VIRAL **FISSION**

BRAND GUIDELINES

June 2021

Our Purpose

A COMMUNITY PLATFORM FOR THE YOUTH THAT CHANNELIZES THEIR ENERGY AND FOCUSES THEIR TIME TO CREATE REAL WORLD VALUE FOR THEM

Working with Brands

WE BELIEVE IN

- Adding value to brand conversation

- Helping add personality to existing brand voices

- Continuously building stories that are compelling

- Providing them with customised solutions and working with highly engaged affinity groups that amplify their brands seamlessly

Adding culture to the world of marketing

Co-creating brand experience with the generation that is born on the internet.

Empowering diverse students across the country to experience the world of marketing with leading brands.

Hotspot for focused communities - our connections help us drive and create conversation

Revolutionising the culture of internship where work equals play.

Our Story

What started as a fun project out of college in 2015, is today one of the largest active physical youth communities across the country.

The lack of internship opportunities at college led to the co-founders, Shreyas and Rishab, in creating an internship platform for every young mind who has the desire and determination to grow and explore.
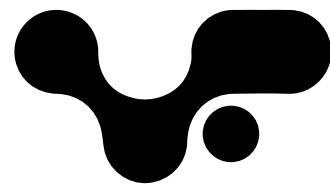
The need for transparency and purity in marketing communication between brands and its audiences bundled with the burning need of work opportunities makes.

BRANDS WE'VE WORKED WITH

unacademy

noise

Myntra

Spotify

Jio saavn

FREE FIRE

ONEPLUS

NETFLIX

TIMES NETWORK
NOW OR NOTHING

dice
A POCKETACES CHANNEL

VICE

BRAND LOGOS

ICON

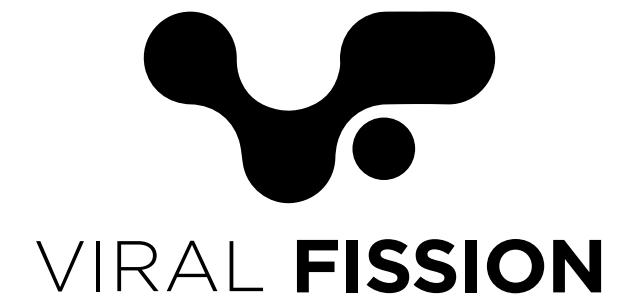# VIRAL **FISSION**

WORDMARK

APP ICON

VIRAL

GOTHAM LIGHT
VA 60

FISSION

GOTHAM BOLD
VA 00

BRAND LOGOS

The Viral Fission logo is precisely proportioned, and must be used as-is without alterations.

The primary logo is comprised of two parts: a logomark and a wordmark.

They appear together in either horizontal or stacked arrangement (and in several colorways).

COLOR CODES

#8d54d7

R   G   B
141   84   215

C   M   Y   K
59%   74%   0%   0%

#000000

R   G   B
141   84   215

C   M   Y   K
75%   68%   67%   90%

#048abd

R   G   B
4   138   189

C   M   Y   K
82%   34%   9%   0%

#ffffff

R   G   B
254   254   254

C   M   Y   K
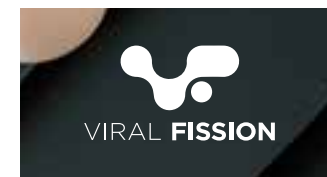0%   0%   0%   0%

PREFERED COLOR USAGE

Original gradient logo on white

White colored logo on dark coloured backgrounds

Black Colored logo on colored light backgrounds

Black and white usage on backgrounds for maximum contrast

White colored logo on black

OUR FONTS

Montserrat ExtraBold

Headings

Montserrat Regular

Use for body text

MONTSERRAT EXTRABOLD ALL CAPS

Headings

Montserrat Regular

Use for body text

Gotham- Bold

Headings

Gotham Book

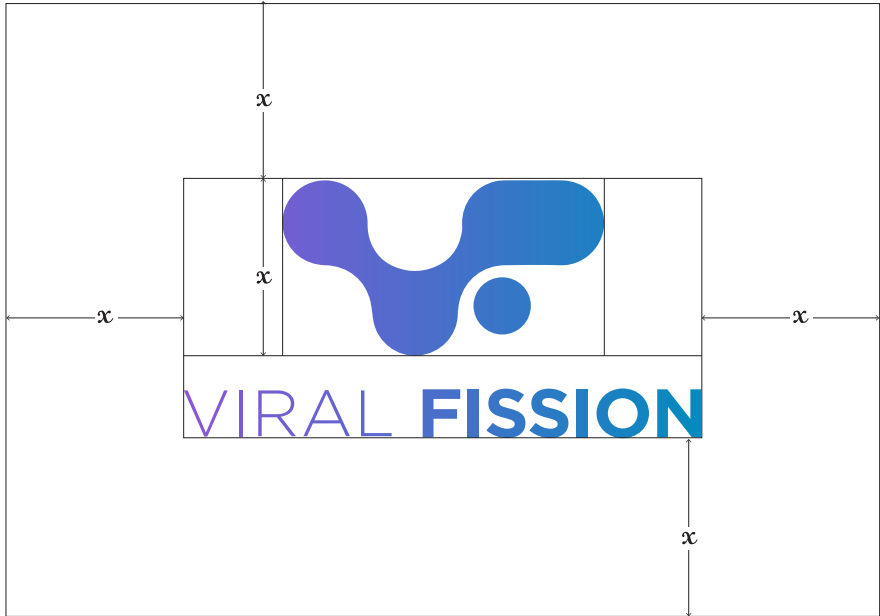*Use for body text*

GOTHAM- BOLD ALL CAPS

Headings

Gotham Book

Use for body text

EXCLUSION ZONE

Colored Logo

Black Logo

DONT'S

DO NOT change the
color of the icon

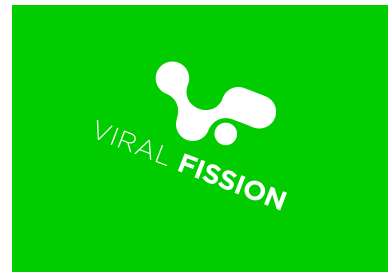DO NOT change the logo color

DO NOT distort the logo

DO NOT flip the logo vertically

DO NOT angle the logo

DO NOT change the fonts

Do NOT use logo outlines

DO NOT change the placement
of the text in the logo

DO NOT rearrange the positions
of the icon and the wordmark
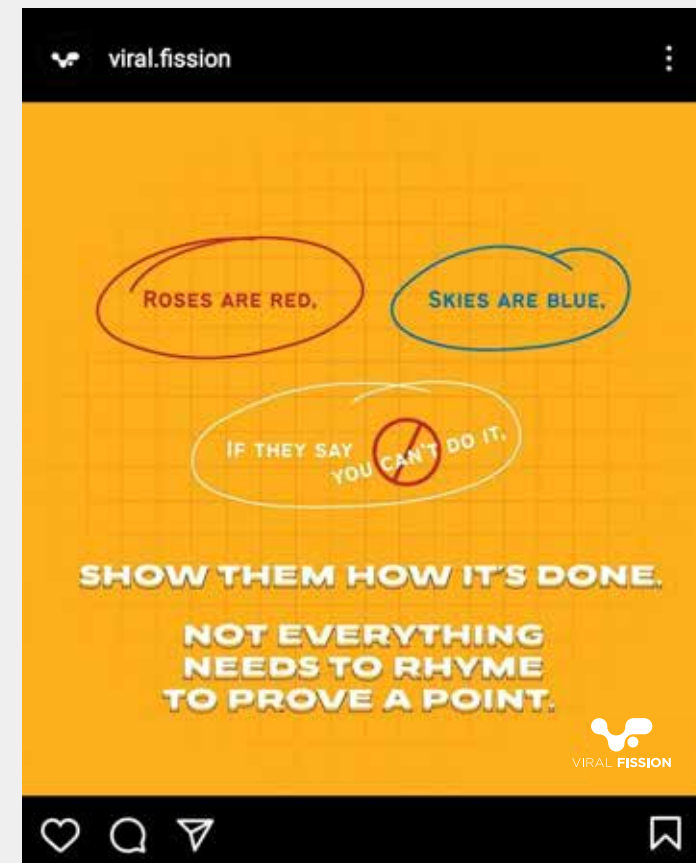
DO NOT resize the icon or
the wordmark indivisually

Do NOT use colors that
will not make the logo
stand out

DO NOT reduce the opacity
of the logo

SOCIAL MEDIA AND DIGITAL TREATMENT

VIRAL **FISSION**

Thank you