

CGI WORLD

BRAND BOOK

# Introduction

This manual supplies the fundamental principles for effectively and attractively displaying the CGI World brand across various mediums. It is designed to cater to the needs of those responsible for interpreting, conveying, and executing the brand. Consistently and correctly utilizing this trademark will assist in accomplishing the brand's objectives and enhancing its reputation. It is a collective effort in which we all play a role in making CGI World a successful and respected brand.



# Concept

Welcome to CGI World, where imagination meets reality through the art of architectural visualization.

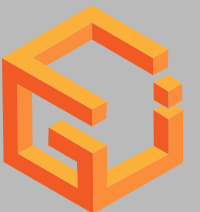
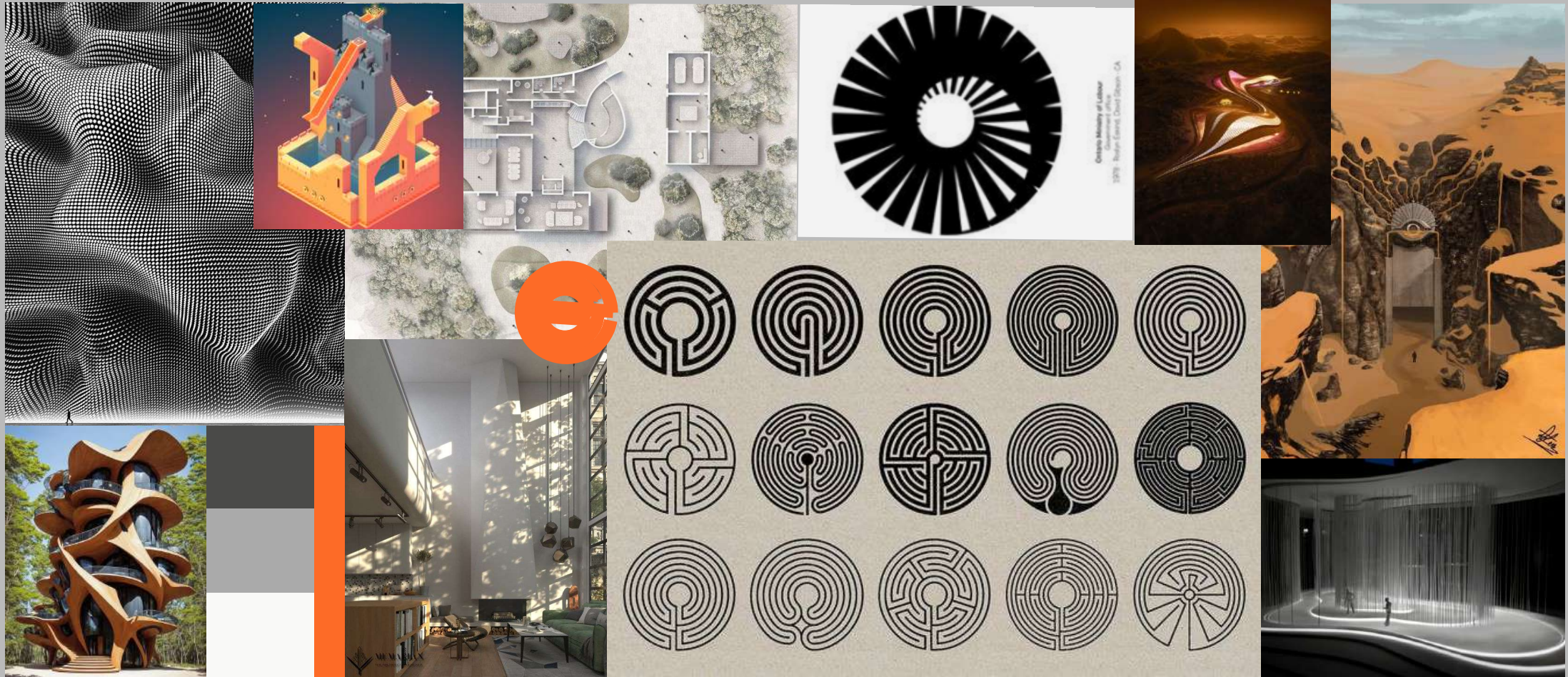
We are a cutting-edge CGI brand that embarks on a journey of creativity and innovation, redefining the boundaries of what is possible in the world of design and construction. We believe in the power of visual storytelling. We envision a world where abstract ideas and concepts are transformed into vivid, immersive, and tangible realities. With an unwavering passion for pushing the limits of imagination, we strive to bring visionary designs to life, one pixel at a time.





# Moodboard

BRAND BOOK CGI WORLD

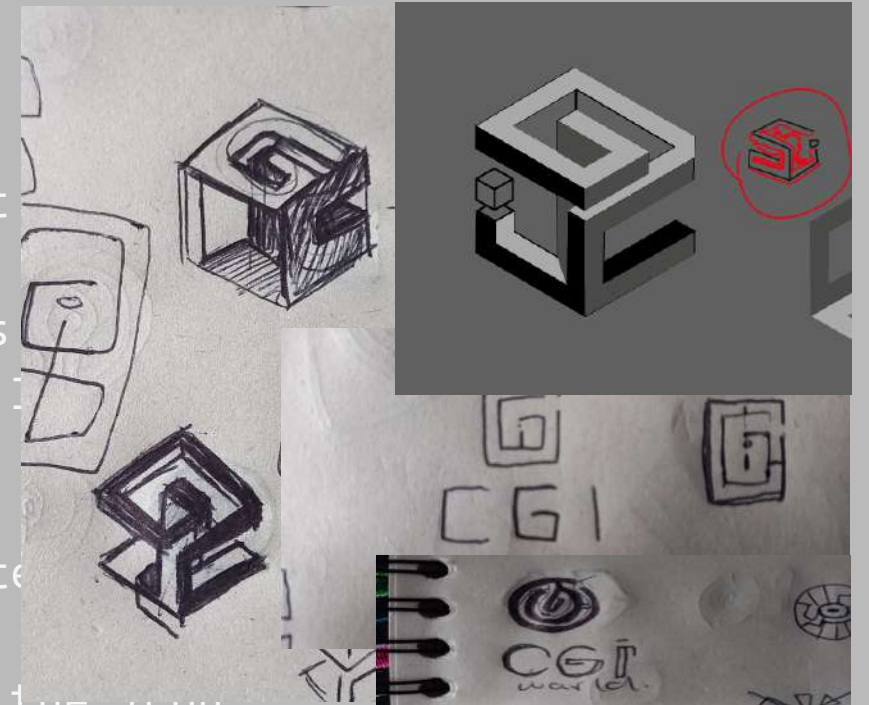


# Logo Construction

With this logo we wanted to use the concept of a labyrinth that challenges that this brand is able to accomplish, refers to the construction of the worlds that this brand allows towards the visualization of an idea. Its made of the C, G and I

It has a geometric and minimal style providing the feeling of technology and modernism, enhanced with the orange and grey colors.

It's been also developed a custom font that has coherence with the icon, giving this brand a strong identity.



CGI WORLD





HORIZONTAL LOGO





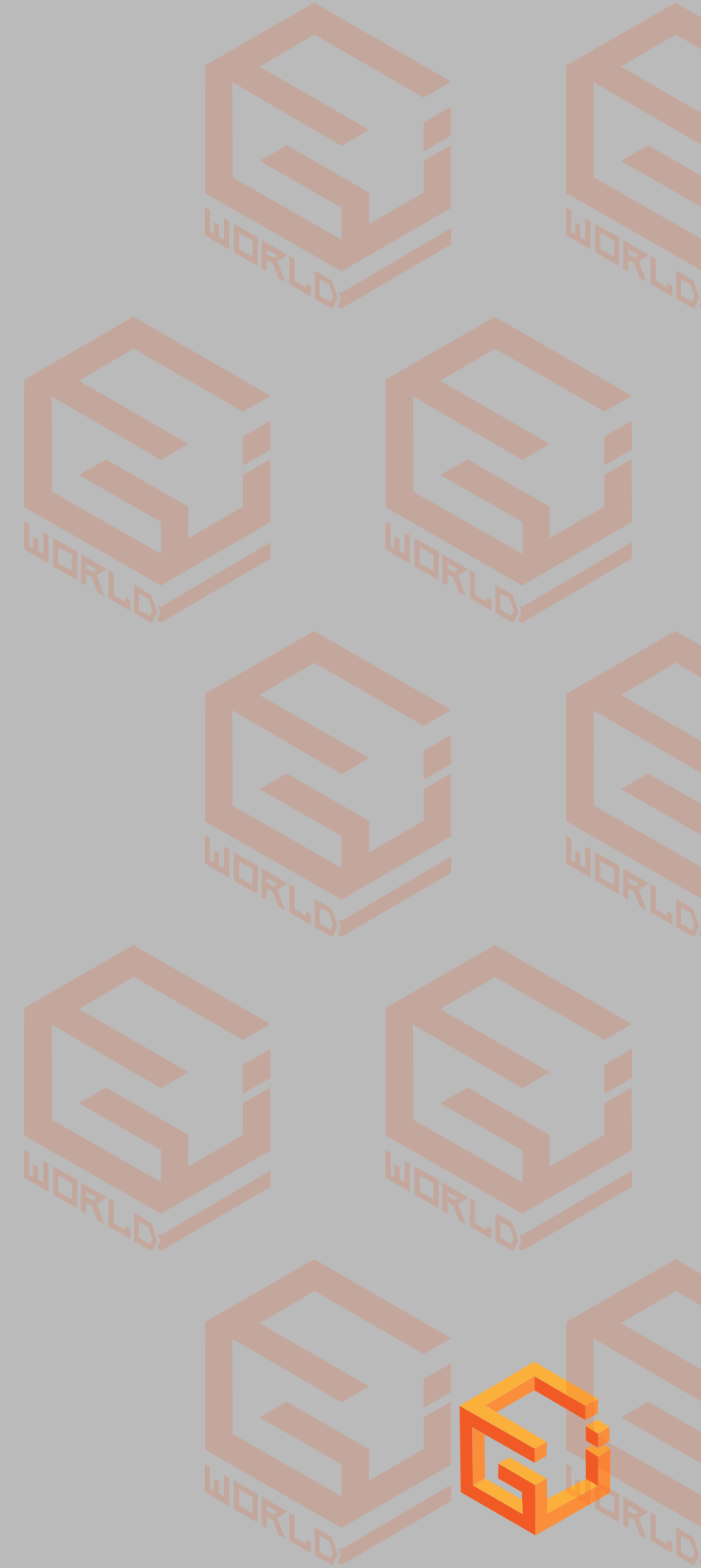
LOGOMARK







ENCLOSED LOGO





# Colors

The main colors used in this brand are Orange and grey with 2 lighter shades of both of them, besides of white and black for backgrounds when needed.



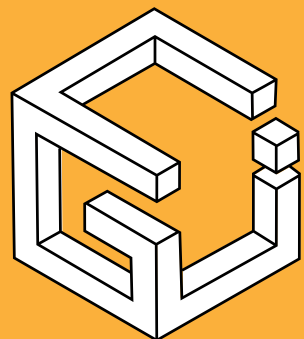




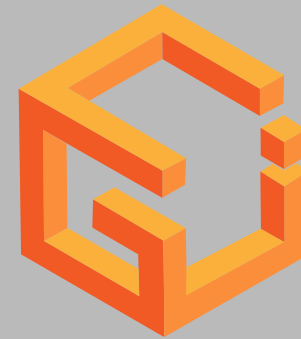
CGI WORLD



CGI WORLD



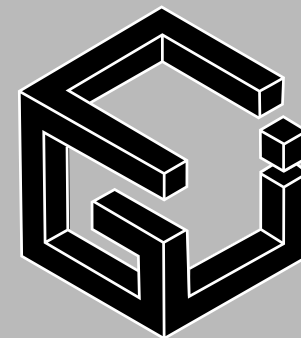
CGI WORLD



CGI WORLD



CGI WORLD

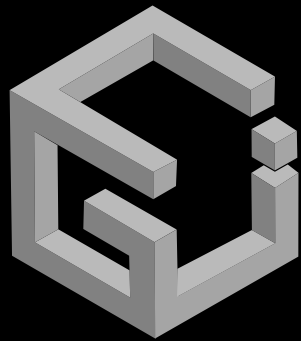


CGI WORLD

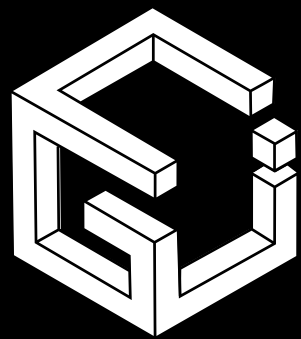




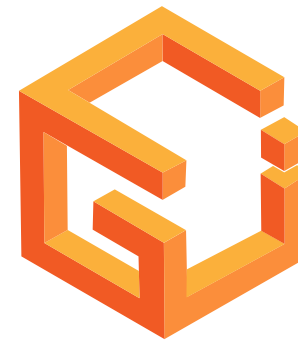
CG: WORLD



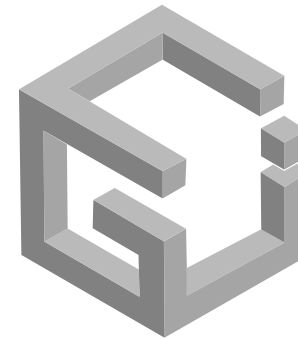
CG: WORLD



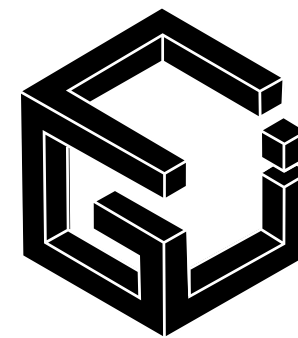
CG: WORLD



CG: WORLD



CG: WORLD

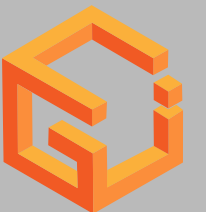


CG: WORLD

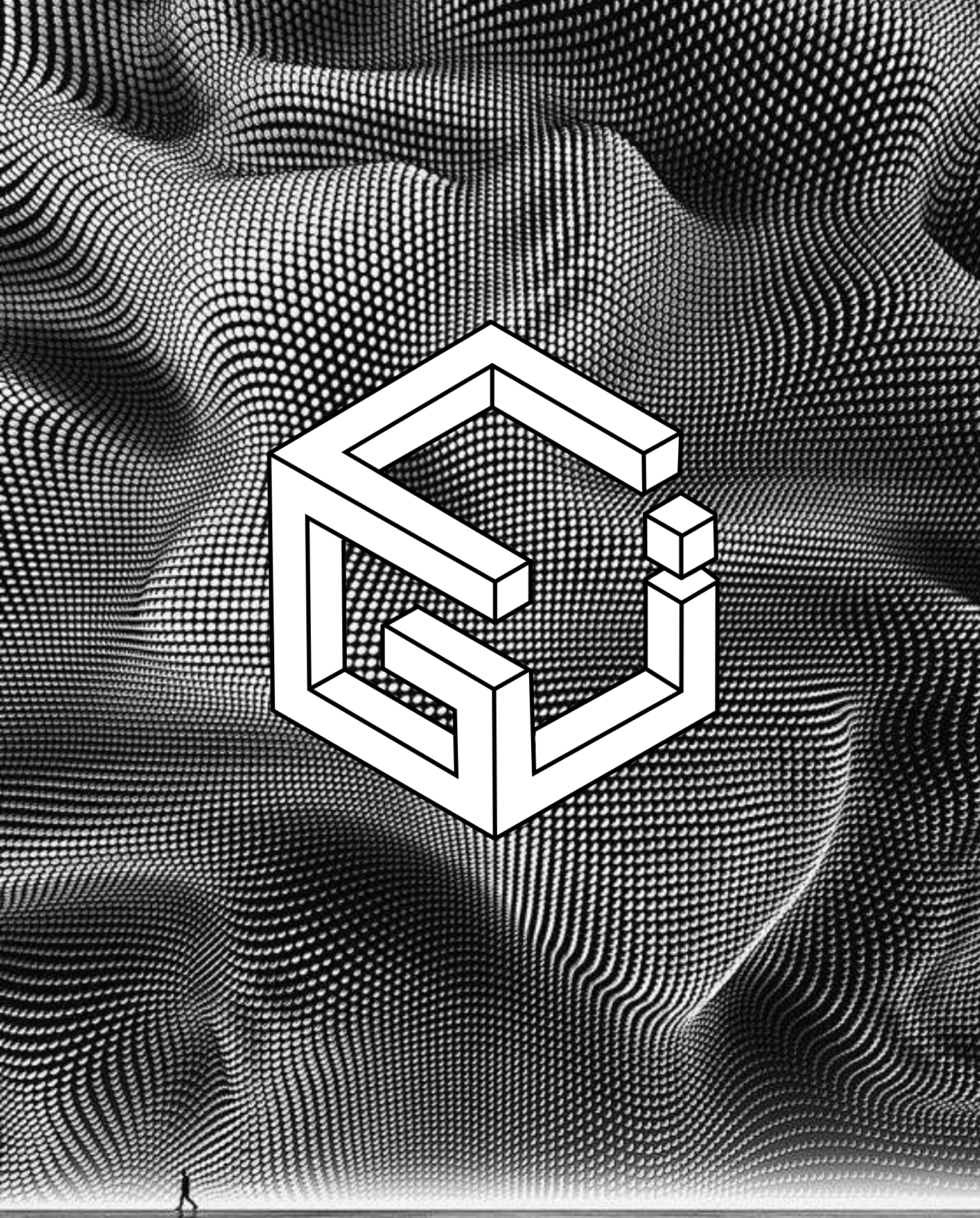


CGI WORLD

Colored logo  
with image







Negative logomark  
with image







Positive logomark  
with image



# Titles

The main corporate typeface is the custom one,  
and Cascadia Mono Regular.  
This will be used for short texts and titles.

# Secondary

The secondary typeface is the Cascadia Mono  
family in its semilight version.  
This typeface will be used for  
ubtitles and texts to be highlighted.



# Mockups







CGI WORLD

LOREM IPSUM DOLOR SIT AMET,  
CONSECTETUR ADIPISCING ELIT,  
SED DO EIUSMOD TEMPOR INCIDI-  
DUNT UT LABORE ET DOLORE MAGNA  
LIQUA. QUIS IPSUM SUSPENDISSE  
TRICES GRAVIDA. RISUS COMMO-  
D VIVERRA MAECENAS ACCUMSAN  
ACUS VEL FACILISIS.

LOREM IPSUM DOLOR SIT AMET,  
CONSECTETUR ADIPISCING ELIT,  
SED DO EIUSMOD TEMPOR INCIDI-  
DUNT UT LABORE ET DOLORE MAGNA  
LIQUA. QUIS IPSUM SUSPENDISSE  
TRICES GRAVIDA. RISUS COMMO-  
D VIVERRA MAECENAS ACCUMSAN  
ACUS VEL FACILISIS.



CGI WORLD



CGI WORLD



