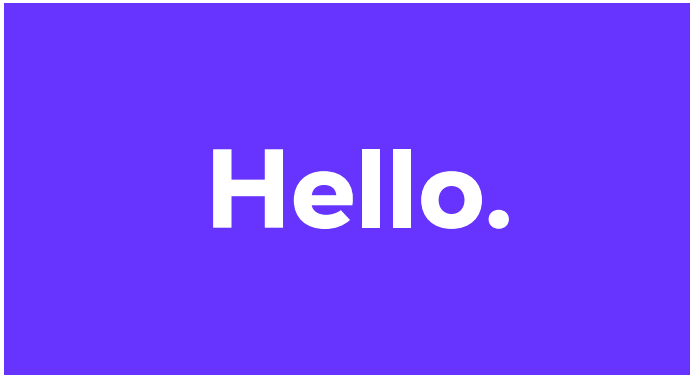




Visual Branding Guidelines

JANUARY, 2024

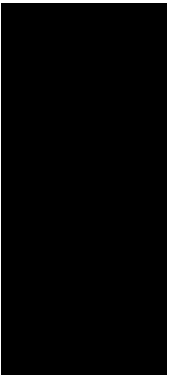
IN THIS DOCUMENT



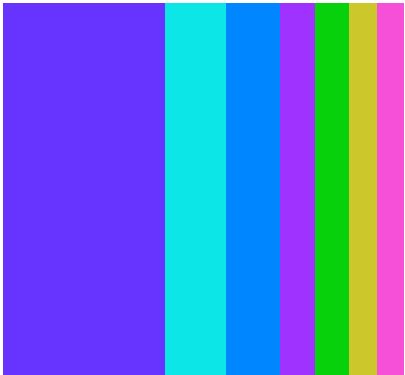
Who we are page 11



Logo page 4-10



Color



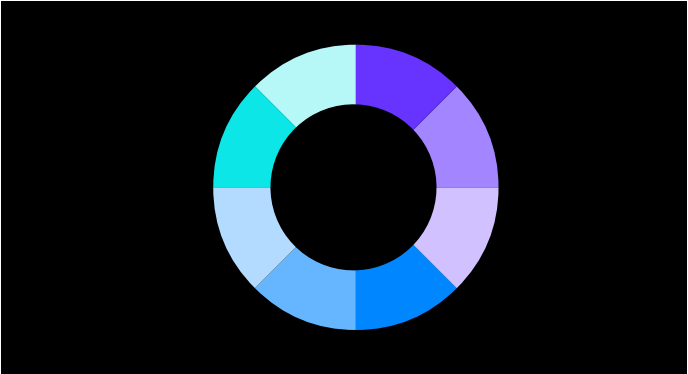
page 11-14



Typography page 15-17



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Data Visualization page 20-21



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Singularity is the leader in educating, inspiring, and empowering leaders to imagine and create breakthroughs powered by exponential technologies.

Through immersive learning programs and experiences focused on the convergence and application of exponential technologies, Singularity teaches leaders from around the globe to shift their mindset, drive innovation, and transform their organization exponentially.

Founded in Silicon Valley in 2008, Singularity has inspired over 200,000 leaders in over 100 countries from industry, academia, and government to join us on our mission of creating a future of abundance.

Our vision of the future:

A world of abundance created by Futuremakers working together to solve the world's greatest challenges.

Our brand promise:

Educating, inspiring, and empowering leaders to imagine and create breakthroughs powered by exponential technologies.

Our value statement:

Singularity transforms the way leaders lead, think, and create the future through immersive learning focused on the convergence and application of exponential technologies to deliver business and societal value.

Logo



OUR LOGO

The Lockup:

The Singularity logo is composed of our Shield icon and a wordmark set in Nexa Extra Bold. The horizontal logo is the primary logo and should be used in most instances.

The stacked logo is for limited use. Avoid using at small sizes, as it can become illegible.

Be sure to use recommended clear space surrounding the logo in all usage scenarios.

Always use the logo files provided. Do not redraw the shield, typeset a new wordmark, or alter the logo in any way except to scale it proportionally.



THE MARKS

Singulairty logomark:

The Singularity Shield can be used alone as a shorthand version of our logo. It should be used selectively, such as social media signatures and where the lockup logo or wordmark has been used elsewhere in order to avoid duplication of the word Singularity.

The gradient version of the Shield is preferred, but when legibility of concern, we ask that you use the solid versions provided.



Singularity wordmark :

Instances using the Singularity wordmark may include small merchandise branding or custom programs requiring a unique logo treatment that will incorporating the parent brand of Singularity.

We ask that you not use Nexa Extra Bold to typeset your own wordmark, but rather use the logo supplied to ensure brand integrity. Be sure to use recommended clear space surrounding the logo in all usage scenarios.



LOGO VARIATIONS

One-color:

The one-color logo should be used only on photographs and color backgrounds within our primary color palette. The one-color logo may also be used on promotional and gifting items (pens, mugs, shirts) when screen printing is utilized.



Three-color:

The three-color logo (2 color shield + black or white wordmark) should only be used for embroidery and promotional printing when the gradient cannot be accomplished during the printing process.



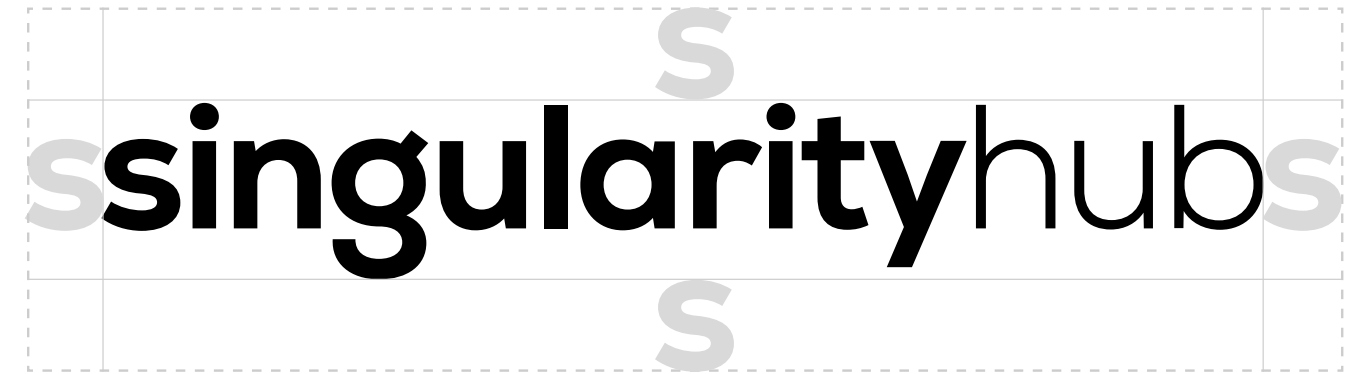
SUB-BRANDED LOGOS

Singularity Hub:

Singularity Hub offers daily news coverage, feature articles, analysis, and insights on key breakthroughs and future trends in science and technology as well as highlighting how they're being leveraged to tackle the world's biggest challenges.

Our Hub logo always appears as one-color logo in either white or black. The primary hub logo is the horizontal logo. The stacked logo with accompanying Singularity Shield should be used in co-branding, promotional, and advertising opportunities.

Be sure to use recommended clear space surrounding the logo in all usage scenarios.



SUB-BRANDED LOGOS

Singularity Executive Program:

Singularity's EP is a renowned 5-day program held several times each year in Silicon Valley for leaders and future makers from around the globe. The program includes a wide variety of printed and digital design elements that utilize the logo.

The Singularity Executive Program logo is customized per each session with a date placed vertically to the left of the stacked logo. The date should be created with Nexa Extra Bold and match the full height of the logo lockup. Our gradient may be used optionally to highlight the date.

Be sure to use recommended clear space surrounding the logo in all usage scenarios.



SUB-BRANDED LOGOS

Singularity Summits:

Singularity holds summits in countries and cities around the world. Materials produced for these events will include digital, print, signage and promotional items. Each event will vary in content and scale, but should always contain the lockup logo featuring the location. The customized location should always appear in Nexa Light (All Caps).

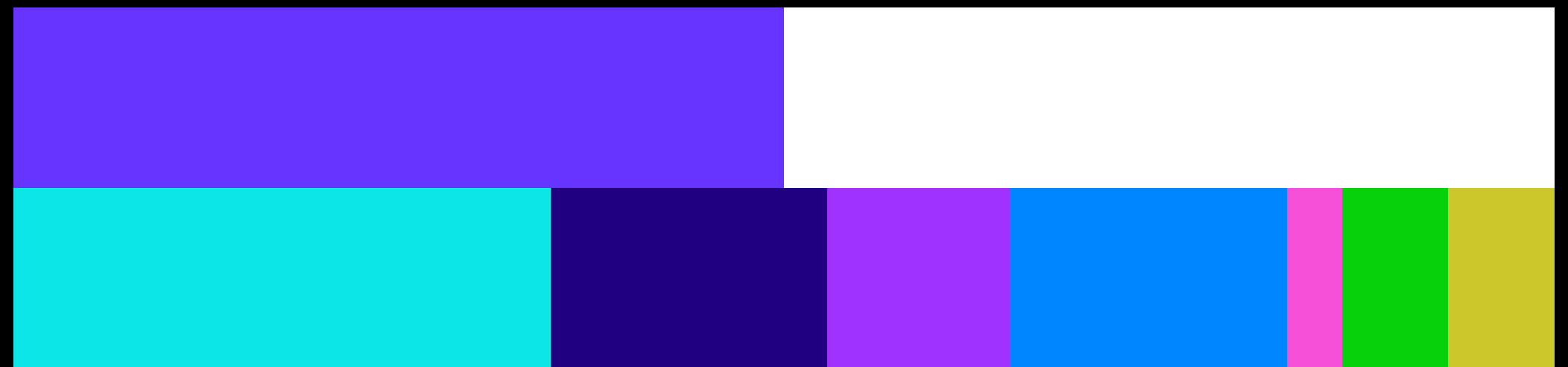
Our Summit logo always appears as one-color logo in either white or black.

Be sure to use recommended clear space surrounding the logo in all usage scenarios.



Location Customization in Nexa Light, All Caps

Color



COLOR PALETTE

Primary palette:

Use these color proportions in any layout or collateral design. Black, Violet and White the base of our primary palette. Use only black or white text on core colors as outlined on the right. Violet may be used for text sparingly on occasion to call out important information.

BLACK RGB: 0-0-0 CMYK: 70-30-30-100 HEX #: 000000	VIOLET RGB: 102-51-255 CMYK: 74-75-0-0 HEX #: 6633FF	WHITE RGB: 255-255-255 CMYK: 0-0-0-0 HEX #: FFFFFFFF	
RGB: 12-230-230 CMYK: 58-0-19-0 HEX #: 0CE6E6	RGB: 0-134-255 CMYK: 75-47-0-0 HEX #: 0086FF	RGB: 32-0-128 CMYK: 100-100-12-12 HEX #: 200080	RGB: 220-220-222 CMYK: 0-0-0-15 HEX #: DBDCDE

Secondary palette:

Secondary colors can be used sparingly and only be applied to items that require differentiation, such charts, graphs and data visualization after the primary palette has already been applied.

RGB: 160-50-255 CMYK: 57-75-0-0 HEX #: A032FF	RGB: 6-209-11 CMYK: 72-0-100-0 HEX #: 06D10B	RGB: 205-200-35 CMYK: 24-11-100-0 HEX #: CDC823	RGB: 245-80-215 CMYK: 15-75-0-0 HEX #: F550D7
-----------------------------------------------------	----------------------------------------------------	-------------------------------------------------------	-----------------------------------------------------

COLOR USAGE:

Text and Colors:

Use the table shown here as a reference for recommended background and type color combinations for the color palette. When utilizing colors in typography, please use compliance to ensure legibility.

Only use the secondary palette when creating charts, graphs, infographics and data visualization after the primary palette has been utilized.

White text goes here	White text goes here in light or regular.
Black text goes here	Black text goes here (or a 75% tint of black).
White text goes here	White text goes here in light or regular.

Black text goes here Black text goes here in light.	White text goes here White text goes here in light or regular.
White text goes here White text goes here in light or regular.	Black text goes here Black text goes here in light.

White Black White text goes here in light or regular.	White Black White text goes here in light or regular.	White Black White text goes here in light or regular.	White Black White text goes here in light or regular.
-----------------------------------------------------------------	-----------------------------------------------------------------	-----------------------------------------------------------------	-----------------------------------------------------------------

OUR GRADIENTS

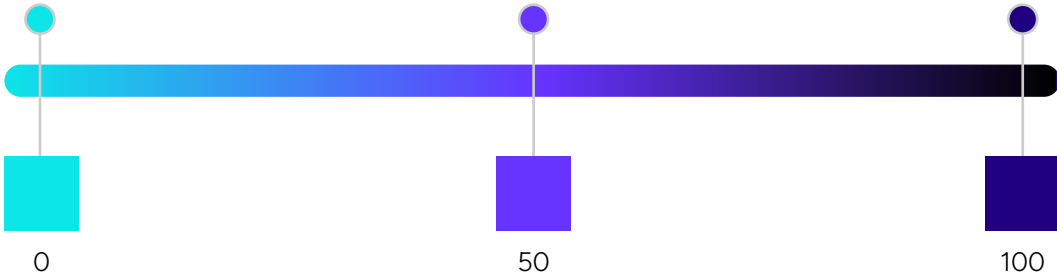
Three-point gradient:

Our signature gradient is used in the Shield mark of our logo. It can also be applied to design elements, to reinforce brand identity. Always strive for an upward angle to convey exponentiality and growth.

Do not apply the secondary palette to any gradients, and do not apply special effects to a gradient that will alter its colors.

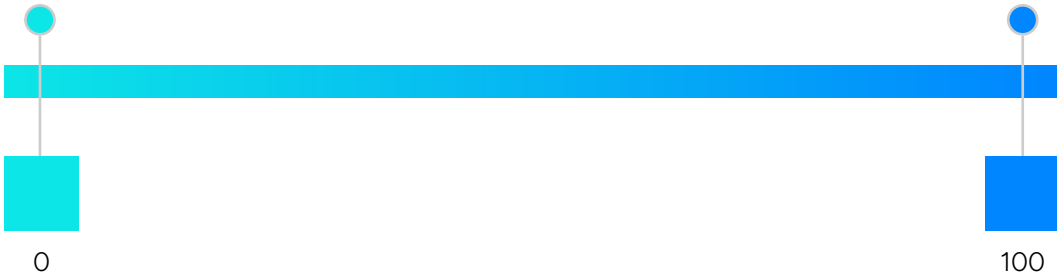


45°angle



Two-point gradients:

Two point gradients can also be useful separating and representing different items in designs. Only utilize the primary color palette when creating 2-point gradients.



Type

Aa Bb

Cc

Dd

Ee

Ff

Gg

Hh

TYPOGRAPHY

Figtree Font Family:

Four weight variations of the Figtree Font will be used for all subheads, text, captions and quotes. Figtree Light should be used for all body text.

The Figtree family is extremely legible and pairs perfectly with Nexa. Figtree is a Google Font and licensed under Open Font License. In addition, it supports 280+ languages.

Nexa Extra Bold + Nexa Heavy:

Nexa Extra Bold is a key element in our brand as it is used in our logo. It should be used in headlines and in sentence case unless otherwise specified.

In digital instances where Nexa Extra Bold cannot be used, please use Figtree Bold or Figtree Semi Bold as a substitute.

Figtree Light:

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890 !@#\$%^&*() » › →

Figtree Regular:

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890 !@#\$%^&*() » › →

Figtree Semi Bold:

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890 !@#\$%^&*() » › →

Figtree Bold:

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890 !@#\$%^&*() » › →

Nexa ExtraBold:

abcdefghijklmnop
qrstuvxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
01234567890 !@#\$%^&*()

Nexa Heavy:

abcdefghijklmnop
qrstuvxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
01234567890 !@#\$%^&*()

TYPE SPECIMENS:

Hierarchy:

The ideal type stack is shown to the right. Please note proportions and emulate as close as possible to reinforce brand continuity.

Substituting Figtree Semibold or Figtree Bold is permitted when Nexa Extra Bold is not available.

Leading + Tracking:

All leading should not be equal. As a general rule: the smaller the point size, the larger the leading. Leading should be set between 100 to 150% of the point size. Tracking should generally be set at 0. Tracking and kerning may need to be adjusted on occasion.

H1:
Nexa Extra Bold

H2:
Figtree Semi Bold
(½ headline height)

H3:
Figtree Semi Bold
(½ H2 headline height)

H4:
Figtree Light
(all caps)

Body:
Figtree Bold
(highlighted text)

Figtree Light
(normal text)

Quote Mark:
Figtree Bold
(left quote only
1½x body height)

Pull Quote:
Figtree Light

Singularity is driven by impact and innovation.

We transform people and organizations.

As pioneers of exponential technology, we enable you to create and accelerate initiatives that will deliver business value and positively impact people and the planet.

FOUNDED BY FUTURISTS

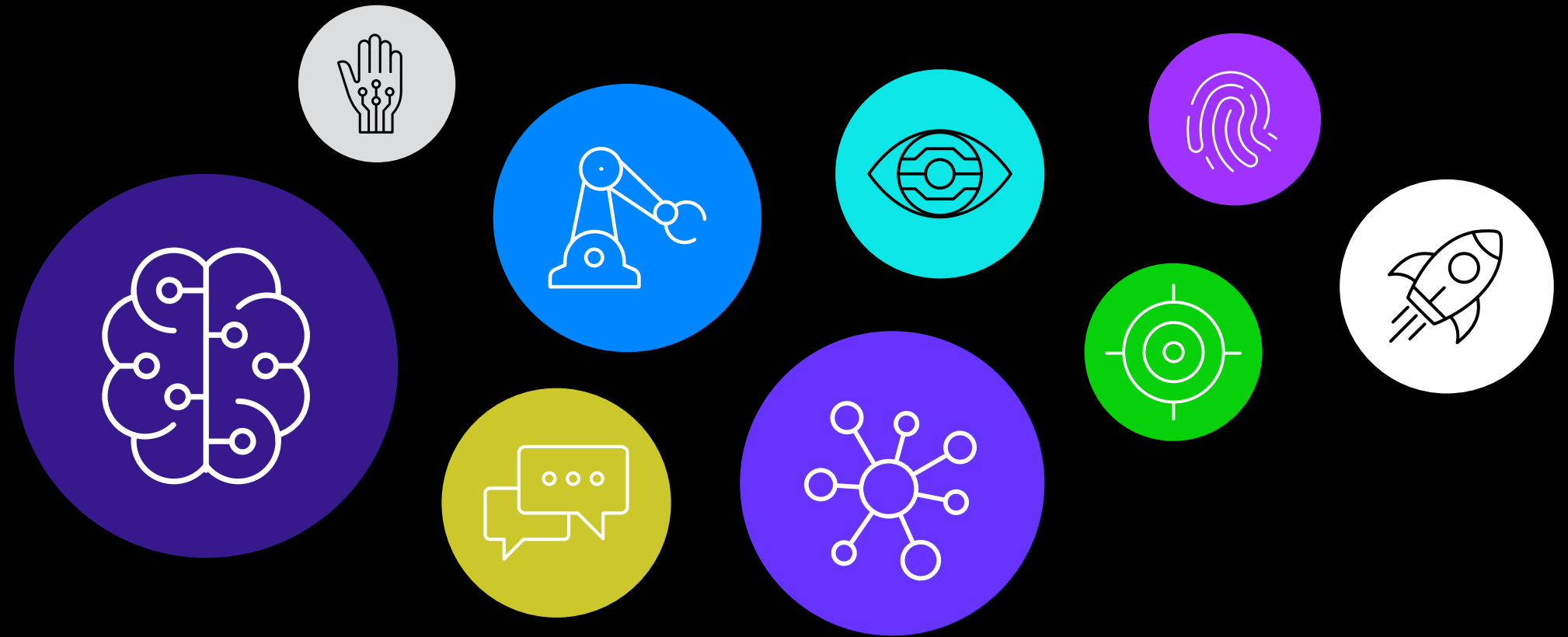
Overview:

Having been inspired by Ray's seminal work 'The Singularity is Near', they met for dinner and Peter pitched an idea: a new university for the leaders of tomorrow. Fast forward to today - technology is accelerating faster than ever and our mission remains unchanged. Since 2008, we've helped individuals, organizations and governments transform the way they lead, think, and create the future through transformative educational programs and experiences focused on the convergence and application of exponential technologies to deliver business and societal value. They could see that the current education system was setting up leaders to fail, unable to keep up with the exponential pace of technological change.

//

Singularity was founded in 2008 by Peter Diamandis and Ray Kurzweil.

Icons



ICONOGRAPHY

Singularity Icons:

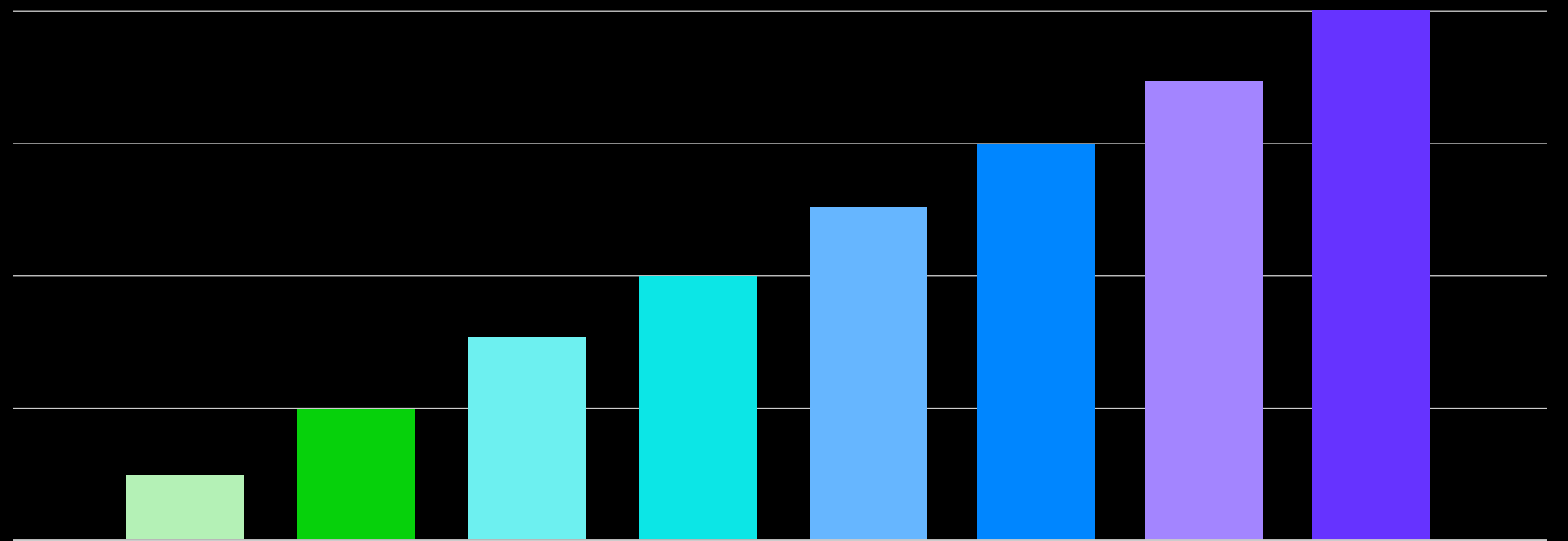
Our iconography is designed to work cohesively with our visual identity. All icons use minimalist line drawings and should appear without decorative effects, gradients or fills. This style ensures they will work effectively on white or solid fields of color.

Our icon library consists of a variety of objects, concepts, and actions specific to Singularity.

New icons may be created and used only with the approval of Singularity.



Dataviz



DATA VISUALIZATION

Charts, graphs, infographics:

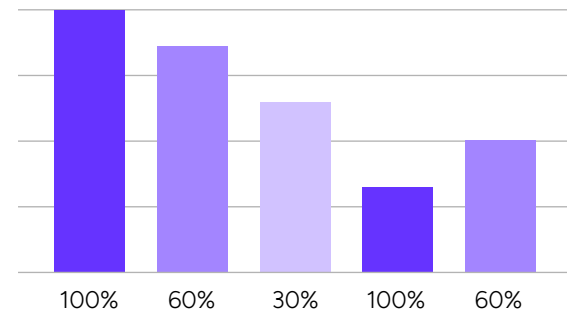
Data visualization is an extension of our visual identity. Our primary and secondary color palettes should be applied accordingly to ensure our insights are presented consistently.

Tints may be used in charts and graph where it may be challenging to represent multiple data points.

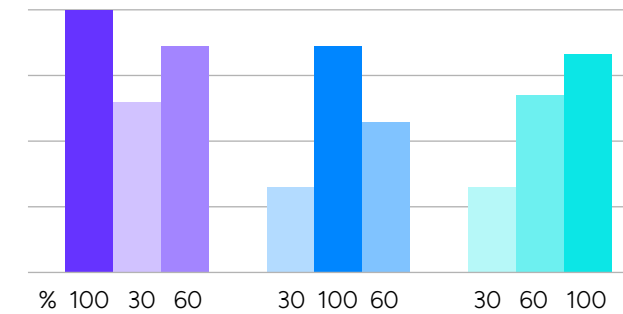
When a specific item needs to be highlighted, please choose a color from our secondary palette to ensure it's prominence.

GRAPHS:

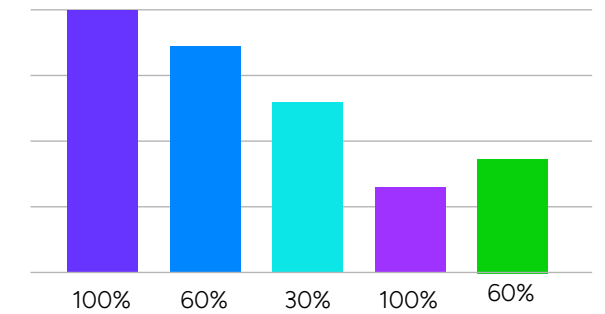
One color tinted graph



Multi-colored tinted graph

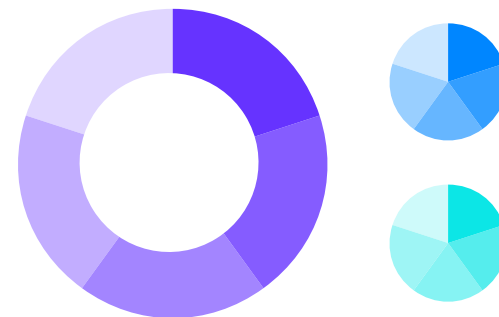


Multi-colored graph



PIE CHARTS:

One color + tints



Multi-colored + tints

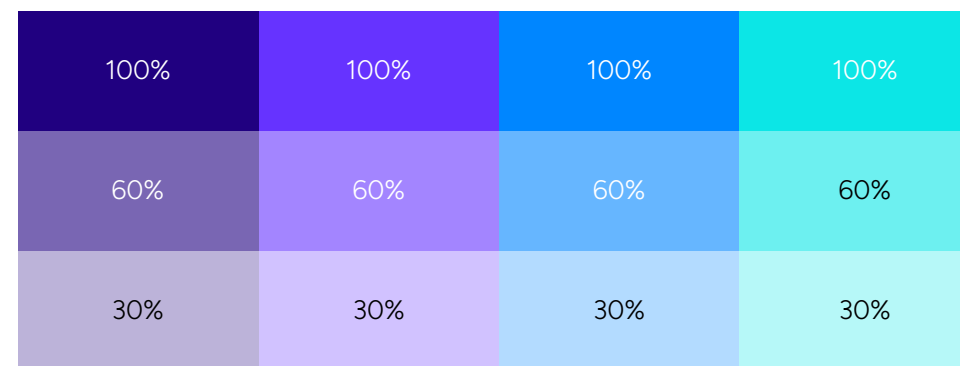


Multi-colored pie chart



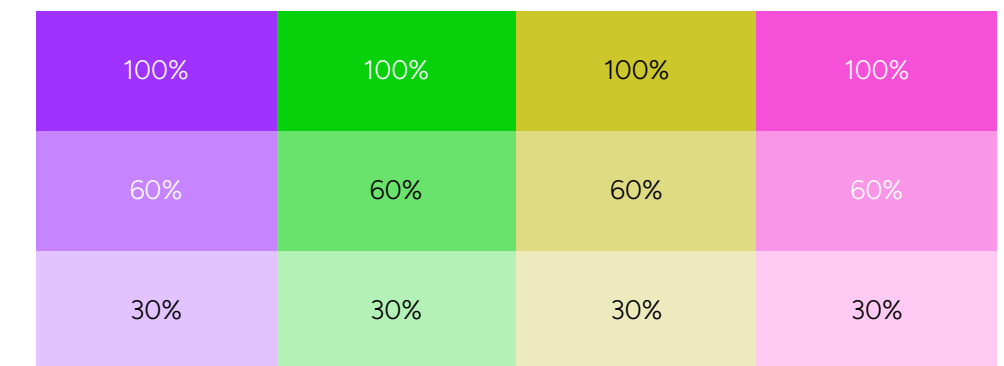
PREFERRED PALETTE

Primary colors + tints

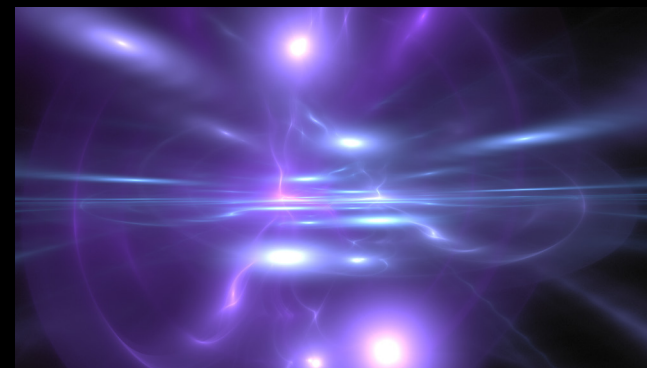


ADDITIONAL PALETTE

Secondary palette + tints



Imagery



IMAGERY

Photography:

When using photos from our archives, purchasing from stock, or creating via generative AI, it is important to present a future-forward, exciting, energetic, and optimistic point of view. Whenever possible, we ask that you incorporate or compliment our color palette.

Please avoid creating or using any dystopian futuristic photos or imagery.

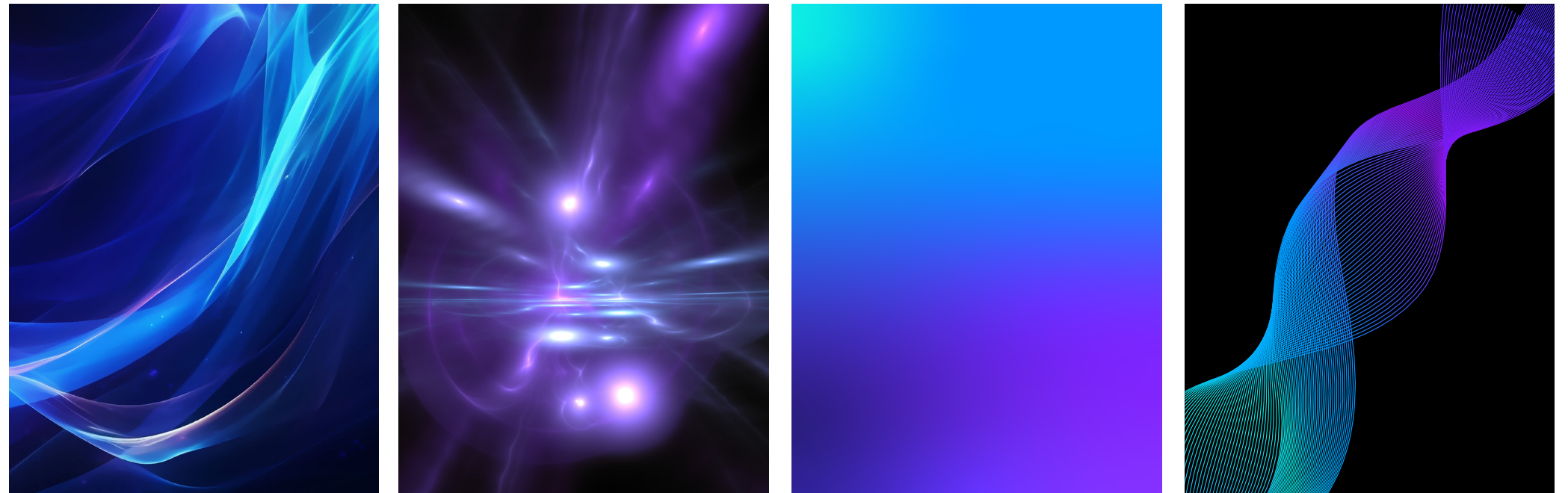


Backgrounds and textures:

When creating or purchasing a background image, always choose or utilize colors from our primary color palette.

Gradient mesh backgrounds can be created with our primary color palette and work well as a contrast for typography.

Our Singularity waves are often integrated into designs and can be downloaded from our branding library.





For more information or downloading access
to our brand library please contact:
venus.ranieri@su.org