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WHAT'S BRANDIS?

Brandis is Slantis Brand guidelines. This doc will take you on an interstellar journey and will guide you all the way through our brand, our voice, our values and how to effectively **communicate** our out-of-this-world spirit.

Please use it to create pieces that will accurately reflect and boost our essence.



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Brand Story

OUR WHY

There are organizations that just seek innovation. And then, there are other organizations that embrace innovation, make the most out of the latest technology and take it to a whole new level.

They understand how to make the biggest, positive impact on people and change the world.

They are revolutionary, creative, and pioneers. They are creating new rules because the old ones do not apply to them.

They're exploring new paths, looking into the future, being one step ahead of what's coming next, they are in continuous evolution.

OUR WHY

They take ideas and develop them for the real world. For real people.

We want to team up with them. Work together collaboratively to build the best future possible.

We want to join them to revolutionize the built environment through technology. We are empowering their projects to open new dimensions of possibilities.

We are helping these organizations reach the extraordinary.

OUR WORLD

Slantis is a living ecosystem. An unique and diverse world. Filled with waterfalls of opportunities, colorful, creative, and brilliant.

A luxuriant paradise that has the power of being different. Brimmed with flowing energy, vibrant interconnections and flourishing collaboration.

A world full of synergy, where learning and excellence are vital. Where the final product is all about collective construction A place where everyone is as fundamental for it to function.

Slantis is a dimension of brand new possibilities, where we're transforming how things are done to change the world. Join us!



OUR ONE-LINER

We team-up with innovative organizations to empower their built projects with smart tech, so they achieve the extraordinary.



OUR VISION

Revolutionize how the built world works through technology.



Brand Values



Our values are what motivates,
inspires and drives us. 🚀

WE ARE

World-class problem-solvers
and life-savers

Super sharp and trustworthy

Ready to lead and advise

Collaborative and reachable

Enthusiastic and responsive

Above all...we care!

WE ARE ~~NOT~~

A Bottle Neck

Slow and passive

Order takers

Light & unprofessional

Rookies



Collaborative

Nobody is as smart as everybody.

We believe in the power of collective intelligence and teamwork. Nobody is as smart as everybody together. Collaboration is role-free, everyone regardless of team or cell helps everyone. Great collaboration is what paves the way to accomplish great work.





Authentic

We embrace each and everyone's uniqueness.

Authenticity is based on being open-minded and nonjudgmental about different opinions. We embrace each and everyone's uniqueness, interests, and perspectives. Authenticity goes both ways. It's about being genuine but also respectful. It requires real listening and truly thinking about what to say, when, and how it's said.

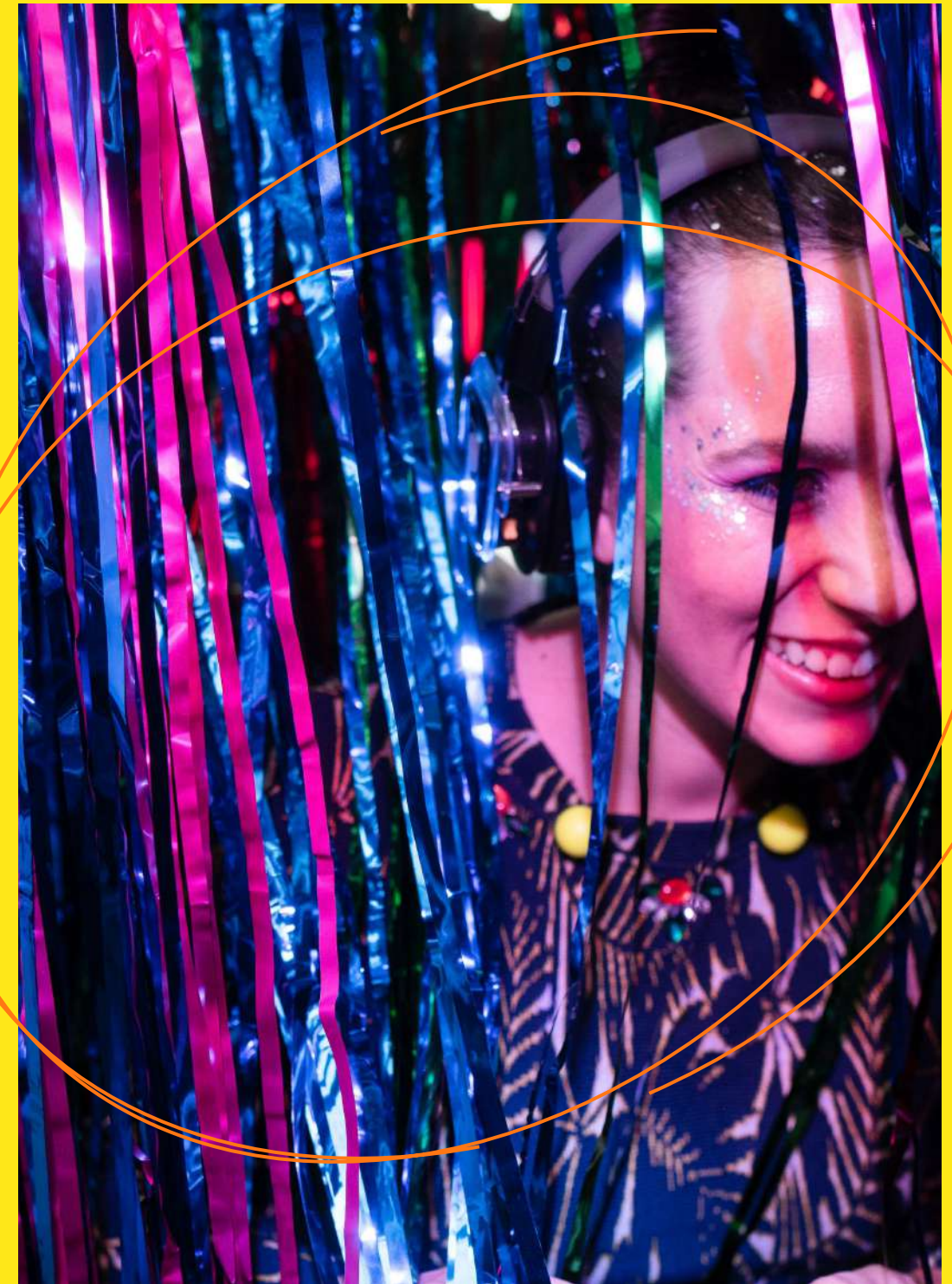




Passionate

We truly enjoy the /slantis ride.

Motivation, happiness, and passion lie within our atmosphere. We truly enjoy the /slantis ride and we all contribute to making it better. Being passionate is about embracing challenges enthusiastically and pushing towards our goals while having a blast.

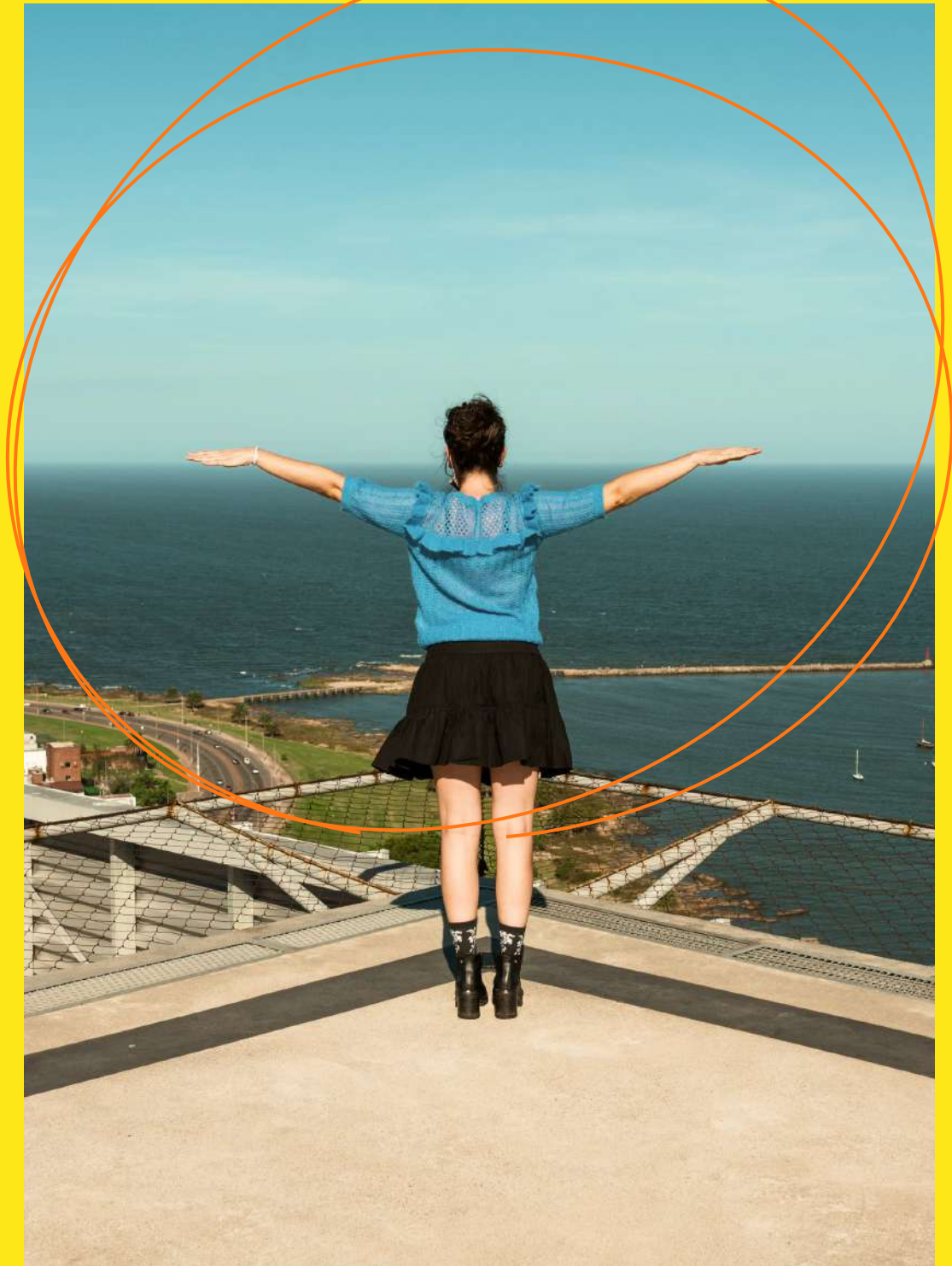




Innovative

Creative thinking drives us.

We encourage curiosity, learning, and changing things for the better. Creative thinking drives us and pushes us to challenge the status quo. Aim and purpose along with great dedication are key to delivering excellent work.





Courageous

We listen and openly speak up our minds!

Transparency, trust, and candid feedback are at the heart of our collaborative spirit. It takes a lot of courage to listen and speak up our minds honestly. We embrace improvement opportunities with confidence and intent.

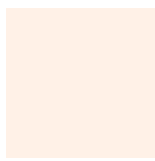


Brand Elements

Brand identity elements: our logo, isotypes and their correct use and applications.



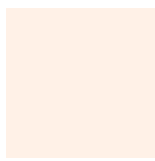
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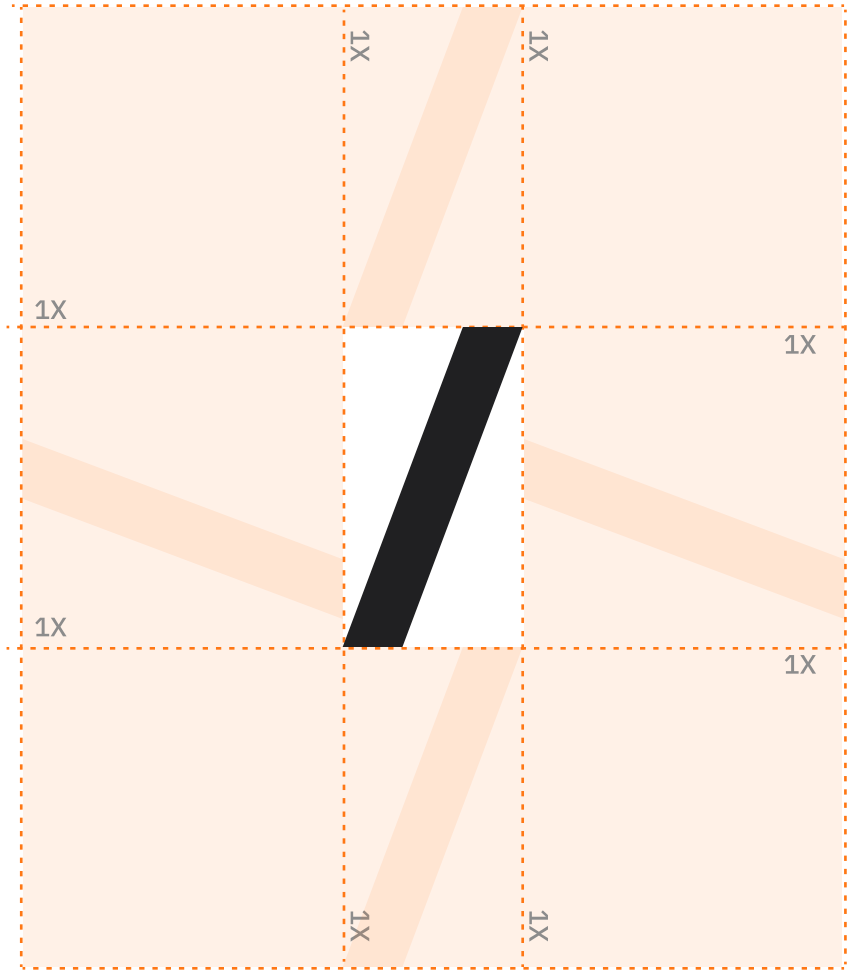
= Minimum Safe Area



x = Reference



= Minimum Safe Area





Main Logotype

This is our logo. It should be your main choice when possible.



Symbol (the slant)

This is the reduced version of our main logotype. You can use it in thumbnails, profile pictures, graphic pieces, and when there's very little space (square or circular).



Color Palette

Our color palette is fresh and vibrant.
Need to pick one?

Slantis is orange
and orange is Slantis.

“We don’t just use orange, we
own orange”

SLANTIS ORANGE
WEB #FF7700
CMYK: 0,64,95,0

VIBRANT YELLOW
WEB #FFE900
CMYK: 3,1,90,0

WHITE
WEB #FFFFFF
CMYK: 0,0,0,0

BLACKIE
WEB #202022
CMYK: 84,82,70,58

DEEP PURPLE
WEB #552497
CMYK: 82,96,0,0

PINKY
WEB #ED47B6
CMYK: 0,65,22,7

SKY BLUE
WEB #5BD9D6
CMYK: 56,0,22,0

GREENY
WEB #44C15D
CMYK: 0,69,0,86

Here's a guide on how to mix and match our colors and text. Also, the don't's. 🙅



DO

Use colors from the brandbook palette.



DON'T

Use colors from outside the brandbook palette.



DO

Mix colors of the palette with good contrast.



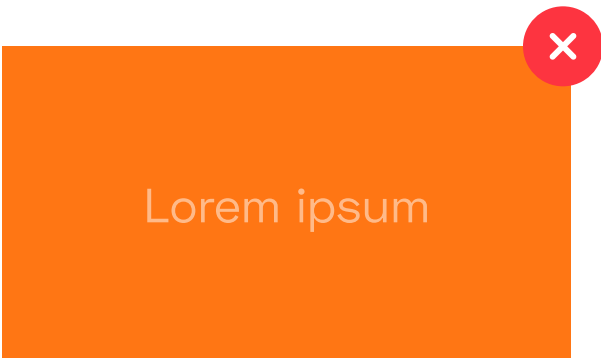
DON'T

Mix colors of the palette with bad contrast.



DO

Make sure there is sufficient contrast.



DON'T

Use transparent text.



DO

Mix palette colors in text and background.



DON'T

Use more than 3 colors in each composition.





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Art Direction



Brand graphic applications guidelines.



Introducing The Slant

66 Here's to the crazy ones. The misfits. The rebels. The troublemakers. **The Slant.** The round pegs in the square holes. The ones who see things differently. They're not fond of rules. And they have no respect for the status quo.

You can quote them, disagree with them, glorify or vilify them. But the only thing you can't do is ignore them. Because they change things.

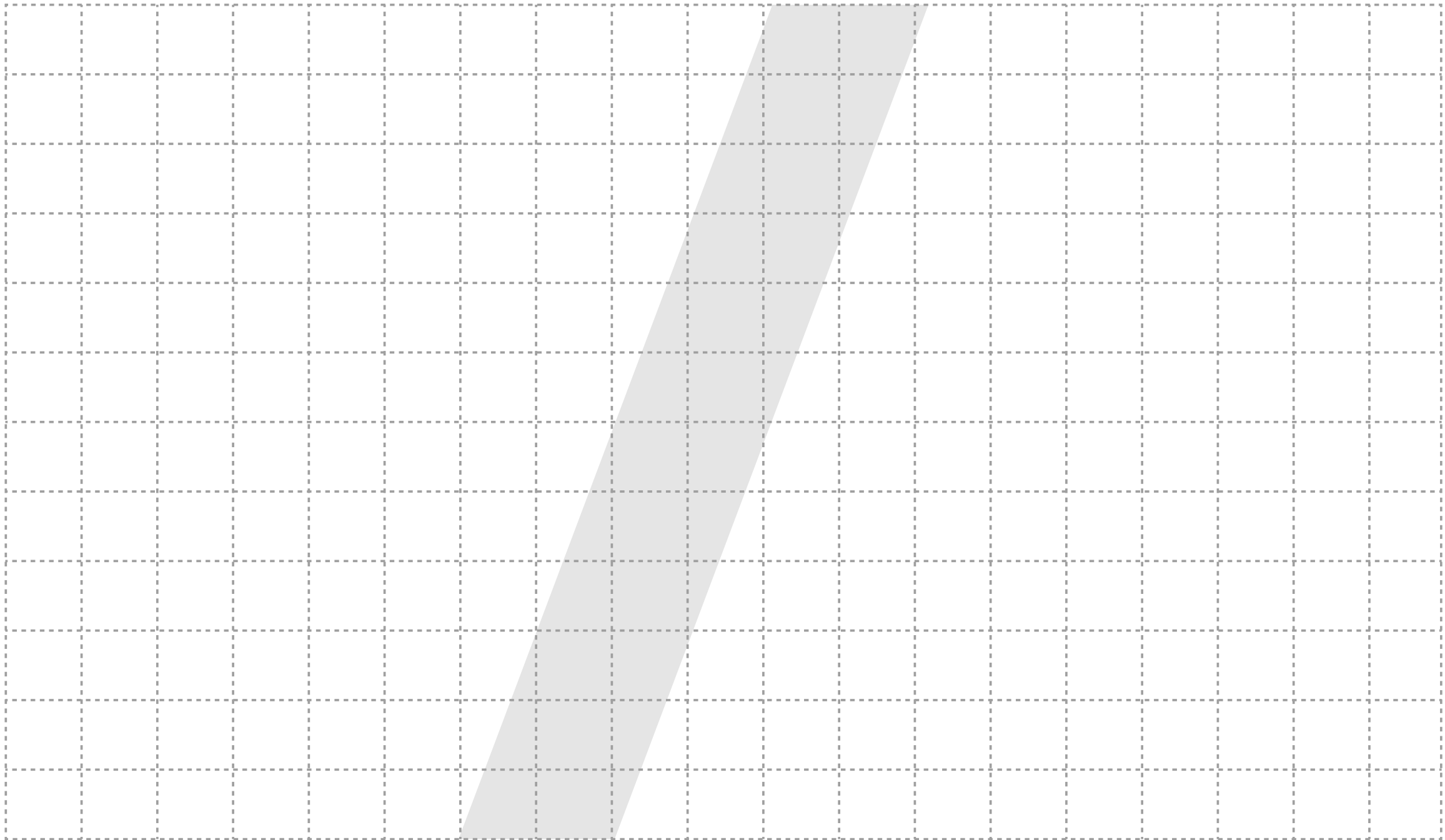
And while some may see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world, are the ones who do."

- Jack Kerouac + Slantis

The slant is our brand superstar.

THE SLANT GRID

We use the slant to
organize graphic elements
in a grid-like system.



Graphic Concepts

Lean on these concepts to effectively communicate the look and feel of our brand.

Vibrant

Create a look full of energy by using our typography and focusing on the brand palette's bright colors.

Bold

Bold graphic pieces must be innovative, creative and stand out.

Friendly

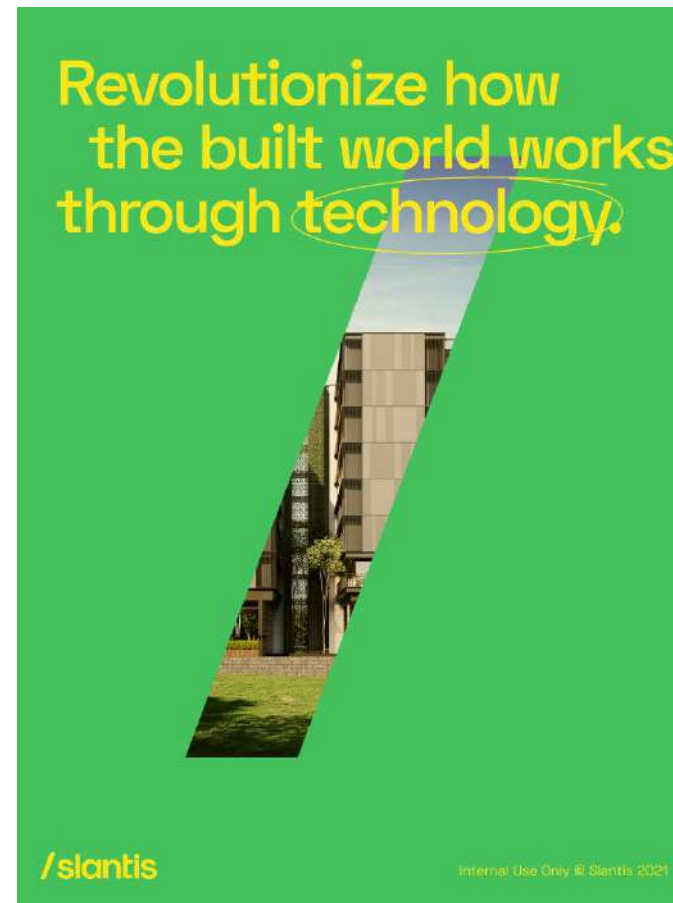
We connect with our community through a kind, reachable and familiar tone. Graphic pieces must reveal friendly spirit.

Vibrant



- ✓ Expressive use of color.
- ✓ Large typography.
- ✓ Slant presence.

Bold



- ✓ Bold and clear messages.
- ✓ Our work is the best thing since sliced bread.
- ✓ Use of 3D elements.

Friendly



- ✓ Use relatable images.
- ✓ Focus on copy or photography.
- ✓ Simple compositions.

Revolutionize how
the built world works
through technology.



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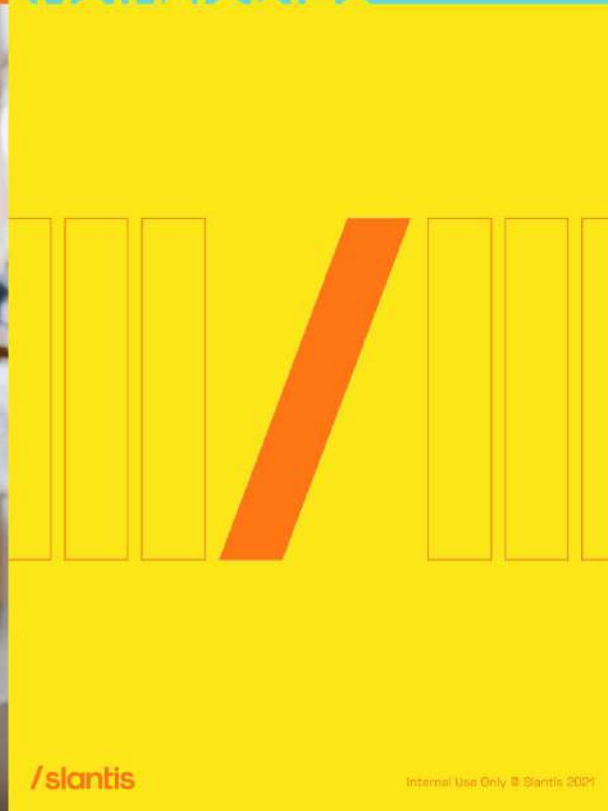
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PRESENTATION



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Culver City Rotary Plaza: Senior Housing

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that we can
develop their projects
costs and streamline production
with next generation use of bim
technology while architects focus
on expanding their company.

Awesome
~~Good~~ isn't
good enough

We are a cutting high-tech firm that helps
busy architects to develop their projects,
reduce costs and streamline production.

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Revolutionize how
the built world works
with high technology.



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Revolutionize
Revolutionize
Revolutionize
Revolutionize

Today's
Presentation



Revolutionize the
built world



++ hellohello

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about art direction or branding, please contact:
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