

Brand Guidelines



Brand Archetype

Primary Brand Archetype

Your Primary Archetype is the dominant personality of your brand — it reflects the core emotional desire you aim to fulfill for your audience.

It defines how your brand behaves, speaks, and shows up across all touchpoints. It should guide at least 70% of your brand's tone, decisions, and presence.

Creator

We chose the Creator archetype for ITPL because it reflects our role as a visionary force — transforming public spaces into purposeful, immersive environments. Like a true Creator, ITPL brings imagination to structure, turning ideas into enduring cultural landmarks.

This archetype aligns with our mission to design experiences that are not just functional, but meaningful, original, and built for legacy.

Share



Primary Desire

To Create Something Meaningful, Original, And Enduring.

Core Traits

Visionary
Imaginative
Purpose-led
Authentic
Detail-oriented
Emotionally intelligent

Role In Audience's Life

“You can be great.”

We enable institutions, cities, and communities to bring their boldest ideas to life through cultural infrastructure and immersive experiences.

Voice & Tone:

Tone: Poised, thoughtful, visionary

Language: Rich in metaphor and purpose
 (“We build with memory,” “We design for public wonder”)

Avoid: Overly promotional, generic jargon

Primary Brand Archetype

The Influencer Archetype is the secondary personality that complements your primary one.

It adds depth, distinction, and nuance to your brand's character — helping you connect with broader audience needs without losing focus.

Sage

We selected the Sage archetype as ITPL's influencer because our work is rooted in knowledge, research, and thoughtful interpretation. As a Sage, ITPL guides institutions and governments through complex planning, cultural strategy, and systemic execution — offering not just creativity, but clarity.

This archetype reinforces our role as a trusted advisor, helping clients make informed, future-ready decisions that stand the test of time.

Share

30%

Supporting Desire:

To Understand The World And Share That Knowledge With Others.

Core Traits

Analytical
Philosophical
Wise
Strategic
Discerning

Role In Audience's Life

"I can guide you."

We support civic, government, and institutional clients through systems thinking, master planning, and interpretive design that stands the test of time.

Voice & Tone:

Tone: Informed, guiding, articulate

Language: Uses structured frameworks, references to context, policy, and legacy

Avoid: Trendy language, oversimplification

Color Palette

Color Palette

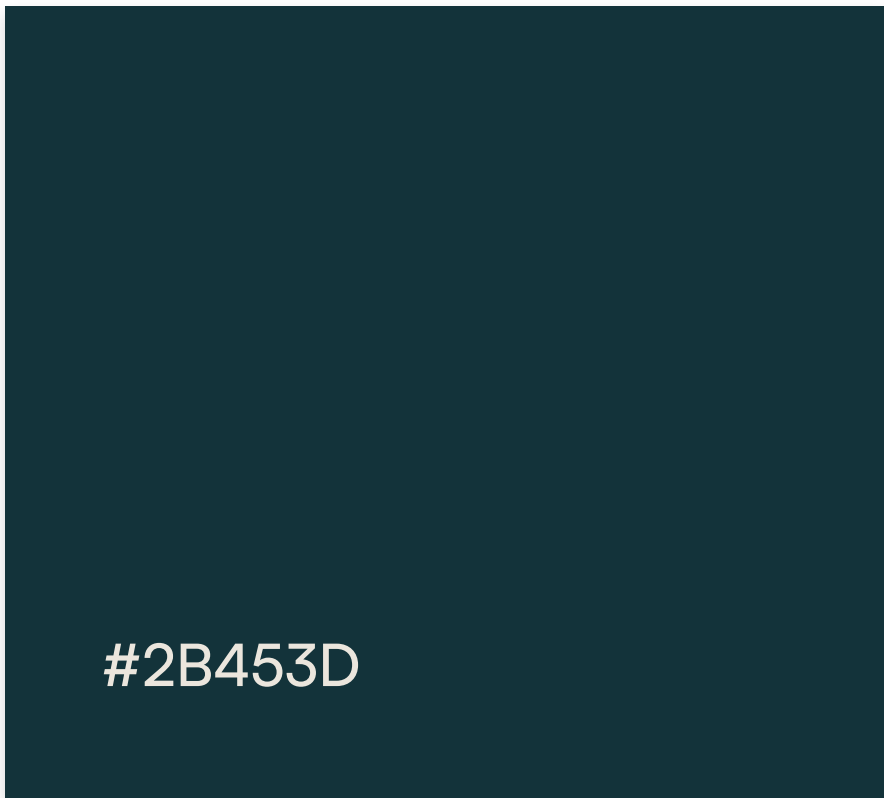
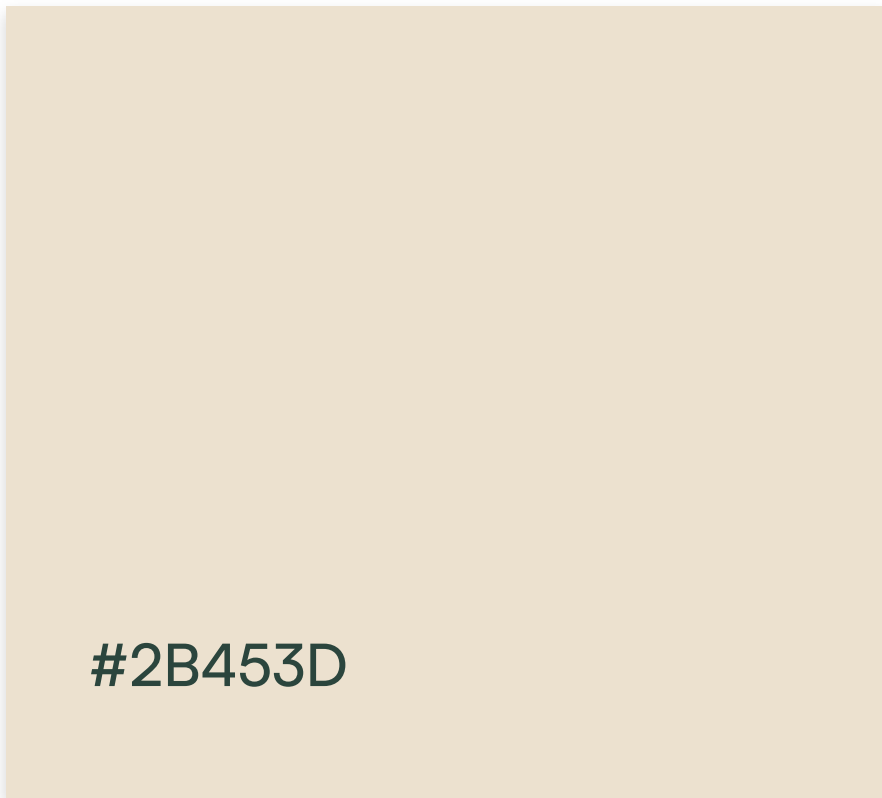
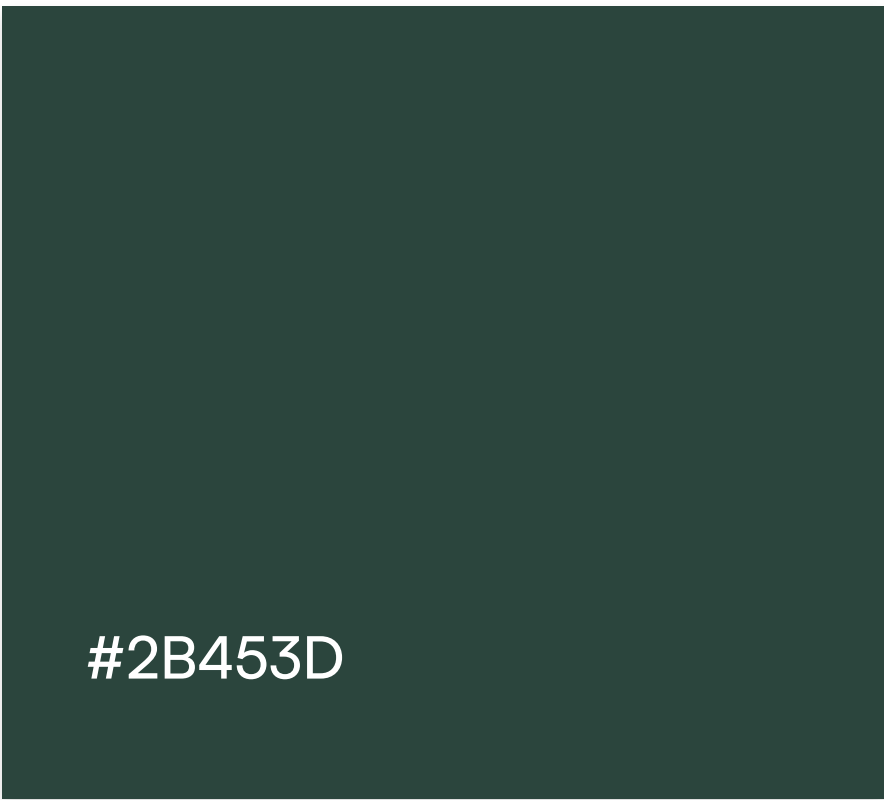
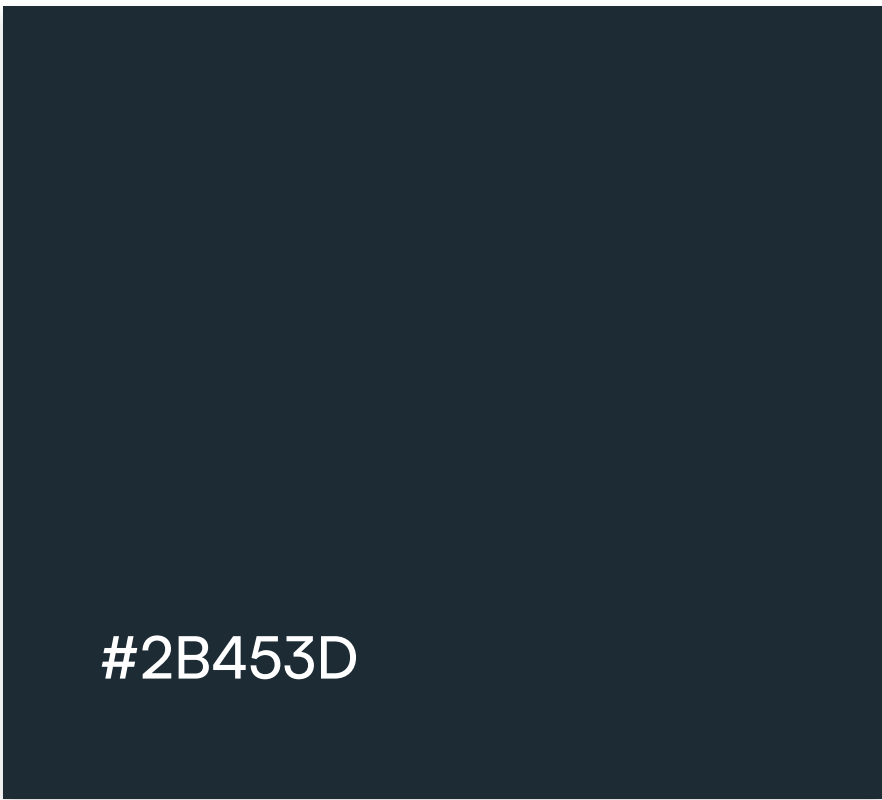
The ITPL color palette is rooted in architectural clarity and civic elegance, blending earthy warmth with institutional depth. Inspired by natural materials and timeless structures,

the palette evokes a sense of permanence, wisdom, and modern cultural relevance. Each tone supports ITPL’s dual personality — Creator and Sage — balancing creativity, trust, and thoughtful execution.

The palette avoids trends, favoring longevity and public trust, just like the environments ITPL helps shape.

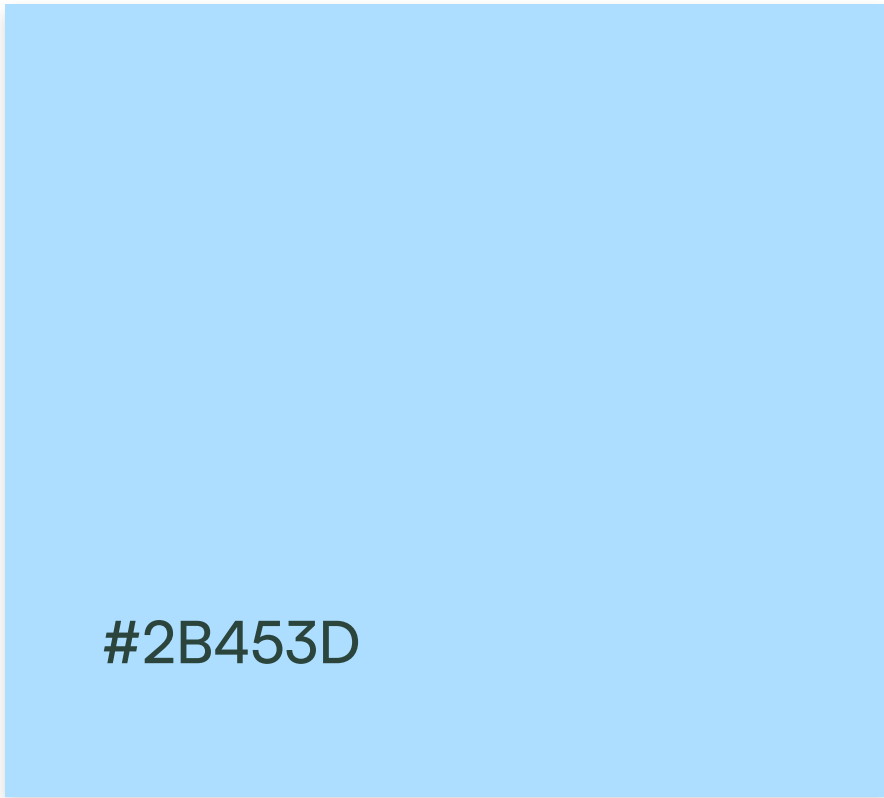
Primary Color

To Understand The World And Share That Knowledge With Others.



Secondary Color

To Understand The World And Share That Knowledge With Others.



Typography

Typography

Satoshi is a modern, geometric sans-serif typeface chosen for its clean, minimal form and exceptional readability across digital and physical mediums.

With subtle warmth in its curves and precision in its structure, Satoshi supports Innovatiview’s forward-thinking identity without appearing cold or mechanical.

It conveys clarity, confidence, and openness—perfectly aligning with the brand’s approachability and technological clarity.

Satoshi

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Family

Light	300	Lorem ipsum dolor sit amet, consetetur sadipscing elitr
Regular	400	The quick, brown fox jumps over a lazy dog. DJs flock.
Medium	500	Lorem ipsum dolor sit amet, consetetur sadipscing
Bold	700	Lorem ipsum dolor sit amet, consetetur sadipscing
Black	900	Sed ut perspiciatis unde omnis iste natus error sit.

Typography

Larken, in contrast, brings expressive elegance and a sculptural quality rooted in classical serif traditions. Its high contrast strokes and refined curves evoke creativity, depth, and trust—mirroring the Creator and Sage archetypes at the heart of Innovatiview.

Used sparingly for emphasis—such as quotes, headlines, or hero statements—Larken adds sophistication and emotional resonance to the brand’s voice.

Larken

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Family

Thin	100	Lorem ipsum dolor sit amet, consetetur sadipscing elitr
Light	300	Lorem ipsum dolor sit amet, consetetur sadipscing elitr
Regular	400	Lorem ipsum dolor sit amet, consetetur sadipscing elitr
Medium	500	Lorem ipsum dolor sit amet, consetetur sadipscing
Bold	700	Lorem ipsum dolor sit amet, consetetur sadipscing
Black	900	Sed ut perspiciatis unde omnis iste natus error sit.

Typography

Area Normal, by contrast, offers a clean, modern aesthetic grounded in geometric simplicity and functional clarity. Its balanced proportions and minimalistic form reflect precision, approachability, and confidence—aligning with the Explorer and Caregiver archetypes that shape Innovatiview’s identity.

Used primarily for body text, captions, and interface elements, Area Normal ensures readability across formats while reinforcing a calm, consistent, and user-friendly brand presence.

Area Normal

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Family

Thin	100	Lorem ipsum dolor sit amet, consetetur
Light	300	Lorem ipsum dolor sit amet, consetetur
Regular	400	Lorem ipsum dolor sit amet, consetetur
Medium	500	Lorem ipsum dolor sit amet, consetetur
Bold	700	Lorem ipsum dolor sit amet, consetetur
Black	900	Sed ut perspiciatis unde omnis iste natus error sit.

Logo Basics



Logo Origin

The evolution of the Innovatiview Technologies logo reflects a thoughtful journey from abstract motion to architectural clarity.

Starting with a dynamic spiral symbolizing energy and potential, the form gradually transitioned into a more grounded and structured visual—balancing flow with form.

The final emblem, titled The Continuum, captures the essence of organic growth, layered systems, and purposeful design. It serves as a symbol of ITPL's core promise: creating enduring, future-ready public experiences through innovation, intelligence, and inspired structure.



The Spiral

Represented Endless Growth
And Cyclical Transformation,
Inspired By Natural Systems
And Kinetic Flow.



The Unfolding

Added Fluidity And
Symmetry, Drawing Closer To
Organic Petal Or Leaf-Like
Structures, Signaling
Harmony And Intelligence.

Logo Origin

The evolution of the Innovatiview Technologies logo reflects a thoughtful journey from abstract motion to architectural clarity.

Starting with a dynamic spiral symbolizing energy and potential, the form gradually transitioned into a more grounded and structured visual—balancing flow with form.

The final emblem, titled The Continuum, captures the essence of organic growth, layered systems, and purposeful design. It serves as a symbol of ITPL's core promise: creating enduring, future-ready public experiences through innovation, intelligence, and inspired structure.



The Spiral

Represented Endless Growth And Cyclical Transformation, Inspired By Natural Systems And Kinetic Flow.



The Unfolding

Added Fluidity And Symmetry, Drawing Closer To Organic Petal Or Leaf-Like Structures, Signaling Harmony And Intelligence.



The Continuum

A Blend Of Motion, Stability, And Modular Elegance. Symbolizes Vision Expanding Outward — Much Like An Idea Unfolding Into Impact. Inspired By Architectural Icons, Yet Distinctly Original.



The Continuum

The logo mark, The Continuum, represents Innovatiview’s belief that knowledge, innovation, and societal progress are not static milestones, but part of a perpetual journey — a continuum.

Formed from a series of abstract, unfolding segments, the shape symbolizes time, layers of thought, and the multidimensional interplay between culture, science, and design.

Just as civilizations evolve by passing insight from one generation to the next, Innovatiview exists to create enduring systems of understanding — from immersive experiences to technological frameworks that shape public memory and forward-thinking infrastructure.

The Continuum



The Continuum

Evokes A Sense Of Infinite Possibility — Time, Knowledge, And Creation Continuously Unfolding.

Wordmark

The wordmark for Innovatiview uses the modern, minimalistic Satoshi typeface — a sans-serif font known for its clarity, balance, and neutrality.

This choice reinforces the brand’s contemporary and forward-thinking identity while remaining grounded and accessible. The clean lines and even spacing lend the logo a timeless quality, allowing it to communicate

The wordmark is highly scalable and adaptable, working seamlessly across signage, digital, and print. Its modular nature supports future growth—Innovatiview Group, Infrastructure, or Systems—while preserving brand cohesion across domains.

Wordmark

Innovatiview
Technologies

Satoshi Balances Rational Structure With Human Warmth, Echoing Innovatiview’s Dual Archetypes: Creator (Expressive Innovation) And Sage (Disciplined Knowledge).



Innovatiview
Technologies



Innovatiview
Technologies



Innovatiview
Technologies



Logo

The ITPL logo brings together a bold wordmark and a symbolic icon named The Continuum, representing the brand's commitment to timeless knowledge, cultural depth, and visionary execution.

Inspired by the Creator and Sage archetypes, the icon's unfolding geometry reflects a continuum of ideas — a layered journey of imagination, insight, and transformation.

It symbolizes the intersection of technology, storytelling, and infrastructure — central to how ITPL shapes public spaces and civic experiences.



Light Mode

Logo

Paired with the modern Satoshi typeface, the wordmark anchors the brand in clarity, structure, and adaptability. Clean, geometric, and future-ready.

it ensures high scalability across environments — from architectural applications to digital and print.

Its modular structure allows flexible extensions like Innovatiview Group, Innovatiview Infrastructure, or Innovatiview Systems, maintaining brand integrity while reflecting the breadth of ITPL's evolving impact.



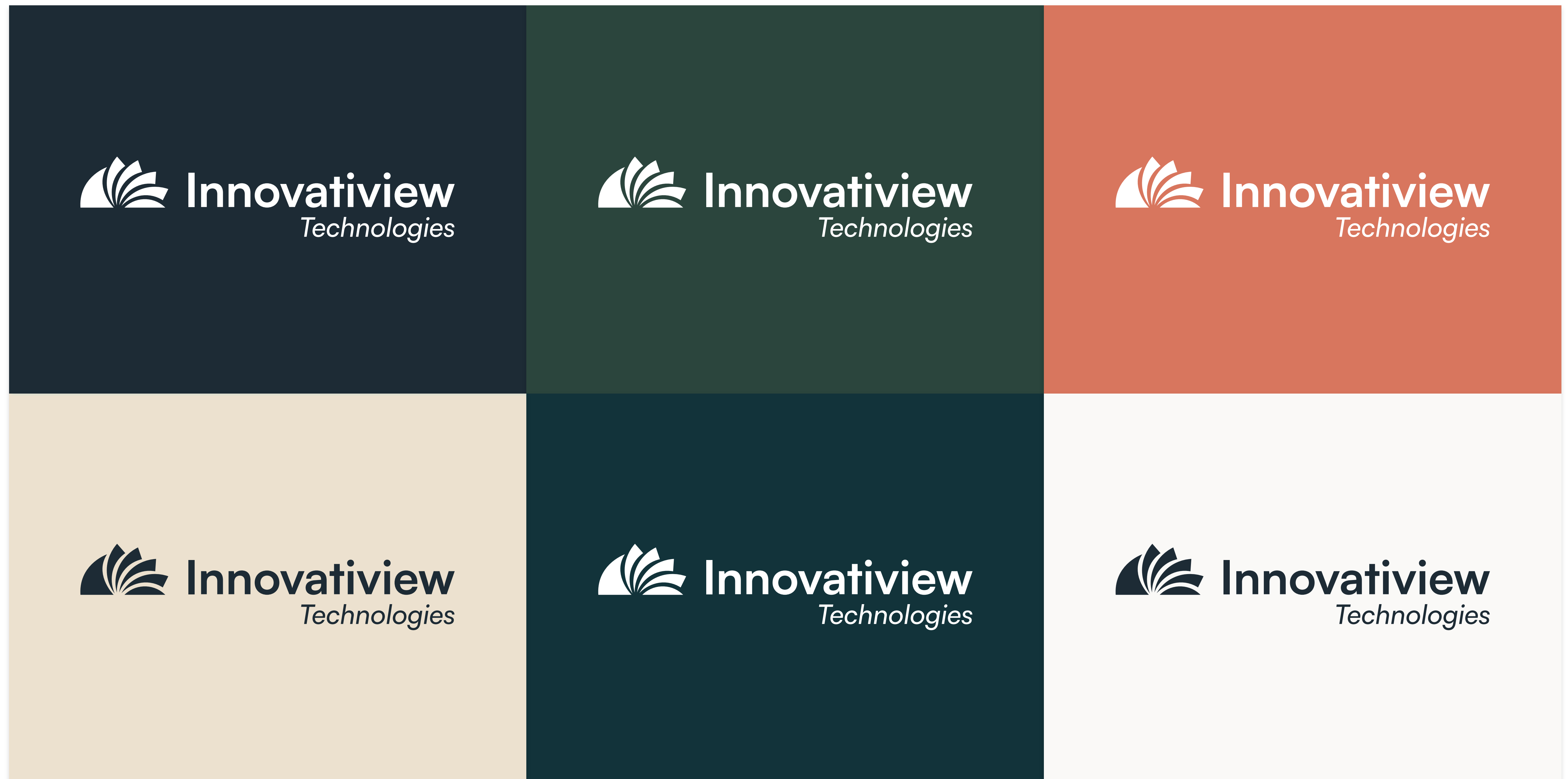
Dark Mode

Logo Placements

When placing the Innovatiview Technologies logo, clarity and contrast are key. On dark backgrounds like Charcoal Navy (#1D2B35) or Deep Forest Green (#2B453D),

use the light logo for strong visibility and a refined, authoritative presence aligned with the Sage archetype. These backgrounds suit digital, corporate, and architectural uses.

On light backgrounds such as Almond Cream (#ECE1CF) or Soft Stone (#EBE6DD), apply the dark logo version for balance and legibility. These tones evoke warmth and creativity, fitting the Creator archetype and ideal for print, editorial, or user-facing contexts. Always maintain clear spacing to preserve logo integrity and brand consistency.

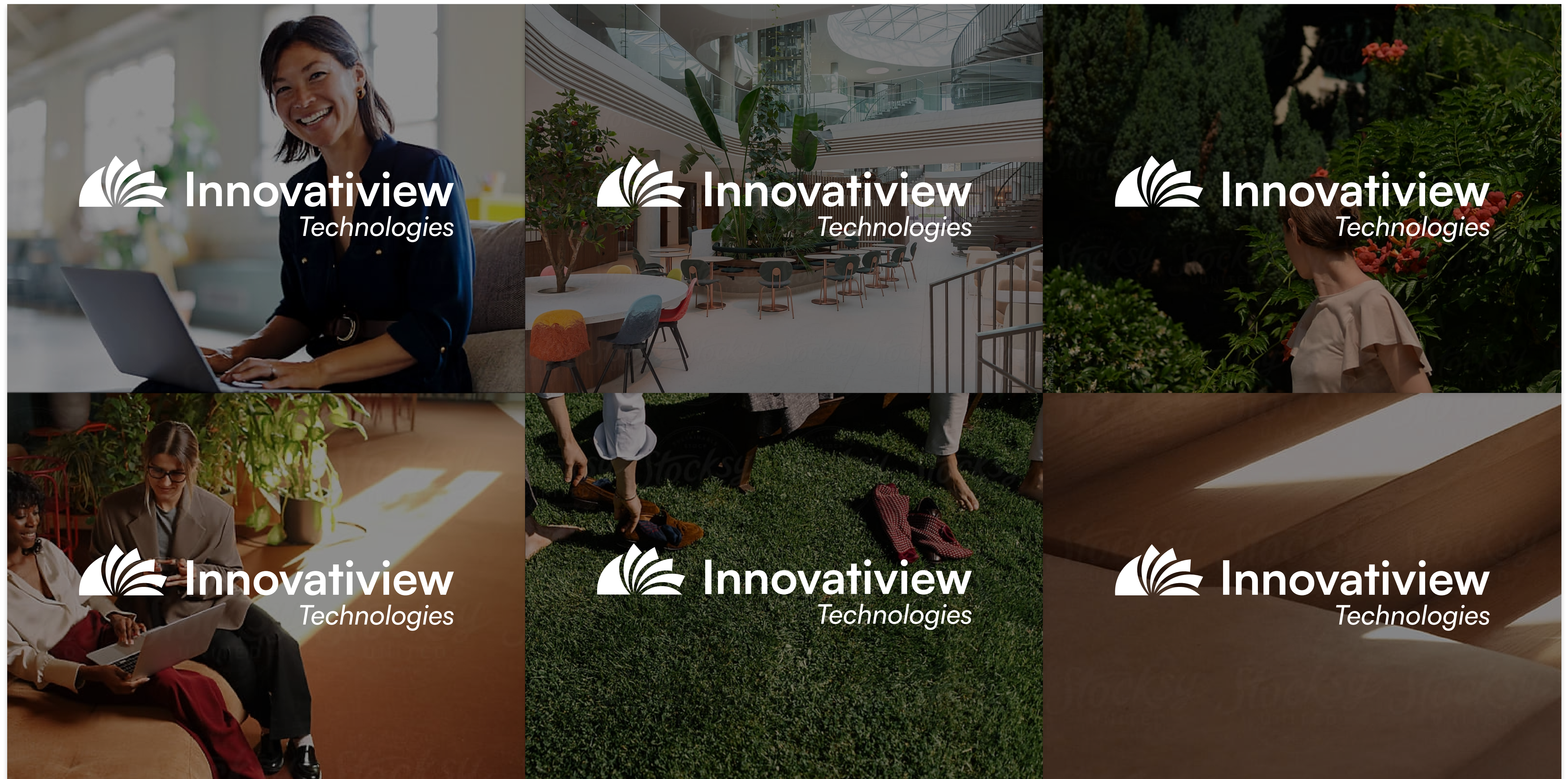


Logo Usage On Imagery

This slide demonstrates logo application across lifestyle and architectural imagery—reinforcing Innovatiview Technologies’ human-centered, future-forward ethos.

The white or light-toned logo ensures clarity against diverse, textured backgrounds while maintaining visual harmony and brand consistency.

Each placement reflects our balance of innovation and grounded impact.



Imagery

Imagery

The imagery style for Innovatiview Technologies reflects a calm, intentional, and human-centered perspective.

Every photograph embraces natural light, warm tones, and grounded materials like wood, brick, and foliage—symbolizing the brand’s connection to sustainability, structure, and timeless design.

People are captured in candid, collaborative, or reflective moments, emphasizing trust, partnership, and thoughtful action—core to our Sage and Creator archetypes.



Stationary

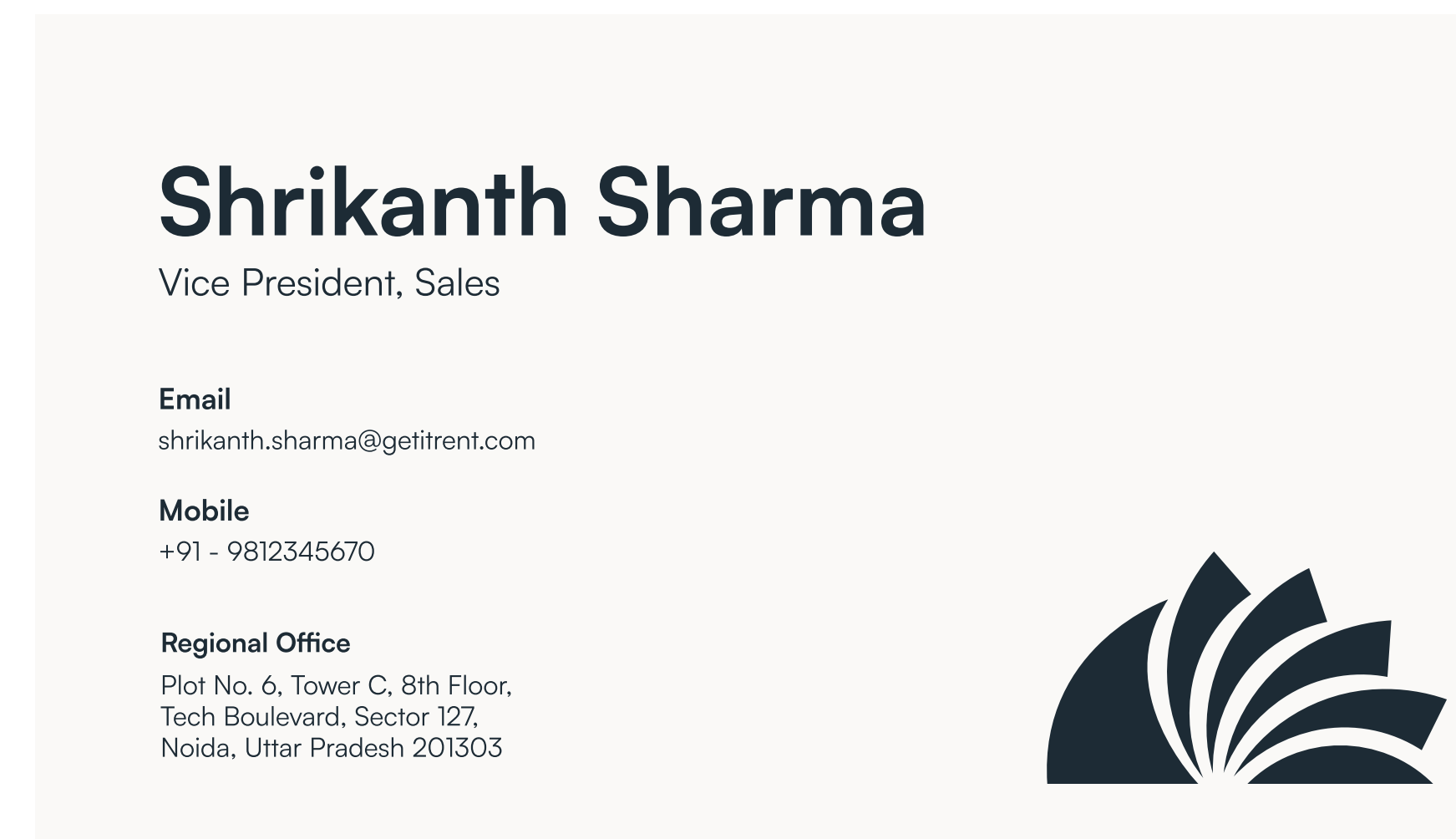
Stationary Items

The stationery suite for Innovatiview Technologies embodies the brand's refined, contemporary aesthetic while maintaining functionality and coherence across all touchpoints.

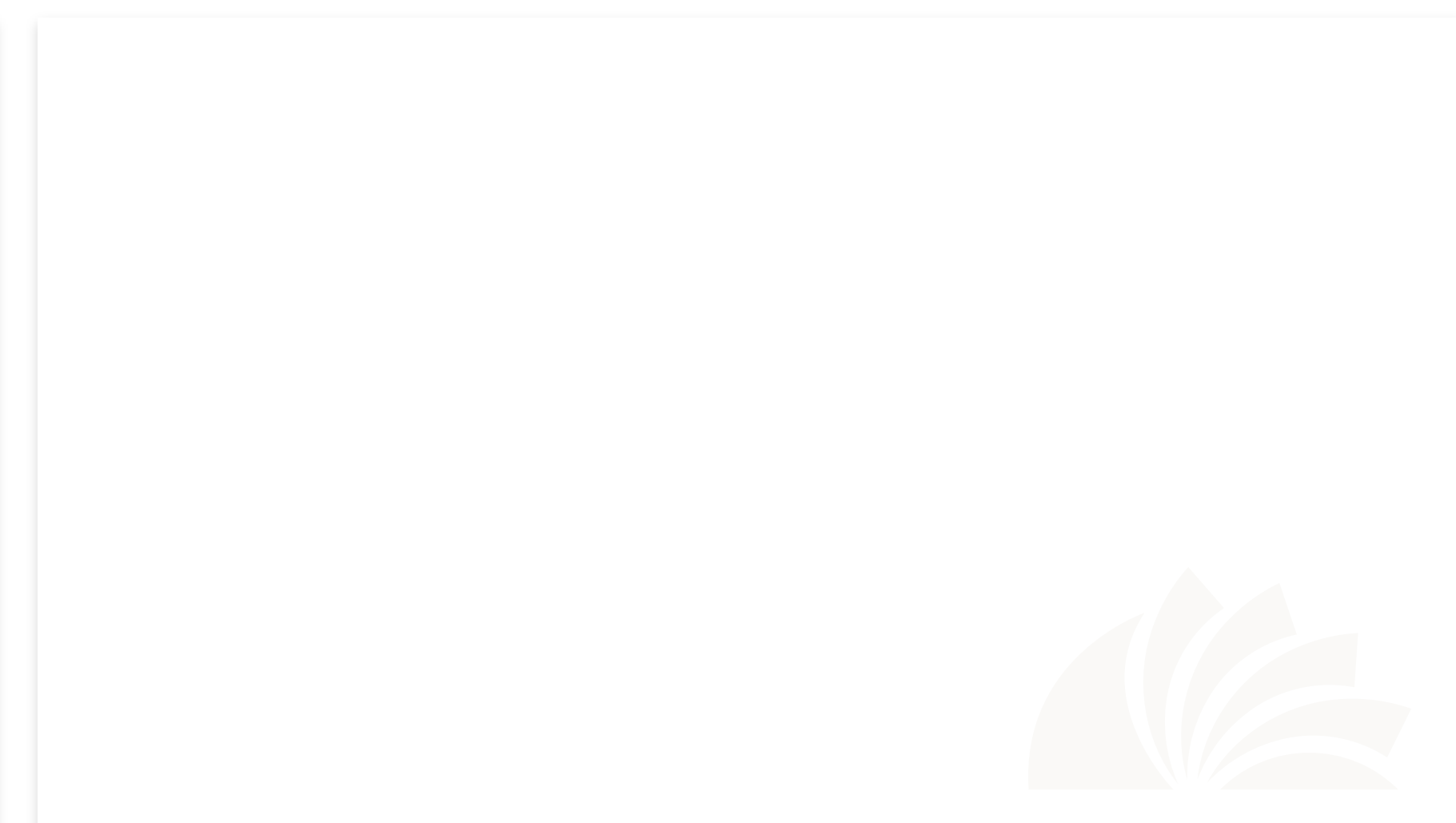
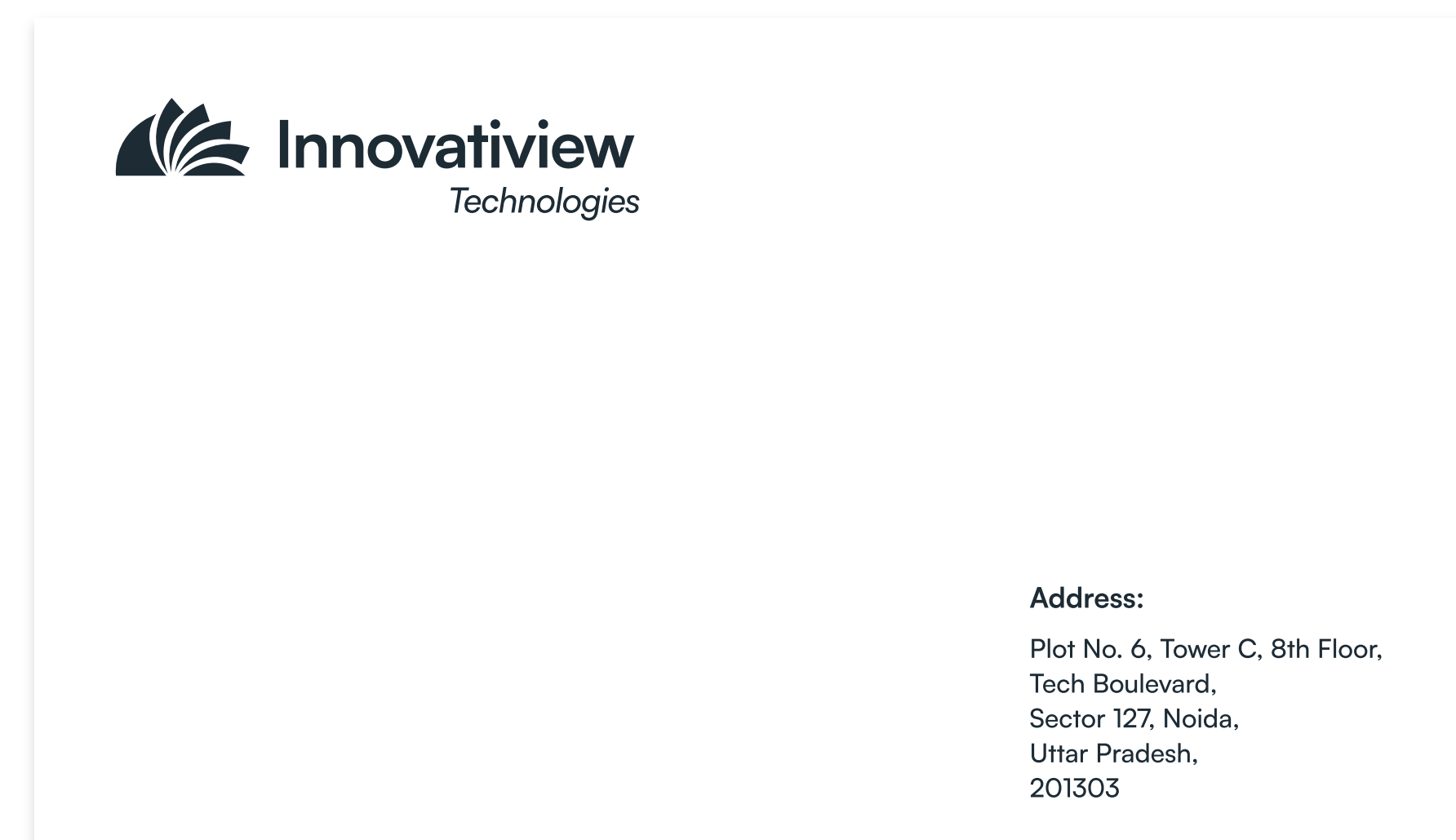
Designed using the primary color palette and the Satoshi and Larken typefaces, each element—business cards, letterheads, envelopes, and folders—reflects a balance of modern minimalism and institutional elegance.

The use of generous white space, precise alignment, and premium textures reinforces the brand's commitment to clarity, innovation, and thoughtful design.

Visiting Card



Envelope



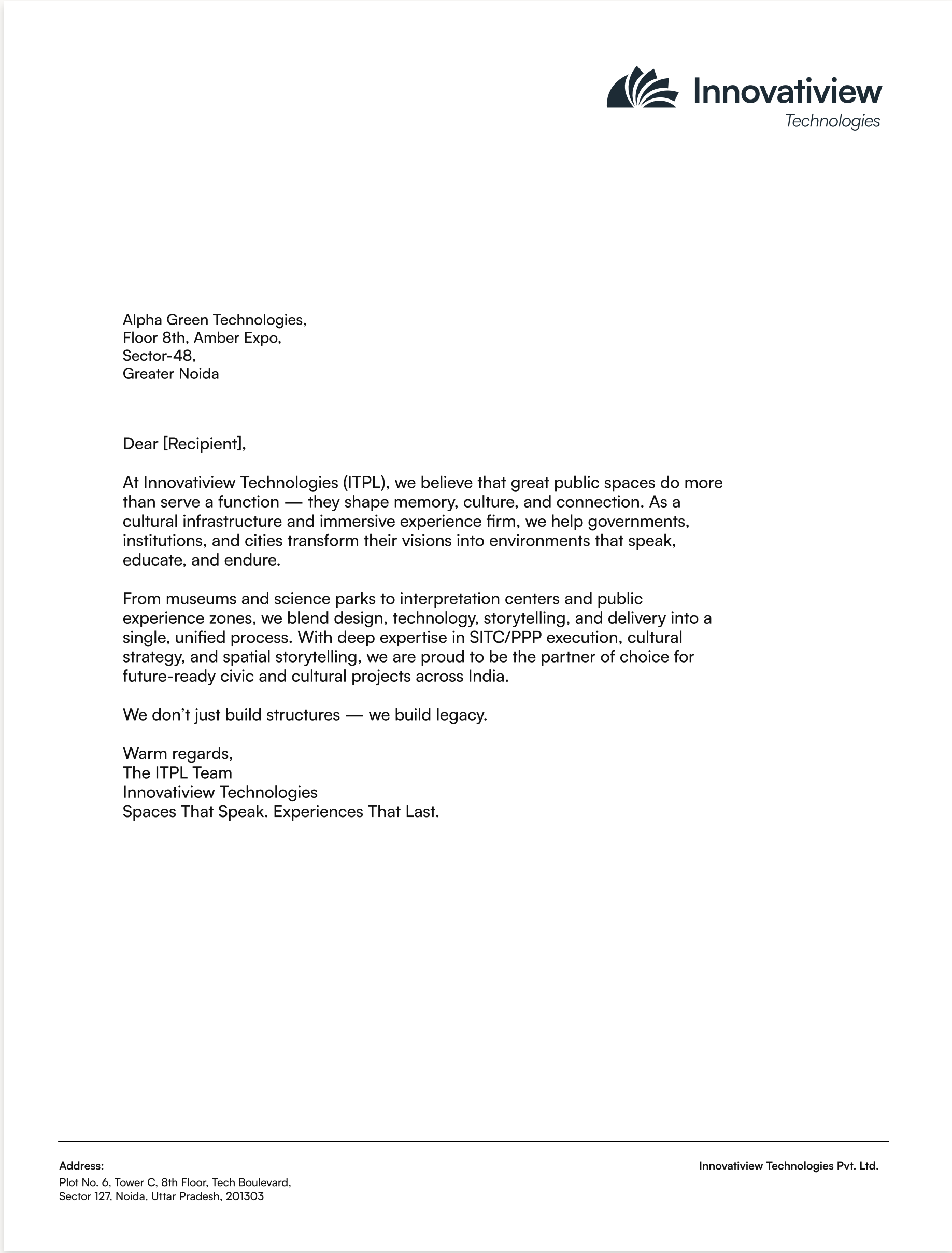
Stationary Items

The Get It Rent geometric pattern, as shown here, embodies the brand's vibrant and structured identity while drawing inspiration from the Explorer and Ruler archetypes.

The use of clean, modular shapes like circles, quarter-circles, and rectangles creates a visual language that is dynamic yet balanced. These forms represent exploration and adaptability while maintaining an underlying order that speaks to trust and reliability.

The pattern is versatile and can be applied across various touchpoints, such as website backgrounds, marketing materials, and packaging. It conveys movement, growth, and collaboration, symbolizing Get It Rent's mission to empower businesses to thrive while maintaining trust and structure.

Letter Head



Mockup

Designing
Destinations.
Defining Legacy.





Spaces That Speak. Experiences That Last.

Crafting Cultural Destinations Through
Design, Storytelling, And Immersive Technology.



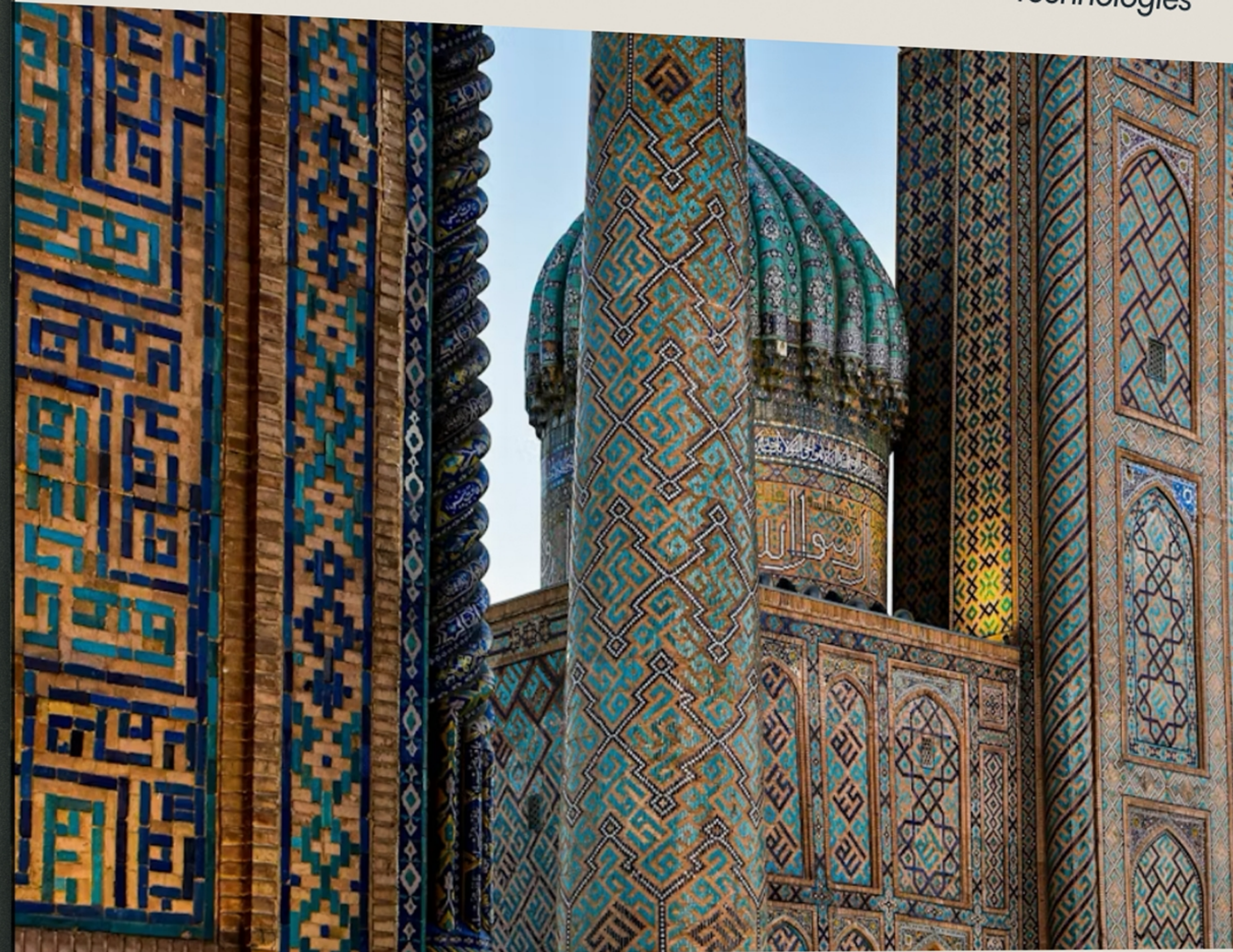


Spaces That Speak. Experiences That Last.

Crafting Cultural Destinations Through
Design, Storytelling, And Immersive Technology.



Innovatiview
Technologies



Designing Destinations. Defining Legacy.

Crafting Cultural Destinations Through
Design, Storytelling, And Immersive Technology.