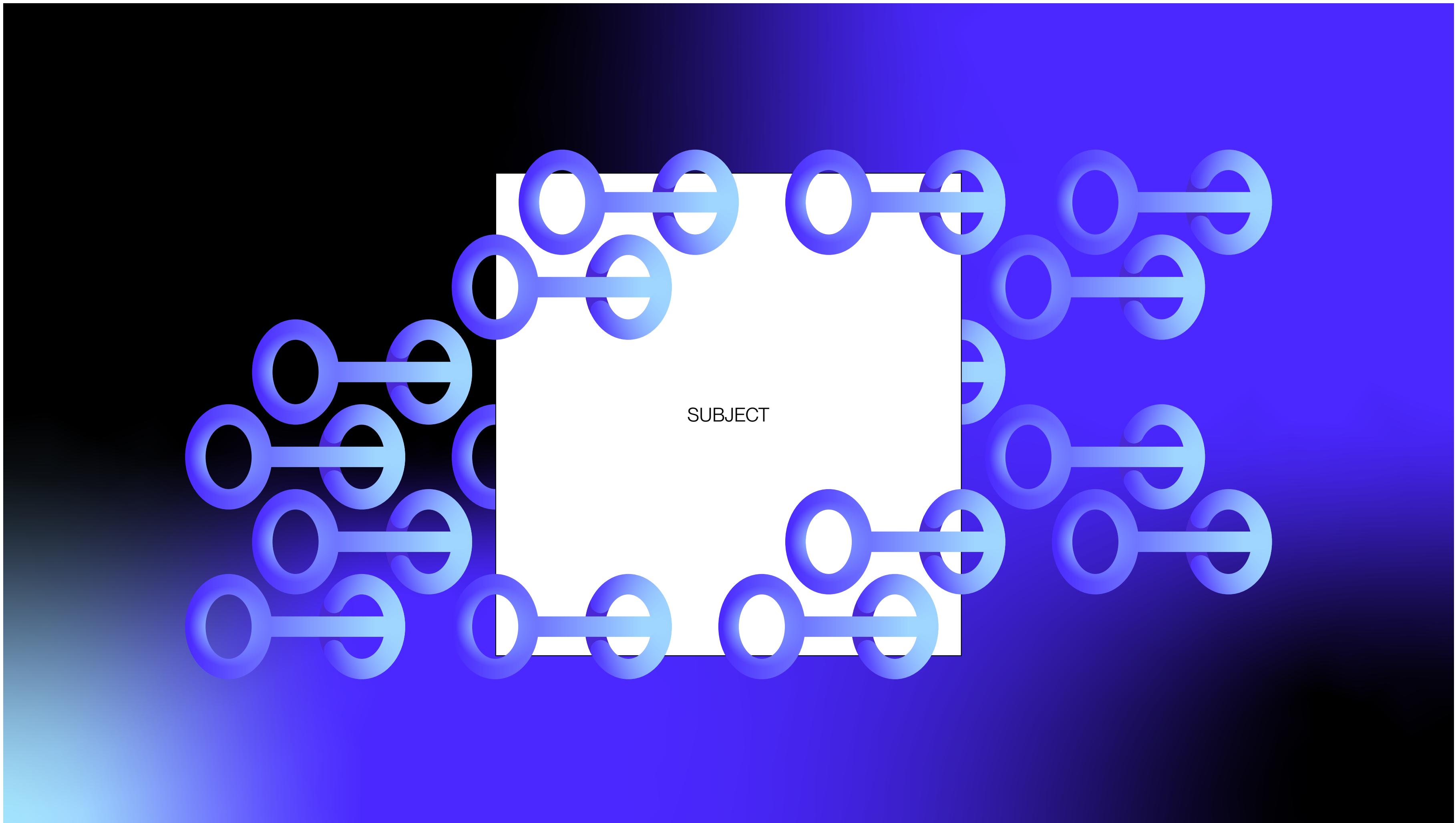
On the other hand, our second pattern follows a similar grid system but introduces more space between the elements. This decision allows the pattern to breathe, giving each element room to stand out while still maintaining the visual rhythm established by the grid. The increased spacing creates a sense of openness and lightness, offering a contrast to the denser arrangement of the first pattern. Together, these two variations offer versatility in usage, catering to different design contexts while staying true to the core visual identity of our brand.



Pattern Usage

In addition to the traditional usage of our patterns in corners of compositions or as supporting elements, we employ them in a more dynamic manner where they interact with the main subject, whether it's text, images, or individuals. This interaction involves strategically placing elements of the pattern to overlap with the subject, while others remain behind, creating a sense of depth and layers within the visual.

By integrating the pattern in this way, we evoke a dynamic and visually compelling effect that adds interest and complexity to our communications. It's crucial for us to maintain an organic feel to these interactions, ensuring that the pattern flows seamlessly into the background and interacts naturally with other elements. This approach not only enhances the overall aesthetic appeal but also reinforces our brand's identity and message in a memorable way.



Photography & Visuals

In Arbius, where innovation converges with AI and blockchain integration, photography and our visuals serve as a powerful narrative tool, weaving a visual story that reflects our brand's ethos and values.

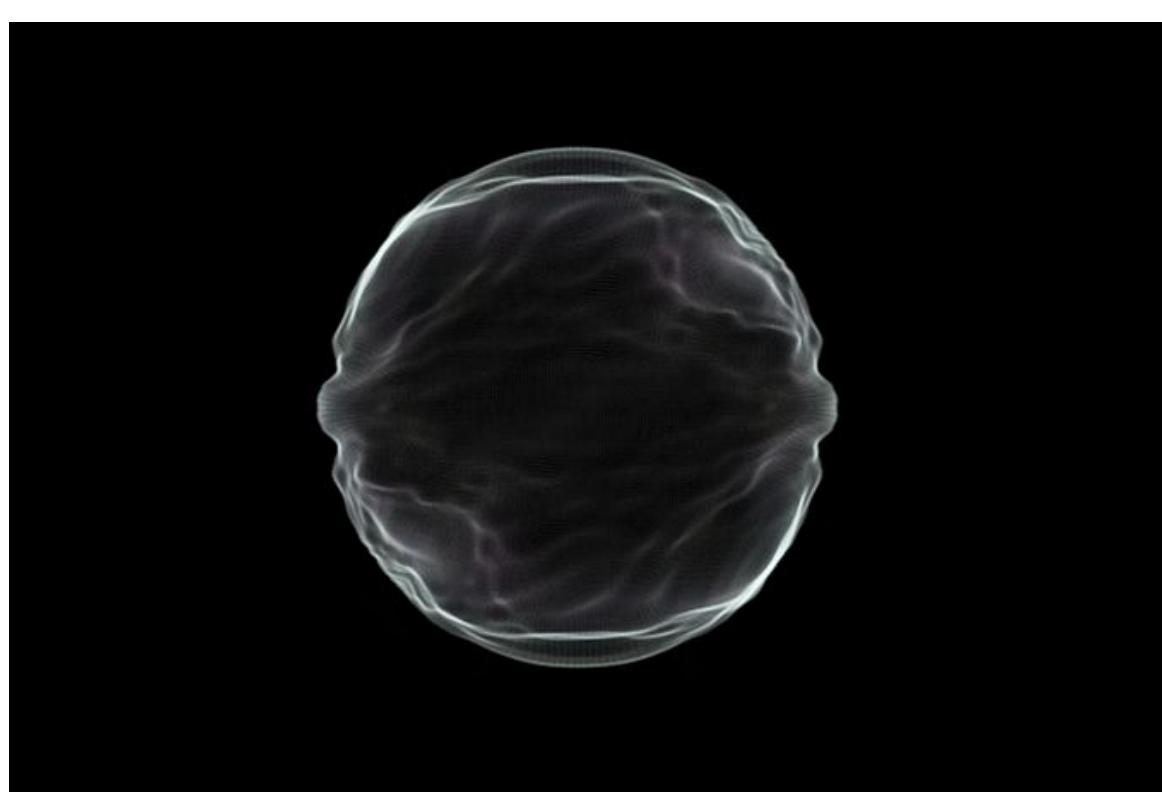
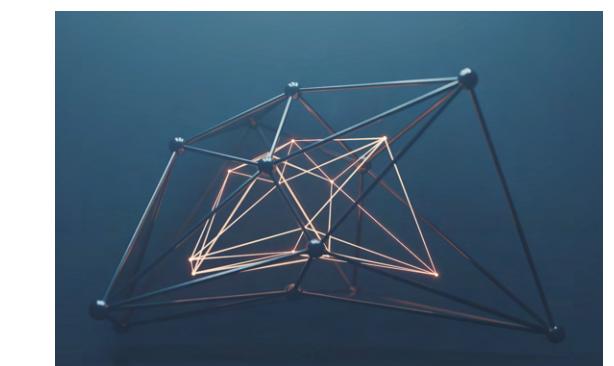
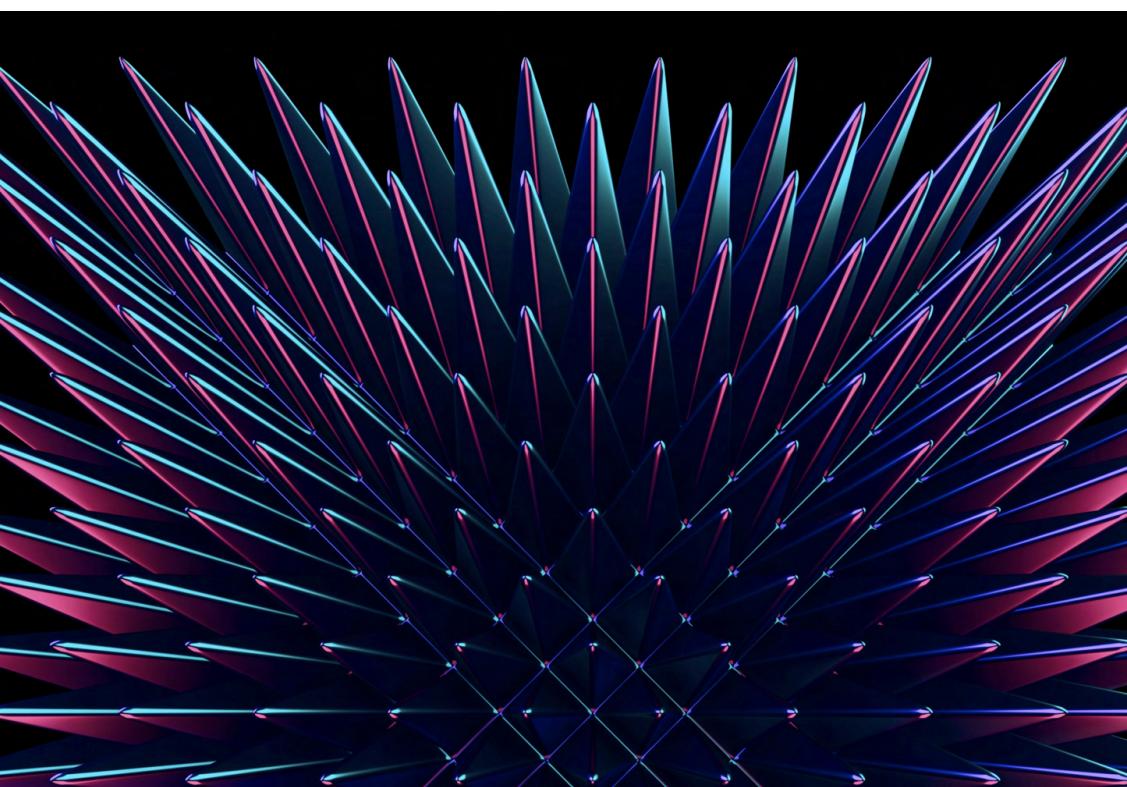
With a focus on precision and excellence, our photography captures the essence of technological advancement through dynamic compositions, geometric textures, abstract close-ups, and the human element.

By incorporating people into our imagery, whether it's our team members collaborating on projects or individuals interacting with our cutting-edge technologies, we infuse a dose of futurism into the digital landscape. This blend of human presence and futuristic technology humanizes our vision of the future, showcasing the real-world impact of AI and blockchain integration while inspiring excitement and curiosity about what lies ahead.

Each image evokes emotions and forges genuine connections with our audience, amplifying our brand identity and leaving a lasting impression of clarity, authenticity, and unwavering dedication to visual excellence.

Note: Photography shown are for stylistic and illustrative purposes only. Licenses are available on:

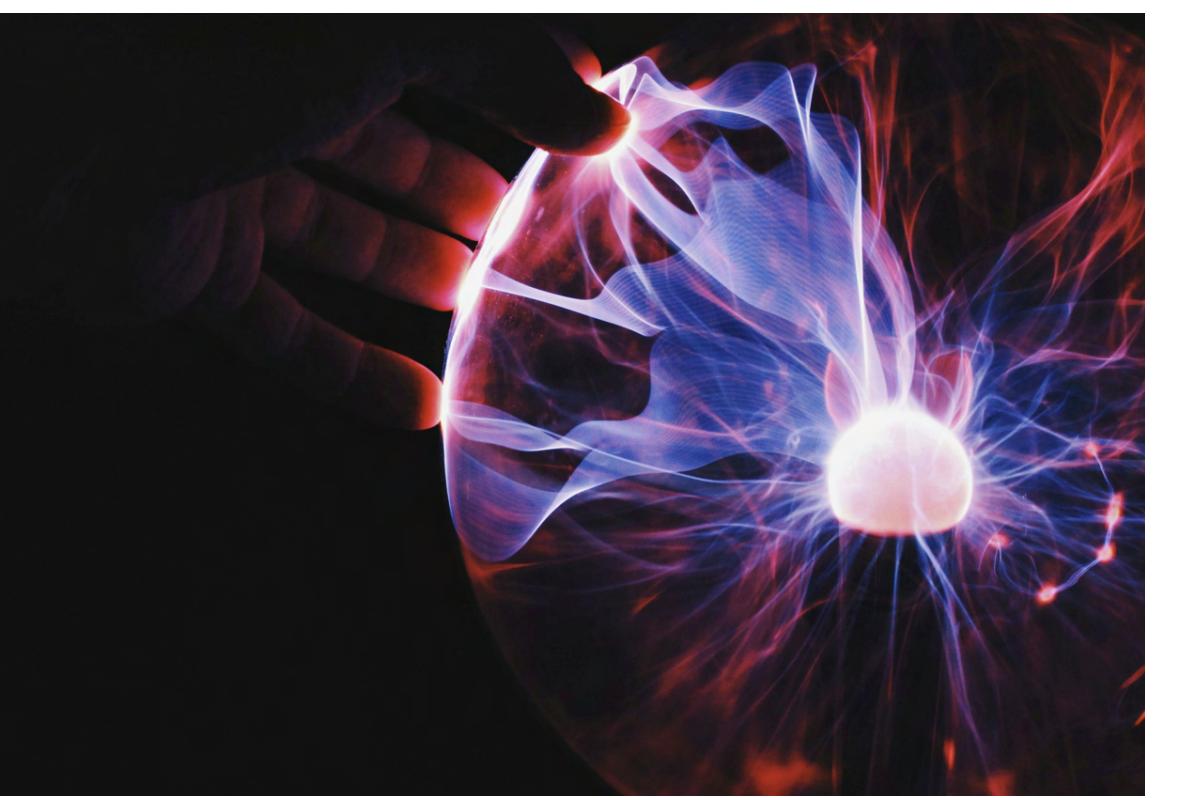
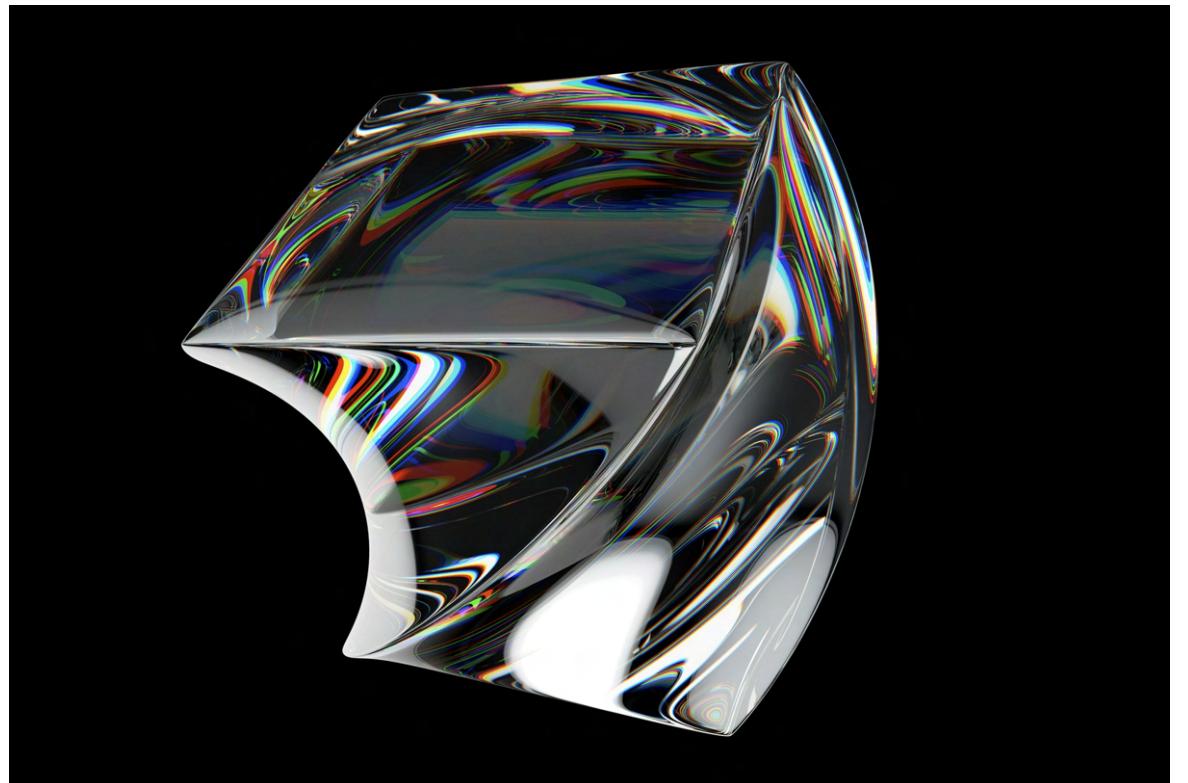
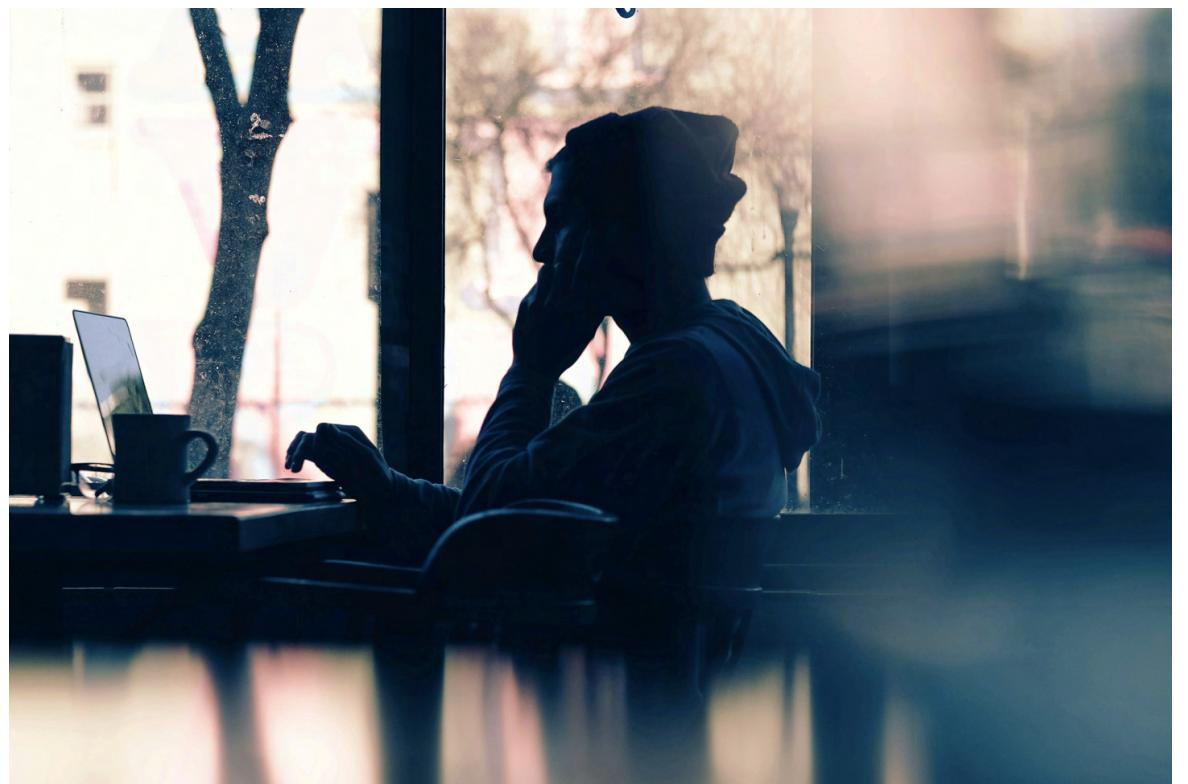
www.shutterstock.com
www.unsplash.com



Keywords:

- high quality
- high contrast
- human
- geometric
- abstract
- futuristic

Photography & Visuals

**Keywords:**

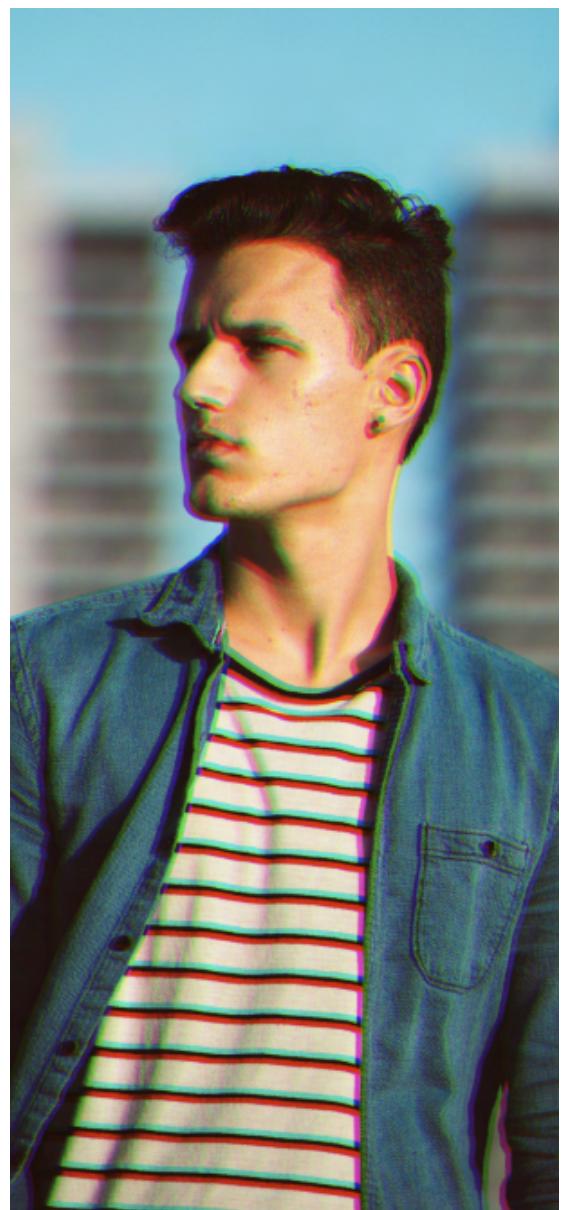
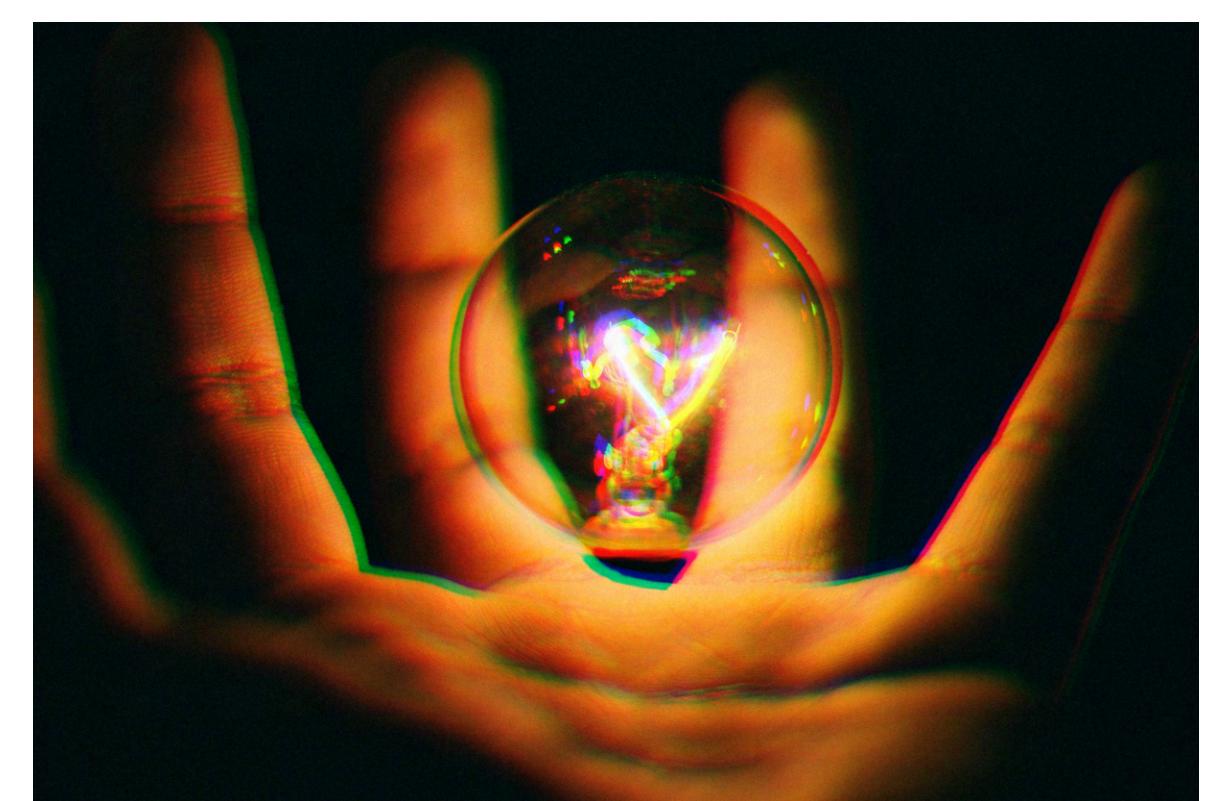
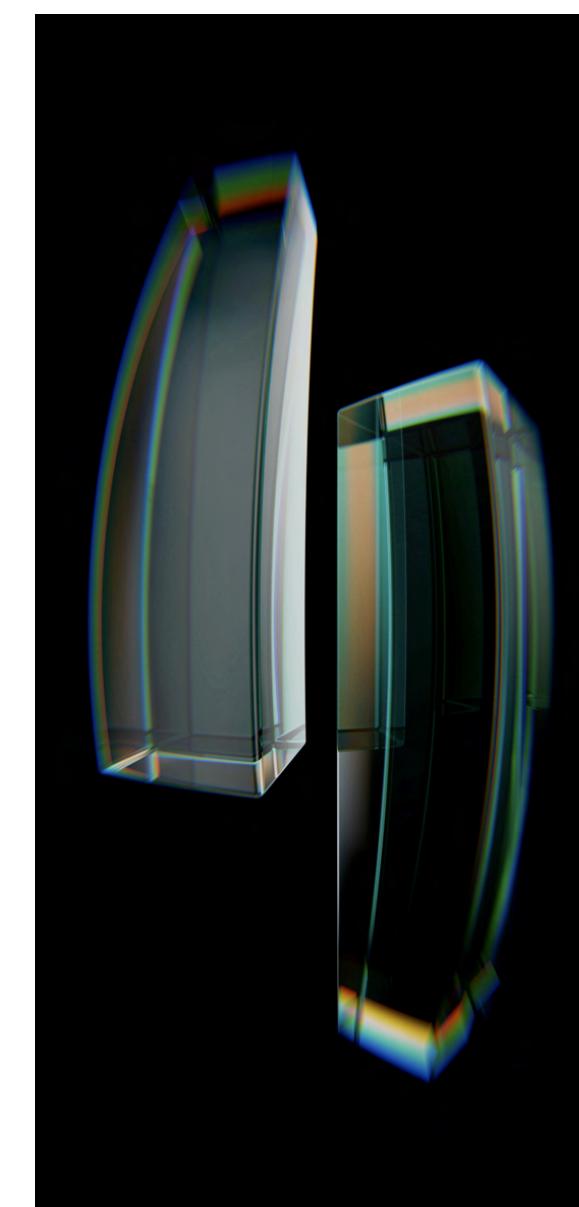
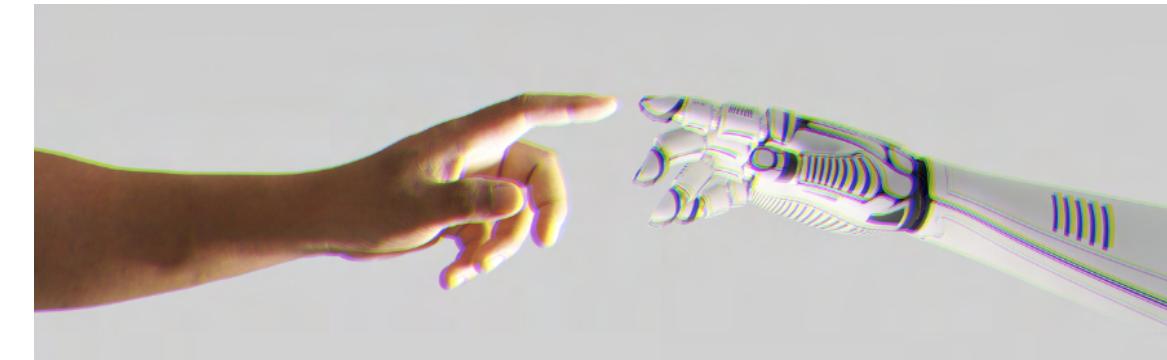
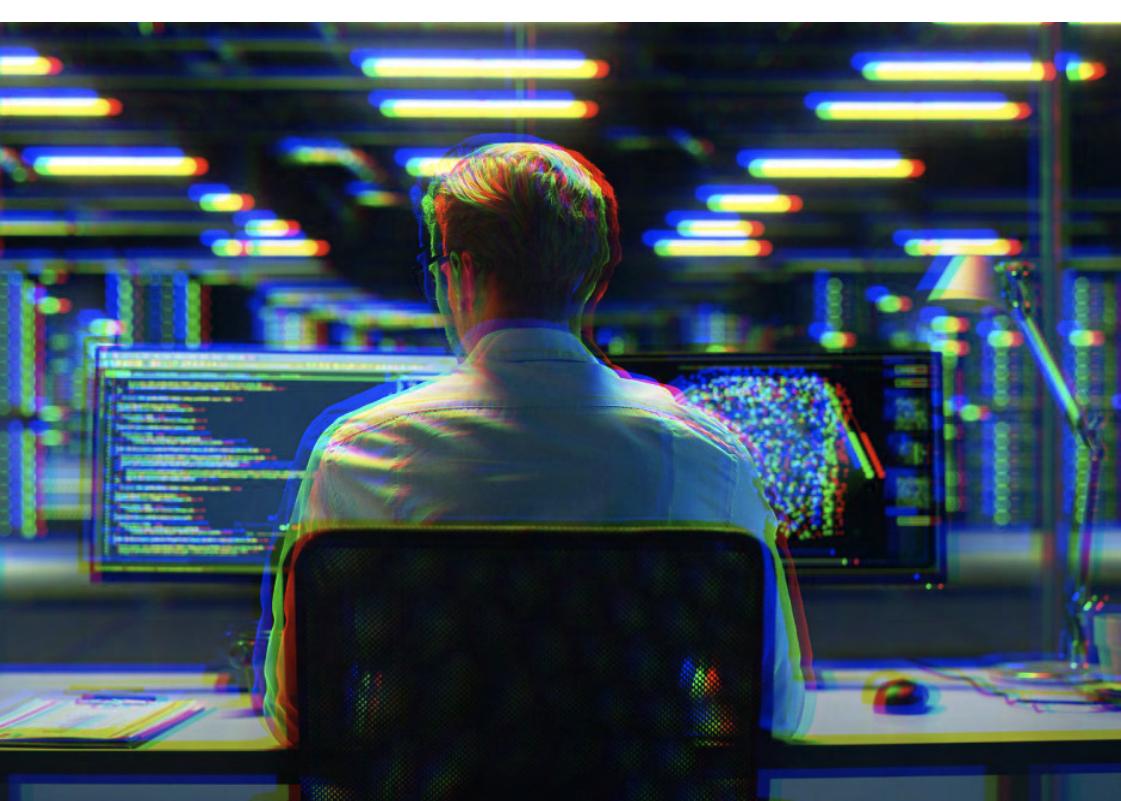
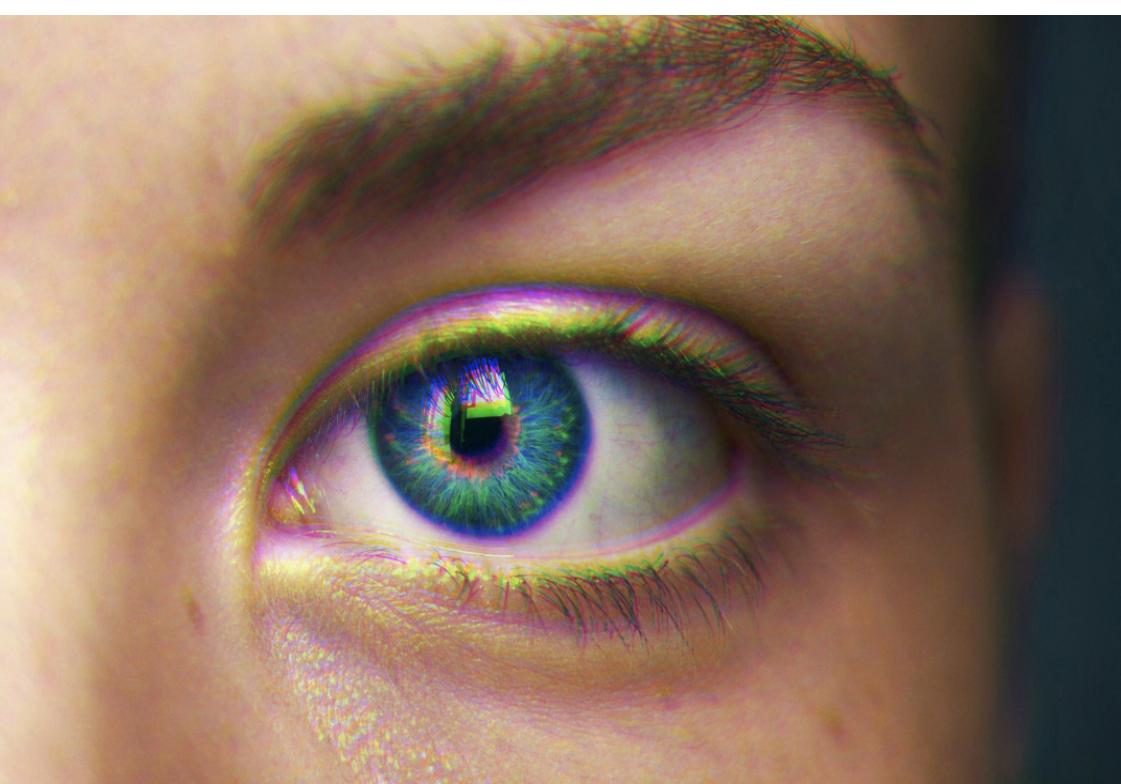
- abstract
- transparent
- human
- futuristic
- chromatic
- silhouette

Chromatic Abberation

Chromatic aberration refers to a visual phenomenon where colors appear to be displaced or distorted, typically towards the edges of an image, due to the way different wavelengths of light refract differently.

In our visual storytelling at Arbius, we leverage the captivating effect of chromatic aberration adding a subtle element of visual distortion to images, creating a sense of movement or dynamism that captures the viewer's attention enhancing the dynamism and engagement of our brand's narrative. By combining bold primary colors with subtle chromatic effects, we create a striking visual experience that effortlessly catches the viewer's eye.

While we prioritize simplicity in our design approach, integrating chromatic aberration adds an element of intrigue and depth to our visuals, elevating them to a new level of vibrancy and energy. This intentional fusion of simplicity and visual interest ensures that our brand's story resonates powerfully with our audience, leaving a lasting impression of innovation and creativity.



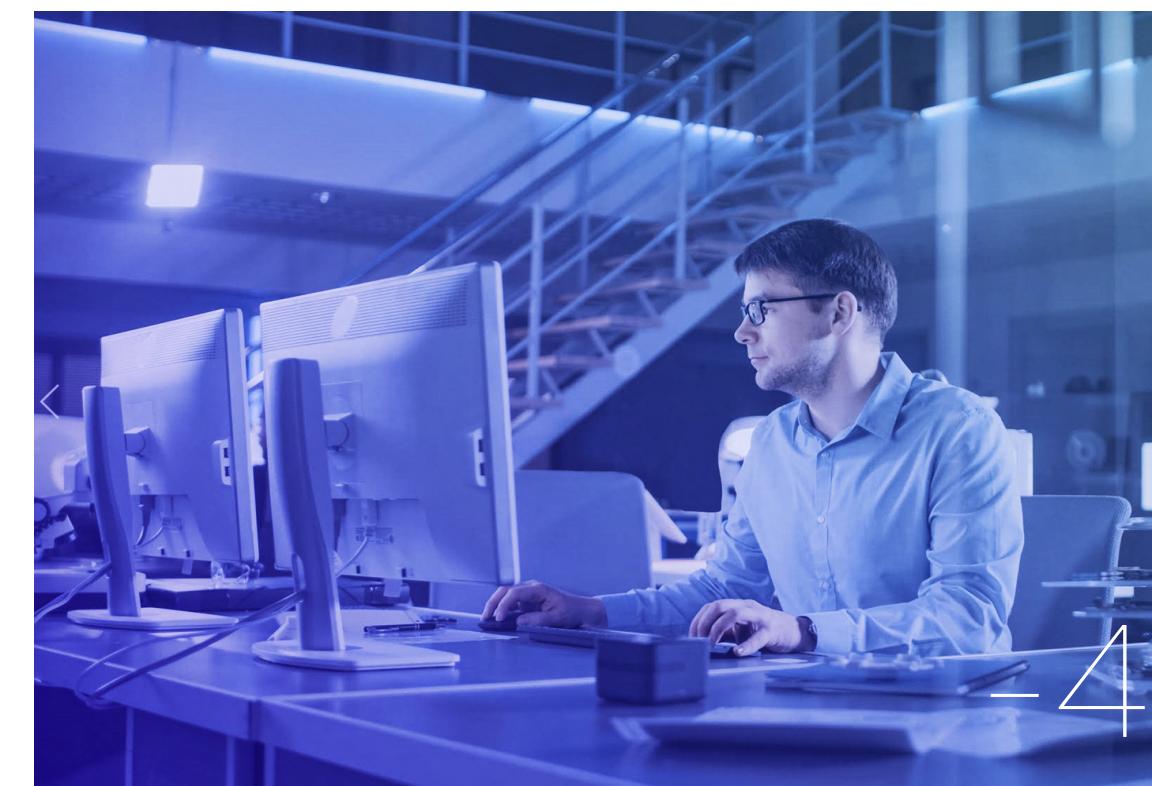
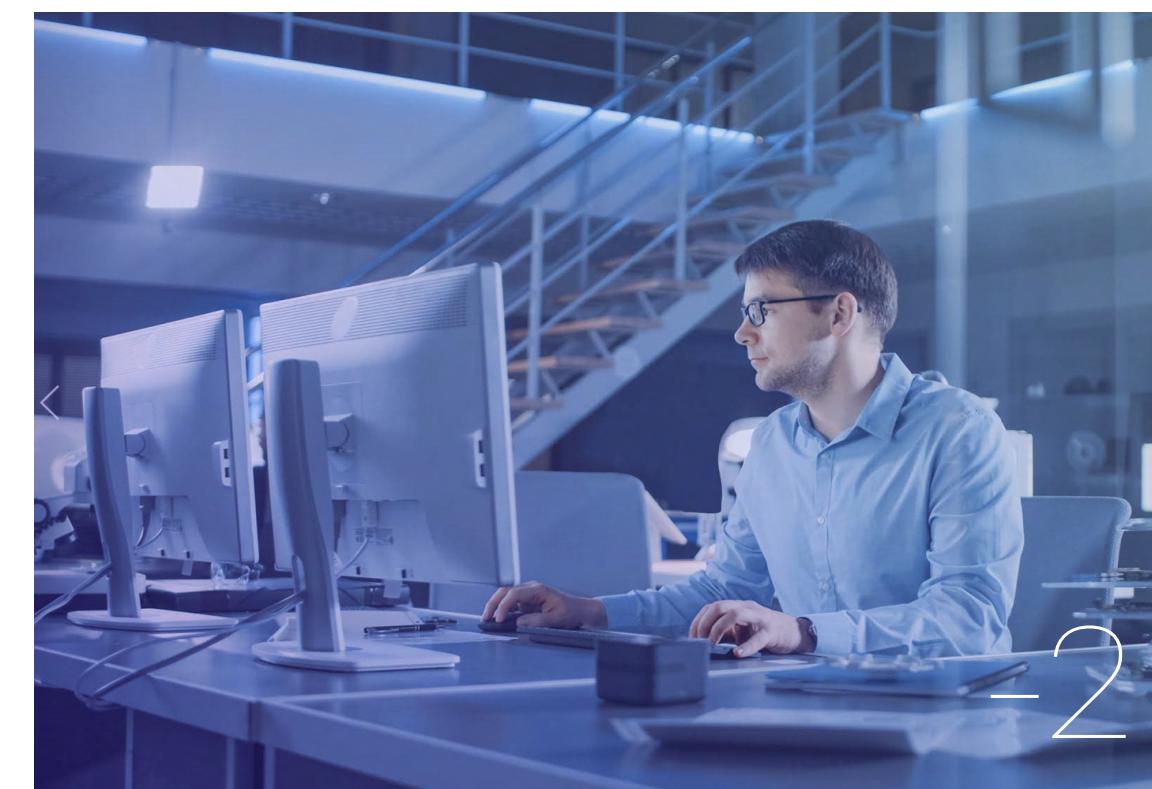
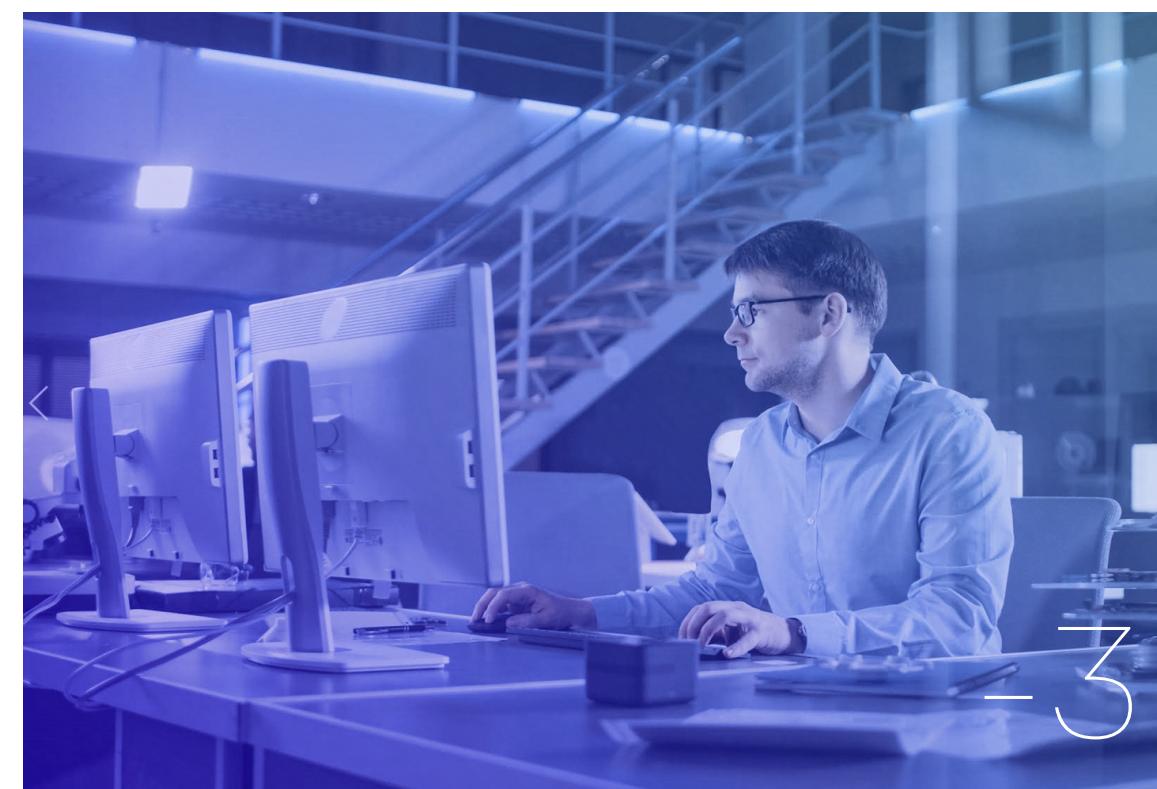
Photography Overlays

In our brand's visual narrative, photography overlays emerge as the transformative strokes that elevate our images with depth and character. These overlays, strategically applied, serve as a dynamic canvas where the essence of Arbius unfolds.

We infuse our visuals with the vibrant energy and identity that define Arbius using our selected gradients. These gradient overlays aren't mere embellishments; they're a conscious decision to synchronize our visual storytelling and harmonize our photographs with the distinctive Arbius essence.

Whether it's a subtle gradient hinting at warmth or a bold burst of colors amplifying vibrancy, our photography overlays ensure that each image radiates with the spirit of Arbius. It's more than just capturing moments; it's about crafting visual narratives that resonate with the dynamic ethos of Arbius.

To the right, you'll find a visual sample illustrating our approach to applying gradient overlays. While these serve as a guiding suggestion, the application may vary depending on the individual image. Our objective is to delicately infuse our gradient colors into the images, striking a balance that enhances without overpowering. It's about adding a subtle splash of our brand's vibrancy, ensuring the integration feels seamless and harmonious with the overall composition.



- 1 Apply gradient as a base layer

Use one of our gradients at a 45-degree angle from bottom left to top right as the dynamic backdrop.

- 2 Overlay Photo with Opacity Adjustment:

Place your photo above the gradient layer and adjust its opacity to 25%-75% for a seamless blend.

- 3 Enhance with Gradient and Blend Mode:

Apply the same gradient on top of the photo with blending mode set to 'Color' and opacity between 50%-75%.

- 4 Introduce Original Photo with Overlay Blend:

Add the original photo above, set blending mode to 'Screen,' and adjust transparency to 25%-50%.

Optional:

- Fine-Tune Contrast with Adjustments:

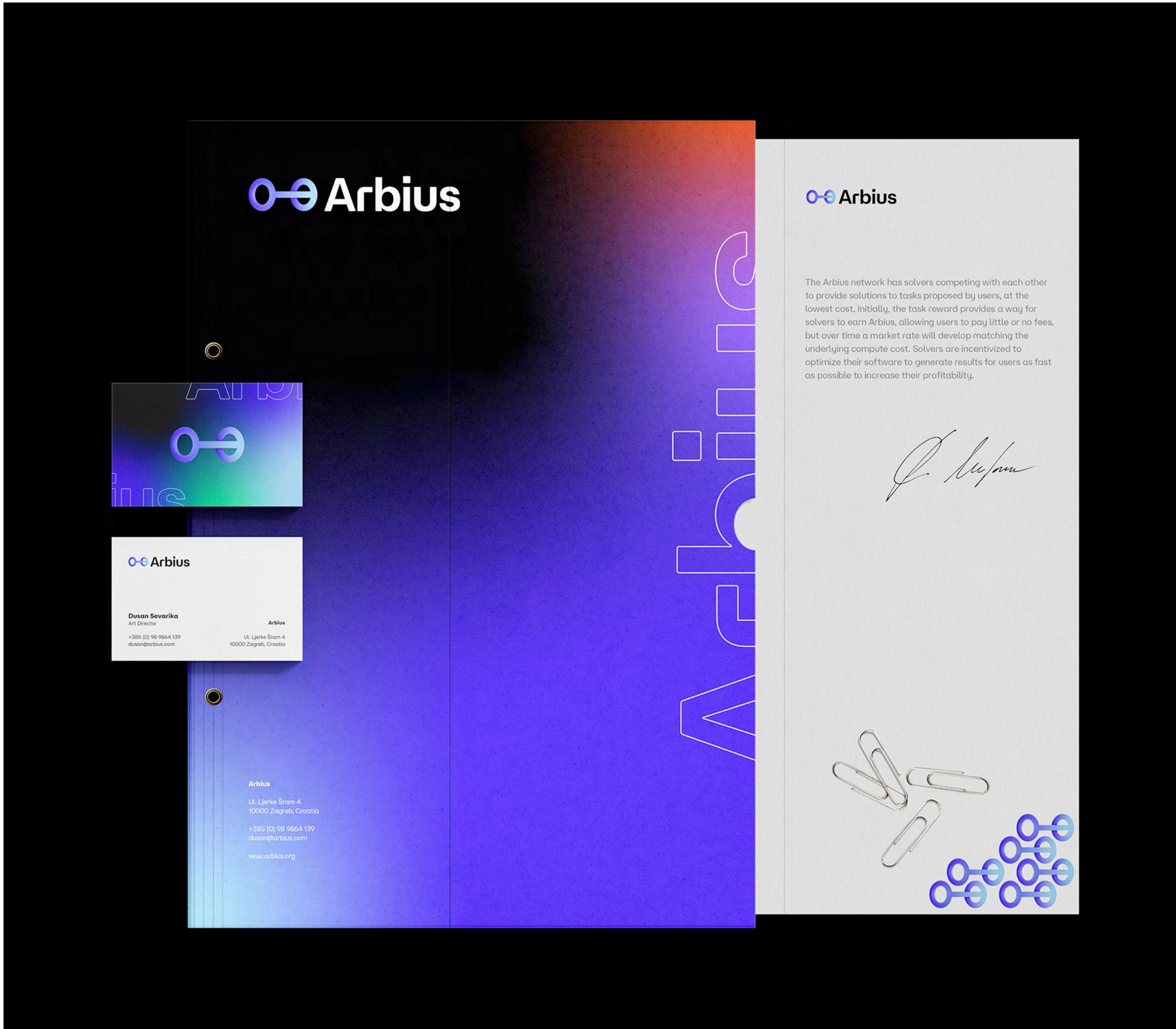
Use levels, curves, and other adjustments to tailor contrast. Adjustments can be tweaked for each image's unique characteristics.

Applications

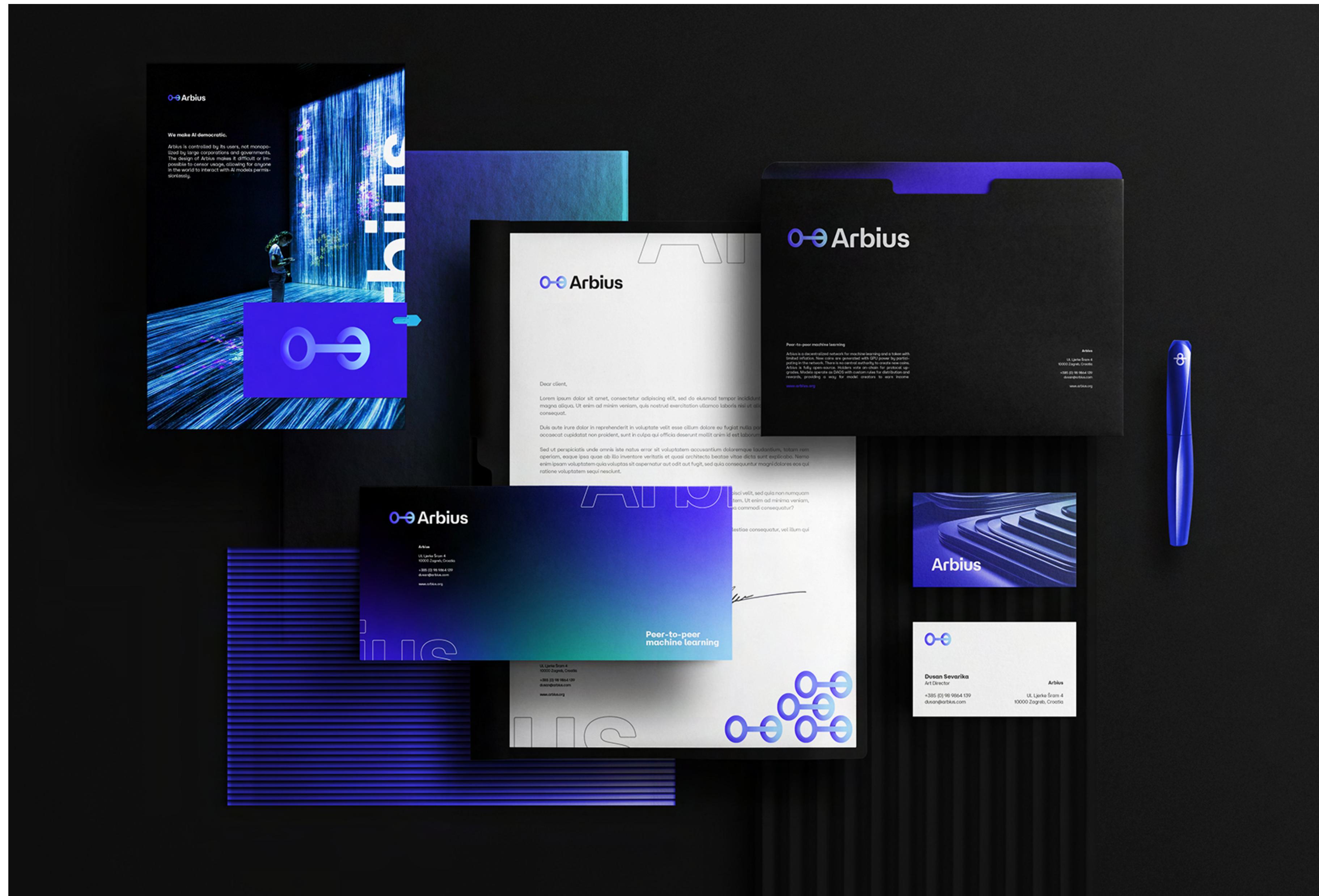
- Stationary
- Merch
- Office
- Outdoor Advertising
- Digital



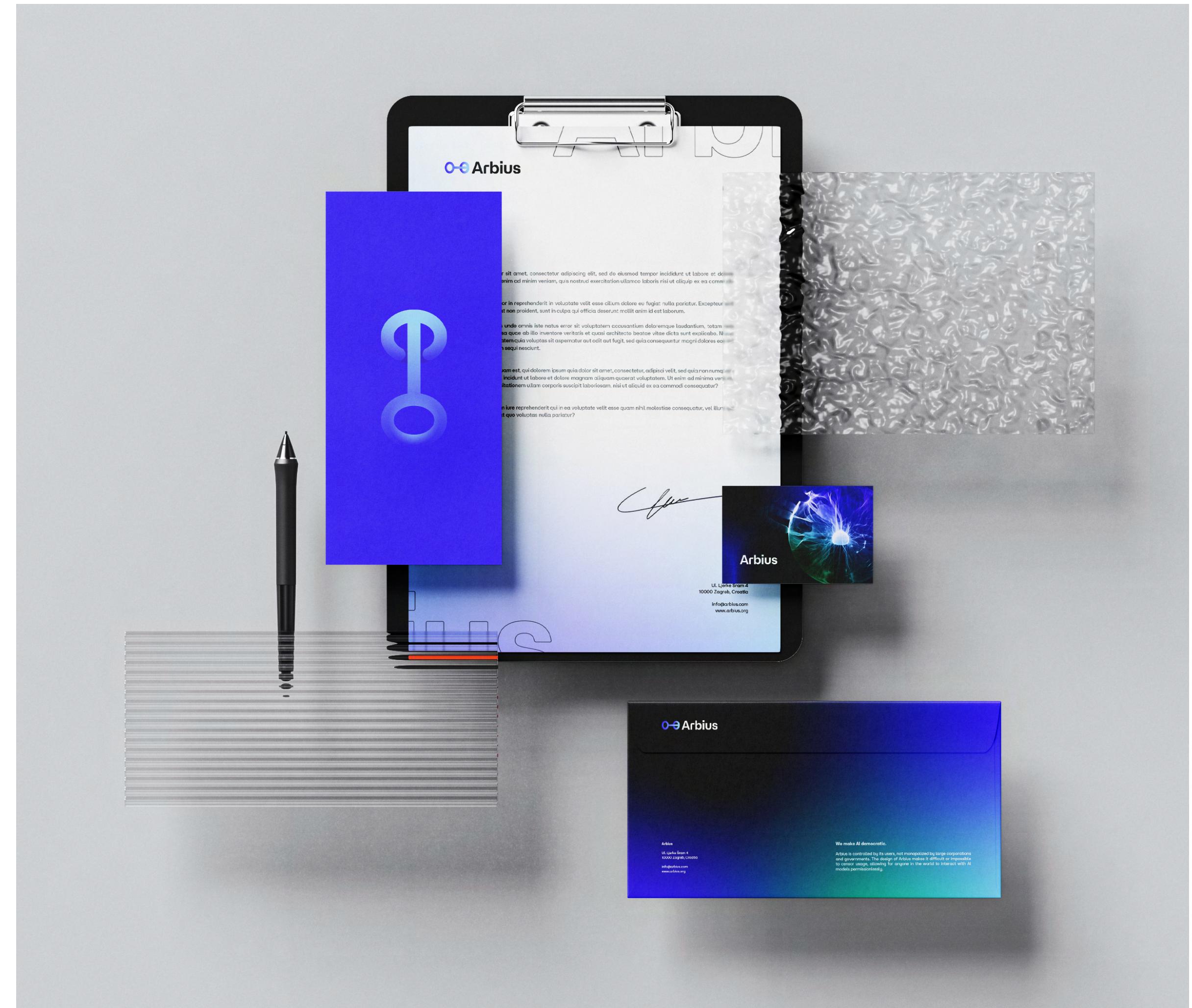
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Stationary



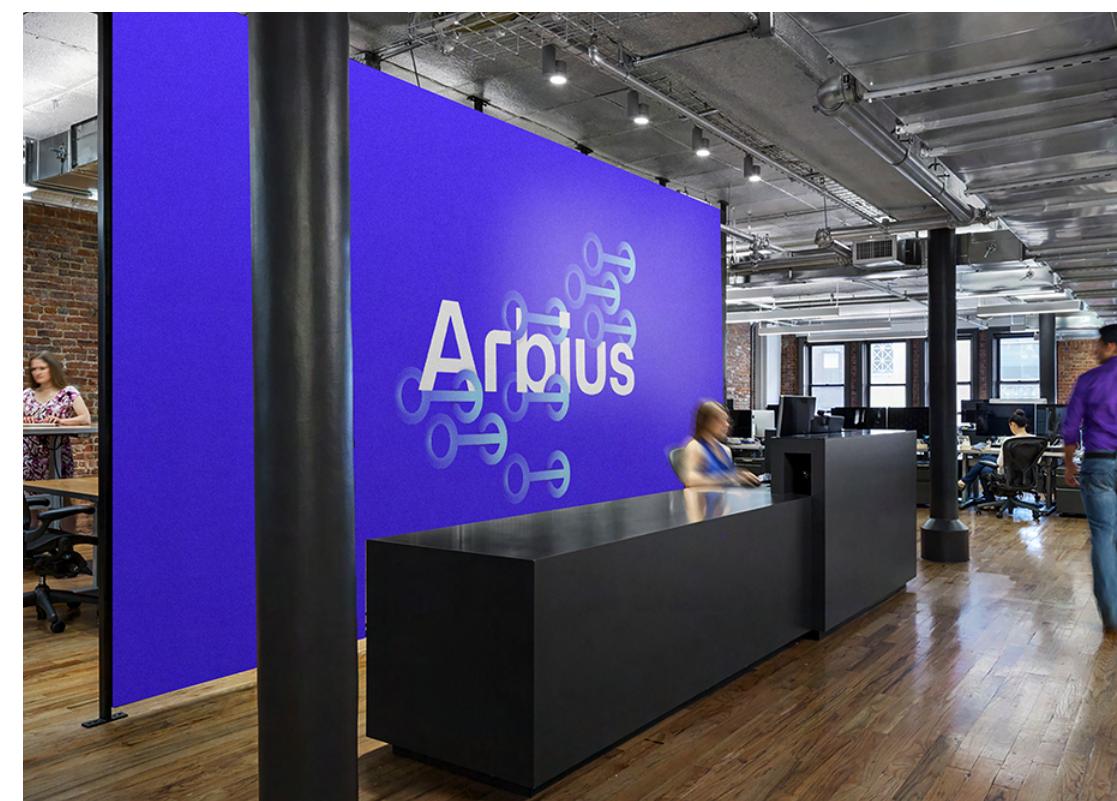
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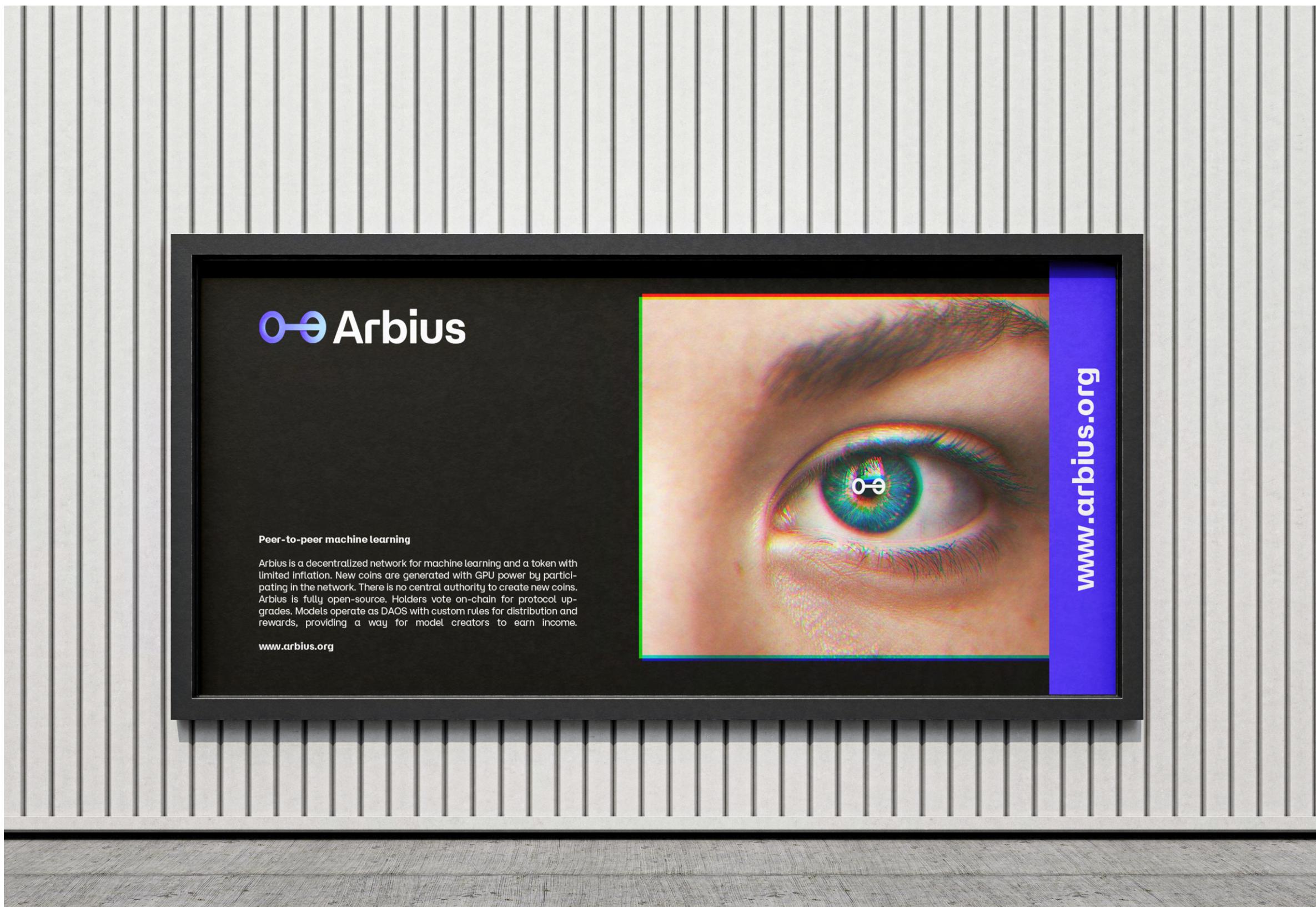
Merch



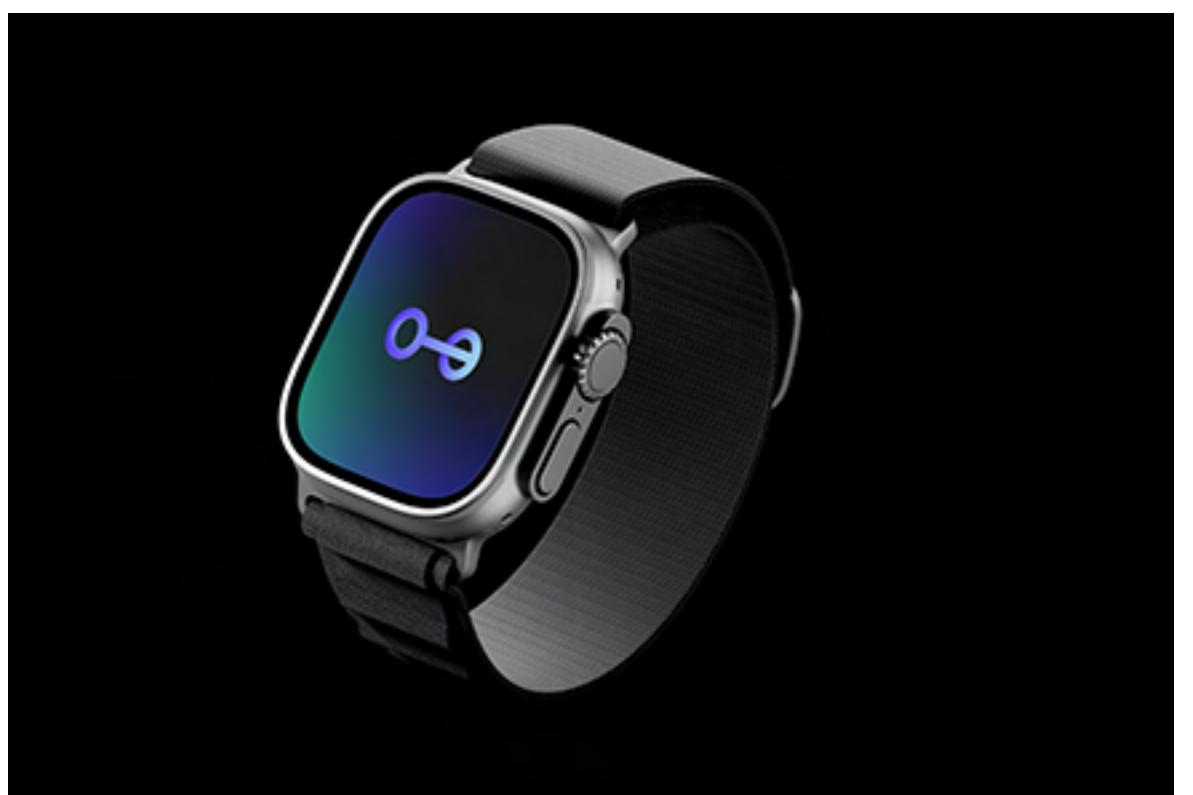
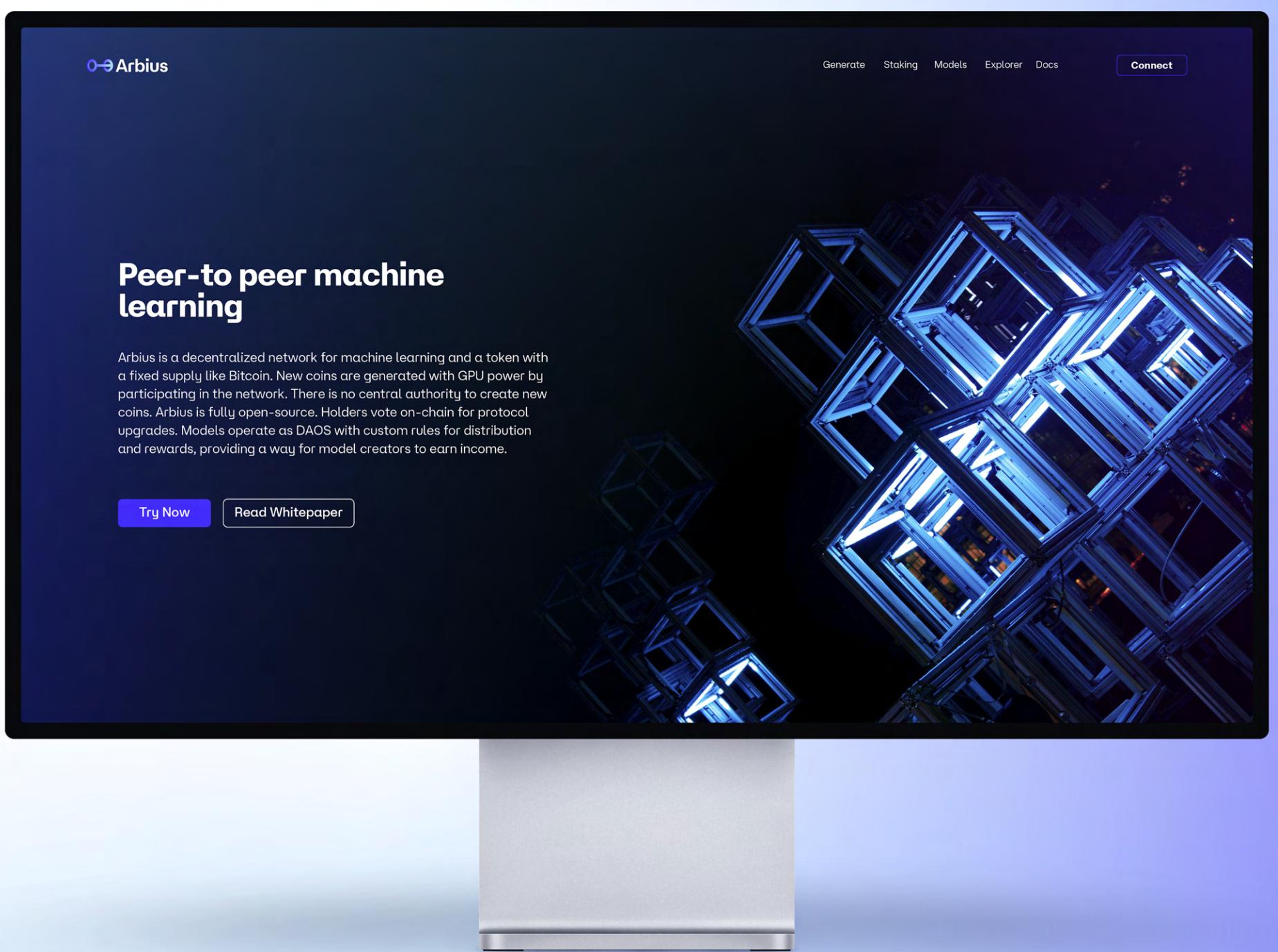
Office



Outdoor Advertising



Digital





Thank You!