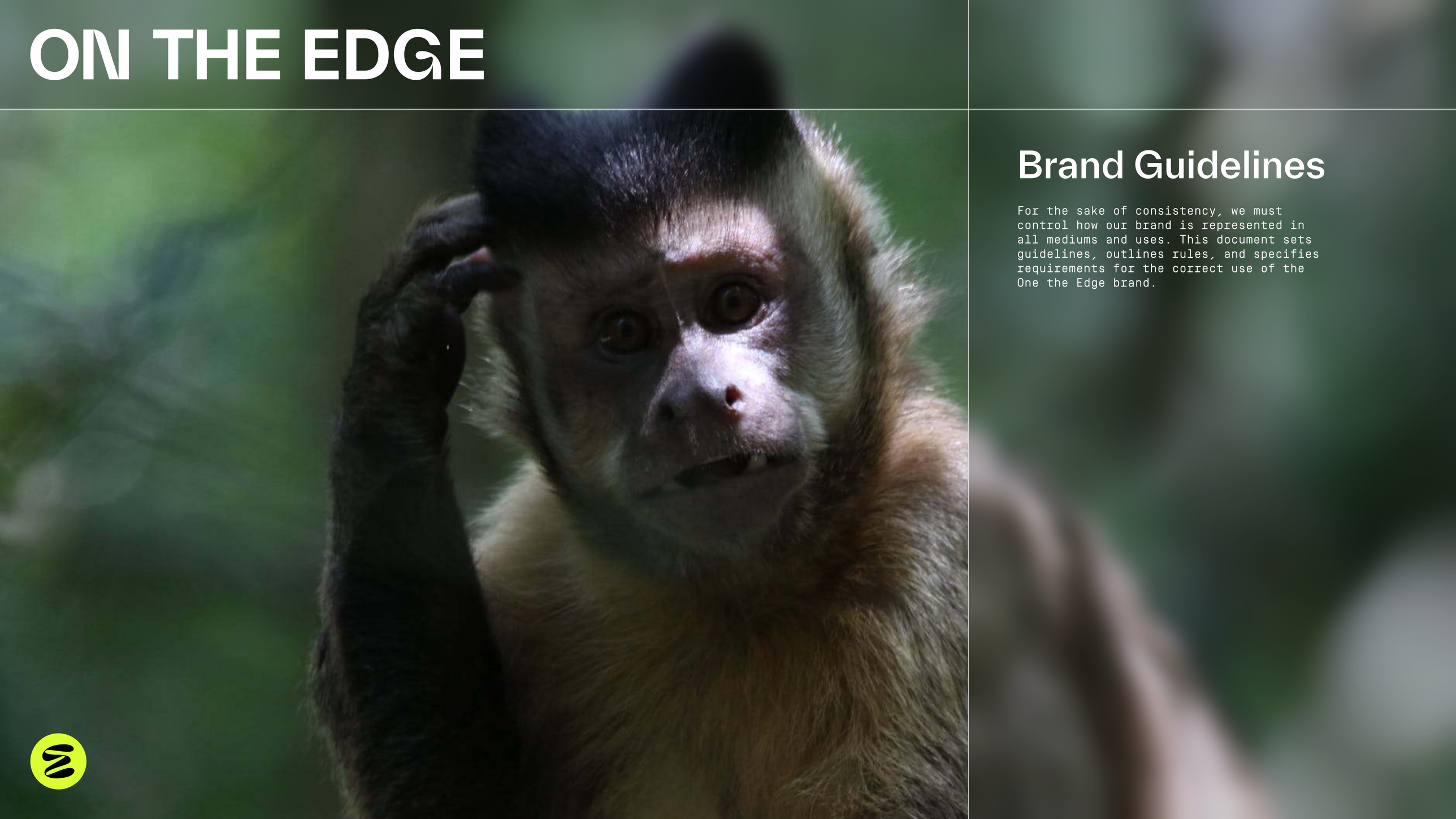
ON THE EDGE



Brand Guidelines

For the sake of consistency, we must control how our brand is represented in all mediums and uses. This document sets guidelines, outlines rules, and specifies requirements for the correct use of the One the Edge brand.

Contents

Logo	2
Icon	8
Colour	18
Typography	24
Devices	30
Image Treatment	37
Infographics	42
Social Media	48
Contact	63

Logo

On these pages, you can find the rules around the best ways to use the On the Edge logo. Please follow these rules on every instance of its application.

Logo

This is the primary logo of On the Edge.

When using it, please follow the rules set out in the following pages.

ON THE EDGE

Logo Construction

The logo has been constructed in a certain way, by altering the spacing between the glyphs of the name, and incorporating details in the letters N and G.

Please use only the supplied version of the logo to make sure it retains such details.

Logo Safe Space

When the logo is used alongside other logos or in small sizes, a safe space equivalent to the size of the O is needed around the logo, to help with legibility.

Logo Colour Usage

Here are the colours in which the logo can be used. These are White, Black and Alarm Green, depending on how it is used.

White - Used on dark colours and over images

Black - Used on light colours

Neon Green - Used over images

Logo Misuse

When using the logo, be careful not to apply any shape transformation or effect. Please do not apply any of the ones listed here, and try to keep the original file unchanged.

DO NOT

RETYPE

ON THE EDGE

DISTORT STRETCH SQUEEZE

ON THE EDGE

ROTATE

ON THE EDGE

DROP SHADOW BLUR

ON THE EDGE

KEYLINE USE RANDOM COLOURS

ON THE EDGE

ALTER SPACING

ON THE EDGE

Icon

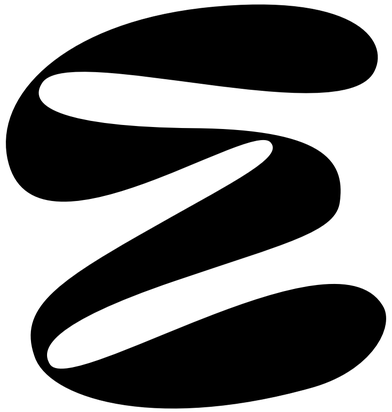
On these pages, you can find the concept behind and the rules around the best ways to use the On the Edge icon. Please follow these rules on every instance of its application.

Icon

This is the icon of On the Edge.

The icon has a secondary role and is not supposed to replace the logo. It can be used when space is an issue, in certain cases that the brand needs a more compact visual representation i.e. social media avatar, favicon etc, or as a secondary visual element to the logo.

When using it, please follow the rules set out in the following pages.



Icon concept & development

The icon comes out of the patterns that are usually observed on frog species' skin.

While in development, there were different versions of the E designed.

Although one, more legible, stands out as the main icon, this is an asset that can benefit from motion being incorporated into it to combine the different states of the E.

Icon circle container

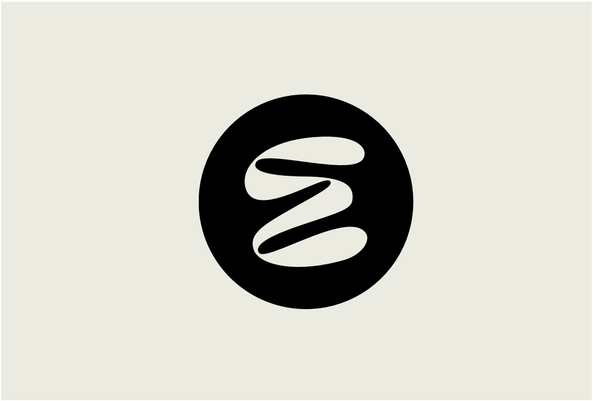
Often, the icon might need to be displayed in a circle or a circular area i.e. social media avatar.

When this is needed, please use the supplied file of the icon in a circle.

Icon Colour

Here are the colours in which the icon can be used. These are Alarm Green, Black and White, depending on how it is used.

Neon Green - Used on dark colours and over images



Black - Used on light colours

White - Used over images

Icon - Logo lockup

The icon and the wordmark are two separate visual elements of the brand.

They can work todether on the same application, but the icon has to be placed far enough from the wordmark.

The icon should be on a secondary, complementary role and not part of the logo.

Normally they would not appear in a lockup as a larger logotype, but there are two exceptions to that [see next page].

ON THE EDGE

ON THE EDGE

Icon - Logo lockup

The icon and the wordmark are supposed to appear in a lockup together, only in two cases:

1. Where space is an issue
   i.e. used small on a web banner

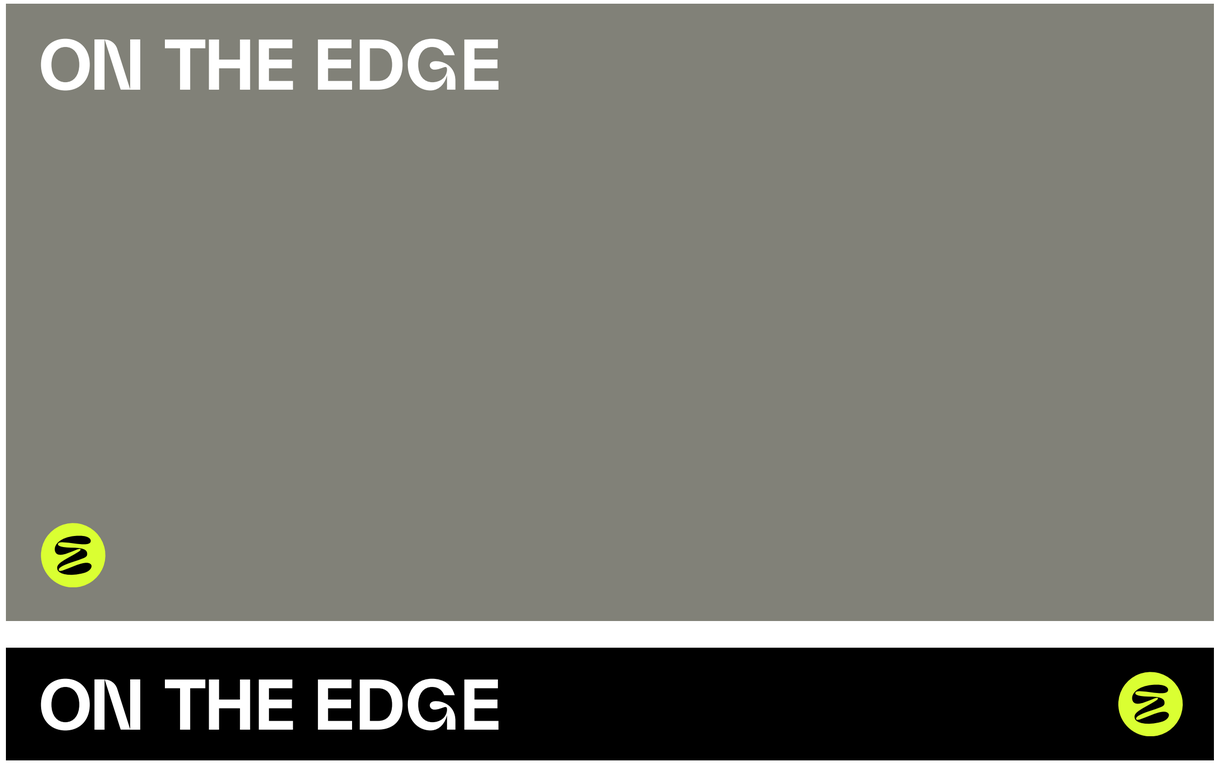
2. When used with other logos
   i.e. on a sponsors strip
   or a logo wall in a conference

When used as a lockup, make sure to use the supplied files and retain all proportions as displayed here.

Icon - Logo lockup

Here are some example layouts of how icon and logo can work together.

ENOUGH SPACE - NO LOCKUP



ENOUGH SPACE - NO LOCKUP

ENOUGH SPACE - NO LOCKUP

SMALL SPACE - LOCKUP APPLIED

Icon - Logo lockup colour

Here are the colours in which the lockup can be used. These are Alarm Green, Black and White, depending on how it is used.

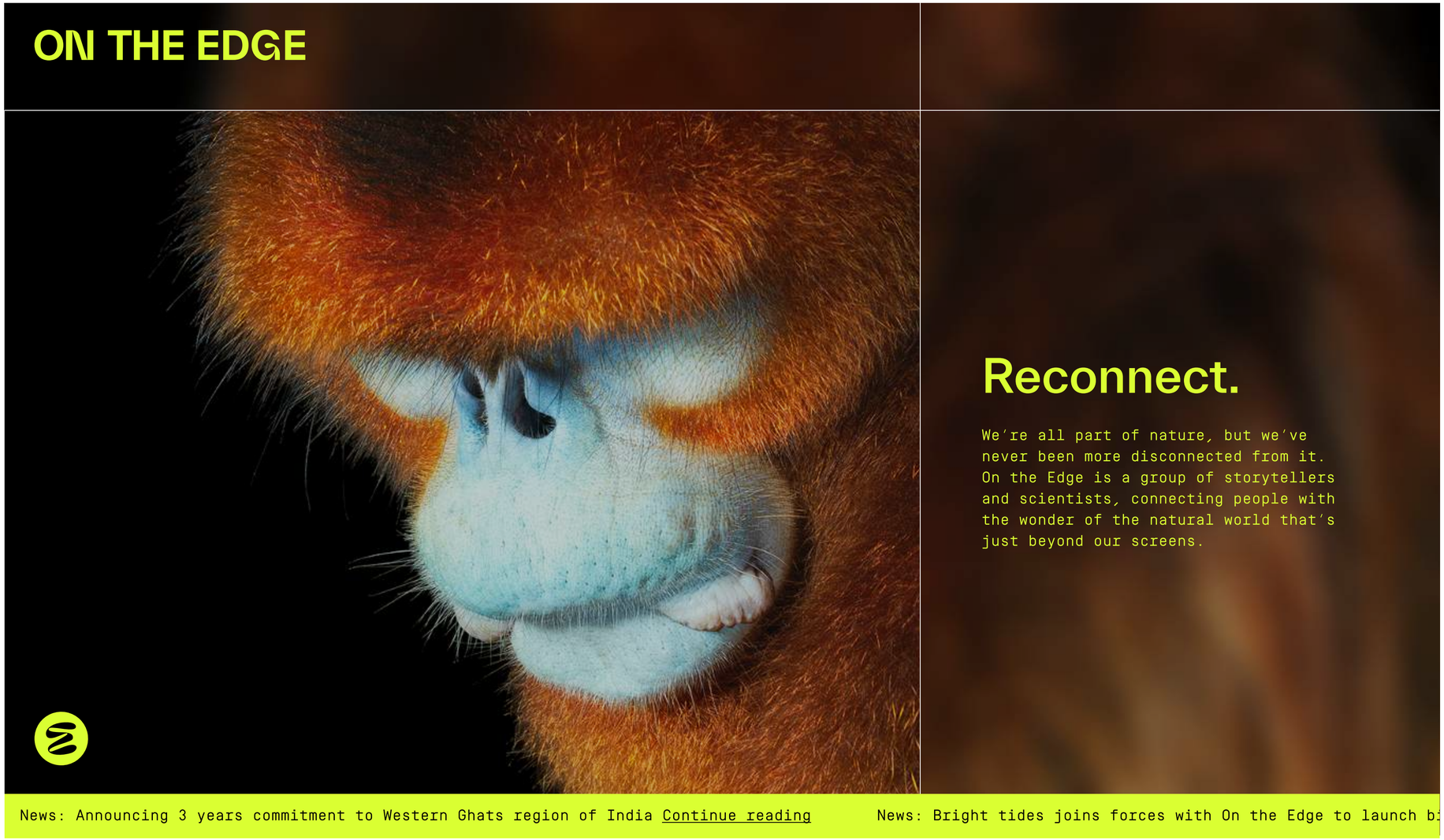
White - Single colour use over images

Neon Green - Single colour use over images

Black or white with two-colour icon over solid backgrounds

Icon - Logo lockup

Here is an actual example of how icon and logo can work together



Typography

On the following pages, you can find the rules around typography in the On the Edge brand. Please follow these rules when working with typography.

Primary typeface

TWK Everett is the primary typeface of the brand. It is used in the weights displayed here, across the instances highlighted.

TWK Everett

HEADLINES SHORT TEXTS

QUOTES

Medium

AaBbCcDdEeFfGgHhJjKk
LlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz
.,?!@&%£#

Light

AaBbCcDdEeFfGgHhJjKk
LlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz
.,?!@&%£#

Regular

AaBbCcDdEeFfGgHhJjKk
LlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz
.,?!@&%£#

Secondary and Tertiary typefaces

Simplon Mono is the secondary typeface of the brand. It is used in the weights displayed here, across the instances highlighted.

In instances of longer texts, like a multi-page pdf document or a long article, the text can be set in Roboto. This is the tertiary typeface of the brand and it is used in the weights displayed here.

Simplon Mono

HEADLINES SHORT TEXTS

BUTTONS CAPTIONS SMALL TEXT

Regular

AaBbCcDdEeFfGgHhJjKk
LlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz
.,?!@&%£#

Light

AaBbCcDdEeFfGgHhJjKk
LlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz
.,?!@&%£#

Bold

AaBbCcDdEeFfGgHhJjKk
LlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz
.,?!@&%£#

Roboto

LONGER TEXTS

Regular

AaBbCcDdEeFfGgHhJjKk
LlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz
.,?!@&%£#

Light

AaBbCcDdEeFfGgHhJjKk
LlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz
.,?!@&%£#

ON THE EDGE

STORYTELLING
SCIENCE
CONSERVATION
0134245

Simplon Mono Regular
Leading set to 120%

We believe a sustainable future for all life on Earth is possible — but only if we transform the way we treat nature, fast. At On The EDGE Conservation, we're committed to reconnecting the public with the value and importance of biodiversity — as well as bringing about lasting, large-scale change to protect species and ecosystems across the world.

TWK Everett Light
Leading set to 120%

We use storytelling, science and technology to shift perspectives and drive positive change for the natural world.

TWK Everett Regular
Leading set to 120%

LOW RISK

TWK Everett
Medium

Conserved to prevent being near threatened, certain events may lead it to being a higher risk level

Looking into the future

TWK Everett Regular
Leading set to 90%

Looking at the next decade greater efforts are needed to address the challenge of mainstreaming biodiversity and reframing our relationship with nature. The digital channels that have emerged in the last decade will be key to achieve higher levels of awareness, and more importantly change attitudes, social norms, and behaviours.

TWK Everett Light
Leading set to 120%

At On the Edge Conservation we work at the intersection of art and science to better communicate the importance of nature through mobile games, animation, virtual influencers, and other up and coming digital channels. We believe these new ways of communicating about biodiversity are needed to generate a seismic shift in our societal attitudes, norms, and behaviours towards biodiversity and stem the ongoing extinction crisis.

Simplon Mono Regular
Leading set to 120%

Yet, our analysis suggests the vast majority of countries failed to increase awareness for biodiversity and the solutions to conserve it, as described in Aichi Target 1 of the CBD and agreed to by nearly every country in the world. As we look at establishing a new target framework for this decade, it is crucial that we see this need reflected in the targets we hope to achieve by 2030.

The current first draft of the post-2020 global biodiversity framework does not include a target around people's attitudes, norms, or behaviours towards biodiversity. This is critical gap that must be corrected, as we know that it is human decision making that drives all major threats to biodiversity and as such these human elements cannot be sidelined. Efforts such the one presented here could form a critical part of the monitoring framework of such as indicator, all at a low cost to the parties and if undertaken by a teird party organization such as In the Edge Conservation allowing for transparent and independent reporting.

In terms of exploring the power of the internet, and the wealth of information it harbors, we at On the Edge Conservation are working to go beyond the current report. This is critical gap that must be corrected, as we know that it is human decision making that drives all major threats to biodiversity and as such these human elements cannot be sidelined.

Efforts such the one presented here could form a critical part of the monitoring framework of such as indicator, all at a low cost to the parties and if undertaken by a teird party organization such as In the Edge Conservation allowing for transparent and independent reporting.

Efforts such the one presented here could form a critical part of the monitoring framework of such as indicator, all at a low cost to the parties and if undertaken by a teird party organization such as In the Edge Conservation allowing for transparent and independent reporting.

While the analysis here presented gives us new insights into awareness and interest around biodiversity and its conservation we will aim next to measuring attitudes, norms and ultimately behavior towards nature at a global scale.

TWK Everett Regular
Leading set to 120%

Yet, our analysis suggests the vast majority of countries failed to increase awareness for biodiversity and the solutions to conserve it, as described in Aichi Target 1 of the CBD and agreed to by nearly every country in the world. As we look at establishing a new target framework for this decade, it is crucial that we see this need reflected in the targets we hope to achieve by 2030. The current first draft of the post-2020 global biodiversity framework does not include a target around people's attitudes, norms, or behaviours towards biodiversity.

This is critical gap that must be corrected, as we know that it is human decision making that drives all major threats to biodiversity and as such these human elements cannot be sidelined. Efforts such the one presented here could form a critical part of the monitoring framework of such as indicator, all at a low cost to the parties and if undertaken by a teird party organization such as In the Edge Conservation allowing for transparent and independent reporting.

Roboto Light
Leading set to 120%

Typography Misuse

When working with the On the Edge typefaces, please do not use any of the weights listed on this page.

This might change in the future but for now, the weights specified in the earlier pages are the ones to work with.

Legibility is not an issue with the already chosen weights, so please retain from using Bold in order to be more legible.

TWK Everett

Hairline *Hairline* **Bold** ***Bold***
Thin *Thin* **Extrabold** ***Extrabold***
Ultralight *Ultralight* **Black** ***Black***
Super ***Super***

Simplon Mono

Medium *Light* ***Medium***
Regular ***Bold***

Roboto

Thin *Thin*
Medium ***Medium***
Bold ***Bold***
Black ***Black***

Colour

On the following pages, you can find the theory and the rules around colour in the On the Edge brand. Please follow these rules when working with colour.

Colour theory

More and more animals are adapting to their environment by evolving to use bioluminescence as a defence mechanism. Protecting themselves against danger by entering this alert mode can be considered as a form of natural self conservation.

Starting of a pair of a pale and a neon colour, is the foundation of the colour palette development.

Primary palette

This is the brand's primary colour palette.

It consist of green tones, including Safe Green, Alarm Green, a medium tone to assist on applications that require a higher hierarchy, and Black.

Safe Green

HEX #D6FF9B
RGB 214.255.155
CMYK 16.0.39.0
PMS 2282C

Alarm Green

HEX #DAFF32
RGB 218.255.50
CMYK 21.0.85.0
PMS 389C

Mid Green

HEX #A1AE0C
RGB 161.174.12
CMYK 44.16.100.3
PMS 377C

Black

HEX #000000
RGB 0.0.0
CMYK 0.0.0.100
PMS Black2C

Neutral palette

An extra set of neutral colours is used across the brand, to assist in cases that a vibrant feeling is not required.

Light Gray

HEX #EBEBE1
RGB 235.235.225
CMYK 0.0.5.10
PMS

Dark Gray

HEX #CCE226
RGB 129.129.120
CMYK 0.0.10.50
PMS 415C

Light Neutral

HEX #C1B5A5
RGB 193.181.165
CMYK 0.6.15.24
PMS 7528C

Dark Neutral

HEX #8C7D78
RGB 140.125.120
CMYK 0.11.14.45
PMS 7531C

Secondary palette

Additionally to the primary and neutral, the brand also makes use of a secondary colour palette.

This consists of a family of Reds, Purples and Blues, built in the same way as the primary.

Alarm Red

HEX #F74600
RGB 247.70.0
CMYK 0.90.100.0
PMS 3556C

Safe Red

HEX #FFBFA9
RGB 255.191.169
CMYK 0.27.22.0
PMS 2337C

Mid Red

HEX #FC7F3F
RGB 252.127.63
CMYK 0.65.75.0
PMS 1645C

Neon Purple

HEX #AD7BFF
RGB 173.123.255
CMYK 52.55.0.0
PMS 2665C

Light Purple

HEX #DCC7FF
RGB 220.199.255
CMYK 18.26.0.0
PMS 2645C

Mid Purple

HEX #7754B1
RGB 119.87.177
CMYK 67.73.0.0
PMS 7671C

Neon Blue

HEX #81F8FF
RGB 129.248.255
CMYK 44.0.10.0
PMS 310C

Light Blue

HEX #D6FDFF
RGB 214.253.255
CMYK 18.0.5.0
PMS 290CP

Mid Blue

HEX #49CAD2
RGB 73.202.210
CMYK 63.0.23.0
PMS 2183C

IUCN Stickers

This is the set of the IUCN stickers based on the IUCN guidelines.

The stickers are round, using uppercase letters, and are assigned specific colours.

IMPORTANT NOTICE

The stickers should only be used on the colours specified in this page.

Please do not swap colours over different stickers.

NA — NOT APPLICABLE — #C1B5A5

NE — NOT EVALUATED — #FFFFFF

DD — DATA DEFICIENT — #D1D1C6

LC — LEAST CONCERN — #60C659

NT — NEAR THREATENED — #CCE226

VU — VULNERABLE — #F9E814

EN — ENDANGERED — #FC7F3F

CR — CRITICALLY ENDANGERED — #D81E05

RE — REGIONALLY EXTINCT — #9B4F96

EW — EXTINCT IN THE WILD — #542344

EX — EXTINCT — #000000

Devices

The brand uses a set of different devices to communicate certain parts of On the Edge.

On following pages, you can find the thinking and rules around all such devices. Please follow these rules when working with either of them.

Devices

The brand uses several devices across its different applications. Those vary from small round stickers to a side edge ticker tape, to a masking system for photographic backgrounds.

TECHNOLOGY

STORIES MEDIA

MOBILE GAMING

INFLUENCE

EDUCATION

Tagging stickers

Ticker Tape

Blurry E

Crosshair
with effect

NA NE DD

LC NT VU

EN CR RE

EW EX

IUCN stickers

Tagging Stickers

The brand uses the device of tagging stickers to help with hierarchy and highlighting the elements necessary.

Displayed here, and across this document, is the correct and incorect use of this device.

TECHNOLOGY

STORIES MEDIA

MOBILE GAMING

INFLUENCE

EDUCATION

CORRECT USE

‹ BACK TO HOME

SHARE ARTICLE

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LAST UPDATED
10/06/2020

INCORRECT USE

BE MINDFUL OF SIZES

Please read these terms and conditions carefully before using this site.

MIND THE CORNERS

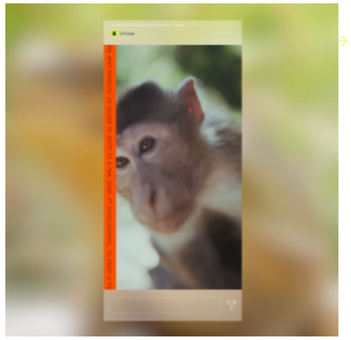
Ticker tape

The ticker tape is another brand device used to highlight information over a composition.

It can be used animated, static or interactive i.e. the slideshow control area on the website.

Displayed here, is the correct and incorect use of this device.

CORRECT USE



INCORRECT USE

ALWAYS KEEP THE TEXT IN ONE LINE. ANIMATE IF IT DOESN'T FIT.

BE MINDFUL OF SIZES

KEEP ALIGNED TO THE EDGES

DO NOT OVERLAP

DO NOT ROTATE

Blurry E

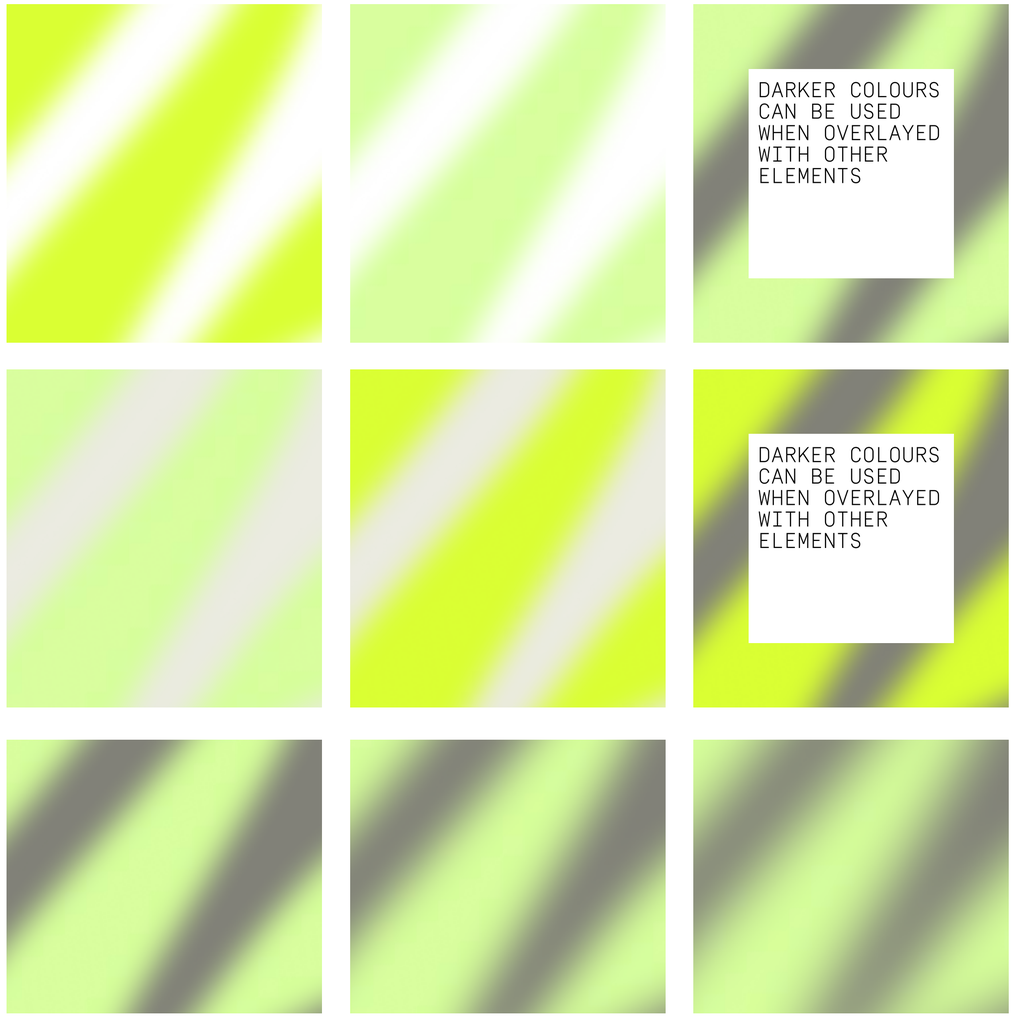
This device comes from the organic "e" concept, and is only used as a background element.

It can be used as a single background, or with other elements on top of it.

It works both static and animated.

CORRECT USE

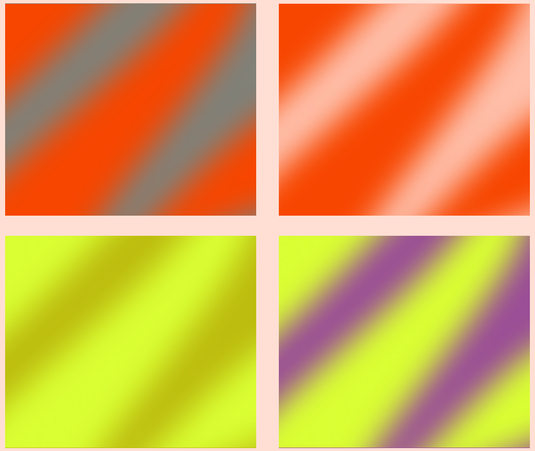
COLOURS



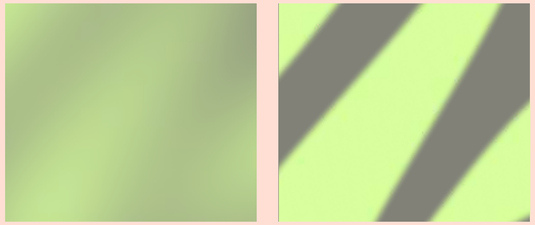
BLUR RADIUS

INCORRECT USE

DO NOT USE OTHER COLOURS

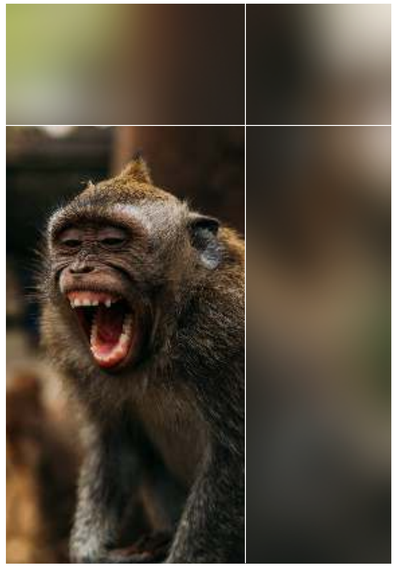


AVOID BLURRING TOO MUCH OR TOO LITTLE

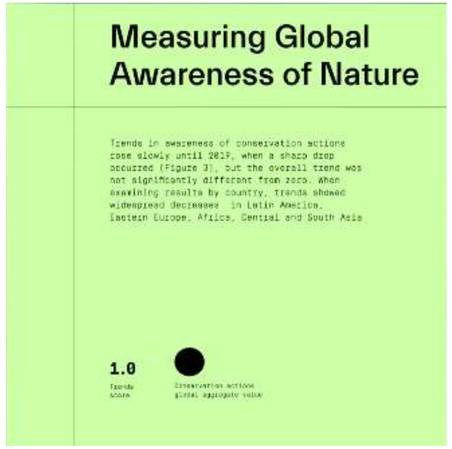


Crosshair with effect

This device is used to create layouts withing a given space. It could be used as a full screen element, like the breaking pages in this document, as a layer over a photo or video to display information or as a purely graphic element to introduce text or infographics.

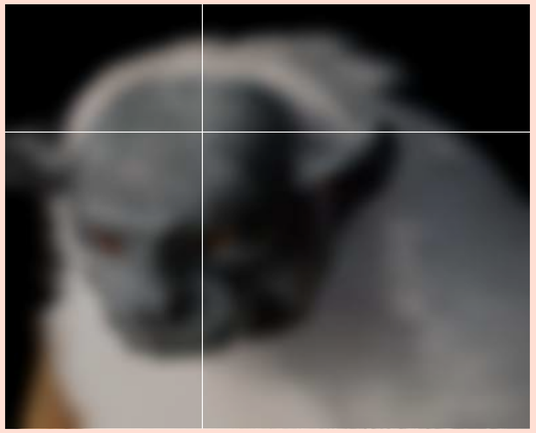


CORRECT USE

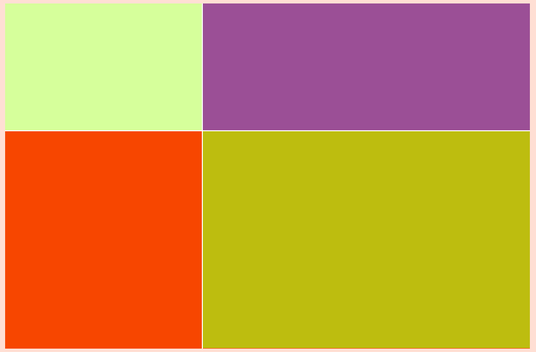


INCORRECT USE

DO NOT FULLY BLUR PHOTO



KEEP COLOURS & EFFECTS TO A MINIMUM



IUCN Stickers

The IUCN red list stickers are another device, that can be utilissed across the brand.

When using these stickers, please stay true to the colours assigned to them and the styling of the letters used.

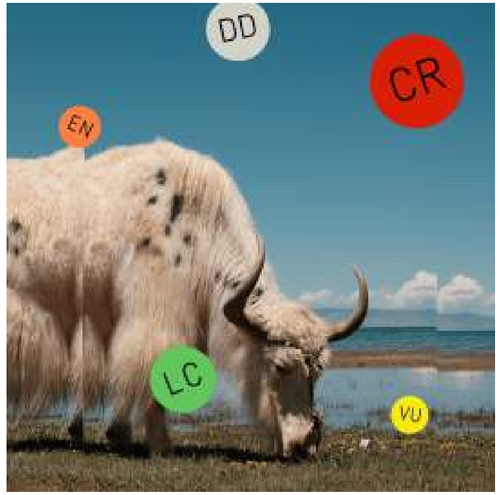
Displayed here, is the correct and incorect use of this device.

NA NE DD LC

NT VU EN CR

RE EW EX

CORRECT USE



INCORRECT USE

DO NOT SWAP COLOURS

NA NE DD LC

NT VU EN CR

RE EW EX

BE MINDFUL OF SIZES

Image treatment

The brand uses a set of different image and video treatments when displaying photography.

On following pages, you can find the rules around all such treatments. Please follow these rules when working with either of them.

Image treatment

The brand uses several image / footage treatment effects. These include the noise, the screen and the organic screen effect.

Noise

Screen

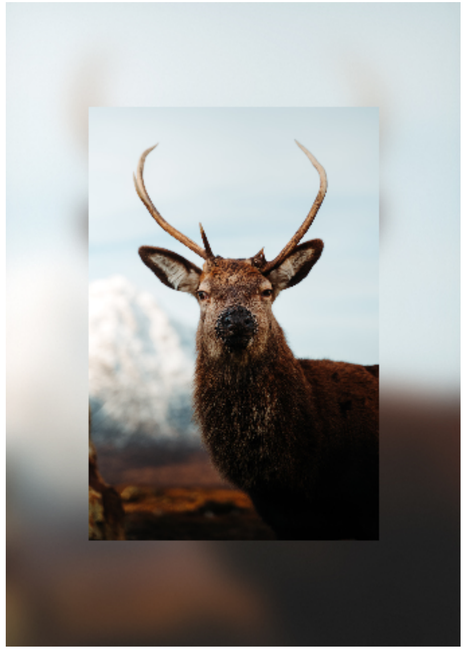
Organic Screen

Noise effect

The noise effect is a blur effect applied on the footage used.

Depending on the photo:

- the blur value might need to be adjusted
- a white overlay of 5-10% opacity might be needed.



INCORRECT USE

DO NOT USE RANDOM SHAPES

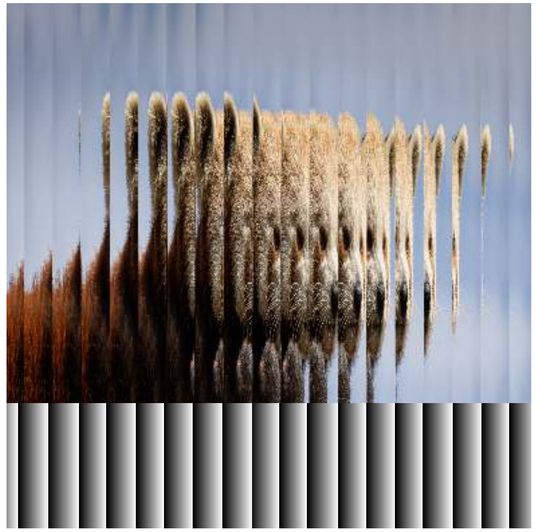
MIND THE EDGES

Screen effect

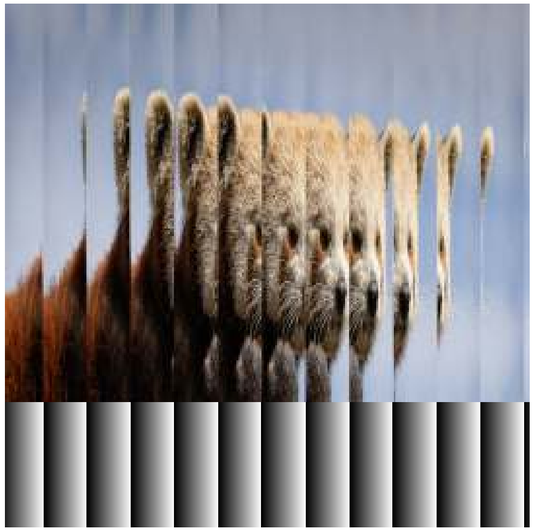
The screen effect is a displacement effect applied on the footage used.

This effect is used in three sizes, small, medium and large, or as an animated effect varying over all the stages in between.

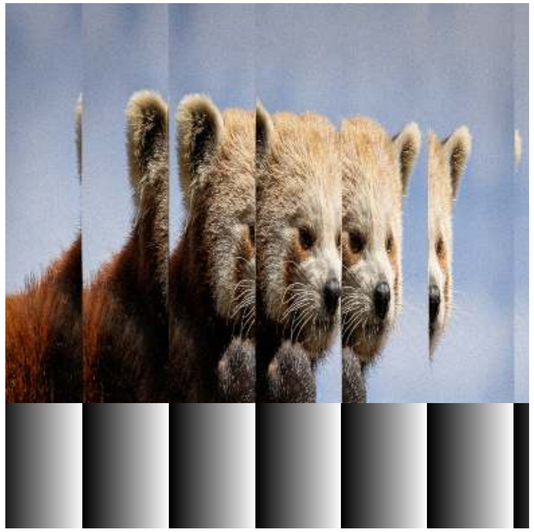
Please use the supplied files to implement the effect.



Small displacement map



Medium displacement map



Large displacement map

INCORRECT USE

DO NOT USE
HORIZONTAL PATTERN

Organic Screen effect

The organic screen effect is a displacement effect applied on the footage used.

Similar to the screen effect, but coming from the organic E shape, this effect is used only large, and works better animated.

Please use the supplied files to implement the effect.

WORKS BETTER ANIMATED

Large displacement map

INCORRECT USE

DO NOT USE SMALL SCALE PATTERN

Infographics

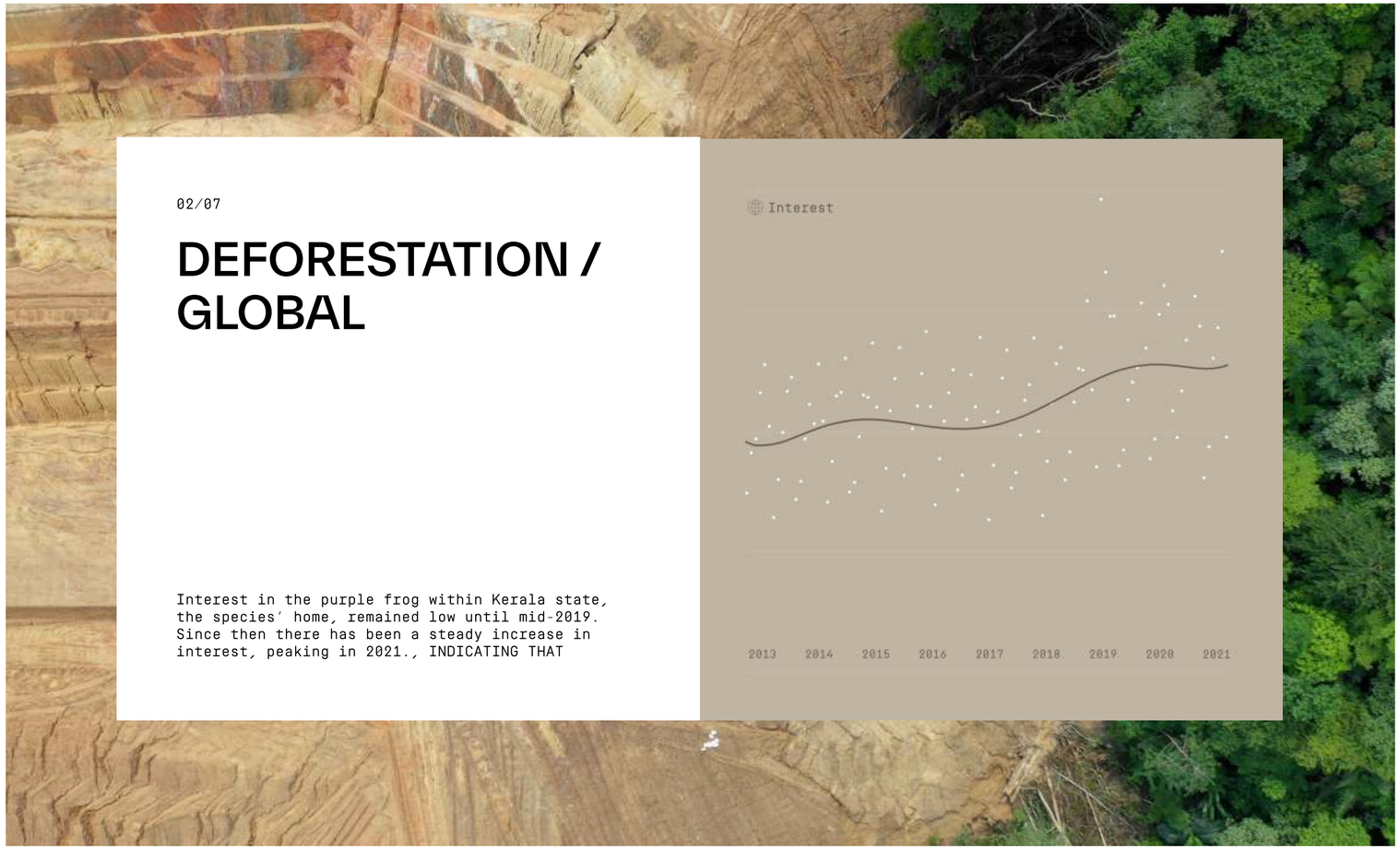
The brand needs an ownable way of structuring data information, in the form of graphs and infographics.

On following pages, you can find the rules around all such elements.

Overview

Infographics consist of facts & data which are split into topic/information and a motion graph. These are used across website [as an activity tracker] and social media.

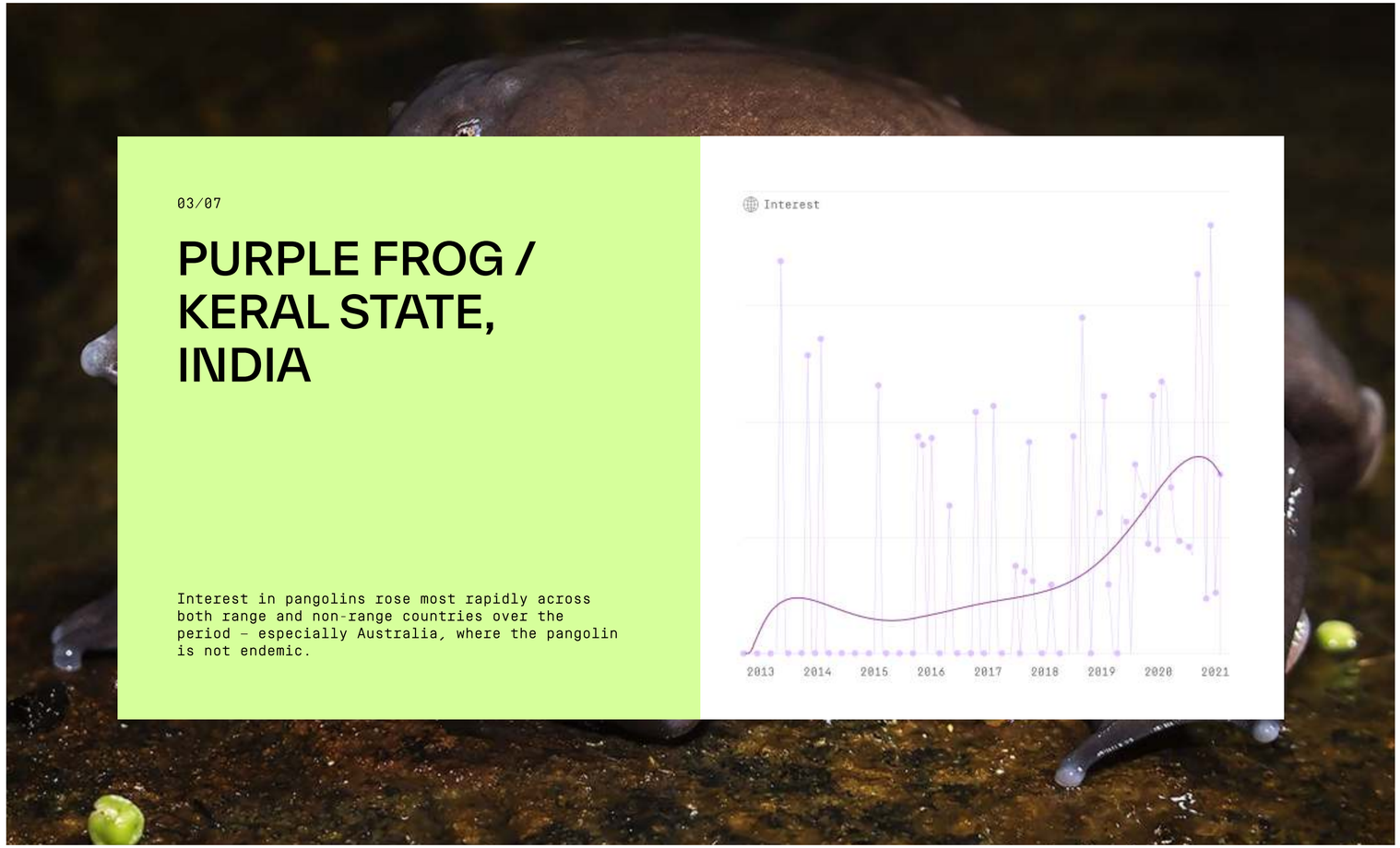
EXAMPLE 1



Topic

Each infographic will start with the topic containing a title, date and information about the graph. Social media will contain the OTE icon and 'scientific data' tag for shared with third-party purposes.

EXAMPLE 2



Graphs

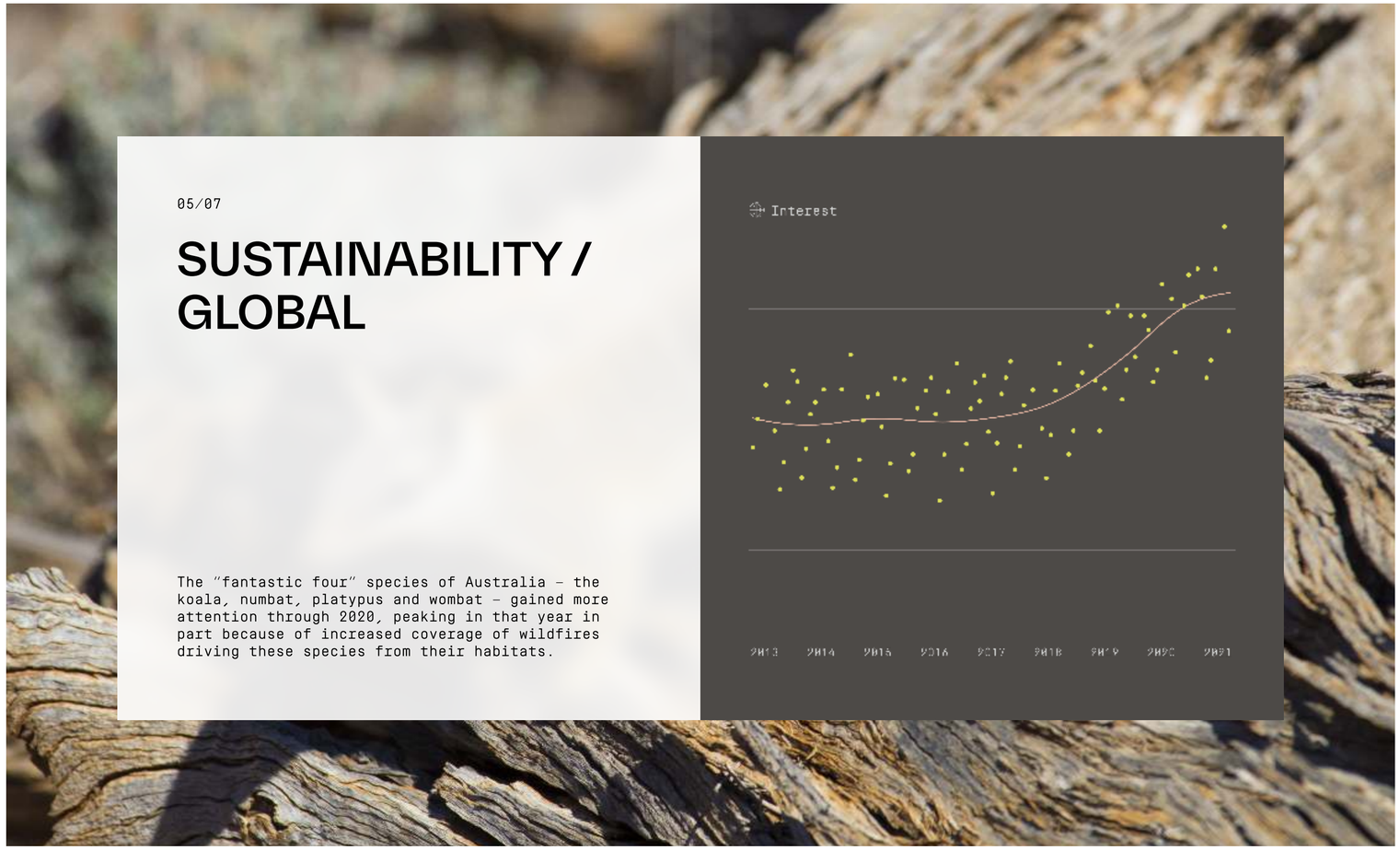
The activity trackers will contain scientific data in an animated structure. The labels should appear first and graph lines and dots will be revealed after.

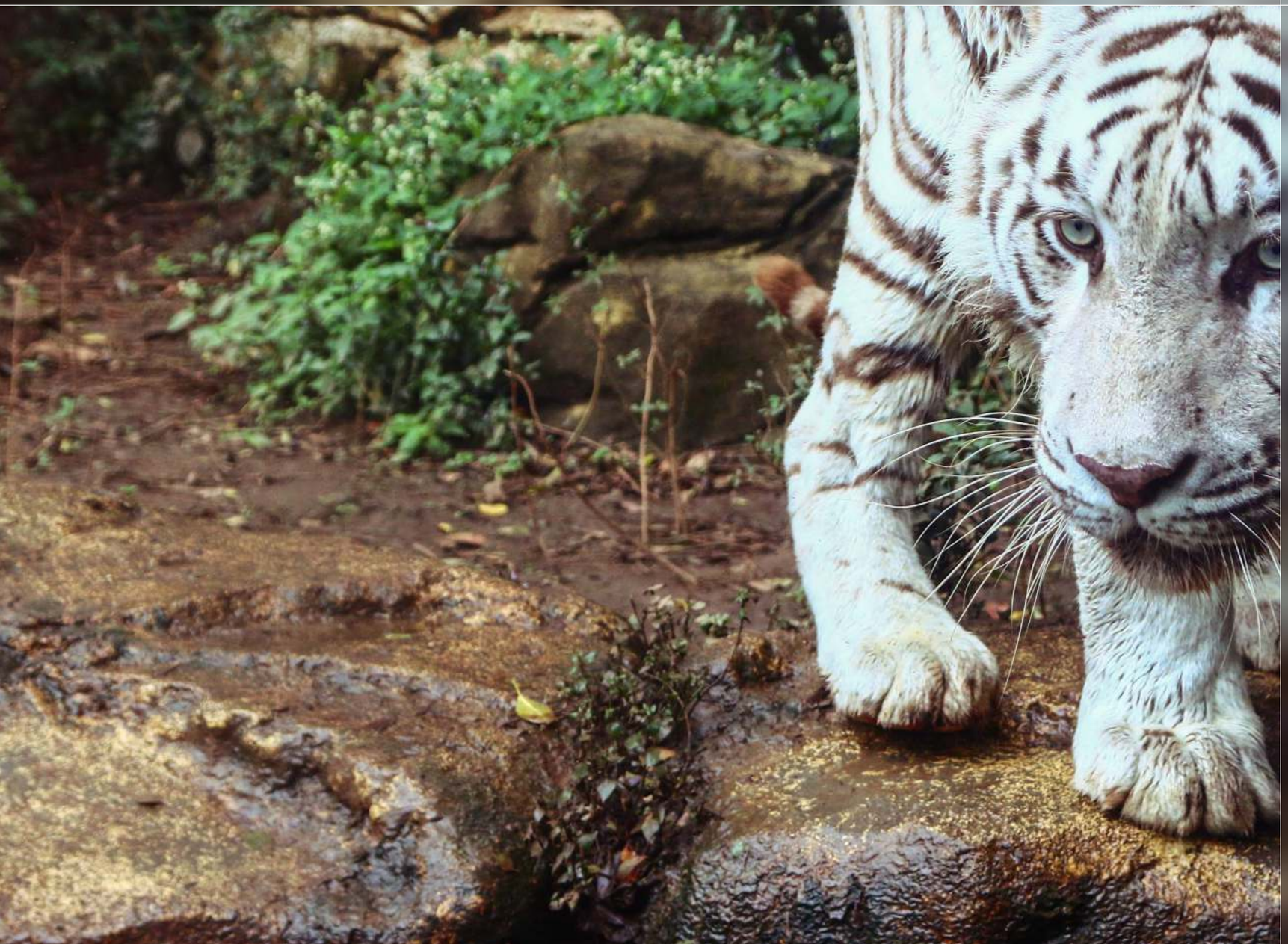
EXAMPLE 3

Background

The graphs may contain an image/video as a secondary background in relation to its topic. Whilst, the primary background should be a normal fill or light/dark tint to maintain the information's visibility.

EXAMPLE 4





Social Media

It is important for the brand’s social media, to have a consistend and thought through systematic approach.

On following pages, you can find the rules around this system, developed based on the content pillars required for the right social media channels.

Grid Layout

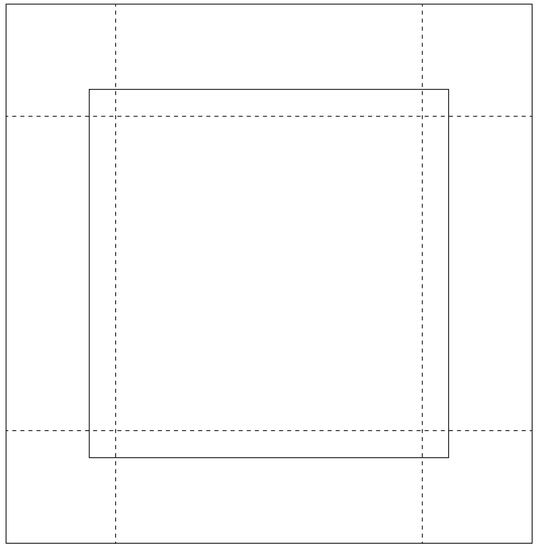
When working on any social media post, use the grids displayed here to align shape and text.

The grid flexes in multiple sizes to cover every type of post.

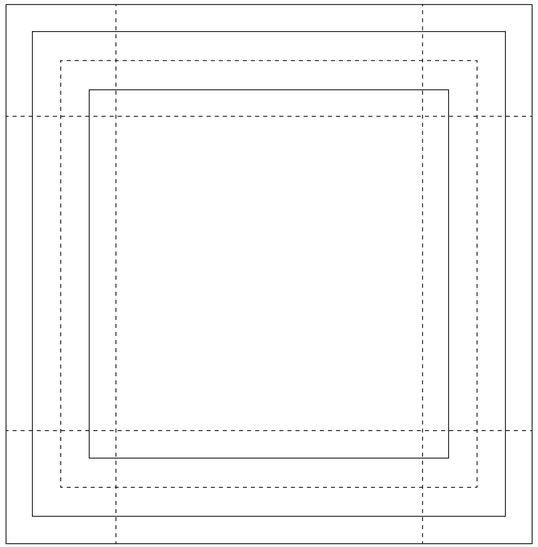
● - SHAPE

◌ - TEXT

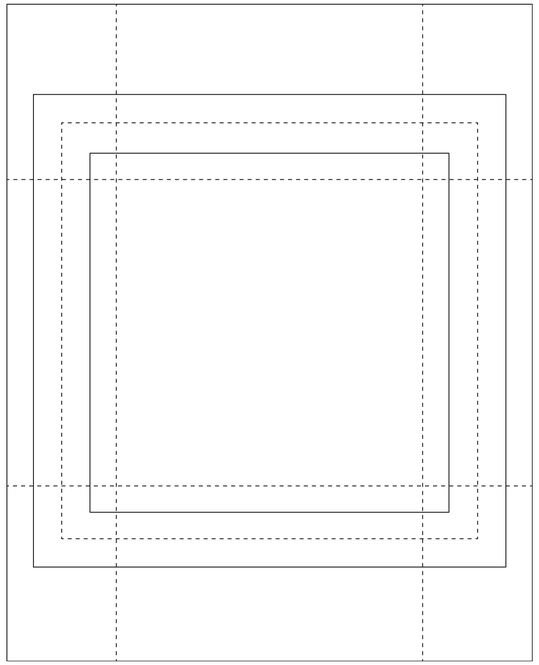
TEMPLATE A [1:1]



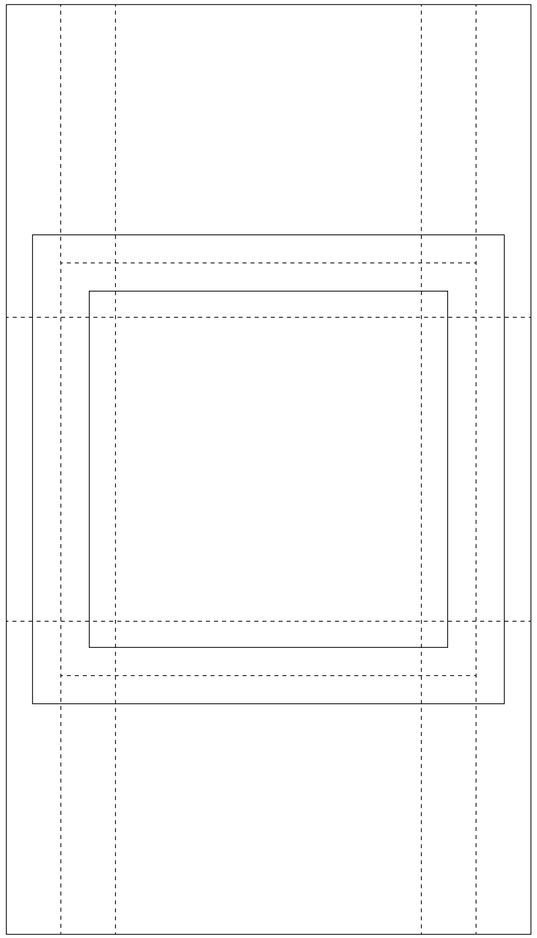
TEMPLATE B [1:1]



TEMPLATE C [4:5]



TEMPLATE D [9:16]



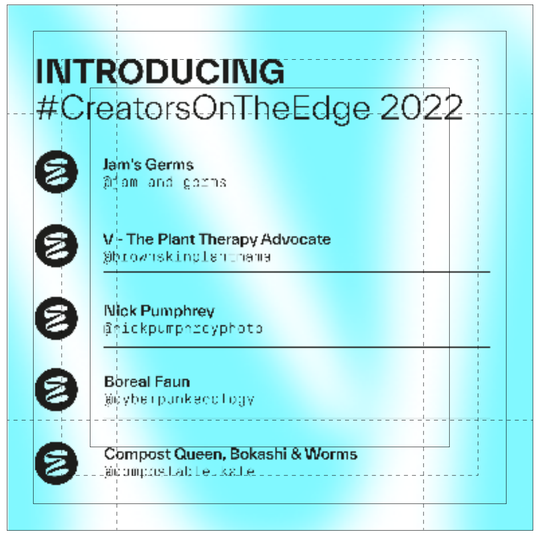
Grid Layout Application

Here are examples of various posts across social media which have the grid layout applied.

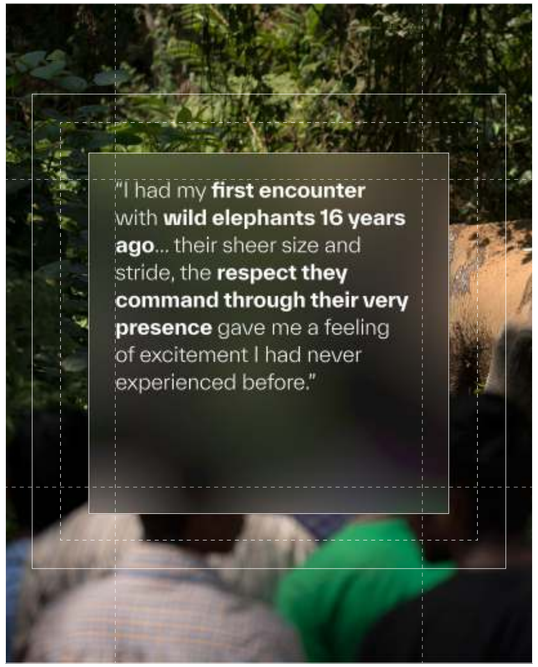
Ensure that the text and shape are always aligned to the grid.

TEMPLATE A [1:1]

TEMPLATE B [1:1]



TEMPLATE C [4:5]



TEMPLATE D [9:16]

Typography

Displayed here are the several typographic styles that should be used across social media posts.

These range from large headlines to small labels, utilising the two brand typefaces in different instances.

TWK Everett

H1 Large Heading - 104pt

H2 Medium Heading - 74pt

H3 Small Heading - 66pt

H4 Very Small Heading - 48pt

Body Text 1 - 48pt

Body Text 2 - 36pt

Simplon Mono

Body Text 1 - 42pt

Body Text 2 - 36pt

[TAGS & TICKER] - 30pt

Species Spotlight

The focus of this post is to spotlight one species with little information.

Slide 1: Cover slide, includes the animal utilizing the screen effect as a background.

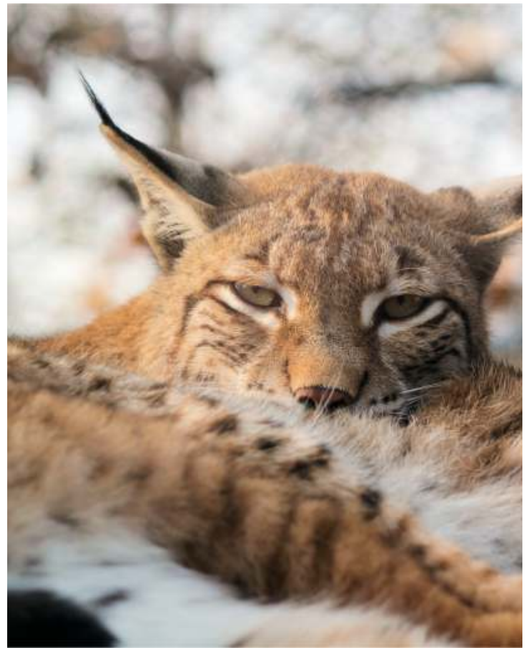
Slide 2: Hold all text information.

The rest of the slides will be a series of images regarding the animal.

SLIDE 1 [3 OPTIONS]

SLIDE 2 [2 OPTIONS]

SLIDE 3-10



EXAMPLE [USE OF GRID]

News Round Up

The post will include news headlines from the Weird & Wonderful. Each title should be placed in a blurred box on top of an image related to the content. It will end with the cover [Slide 3].

Highlighted Text:

- OTE News - Alarm Green
- Other News Sources - Mid Red

SLIDE 1 [OTE NEWS]

SLIDE 2 [OTHER NEWS SOURCES]

SLIDE 3 [2 OPTIONS]

EXAMPLE [USE OF GRID]

Slide Story

This is a slide post, including a series with a mixture of imagery and facts under a certain theme.

The post will start with the title over a blurred box. The rest of the slides will switch between text/image slides.

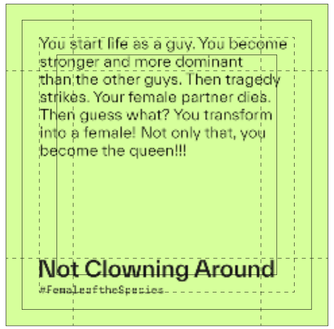
Note: Each species should have a specific colour and number labelled on the ticker tape for clear identification.

SLIDE 1 [COVER]

SLIDE 2 [TEXT-ONLY]

SLIDE 3-4 [IMAGE-ONLY]

SLIDE 5-7 [REPEAT]



SLIDE 8-10 [REPEAT]

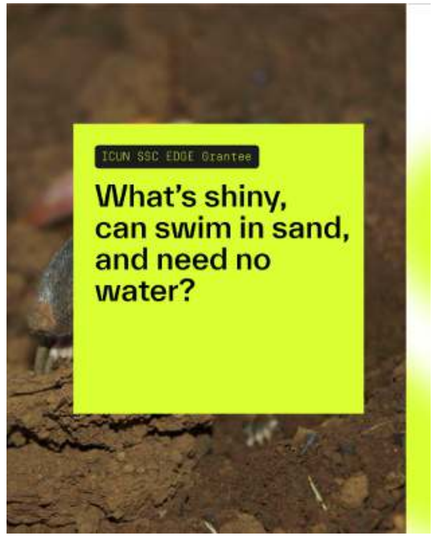
Grantee/Fellowship

A slide post that features a specific grantee or fellowship. Starts with the cover which features the title & tag along with a 'Blurry E' effect ticker tape connected to the next slide.

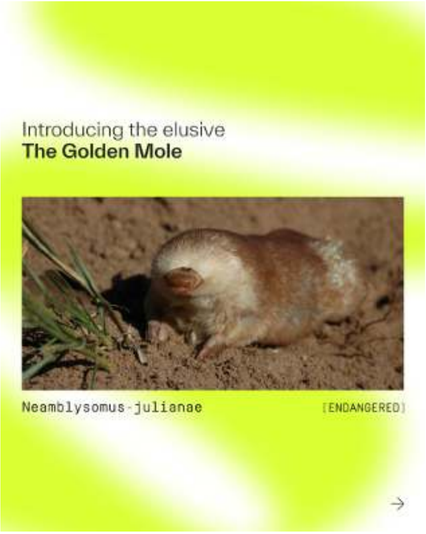
The introduction of species will be showcased on Slide 2 and have the same format as Slide 5. In between, all additional information should be designed based on Slides 3 and 4.

EXAMPLE [USE OF GRID]

SLIDE 1 [3 OPTIONS]

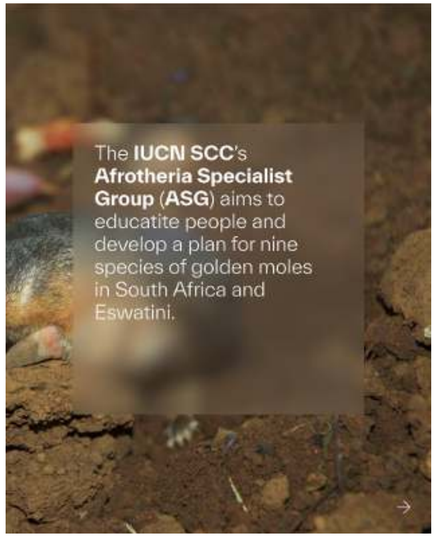


SLIDE 2



SLIDE 3

SLIDE 4



SLIDE 5

Featured Individuals

These posts are dedicated to the people behind the projects developed by OTE.

The cover uses a 'grid' effect transitioning between species and individual. The next slides will include imagery, quoted text and video.

Note: This series should only use the Neutral pallete.

SLIDE 1 [MOTION]

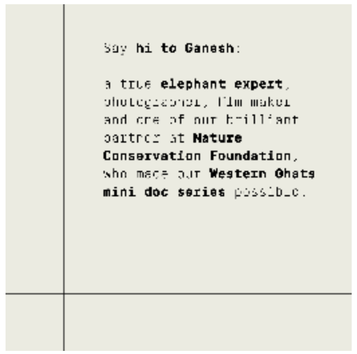
→

→ →

EXAMPLE [USE OF GRID]

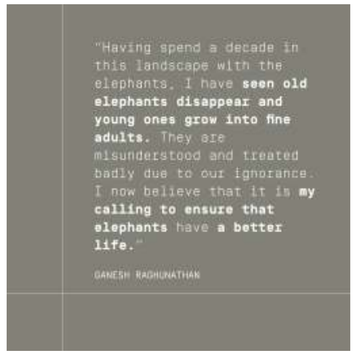
SLIDE 2

SLIDE 3



SLIDE 4

SLIDE 5



SLIDE 6 [VIDEO]

Headline Species

Every post will have a 'Headline' followed by a satirical written copy about a fact or attribute of a specific species.

Across the slides will include illustrative drawings to elevate imagery and text. For headings, 'TWK Everett' in Extra Bold Italic will be used as well as a blur effect on the cover.

SLIDE 1

SLIDE 2

SLIDE 3

SLIDE 4

Cohort

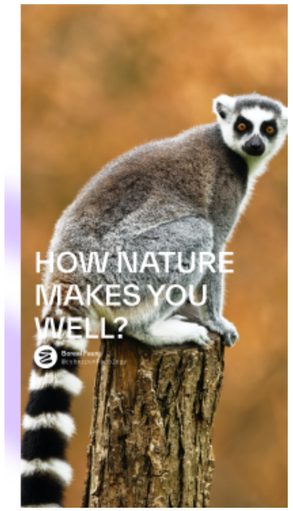
The posts will contain wrappers for the Content Creator's content as a motion piece on the feed.

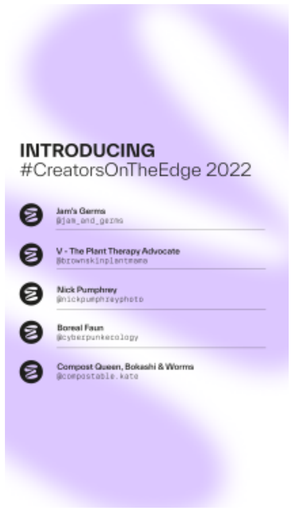
A 'Blurry E' will be used across the slides as a ticker tape/background. It will start with a large title & chosen creator and move to the next slide which reveals the other creators.

More information will be shown on Slide 3 & 4 with two options for type layout.

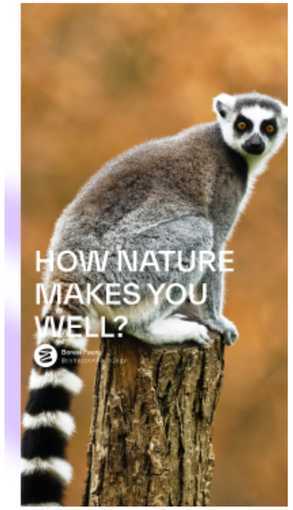
SLIDE 1 SLIDE 2 SLIDE 3 SLIDE 4

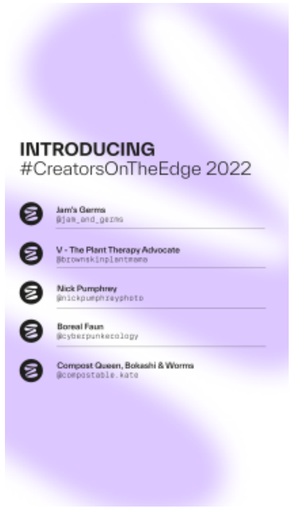
[OPTION 1]





[OPTION 2]



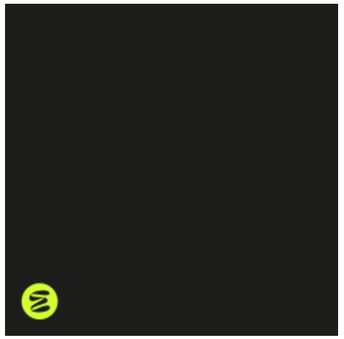


Unbranded Productions

The posts will include internal productions created by On The Edge.

During the beginning of the clip, the logo will appear using a blur effect. There are three options templated in motion which vary from icon to wordmark.

MOTION 1



MOTION 2

MOTION 3

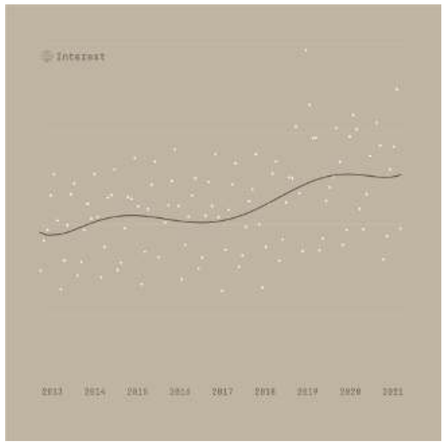
EXAMPLES

Infographics

The posts are a series of facts and data. They are presented as infographics or visuals made of video, graphs, text etc., to support a topic showcased across OTE.

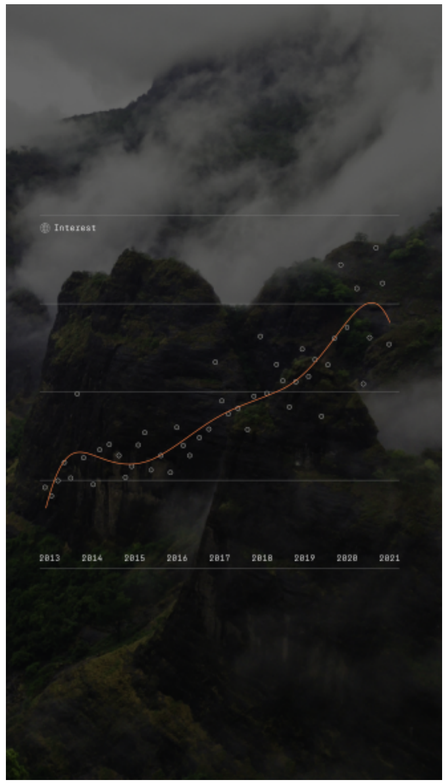
It will consist of two post: topic and graph [must be animated]. The background will vary from a single colour to a photo/video with a dark tint.

EXAMPLE [USE OF GRID]



SLIDE 1

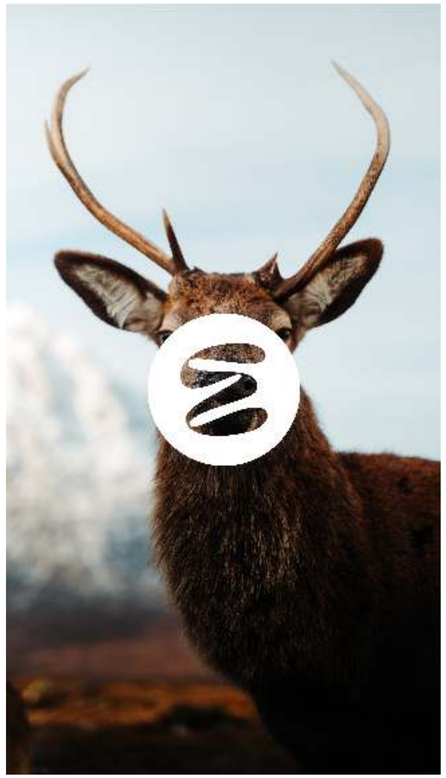
SLIDE 2

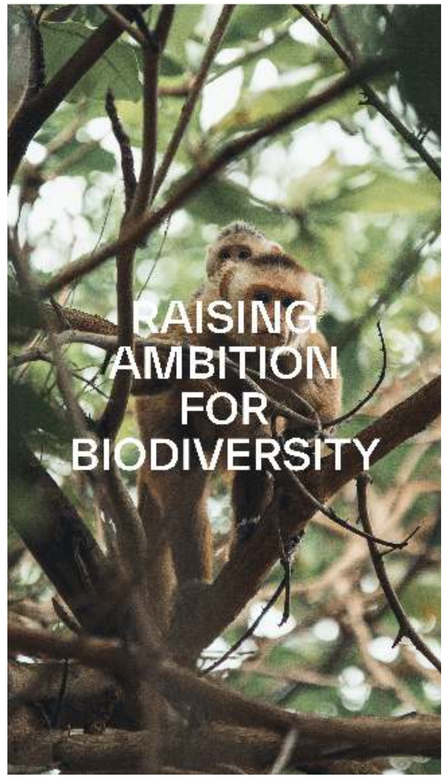


OTE Brand

These post are useful for general brand awareness. They showcase the several devices that were invented across the brand’s development.

They promote the brand through a showcase of logo, taglines and imagery using various treatments.



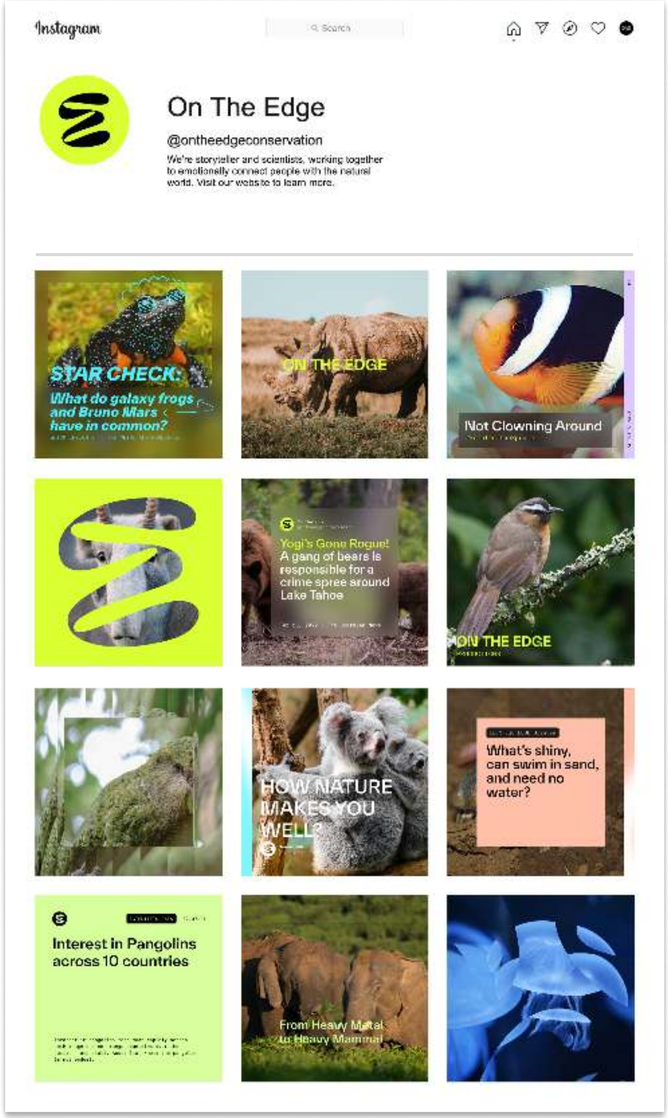


Overview

The social media system has been constructed in a way that brings distinguishment between various types of posts yet allows for the necessary brand consistency across all content.

For further references around any of the social media pillars, visit the Miro board including all the system development:

https://miro.com/app/board/uXjVO-yNUNs=/?share_link_id=892729826309



ON THE EDGE

Contact

For any further requests regarding the design that might not be answered by this document, please get in touch with:

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