

**THE
DAILY
OPERATION**

Brand Book

F e b 2 0 2 1

Our story

The Elephant In The Dark Room

THE
DAILY
OPERATIONS

Some Hindus have an elephant to show.
No one here has ever seen an elephant.
They bring it at night to a dark room.

One by one, we go in the dark and come out saying how we experience the animal.
One of us happens to touch the trunk.

A water-pipe kind of creature.
Another, the ear. A very strong, always moving back and forth, fan-animal. Another, the leg. I find it still, like a column on a temple.

Another touches the curved back.
A leathery throne.
Another the cleverest, feels the tusk.
A rounded sword made of porcelain. He is proud of his description.

Each of us touches one place and understands the whole that way.
The palm and the fingers feeling in the dark are how the senses explore the reality of the elephant.

If each of us held a candle there, and if we went in together, we could see it.

Our story

About US & Motto

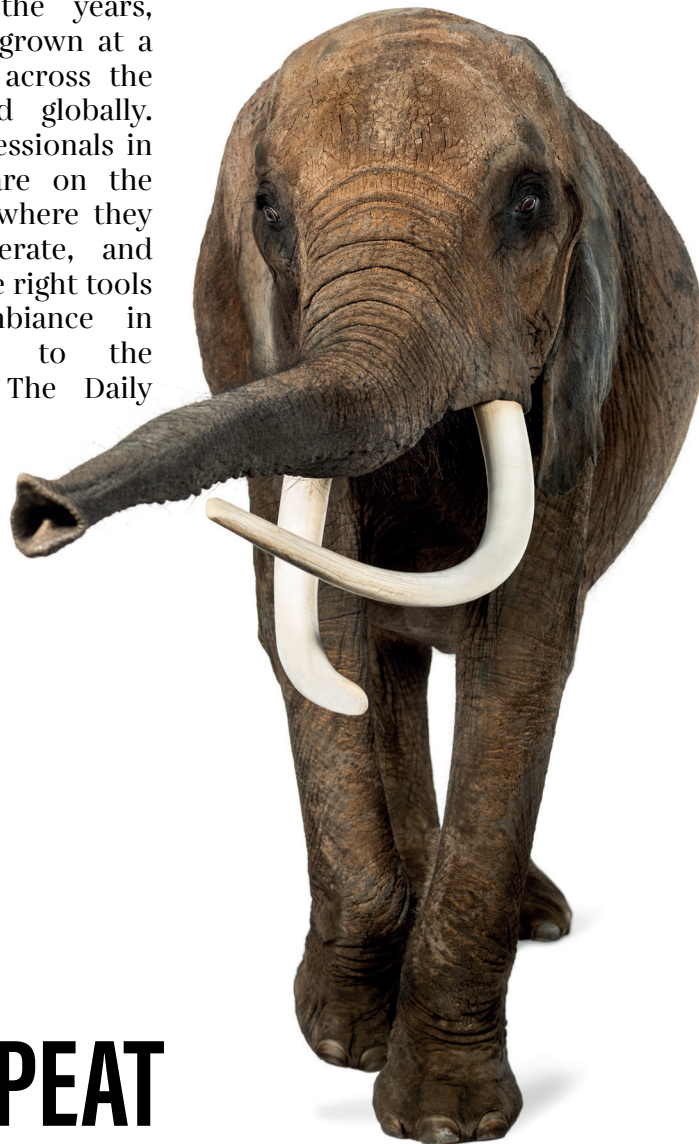
The need for multidisciplinary space in several communities in the United States has continued to increase steadily, from cities to small towns to suburban corridors; retail/multidisciplinary spaces are transforming the landscape. Over the years, these spaces have grown at a considerable pace across the United States and globally. Creatives and professionals in art and science are on the lookout for space where they can gather, deliberate, and share ideas with the right tools and pleasant ambiance in place. This led to the establishment of The Daily Operations.

BUILD AND REPEAT

The Daily Operations is New-Jersey based multidisciplinary space.

Through a subscription-based platform, we will offer a forum for member patrons based on a multidisciplinary approach to curating experiences through the intersection of creatives and thinkers within the arts and sciences. Our Management will conduct and document research across disciplines across the globe to identify concepts to present to the community whose input will help inform which creatives and thinkers will be on exhibit. Those selected will have the opportunity for Direct to Customer (DTC) engagement, and a negotiated percentage of proceeds from sales made in-house retained by the business.

BUILD AND REPEAT



Branding

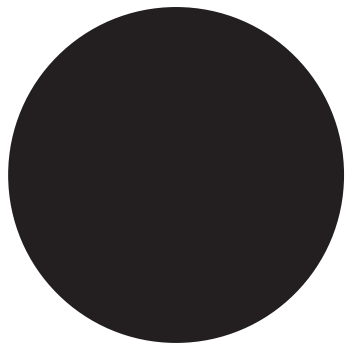
Logo Variations



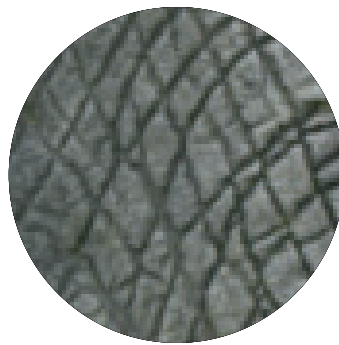
Branding

Visual Identity

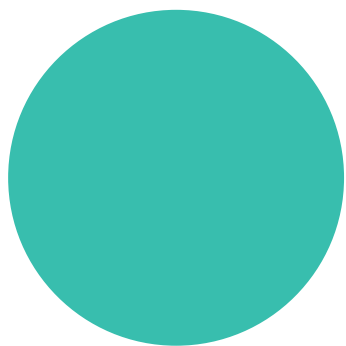
Pantone Color Codes



1d1d1b



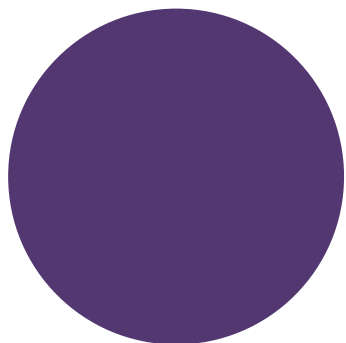
6c706b



49b9ad



a8937d



56336b



904f14



Branding

Type Faces



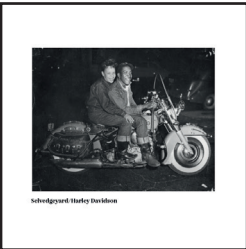
Logo, Motto, ADS, Branding Titles:

Acumin Pro ExtraCondensed, Bold



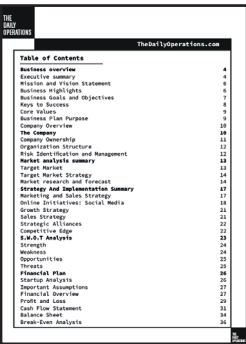
Titles, Highlights, Social Media Psotsers:

Gabriela, Bold



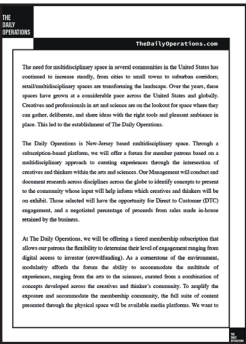
Subtitles, Instagram Psots:

Gabriela, Medium



Official letters, Documents; Title and Index:

Source Code Variable, Regular, Semi Bold



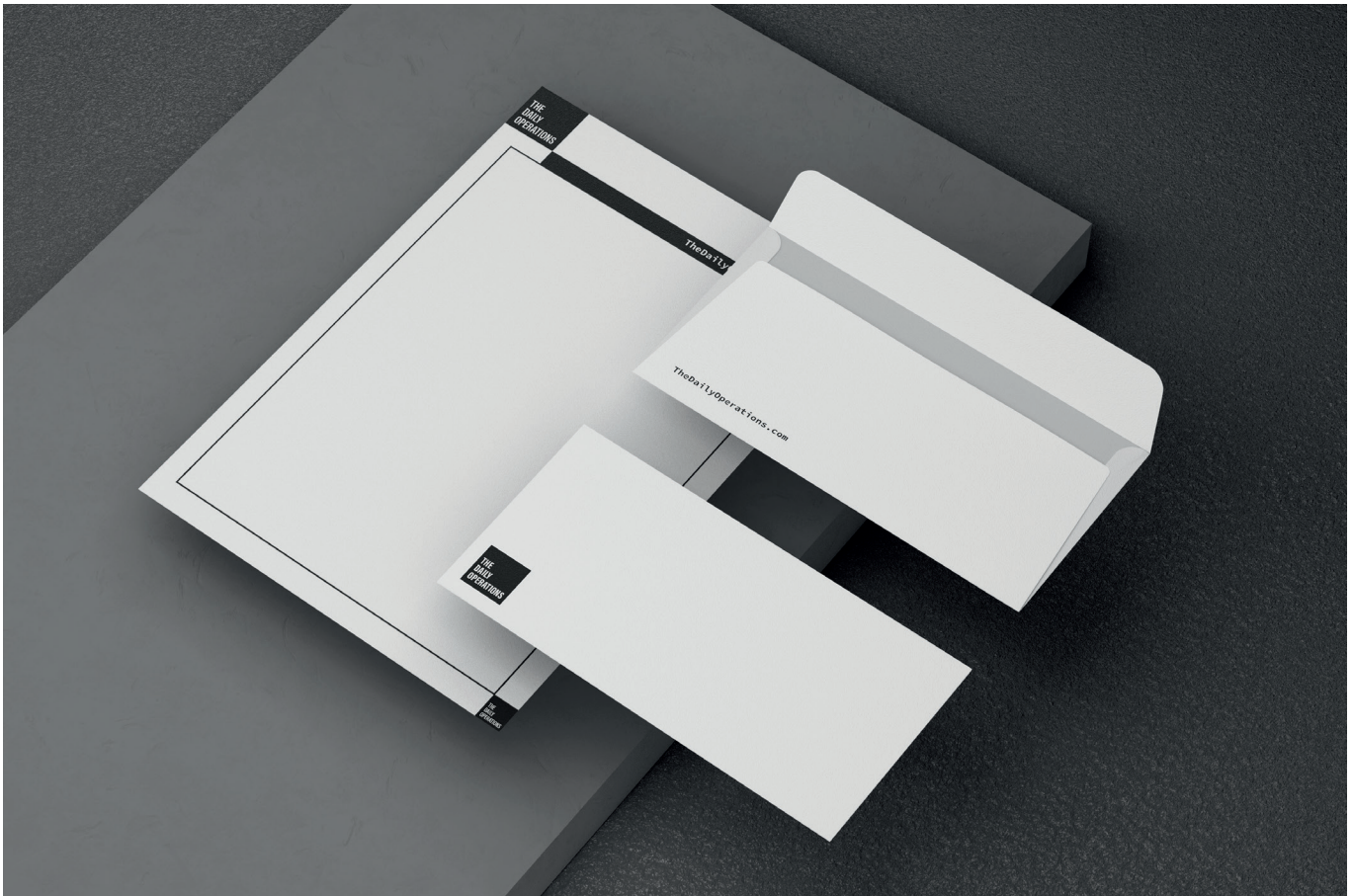
Official letters, Documents; Paragraphs:

Times, Regular

Branding

Stationary Material

Letterhead, Envelope



Branding

Marketing Material

Shopping bags



Branding

Marketing Material

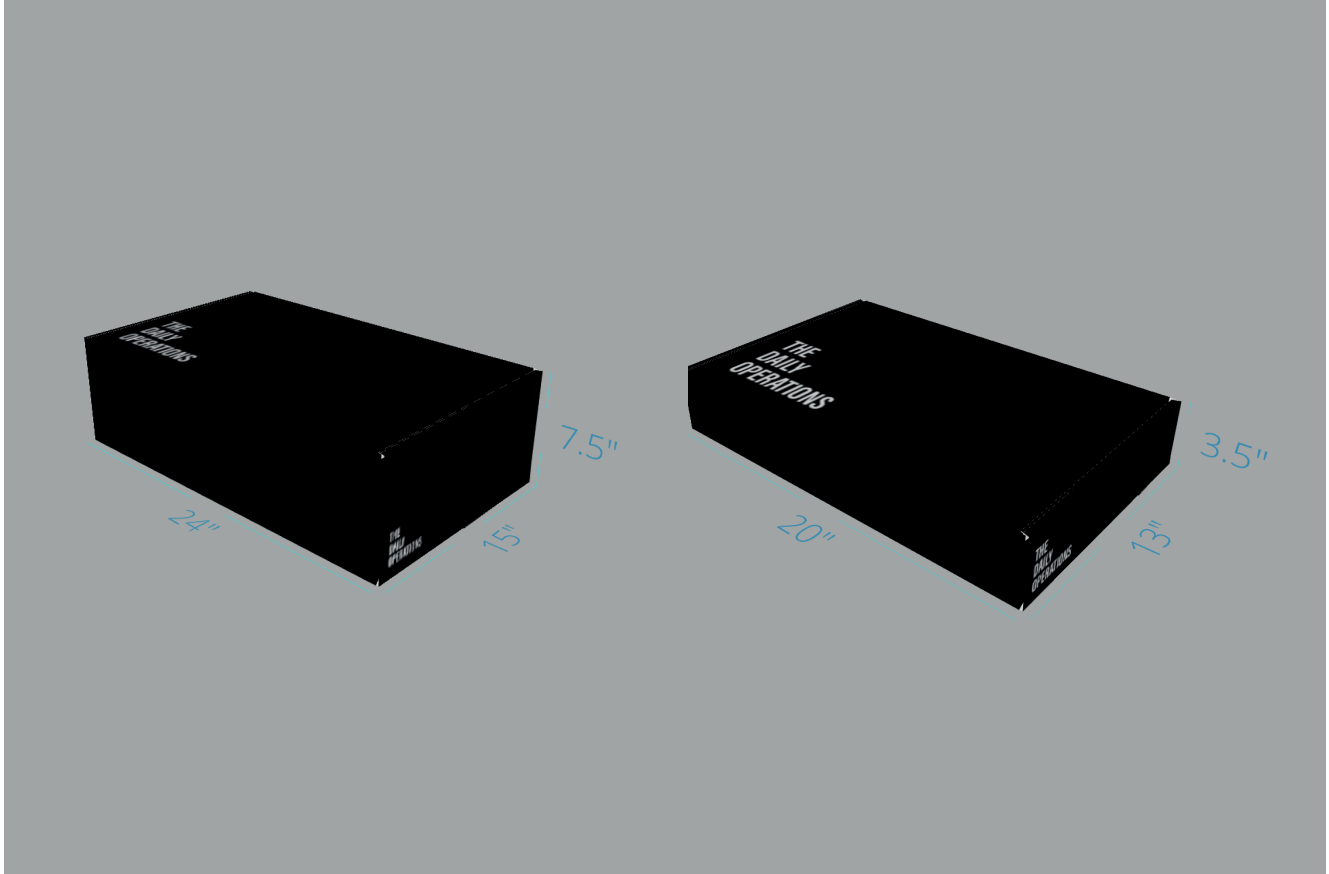
T-Shirt and Scarf Box



Branding

Marketing Material

Shoes and Jackets Box



Branding

Marketing Material

Handtag



Branding

Marketing Material

Casual paper bag



TheDailyOperations.com

