

B R A N N E

Imagination is the
only Limitation



Brane

Brand Book

This guide shows the way to achieve consistency and quality in the expressions of our brand's identity

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Composition



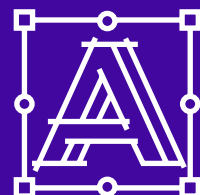
Brand Name



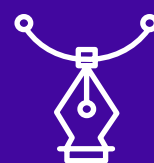
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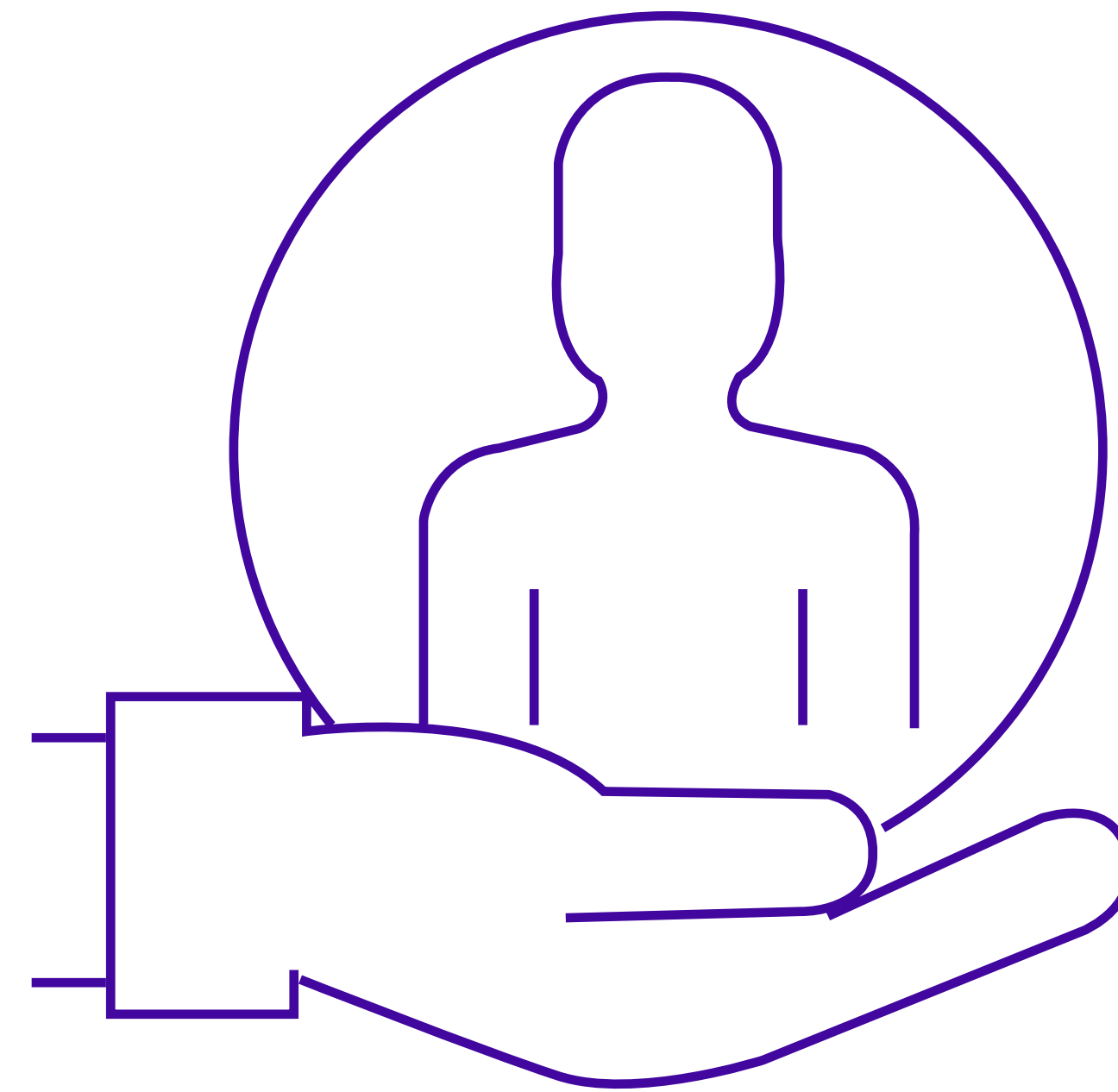
Motion Graphics



Trademarks and Copyrights

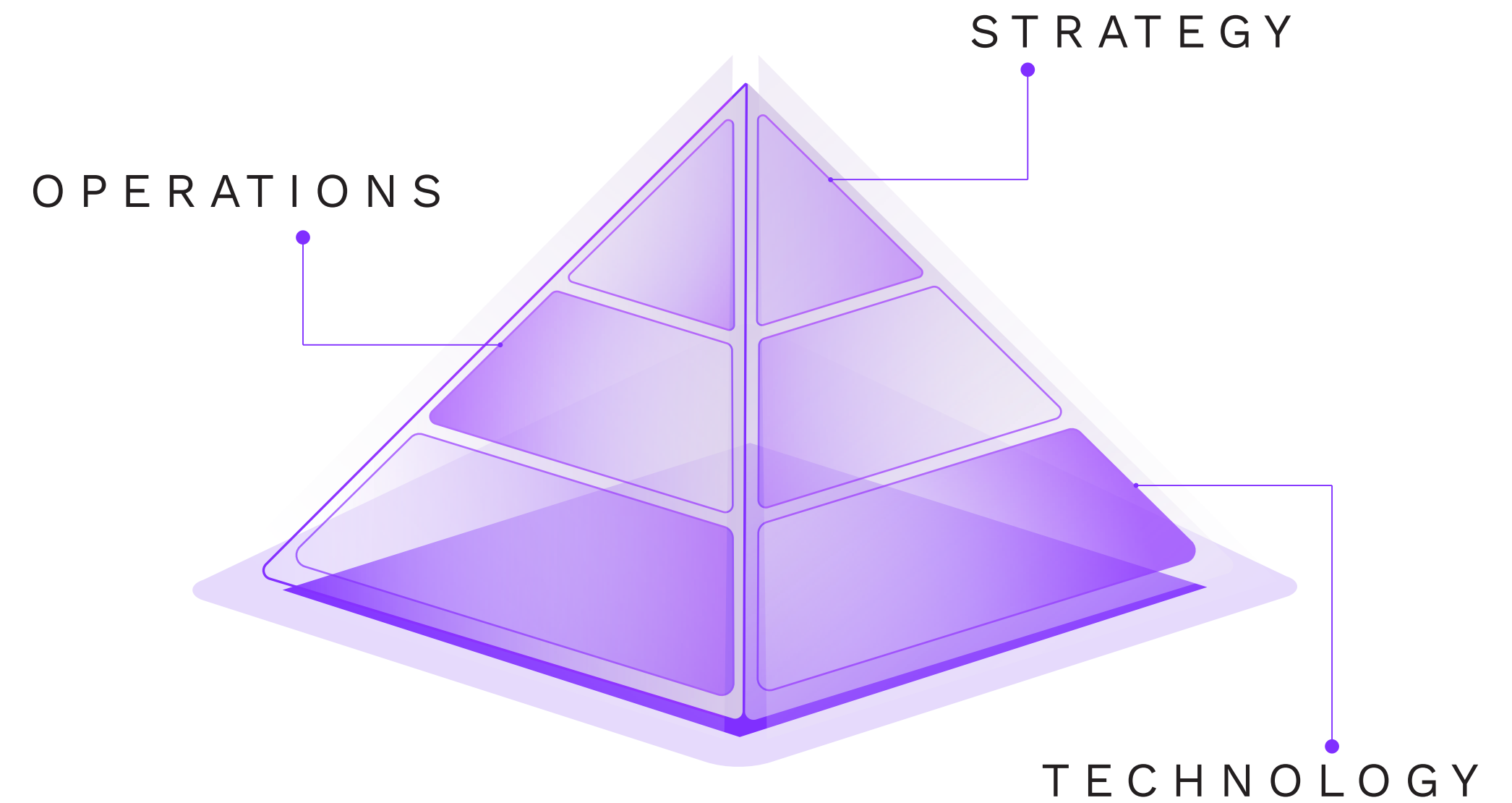
Tenets Foundation

Our Mission
Our Vision



Our Mission

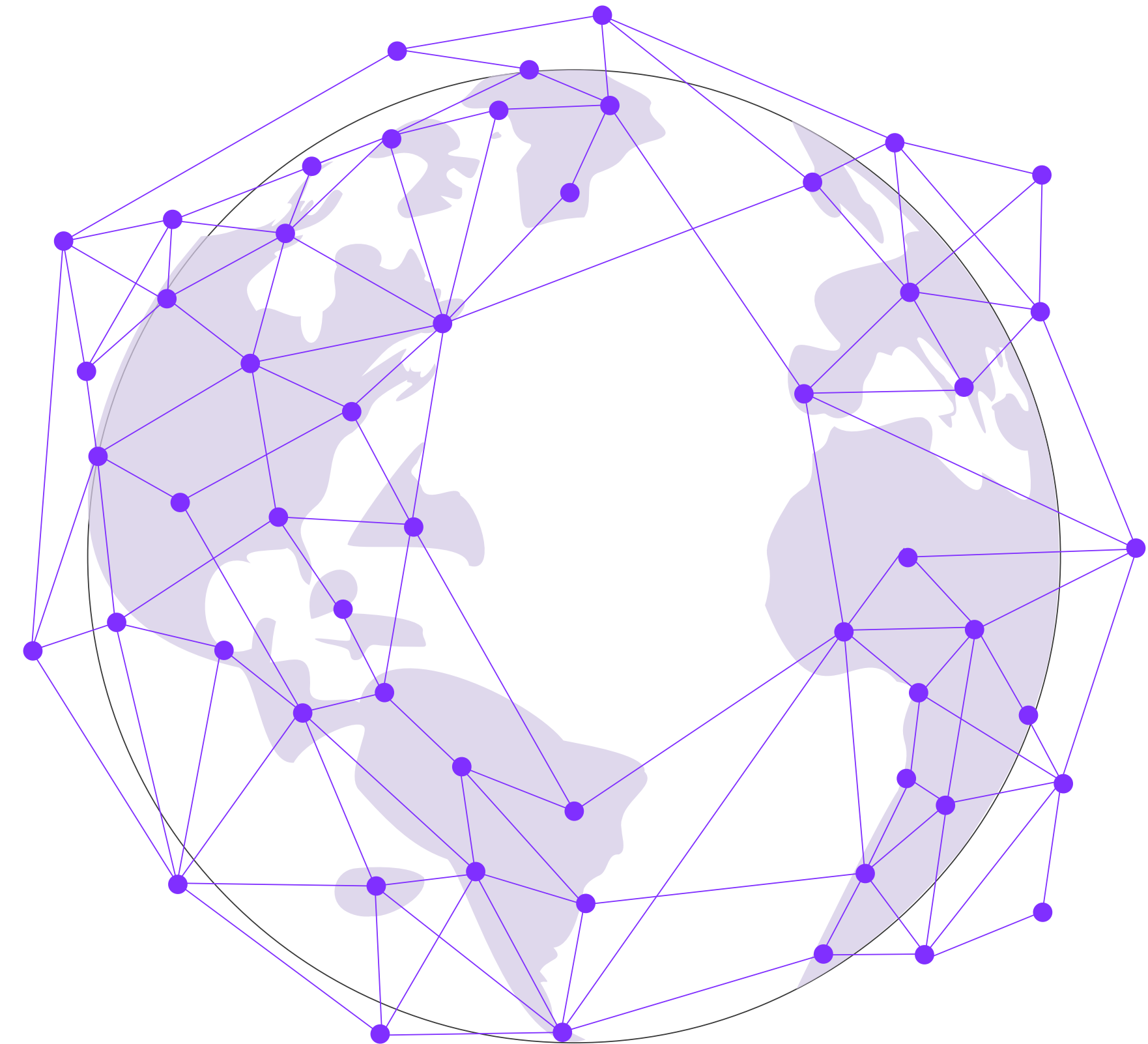
Brane pioneers a transformative era in technology interaction. We aim to infuse digital intelligence across organizations by leveraging our cutting-edge digital agents and AI. Rooted in diverse scientific principles, our revolutionary framework simplifies the alignment between strategy and operations. This empowers a 21st-century enterprise to navigate complexities and forge a seamless path toward efficiency and success.



Our Vision

Our vision is to emerge as the global leader in strategic excellence by harnessing profound knowledge spanning diverse principles and transformative solutions. Our paradigm-shifting solutions are anchored in the essence of fractal-like patterns and string theory principles,

seamlessly establishing a synergy between strategy and operations by infusing digital intelligence. We aim to unleash the infinite potential of disruptive technology, transcending limitations and generating boundless possibilities for enterprises worldwide.



Our Story

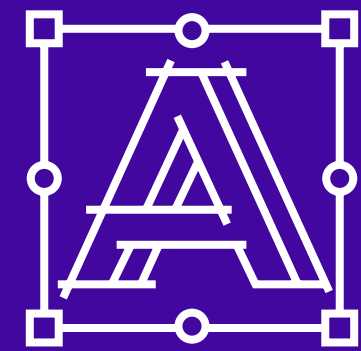
Brane's genesis lies in high-energy physics, specifically String theory, where 'membrane' originally signified 2-dimensional particles. This boundary, rife with transformative potential, emerged as a building block of possibility, carrying the information to understand the evolution of the universe. This profound knowledge led to the birth of our company, Brane. Much like the universe's most fundamental elements combine to form intricate structures, we merge knowledge and action to create uber-innovative solutions.

We infuse each piece of information with vitality, effectively bridging the abstract and the tangible. Staying true to our name, we seamlessly harmonize existing infrastructure with futuristic possibilities.

Within this dynamic fusion, Brane emerges as a nexus of boundless potential, a realm where knowledge, innovation, and transformation effortlessly intertwine.

BRANE



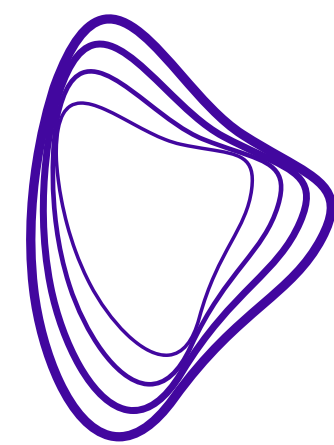


Logo

1. Overview
2. Tagline
3. Primary Logo
4. Secondary Logo
5. Construction
6. Clear space & Exceptions
7. Color & Scale
8. Placement
9. Unacceptable
10. Acceptable
11. Applications
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Overview

Our logo embodies the core principles of our identity, drawing inspiration from the self-replicating property of fractals found in nature, such as galaxies and snowflakes. This intricate pattern recurs seamlessly across scales, symbolized by a single motif in our logo. It reflects our core belief in the similarity of patterns and structures across different levels of organizations, empowering us to create maximum value. The iteration of the pattern takes on the semblance of a two-dimensional membrane, its outline evoking a string's silhouette - symbolizing our name Brane, rooted in the concepts of string theory and membrane theory.



B R A N E | Igniting Knowledge



Tagline

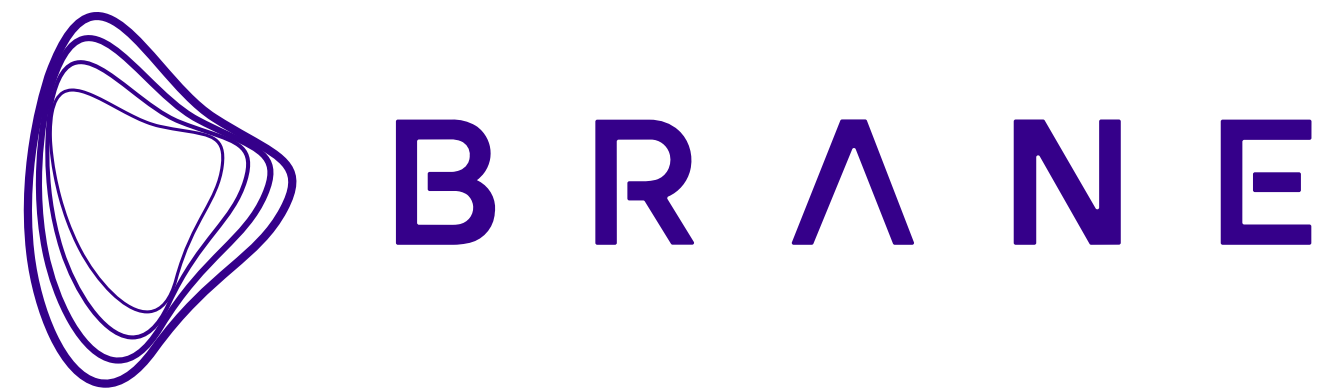
We are not just a technology company; we are the architects of transformation. With 'Igniting Knowledge' as our beacon, we breathe vitality into every facet. 'Igniting Knowledge' is our substance where 'igniting' signifies our unwavering commitment—to breathe life into knowledge, power it with technology, and accelerate knowledge at the speed of light. Knowledge isn't a static entity; it's dynamic, embodied in solutions, learning, and research. It fuels solutions across domains, stitched into the fabric of how the world works. Learning is not merely a process for us but a harmonious interplay of absorbing knowledge and comprehending its depth. Our research, akin to alchemy, breathes life into existing applications, raising current practices to the highest echelons of best

Igniting Knowledge



Primary Logo

Our primary logo seamlessly blends the company name with a captivating symbol. It exudes a futuristic appeal that perfectly encapsulates our core values and vision. The carefully crafted letters with elegant, smooth edges strike a balance between a friendly and appealing aesthetic while imbuing a sense of futurism. To cater to our design objectives, our principal logo will incorporate variations in both horizontal and vertical orientations.



Secondary Logo

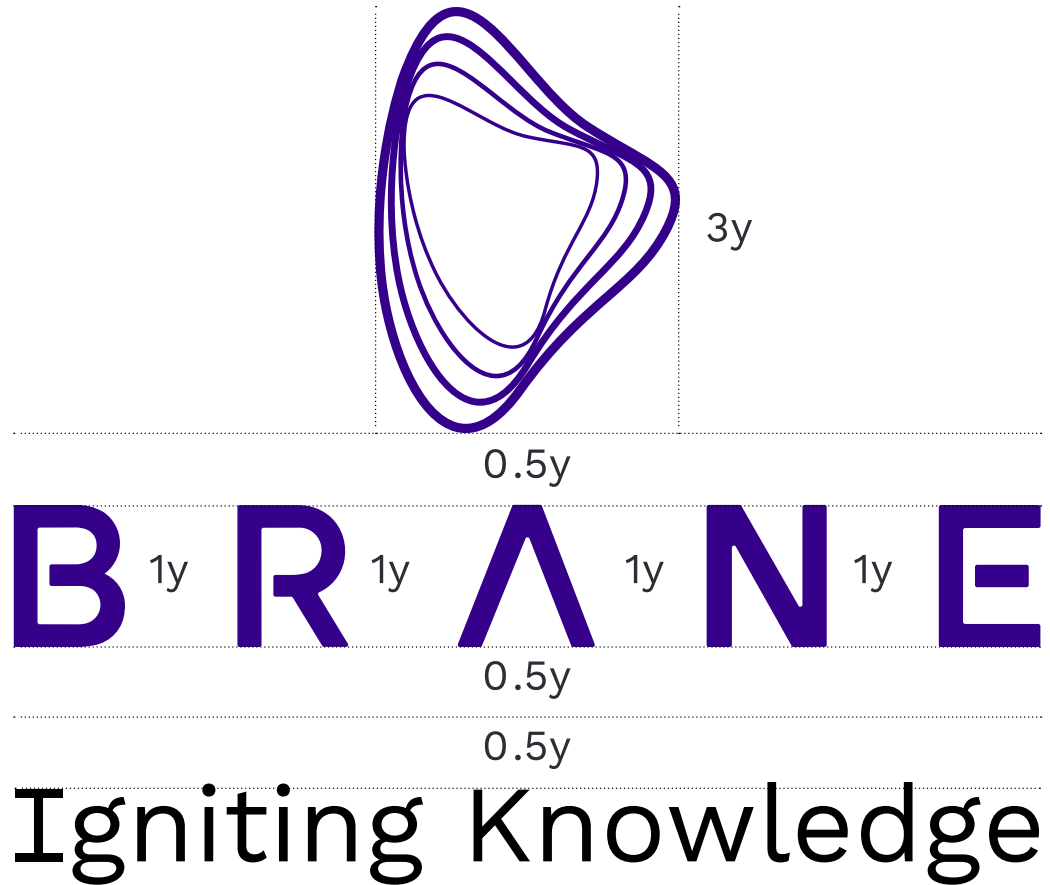
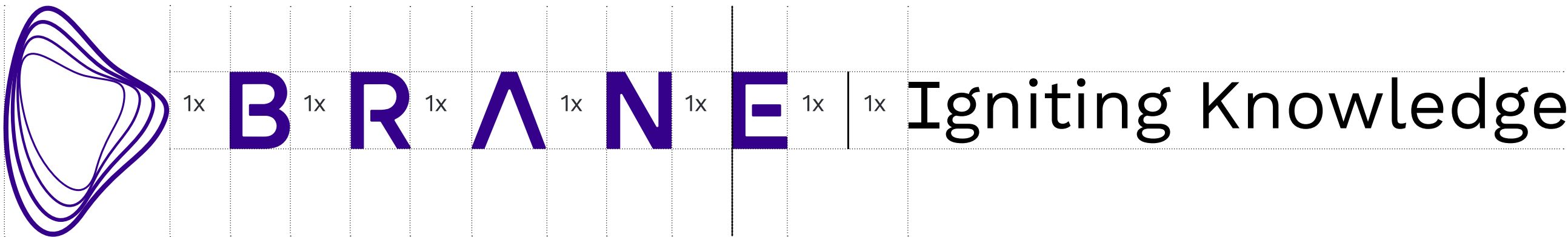
In certain design contexts, the primary logo may not fit or display optimally. In such situations, we introduce our secondary logo. It showcases the swirl pattern that embodies the essence of our brand. This minimalist design retains the core elements of our brand identity, offering versatility and adaptability.



Primary Logo

Construction

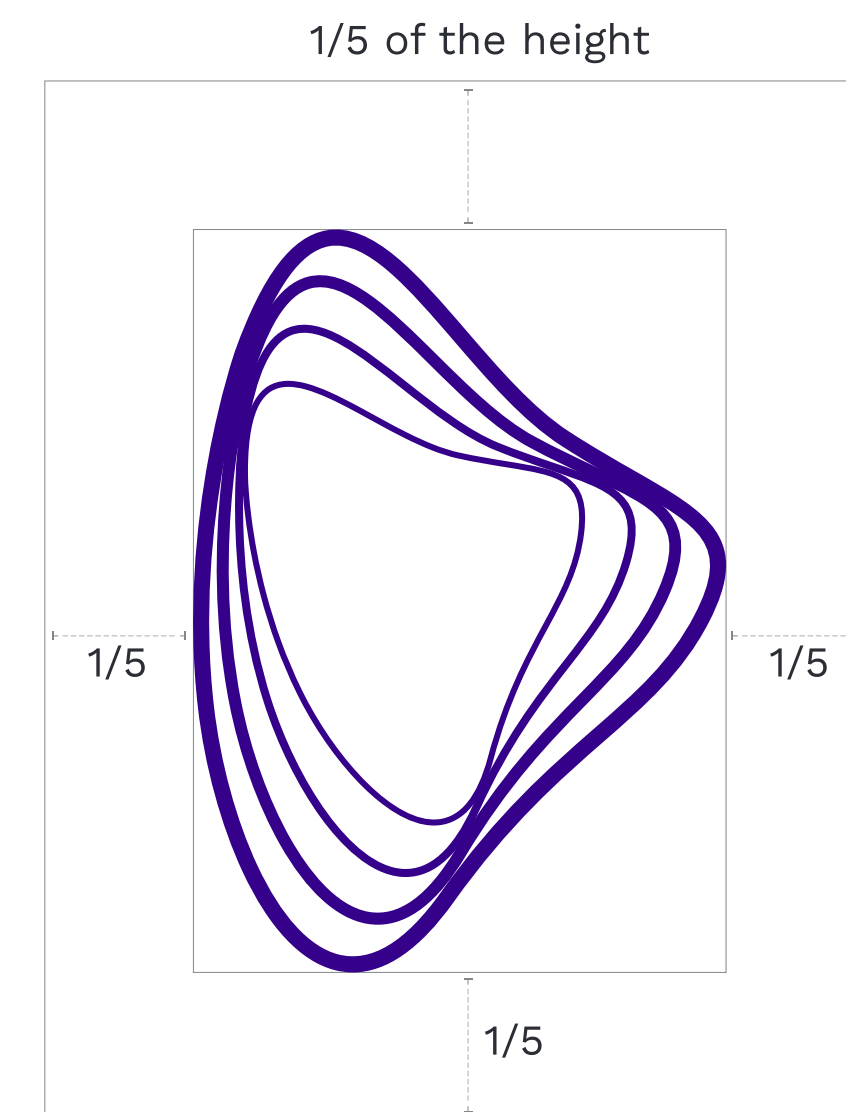
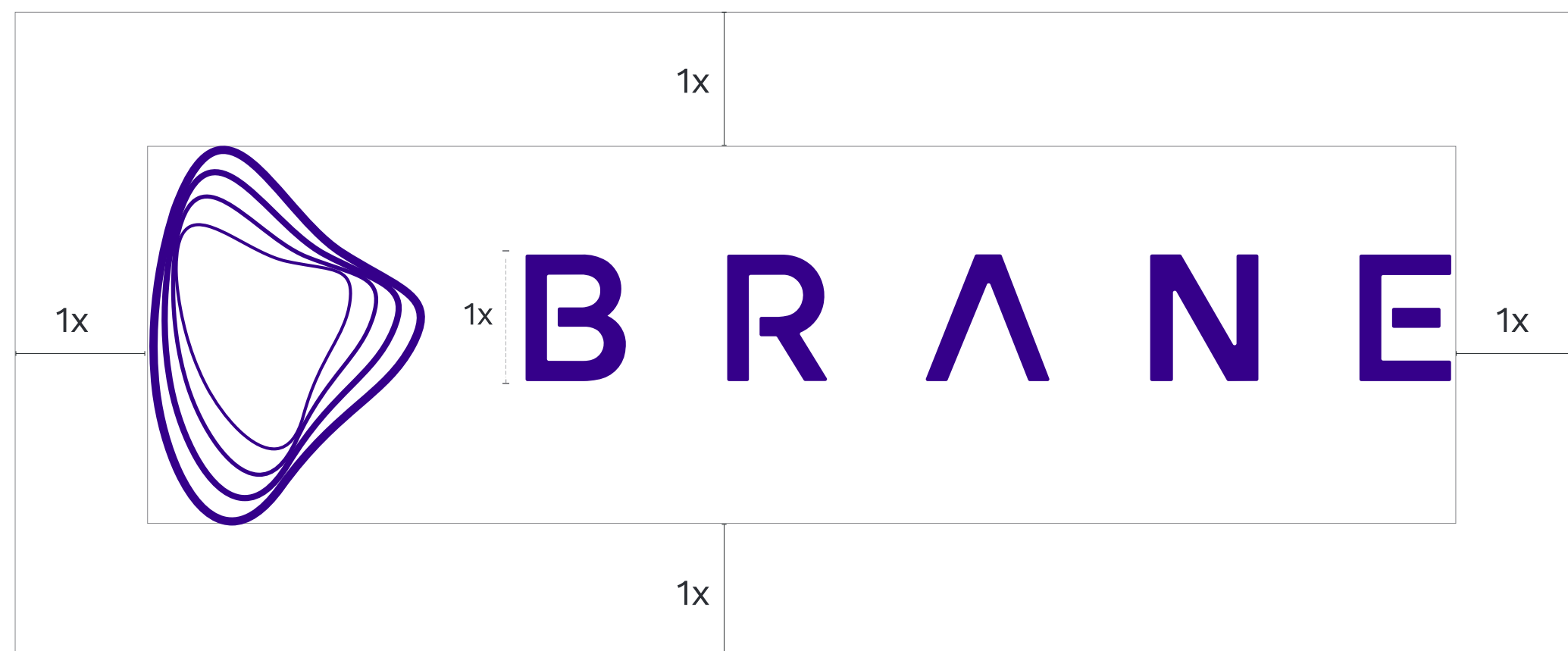
The primary logo is thoughtfully designed with absolute attention to detail, ensuring a well-defined and evenly spaced slate. In the horizontal layout, the letters are equally spaced, with a width that is same as the size of the letters to enhance readability and visual appeal. This deliberate design approach enhances legibility and adds a touch of elegance to our brand representation. The space between the logo and the letter 'B' is 1x, which is equivalent to the width of the letter 'B'. The height of the swirl is 3y which is three times the height of 'B'.



- 1x = B width
- 1x gap should be maintained between the letters
- The height of the swirl is 3y which is three times the height of 'B'
- Tagline should be centrally aligned to the 'BRANE' letters

Clearspace

Clearspace around the primary logo is equal to the height of 'B', which is taken as 1x. This is done in order to isolate the logo from other visual elements. In the case of secondary logo, the padding will be equal to 1/5th of the height of the swirl.



Clearspace

Exceptions

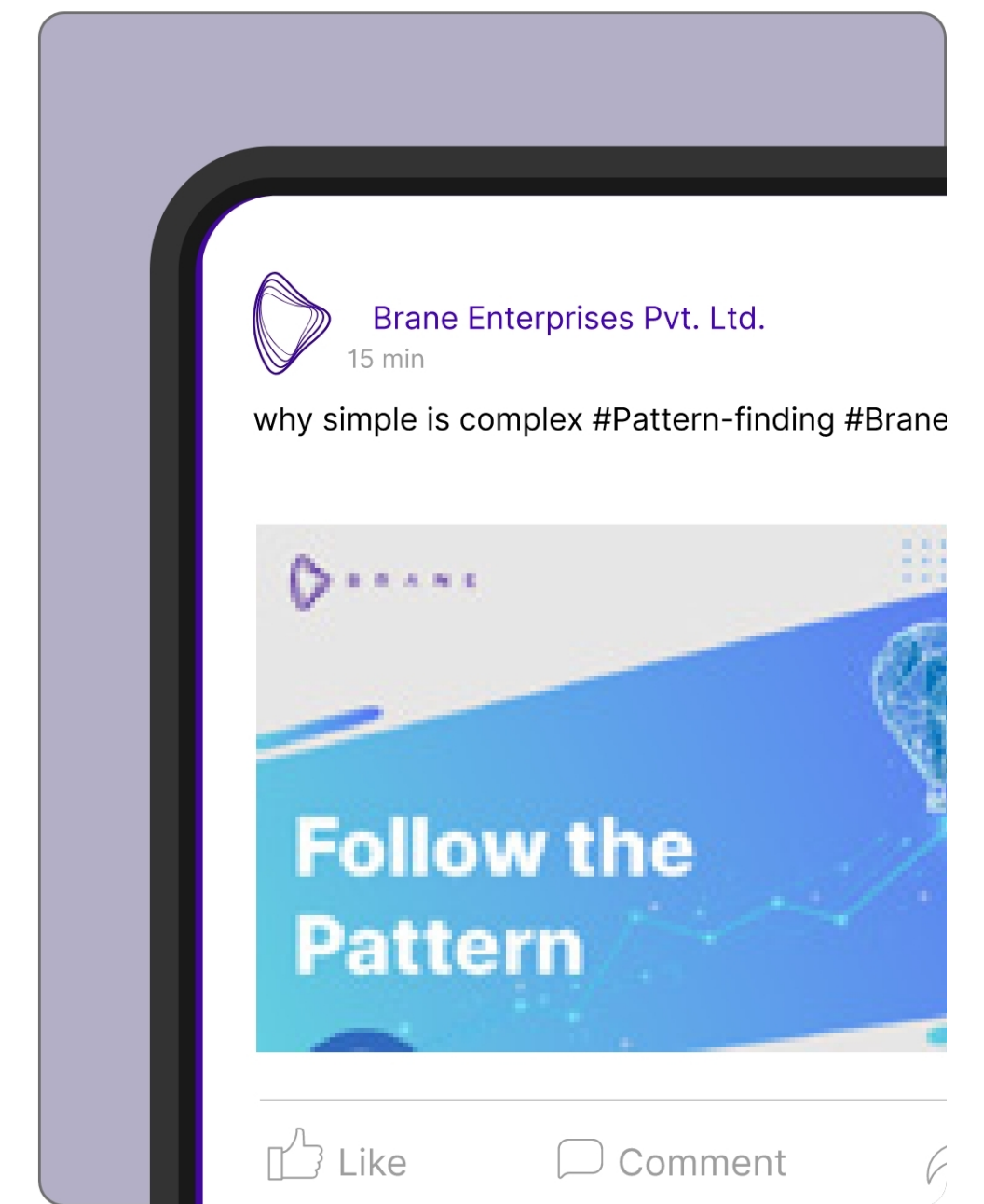
In certain cases, our logo may need to be adjusted to suit different types of communication. For instance, the size of the logo will vary depending on whether it is used for app icons or signages.



App Icon



Signage



Social Icon

Logo

Color

Our logo's elegant and monochromatic scheme echoes the very essence of our identity. The logo colors, a beautiful blend of blue and purple, embody our brand's futuristic outlook. It makes a bold statement about our commitment to innovation and showcases our sense of imagination, confidence and success.

#35008b



B R A N E



Logo Color

When placed on white or light-colored backgrounds, our logo will retain its primary color. However, on black or dark-colored backgrounds, the logo will be all white, enhancing the emphasis on the letters in the logo. In rare cases, an all-black version of the logo may be used on specific backgrounds to ensure that our logo adapts harmoniously to various design contexts.



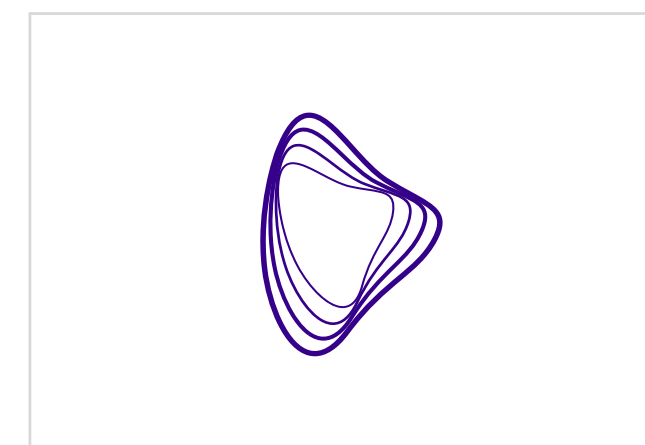
Normal background



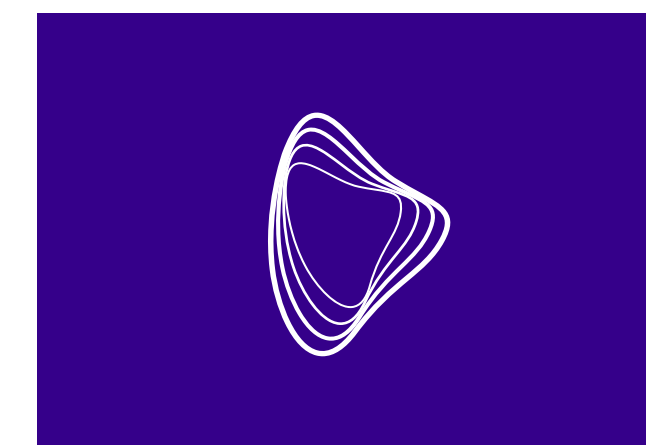
Reversed background



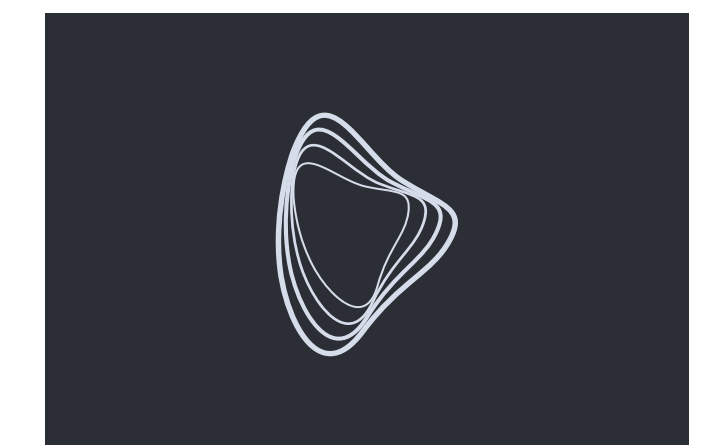
Reversed background



Normal background



Reversed background



Reversed background

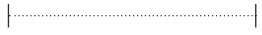
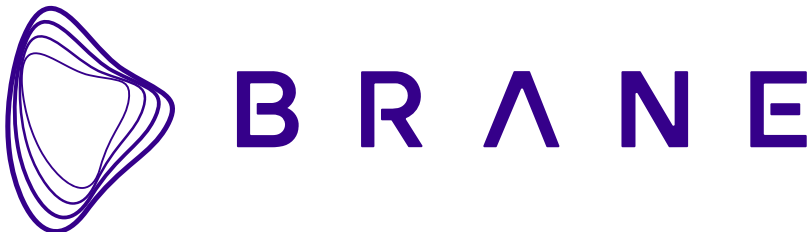


Logo

Scale

Our logo is carefully crafted to be scalable, allowing it to maintain its visual integrity even at smaller sizes on both print and screen. When employing the logo in horizontal alignment, the recommended minimum size is 96 pixels in width for digital use, and 1 inch (2.54 centimeters) in width for printing. In the case of the logo's vertical alignment, the smallest suggested size is 96 pixels in width for digital use, and equivalently, 1 inch (2.54 centimeters) in width for printing.

Min 96 pixels for digital or
Min 1 inch for print



Min 96 pixels for digital or
Min 1 inch for print

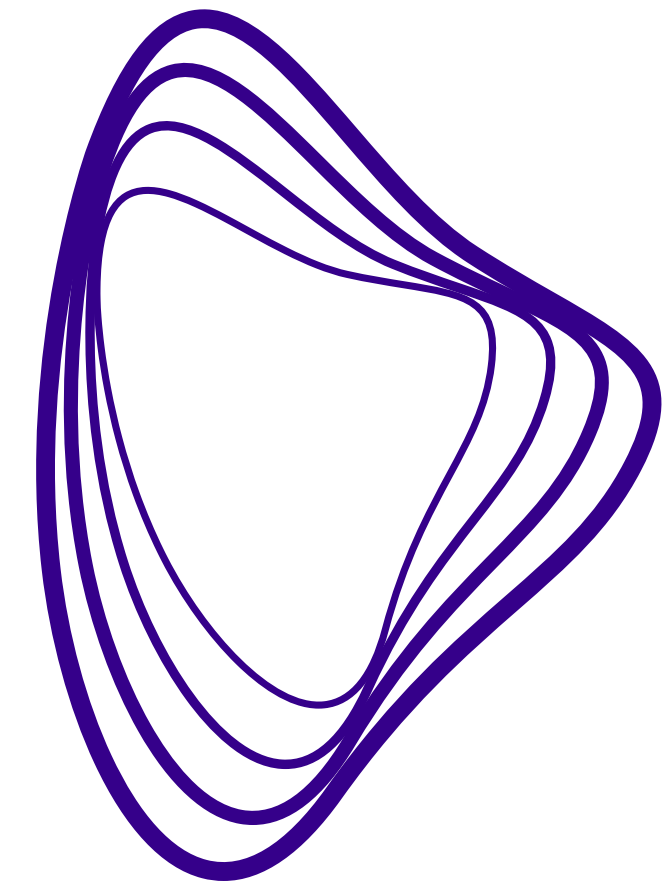
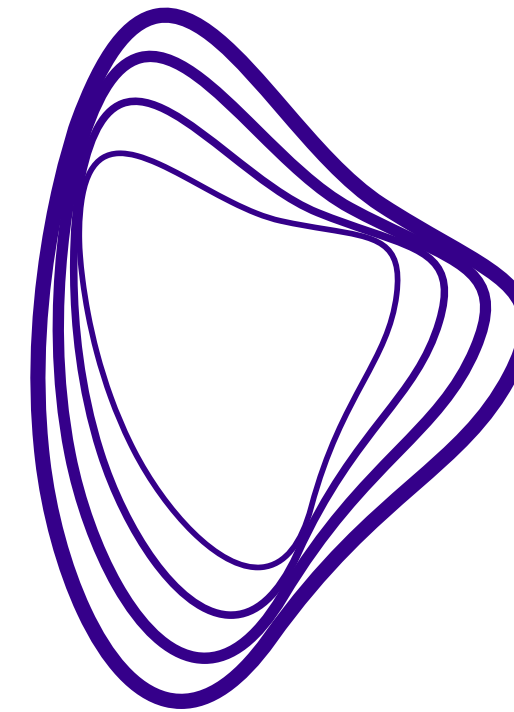
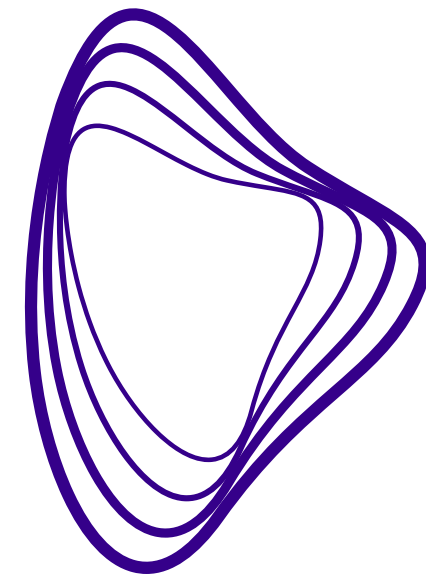


Secondary Scale

The secondary logo can effectively adapt to smaller dimensions while retaining its integrity. The recommended minimum size for our secondary logo is 40 pixels wide, measuring 0.5 inches (1.4 centimeters) in width for printing.

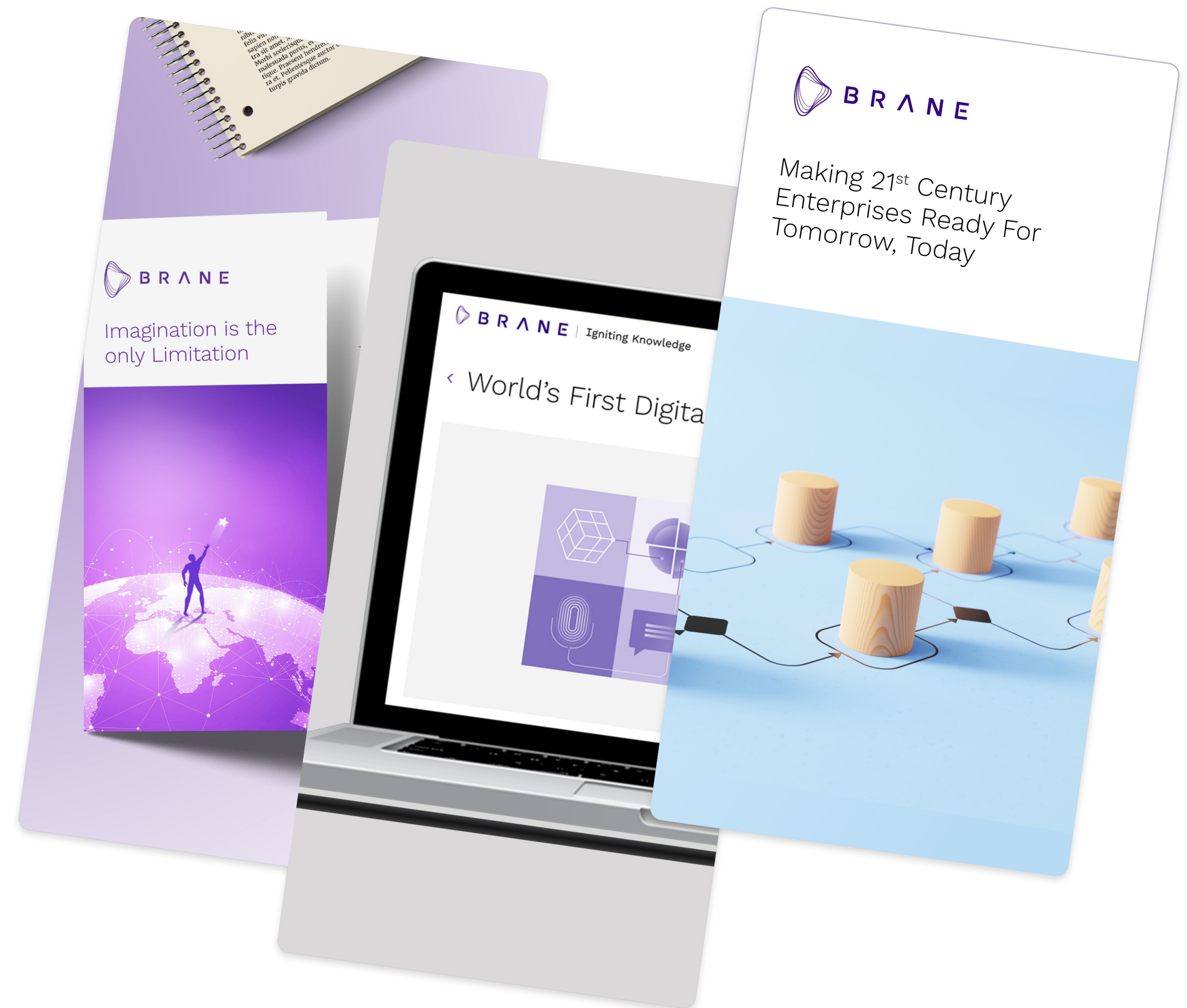


Min 40 pixels for digital or
Min 0.5 inch for print



Placement

The placement of our logo varies depending on the type of communication and its purpose. In general communications that include both text and visuals, the logo is positioned in the top right corner. On our website, the logo is placed in the top left corner. Similarly, on our social media channels, the logo will be aligned to the top left corner of each post. These specific placements ensure consistency and facilitate easy recognition across different platforms.



Unacceptable

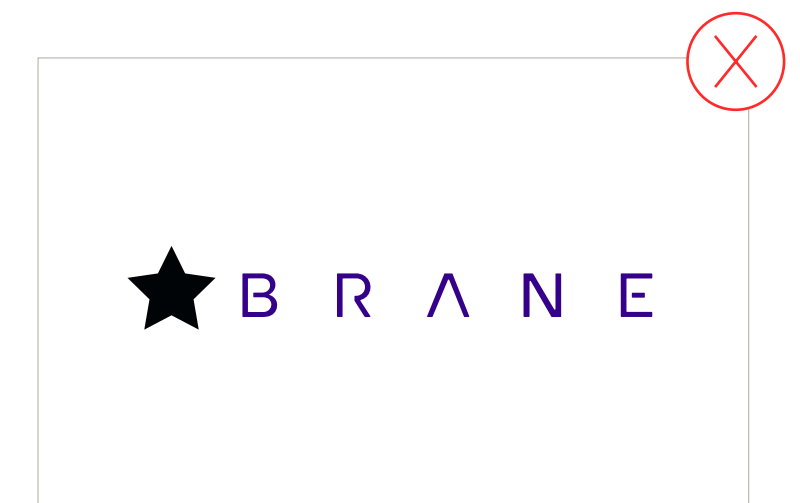
Our logo is designed with specific proportions that are integral to its identity. It is essential to maintain these proportions in all logo usages. Deviating from the original logo proportions is not feasible and should be avoided.



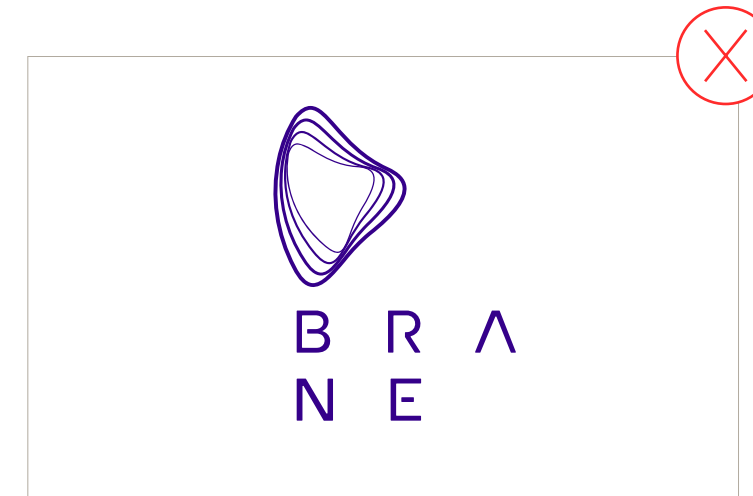
Don't add an outline to the logo



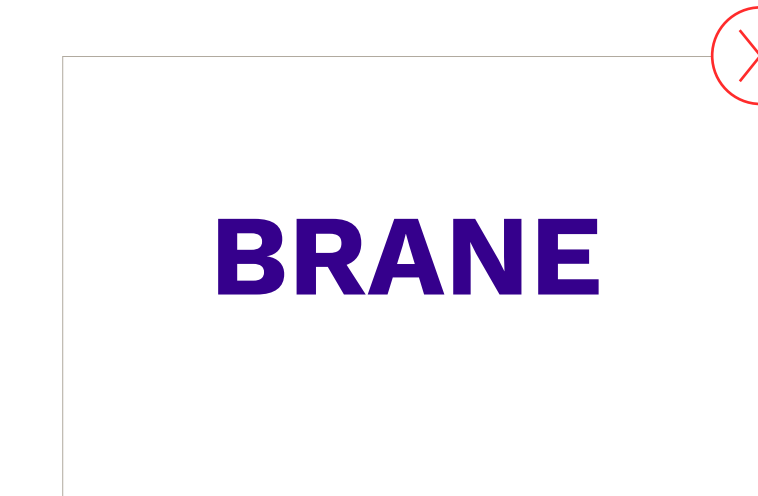
Don't stretch or manipulate the logo



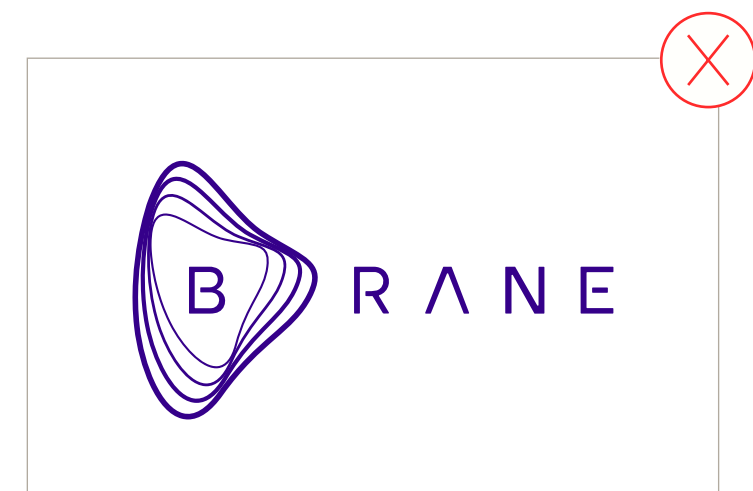
Don't pair the logo with marks that may be confused as logos



Don't split the primary logo into parts to fit into smaller spaces



Don't type out the brand name in any other fonts



Avoid using shorthand inside the swirl



Avoid using the brand name inside the swirl



Unacceptable

Our logo is designed with specific proportions that are integral to its identity. It is essential to maintain these proportions in all logo usages. Deviating from the original logo proportions is not feasible and should be avoided.



Avoid dark colored background



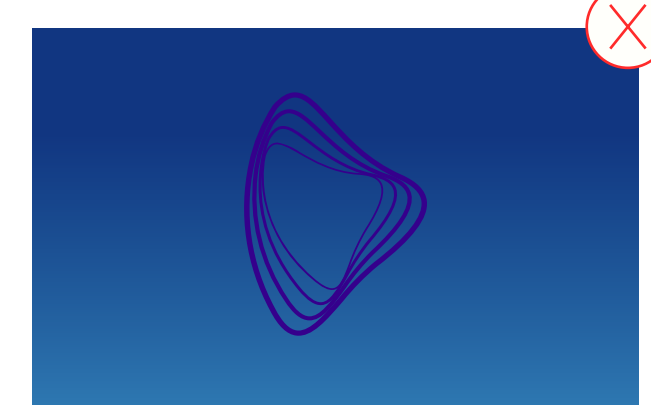
Avoid dark gradient background



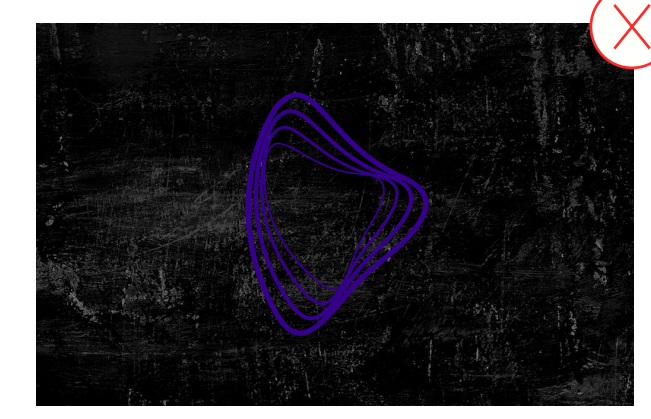
Avoid dark textured background



Avoid dark colored background



Avoid dark gradient background



Avoid dark textured background



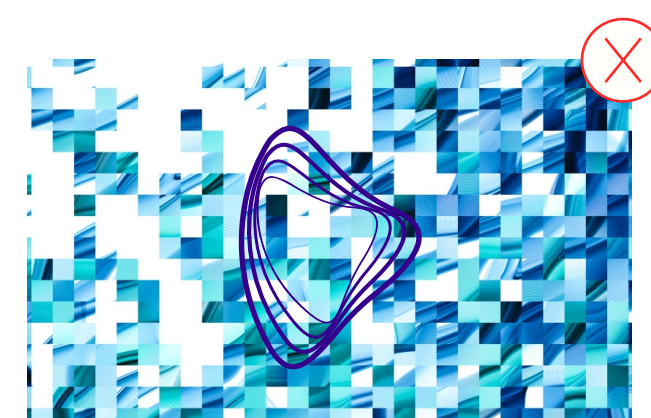
Avoid using a busy background



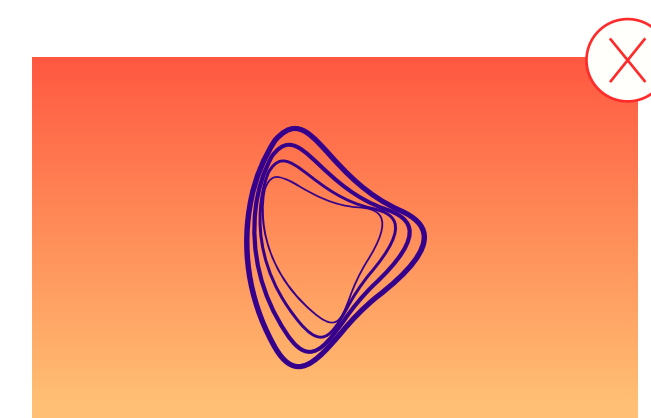
Avoid using vibrant color gradient



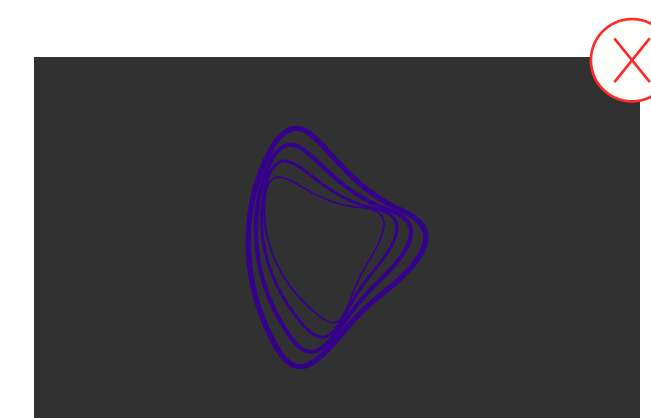
Avoid using dark gray color



Avoid using a busy background



Avoid using vibrant color gradient

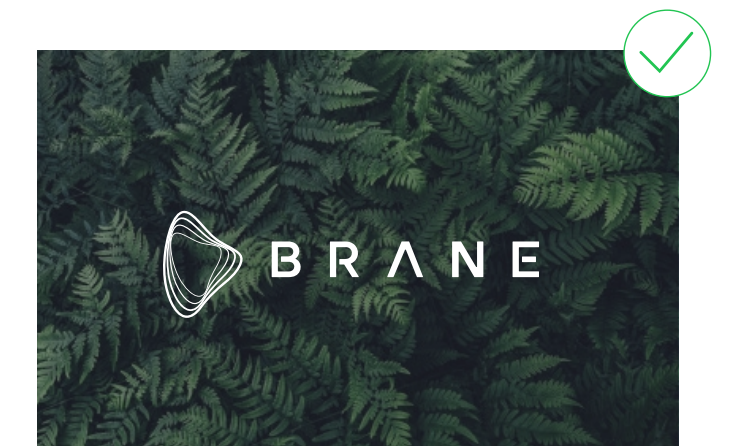


Avoid using dark gray color



Acceptable

If the background appears in a color from the primary or secondary color palette, our logo will appear in the same color itself. In such circumstances, the background color density will be reduced to 30% to make the logo stand out.



Localization

Modernize Legacy Systems or pick up an updated headline and connecting visual from the Marketing Collats folder/website

Left alignment



Take a Quantum Leap with Next-Gen Solutions

BRANE

English	French
German	Spanish
Portuguese	Hindi

The graphic features a purple background with a white grid of four squares on the left, a central network diagram with a cloud icon, and a dark purple triangle at the bottom left. The text and logo are positioned in the upper left and top right corners, respectively.

Right alignment

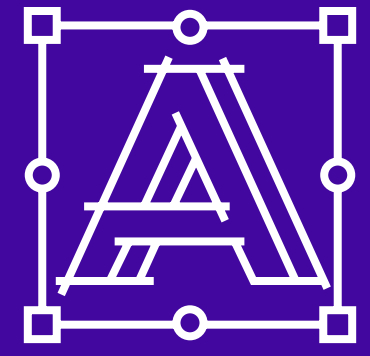


حقق قفزة مع الحلول المتقدمة

BRANE

English	French
German	Spanish
Portuguese	Hindi

The graphic features a purple background with a white grid of four squares on the left, a central network diagram with a cloud icon, and a dark purple triangle at the bottom left. The text and logo are positioned in the upper right and top left corners, respectively.



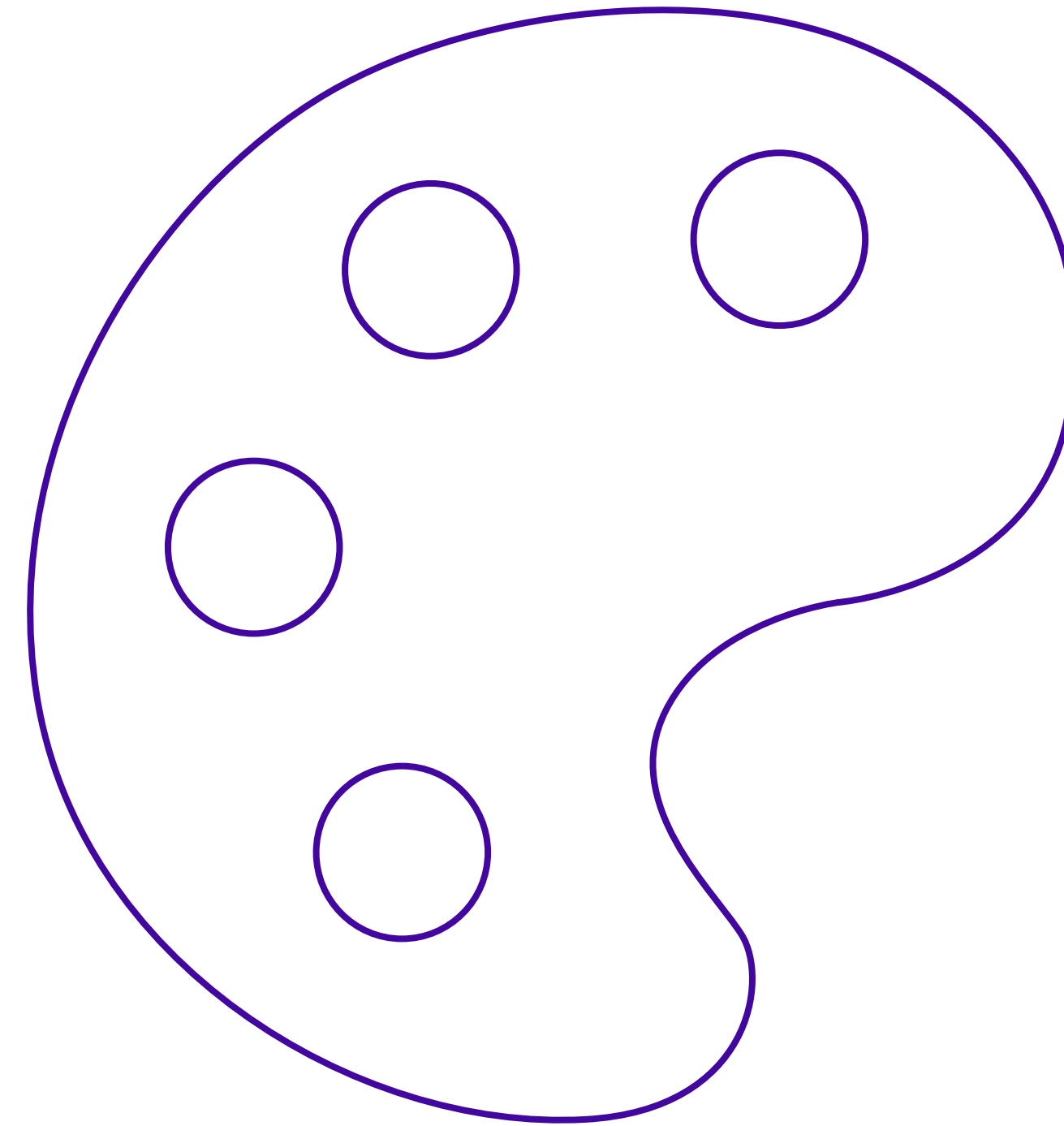
Logo

Summary



Colors

1. Primary Brand Colors
2. Secondary Brand Colors
3. Application
4. Summary



Color

The fusion of blue and purple evokes a sense of trust, reliability and rarity. These colors deeply resonate with our core values and reflect the uniqueness of our brand. The darker shades of blue symbolize boundless possibilities, serving as a metaphor for the infinite innovations that we bring to the world. The rich purple hue perfectly encapsulates the essence of our groundbreaking inventions.

Primary
Color
Deep
Purple

RGB: 54, 1, 138
CMYK: 94, 100, 8, 6
Hex: #35008B

Primary
Color
Charcoal
Black

RGB: 0, 0, 0
CMYK: 75, 67, 67, 90
Hex: #323232

Snow
White

RGB: 0, 0, 0
CMYK: 0, 0, 0, 0
Hex: #FFFFFF





Primary Shades: Dark to Light

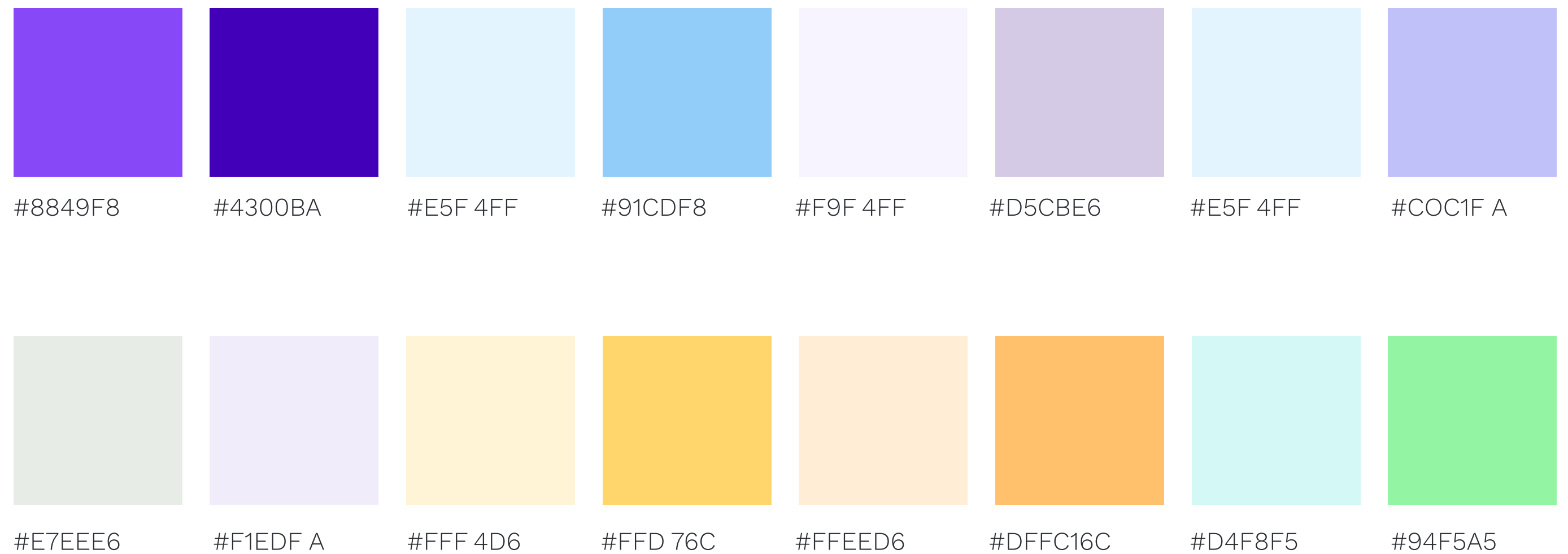
Default Shades: Dark to Light



Secondary Colors

The fusion of blue and purple evokes a sense of trust, reliability and rarity. These colors deeply resonate with our core values and reflect the uniqueness of our brand. The darker shades of blue symbolize boundless possibilities, serving as a metaphor for the infinite innovations that we bring to the world. The rich purple hue perfectly encapsulates the essence of our groundbreaking inventions.

Secondary Color Shades



Gradient Pallate

Crafted for depth, dimension, and modernity, our gradients, derived from the secondary palette, infuse dynamic and engaging designs.

Symbolizing progress and innovation, they add a contemporary flair to our brand identity. These gradients offer versatility in design applications, allowing us to convey diverse moods and messages while maintaining consistency with our brand's color scheme.

Gradient Color Shades (Combination of secondaries colors)



Typography

Font Name: Work Sans

for Branding and Communication

Work Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

~!@#\$%^&*()_+

<>?_+-x

Work Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

~!@#\$%^&*()_+

<>?_+-x

Work Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

~!@#\$%^&*()_+

<>?_+-x

Work Sans SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

~!@#\$%^&*()_+

<>?_+-x

Work Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

~!@#\$%^&*()_+

<>?_+-x

Pairings

In our communications, we adhere to a set combination wherever multiple pairs of sentences are used. When using a bold headline, we pair it with a medium subhead, while the body copy is set in the regular weight of the Work Sans typeface. Similarly, we have various permutations and combinations for pairings outlined in our guide. It is important to maintain these prescribed combinations to uphold a cohesive and clear communication style.

Headline

(Medium)

Lorem Ipsum, dummy Headline

Subhead

(Regular)

lorem ipsum, copy

Body copy

(Regular)

is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries,

Scaling

Our scaling approach is based on the point size employed in our typography. Ranging from 18pt to 60pt, we utilize Work Sans and its variations- Work Sans Thin, Extra Light, Light, Medium, Semi Bold, Bold and Extra Bold. This scaling methodology is used to establish a clear hierarchy across all types of communication.

Work Sans Medium 60

H1 Headline

Work Sans Medium 48

H2 Headline

Work Sans Medium 36

H3 Headline

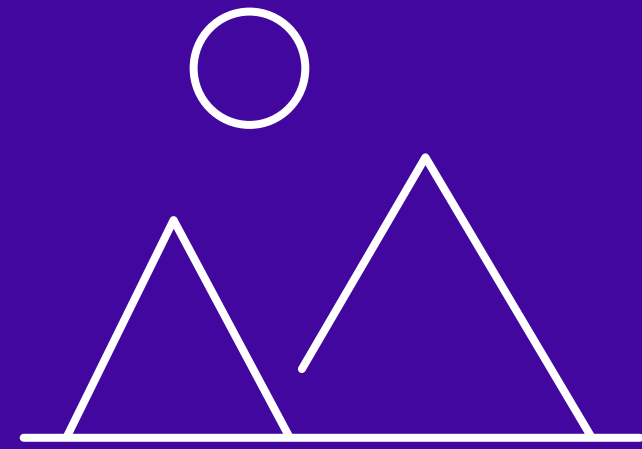
Work Sans Medium 26

H4 Headline

Work Sans Medium 18

H5 Headline

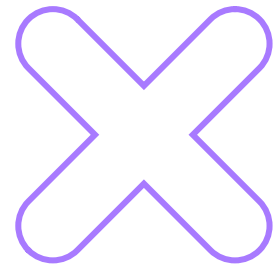
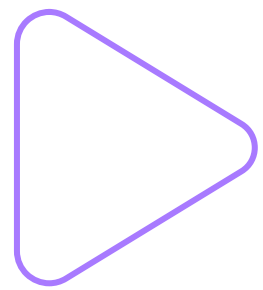
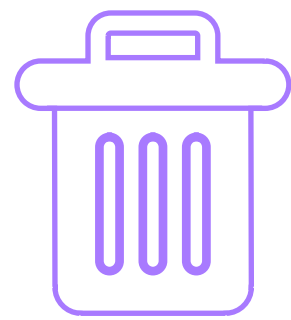




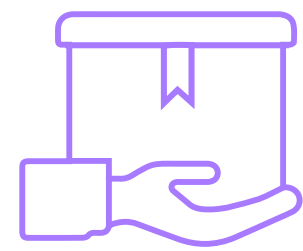
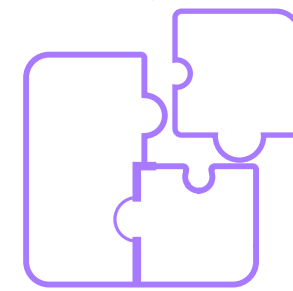
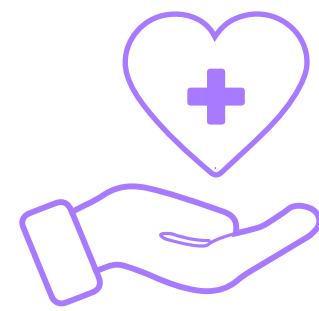
Iconography

1. Overview
2. System Icon
3. Subject Based Icon
4. Technology Icon
5. Construction
6. Container
7. Summary

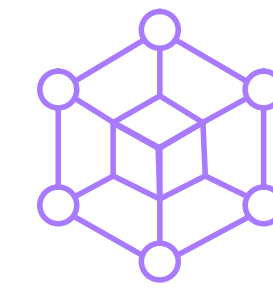
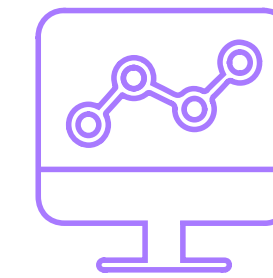
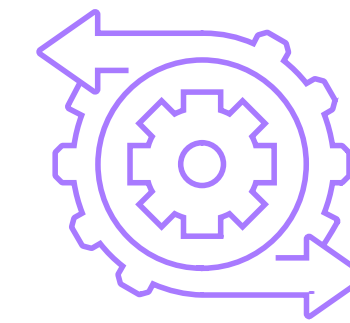




System icons



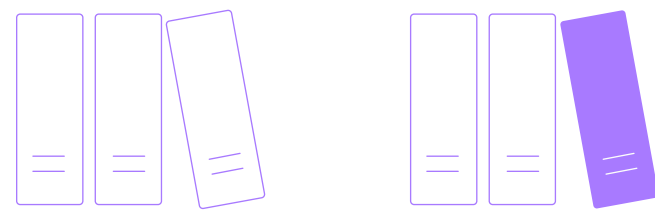
Subject-based icons



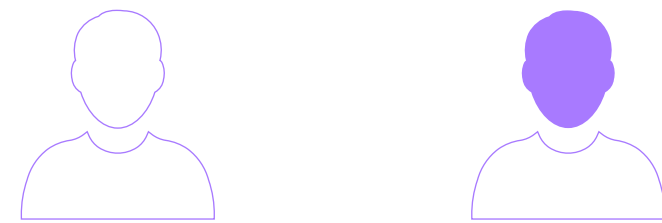
Technology icons

System Icons

My Library



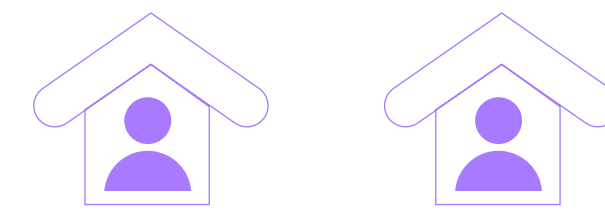
Agent



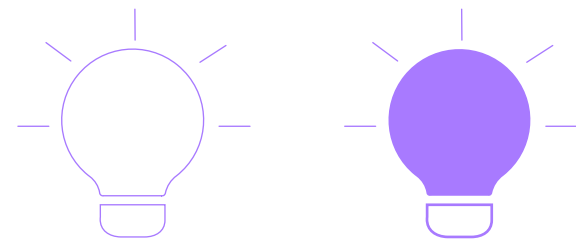
Search



My Organisation



Solution



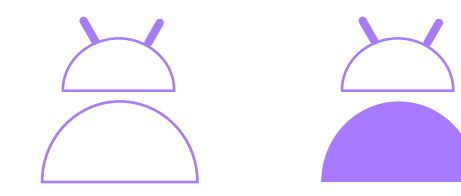
Myself



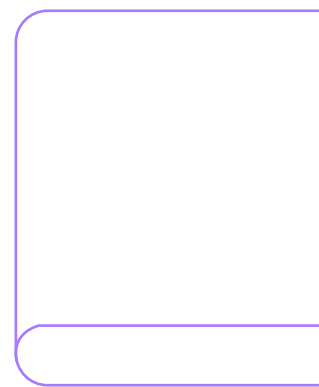
Community



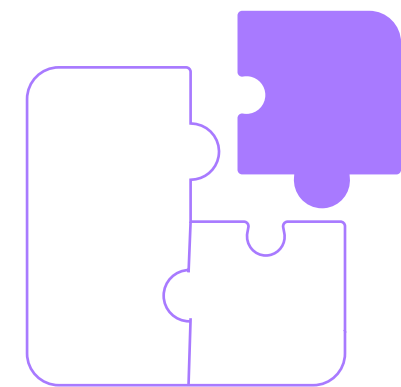
Machine



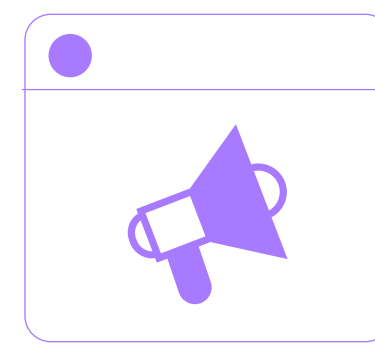
Subjective Icons



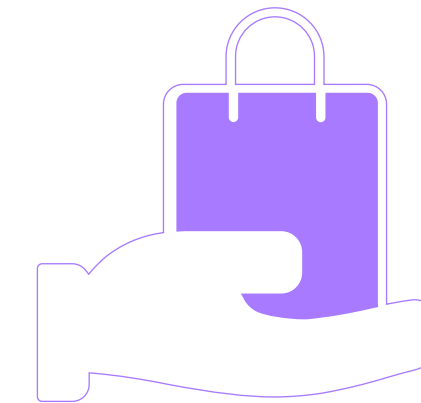
Book Cover



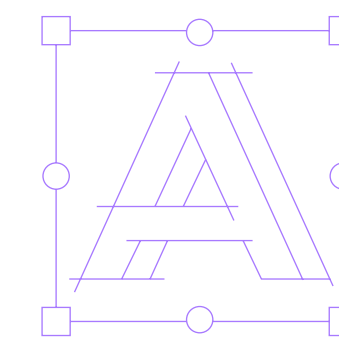
Solution



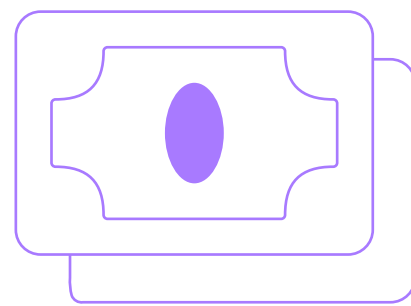
Media



Deliver Order



Logo



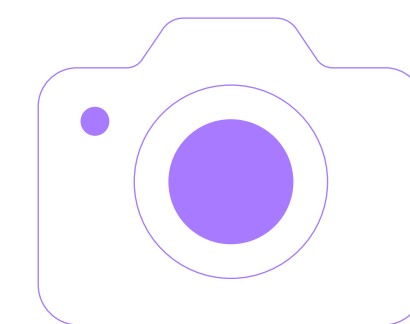
Currency



Documents



Video



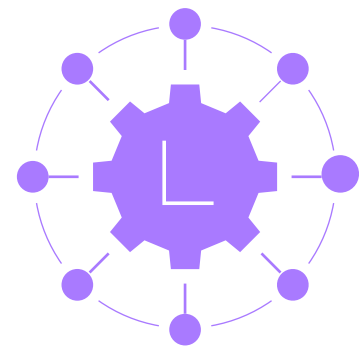
Photography



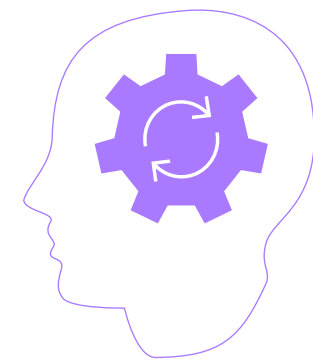
Location Map



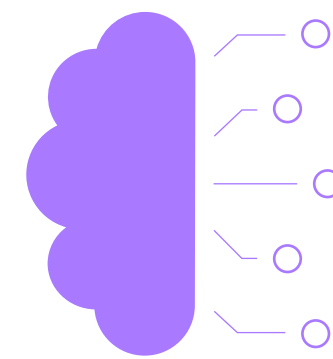
Tech Icons



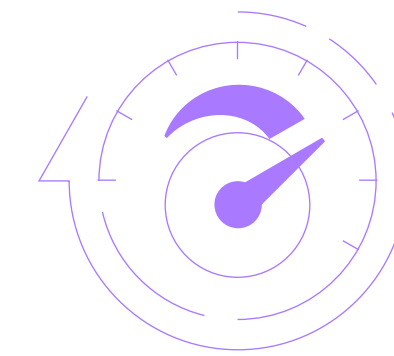
Management



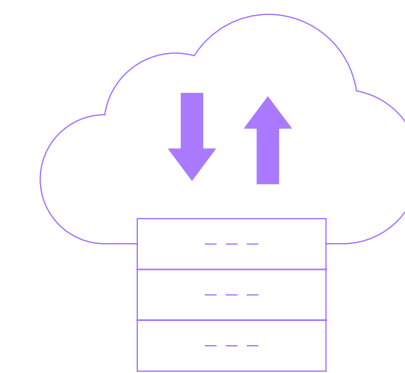
Machine Learning



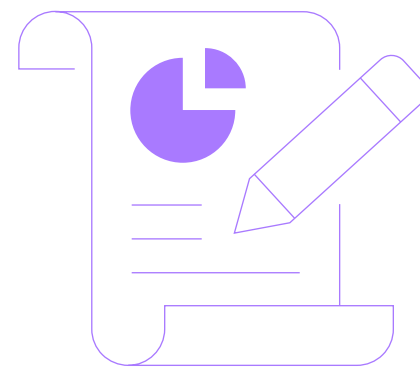
Business Intelligence



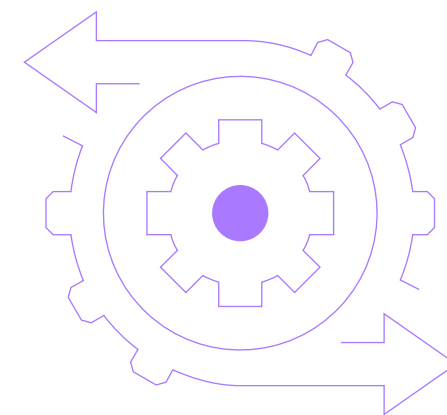
Performance



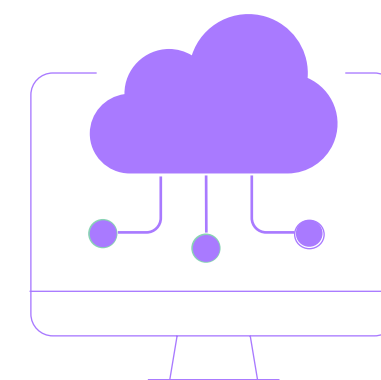
Data Collection



Reporting



Data Management



Cloud Storage



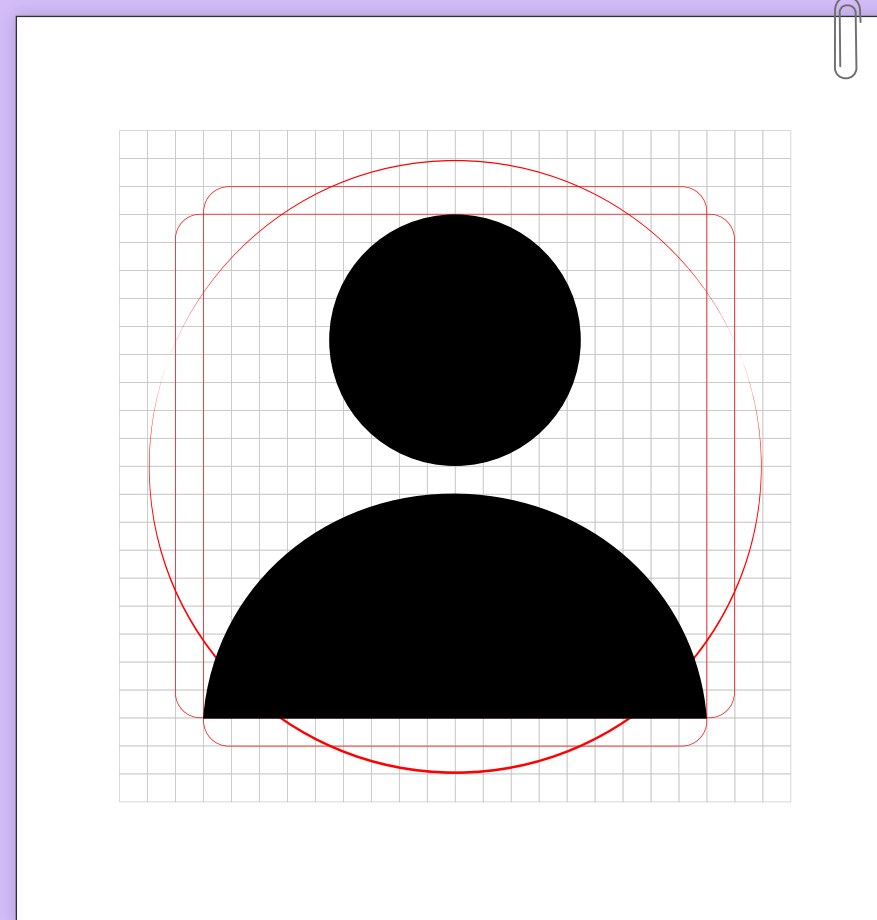
Data Discovery



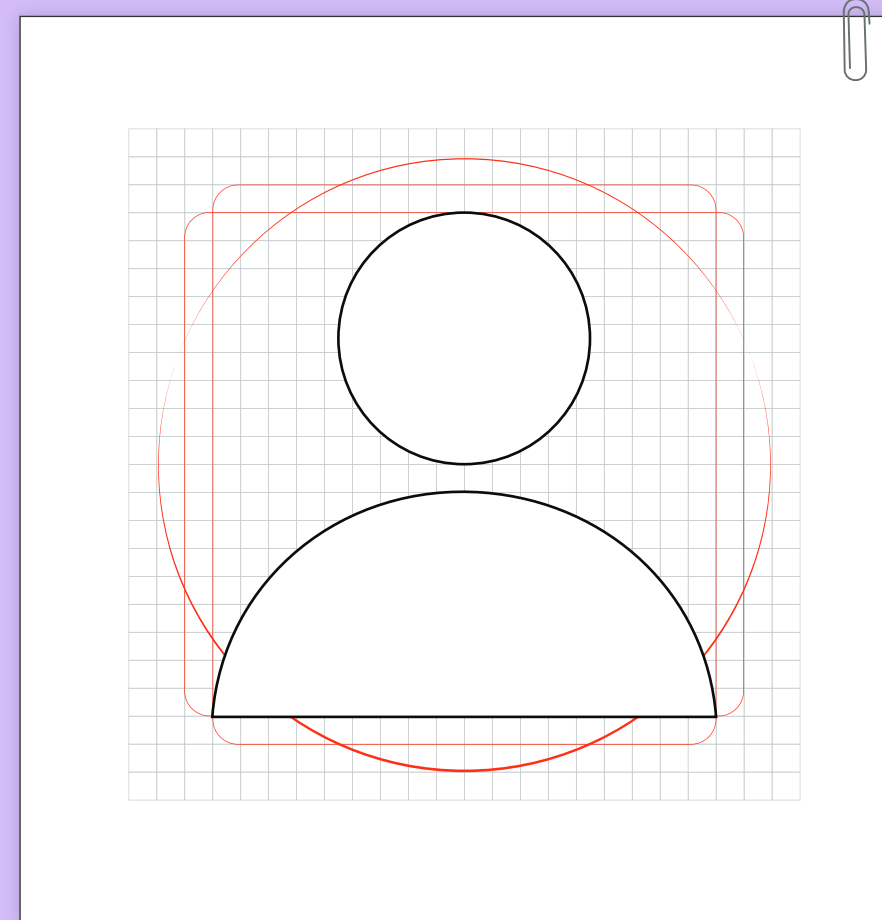
Construction

Using simplistic keyline shapes and forms, the icons are carefully constructed on a 24x24 px grid frame. The stroke width for outlines is set at 3px. This precise construction lays the foundation for a refined set of icons that can effectively communicate intended meaning at a glance.

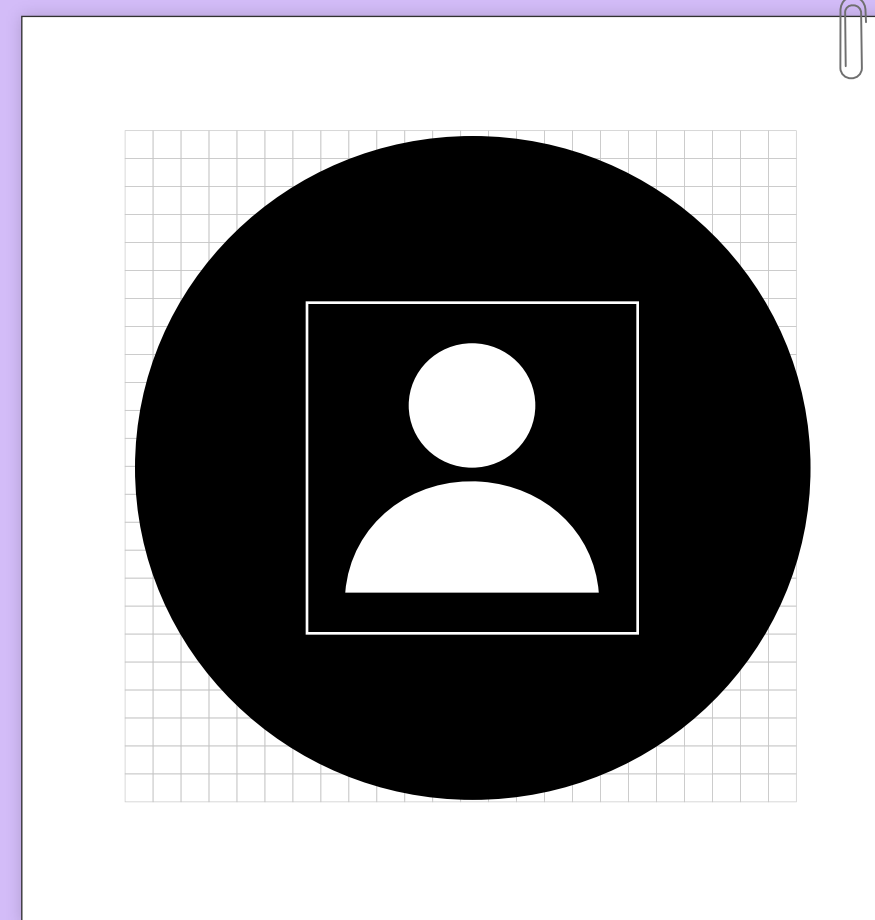
Filled Icon (24x24 grid)



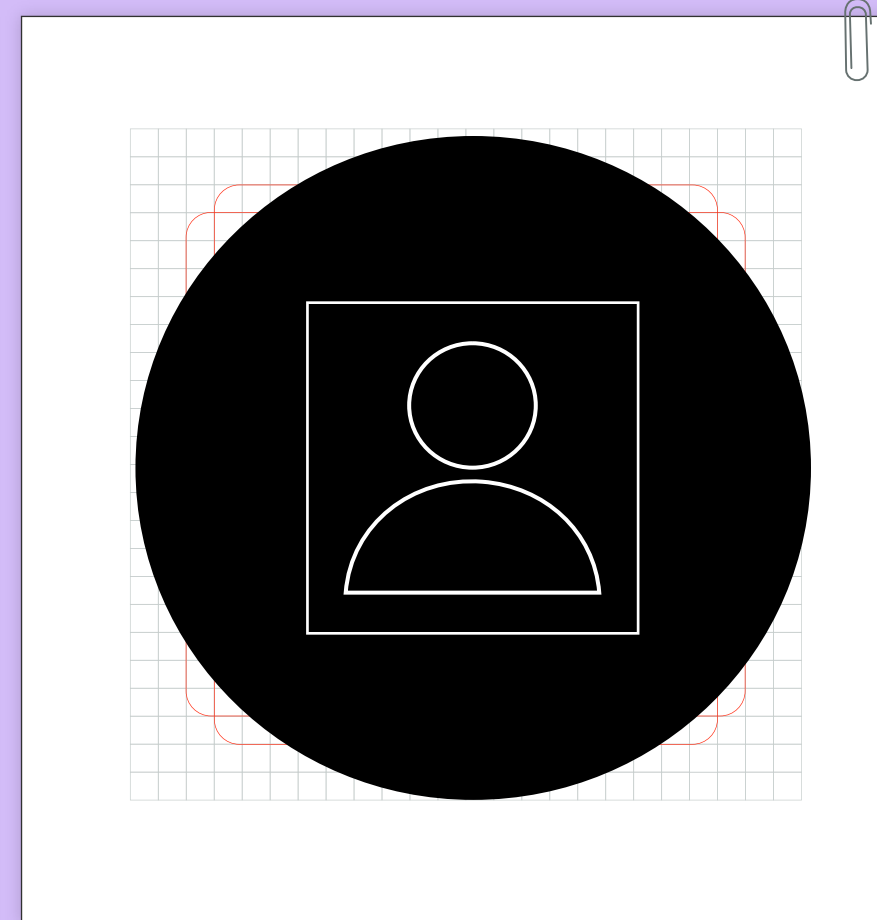
Linear Icon (24x24 grid)



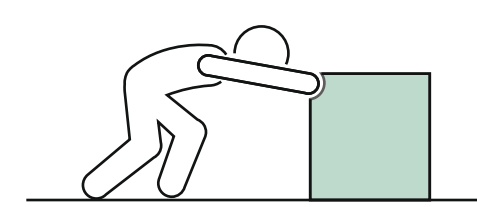
Filled Icon (24x24 grid)



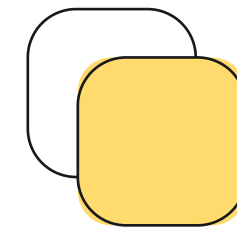
Linear Icon (24x24 grid)



Subject Based Icons



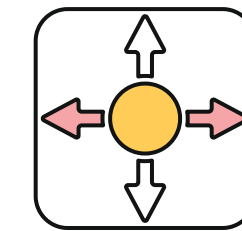
Rigid & Limited



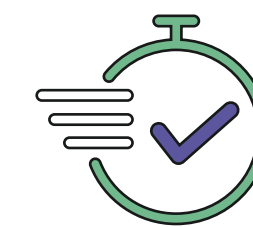
Opaque



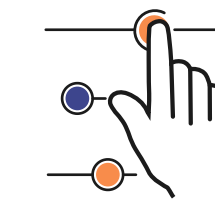
No Multi Language



Scalability Constraints



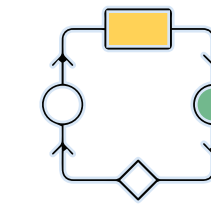
Locked with their own runtime



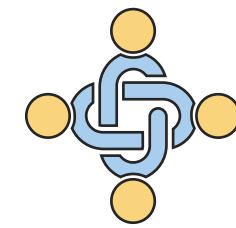
Personalization



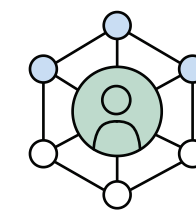
NSL Library



Solution Mining Capabilities



Social Collaboration



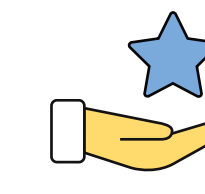
Professional Entrepreneurial Mindset



Innovations & Inventions



Respect for each other



Pursuit of Excellence



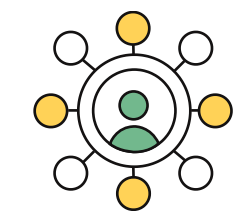
Culture by Design



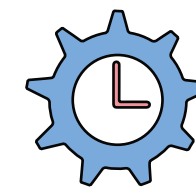
NH Mind



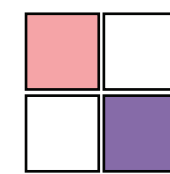
Democratizing Leadership



Social Collaboration



Effort estimation



Dependency Matrix



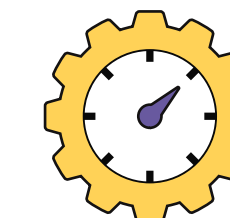
Feedback to Leaders



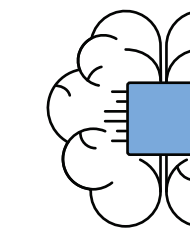
Recalibrate the template



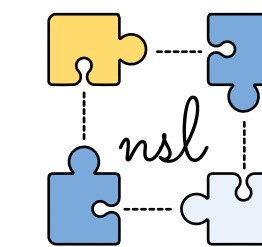
A* mindset



1.25 times harder - Operate with a stretch



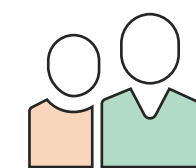
2X Smarter



Normalize Every Solution To The Nslway



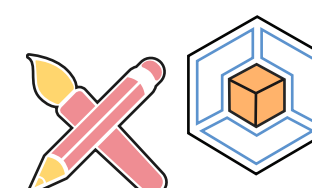
Vision



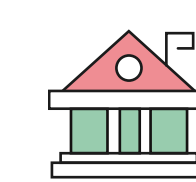
Stakeholders



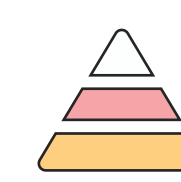
Role



Design Principles

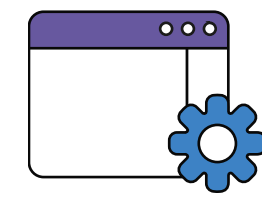


Key Features

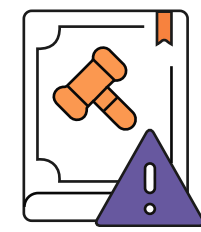


Levels of Engagement

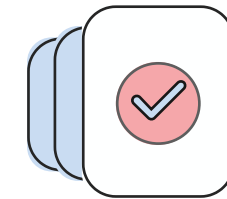
Subject Based Icons



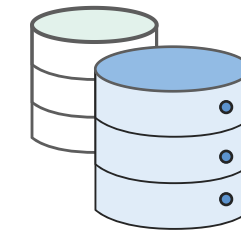
Enterprise Grade Applications



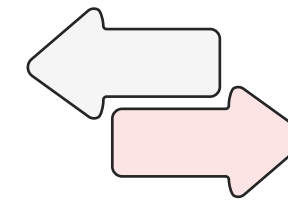
Compliant With Global Standards



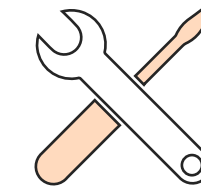
Versioning Services



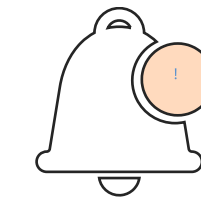
Database Services



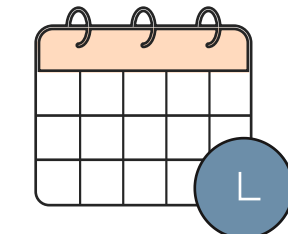
Transaction Management



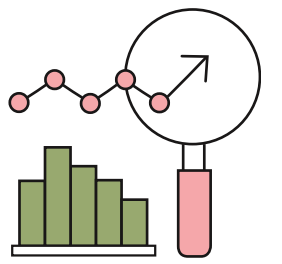
Configuration and Customization Services



Notification Services



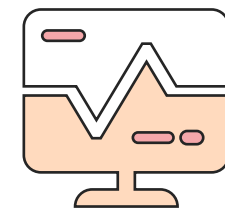
Scheduling Services



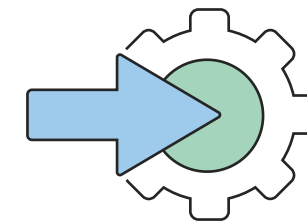
Scale And Reliability



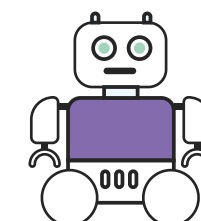
Audit Service



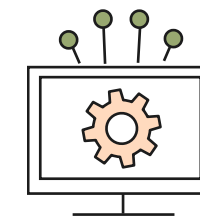
Monitoring And Diagnostics Service



Service Integrators



Digital Assistant



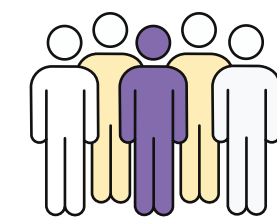
Support Centre



Training & Certification Model



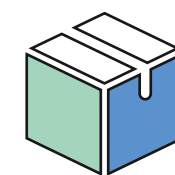
Stakeholder Types



Beneficiaries 3 million +



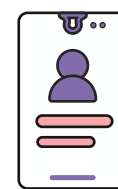
Call Centre Services



Wish



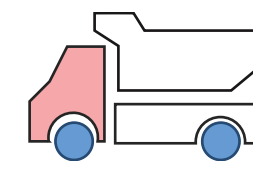
Write the Steps



Complete The Sentences



Identify Member Pathways



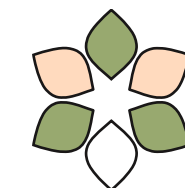
Service Enterprises



Villages



Service Providers



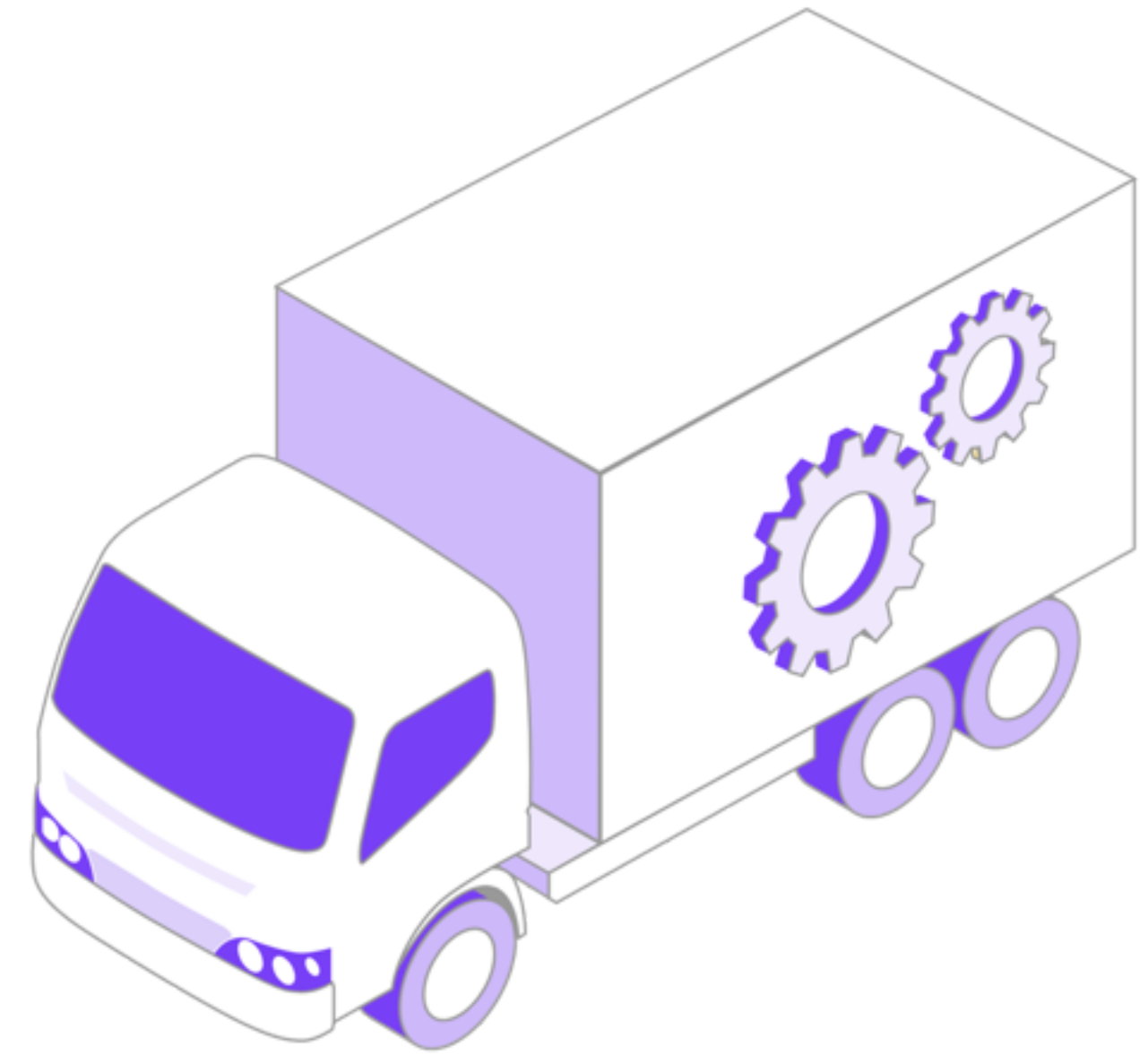
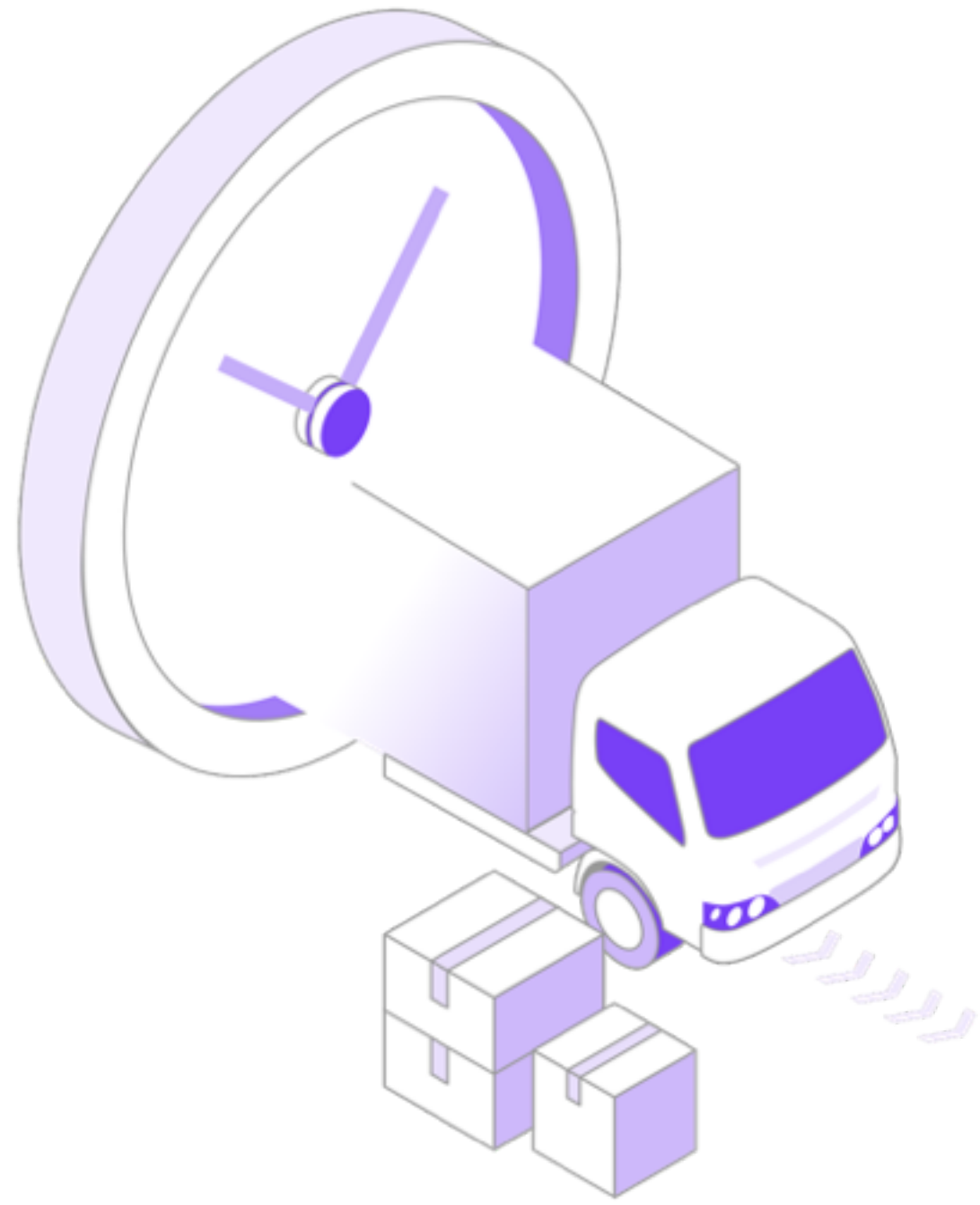
Social Impact programs



Support Enterprises

Illustration





Web

5. Construction

6. Container

7. Scaling

8. Summary



Bleed Web

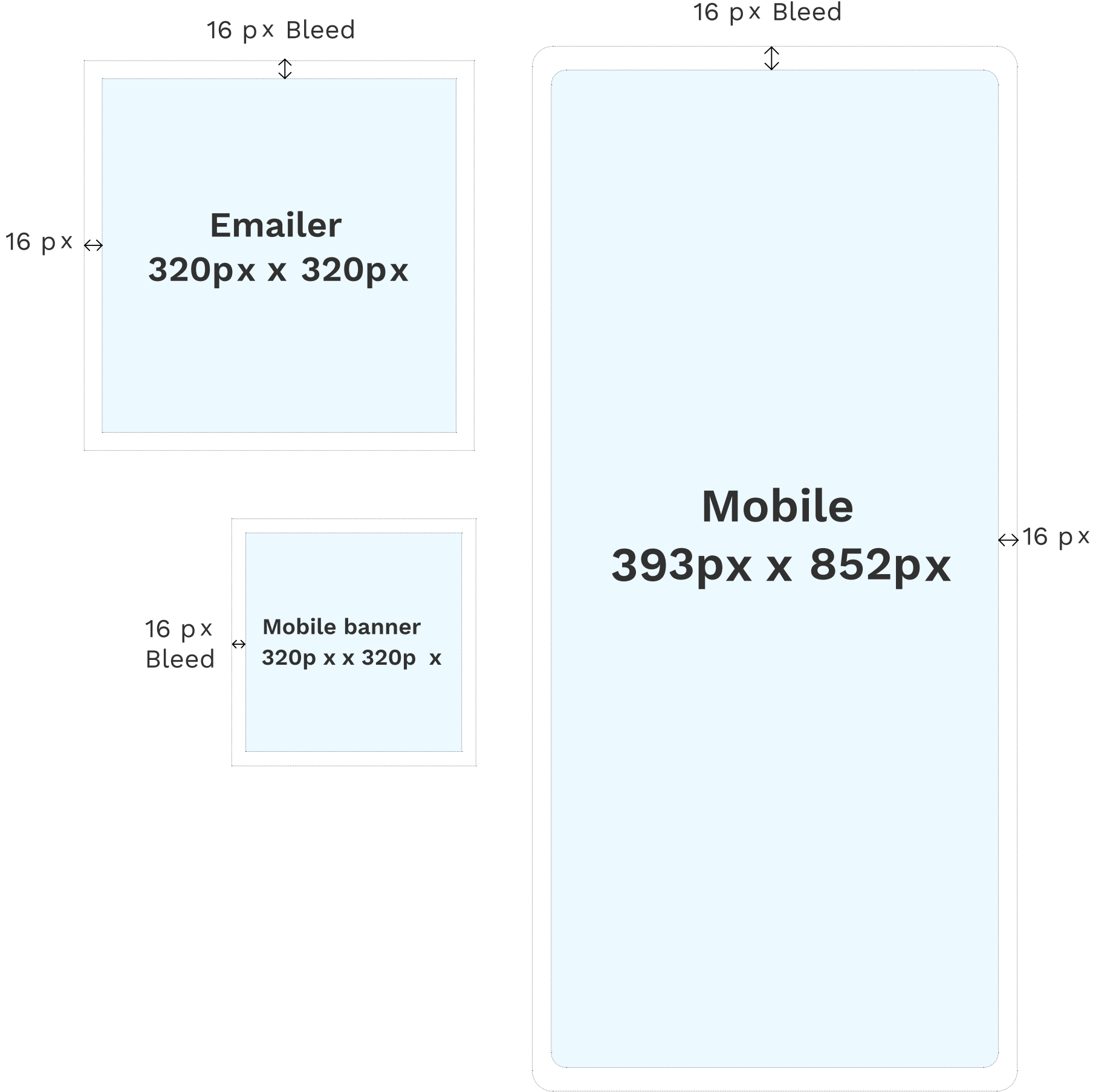
Our composition encompasses many elements, including layout, frame, grid guidance, text, illustrations, and logo placements. We ensure the flawless execution of the layout by establishing a clear hierarchy, maintaining appropriate scale and proportion, and incorporating elements of rhythm and repetition.



Bleed

Mobile

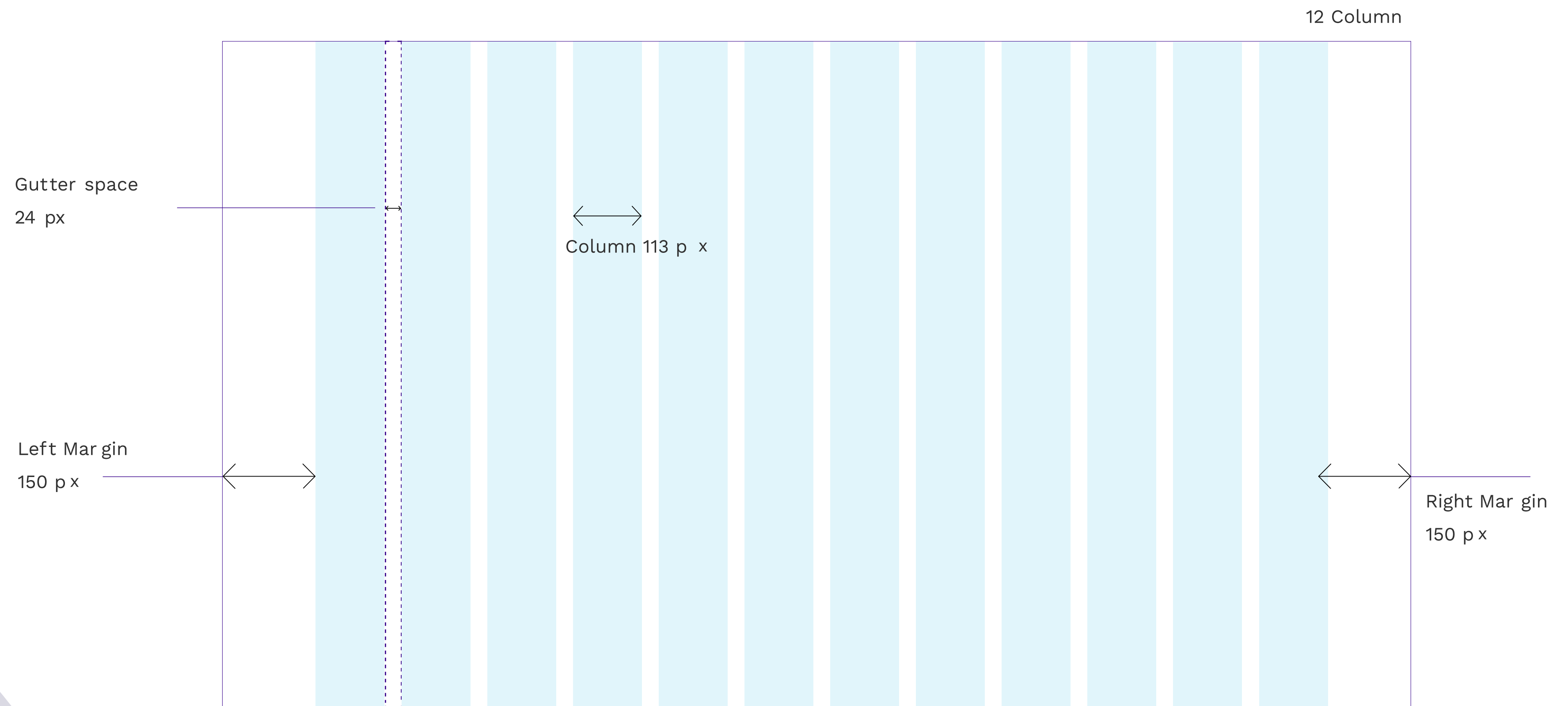
The grid serves as the fundamental framework for positioning elements on the screen. Designing to the grid layout enables the creation of seamless and intuitive user experiences.



Bleed

Webpage

The grid serves as the fundamental framework for positioning elements on the screen. Designing to the grid layout enables the creation of seamless and intuitive user experiences.



Applications

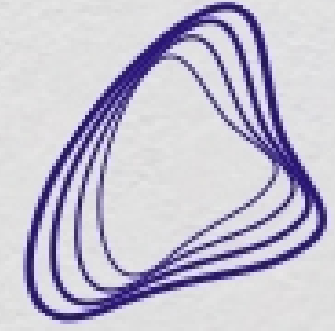
5. Construction

6. Container

7. Scaling

8. Summary





BRANE

Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor incid-

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Creative Marketing
Agency

Dear Mr. Valencia

Fusce scelerisque sem sem, non interdum
amet molestie elit. Pellentesque ac
elementum. Ut ac volutpat arcu. id
diam ut nunc egestas finibus. Maece
odio. Phasellus nisi metus, consectetur
nunc.

Donec facilisis malesuada ipsum sit
fermentum vitae pellentesque feugia
molestie volutpat nisi at faucibus. P
lacinia lacus ultrices eu. Phasellus
hendrerit, risus purus blandit nunc, p
Nam tempus et purus sit amet cu
condimentum quis magna id tempus.
faucibus egestas et at orci. Aliquam
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vitae vel ex. Vivamus fermentum orci
rutrum varius, ex libero mattis sapien
Vestibulum in orci ut augue laculis porttitor.

Praesent sit amet augue auctor, ultrices dui eget, pellentesque enim.
Vivamus eu elementum odio. Nulla vitae enim porta, posuere tellus in,
euismod nulla. Pellentesque vitae sodales ligula, vitae viverra nunc.
Integer tristique sit amet leo vel feugiat.

John A. Powell
Marketing Manager

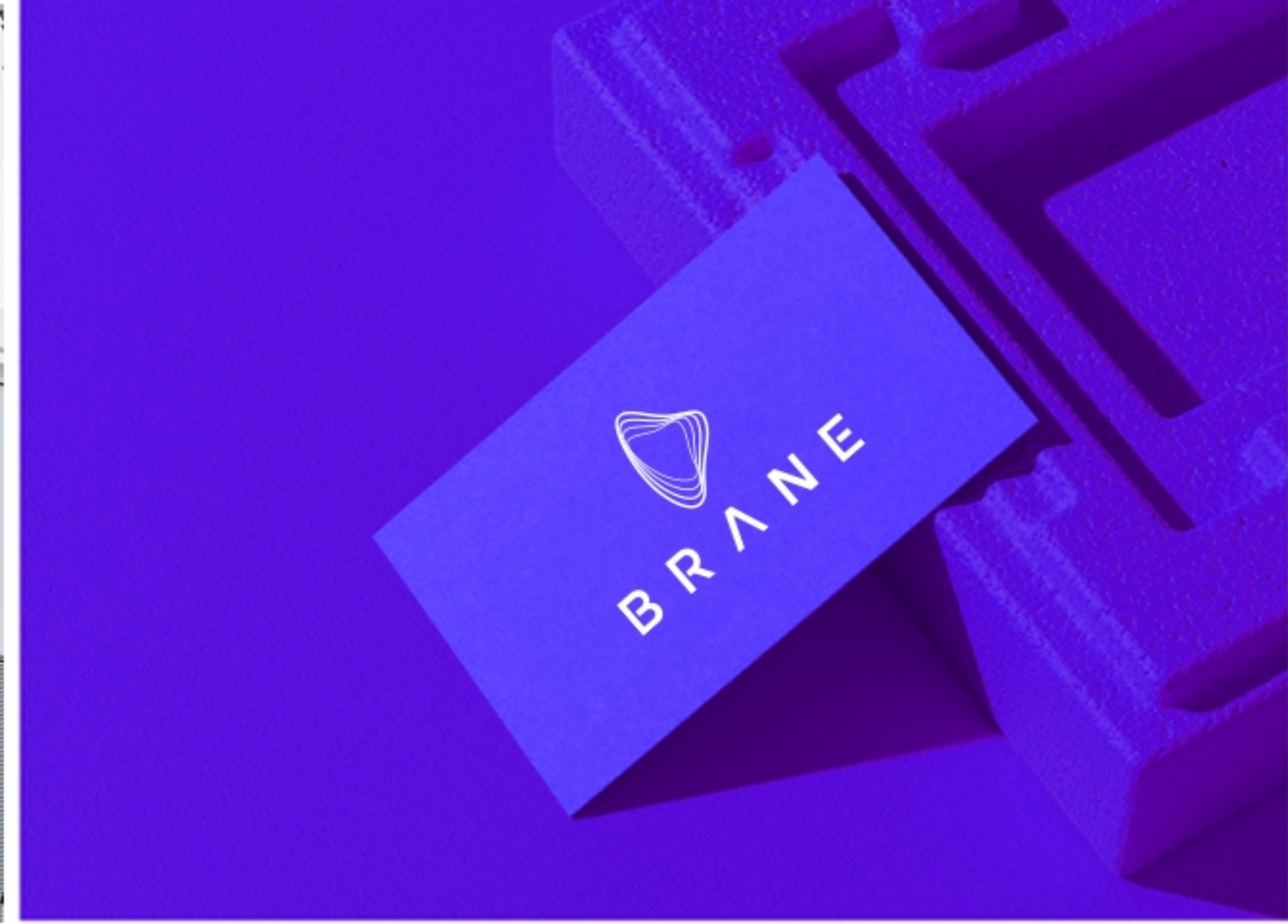


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2003 Sunny Day Drive
Los Angeles, CA 90017
714-872-8283



John Powell



Imagination is the
only Limitation



BRANE







BRANE

Lorem ipsum is simply dummy text of the printing on
 psium has been the industry's standard dummy text ever since the 1
 took a galley of type and scrambled it to make a type specimen bo



Brane Brand identity