# beyond

EXPLORING THE UNKNOWN

A BRAND GUIDE

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# Preface

This Beyond Brand Guide has been designed to help staff produce internal communications about the brand which are consistent and show that they are linked to Beyond

# Brand Story

Beyond isn't your everyday entertainment system. People don't use it, they experience it. Beyond is unlike any other experience system in the world. The user is able to enter space with our world class virtual reality system. Not your everyday VR headset, BeyondVR® is a setup that along with virtual reality allows us to put the users in space within minutes. Truly the fastest launch we've ever seen.

At Beyond we maintain a certain quality of goods and the same has to be seen through our brand. Our design is elegant, contemporary, and coherent.

# Brand Purpose

We believe in further exploration of time and space via Virtual Reality while also educating the masses about space and the unknown that lies ahead. Human existance has only been viable on planet Earth till now, but what if there lies a planet in our galaxy that allows individuals to travel through the realms of space? Our Virtual Reality systems allows for the same. Let's explore the unknown.

# Voice

Elegant | Contemporary | Coherent | Virtual Reality | Space Exploration | Galaxy | Open | Unknown | Education | Clean Modern | Futuristic | Time

# Logo

| logo
| 🗣 /ˈlɒgəʊ, ˈləʊgəʊ/
| *noun*

a symbol or other small design adopted by an organization to identify its products, etc.

# Outline

The logo represents the existance of the unknown beyond space and time. The circle made using dashed lines represents the openess and vastness of space. Space has no limit, hence while it is a circle it doesn't have complete boundaries. The typeface represents our contemporary and elegant design.

# Sizing and Placement

To ensure the logo is clear and legible, always keep a minimum clear space around the logo. This space isolates the mark from other graphics or text on the page that may conflict with this mark.

**beyΘnd**

EXPLORING THE UNKNOWN

Beyond Grey is the primary choice of colour for the logo. White is used on darker backgrounds. The glyph remains the same colour throughout, Beyond Purple. Thanks for not embellishing on the logo with shadows, patterns, intricate backgrounds, or elaborate gold jewelry.

**beyΘnd**

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**beyΘnd**

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Logo Colour Palette

# Logotype & Glyph

Our logo comes in two variations, a logotype and a glyph.

**beyond**

EXPLORING THE UNKNOWN

**b**

Logotype: Use whenever possible.

Glyph: Use with limited space.

# Do's

You wouldn't wear purple and green socks would you? Similarly take a moment on how you would use our logo.
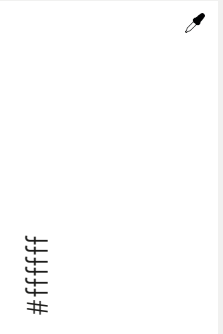
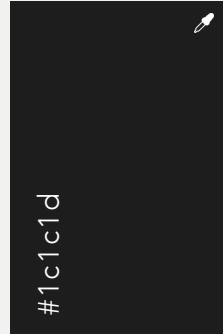# Dont's

# Colour

colour

/ˈkʌlə/

*noun*

the property possessed by an object of producing different sensations on the eye as a result of the way it `reflects or emits light.

# Colour Palette

We like white canvases splashed with a little bit of dark cool grey, and hints of Beyond Purple.

| Stark White | Beyond Purple | Deep Purple | Charcoal Grey | Not Black |
|---|---|---|---|---|
| #ffffff | #822d87 | #645394 | #4b4c4d | #1c1c1d |
| rgb ( 255, 255, 255 ) | rgb ( 131, 46, 136 ) | rgb ( 100, 83, 143 ) | rgb ( 76, 76, 77 ) | rgb ( 28, 29, 29 ) |
| CMYK ( 0, 0, 0, 0 ) | CMYK ( 60,94, 0, 0 ) | CMYK ( 72, 73, 10, 0 ) | CMYK ( 63, 53, 50,48 ) | CMYK ( 83, 63, 60, 81 ) |

# Imagery

We believe our content plays a direct role in our branding, hence the images we choose follow a particular style.

# Typeface

typeface

/ˈtʌɪpfeɪs/

*noun*

    a particular design of type.

# Font

## Avenir

Light    **Medium**    **Black**

Aa
12pt, 14pt, 28pt, 32pt

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

**The quick brown fox jumps over the lazy dog.**

# Logo Font

beyond

E X P L O R I N G   T H E   U N K N O W N

**Logo**

Avenir Black | Lower Case

**Tagline**

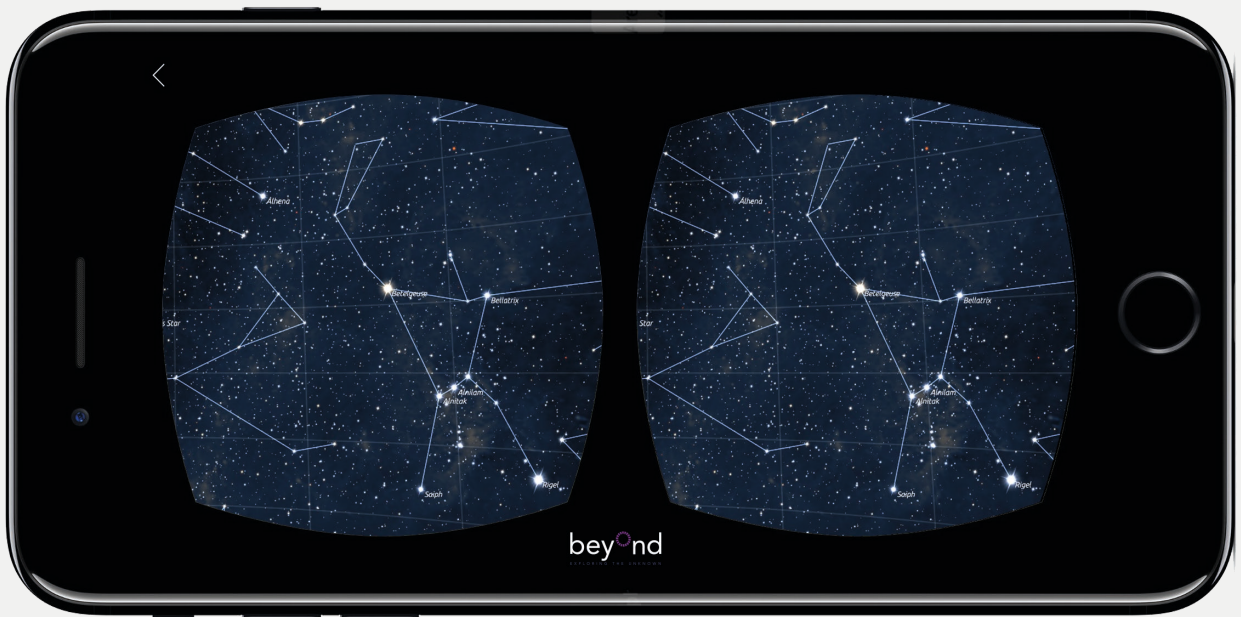Avenir Light | Upper Case | Increased Kerning

# Virtual Presence

typeface

🗣 /ˈvəːtʃʊ(ə)l, ˈvəːtjʊəl ˈprɛz(ə)ns/

*noun*

Beyond's Virtual Presence on the World Wide Web.
This includes our website and mobile applications
which allow users to experience the BeyondVR in action.

# Mockups

typeface
/møçc-auøp/
*noun*

    an arrangement of text and pictures to be printed, put into a pre-organised format.