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APEER²
GUIDELINE BOOK

INTIAL VERSION 0.1

INDEX

TABLE OF CONTENT

1.0 INTRODUCTION

1.1 WHO WE ARE
1.2 BRAND MESSAGE
1.3 OUR VALUES
1.4 OUR VISION

2.0 LOGO & WORD MARK

2.1 FULL LOGO
2.2 WORDMARK
2.3 ICONMARK
2.4 SMALLER ICON MARK
2.5 CLEAR LOGOSPACES
2.7 MINIMUM SIZE
2.8 INCORRECT USAGE
2.9 PLACEMENT

3.0 TYPOGRAPHY

3.1 PRIMARY BRAND TYPEFACE
3.2 SECONDARY LATIN TYPEFACE
3.3 PRIMARY ARABIC TYPEFACE
3.4 SECONDARY ARABIC TYPEFACE

4.0 COLOR PALETTE

4.1 MAIN COLOR PALETTE
4.2 SECONDARY COLOR PALETTE

5.0 BRAND VOICE AND TONE

5.1 VOICE GUIDELINES
5.2 TONE VARIATIONS

6.0 APPLICATIONS

6.1 DIGITAL APPLICATIONS
6.2 OFFICIAL STATIONERY
6.3 PRODUCT PACKAGING
6.4 PHOTOGRAPHY + IMAGERY
6.5 MERCHANDISE

1.0 INTRODUCTION

who we are, brand message, our values, our vision

INTRODUCTION

WHO WE ARE

This statement provides a concise introduction to your company, summarizing your identity, what you do, and your unique qualities. It’s an overview of your company’s purpose and experience.

Apeer² delivers high-performance, elegantly designed devices for creators and gamers, expanding from PC cases to innovative accessories.

INTRODUCTION

BRAND MESSAGE

This is a clear, compelling statement that conveys your company’s core promise, values, and what sets you apart from others. It’s a key phrase or sentence that resonates with your target audience and encapsulates your brand’s essence.

DISCOVER APEER – Experience extreme performance and iconic design in a compact, beautifully crafted device.

INTRODUCTION

BRAND VALUES

These are the fundamental beliefs and guiding principles that shape your company’s culture, decision-making, and interactions with clients. Values define what your company stands for and how you operate.

Performance. Design Excellence.

Innovation. Quality. User-Centricity.

INTRODUCTION

OUR VISION

This is a forward-looking statement that outlines the future aspirations of your company. It reflects what you aim to achieve in the long term and the impact you hope to have on your industry or community.

Redefining Power and Design.

2.0 LOGO & WORDMARK

full logo, wordmark, iconmark, smaller icon mark, clear logospaces, minimum size, incorrect usage, placement.

LOGO & WORDMARK

FULL LOGO

The full logo of the firm features a distinctive blend of modern typography and a symbolic icon that embodies the commitment to innovative and sophisticated architectural design.

The logo is designed to convey the vision of blending creativity with functionality, using a clean and contemporary aesthetic that stands out in the urban landscape.

It represents the firm’s brand identity and is used across all official materials and communications to ensure consistency and recognition.

LOGO & WORDMARK

WORKMARK

The secondary logo variation maintains the core elements of the full logo but introduces a different arrangement of the typographic logo in relation to the icon.

This alternative design offers flexibility in branding applications, allowing the logo to adapt to various spatial and contextual needs while preserving the firm’s identity.

The adjusted placement enhances visual balance and ensures the logo’s effectiveness across different mediums, from digital platforms to physical materials, reinforcing the firm’s

LOGO & WORDMARK

ARABIC FULL LOGO

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LOGO & WORDMARK

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LOGO & WORDMARK

ICONMARK

The icon is a minimalist symbol representing the firm’s innovative and sophisticated essence.

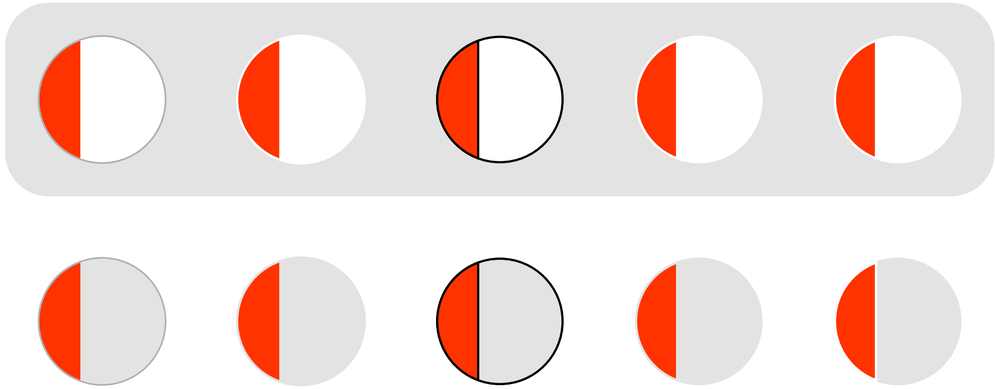
Designed for versatility, it serves as a recognizable brand mark in limited spaces, maintaining brand cohesion across all platforms.

LOGO & WORDMARK

ICON MARK VARIATIONS

The icon is a minimalist symbol representing the firm’s innovative and sophisticated essence.

Designed for versatility, it serves as a recognizable brand mark in limited spaces, maintaining brand cohesion across all platforms.



LOGO & WORDMARK

SMALLER ICON MARK

This is a more flexible version of the Iconmark ensuring that it suits all uses by removing all the disturping parts from it being small.

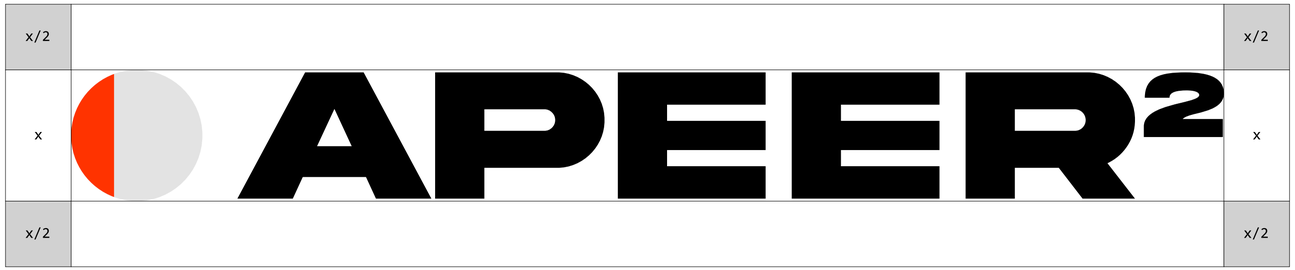
LOGO & WORDMARK

CLEAR LOGO SPACES

The clear space around the logo is a buffer zone that ensures the logo’s visibility and impact.

This designated area, free from text, imagery, or other visual elements, highlights the logo’s prominence and maintains its integrity across various applications.

The clear space guidelines ensure that the logo stands out clearly in any context, preserving the brand’s identity and ensuring consistent recognition.



LOGO & WORDMARK

MINIMUM SIZE

The minimum size requirement for the logo ensures that its details remain legible and its impact intact, even when applied in smaller contexts.

This specification safeguards the logo’s visibility and effectiveness, preventing distortion or loss of detail that could compromise the brand’s identity.

Adhering to the minimum size guidelines is crucial for maintaining the logo’s clarity and recognition across all applications.

LOGO & WORDMARK

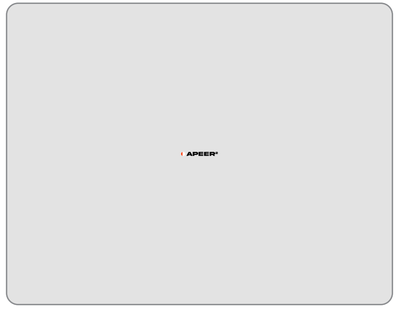
INCORRECT USAGE

The section on incorrect usage outlines specific examples and practices to avoid when displaying the logo.

This includes altering the logo’s colors, proportions, or orientation; adding unauthorized elements; or placing the logo on overly busy or contrasting backgrounds that hinder its visibility and recognition.

Do not..

tilt the logo in any unfimilar angels that might disturb the way audience looks at it

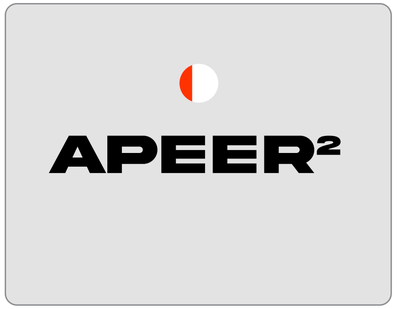


Do not..

Use extremly small versions of the logo that it might not be comprehendable

Do not..

Change the logo characterstics in anyway that may disturb how the audience may precive it

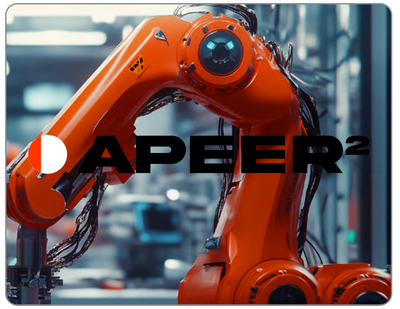


Do not..

Change the logo elements or their positions

Do not..

Use low contrast elements as they may hide some parts of the logo which will affect it



Do not..

Use rich or busy backgrounds that may make it look unclear or unvisible

LOGO & WORDMARK

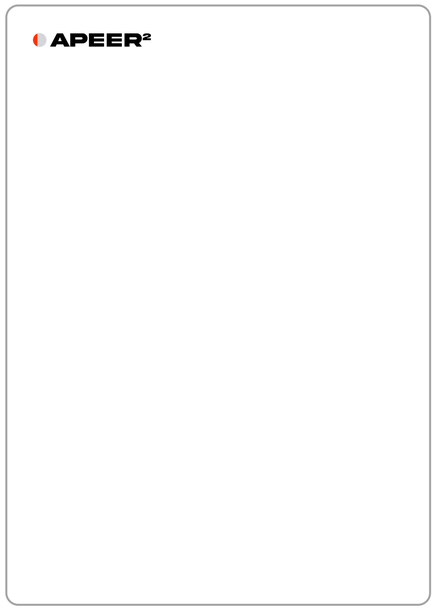
PLACE — MENT

The placement guidelines for the logo dictate its optimal positioning on various materials and platforms, ensuring it captures attention while maintaining harmony with other design elements.

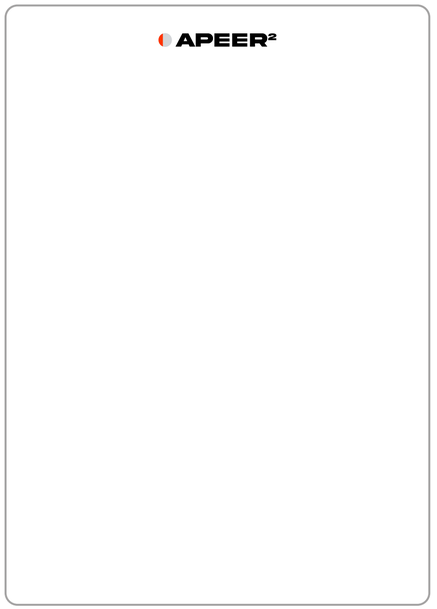
These rules consider the logo’s alignment, proximity to edges, and interaction with text or images, aiming for a balanced and aesthetically pleasing presentation.

Adhering to these placement guidelines enhances the logo’s visibility and reinforces the cohesive and professional image of the brand across all communications and products.

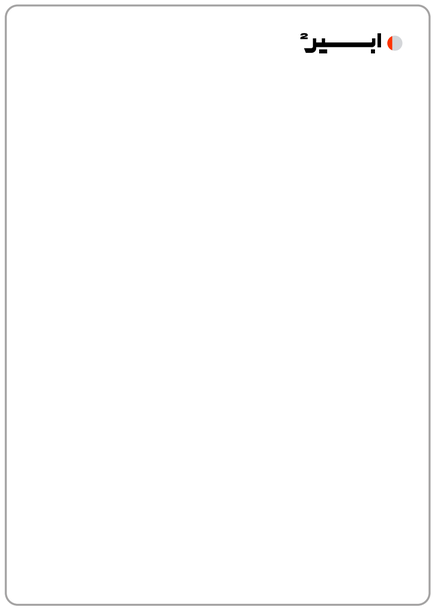
1



2



3



3.0 TYPOGRAPHY

primary brand typeface, secondary latin typeface, primary arabic typeface, secondary arabic typeface.

TYPOGRAPHY

MAIN FONT

The main font is a cornerstone of the brand’s visual identity, chosen for its boldiness and rigidness which descrips our engineering approach.

It is used in all major communications, including logos, headlines, and key marketing materials, to convey professionalism and a forward-thinking ethos.

AKIRA EXPANDED

Super Bold - 30pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0987654321 !@#$%^&*()+—

TYPOGRAPHY

SECONDARY FONT

CONSOLAS

Regular, 30pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0987654321 !@#$%^&*()+-

Bold, 30pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0987654321 !@#$%^&*()+-

Italic, 30pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0987654321 !@#$%^&()+-*

TYPOGRAPHY

ARABIC MAIN FONT

This font is temporary.

RUBIK

Regular, 30pt

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ
ف ق ك ل م ن ه و ي
١٢٣٤٥٦٧٨٩٠ !@#$%^&*()+-

Semi-bold, 30pt

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ
ف ق ك ل م ن ه و ي
١٢٣٤٥٦٧٨٩٠ !@#$%^&*()+-

ExtraBold, 30pt

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ
ف ق ك ل م ن ه و ي
١٢٣٤٥٦٧٨٩٠ !@#$%^&*()+-

4.0 COLOR PALETTE

main color palette, secondary color palette

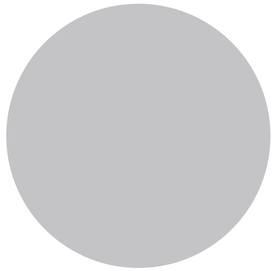
MAIN COLOR PALETTE

LIGHT GREY

HEX
E3E3E3

CMYK
N/A

PANTONE
N/A

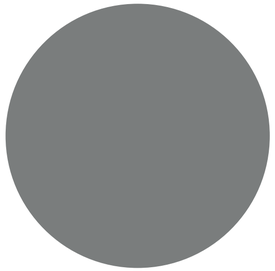


SILVER

HEX
C4C4C7

CMYK
N/A

PANTONE
N/A

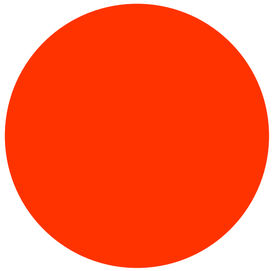


SLATE GREY

HEX
7A7D7D

CMYK
N/A

PANTONE
N/A

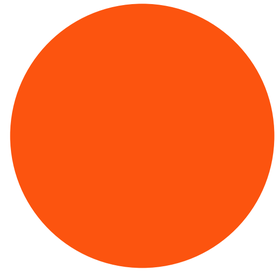


EXITING ORANGE

HEX
FF3300

CMYK
N/A

PANTONE
N/A



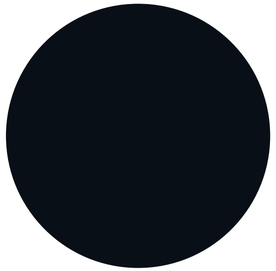
ORANGE

HEX
FC540F

CMYK
N/A

PANTONE
N/A

SECONDARY COLOR PALETTE

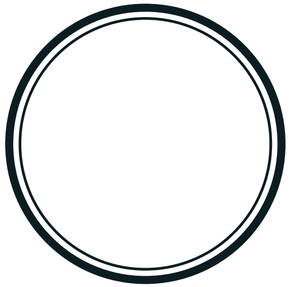


DARK BLUE

HEX
E3E3E3

CMYK
N/A

PANTONE
N/A

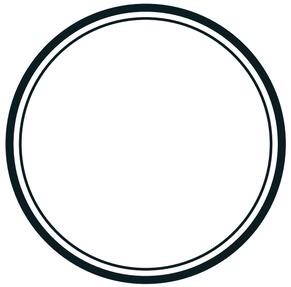


SILVER

HEX
C4C4C7

CMYK
N/A

PANTONE
N/A

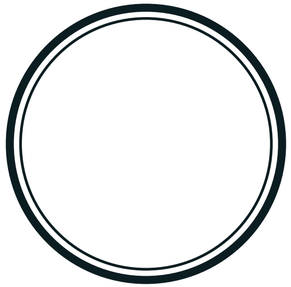


SLATE GREY

HEX
7A7D7D

CMYK
N/A

PANTONE
N/A

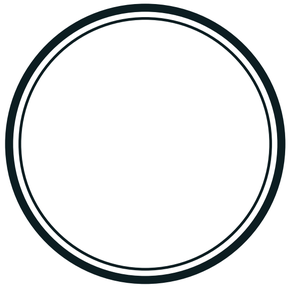


EXITING ORANGE

HEX
FF3300

CMYK
N/A

PANTONE
N/A



ORANGE

HEX
FC540F

CMYK
N/A

PANTONE
N/A

5.0 BRAND VOICE AND TONE

voice guidelines, tone variations

APPLICATIONS

SOCIAL MEDIA AVATAR

Brand avatars feature a range of color variations designed to maintain consistency while adapting to different contexts.

These variations include the primary brand color, monochromatic options, and specific versions for dark and light backgrounds.

6.0 APPLICATIONS

digital applications, official stationery, product packaging, photography + imagery, merchandise

APPLICATIONS

SOCIAL MEDIA AVATAR

Brand avatars feature a range of color variations designed to maintain consistency while adapting to different contexts.

These variations include the primary brand color, monochromatic options, and specific versions for dark and light backgrounds.

APPLICATIONS

SOCIAL MEDIA POSTS

Social media posts should be rich and aesthetically & visually nice to the clients.

It should have different types and here are the suggested ones:

- Photos Of Architectural Elements
- Renders The Office Made
- Simple Posts Conveying Certain Philosophies
- Drawings And Architectural Sketches
- Textures Of Materials And Details

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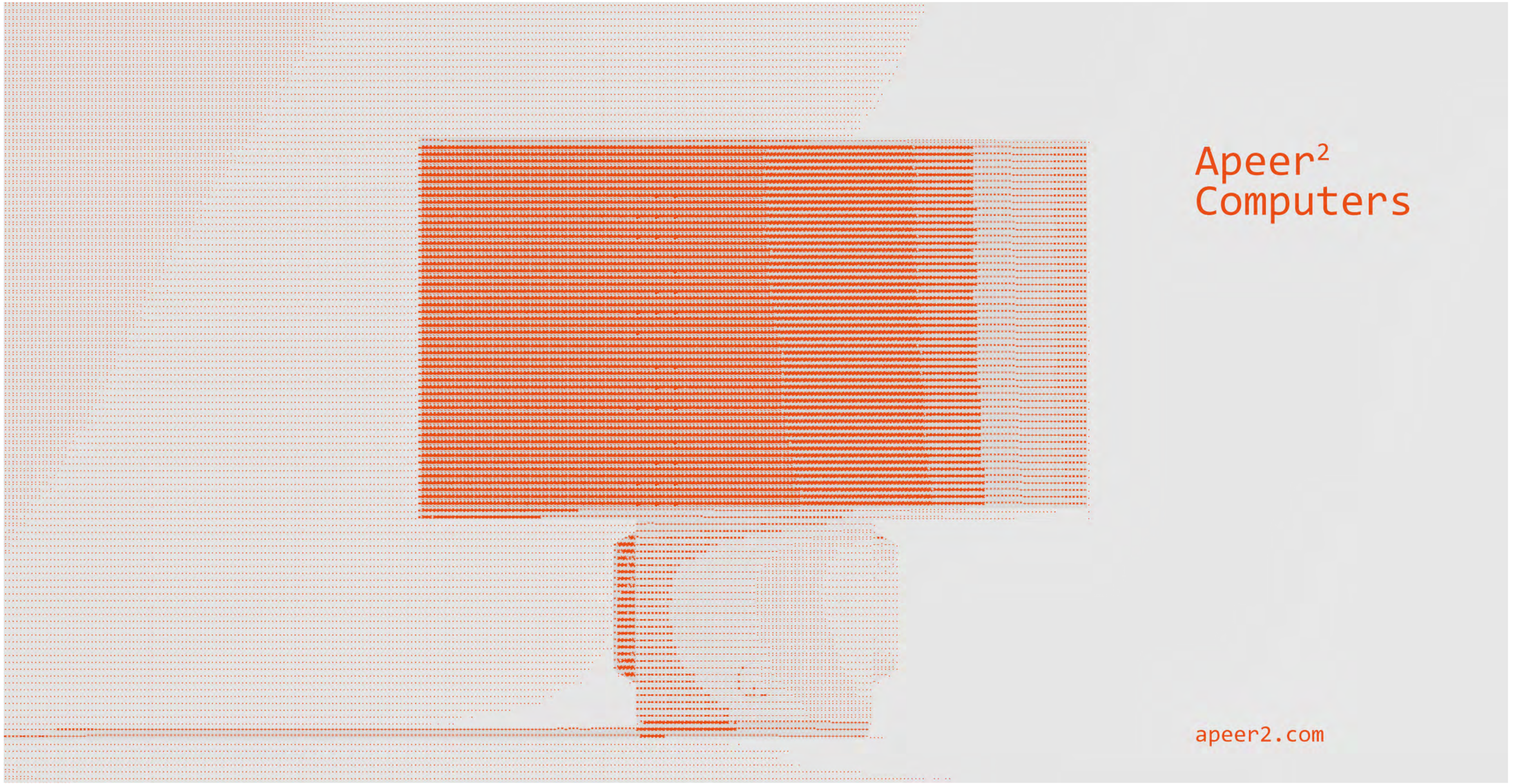
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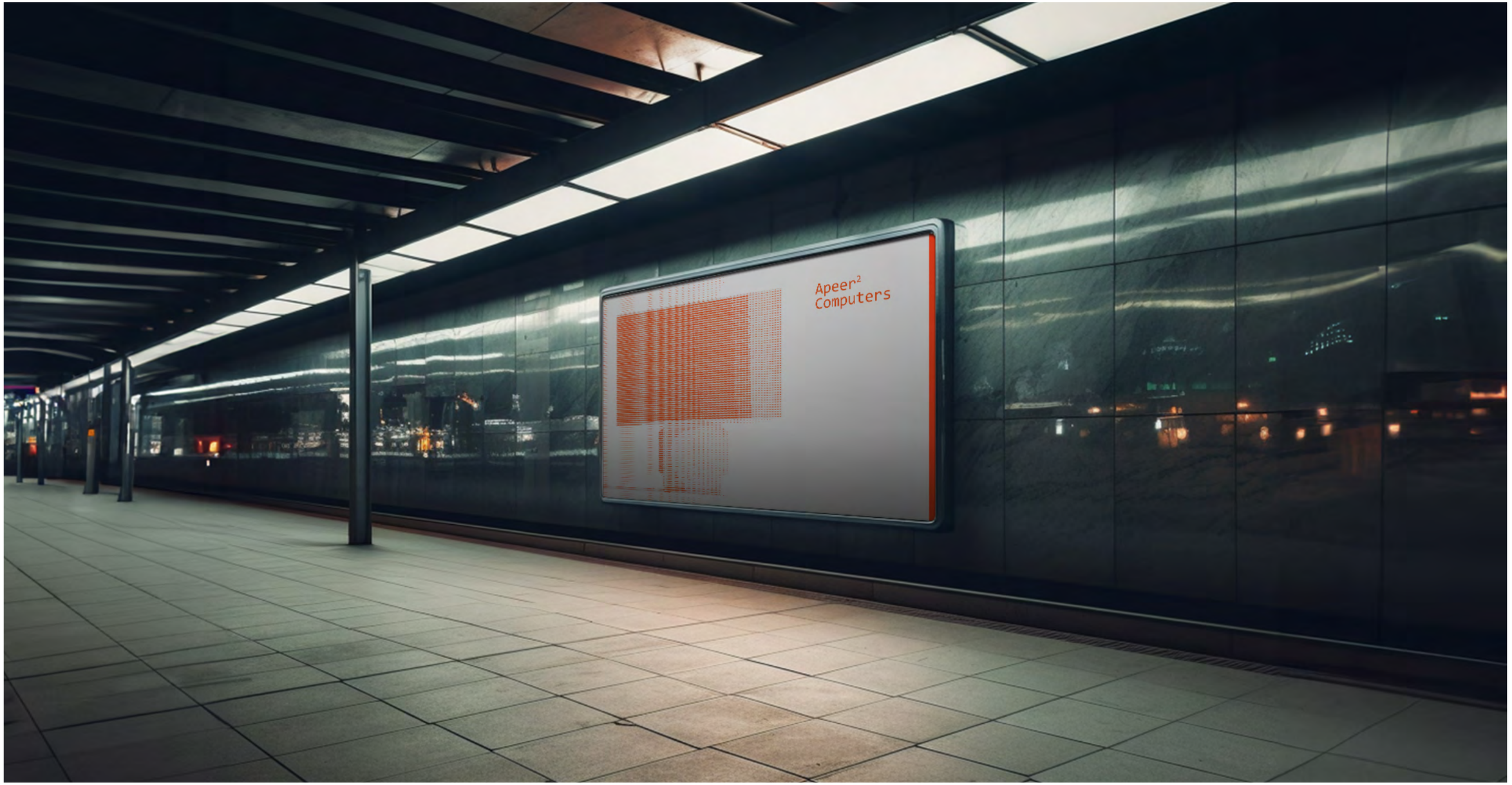
Computers
apeer2.com

Apeer²
Computers

Apeer²
Computers
apeer2.com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IVAN ZHURBA
product designer
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IVAN ZHURBA
product designer
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APEER² TECHNOLOGIES GUIDELINE BOOK

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