



Brand Guidelines

ImmVRse Meaning

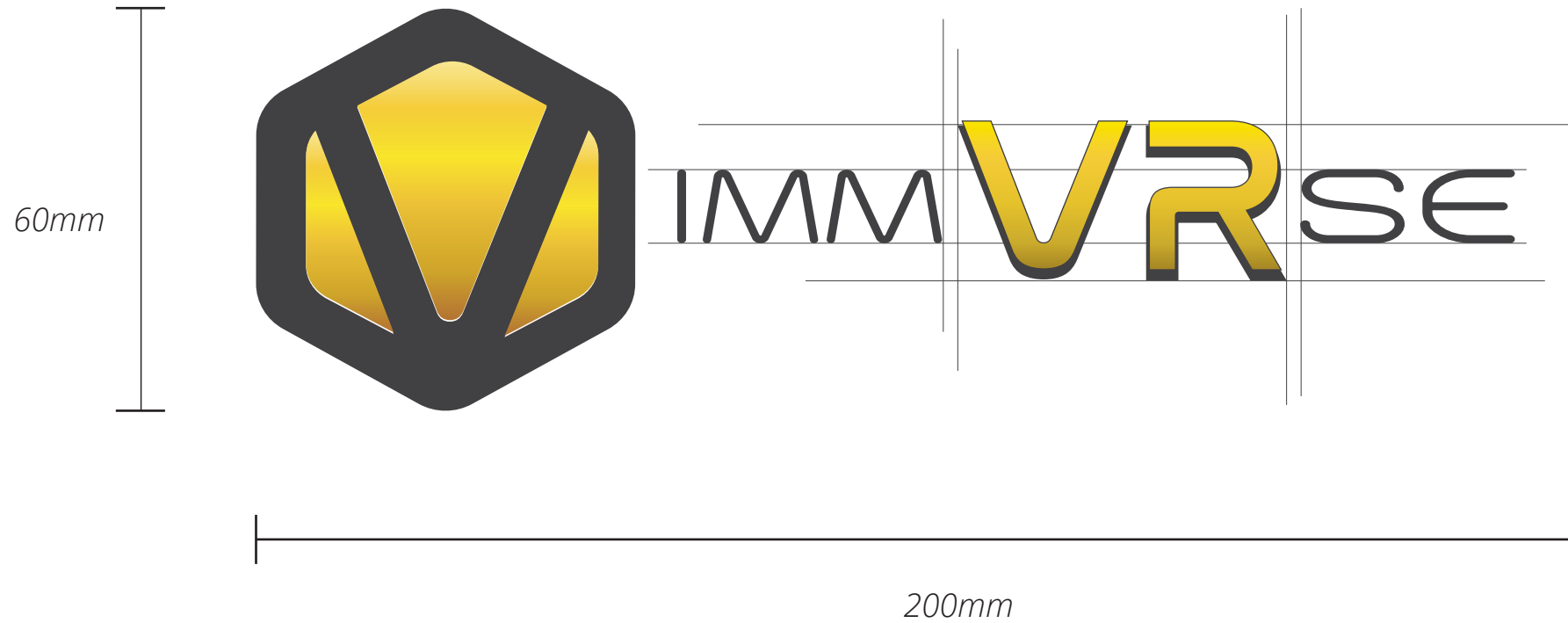


Understanding the meaning of the logo is a critical part to this brand guideline. ImmVRse logo consists of two symbols, first is the hex shaped object that defines the logo for the token. It consists of another gold rounded hex shape in the middle that cuts through by a “V” shape. By using gold throughout our branding, we symbolise extravagance, richness and prosperity, that empowers and illumites the path towards success.

The second part is the text ImmVRse, a word derived from “immerse”. By replacing VR with e, we ought to present the immversiveness of virtual reality using the brand name. VR has been capitalised to focus on empowerment of VR, in order to show the world that we are working with towards the future of entertainment and corporate media.

Having gridlines on a logo is unusual, however, the these lines represent the touch and care taken to design; pixel precise focus that was given to the identity while developing it. Overall, it also symbolizes that the team has focus and strength to execute ideas with care and effectiveness.

Logotype



*Size Reference: 200mm x 60mm
Page Size: A4
Orientation: Portrait
Resolution: 300dpi
Software: Adobe Illustrator*

The visibility of the lines in the background is important, except when the identity is used on a small space and a dark background.

Spacing Guidelines



In order to preserve the integrity of the logo, it is significantly important that the user leaves sufficient spaces on all sides to preserve infringement of the identity. The minimum space around the logo should be horizontally 1/6th of the logotype.

Tone of Voice

Immersiveness

Disruption

Powerful

Colour Guidelines

ImmVRse Logo



ImmVRse Token Symbol



ImmVRse Brand Colours



C0	C18	C0	C14
M0	M32	M17	M17
Y0	Y98	Y87	Y89
K90	K3	K7	K0

ImmVRse Font and Type

TRENCH THIN
OPEN SANS

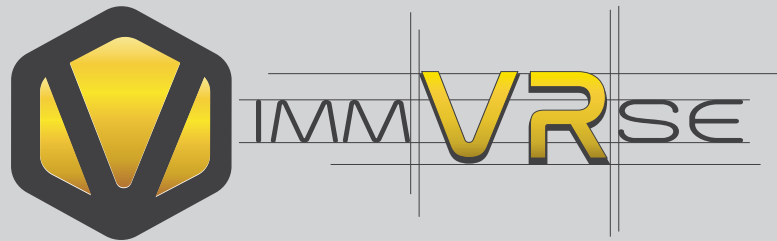
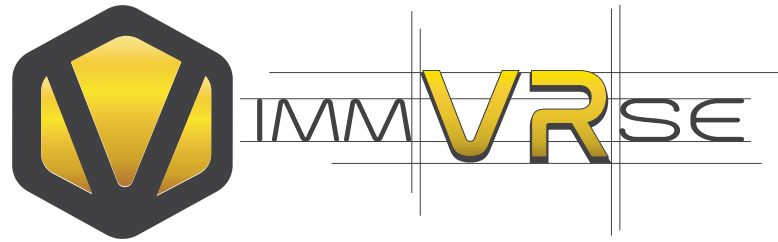
Background Outlooks



Token Symbol



Landscape Identity



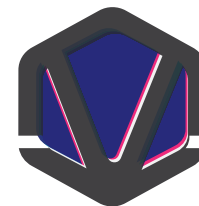
Portrait Identity



Previously Proposed Designs



ImmVRse Logo



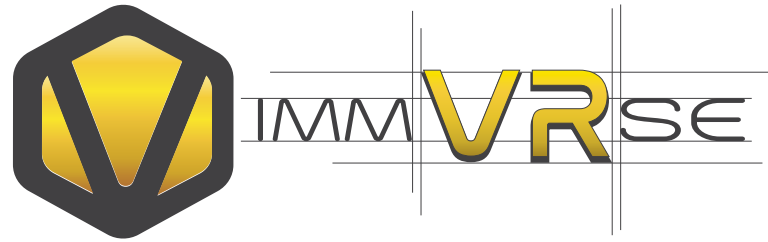
ImmVRse Token

Preferred Backgrounds

CO MO YO K5

CO MO YO K90

Typeface



The typeface for the logo consists of multiple fonts. However, 3 variations of Open Sans has been used consistently throughout the brand, including website.

While using the brand name, the "I" at the beginning and "VR" should be in capitalised form, while the entire text must in regular form. As different typefaces are used in different websites, here are some of the typical examples of ImmVRse in different fonts:

Georgia: **ImmVRse**

Times New Roman: **ImmVRse**

Roboto: ImmVRse

Arial: **ImmVRse**

Calibri: **ImmVRse**