



Brand Guidelines

Crafted for creators in the age of
AI-powered media transformation.



Welcome to the World of Zapvers.ai

This document is your blueprint to maintaining clarity, consistency, and impact across all expressions of the Zapverse brand.



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WHEN IT COMES TO SCALING A MODERN
BRAND, CONSISTENCY ISN'T OPTIONAL.
IT'S EVERYTHING.

//

What is a Brand?

More than a name or logo, a brand is the sum of perception, memory, and experience. It's how people feel, remember, and refer to your business.

What are Identity Guidelines?

They're a framework to keep your brand coherent across media, departments, and audiences—so Zapverse always feels like Zapverse.



A recognizable,
trusted brand doesn't
happen by accident.
It's built with
consistency across
product, presentation,
and personality.

INTRODUCTION.

Importance of Guidelines

04

Core Benefits:

Brand Consistency:

Every interaction with Zapverse—whether it's a pitch deck, app interface, or social media post—should feel cohesive. Consistency in visuals, tone, and voice builds confidence and reduces confusion, making our AI-powered promise more believable.

Brand Recognition:

In a crowded digital space, familiarity wins. When Zapverse shows up with the same logo, tone, and visual patterns across platforms, it becomes easier for audiences to spot, recall, and recommend us.

Brand Image:

Our identity isn't just how we look—it's what we stand for. A sharp, modern, and AI-first brand image reflects our mission to lead the future of media tech. It positions us as reliable, relevant, and forward-thinking.



INTRODUCTION.

Table of Contents



01.	The Brand	04.	Brand Type
02.	The Logo	05.	Visual Language
03.	Brand Colors	06.	Brand Elements



THE BRAND.

- 1.1 - Creative Direction
- 1.2 - Brand Attitude
- 1.3 - Brand Attributes
- 1.4 - Who We Are
- 1.5 - Our Philosophy





1.1 - CREATIVE DIRECTION

MODERN + DISRUPTIVE

We aim to stand apart from traditional SaaS companies. Our creative direction is driven by bold contrast, minimal structure, and fluid layouts—designed to mirror the evolving, real-time nature of the media-tech ecosystem.

Think tech-forward. Think next-gen.



1.2 - BRAND ATTITUDE

ADAPTIVE. CONFIDENT.

Zapverse is sharp yet accessible. We're built for thinkers and creators who work fast, iterate faster, and thrive on clarity. Our attitude stays professional without losing energy.

Futuristic but grounded

Bold but not arrogant

Intelligent but never boring



1.3 - BRAND ATTRIBUTES

VISIONARY **BOLD**
NIMBLE **EXPRESSIVE**
INTELLIGENT **TRUSTED**

These attributes shape everything we do—from product UI to tone of voice. We aim to make complex tools feel intuitive, credible, and creatively empowering.



1.4 - WHO WE ARE

Zapverse is a AI servicing company built to transform how telecom, media, and gaming companies create, scale, and monetize content using AI.

We bring together advanced tooling, human-like automation, and intuitive workflows to help our partners move at the speed of now. From personalized ad generation to multilingual content localization, we're changing what's possible for the industries shaping our digital future.



01.5 - OUR PHILOSOPHY

POWERING POSSIBILITY.

We believe content creation in the AI era should be fast, flexible, and frictionless. Zapverse enables organizations to rethink legacy systems and embrace a new standard—one that's data-smart, user-friendly, and infinitely scalable.

We don't just automate—we amplify.



THE LOGO.

2.1 - Symbology

2.2 - Anatomy

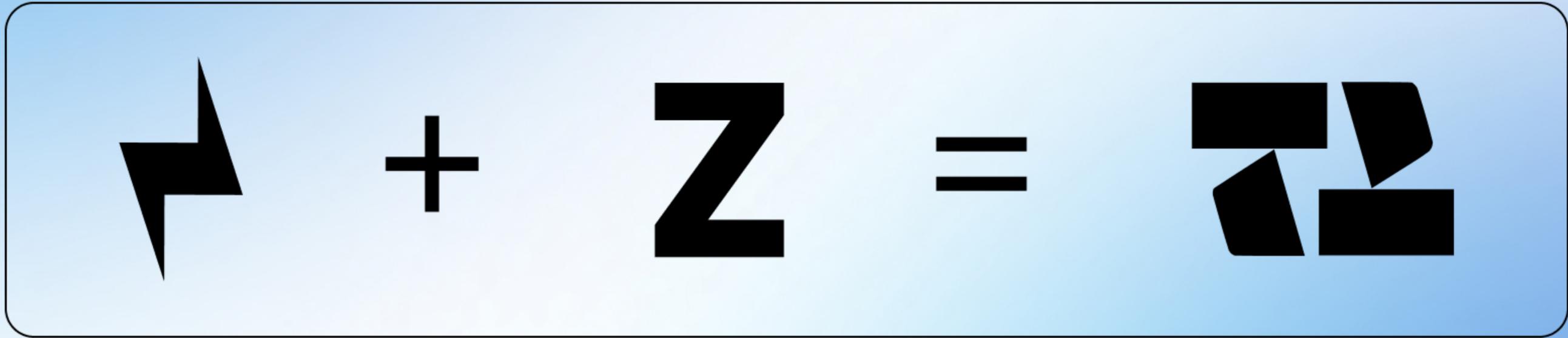
2.3 - Clearspace





THE LOGO.

2.1 – Symbology





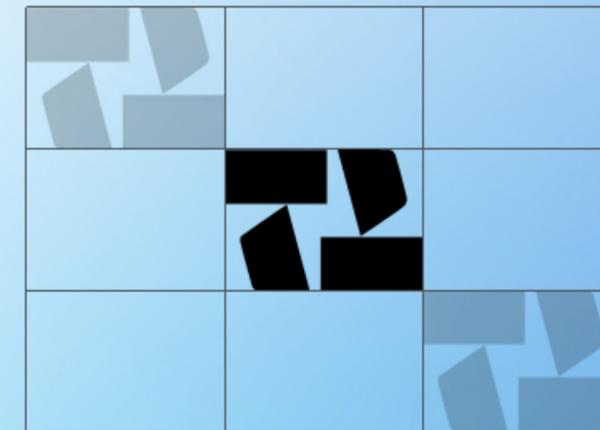
THE LOGO.
2.2 - Anatomy





THE LOGO.

2.3 - Clearspace





BRAND COLORS.

3.1 - Color Palette

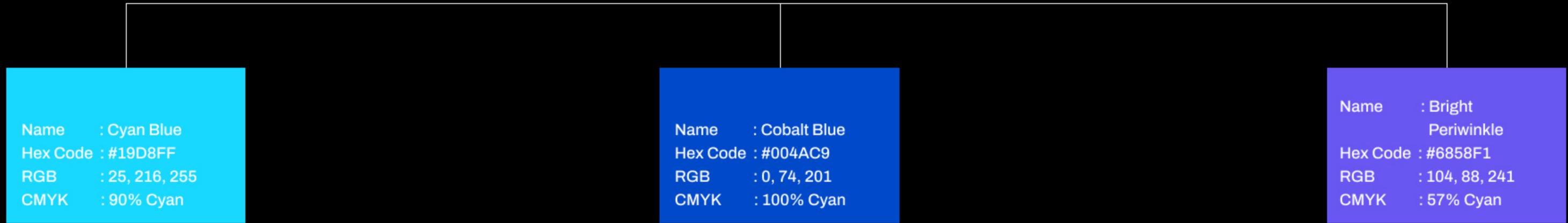
3.2 - Color Usage - Dark





BRAND COLOR.

3.1 – Color Pallet



★ Key Brand Color

Logo Gradient Color Pallet





BRAND COLOR.

3.2 – Color Usage - Dark

★ Key Brand Color

01

Name : Cobalt Blue
Hex Code : #004AC9
RGB : 0, 74, 201
CMYK : 100% Cyan

02

Name : Cyan Blue
Hex Code : #19D8FF
RGB : 25, 216, 255
CMYK : 90% Cyan

03

Name : Medium-toned Blue.
Hex Code : #098AFD
RGB : 9, 138, 253
CMYK : 96% Cyan

04

Name : White
Hex Code : #FFFFFF
RGB : 255, 255, 255
CMYK : 90% Cyan

05

Name : Black
Hex Code : #000000
RGB : 0, 0, 0
CMYK : 0% Cyan



BRAND TYPE.

- 4.1 - Primary Font
- 4.2 - Primary Font Weights
- 4.3 - Secondary Font
- 4.4 - Secondary Font Weights





Primary Font

Arquivo

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



Primary Font Weights

Archivo

Use different weights to establish hierarchy across interfaces and layouts.

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



Reason of Selection:

Archivo brings a strong, geometric presence to headings, conveying clarity and structure—ideal for capturing attention in modern interfaces.



Secondary Font

IBM P1ex Mono

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



Secondary Font

IBM Plex Mono

Use different weights to establish hierarchy across interfaces and layouts.

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

Reason of Selection:

A highly legible monospaced font designed for optimal readability and consistency, this combination delivers a professional, tech-forward aesthetic. It's especially effective for brands that value precision, innovation, and clarity in their visual identity.



VISUAL LANGUAGE.

- 5.1 - Type & color
- 5.2 - Bold Typography
- 5.3 - Blow it Out



THE COLORS DESIGNED FOR THE BRAND.





BOLD TYPOGRAPHY

**BOLD &
ATTENTION
GRABBING.**

Our visual language thrives on strong messages. Headlines should be large, confident, and to the point—especially in pitch decks, product pages, and social content.

BLOW IT OUT

VISUAL LANGUAGE.

5.3 – Blow it Out

Large-scale use of the Zapverse logomark creates dynamic tension. Use oversized logo patterns to create energy in posters, backdrops, and transitions.



BRAND ELEMENTS.

- 6.1 – Brand Patterns
- 6.2 – Brand Backgrounds
- 6.3 – Brand Materials
- 6.4 – Brand Shapes
- 6.5 – Mockups & Renders



ZAPVERSE^{AI}

ZAPVERS^{AI}



Event Timing
25th June | Saturday

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Lorem Ipsum is simply dummy text of the printing and typesetting industry.
 Lorem Ipsum has been the industry's standard dummy text ever since.

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Cell: 000 000 0000

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Location Goes Here
And Also Can Goes Here

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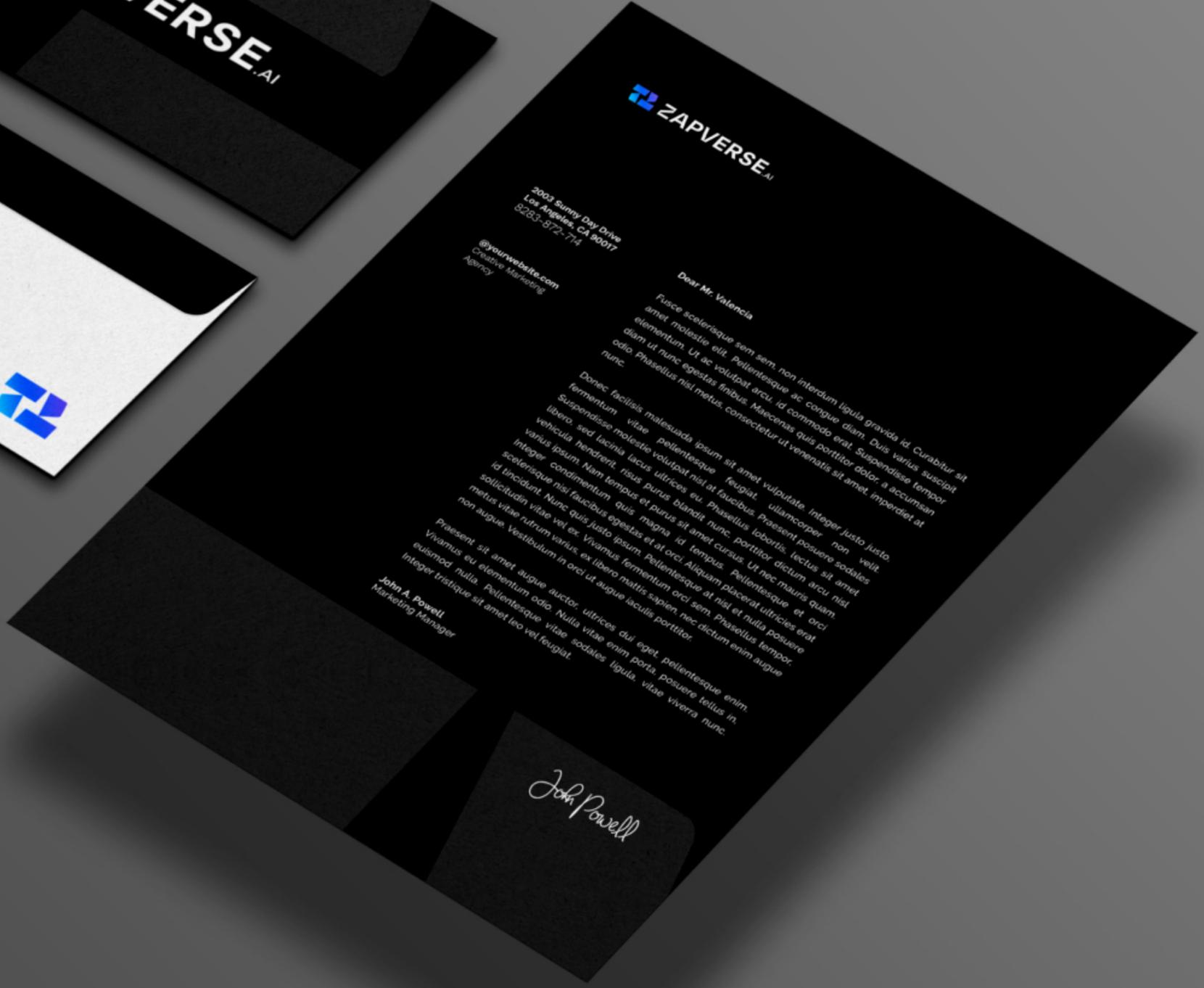


Brown Kem
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Thank You