

Brand Guidelines



The Universe Eye is a global AI and digital asset ecosystem that connects infrastructure, intelligence, and tokenized ownership into a single scalable platform.

The Brand

01

Index

The Universe Eye builds and operates next generation AI infrastructure, digital marketplaces, and tokenized real world assets, enabling institutions, builders, and investors to participate in the future of intelligent economies.



- 01 The Brand
- 02 Logo
- 03 Typography
- 04 Color Palette
- 05 Graphic Elements

Defining The Universe Eye

The Universe Eye is a global AI and digital asset ecosystem that connects infrastructure, intelligence, and tokenized ownership into a single scalable platform.

The Universe Eye builds and operates next generation AI infrastructure, digital marketplaces, and tokenized real world assets, enabling institutions, builders, and investors to participate in the future of intelligent economies.

The Brand

The Universe Eye is a technology driven holding and ecosystem builder focused on artificial intelligence, infrastructure, and digital economies. We design, develop, and operate platforms that transform AI from a closed, capital intensive resource into an accessible and investable utility.

Our operations span AI data centers, tokenized assets, digital platforms, and strategic ventures aligned with regulatory frameworks in the GCC and beyond.

Vision

To become a global reference ecosystem where AI infrastructure, digital assets, and real world value converge with transparency, efficiency, and sustainability.

Mission

To deploy scalable AI infrastructure and digital platforms that empower innovators, enterprises, and investors while maintaining regulatory discipline and long term economic resilience.

Brand Values

The Universe Eye applies tokenization to real world and digital assets as an infrastructure layer, not a financial shortcut. Our models focus on transparency, governance, and long term value creation. Tokenized structures enable fractional participation, auditable ownership, and programmable economics across AI infrastructure, digital assets, and physical ventures.

Values

1 Visionary Intelligence

We anticipate where technology, capital, and society are moving. We design systems for tomorrow, not for trends.

2 Transparency

Every structure, asset, and interaction is built to be auditable, traceable, and understandable by stakeholders.

3 Scalability

We build ecosystems that grow across regions, industries, and technologies without losing coherence.

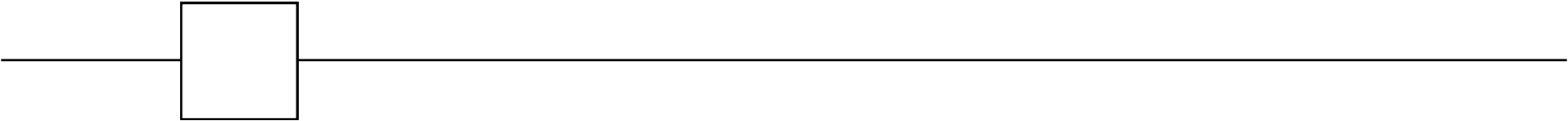
4 Responsibility

Innovation must respect regulation, sustainability, and long term economic balance.

Tone of Voice

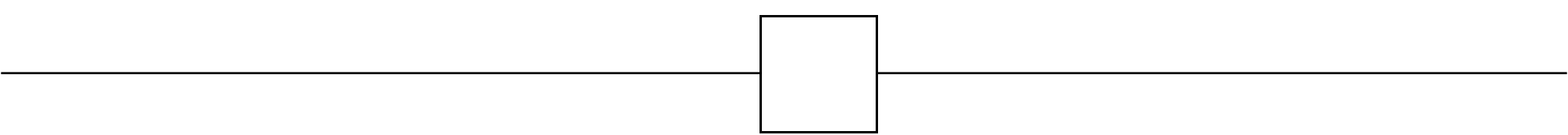
Coinvolgente, entusiasta e professionale. Il tono è accessibile e motivazionale, pensato per ispirare gli utenti e promuovere un senso di fratellanza e aspirazione all'interno della community simracing.

Confident



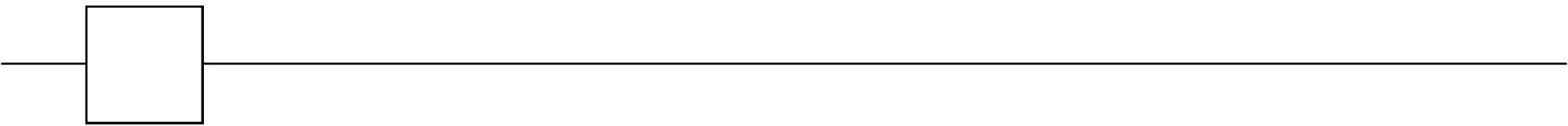
Serious

Authoritative



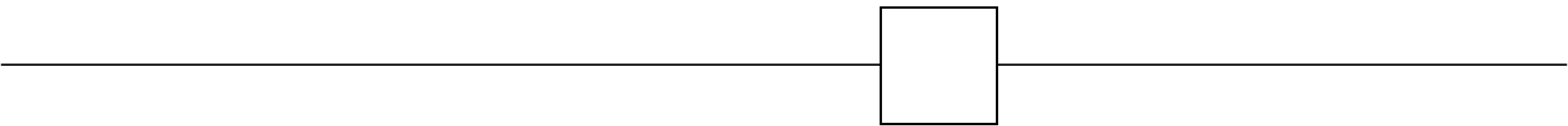
Casual

Inspiring



Respectful

Approachable



Enthusiastic

Logo

02

Overview

AI driven infrastructure, tokenized assets, and digital ecosystems designed for global scale and transparency.



Primary logo

The Universe Eye logo represents a unified point of observation, intelligence, and coordination. It embodies the ability to perceive complexity, impose structure, and activate interconnected systems into a coherent global ecosystem. The logo reflects clarity, foresight, and continuous evolution, positioning The Universe Eye as an orchestrator of intelligent economies rather than a single product or technology.

Core:

Represents the focal point where systems, assets, and intelligence converge. The circular form expresses The Universe Eye's role as an orchestrator of interconnected ecosystems, bringing structure and coherence to complex global environments.



Intelligence:

Represents the focal point where systems, assets, and intelligence converge. The circular form expresses The Universe Eye's role as an orchestrator of interconnected ecosystems, bringing structure and coherence to complex global environments.

Foresight:

Embodies long-term perspective and clarity. It reflects The Universe Eye's commitment to anticipating change, identifying emerging opportunities, and guiding ecosystems toward sustainable and resilient futures.



Logo Safezone

Linee guida per lo spazio libero attorno al logo per garantirne la visibilità in ogni utilizzo.

Minimum Size

Print: 64 mm height

Digital: 244 pixels height





Brandmark


Dettagli su come utilizzare il marchio aziendale in modo indipendente dal logo completo.




Missuse

Esempi di cosa non fare con gli asset del brand per mantenere l'integrità del marchio.

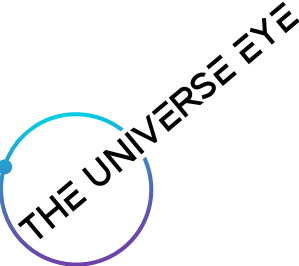
Avoid horizontal skewing




Avoid vertical skewing




Avoid rotating




Avoid rearranging




Avoid changing brand colors




Avoid using strokes




Avoid boxing in Logo



Avoid moving logomark



Avoid using only type



Typography

03

Typography

Clash Frotesk

Light

Regular

Medium

SemiBold

Primary Typeface

The Universe Eye builds and operates next generation AI infrastructure, digital marketplaces, and tokenized real world assets, enabling institutions, builders, and investors to participate in the future of intelligent economies.

Clash Grotesk- SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
-123456789
&!%@

Linee guida sulla gerarchia tipografica
per materiali di marketing e contenuti
digitali.

Aa

Hierarchy

The Universe Eye builds and operates next generation AI infrastructure, digital marketplaces, and tokenized real world assets, enabling institutions, builders, and investors to participate in the future of intelligent economies.

Display Extra Large
Font weight: Satoshi - Bold
Size: 72px / 90 px

Over a decade
of experience

Display Large
Font weight: Satoshi - Bold
Size: 48px / 60 px

Over a decade of
experience

Display Small
Font weight: Satoshi - Bold
Size: 32px / 38 px

Over a decade of experience

Body text
Font weight: Inter - Regular
Size: 16px / 24 px

Over a decade of experience

This is a display large font

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Enim nisl sit integer sem sed aenean imperdiet morbi. Morbi volutpat aliquam elit nulla dictum mi nisi, integer. Venenatis pharetra aliquam, amet facilisis laoreet. Molestie tellus rhoncus pulvinar vitae fringilla id. Morbi.

Button CTA Secondary button ▶

Layouts

The Universe Eye builds and operates next generation AI infrastructure, digital marketplaces, and tokenized real world assets, enabling institutions, builders, and investors to participate in the future of intelligent economies.

Lorem ipsum dolor sit amet, adipiscing elit dolor.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Dui porttitor ac bibendum varius placerat et diam vestibulum iaculis. Quam turpis viverra a rhoncus a ante. Malesuada suspendisse sed eu viverra posuere. Sagittis, purus faucibus massa eu. Semper libero donec adipiscing elit. In iaculis laoreet cursus viverra semper amet cras mattis. Integer facilisis adipiscing at sit. Risus ipsum enim pretium ut nisl. Nisi, felis pellentesque integer mauris. Felis, congue vel, elit ullamcorper vi

Button CTA

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

- ✓ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed.
- ✓ Lorem ipsum dolor sit amet, consectetur adipiscing.

Lorem ipsum ▶



Lorem ipsum
Lorem ipsum



Lorem ipsum
Lorem ipsum



Lorem ipsum
Lorem ipsum

Colors

04

BRIGHT SKY BLUE

#18DEFF

WHITE

#FFFFFF

VIVID CERULEAN

#52B8FF

LIGHT LAVENDER

#B07CFF

BLACK

#000000

Using Tints

These are our colors. These colors have a bright and striking and are very recogniabile for Designely the colors are inspired by the RGB colors

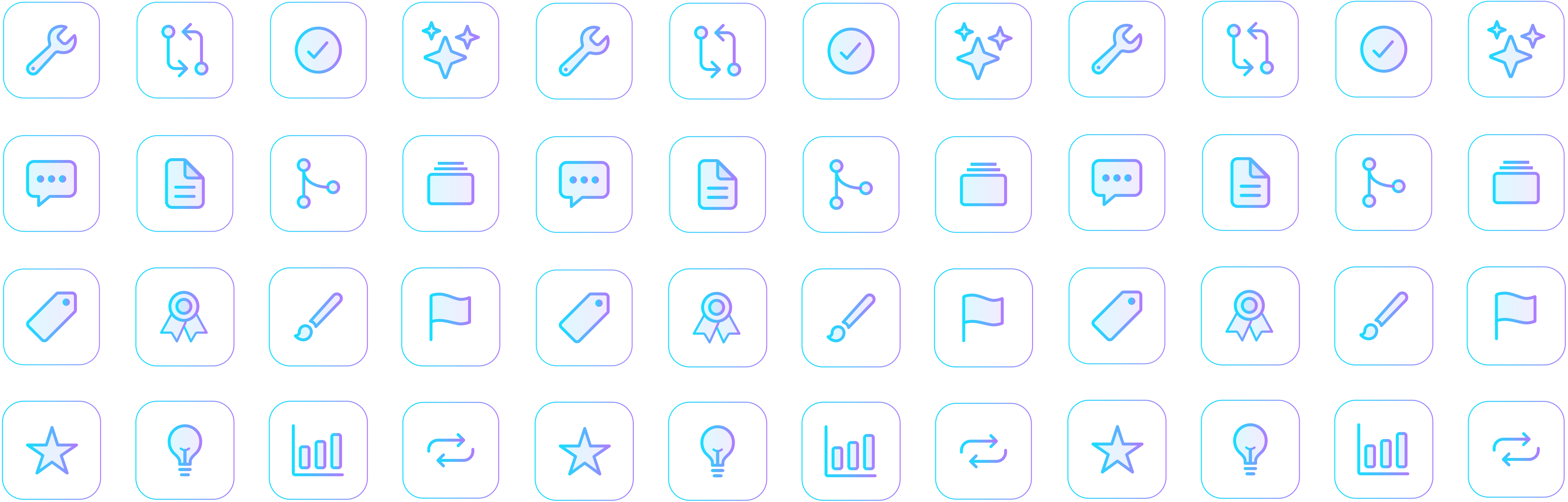
BRIGHT SKY BLUE #18DEFF	LIGHT LAVENDER #B07CFF	VIVID CERULEAN #52B8FF
80%	80%	80%
60%	60%	60%
40%	40%	40%
20%	20%	20%
10%	10%	10%

Graphic Elements

05

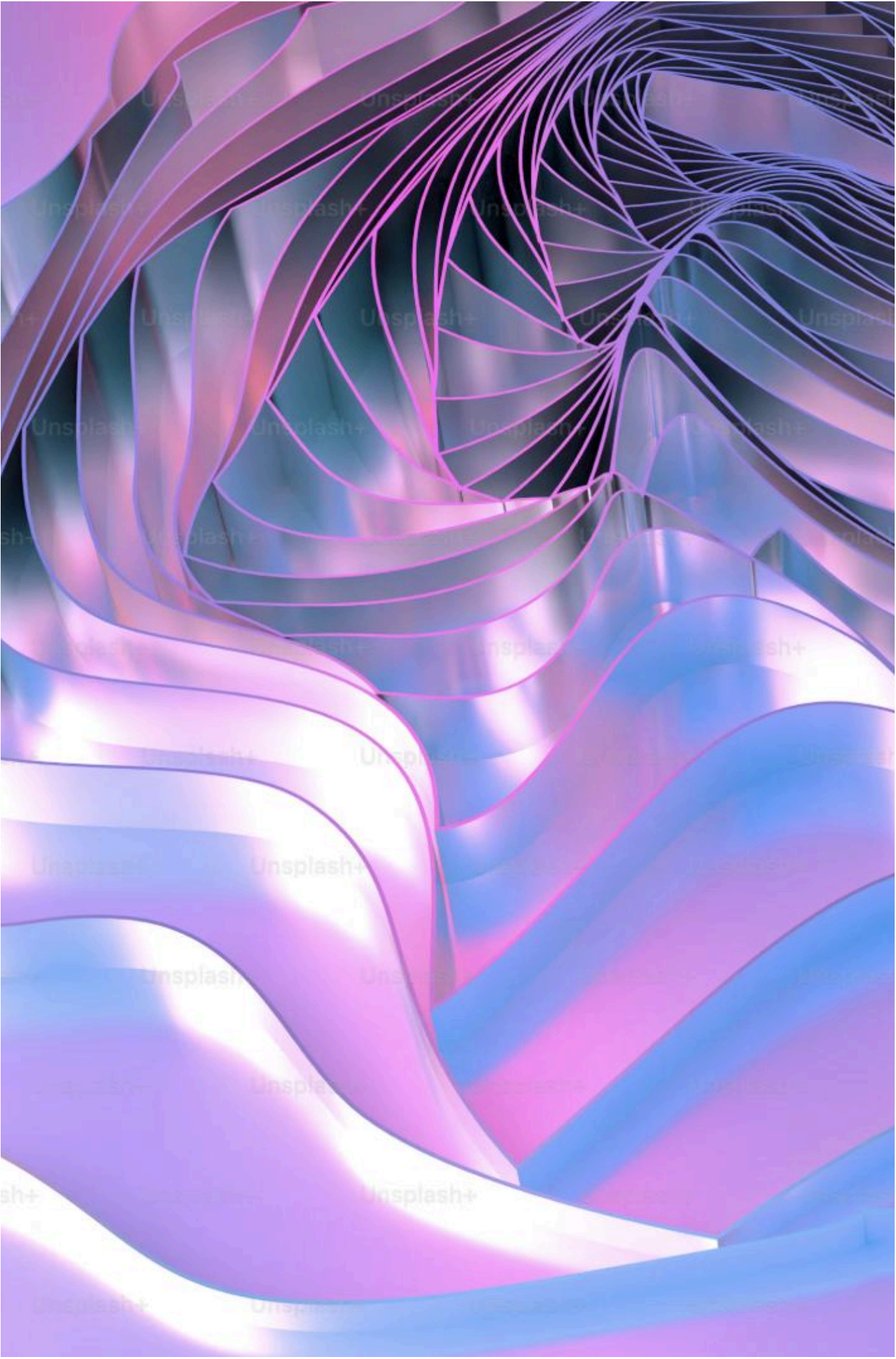
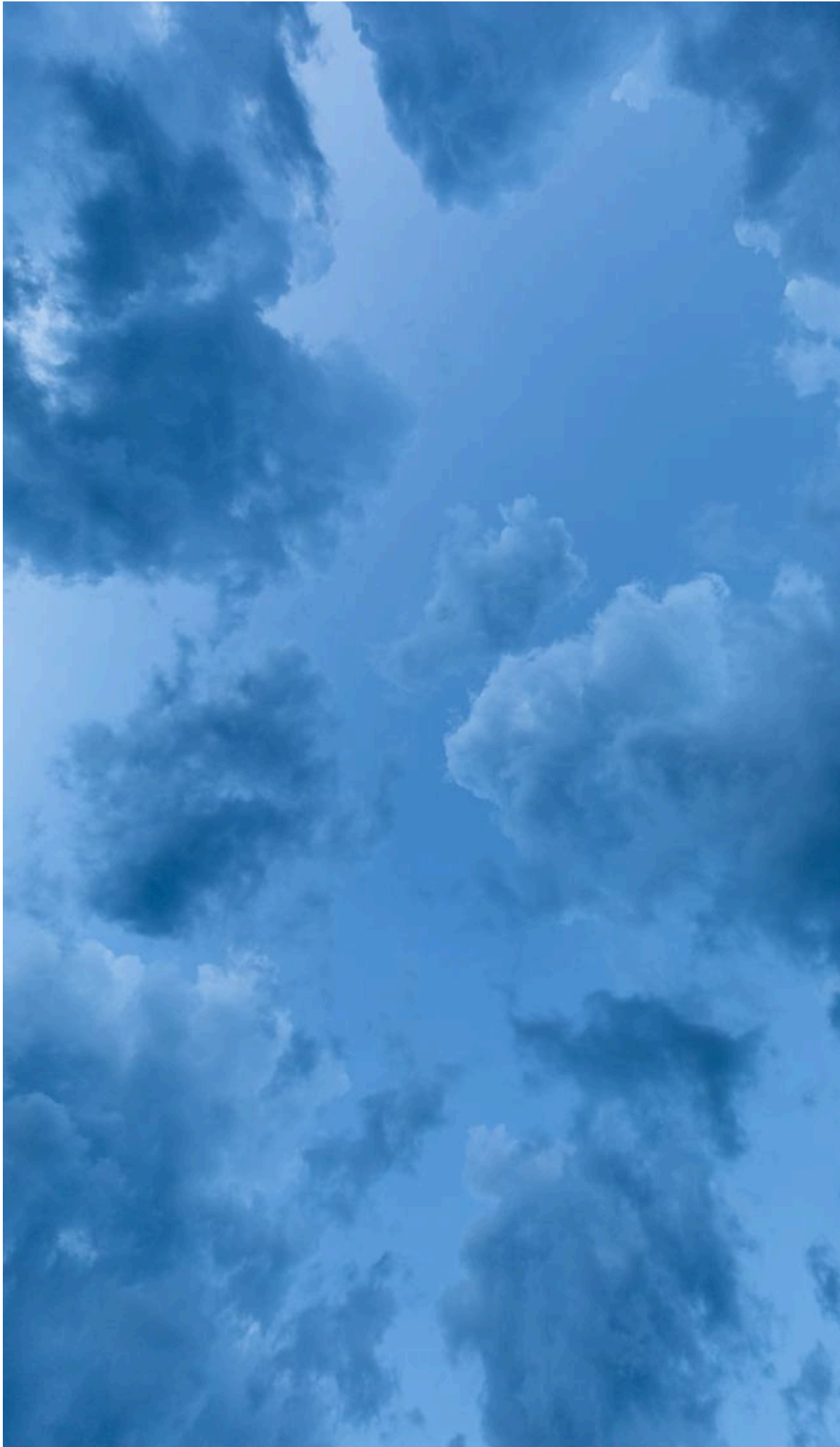
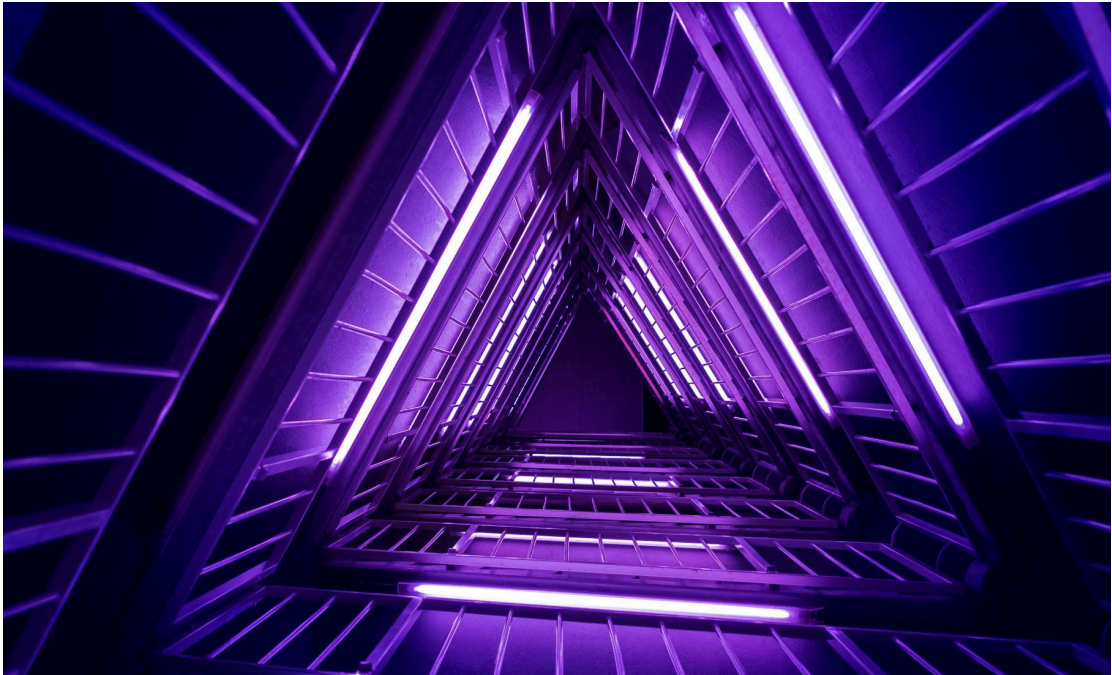
Icons

The Universe Eye builds and operates next generation AI infrastructure, digital marketplaces, and tokenized real world assets, enabling institutions, builders, and investors to participate in the future of intelligent economies.



Moodboard

The moodboard captures the essence of our brand through a collage of images, textures, and colors that reflect our vision and values. This visual tool inspires all creative developments within the company.

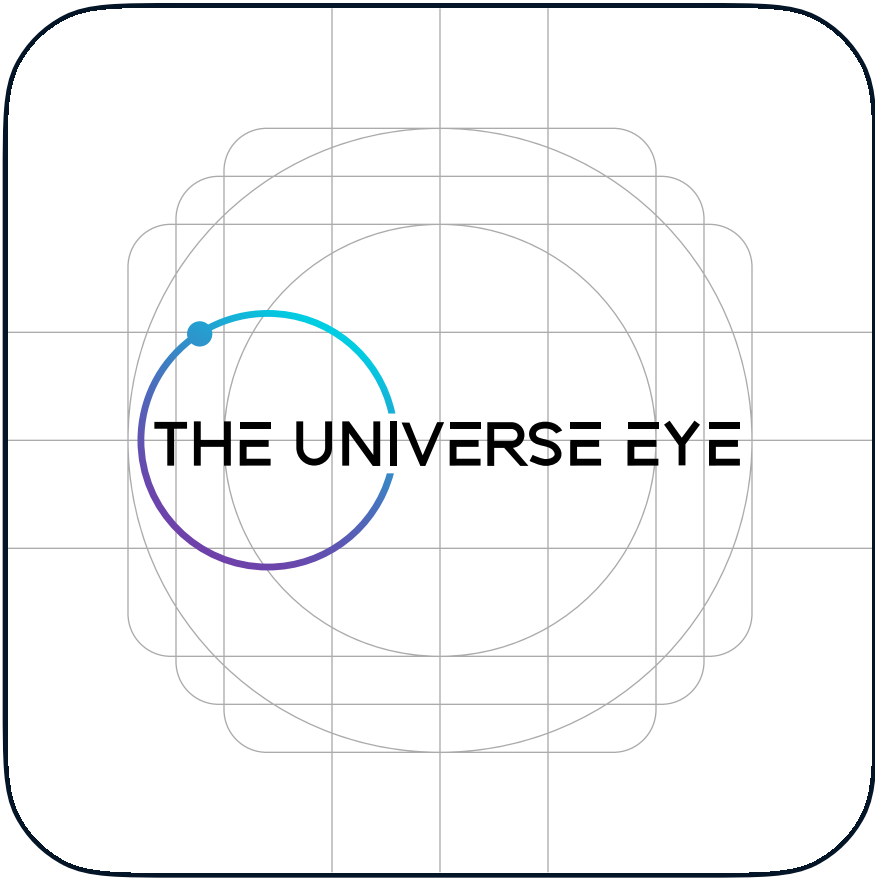


Applications

06

Social Media Icons

The Universe Eye logo represents a unified point of observation, intelligence, and coordination. It embodies the ability to perceive complexity, impose structure, and activate interconnected systems into a coherent global ecosystem. The logo reflects clarity, foresight, and continuous evolution, positioning The Universe Eye as an orchestrator of intelligent economies rather than a single product or technology.



Application grid
36 field grid



LinkedIn



LinkedIn



Instagram



Facebook

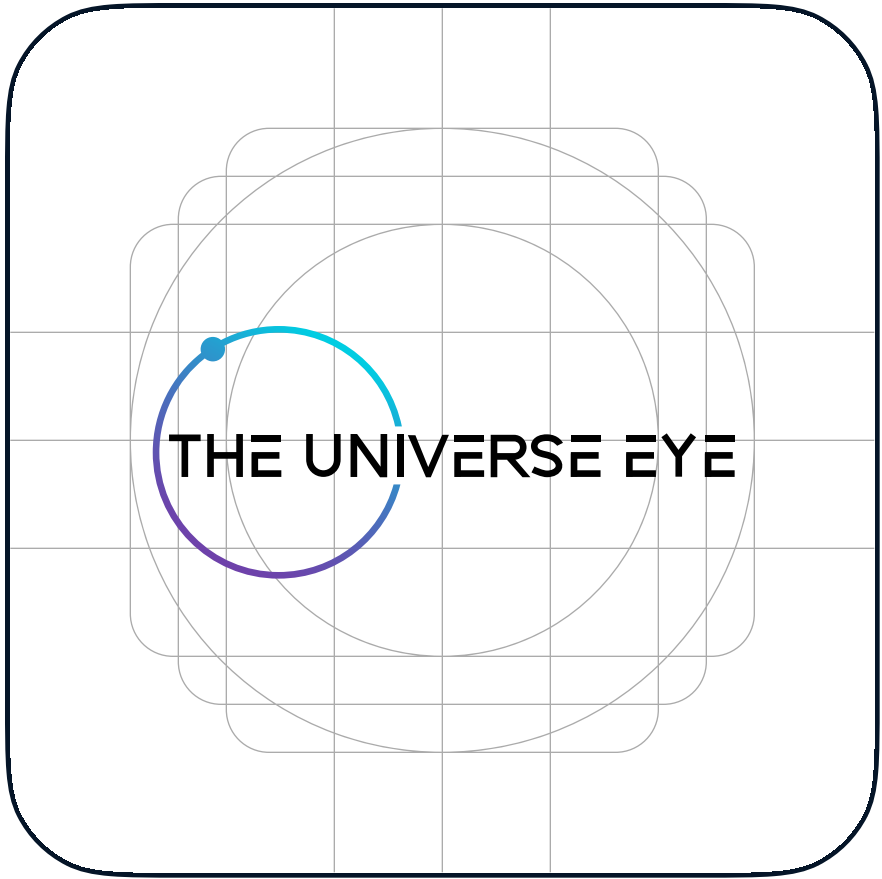


Twitter



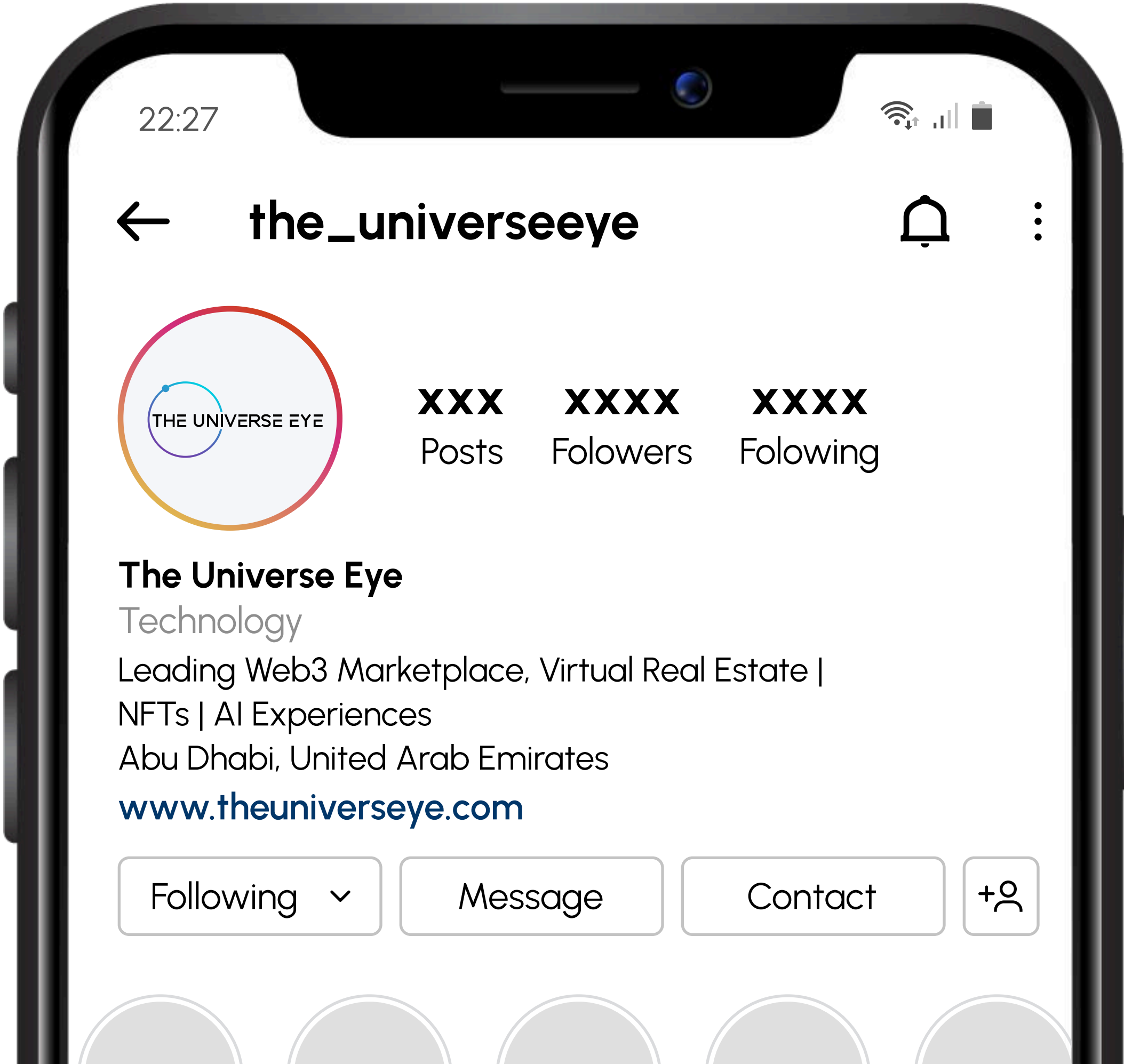
Tik Tok

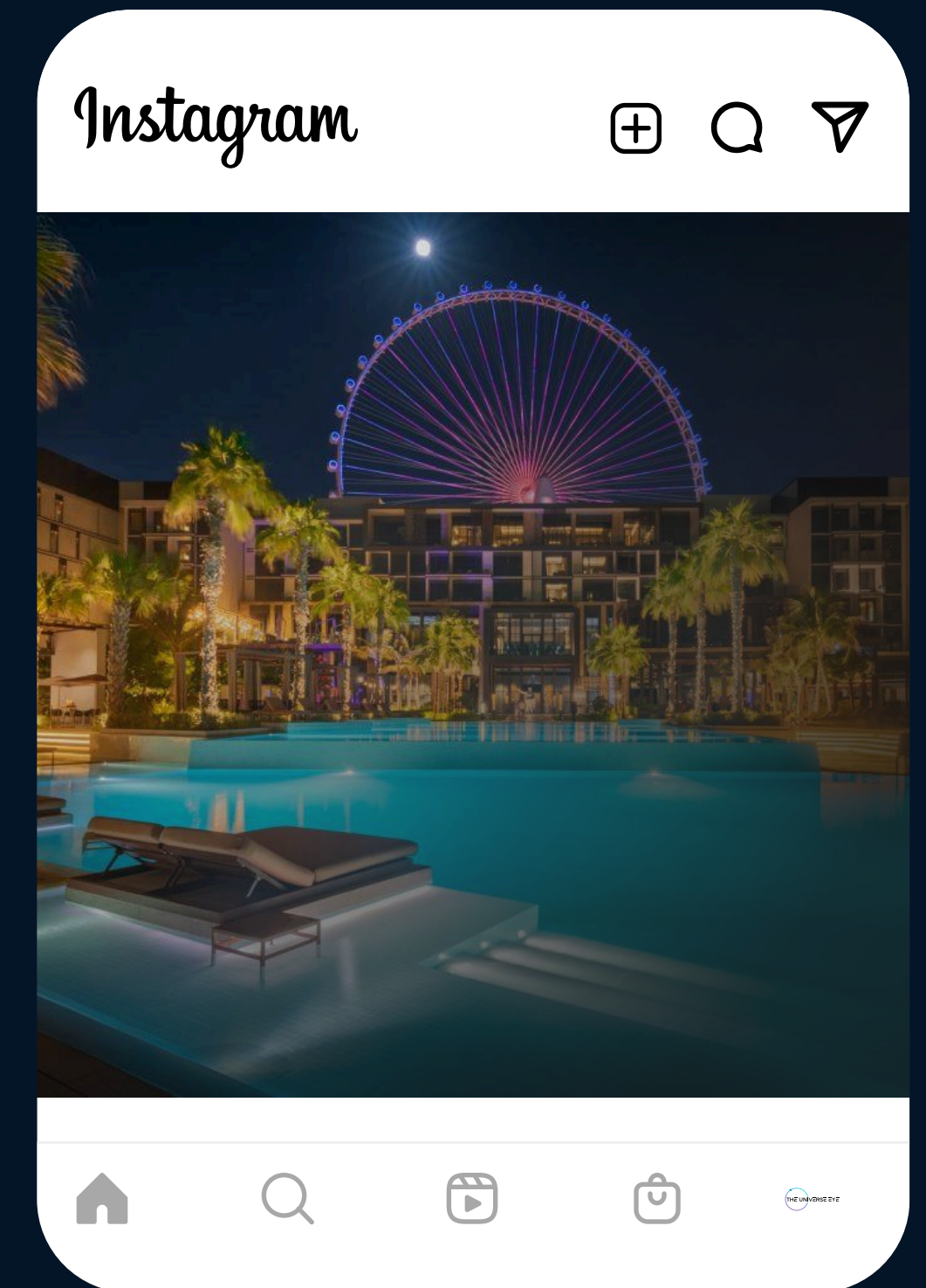
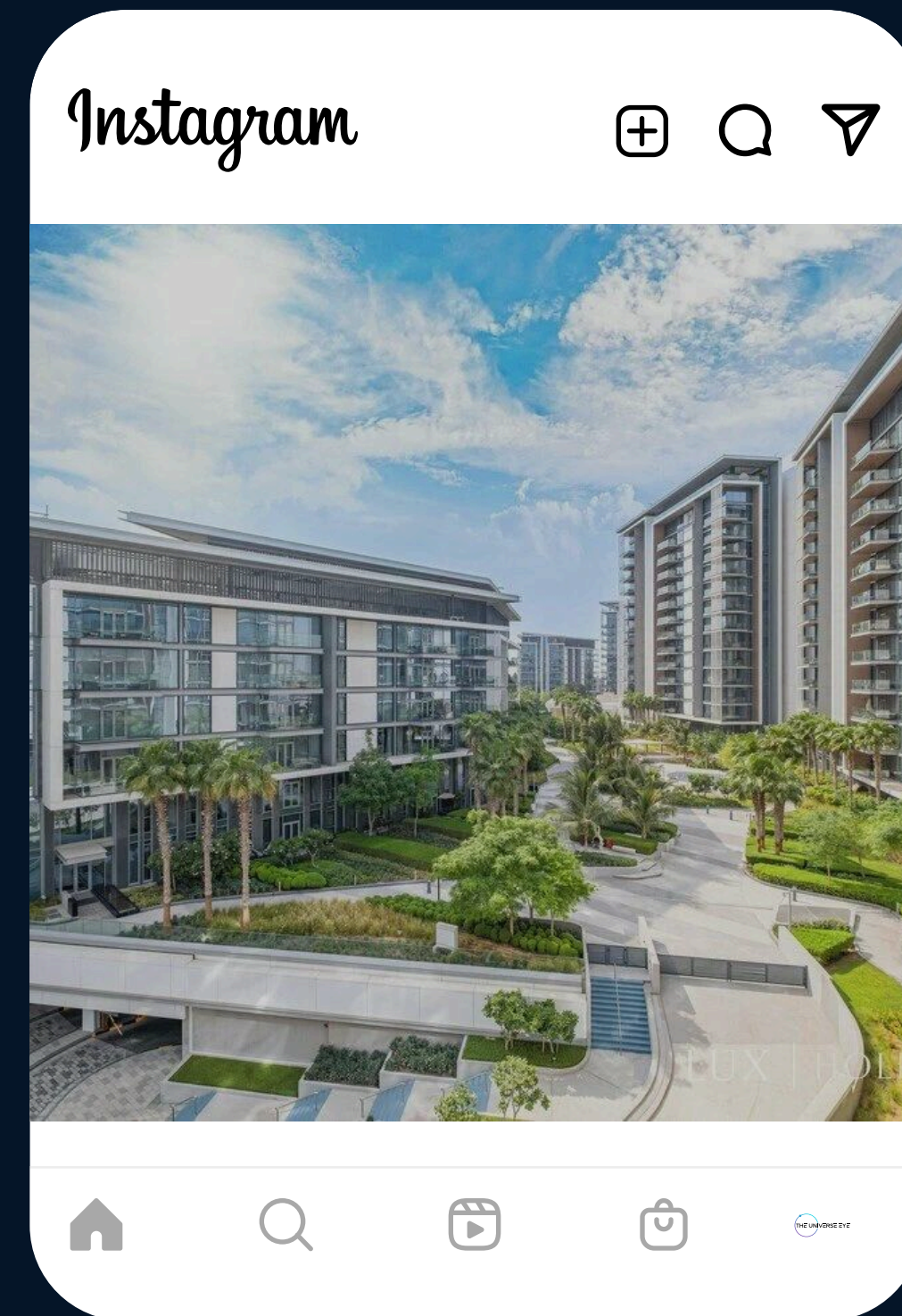
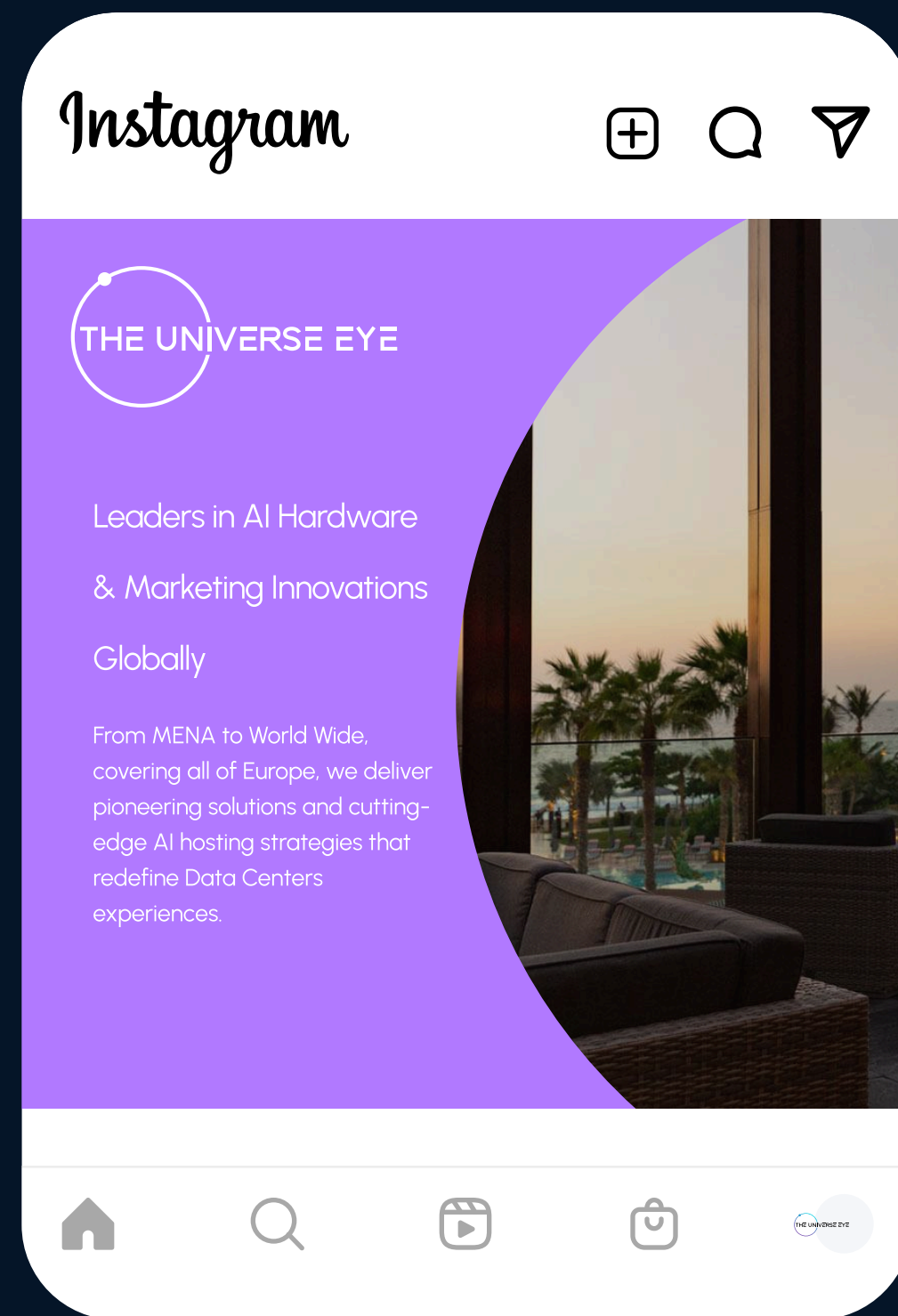
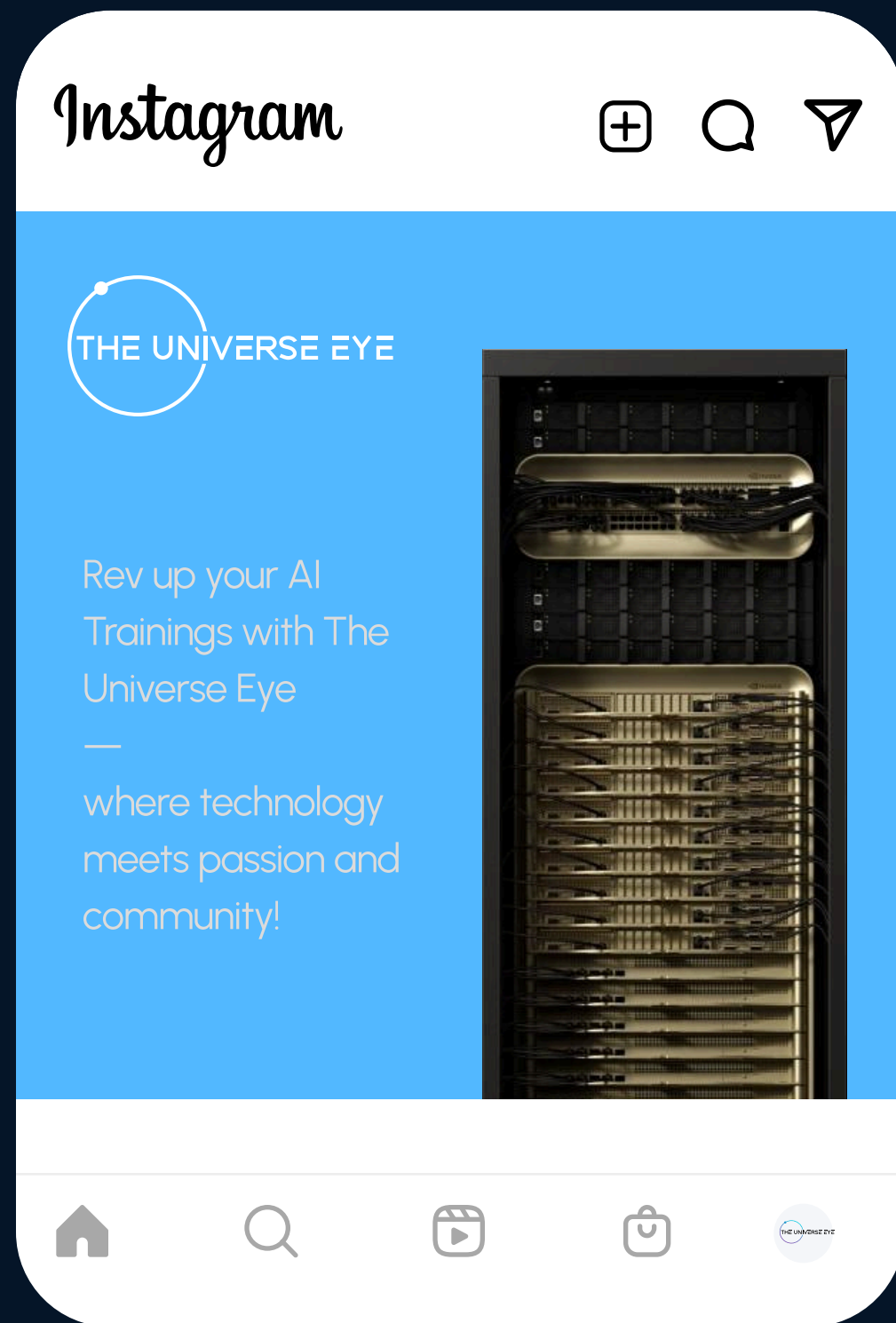
Social Media Profile



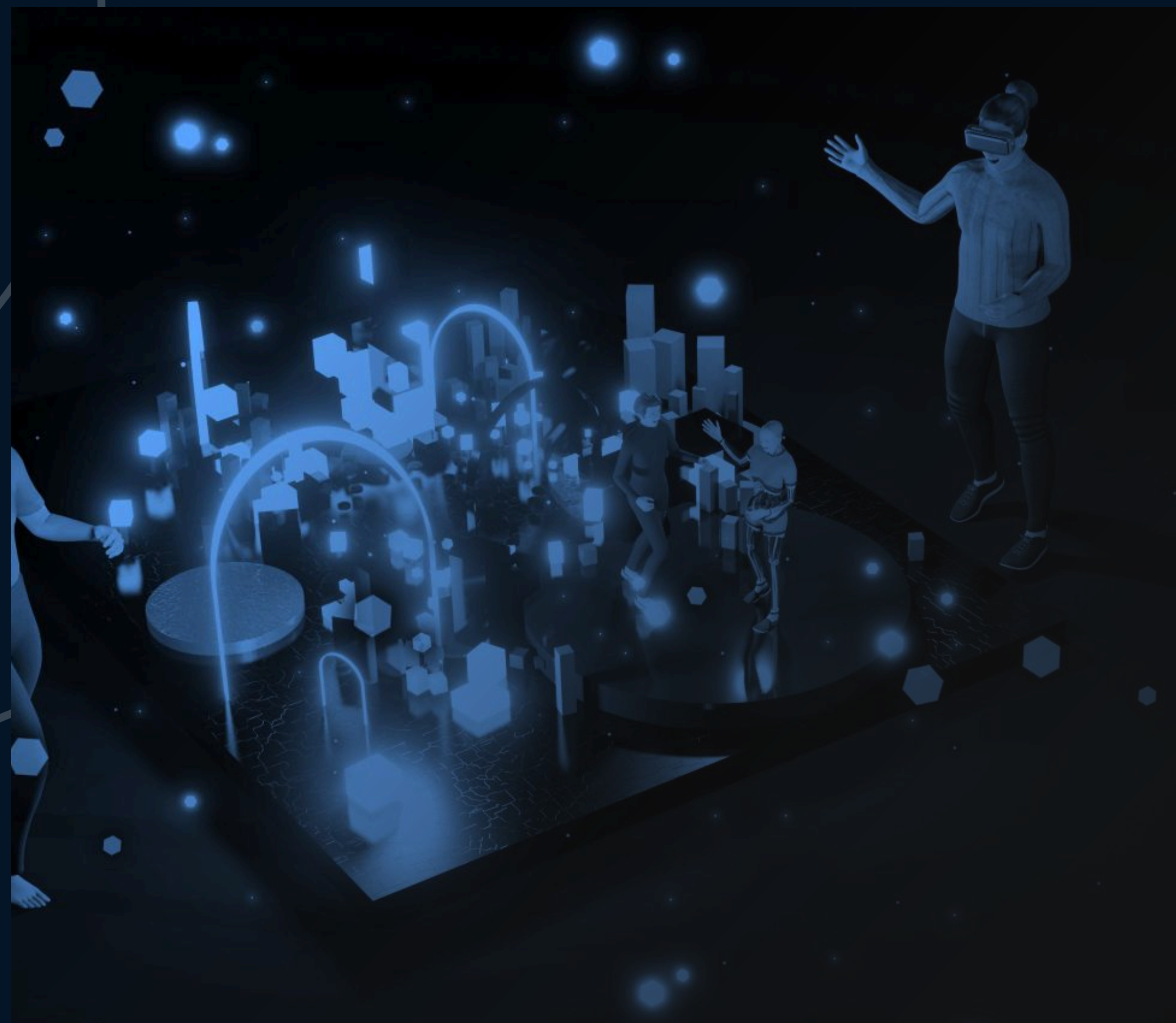
Application grid
36 field grid

The Universe Eye logo represents a unified point of observation, intelligence, and coordination. It embodies the ability to perceive complexity, impose structure, and activate interconnected systems into a coherent global ecosystem. The logo reflects clarity, foresight, and continuous evolution, positioning The Universe Eye as an orchestrator of intelligent economies rather than a single product or technology.





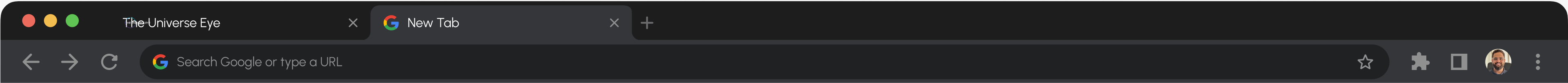
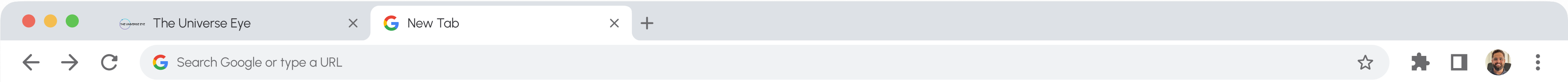
RWA TOKENIZATION



At the forefront of AI infrastructure
innovation, our cutting-edge data
centers

FUTURE OF TOKENIZATION





Thank you