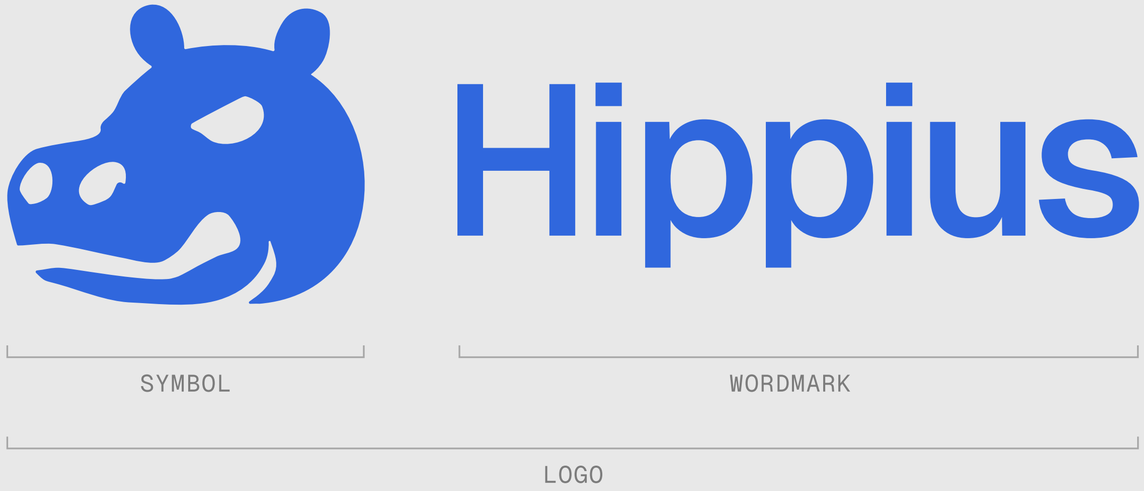
[02]

Brand Marks

THE LOGO

The logo’s geometric sunrise combined with the central dot creates a dual-read mark: a rising sun at dawn that simultaneously becomes an eye, symbolizing the daily “gm” ritual and the insider insight of the crypto-native AI builder.

To ensure the continuity of this recognition, it's crucial to refrain from any alterations, modifications, or redrawing - thus maintaining the logo's original integrity.



THE SYMBOL

When space or size constraints arise, the logo mark can replace the full logo, making it ideal for profile pictures or favicons.

Use your discretion, prioritizing the full logo for formal brand presentations.



LOGO COLORS

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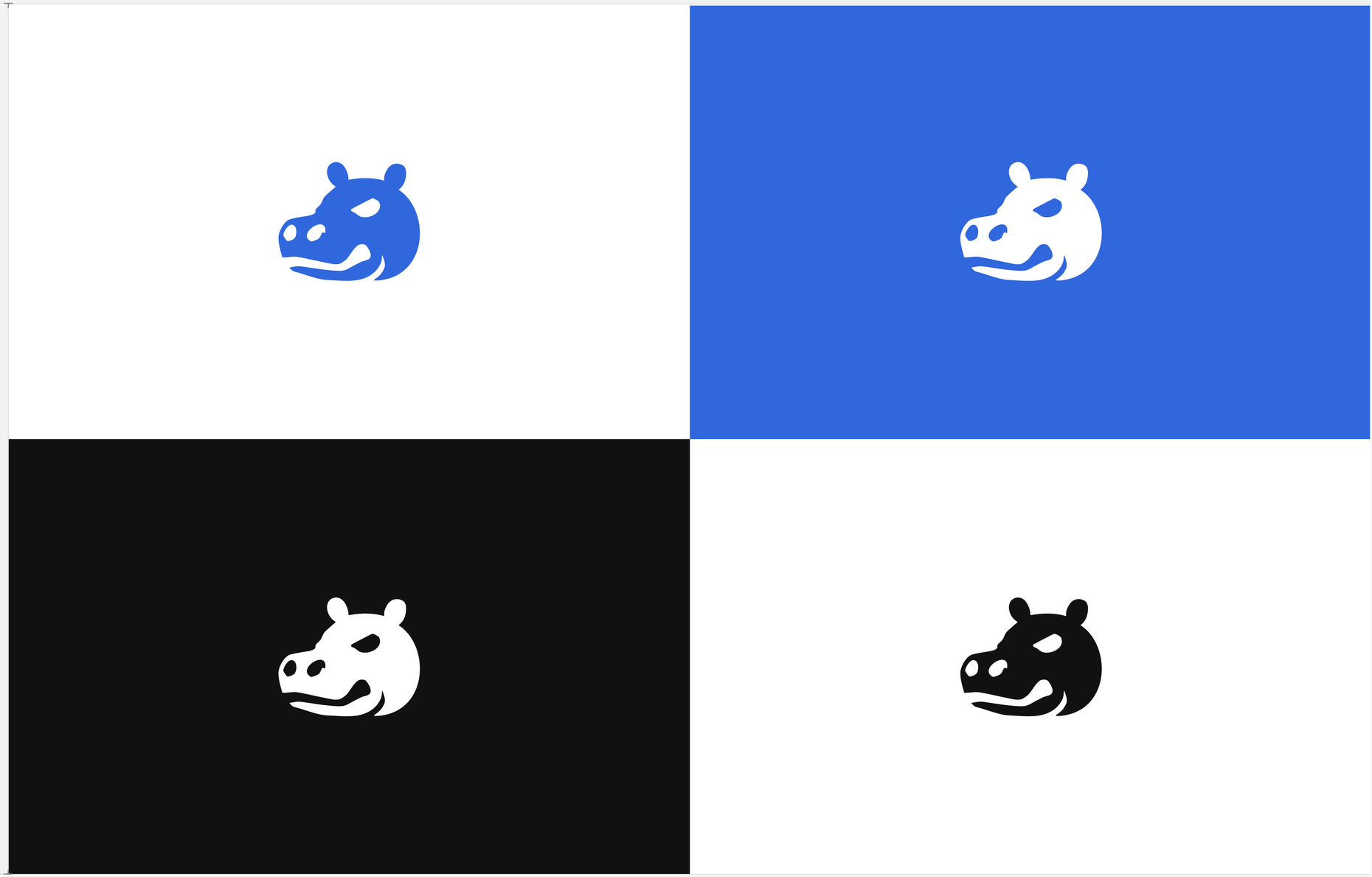

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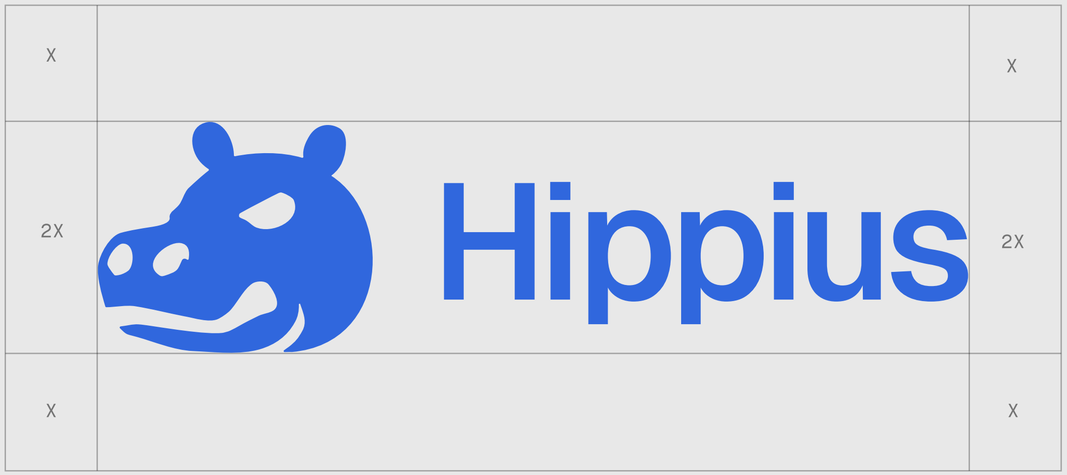
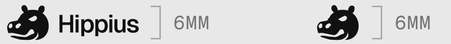


MINIMUM SIZE

DIGITAL



PRINT



LOGO USE CASE

PRIMARY

A high-contrast variant designed to stand out against any background texture, visual noise, or dark interface. The outer border ensures instant recognition and high visibility at a glance , acting as a brand frontliner.



USE CASES

- Desktop & Mobile Icons: Launcher shortcuts on Windows, macOS, iOS, and Android screens.
- Browser Favicons: High-contrast icons in web browser tabs and bookmarks bar.
- Complex or Dark Backgrounds: Placed over photos, gradients, or dark-mode UI cards where contrast is low.
- Physical Merchandise: Printed stickers, vinyl decals, apparel patches, and product packaging.

NOTE: With an exception of Social Media Avatars: Profile pictures for X, Instagram, LinkedIn, and YouTube.

SECONDARY

A streamlined, borderless silhouette designed for clean layout integration. It operates best within structured designs where subtle branding is preferred over high-contrast visual callouts.



USE CASES

- App & Web Headers: Top navigation bars, sidebars, and main application menus.
- Website Footers: Lower page branding blocks alongside copyright and secondary links.
- Digital Documents: Headers for slide decks, PDFs, reports, and official invoices.
- Email Signatures: Professional footers in company communication templates.
- Single-Color Applications: Monochromatic printing, stamps, or subtle background watermarks.

MISUSE

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✕ DON’T ROTATE



✕ DON’T REARRANGE ELEMENTS



✕ DON’T CHANGE COMPONENTS’ RELATIONSHIP



✕ DON’T CHANGE THE TYPEFACE



✕ DON’T OUTLINE



✕ DON’T STRETCH OR DISTORT



✕ DON’T ADD COLOR NOT SPECIFIED



✕ DON’T ADD ELEMENTS

