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## FOREWORD

The brand identity document is a synthesis of conversation with the founders, survey document and market/competitor study.

Since the organisation has already created the assets, the area of focus for the brand identity document was to refine the existing assets to a universal design standard and complying to all accessibility parameters.

Further the documents explores two distinct variations of visual direction to ensure individuality, which would be incorporated to the selected website template and other collaterals.

BRAND ATTRIBUTES

Culture -----	User -----	Voice ----	Feeling -----	Impact ----
Collaborative	Independent artist and bands	Bold and Conscious	Precise	High Quality
Innovative	Corporates	Young and Technical	Energetic and Effective	adaptable and adept solutions
Diverse	Celebrities	Nurturing	Inclusive	Dependability
Empathetic	Music Banners and Studios	Uniqueness	Efficiency and reliable	Value add
	Music Festivals		Edgy and Fun	Cutting Edge and out of the box
	Range - Global			

X- Factor

Quality over Quantity. Technical and Methodical Approach to projects irrespective of the its size



EXISTING ASSETS

The current logo may be centred overall but closer examination of the logo mark reveals that the mark tend to bottom heavy making the logo look unbalanced.

There are slight deviation in the angle of drop shadow of the making either ends not perpendicular.

Registered mark doesn't correspond to the overall logo syntax both in terms of size and placement.



CURRENT LOGO MARK



BALANCE



SHADOW ANGLE

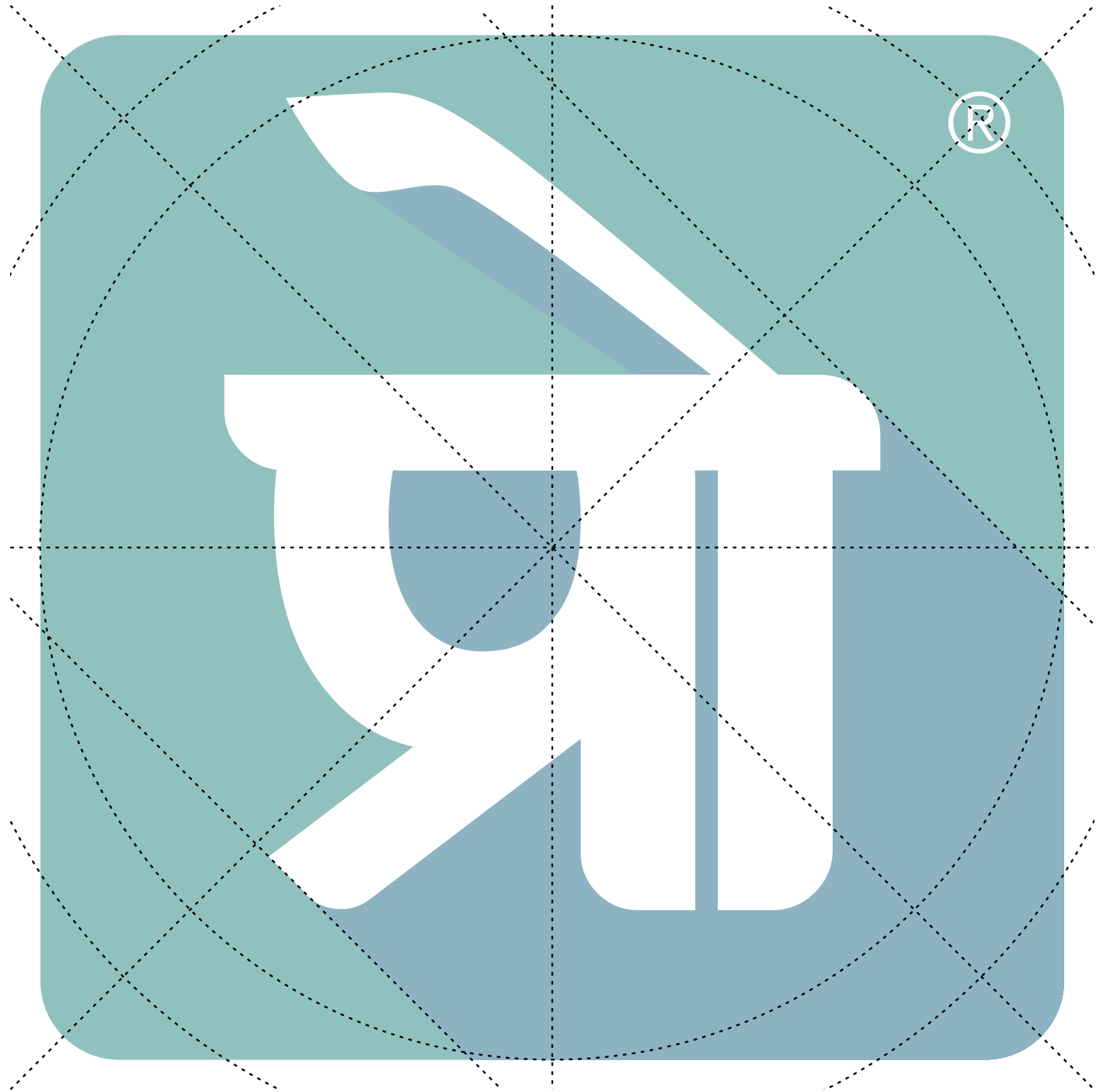


PROPORTION

REVISED ASSETS

Revised logo mark

parameters used - balance, proportion and correspondence



EXISTING ASSETS

The current word mark has a irregular kerning between letters making some of the letter spaces more than other making the word logo look incoherent.



CURRENT WORD MARK



IRREGULAR KERNING

REVISED ASSETS

Revised word mark  
cohesive kerning inbetween letters

proverse

proverse

proverse

REVISED ASSETS

Logo Variations

Logo variations aids the brand to use the logo mark and word mark to be used in varied surfaces, backgrounds (textures and patterns)and different mediums; ensure visual clarity and accesibility to the brand logos



COLOUR LOGO



INVERTED COLOUR LOGO



GREYSCALE COLOUR LOGO



REDUCED COLOUR LOGO



MONOCHROME LOGO



INVERTED MONOCHROME LOGO

REVISED ASSETS

Word Mark Variations

Logo variations aids the brand to use the logo mark and word mark to be used in varied surfaces, backgrounds (textures and patterns)and different mediums; ensure visual clarity and accesibility to the brand logos

proverse

COLOUR WORD MARK

proverse

MONOCHROME WORD MARK

proverse

INVERTED WORD MARK

REVISED ASSETS

LOGO RESPONSIVENESS

Altering the logo components and detailing to achieve responsiveness on mediums and reduce scaling related issue.

>350px  
Full Logo System



350 -200 px  
Logo Mark or  
text mark Only



200-50 px  
Logo mark without  
shadow or monochrome  
word mark

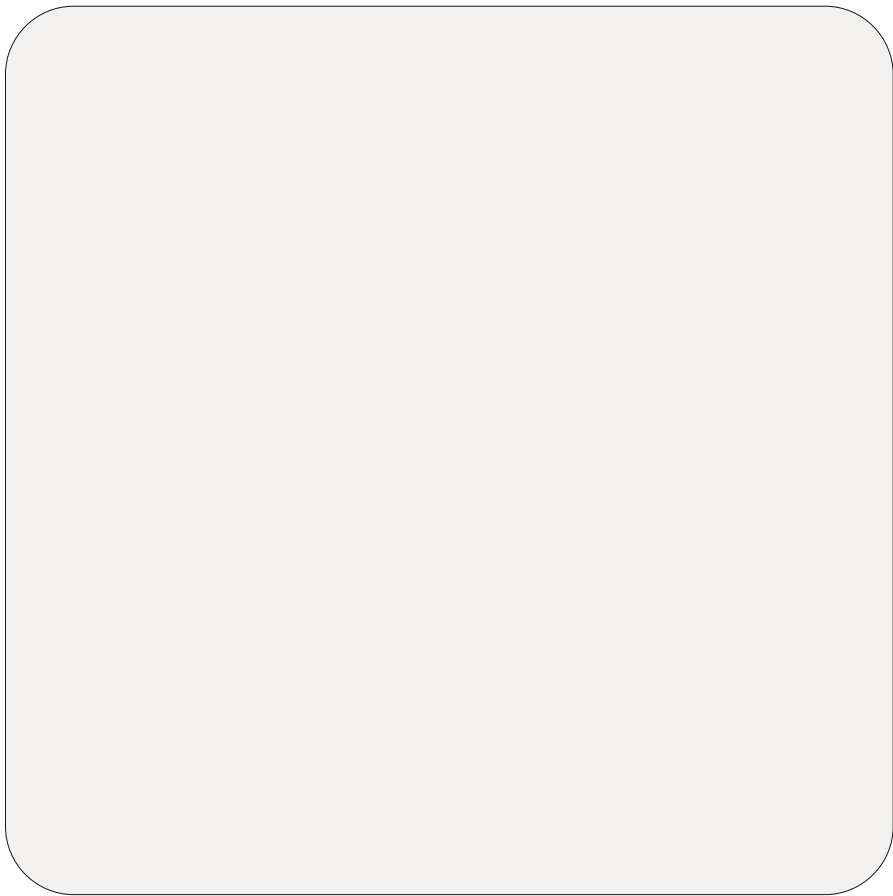


< 50px  
Only logo  
shape



VISUAL IDENTITY

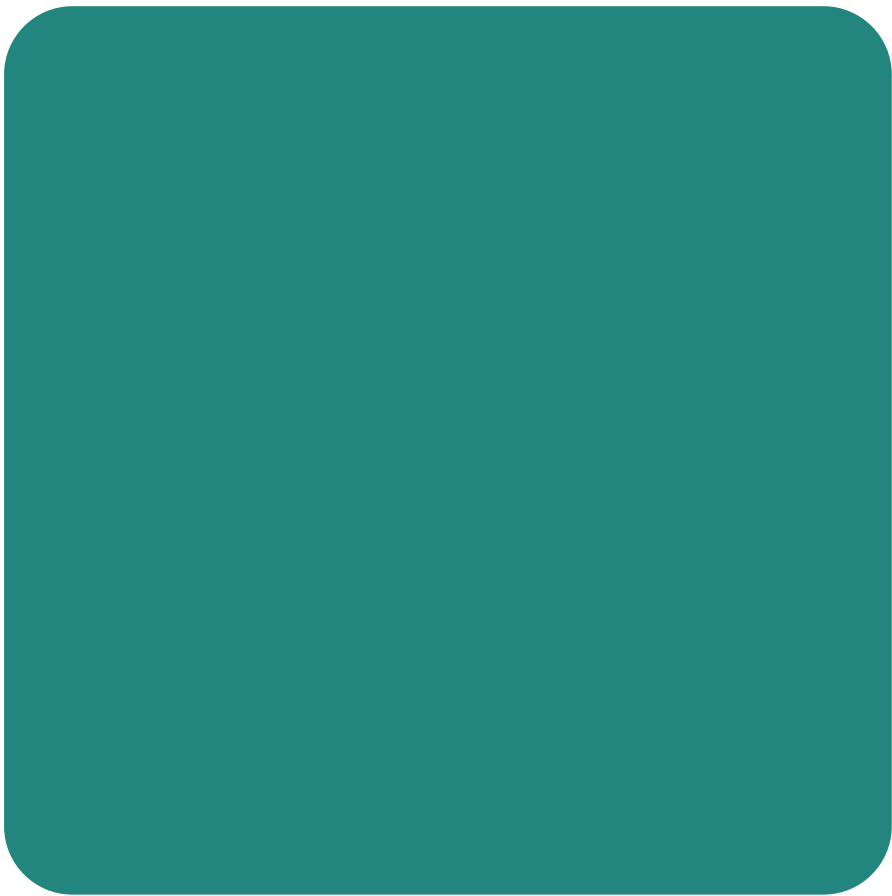
Brand Colors



F3F1F0

R - 243  
G- 241  
B- 240

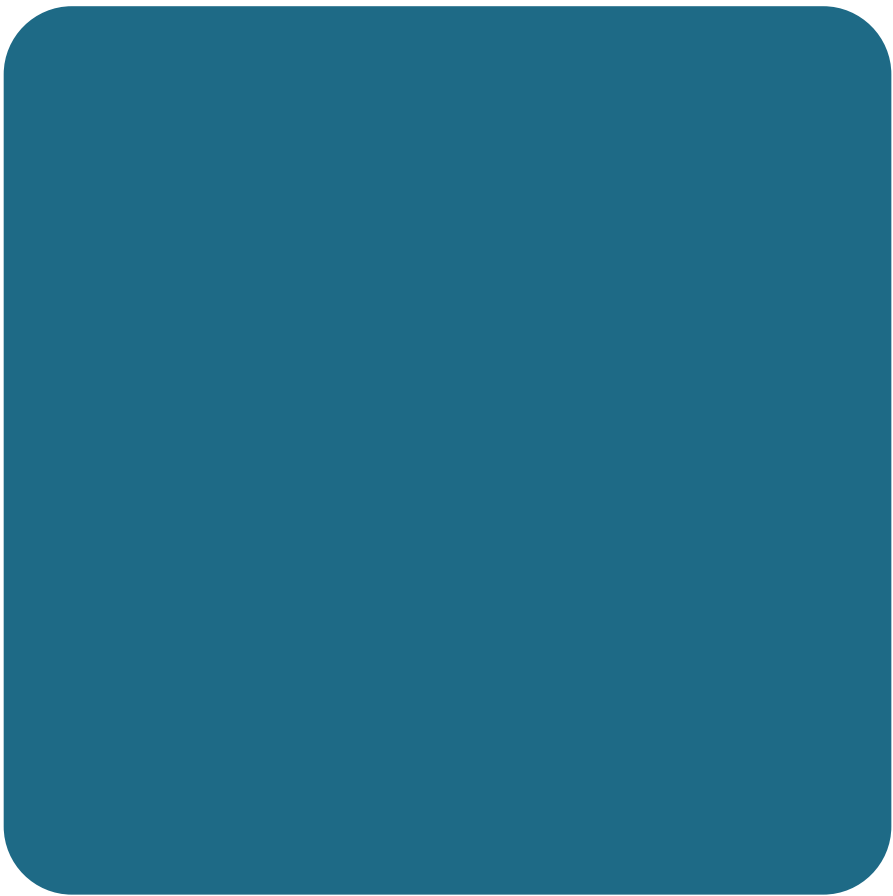
C- 5  
M-5  
Y -5  
K- 0



22857E

R - 34  
G- 133  
B- 126

C- 18  
M-15  
Y -50  
K- 25



1E6A86

R - 30  
G- 106  
B- 134

C- 80  
M-30  
Y -20  
K- 35



VISUAL DIRECTION - 1

SHADOWS

Inspiration







# Lorem Ipsum

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[Know More](#)







# Lorem Ipsum

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**Date: 24.10.2021 | Venue: incididunt**



# proverse

Media Pvt Ltd

# John Doe

Director

A: #123, Street name, Area,  
Locality, City (State) - 000000, Country

M: +91 987654321  
E: example@gmail.com

# Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis varius quam quisque id diam vel. Sit amet consectetur adipiscing elit ut aliquam purus sit. Vitae purus faucibus ornare suspendisse sed nisi lacus sed. Aliquet nec ullamcorper sit amet risus. Nibh nisl condimentum id venenatis a. Est lorem ipsum dolor sit amet consectetur adipiscing.

## Lorem Ipsum

## Lorem Ipsum

## Lorem Ipsum





# proverse



TYPEFACE

Sora Family

Sora, meaning sky in Japanese, is a typeface family commissioned for the Sora decentralized autonomous economy focused on empowering projects that benefit society. Soramitsu, the developer of Sora, is a Japanese technology company specializing in blockchain development and well-known for creating the first central bank digital currency.

Sora typeface was designed to capture Soramitsu's spirit and heritage resulting in a type family with cues of low-resolution aesthetics and early screen typography but without nostalgia, as every decision was considered towards the crisp digital environment of today. The particularly big x-height combined with evidently generous counters turns the family into a convenient tool for app and web interfaces, where clarity and effectiveness at any size is an imperative.

Title

>Lorem Ipsum

Heading 1

>Lorem Ipsum

Heading 2

>Lorem Ipsum

Heading 3

>Lorem Ipsum

Paragraph 1

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Paragraph 2

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis varius quam quisque id diam vel. Sit amet consectetur adipiscing elit ut aliquam purus sit. Vitae purus faucibus ornare suspendisse sed nisi lacus sed. Aliquet nec ullamcorper sit amet risus. Nibh nisl condimentum id venenatis a. Est lorem ipsum dolor sit amet consectetur adipiscing. Ac turpis egestas sed tempus urna. Condimentum id venenatis a condimentum vitae sapien pellentesque. In hac habitasse platea dictumst quisque sagittis purus sit amet. Morbi tincidunt ornare massa eget egestas purus viverra accumsan in.

VISUAL DIRECTION - 2

ICONOGRAPHY

Inspiration







# LOREM IPSUM LOREM IPSUM LOREM IPSUM

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Know  
More






# LOREM IPSUM

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[Know More](#)







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consectetur adipiscing elit,  
sed do eiusmod tempor incididunt

**Date: 24.10.2021**  
**Venue: incididunt**





## JOHN DOE

Director

M: +91 987654321  
E: example@gmail.com



A: #123, Street name, Area,  
Locality, City (State) - 000000, Country



# LOREM IPSUM

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**Date: 24.10.2021**  
**Venue: incididunt**





TYPEFACE

COUTURE

SChase Babb created the Couture font out of Chanel's handwriting, and she later copyrighted it. It is a clean font that is versatile, readable, and scalable, which are marks of an incredibly effective logo design.

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