



Brand Guide

Created by:



[hab-oh]

01 Description

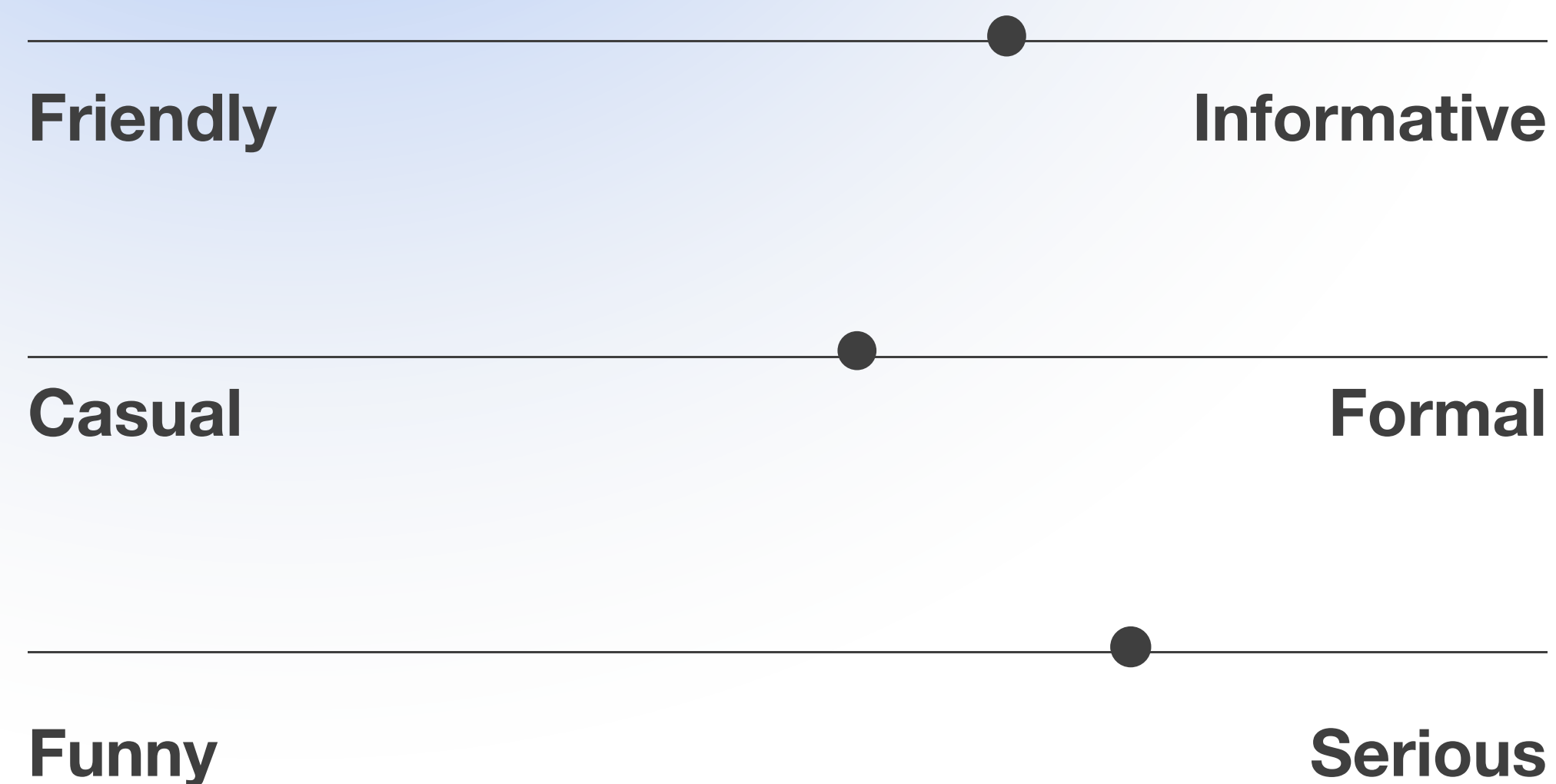
The Visual Brand guide serves as a communication manual for the project to maintain a consistent and recognizable visual identity across all their online and offline media platforms.

Its **goal** is to unify the brand and ensure that the brand's visual representation is replicated consistently, effectively conveying the project's message to their target audience.

02 Quote

*“Future technologies are driven
by our present ideas.”*

03 Tone of Voice

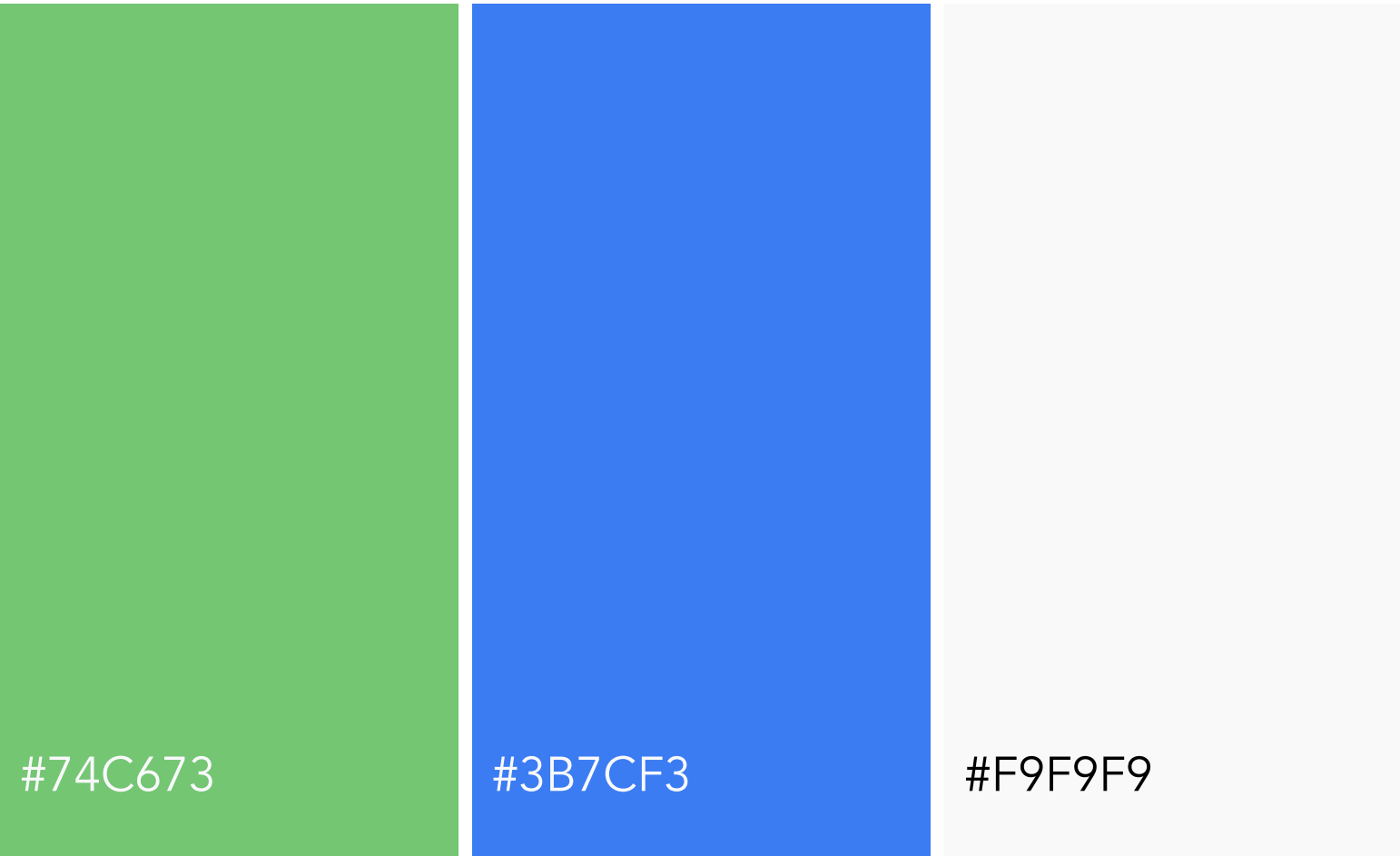


The Tone of Voice document serves as a guide for effectively communicating the purpose and mission of FrontSeat to individuals who may not be familiar with the organization.

Given the nature of the project and the potential audience, we have chosen a **professional** yet **informative** and **educational** tone that aims to generate interest among potential colleagues and students in joining the organization.

04 Colors

Main



Additional

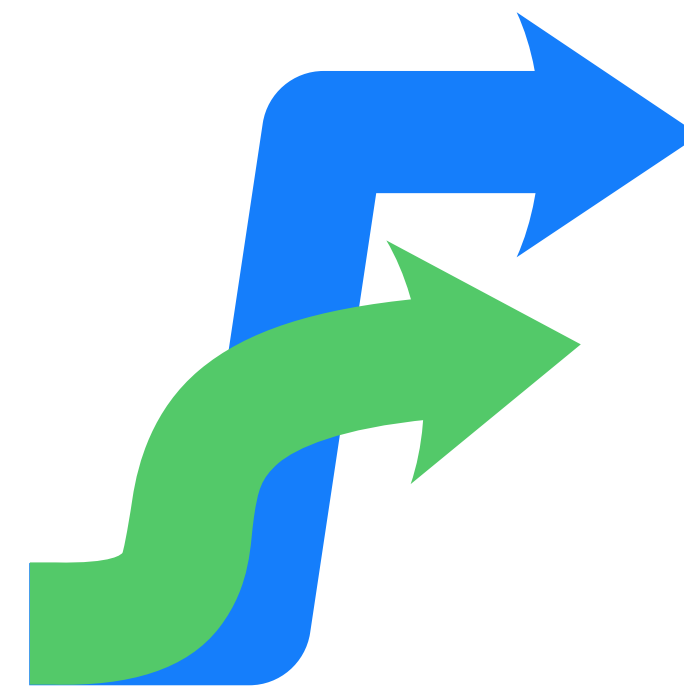


4.1 Additional patterns



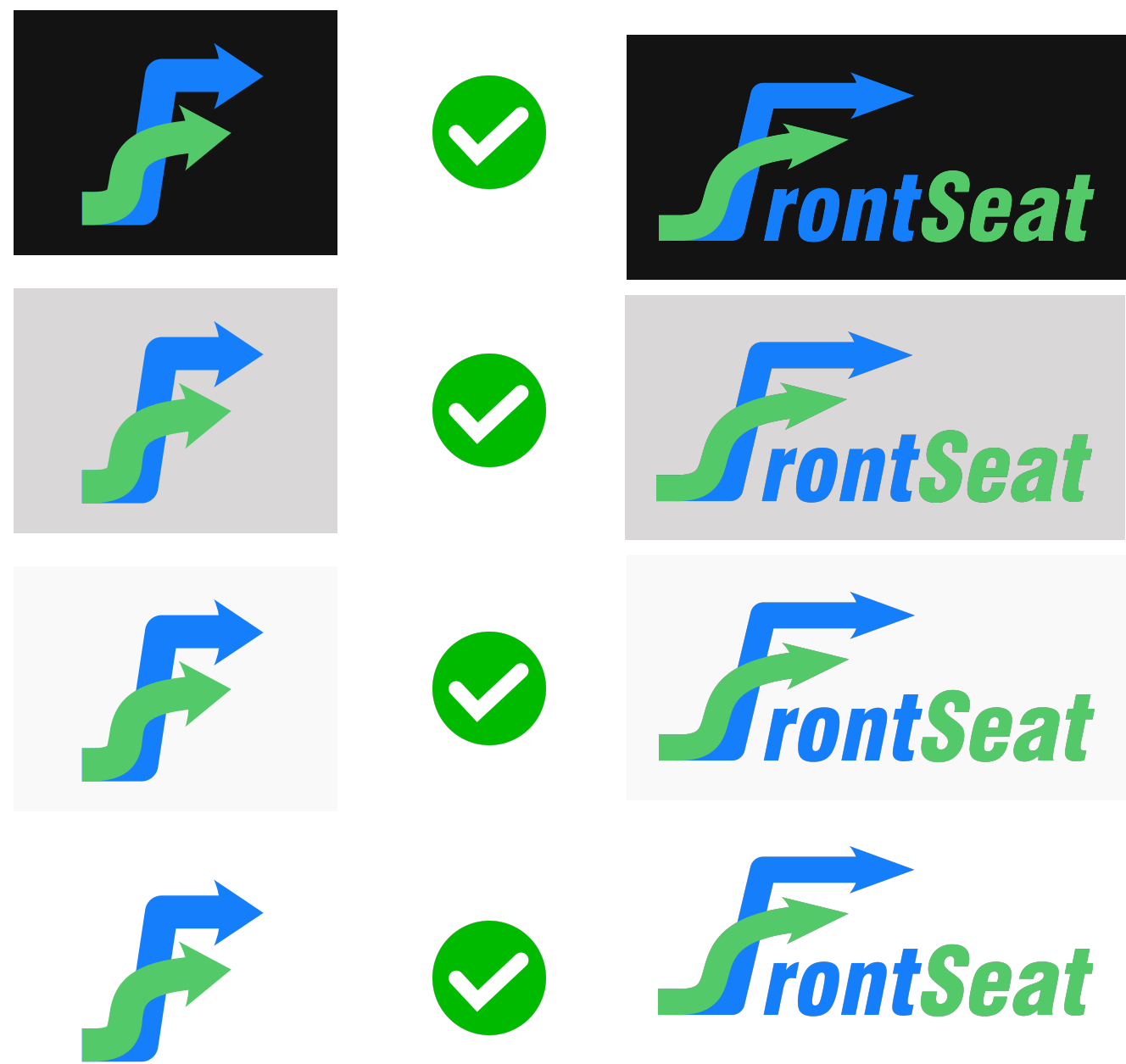
Radial for background

05 Logo

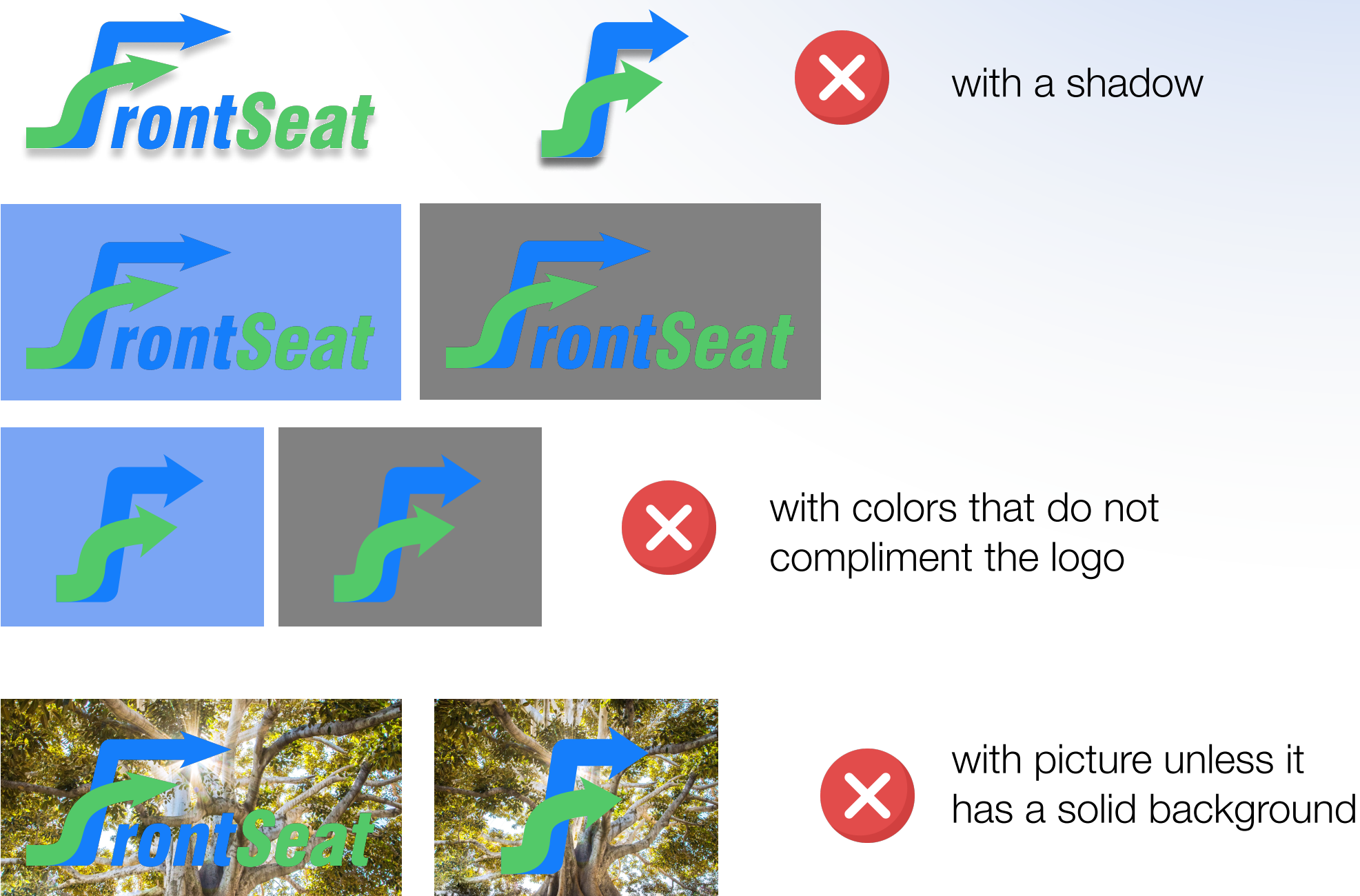


5.1 Usage of logos

Use:



Do not use:



06 Typography



During the font selection process, we prioritized contemporary and up-to-date styles, while avoiding overly ornate options.

By choosing a modern, fresh-looking font, we aimed to create a visual representation of the organization's forward-thinking approach and cutting-edge technology.

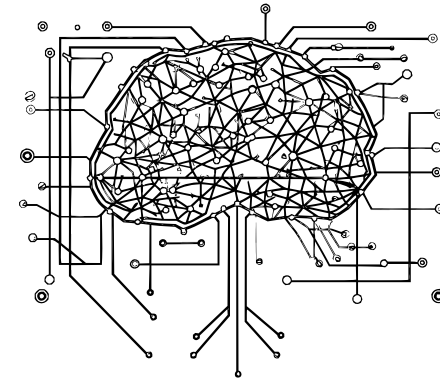
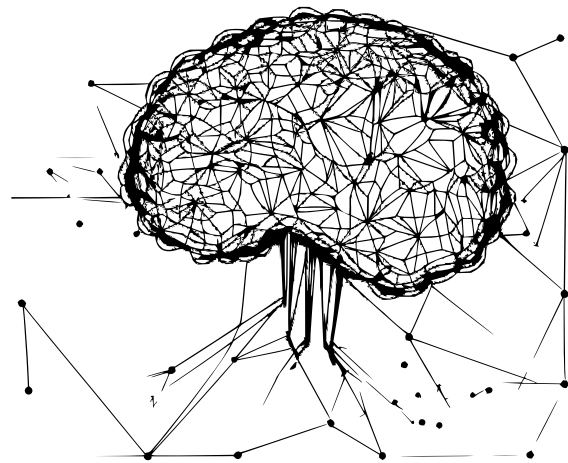
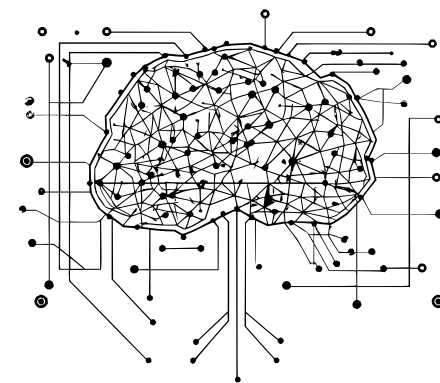
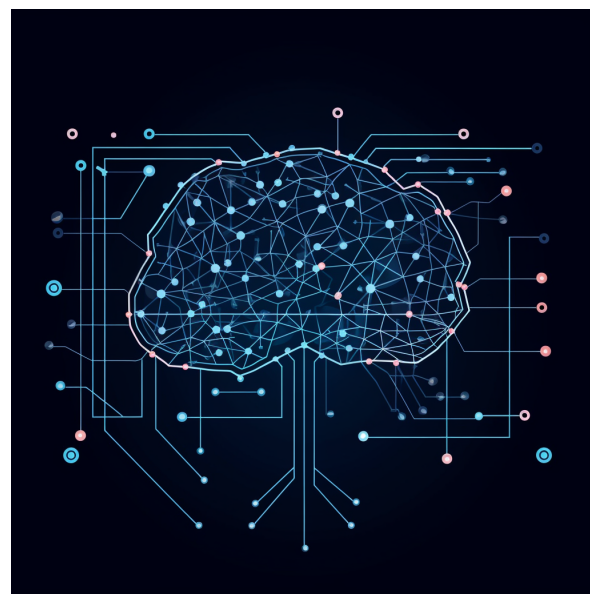
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07 Elements

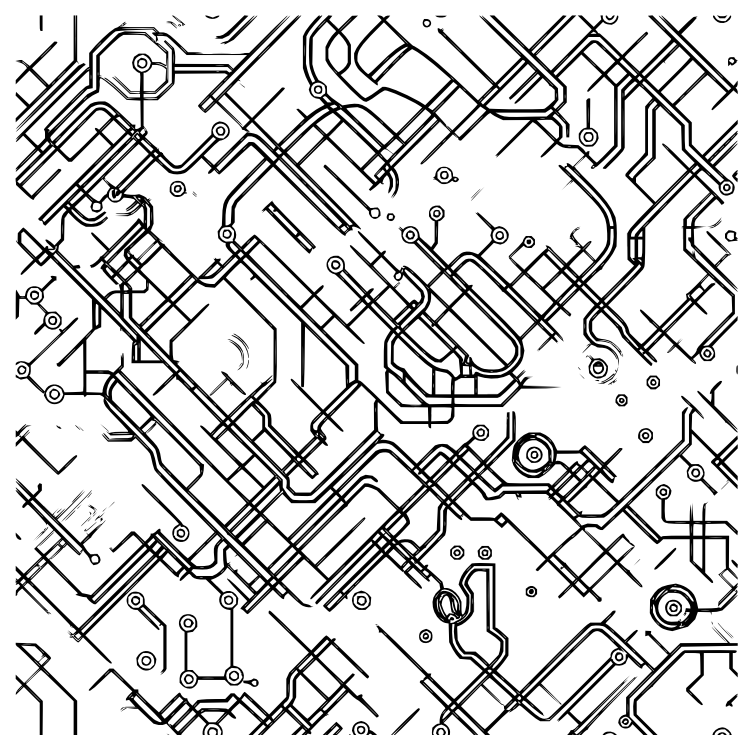
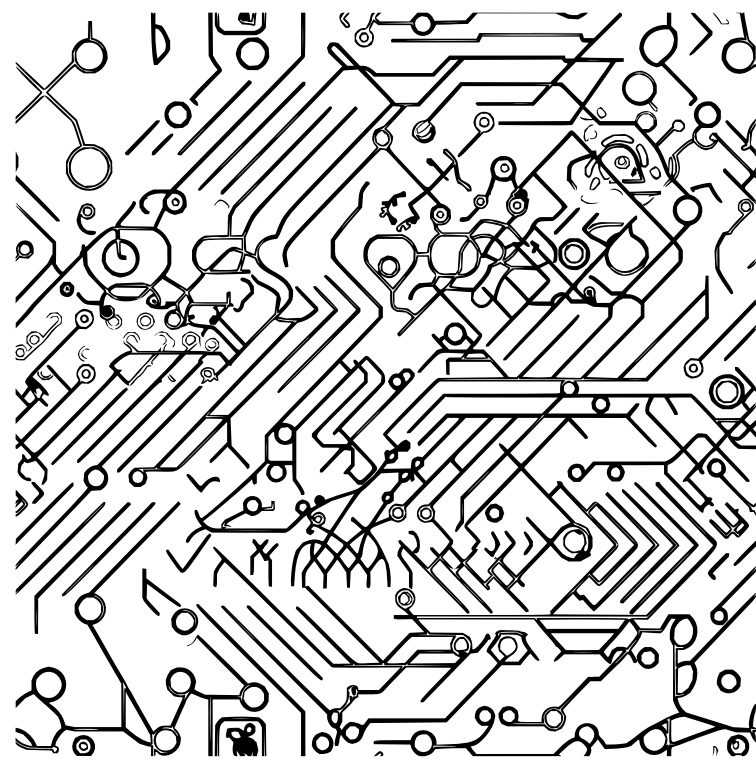


The objective of FrontSeat is to **elevate** STUBA to a prestigious institution that conducts top-notch research in advanced automatic control and produces exceptional academics and industry professionals. To **support** this fact, we aim to establish FrontSeat as a **well-known** and **respected** project that wants to **attract** exceptional minds and leading researchers to become **part** of the program.

Throughout the creation process, we focused on FrontSeat's **strong** positioning as an **innovative** project.

By highlighting its **forward-thinking** approach, we aimed to emphasize the project's unique value proposition and its potential to drive change and create impact.

07 Elements



The **arrows** in the logo represent technological progress, and to reinforce this idea, we chose complementary colors that **enhance** their visibility and impact. Our goal was to create a visually **striking** logo that effectively communicates the concept of **innovation** and **cutting-edge** technology, and we believe that the combination of the **arrows** and the **accompanying colors** achieves this goal.

The elements we used are meant to **invoke** modern systems and technologies, such as **Artificial Intelligence**, **machine learning** and **research** FrontSeat is working on.

This document also contains examples of how the logo **shouldn't** be used and which color combinations to avoid because they can be harmful to the overall brand presentation.

08 In practice



The content we created
according to the brand
guide