

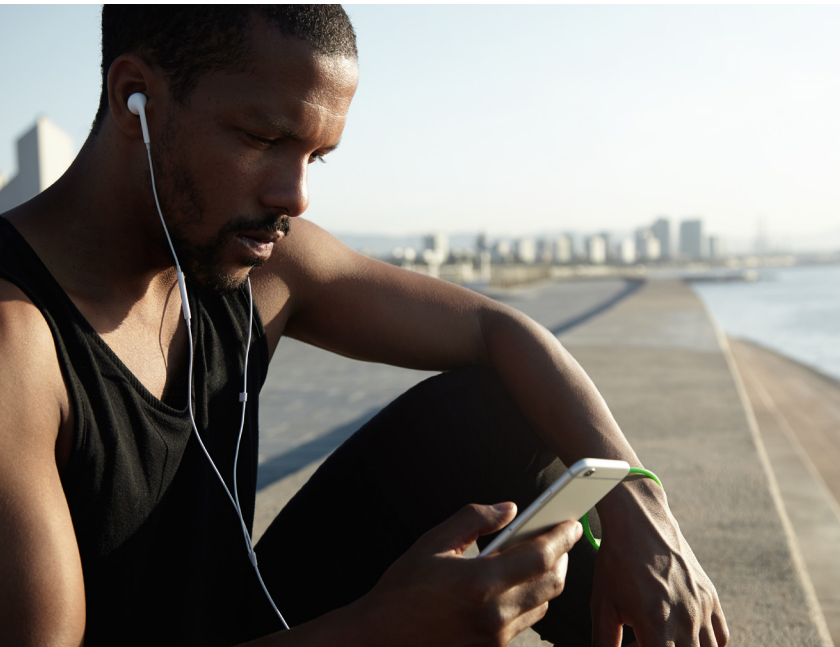


AlignUs

BRAND BOOK



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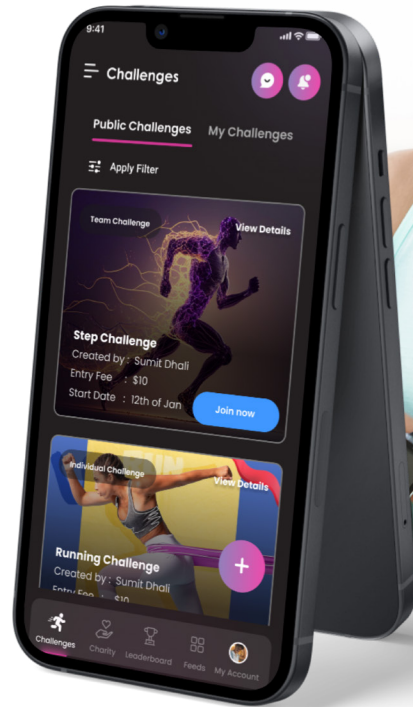


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AlignUs



MISSION

Making donating easy, fun and rewarding for everyone.

AlignUs is a positive social media platform that empowers individuals to improve their mental, physical, and spiritual well-being through connection, fitness and personal development.

OUR VISION

At AlignUs, our vision is to create a compassionate world where donating is fun, easy and rewarding for everyone.

We believe a collective of mindful, self-aware and compassionate individuals can help create a connected and harmonious world.

We aim to create a high vibrational atmosphere that focuses on positive psychology, physical competition, and philanthropy.

Our platform serves as a beacon of inspiration, encouraging and uplifting each other as we journey towards our wellness aspirations.

AlignUs redefines digital philanthropy through a social media space dedicated to compassion, authentic connection and charitable donation.



Nikhil Sharma, MD, Founder and CEO



OUR STORY

At AlignUs, our vision is to create a compassionate world where donating is fun, easy and rewarding for everyone.

Inspired by his parent's legacy of giving back to the underprivileged, Dr. Nikhil Sharma, the founder of AlignUs, created a positive social media platform committed to creating a more compassionate world.

Dr. Nikhil Sharma, the founder of AlignUs, touched by personal loss and addiction, was moved by his parents' dedication to aiding underprivileged communities. In their honor, he established AlignUs, a unique platform focused on charitable giving.

AlignUs is a community dedicated to empowering its members through emotional fulfillment, self-discovery and altruistic actions.

BRAND POSITION

AlignUs is a social impact platform that combines charitable giving, personal growth, and wellness. By fostering a supportive and connected community, AlignUs is revolutionizing philanthropy in the digital age. With a focus on sustained personal and mental wellbeing, AlignUs is the platform for those who seek to make a meaningful difference in the world while cultivating personal growth and connection.

BRAND PERSONALITY



To get a better sense of the personality of our brand, try thinking of AlignUs as a person with traits and qualities that can be easily identified.

The following adjectives describe the way we see ourselves, and the way we want others see us:

- Compassionate**
- Positive/Upbeat**
- Encouraging**
- Generous**
- Innovative**
- Self-aware**
- Motivated**
- Authentic**
- Caring**
- Altruistic**
- Genuine**
- Connected**
- Inspiring**
- Empowering**
- Thoughtful**
- Playful**
- Joyful**
- Empathetic**
- Mindful**

CONSUMER PROFILE



DEMOGRAPHIC

- Male and Female, Ages 13-60, HH Income \$60k +
- High school education and beyond
- Primarily suburban areas

Young Professionals (ages 25-35) - Often socially conscious and looking to make a positive impact as they establish their careers.

Retirees/Senior Citizens - With more time and potentially disposable income, they might be interested in giving back and leaving a legacy.

Corporate Executives and Business Owners - Typically have higher income levels and may be interested in philanthropy for personal, corporate social responsibility, or tax reasons.

Parents of School-Age Children - Engaged in their communities and often interested in causes related to education, health, and children's welfare.

College and University Students - While they might have limited financial resources, they are often passionate about social causes and can contribute through volunteering and small donations.

Faith-Based Communities - Often motivated by religious or spiritual beliefs to contribute to charitable causes.

Millennials and Generation Z - Socially aware and tech-savvy, often engaged in social justice and environmental causes and responsive to digital fundraising campaigns.

Affluent Suburban Residents - Generally have higher disposable incomes and may be interested in supporting a range of local and global causes.

Ethnic and Cultural Groups - May be particularly interested in supporting causes that affect their communities directly or homeland-related initiatives.

Social Media Influencers and Celebrities - With their wide reach and ability to influence public opinion, they can be powerful advocates for charitable causes and campaigns.

Health Enthusiasts - Individuals of all ages who are interested in health and wellness and are looking for ways to support their own well-being while also making a positive impact in the world.

CONSUMER PROFILE

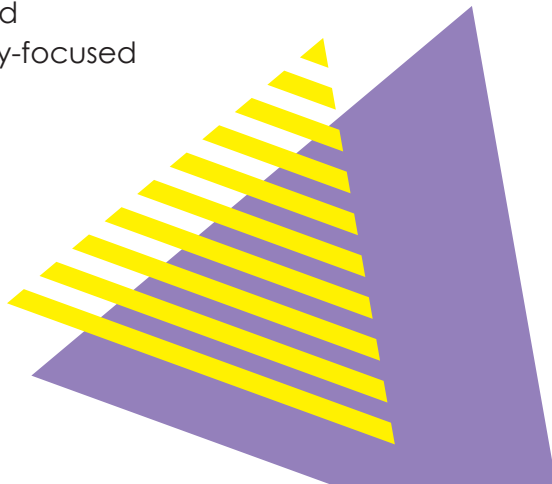


INTERESTS

- Social impact and charitable giving
- Health and wellness
- Personal development and self-realization
- Technology and social media
- Yoga and meditation
- Arts and culture
- Travel and adventure
- Sustainability and environmental responsibility
- Fashion and style
- Music and entertainment

BEHAVIORS

- Social media enthusiast
- Adventure Seeking
- Growth-Oriented
- Open-minded
- Socially conscious
- Active
- Free-spirited
- Community-focused
- Creative
- Innovative



DESIRES

- **Simplified Fundraising** - AlignUs transforms your fundraising journey, offering intuitive tools that streamline campaign creation, sharing, and donation collection.
- **Effortless Campaign Creation and Promotion** - With AlignUs, effortlessly bring your fundraising visions to life; create, share, and watch the support for your cause grow!
- **Social Sharing Integration** - Our positive social media app integrates seamlessly with other social networks making it a breeze to share and amplify your fundraising efforts.
- **Community Connection** - Join a positive social media platform community where shared values and interests create a deep sense of belonging.
- **Holistic Well-being** - Enhance your emotional, physical and mental health with our comprehensive well-being resources.
- **Resource Accessibility** - Access a wealth of information and resources at your fingertips, supporting all your interests.
- **Trustworthy Transparency** - Unwavering transparency and dedication to creating a secure environment.
- **Meaningful Interactions** - Forge meaningful connections through shared experiences and causes.
- **Valued Contributions** - Receive recognition and acknowledgment for your invaluable contributions through our impact tracking.
- **Engaging Content** - Delight in entertaining content that resonates with your interests and values.

AESTHETIC AND VIBE



The overall feel of the AlignUs brand aesthetic and vibe is that of the late 80's and early 90's, which some would argue were some of the best times to be alive.

It was the span of time when people had to rely somewhat on their analog skills to survive but could also find a decent arcade nearby. In that way, it was a bridge between the archaic ways of the old days and the electronic distractions of the future. Information was available, but not in an endless wave. People were connected, but not as a substitute for in-person human contact. Kids still played outside, and families sat together to watch some of the most memorable TV shows and movies of all time.

The 1990s is also often remembered as a decade of relative peace and prosperity: The Soviet Union fell, ending the decades-long Cold War and depression and suicide rates were significantly lower than today.

The economy was booming, the music was epic, and the TV shows had a meaning and a life lesson takeaway. The fashion was dope, life was simpler, and people knew their neighbors. There was actual block parties, class parties, and life was much more simple.

COLOR PALETTE

The colors of our brand express our personality and were chosen for their synergy and the feelings/characteristics they represent.

Yellow brings about positive feelings. Joy, happiness, and hope are all within yellow's domain. It has been shown to boost confidence, curiosity, and even improve learning.

Teal green is associated with fluid communication and clarity. It is serene, calming, and offers emotional healing, spiritual enlightenment, and growth.

Lavender evokes friendship, affection, serenity, grace, and calmness.

Hot pink symbolizes fearless whimsy, sociability, and powerful playfulness.

BRAND COLOR PALLET



YELLOW
PMS: P 1-8 C
CMYK: 0.0.100.0
RGB: 255.242.0
HEX: fff200



TEAL GREEN
PMS: P 136-5 C
CMYK: 68.0.54.0
RGB: 70.188.150
HEX: 46bc96



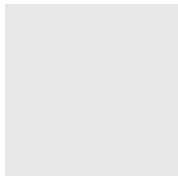
LAVENDER
PMS: P 96-4 C
CMYK: 44.52.0.0
RGB: 149.129.188
HEX: 9581bc



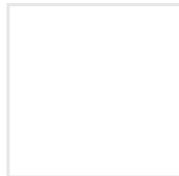
HOT PINK
PMS: P 80-7 C
CMYK: 12.90.0.0
RGB: 213.61.150
HEX: d53d96



BLACK 100%
CMYK: 0.0.0.100
RGB: 0.0.0
HEX: 000000



BLACK 10%
CMYK: 0.0.0.10
RGB: 230.231.232
HEX: e6e7e8



WHITE
CMYK: 0.0.0.0
RGB: 255.255.255
HEX: ffffff

TYPOGRAPHY

Typography is a fundamental element in creating and protecting distinctive brand identities.

It is a subtle and more complex element than the logotype or color palettes. It is also a powerful brand signifier in its own right, bringing personality and consistency to all communication and infusing everything with the essential look and feel.

BRAND FONTS

Century Gothic Bold

Century Gothic Bold should be used for all headers.

Century Gothic Regular

Century Gothic Regular should be used for all body copy.

Helvetica Condensed Bold

Helvetica Condensed Medium

The Helvetica Condensed Bold and Medium fonts can be used in conjunction with Century Gothic for sub headers and copy, particularly when space is limited.

Helvetica Neue UltraLight

The Helvetica Neue UltraLight Bold and be used for headers and should always be uppercase.

LOGO



A logo is a symbol or design used to identify a company or organization, as well as its products, services, employees, etc. In its simplest definition, a logo identifies. It's how your company is recognized and remembered among others.

The main symbol in our logo is the use of three arrows, moving in the same direction on a circular background. The colors of the arrows work together in harmony, and compliment one another, while standing out on the contrasting dark background.

An arrow can help to demonstrate the "direction" of a brand, giving it a sense of movement and life. It is frequently associated with progress and aspiration. It can also indicate expansion, and strength. With the use of multiple arrows in our logo, it shows a uniting of forces, aligned in the same direction, moving together in unity. The multiple colors of the arrows represent diversity and the circular background represents a space for belonging and inclusion.

The use of our bold, modern font conveys the brand's focus on innovation, simplicity, and clarity of mind. The color choices for our logo and brand are depicted on page 7.

BRAND LOGO USAGE

It is important to use our logo properly to build cohesion and credibility for the AlignUs brand. The logo should only be printed from provided digital files. The logo should never be reproduced or pulled from the internet. Any use of the logo must be approved prior to production.

Logo Size/Spacing

To ensure proper reproduction, the width of the word "AlignUs" should never be smaller than 1" wide.

Always maintain a clear area around all sides of the logo. The minimum space measured from all sides of the logo is .25".



AlignUs

Standard Logo Full Color
on White Background



AlignUs

Standard Logo Full Color
on Black Background



AlignUs

Horizontal Logo Full Color
on White Background



AlignUs

Horizontal Logo Full Color
on Black Background

IMAGERY &

A picture is worth a thousand words.

A photograph, artwork, drawing, or graphics can often demonstrate an idea with one look, much more quickly than a narrative can explain things.

The images used, when identifying the AlignUs brand should reflect that of our brand personality.

AlignUs images should be light and airy with pops of vibrant colors, as opposed to are dark and gritty. Our images should represent positive, fun, and nostalgic vibes. Graphic elements should use our brand colors and have a late 80's, 90's vibe.



GRAPHIC ELEMENTS





AlignUs

Inspiring a world of wellness and
philanthropy through connection,
compassion, and competition.

www.AlignUsWorld.com