

The logo features the word "GAIIA" in a dark blue, serif typeface. The letters are closely spaced, with the two 'I's being particularly narrow. The text is centered horizontally within a large, light blue circular arc that frames the left side of the composition. The background is a solid, very light blue.

GAIIA

Brand Style Guides

Table of Contents

Brand Heart	02
Brand Strategy	04
Brand Messaging	06
Brand Personas	08
Brand Voice	10
Brand Style Guides	12
Sub-brands	17
Imagery	19
Business documentations	21

Brand Heart

Brand Heart is comprised of four elements that help you clarify who we are, what we do, and why it matters

Purpose

Why do we exist?

Our mission is to find answers to the twenty-first century's global issues and create a future where humanity has rediscovered the meaning of its place in history.

We want to liberate people from the power that consumerism holds over them, to enable them to realise their destiny.

Vision

What future do we want to help create?

The Gaia Foundation is an international organisation that has assumed the role of navigator of the future. The innovative tools it has developed will enable mankind to create a new virtual Government, which means a new political and intellectual elite, whose decisions will be based on three fundamental values: environmental awareness, radical transparency, and interactivity.

Mission

What are we here to do?

How do we create that future?

The international Gaia Foundation was established on the initiative of philosopher, writer and economist Hares Youssef, for the purpose of creating global-wide projects to address the challenges of the modern-day digital world, to protect mankind from an unpredictable robotised future, as well as projects to protect the environment and reform the world financial system.

Values

How will we conduct ourselves in support and pursuit of our mission, vision, and purpose?

1. Environmental awareness.
2. Economic awareness.
3. A high level of culture.
4. A new type of social conduct.

Brand Strategy

A brand strategy helps you understand who we are.

Strategy

Over the next five years we will



Launch an initiative to rename our planet Gaia, and recognise it as a living being;



Submit a proposal to include the right to clean air in the Universal Declaration of Human Rights (the 18th goal of the United Nations);



Create a “new economy” based on the principle of financial transparency, thereby laying the foundations of a new economic paradigm;



Initiate research into the interdisciplinary field of “psychonomics”;



Create the Gaia Communication Platform – a communication platform that creates capital out of data. The GCP will be the first social network in the world where any action carried out in conditions of absolute transparency will become an economic transaction;



Open the Gaia Think Fabric – an analytical centre which will include leading economists, thinkers, scientists and others, whose task will be to solve the global problems currently facing humanity;



Start interdisciplinary research into children’s education and upbringing, as well as a children’s pension fund, for the purpose of creating “children’s paradise” (Paideum), where children will be given the opportunity to discover their own inner potential.

Brand Messaging

This is everything related to how we speak about our company, describe our products, communicate with customers, etc

Tagline

Environmental awareness.

Radical transparency.

Interactivity.

Value Prop

Every project involves the creation of a totally new paradigm: economic, environmental, philosophical, cultural, and educational. We are convinced that the global problems facing humankind in the twenty-first century cannot be resolved unless we make the transition to a new way of thinking, replacing **egocentricity** with **ecocentricity**, the market economy with its shadowy financial system - with a new economic model, based on radical transparency, and our consumer habits - with interactivity and a new social conduct.

Brand Pillars

Environmental awareness

By giving our planet the name Gaiia, we will revive the true relationships between children and their Mother, between humanity and the planet.

By recognising the planet as a living being, we will make the transition to a new level of thinking and nurture within ourselves an awareness of and responsibility for it.

We believe that the right to clean air should be included in the Universal Declaration of Human Rights.

Radical transparency

Making archives of transactions, accounts, contributions, deposits and reserves in all state, national, commercial and private banks accessible to the public.

Data on all monetary and non-monetary holdings and capital should be made accessible to any person, wherever that person may be.

Once it becomes transparent, our information ceases to be a “product” and is transformed into an open, collective form of capital.

Interactivity

Effective collaboration on socially significant projects for realising creative potential - of a private individual as well as humanity as a whole.

Brand Personas

Our personality is a reflection of our Brand Heart, influenced by our beliefs and demonstrated in our behavior

Name	Rebecca	Michael	Roy
Age	18	30	60
Job title	Student	Journalist	Entrepreneur
Channels	TikTok, Facebook, ClubHouse, Vkontakte, Instagram	Facebook, YouTube, Twitter	Facebook, ClubHouse, Twitter, LinkedIn
Goals	To live in a society that gives every person the opportunity to discover their inner potential	To build a world where a person ceases to be a “slave to their wage packet” and a servant to a shady financial system	To create a better future for our children and our grandchildren - a transparent, just world, where a person is not a victim but the subject of historic processes
Pain points	What if this is just a new version of communism, which will soon put us in a “digital gulag”?	It could be nothing more than the latest utopia	I won’t be surprised to find that those fighting the financial system turn out to be some sort of Bill Gates or George Soros, who have devised a plan for a new world order
How your product/ service helps solve their problems	The creation of a free and transparent community, which cannot belong to a specific country or a specific political ideology	Thanks to an open, collective capital and new technologies, we will be able to create the kind of social conduct that changes the financial and economic model of society on a global scale. This will allow the generation of an open collective capital, capable of serving everyone who forms it, and hence give each person the opportunity to acquire the tools for liberating themselves from the need to be a “slave to their wage packet”	To give everyone the chance to participate personally in building a transparent and just society, in which no financial transaction can be carried out “in the dark”. Information on all monetary and non-monetary holdings and capital amounts should be made accessible to any person, wherever that person may be

Brand Voice

This is the way our brand sounds and speaks

Brand Voice

When people interact with our brand, how do we want them to feel?

At ease. Should be able to feel their involvement in the creation of a better future.

What adjectives would we use to describe our brand?

Aware, Meaningful, Innovative, Responsible, Peaceful.

What does our competition sound like?

By using ground-breaking technologies, we have created a new model of social conduct in order to remodel human relationships.

If our brand were a celebrity, who would we be?

Nikola Tesla.

How do we want to talk about ourselves?

By using digital tools, we will achieve economic and ecological awareness, and make this a part of the culture of future generations.

Who do we NOT want to be/what do we want to avoid?

We do not want to be those whose mistakes we are forced to correct today.

Brand Style Guides

To capture the brand's mission and essence, we developed visual language, including logo, colors, font, photography, etc. to be used in all creative content

Logomark

A logomark is an identifying mark or symbol that doesn't contain the business name, like a drawing or image that represents the business.



Logo color

Sometimes, often due to production costs, only one color of ink is available and so the logo must be reproduced using only one color.

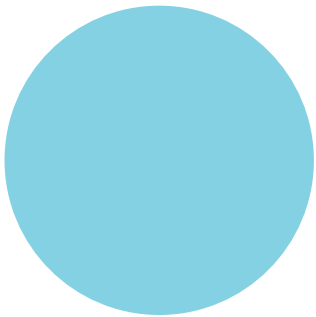
In this scenario, the logo, logomark or wordmark must be used following the convention of using a light color type on a dark background or in a dark color type on a light background.



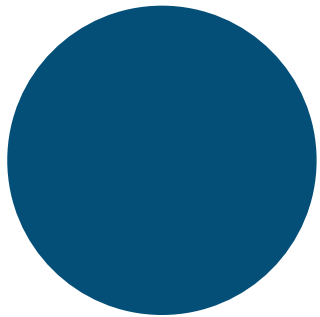
Main Colors

The main color palette will cover the majority of your needs. It's intentionally small in variety so as to not dilute the brand visuals, which adds confusion.

Main Color Shades



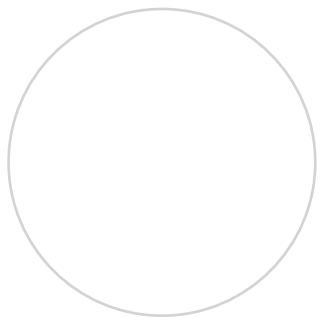
C: 42% R: 133
M: 8% G: 209
Y: 0% B: 228
K: 11% #85D1E4



C: 97% R: 4
M: 34% G: 117
Y: 0% B: 170
K: 53% #044F78



C: 3% R: 248
M: 2% G: 250
Y: 0% B: 255
K: 0% #F8FAFF



C: 0% R: 255
M: 0% G: 255
Y: 0% B: 255
K: 0% #FFFFFF

Typography

As an web font you should use Roboto.
Every graphic design artwork should be made using this fonts.

This is the regular family, which can be used alongside the Roboto Condensed family and the Roboto Slab family.

Roboto

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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Aa

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Sub-brands

A sub-brand is a brand within a our brand. A sub-brand uses a unique name for a product and service

Sub-brands

GAIIA) movements

GAIIA) initiative

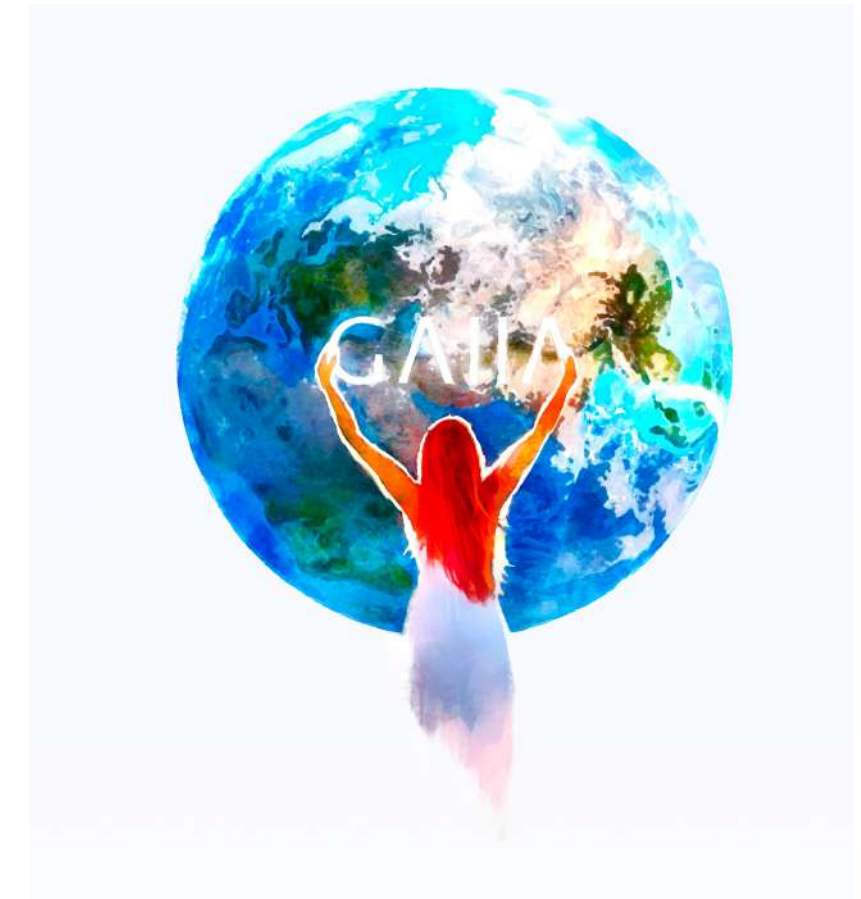
GAIIA) education

GAIIA) movie

Imagery

A sub-brand is a brand within a our brand. A sub-brand uses a unique name for a product and service

Photography



Business documentations

This is the comprehensive visual identity with examples and use-cases

Documentations

