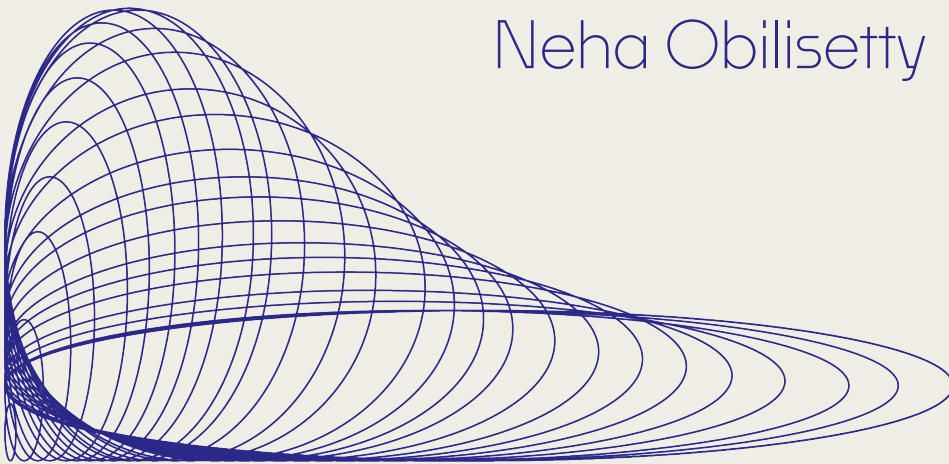


COSMIC

Visual Identity Guidelines

Neha Obilisetty



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Overview

At COSMIC, our mission is to inspire and support personal growth, spiritual exploration, and self-discovery. We strive to provide an immersive online experience that empowers individuals to enrich their spiritual journey through cutting-edge technology and community.

- Virtual-reality guided meditation events
- Online community and chat servers
- Online record of journaling, manifestations, daily affirmations

Brand Values

Community

We foster a supportive and engaging community where members can connect, share, and learn from one another on their spiritual paths.

Positivity

We're committed to cultivating an atmosphere where optimism, encouragement, and growth thrive.

Personal Development

Through our immersive online platform and supportive community, we enable personal transformation and spiritual exploration.

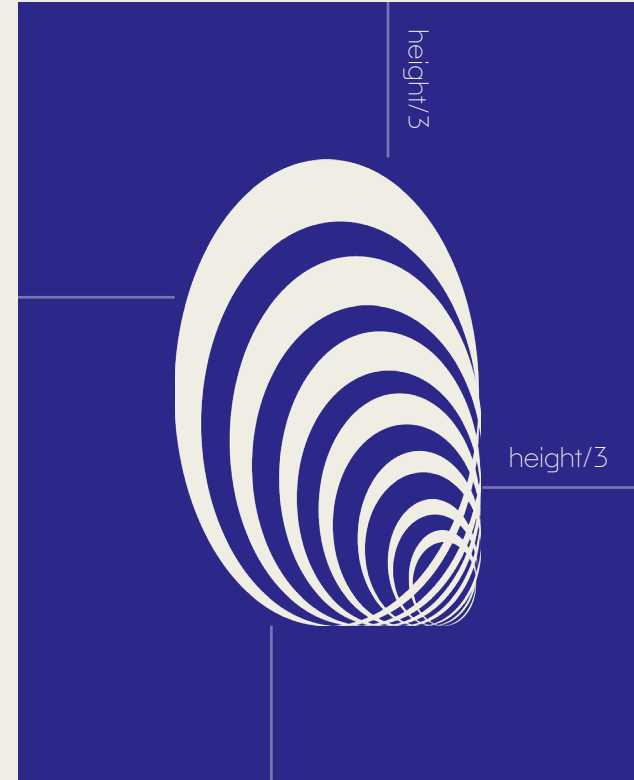
Mindfulness

We strive to empower individuals to cultivate a deeper awareness of themselves and the world around them.

Graphic Mark

The Vortex is constructed using a repetition of ellipses, reminiscent of outer space as well as a spiral. A vortex is a gateway for energy and a spiral is a symbol of spiritual awakening, and this modern take gives the graphic mark a futuristic feel. The vortex represents the entrance for the user's spiritual journey.

Graphic mark on both a light and dark background



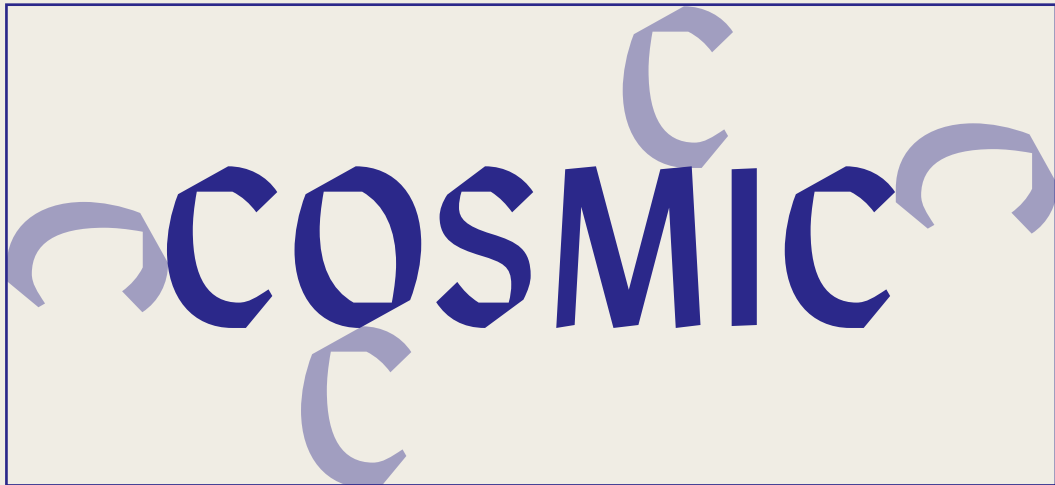
Word Mark

Word Mark is constructed in all capitals using the typeface "Manofa Condensed Light".



COSMIC

Clearspace



Lockup

Lockup is constructed from replacing the O in the word mark with the graphic mark.



Lockup on dark background

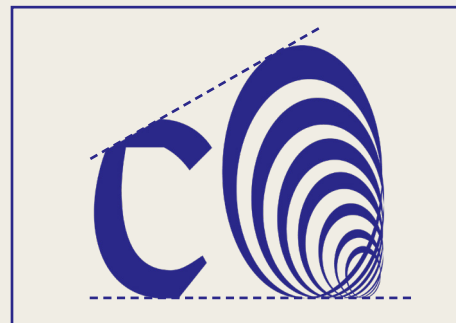


Lockup Construction

Clearspace

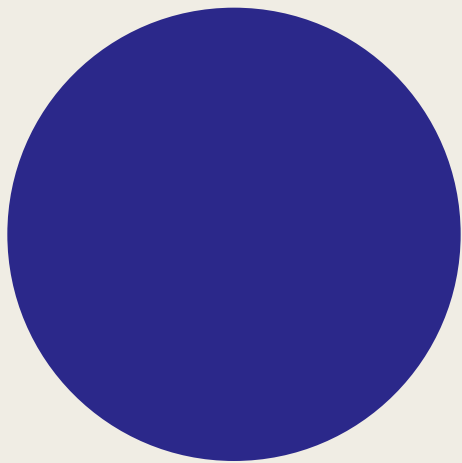


The height of the graphic mark within the lockup is determined by the angle used in the typeface.

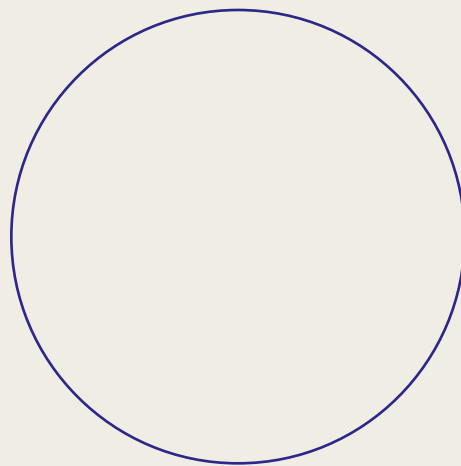


Color

COSMIC blue is the primary color as well as the EGG SHELL white. The dark navy, teal, and gray are secondary colors, used for backgrounds.



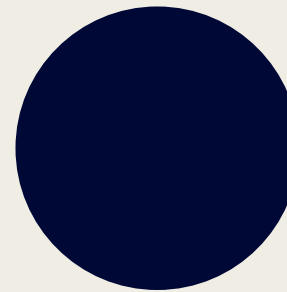
R 42
G 40
B 137
HEX #2E2D88



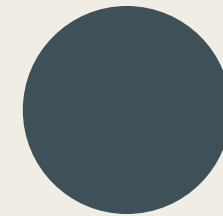
R 240
G 237
B 228
HEX #F0EDE4



Gradient from EGG SHELL white to COSMIC blue. Shades can be used to add depth in designs if necessary.



R 0
G 8
B 53
HEX #000835



R 62
G 81
B 88
HEX #3E5158



R 182
G 182
B 182
HEX #808080

Color Usage

Any color may be used for the background.



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



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

The lockup, word mark, graphic mark, and typography must all be in either COSMIC blue or EGGHELL white depending on background color in order to maintain high contrast.



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



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

Typography

Manofa Condensed Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Manofa Condensed Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Manofa Condensed Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typography Usage

Typography Hierarchy

**H1 Headlines Manofa
Condensed Light
36 pt / 30 pt leading**

**H2 Headlines Headlines Manofa Condensed Light
18pt / 24 pt leading**

H1, H2, H3, body copy, caption type
styles

Body Copy Noka Light

14 pt / 16.8 pt leading

Aruptaqu ibusdae presciis anim audamus, sediaeriatum vent,
conserum enim culloru mquibusda sequi doluptatem que lit om-
nissed maximint quiamendist.

Body Copy for smaller font sizes Noka Medium

12 pt / 14.4 pt leading

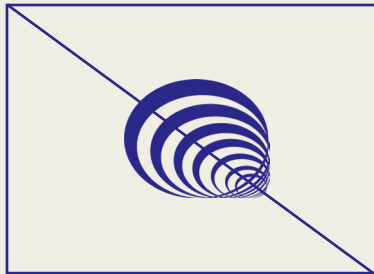
Aruptaqu ibusdae presciis anim audamus, sediaeriatum vent

caption detail Noka Light

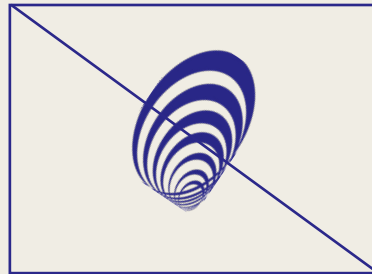
10 pt / 12 pt leading

Inis earum utem faccaep taepro venis nim quis rereptat doluptas dem-
poreius explabo.

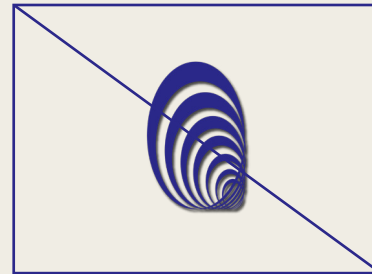
Graphic Mark: Misuses



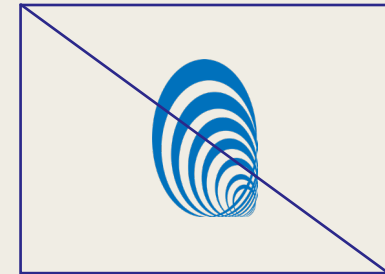
Don't distort the graphic mark.



Don't rotate the graphic mark.



Don't add a drop shadow to the graphic mark.

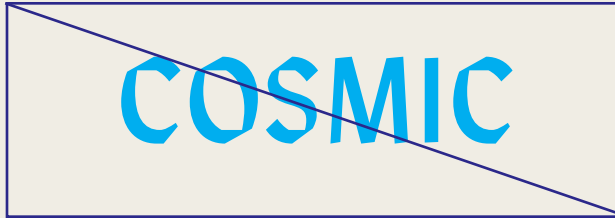


Don't change the color of the graphic mark.

Word Mark: Misuses



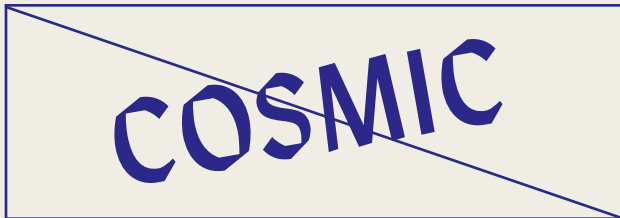
Don't change the font weight.



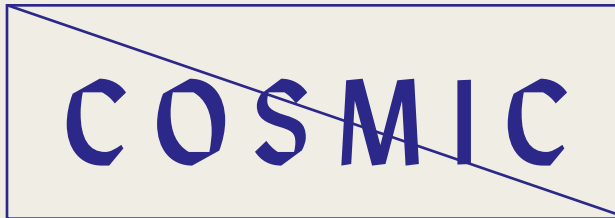
Don't change the font color.



Don't add a stroke to the word mark.



Don't rotate the word mark.



Don't change the tracking of the word mark.

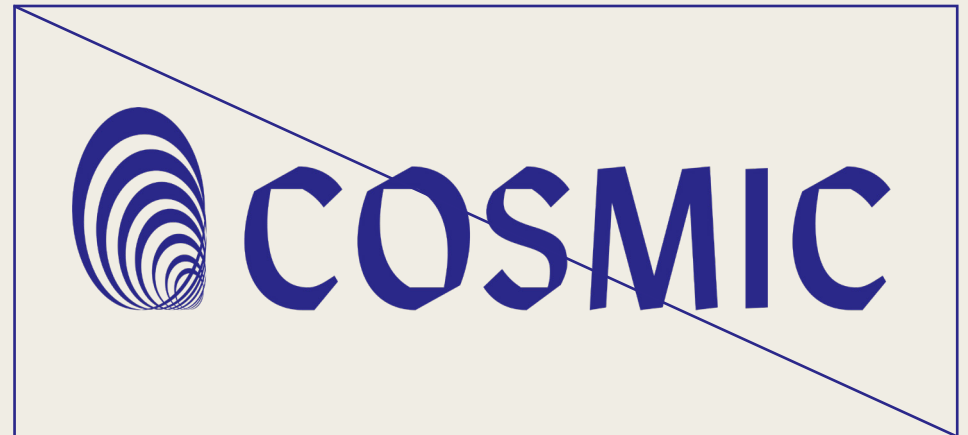


Don't change the font from Manofa Condensed Light.

Lockup: Misuses



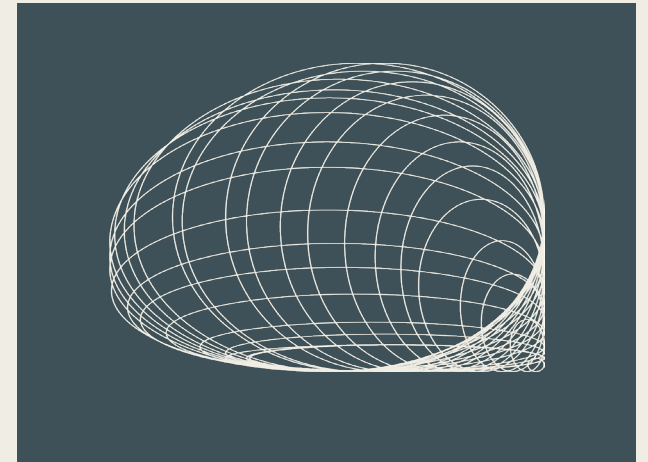
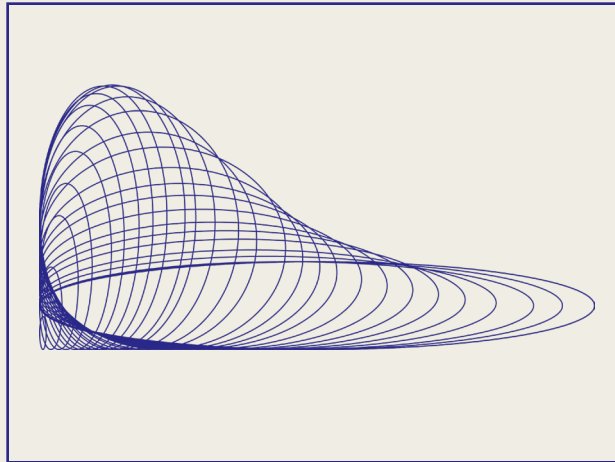
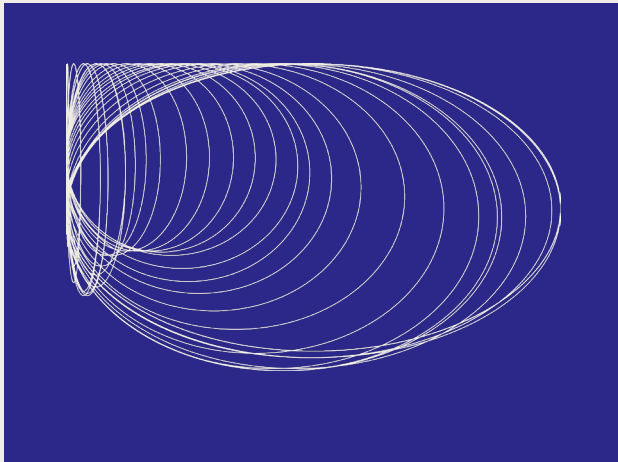
Don't change the size of the graphic mark.



Don't construct a horizontal lockup.

Visual Elements

Wireframe illustrations are elements that can be utilized for more interesting visual design. Any color from the color palette can be used as long as there is a high contrast from background color. Stroke weight must be consistently 1 pt. Abstract shapes made up of ellipses can be used to frame corners and wireframe illustrations of objects can be used as imagery.



When creating abstract visual elements, they must be comprised of ellipses only, and not rectangular or other shapes. The ellipses should not be exceedingly overlapping each other to prevent the appearance of a thick stroke.

Mockup

Mockup of loading screen on smartphone.



Mockup

Mockup of series of posters in the city.



Questions?

Contact Neha Obilisetty
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