voxel.

Brand guidelines

Film · Photography · Social content · Doha, Qatar



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the idea

We build stories in *light.*

The name

A voxel is the smallest unit of a three-dimensional world: one point of volume. We care about the small things, because the small things are what people feel.

What we do

Films, photographs and social content for brands in Qatar. One team in Doha, from the first idea to the final grade.

Our promise

Every frame has to earn its place. Premium, cinematic, calm. Never loud for the sake of it, never template.

voice

Confident. Short. *Human.*

We write like a director talking to a client: clear, warm and specific. Short sentences. Real words. No buzzwords.

01

Confident

We state what we do. No "we strive to" or "we aim to".

02

Cinematic

We talk about light, frames and feeling, not deliverables.

03

Clear

One idea per sentence. A client should never need to reread.

04

Local

Made in Doha, for brands people in Qatar already know.

✓ we say

We build stories in light.

Tell us what you want people to feel.

One team, from the first idea to the final grade.

× we never say

~~We are thrilled to offer innovative 360° solutions.~~

~~Leveraging synergies to elevate your brand.~~

~~World-class, best-in-class, cutting-edge.~~

logo

The cube and *the dot.*

The lockup pairs the cube mark, one point of volume, with a lowercase wordmark. The lime dot closes it like a full stop: decided, finished.



primary lockup · use by default



mark · app icon, avatar, favicon



signature wordmark · big moments only

clear space and size

clear space = height of the mark

minimum size: 24 px on screen · 20 mm wide in print

on backgrounds

ink · default

paper · print and documents

signal · campaigns only

over photos · white version

never

stretch or squash

recolour

rotate

add effects

change the font

busy backgrounds

colour

Mostly dark. *One* signal.

Ink carries the brand. Signal lime is our light: use it for the one thing people should look at or press. Lagoon and Ember appear only in social and data.

Ink
#08090A
RGB 8 9 10

Graphite
#131516
RGB 19 21 22

Ash
#A3A79C
RGB 163 167 156

Bone
#EEF0E8
RGB 238 240 232

Signal
#CDF564
RGB 205 245 100

Paper
#EFECE4
RGB 239 236 228

Lagoon
#5FD6C4
RGB 95 214 196

Ember
#E2572B
RGB 226 87 43

Proportions in any layout · Ink 58 · Graphite 14 · Bone 12 · Signal 9 · Paper 4 · Lagoon 2 · Ember 1. For print, ask the printer for a proof: Signal lime shifts on uncoated paper.

typography

Five faces. *One* voice.

Poppins — SemiBold · headlines · tracking -4.5 %

Geist — Regular, Medium · body and interface

geist mono — labels, numbers, timecodes · lowercase

Instrument — Serif Italic · one accent word per headline

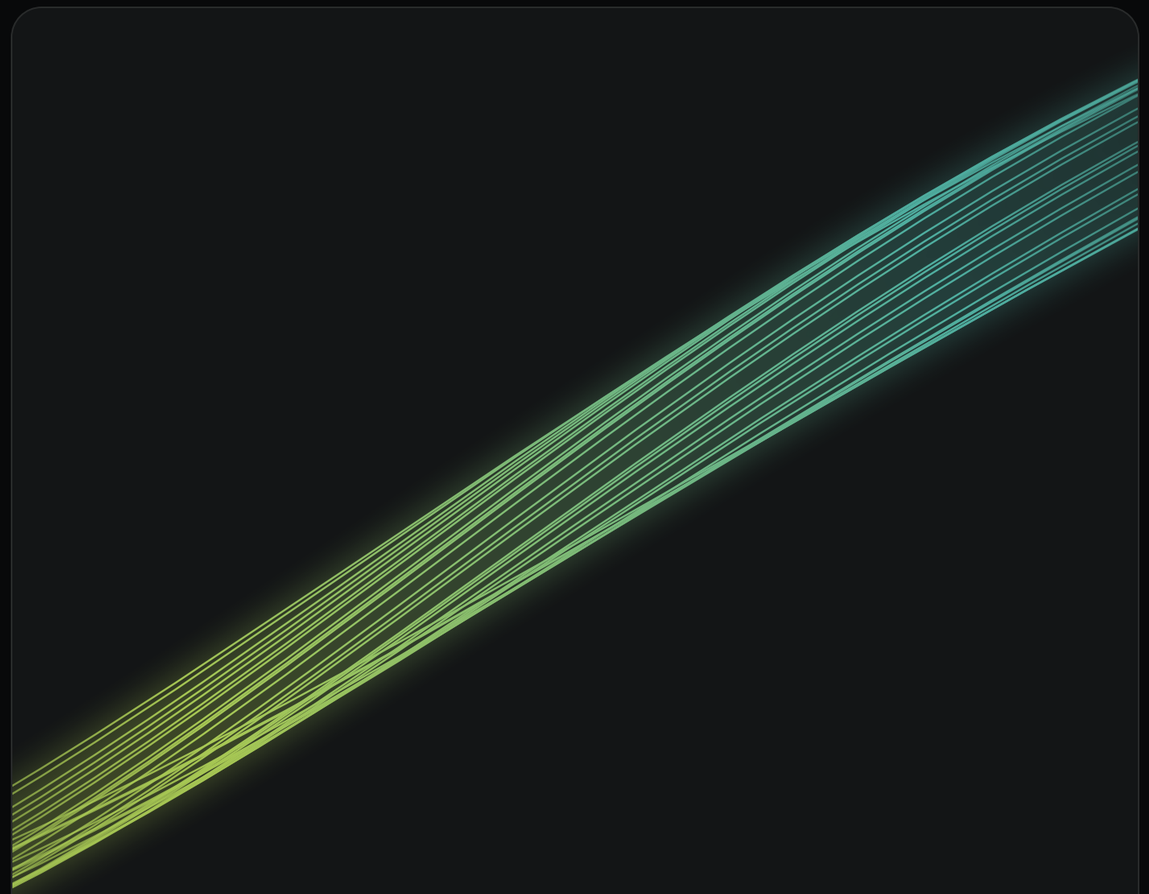
ANTON — social posters and reels only · uppercase

display · 96	**Stories in *light.***
heading · 48	**Six crafts. One team.**
title · 22	**Social media content**
body · 16	Films, photographs and social content for brands that care how they are seen.
label · 12	01 · film [what we are] 00:00:14:07

All five are free Google Fonts. Install them on every design computer. In Word and Excel, use Poppins for headings and Geist for text.

graphic elements

Light, used *sparingly.*



Light ribbons

Twisting strands of light behind dark pages. One ribbon set per layout, always behind content, never behind small text.

The signal dot

Ends the wordmark. Also marks live status and the one key point.

Start a project →

See our work

Buttons

Fully rounded. Lime for the main action, outline for everything else.

the work

[what we are]

Labels

Lowercase mono in a pill or square brackets, above headlines.

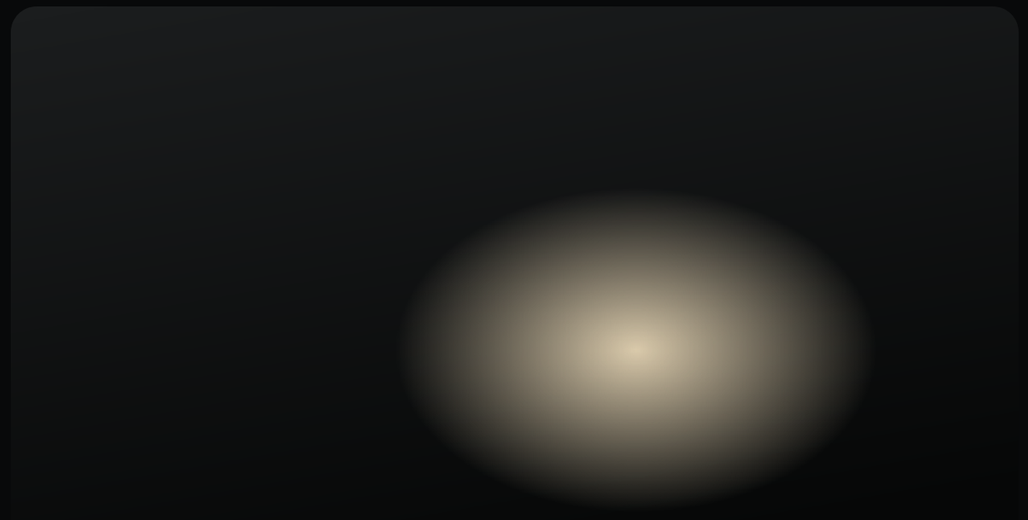
The starburst

Social and campaigns only. Never on stationery.

image direction

Light does *the talking.*

Low key, controlled light, real reflections. Deep blacks with detail, skin that looks like skin, one colour that leads each frame.



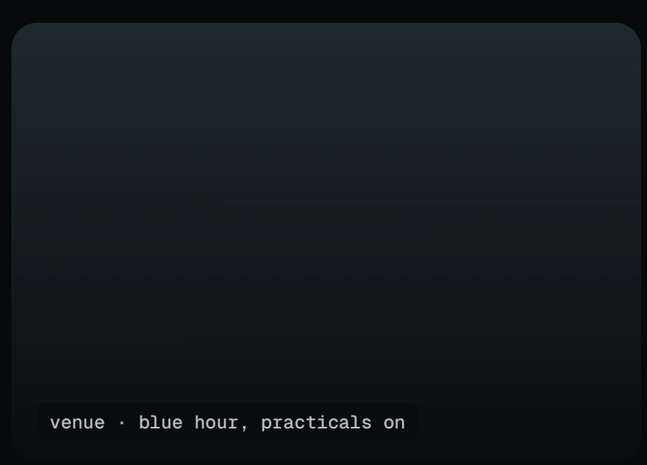
automotive · light sliding down a door



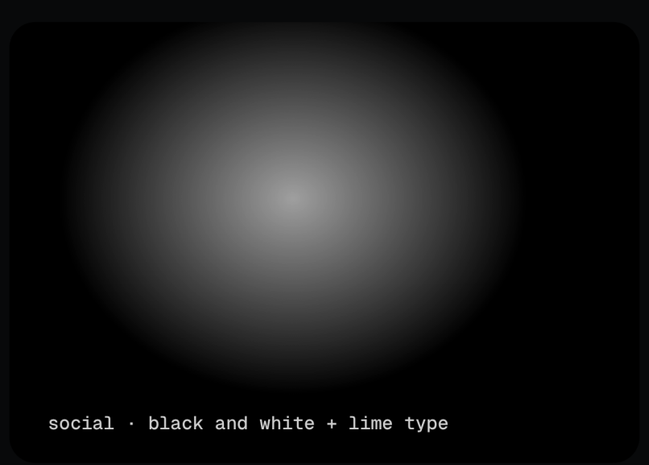
food · warm, close, one light



portrait · soft key, deep fill



venue · blue hour, practicals on



social · black and white + lime type

- Shoot for the edit: 16:9 hero, 9:16 reels and 4:5 stills planned on set.
- Keep the grade consistent across a campaign. One look per client.

- No stock photos, no heavy filters, no over-sharpened skin.
- No lime colour casts on people. Lime belongs to type and graphics.

social media

Bold type. Real frames. *One* lime.

Posts are 1:1 or 4:5, reels and stories 9:16. Anton for the headline, a black and white photo, and lime for one word or one shape.



- Three post styles in rotation so the grid reads as a pattern.
- Captions: short, one emoji at most, location tag Doha.
- No more than one starburst per post.

stationery

Paper that *feels* premium.

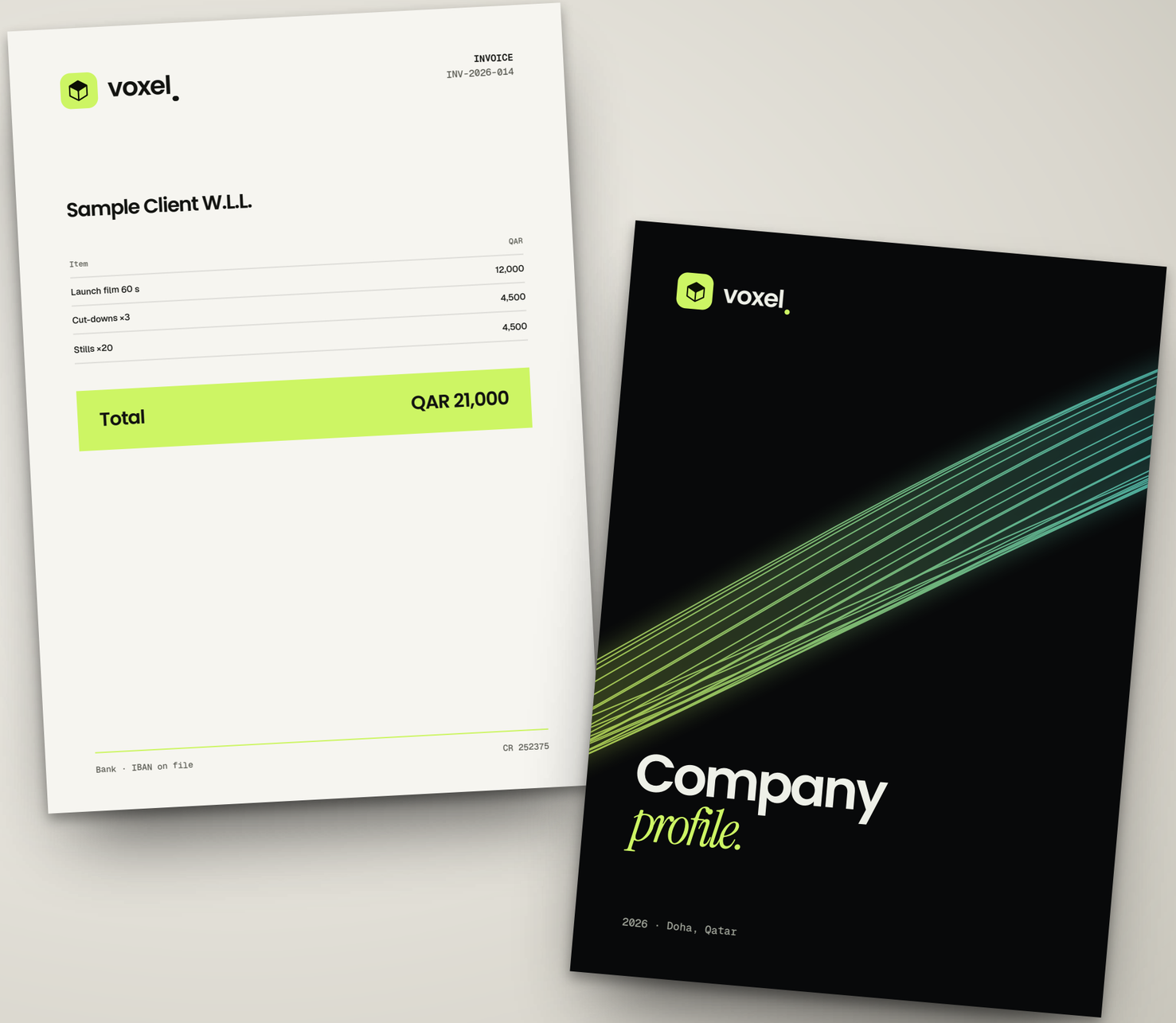
card 90 × 50 mm, 450 gsm uncoated, soft touch · letterhead A4, 120 gsm · envelope DL



documents

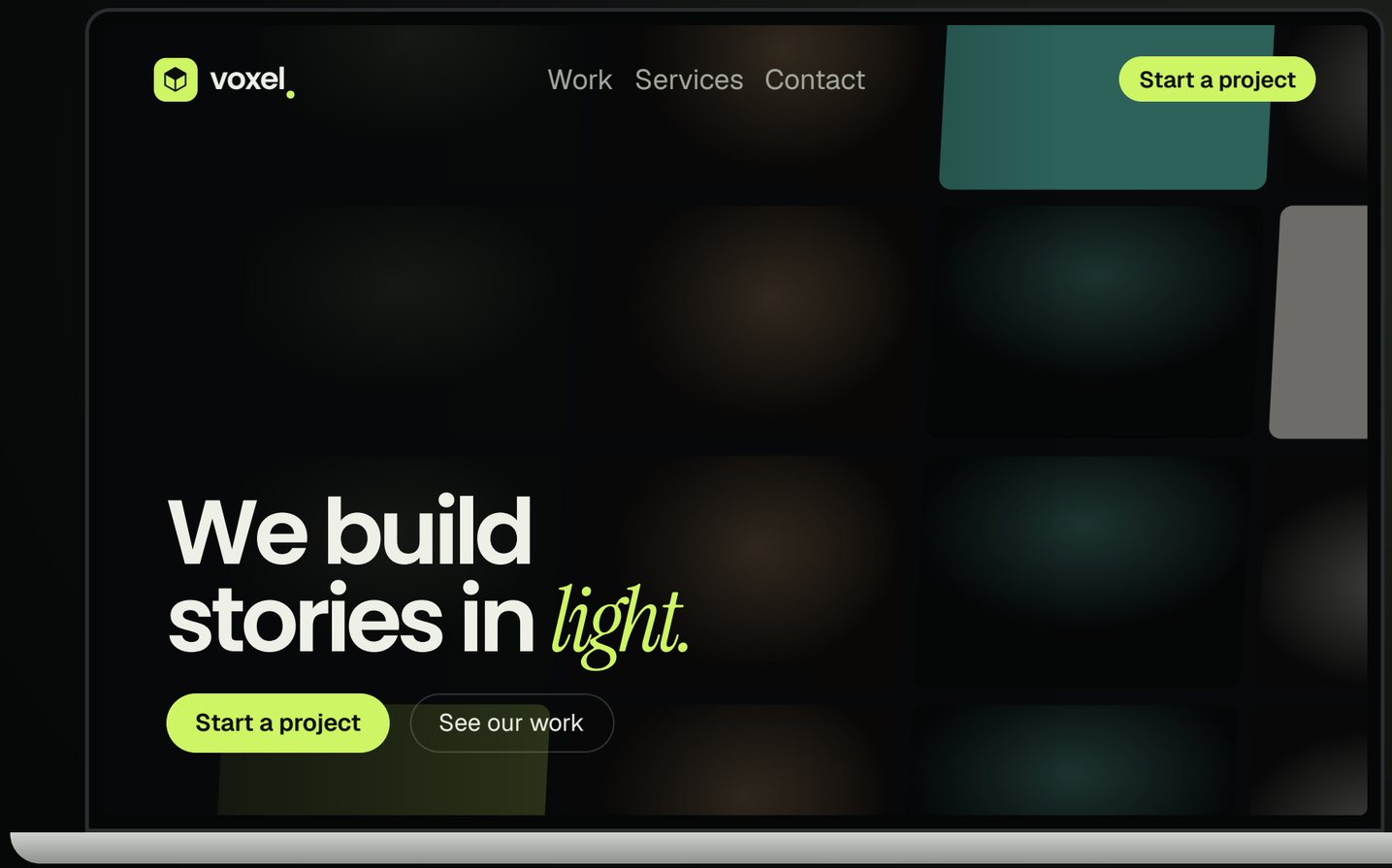
Numbers, *clearly.*

Invoice, quotation, proforma and receipt share one layout. Totals always bottom right, bank details always in the footer.



digital

Same light, *every* screen.



Thank you for the brief. We will send the treatment by Thursday.

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LinkedIn cover 1584 × 396

voxel

FILM · PHOTOGRAPHY · SOCIAL CONTENT · DOHA

Profile picture for WhatsApp, Instagram and LinkedIn: the mark on Signal, inside a circle crop.

merchandise

Crew *first.*

Black garments, small marks. The crew should look like one team on set.

voxel.

CREW · DOHA

FILM · PHOTO · CONTENT

voxel.

voxel.

Crew

all access · on set

VOXEL • CAM A • DOHA • VOXEL • CAM A • DOHA • VOXEL • CAM A

SOUND ROLL 03 • VOXEL • SOUND ROLL 03 • VOXEL

crew tee · cap · tote · badge · gaffer tape for camera, cases and hard drives

access and credentials

On set, *everyone* knows who you are.

ID card 54 × 86 mm, PVC · passes laminated with a hologram dot · lanyards woven 20 mm with VOXEL repeat · every pass numbered









Colour by role:
Ink · staff ID
Signal · crew only
Paper · media and guests

woven goods

Small things people *keep.*

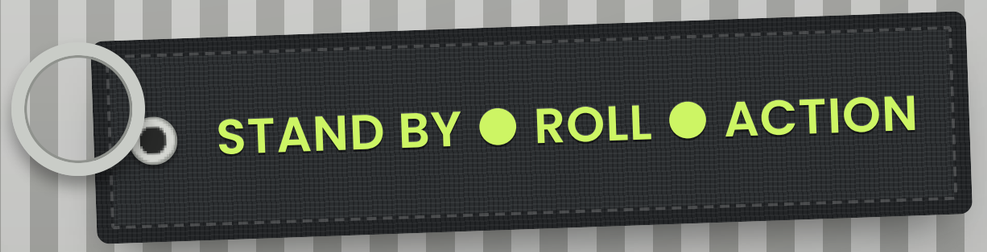
Embroidered key tags 130 × 30 mm, both sides · round patch 90 mm with merrowed edge · gift them to clients after a shoot









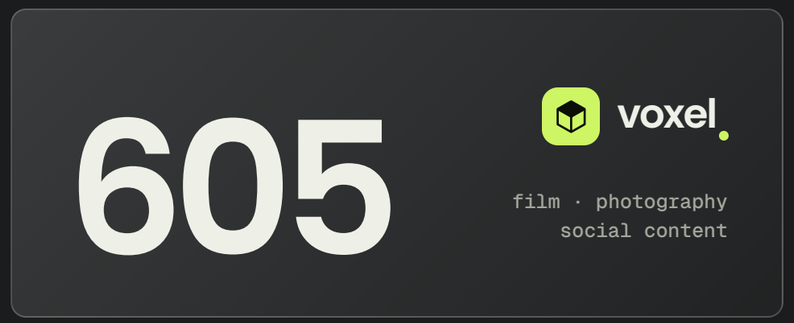


large cloth keychain 170 × 34 mm · embroidered both sides · split ring 30 mm

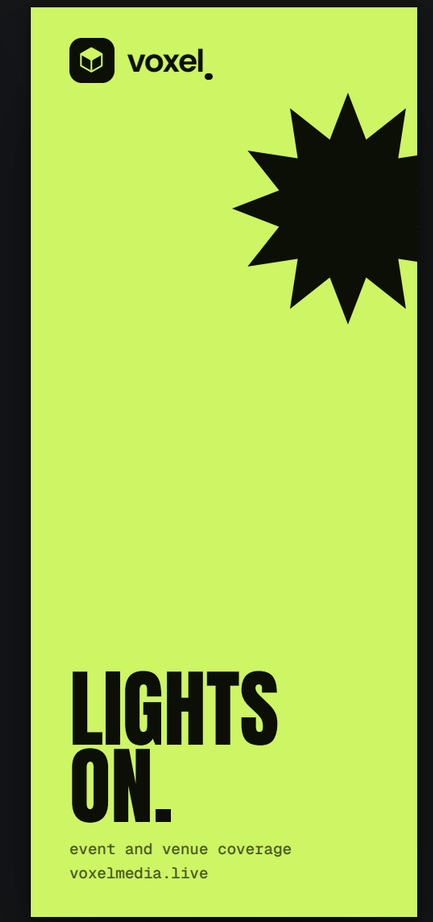
environment

Office *605.*

Suhaim Tower, 6th Floor · door sign in frosted acrylic, 300 × 120 mm







roll-up banners 850 × 2000 mm · standard and event versions

before anything goes out

Five *questions.*

01

Is it mostly dark?

Ink and graphite carry the layout.

02

One lime thing?

Signal marks one action or idea.

03

Right faces?

Poppins, Geist, mono labels, one serif word.

04

Logo clear?

Clear space kept, no effects.

05

Does it sound human?

Short sentences, no buzzwords.

voxel.

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