

## BRAND BIBLE

# GALLERY

THIS IS THE 2025-2026 BRAND KIT AND BIBLE FOR GALLERY - THE PREMIERE PRODUCT OF *GALLERYAI*. AN AI-ASSISTED SHOPPING AND LIFESTYLE TOOL.

THIS DOCUMENT IS CONFIDENTIAL AND WAS PREPARED EXPLICITLY FOR GALLERYAI BY KEISHA A. MITCHELL, ON BEHALF OF ACTUALITY AGENCY. NOT TO BE SHARED WITH ANYONE OUTSIDE OF EITHER ORGANIZATION.



## ACTUALITY AGENCY

# GALLERY

2025-2026

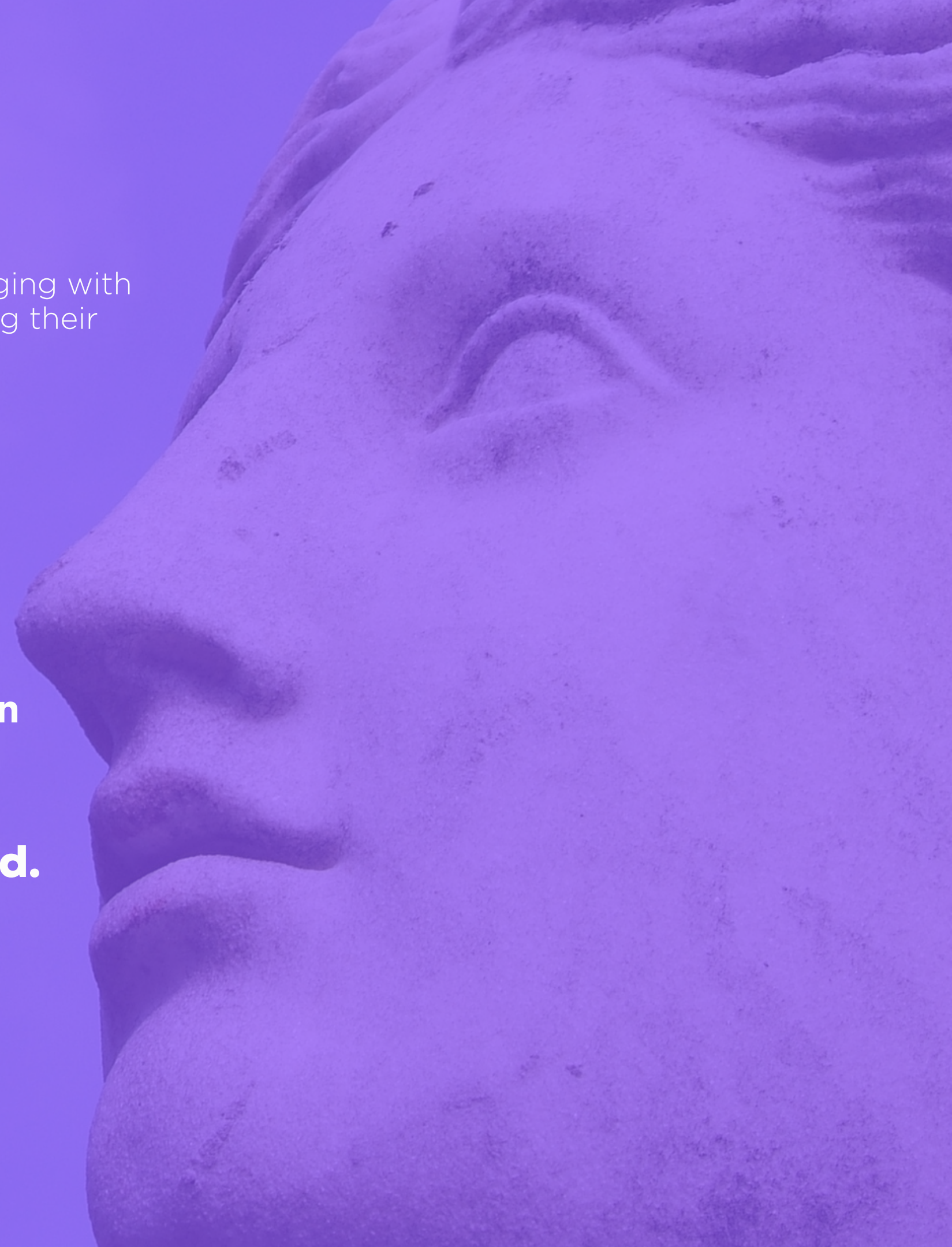
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ANY QUESTIONS PLEASE CONTACT  
KEISHA A. MITCHELL AT  
ACTUALITAGENCY@GMAIL.COM

***Gallery:*** an AI tool that puts the User first; through safely and dynamically engaging with their custom insights, and volunteered data, while also adapting to and expanding their predetermined preferences.

**Welcome to *Gallery*, the pocket assistant that helps you curate your best self. A powerful new app that partners the power of AI with your shared preferences to harness the knowledge of veteran personal stylists, perfume makers, estheticians, and makeup artists to present you with curated selections and custom suggestions bespoke to your style and specific to your vibe. Use this unique and innovative take on beauty tech to turn your canvas into a masterpiece.**

**Get your Gallery - the only frame of reference you need.**



LOGO

GALLERY

Bebas Neues (Canva Font)

GALLERY

Beba Neus (Canva Font)

Gallery

Belleza (Canva Font)

GALLERY

Bison (Canva Font)

Gallery

Recoleta (Canva Font)

Gallery

Oswald (Canva Font)

LOGO ITERATIONS

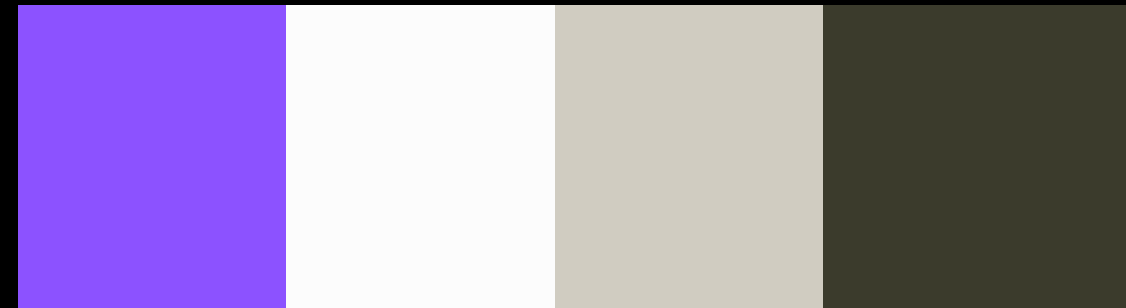
# TYPEFACES

**THIS FONT IS CALLED BEBAS  
NEUE. IT IS THE FONT THE LOGO  
IS WRITTEN IN**

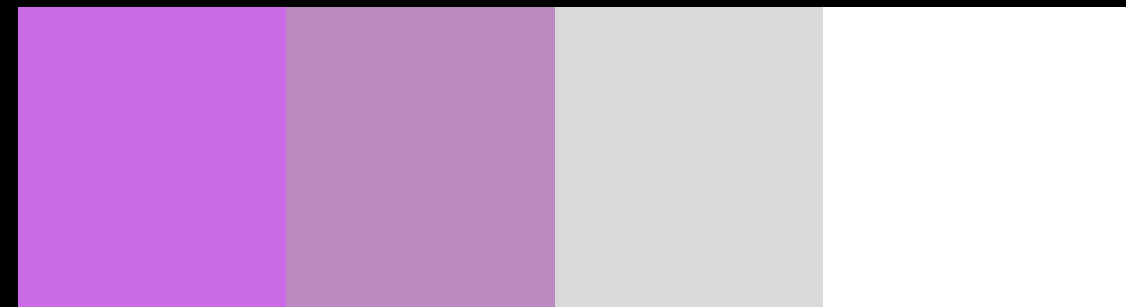
**This font is called  
Garet(bold). It's the font, the  
headings and subheadings  
are written**

This font is called  
Gotham(regular). It's the font, the  
supporting text/copy is written  
in.

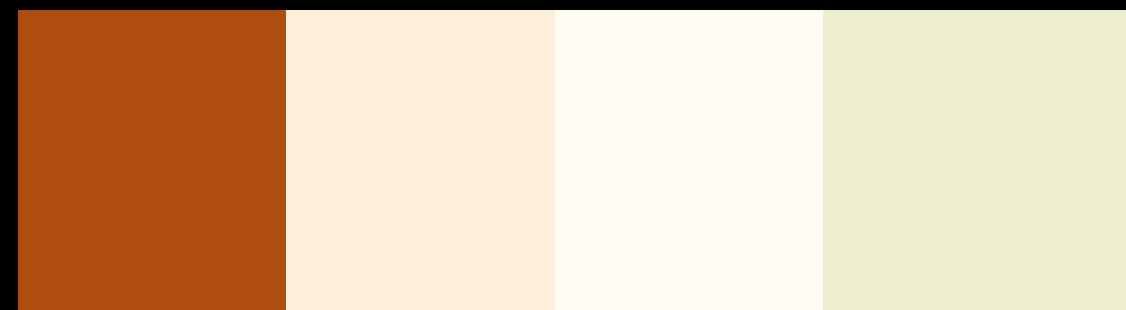
## Color Codes:



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#3b3b2c



##cb6ce6, #bb8ac0, #d9d9d9,  
#ffffff



#af4c0f, #ffefda, #fffcf4,  
#ededd0

## Marketing/Brand Positioning Statement:

### Market Positioning:

Gallery is designed to be an AI tool that puts the User first; through safely and dynamically engaging with their custom insights, and volunteered data, while also adapting to and expanding their predetermined preferences.

### Brand Positioning:

Gallery is a unique product and consumer experience, as its functions span the demographic interest of the beauty, engineering, e-commerce and even fintech communities. A powerful AI powered application that allows users to curate, discover and even create unique and bespoke scents, beauty and makeup essentials, and even apparel, Gallery is an AI assistant that puts the user first, and intelligently applies insights for an end-user experience unlike anything available in today's marketplace.

## Mission Statement:

Gallery AIs' mission is to create a seamless and highly stylized UI and cultural experience that affirms our Clients' belief that Gallery is the only frame of reference they'll ever need when it comes to making informed and curated retail decisions (digitally and physically).

## Calls to Action:

- *Get Your Gallery: The only frame of reference you need.*
- *GalleryAI: the only frame of reference for informed data insights you need.*
- *Get Gallery and turn your canvas into a masterpiece.*
- *Gallery, an AI Assistant that helps you see yourself.*
- *Gallery, the pocket assistant that helps you curate your best self.*

# COPY FUNDAMENTALS

**THANKYOU**