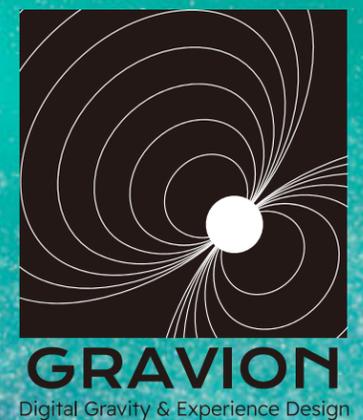


# GRAVION — Graphic Standards Manual

December 10, 2025  
Yundi Guo  
Instructor: Ed Naus



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# Brand rationale

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At GRAVION, we explore the invisible forces behind digital interaction.

We design systems that guide, stabilize, and quietly transform the way people experience technology.

We believe clarity is a form of care — and every interaction should feel intentional, grounded, and human.

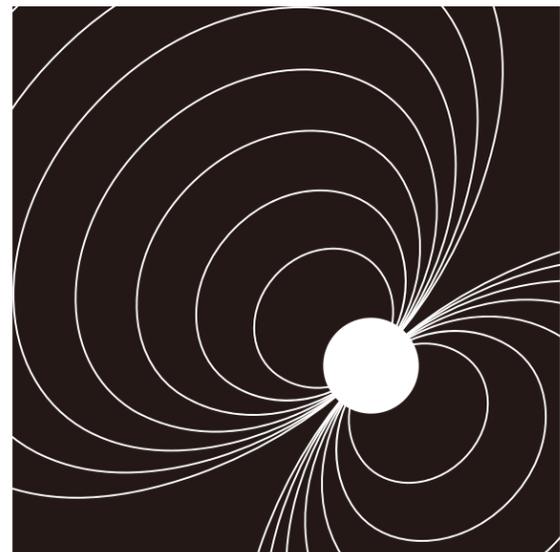
GRAVION is a digital experience and interaction design studio that creates AI-enhanced interfaces, visual systems, and intuitive product ecosystems. We help forward-thinking companies turn complex technologies into experiences that feel clear, human, and quietly powerful. Our mission is to make technology approachable, meaningful, and emotionally grounded through structured and intentional design.

Inspired by the metaphor of gravity, our design approach focuses on invisible forces, directional flow, and user-centered logic. We create visual identities, interaction patterns, and system frameworks that feel calm, minimal, and future-oriented. Every element — from field lines to spatial rhythm — reflects our commitment to clarity, balance, and experiential depth.

Technology today is powerful, but often overwhelming. GRAVION aims to build digital environments where users feel supported rather than stressed, guided rather than lost. We believe that thoughtful interaction design can transform digital experiences — helping people navigate, understand, and thrive in an increasingly complex world.

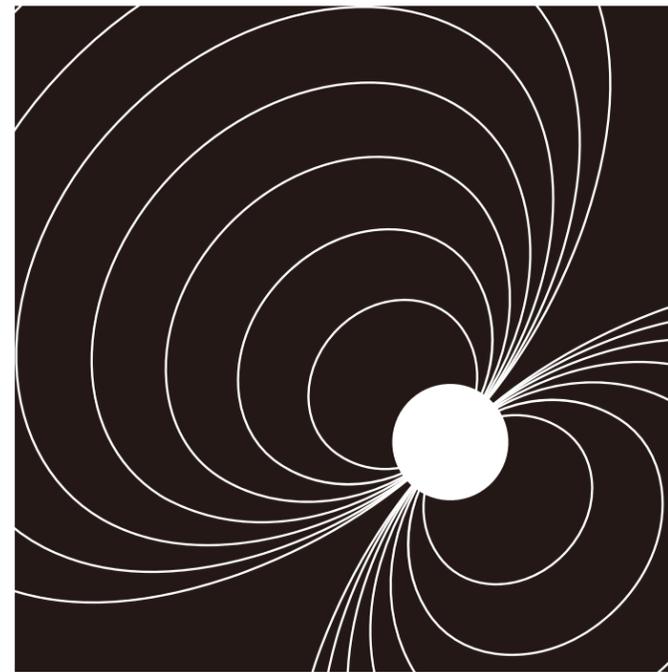
# The logo in black

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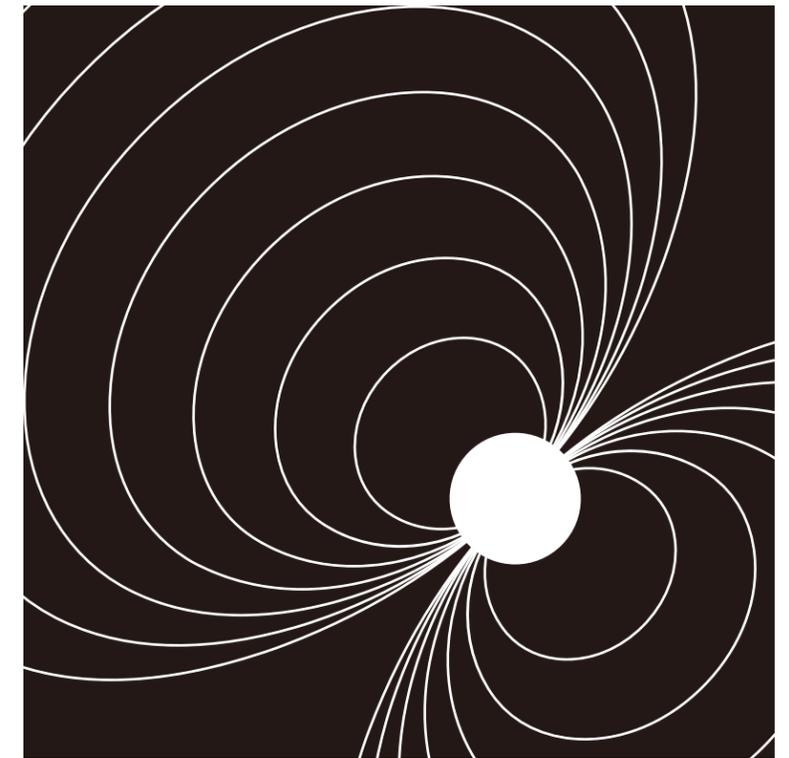
**GRAVION**  
Digital Gravity & Experience Design

3.1 in



**GRAVION**  
Digital Gravity & Experience Design

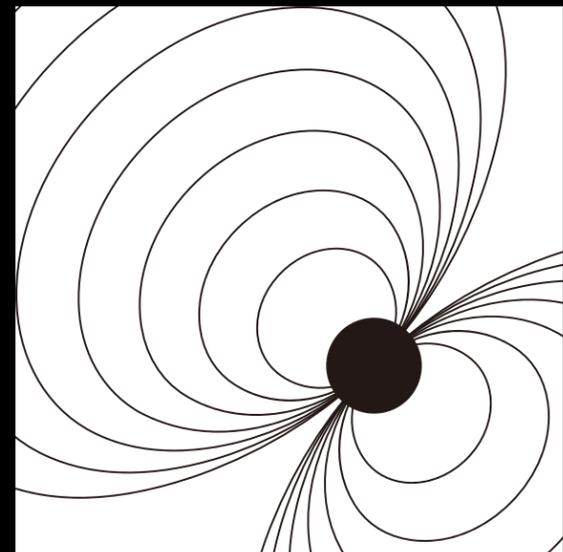
4.2 in



**GRAVION**  
Digital Gravity & Experience Design

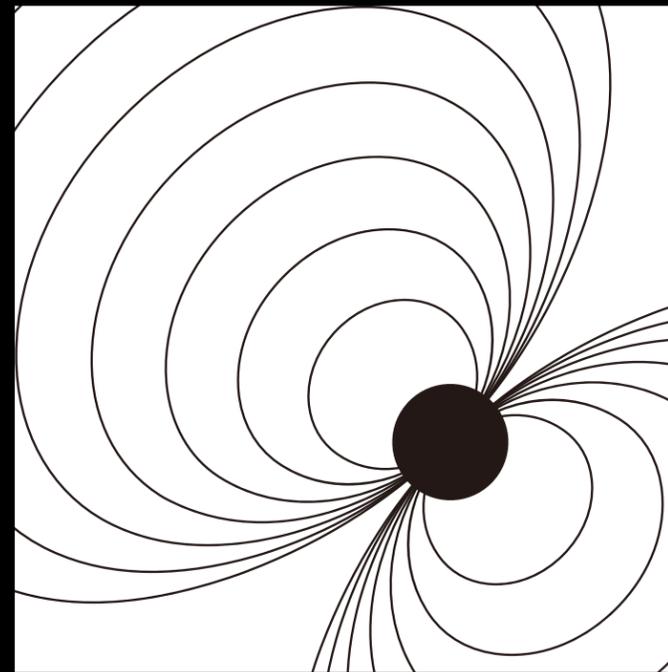
5.0 in

# The logo in white



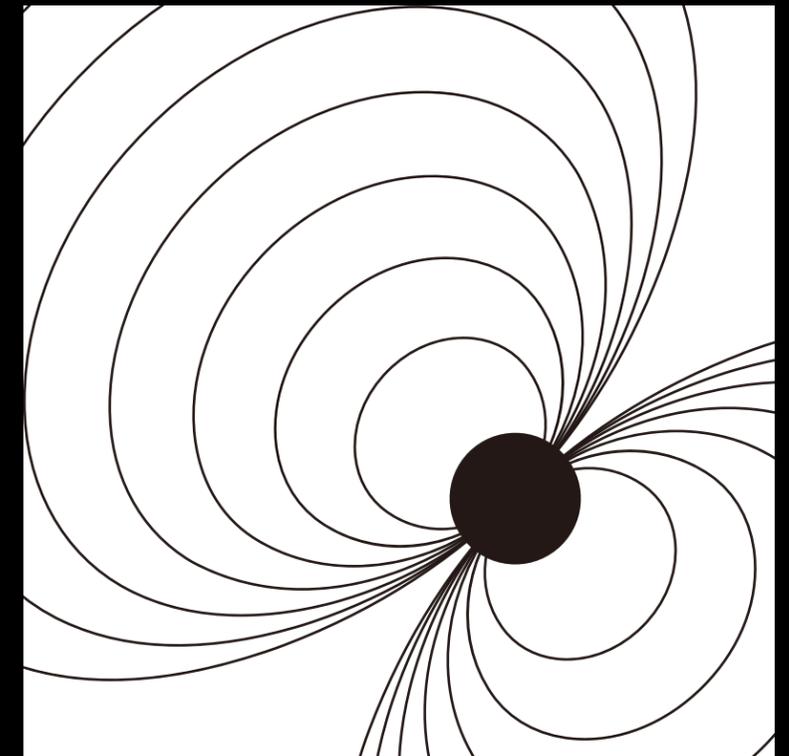
**GRAVION**  
Digital Gravity & Experience Design

3.1 in



**GRAVION**  
Digital Gravity & Experience Design

4.2 in

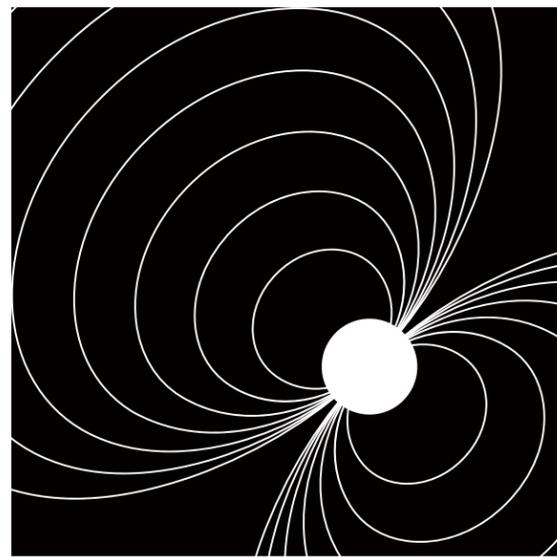


**GRAVION**  
Digital Gravity & Experience Design

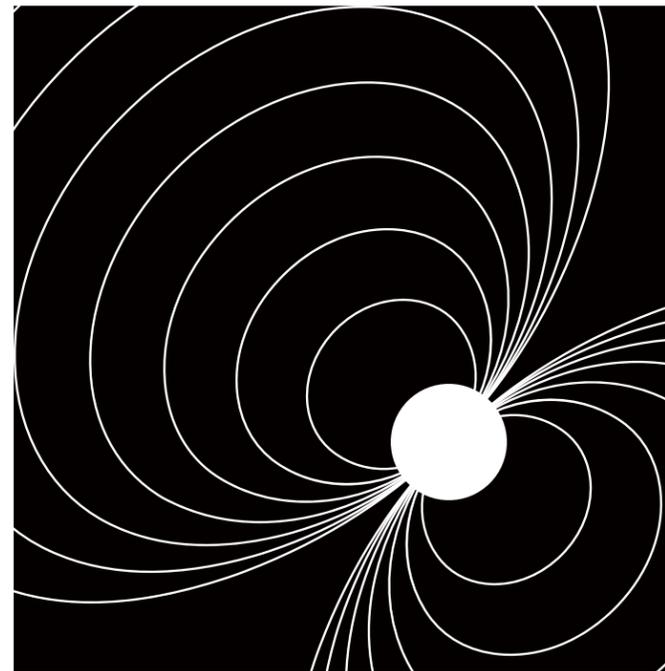
5.0 in

# Brandmark in black

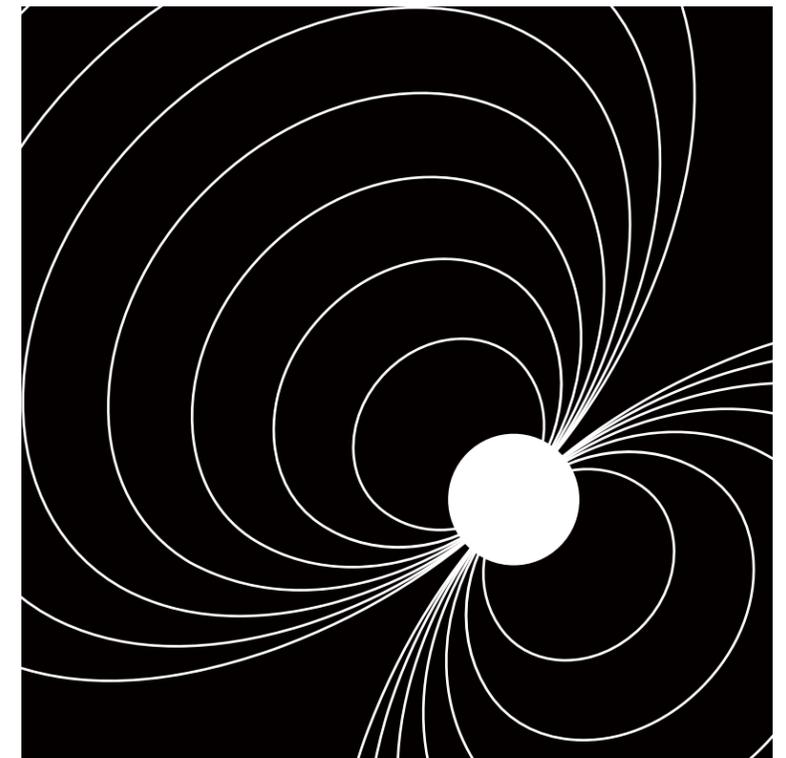
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3.1 in



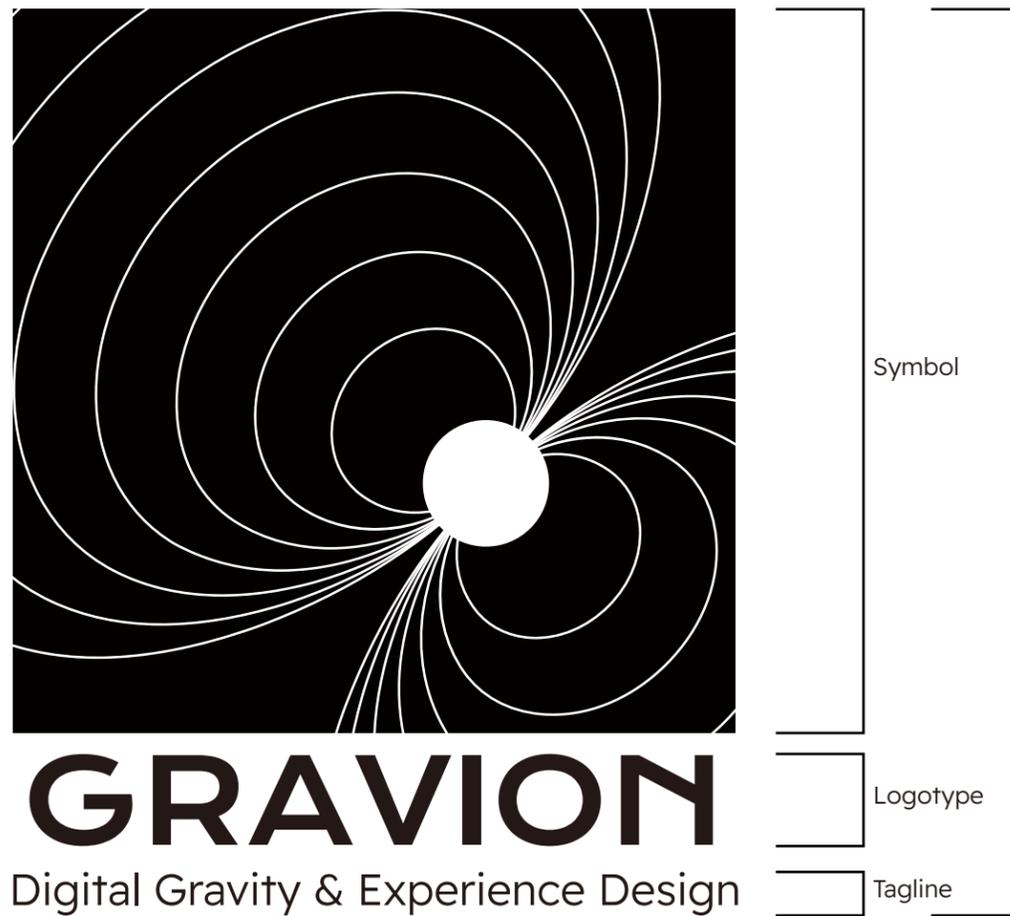
4.2 in



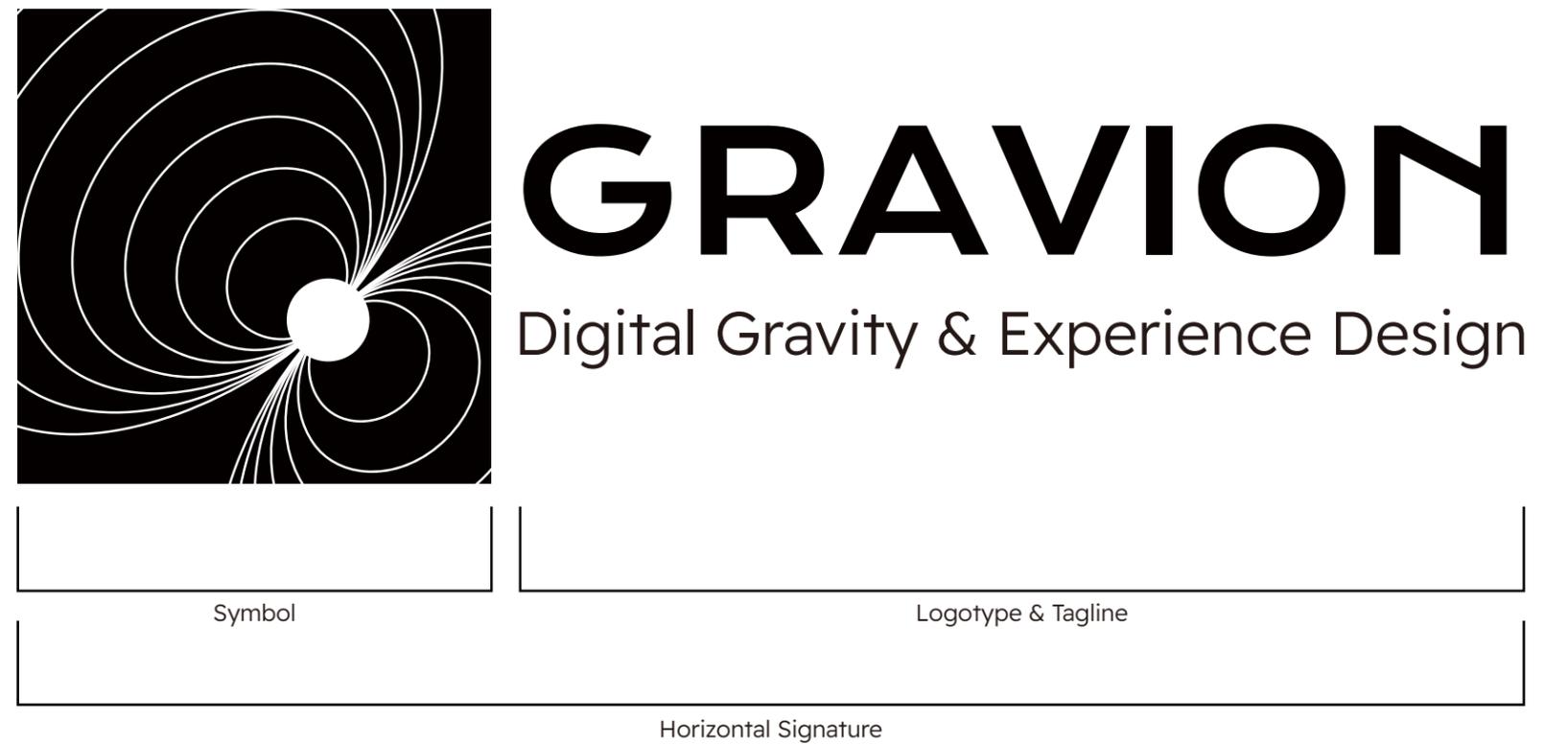
5.0 in

# Definitions

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Vertical Signature

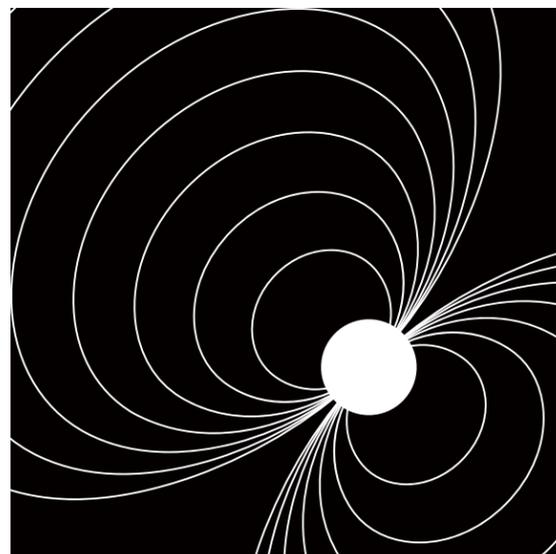


# Internal Proportions

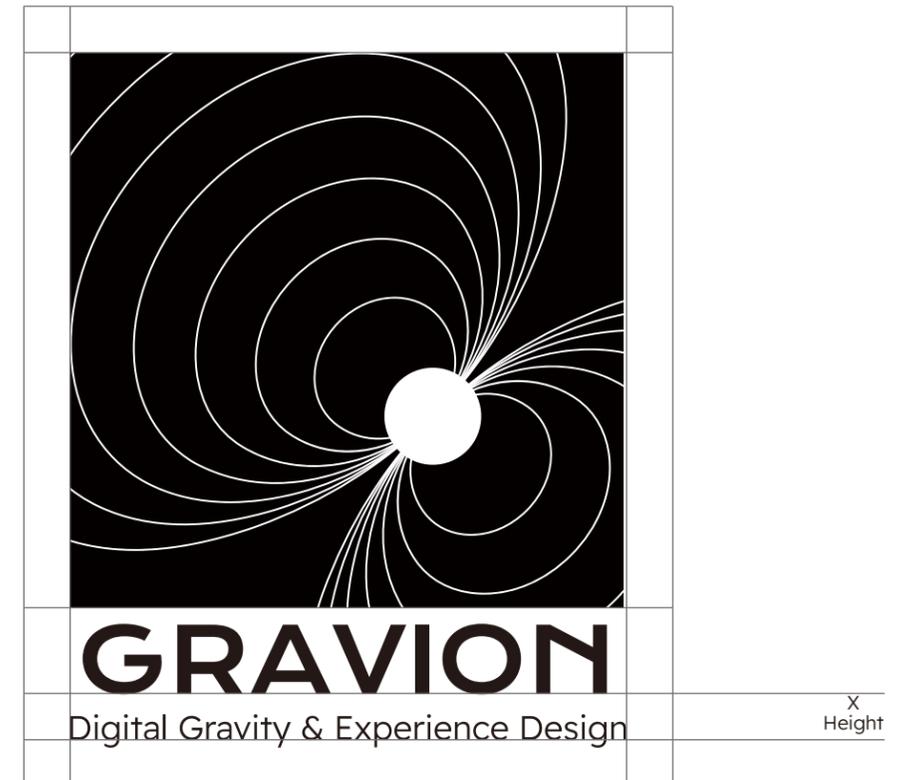
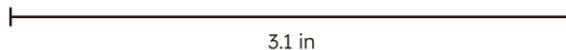
## Clearance

To maintain clarity and visual consistency, the GRAVION logo uses the x-height of the tagline (“Digital Gravity & Experience Design”) as the measurement unit for its protection zone. This distance defines the minimum amount of clear space that must surround the logo on all sides.

No text, images, or graphical elements should enter this area. Using the tagline’s x-height ensures proportional spacing that aligns with the typographic structure of the identity.



**GRAVION**  
Digital Gravity & Experience Design



## Minimum Size

The GRAVION signature should not be displayed at a width smaller than 3.1 inches.

Below this size, the fine gravitational lines and typographic details become difficult to read.

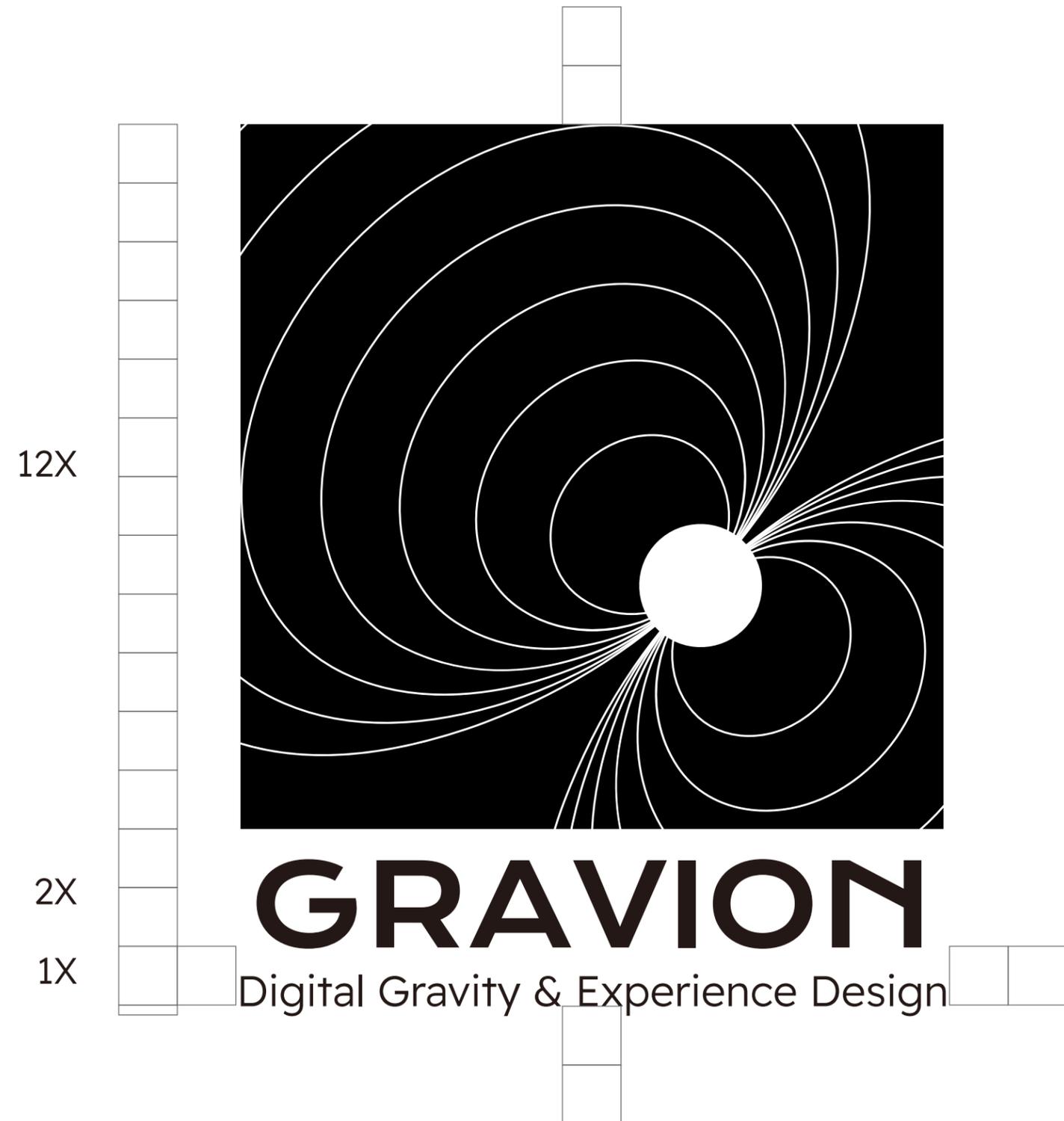
Whenever possible, the logo should be applied at a larger scale to preserve its visual impact.

# Internal Proportions

## Protection Zone

The GRAVION logo is constructed on a modular grid system based on a consistent measurement unit (X). The symbol is approximately 12X in height, while the wordmark and tagline align to a structured vertical rhythm of 1X and 2X increments.

This proportional system maintains harmony between the gravitational symbol and the typography, ensuring the identity remains balanced and cohesive at all sizes.



# Brand Colour

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## Primary Colour: Deep Gravity Navy

These primary brand colours draw inspiration from GRAVION's core identity.

The deep navy represents gravity, intelligence, stability, and quiet power — forming the foundation of the brand's visual system.

This colour can be used alone or in combination with the secondary palette to maintain a sense of depth, professionalism, and futuristic precision.



PMS: 2756 C  
CMYK: 100, 100, 25, 25  
RGB: 23, 28, 97  
HEX: #171C61

## Secondary Colours: Sky Logic Blue & Teal Energy

These secondary colours support the primary palette by enhancing clarity, contrast, and digital sharpness.

Sky Logic Blue introduces openness and exploration. It communicates intuitive interaction, modern digital design, and a sense of intelligent simplicity.

Teal Energy brings balance, innovation, and a cool tone accent.

It helps create dynamic contrast while maintaining the brand's cosmic and technological aesthetic. Secondary colours should be used thoughtfully to support hierarchy, layout clarity, and UI consistency.



PMS: 299 C  
CMYK: 70, 15, 0, 0  
RGB: 46, 167, 224  
HEX: #2EA7E0

PMS: 3268 C  
CMYK: 80, 10, 45, 0  
RGB: 10, 162, 154  
HEX: #0AA29A

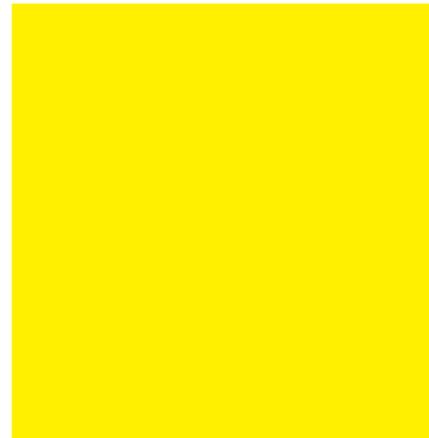
# Brand Colour

## Colours

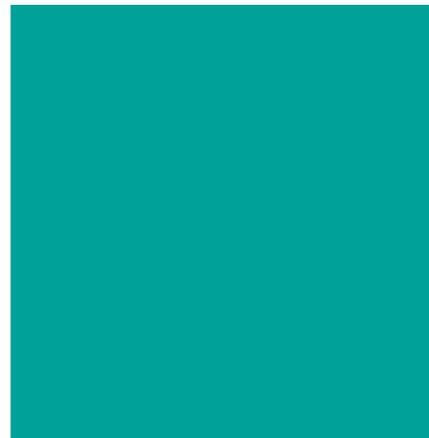
The GRAVION palette consists of one primary colour and three secondary accents, in addition to white. Use the CMYK values provided for all print applications and the RGB/HEX values for digital outputs. Colour appearance may vary across screens and printed materials. Always test colours in context to ensure consistency with GRAVION’s visual identity.



Deep Gravity Navy  
PMS: 2756 C  
CMYK: 100, 100, 25, 25  
RGB: 23, 28, 97  
HEX: #171C61



Solar Pulse Yellow  
PMS: N/A  
CMYK: 0, 0, 100, 0  
RGB: 255, 240, 0  
HEX: #FFF100



Sky Logic Blue  
PMS: 299 C  
CMYK: 70, 15, 0, 0  
RGB: 46, 167, 224  
HEX: #2EA7E0

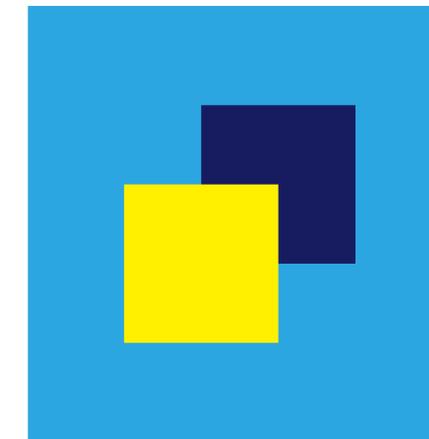
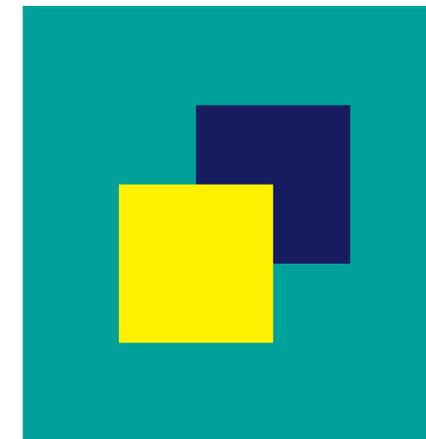
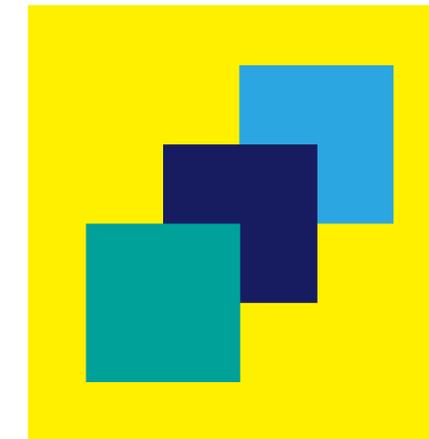
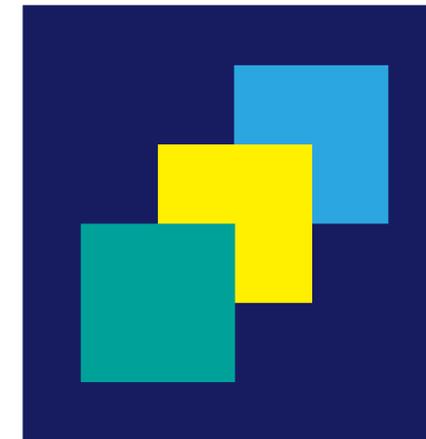


Teal Energy  
PMS: 3268 C  
CMYK: 80, 10, 45, 0  
RGB: 10, 162, 154  
HEX: #00A29A

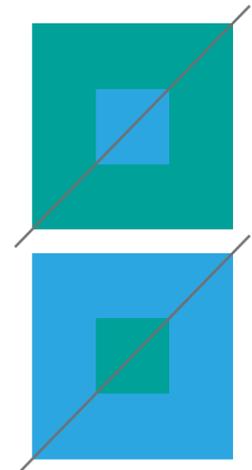
No additional colours may be introduced outside this palette to maintain consistency across the GRAVION visual identity

## Colour Application

These combinations maintain the brand’s balance between clarity, contrast, and technological coolness. They should be used for UI mockups, posters, layouts, and icon highlights. Applicable Colour Combinations:



Non-Applicable Colour Combinations:



Typography Colour Rules  
1. Yellow and Teal should not be used for body text, especially on light backgrounds.  
2. Primary text should use:  
Deep Gravity Navy (#171C61)  
Black (#000000)  
White (#FFFFFF) on dark backgrounds  
These colours ensure optimal legibility across digital and printed media.

GRAVION EXPERIENCE LAB  
November 15, 2025  
6pm–8pm

GRAVION EXPERIENCE LAB  
November 15, 2025  
6pm–8pm

~~GRAVION EXPERIENCE LAB  
November 15, 2025  
6pm–8pm~~

~~GRAVION EXPERIENCE LAB  
November 15, 2025  
6pm–8pm~~

# Brand Typography

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## Rationale

**Krona One** is chosen as the primary display typeface for the brand. Its wide letterforms, geometric construction, and strong visual presence make it ideal for creating impactful headings. The modern and distinctive style of Krona One helps establish a clear and confident brand identity, ensuring that key titles stand out across both print and digital applications.

**Readex Pro** serves as the supporting type family thanks to its excellent readability and balanced letter shapes. Its friendly and accessible appearance makes it suitable for longer passages of text, interface elements, and general communication materials. The use of multiple weights—Medium, Regular, and Light—provides flexibility in creating a clear typographic hierarchy while maintaining visual consistency throughout the brand system.

### Krona One Regular

**Abcd**

Used for Heading 1 and Heading 2.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\***

### Readex Pro Medium

**Abcd**

Used for Heading 3 and Heading 4 Titles.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\***

### Readex Pro Regular

**Abcd**

Used for subheads and highlighted text.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\***

### Readex Pro Light

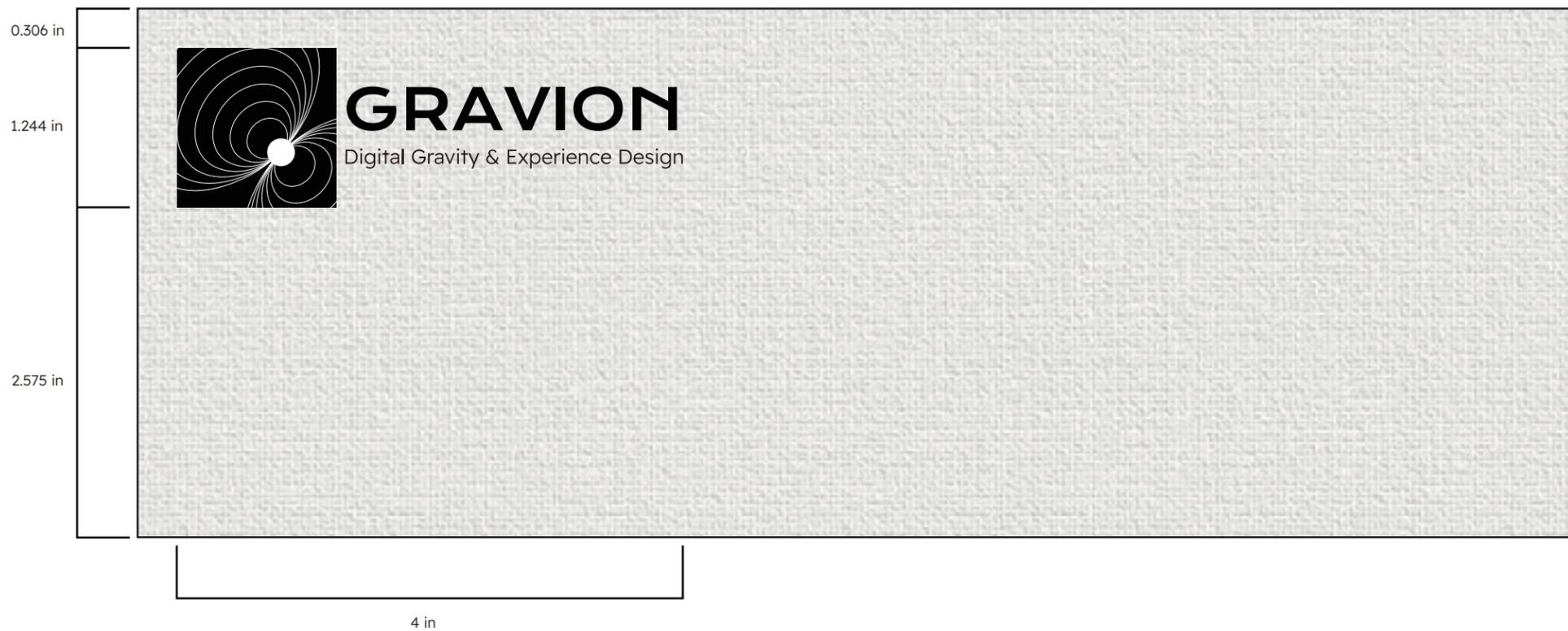
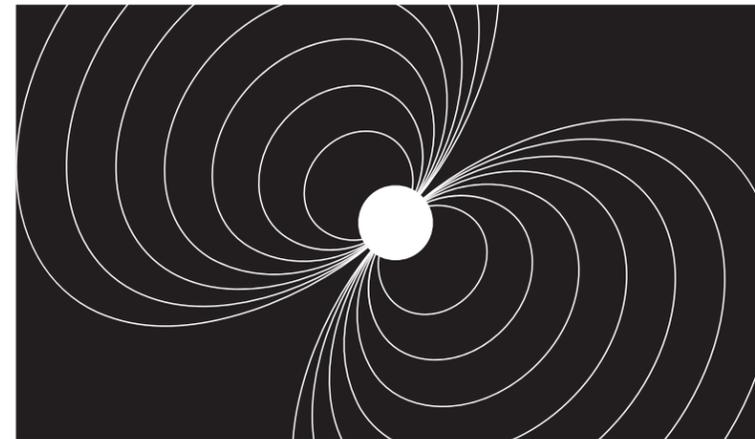
**Abcd**

Used for body text and captions.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\***

# Stationery

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# Stationery



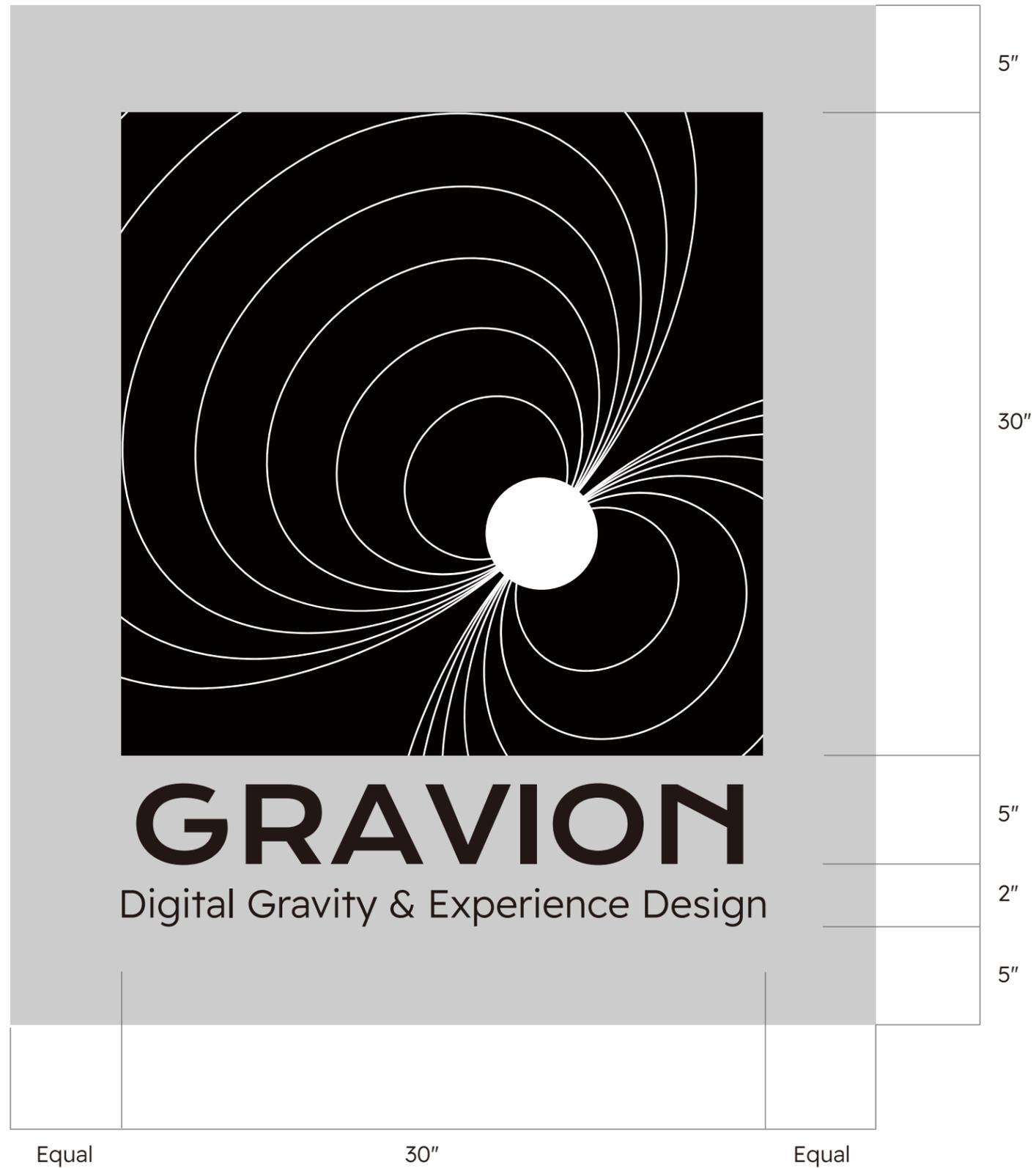
# Stationery

		2"
<p>To Whom It May Concern,</p> <p style="text-align: right;">15th November, 2025</p> <p>At GRAVION, we believe that thoughtful interaction design has the power to transform the way people experience technology. Our work focuses on the invisible forces that shape digital interactions — the flows, structures, and rhythms that guide users intuitively through complex environments.</p> <p>We collaborate with forward-thinking organizations to turn advanced technologies into experiences that feel clear, grounded, and human. Whether we are crafting visual systems, designing intuitive interfaces, or developing interaction frameworks, our goal remains the same: to bring clarity, stability, and intention into every digital touchpoint.</p> <p>Inspired by the metaphor of gravity, our design approach emphasizes balance, directional flow, and emotional grounding. We create systems that support users rather than overwhelm them; experiences that encourage understanding rather than confusion. We believe that when technology is designed with care, people feel more empowered, confident, and connected.</p> <p>If you would like to learn more about our work or explore potential collaboration, we welcome the opportunity to connect.</p> <p>Sincerely,</p> <p><i>Yundi Guo</i></p> <p>Yundi Guo Interaction &amp; Experience Designer</p>		7"
<p>Digital Gravity &amp; Experience Design 120 King St W, Suite 340 Toronto, ON M5X 1A9</p> <p>gravionstudio.com hello@gravionstudio.com 647-555-0286</p>		2.5"

# Signage

## Front view

Left margin (Equal): 5"  
Graphic width: 30"  
Right margin (Equal): 5"



# Uniforms



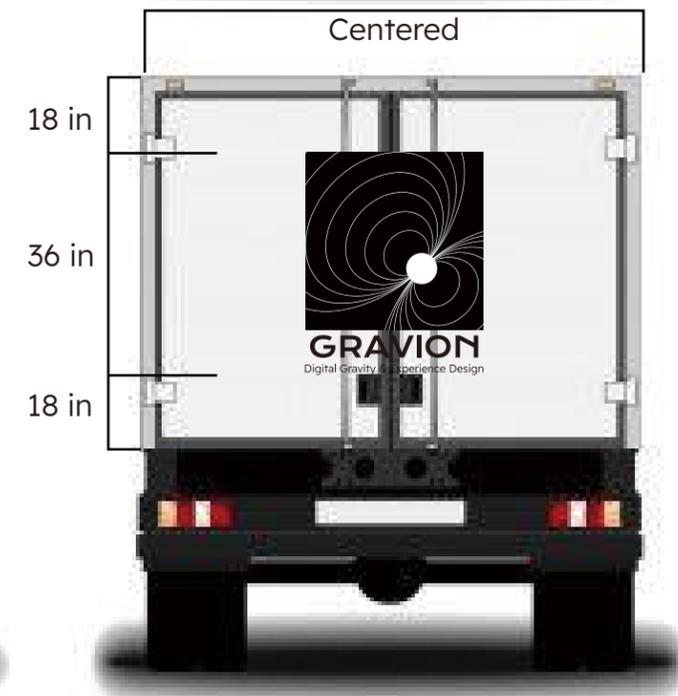
# Uniforms

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# Vehicle

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# Vehicle

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