

Vye

This document introduces Vye, a faux athleisure brand. Built on neoliberal tenets, Vye leverages negative reinforcement to motivate its wearers, or Vybers, through public shaming.

Meant to mimic real brand identity guidelines, it contains neoliberal messaging just subtle enough to unsettle viewers in their reading.

This document outlines how to use the elements, principles and tone of our brand identity.

We want to imbue everything we make and do with our core values. These values inspired our product, and are what fuel us on our mission: to inspire in everyone who wears our product an intensified passion for self-improvement.

**i Introduction**

**ii Contents**

**Section 1: Our Logo**

- 1.0 Our Logo
- 1.1 Overview
- 1.2 Logotype: Structure and Scale
- 1.3 Logotype: Application
- 1.4 Logotype: Misuse
- 1.5 Graphic Element

**Section 2: Colour Palette**

- 2.1 Primary
- 2.2 Secondary
- 2.3 Gradients

**Section 3: Typography**

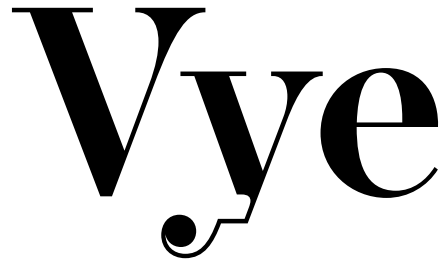
- 3.1 Primary Typeface
- 3.2 Secondary Typeface

**Section 4: Brand and Voice**

- 1.0 Brand and Voice
- 1.1 Marketing Message

**Section 5: VyeTech™**

- 1.0 Lockup
- 1.1 Lockup: Structure and Scale
- 1.2 Lockup: Application

The word "Vye" is rendered in a black, elegant serif font. The letters are closely spaced, with custom kerning that gives it a refined and sophisticated appearance. The 'V' is tall and narrow, the 'y' has a distinctive flourish at its base, and the 'e' is a classic serif shape.

## Our Logo

Vye's logotype is streamlined and elegant. It feels premium, much like the sensation of wearing our smart clothing.

Each character in the logotype has been placed intentionally. It is central to our brand and must only be used in the proper forms to keep a clear and consistent visual identity.

**Typeface:** Operetta 12  
**Weight:** Demi Bold  
**Case:** Sentence case  
**Colour:** Black

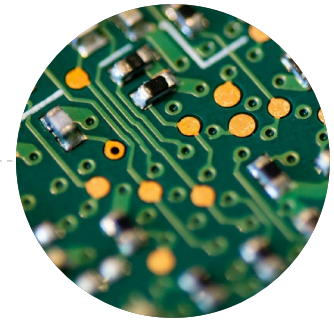
*The logotype letters have custom kerning, and should never be altered. Although derived from a typeface, do not attempt to recreate the mark by typing it. Instead, use the official logo files.*

LEDs/Visibility

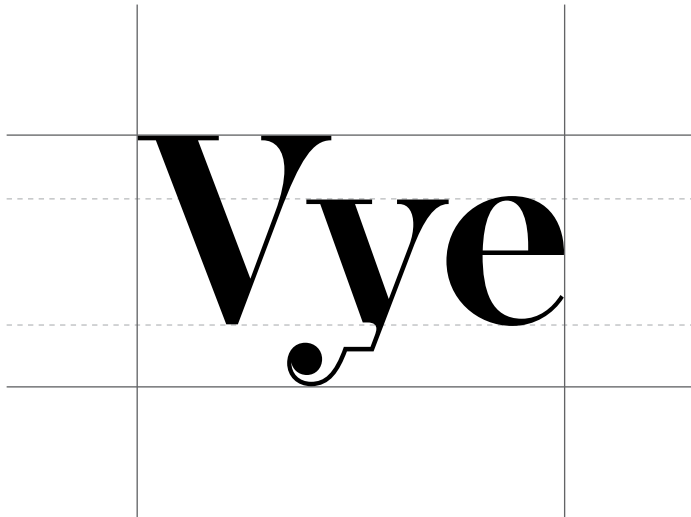


Vye

Circuitry/Power



*To “vie” is to strive for superiority. This is what unites our community: striving for excellence daily. As a company, we strive for excellence by designing athleisure that, literally and metaphorically, powers people. The “y” in the Vye logotype is customized to reference the technology that defines our revolutionary wearables.*



*To ensure legibility, when printed, the logotype should not appear smaller than 4mm in height. Digitally, it should not appear smaller than 16px in height.*



*The "safety zone" refers to the visual zone around the logo which cannot be broken. This safety zone is designated by the "e" of the logotype.*

### 1.3 Logotype: Application

*The logotype appears only in black or white. With special permission, it can be set in the Vye gradient.*

*When placing the logotype over a solid colour or an image, contrast is of the utmost importance. The logotype should not be placed on a background that is overly busy or of similar shade or hue.*



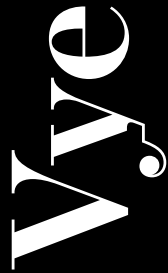
Vye



Vye



Vye



Vye



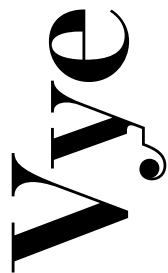
Vye



Vye



Vye



Vye

Don't affect its kerning.

~~Vye~~

Don't add effects or strokes.

~~Vye~~

Don't flip, warp, or distort it.

~~Vye~~

Don't set it in colour.

~~Vye~~

Don't place it in a container or shape.

~~Vye~~

Don't rotate it at any angle other than 90°.

~~Vye~~

~~Vye~~

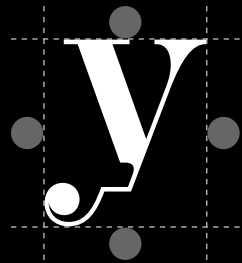
*Consistency and accuracy helps build and protect the brand's image. Use only the official logo files.*



## Graphic Element

Vye's graphic element is a customized "y," pulled directly from our logotype. We like the letter "Y." It's kind of our thing. It sets us apart, and we've made it our own. It's an integral part of our brand name and the terminology we use, like Vybers, Vytality points, etc. Like the careful formation of our graphic element, we prioritize the formation and perfection of You.

To preserve the novelty of our graphic element, we don't overuse it. We reserve it for situations where a symbol is more applicable than a full logotype. We never use it side-by-side with our logotype, and we never modify it in any way (see Section 1.4 on misuse).

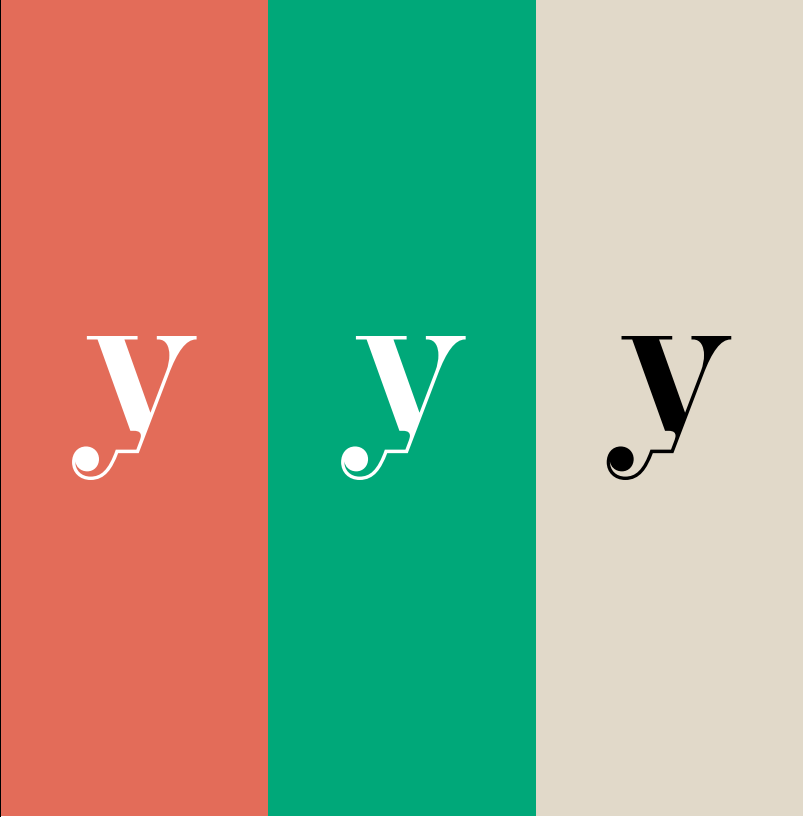


*The graphic element's safety zone is designated by the height of the ball on the end of its tail.*

*To ensure legibility, when printed, it should not appear smaller than 3mm in height. Digitally, it should not appear smaller than 10px in height.*

*y* 10px

*y* 3mm



*The graphic element appears only in black or white. With special permission, it can be set in the Vye gradient.*

*When placing the logotype over a solid colour or an image, contrast is of the utmost importance. The logotype should not be placed on a background that is overly busy or of similar shade or hue.*

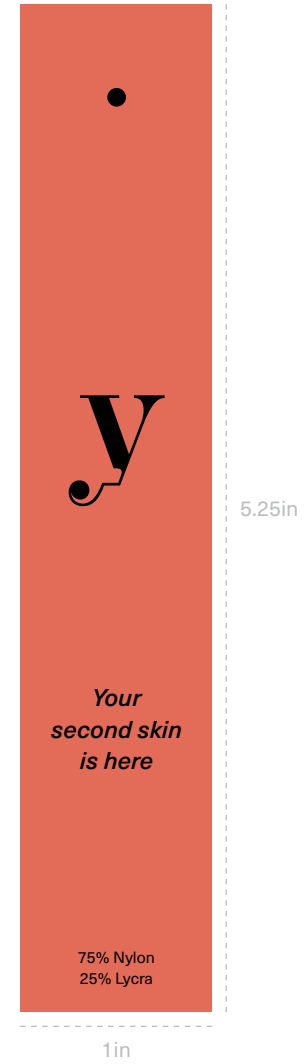
App icons



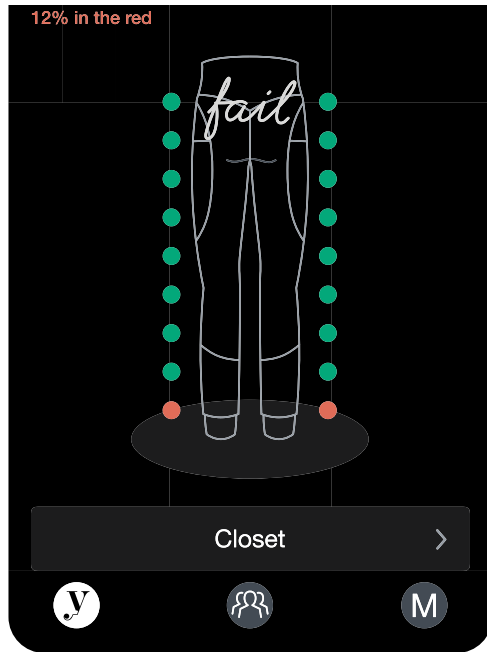
Favicon



Clothing tag example



Navigation bar example



*\*Digital examples not to scale*

*\*To scale*

**Burnt Sienna**

C	7	R	226
M	71	G	109
Y	66	B	90
K	0		

HEX: #E26D5A

**White**

C	0	R	255
M	0	G	255
Y	0	B	255
K	0		

HEX: #FFFFFF

**Black**

C	100	R	0
M	0	G	5
Y	0	B	5
K	98		

HEX: #000505

## Primary Palette

Like our primary palette, we tend to see things in black and white. You either succeed, or you don't. We make Vybers' failures transparent, because hiding your struggles from the world doesn't help you overcome them.

Burnt Sienna (red) is the accent colour in our primary palette. Red represents failure, real or potential, and is intended to motivate users.

## Secondary Palette

Our secondary palette consists of Jade, (green), Charcoal and Bone. We like to use the phrase "stay in the green." Jade is our secondary accent colour, because it's the colour Vybers chase after. Green represents success and goal achievement.

Charcoal and Bone are included in our palette to add depth, and to provide options for creating hierarchy. Bone is also the official colour for VyeTech™.

### Jade

C	81	R	0
M	7	G	168
Y	70	B	120
K	0		

HEX: #00A878

### Charcoal

C	73	R	66
M	61	G	75
Y	51	B	84
K	34		

HEX: #424B54

### Bone

C	11	R	227
M	11	G	218
Y	20	B	201
K	0		

HEX: #E3DAC9

1

2

## Gradients

We employ gradients to represent the progress bar built into Vye products, as well as to emphasize the fluidity of time-based progress.

Two gradient files are available for use, including a two-colour Burnt Siena to Jade vertical gradient (1), and a three colour Burnt Siena, Jade and white converging gradient (2). Gradient 1 can be used to indicate a linear quality. Gradient 2 can be used when you need something brighter and more abstract.

*Our logotype utilizes the typeface Operetta 12 Demi Bold, which is an elegant, high-contrast neo-didone serif.*

*Operetta 12 should only be employed in the weight Demi Bold. It may be set in sentence case, primarily for headings, as demonstrated in this document. It should only be set in black or white, unless permission is given to use it in another brand colour.*

## Primary Typeface

**Operetta 12  
Demi Bold**

**abcdefghijklmnopqrstuvxyz0123456789**

*Neue Haas Unica Q1G is a copy-friendly, sans serif typeface that complements Operetta 12. It's still elegant, but more understated than our display serif. It works well digitally and in print.*

*Neue Haas Unica Q1G will most often be used in a regular weight, but may also be used in a medium or light weight for the purpose of creating typographic hierarchy. Italics for each weight are also available. Neue Haas Unica Q1G can be used for subheadings, body copy, captions and/or descriptions. It should be set in sentence case, primarily in black or white, occasionally in other brand colours.*

## Secondary Typeface

### Neue Haas Unica W1G Medium

abcdefghijklmnopqrstuvwxy0123456789

### *Neue Haas Unica W1G Medium Italic*

*abcdefghijklmnopqrstuvwxy0123456789*

### Neue Haas Unica W1G Regular

abcdefghijklmnopqrstuvwxy0123456789

### *Neue Haas Unica W1G Italic*

*abcdefghijklmnopqrstuvwxy0123456789*

### Neue Haas Unica W1G Light

abcdefghijklmnopqrstuvwxy0123456789

### *Neue Haas Unica W1G Light Italic*

*abcdefghijklmnopqrstuvwxy0123456789*

*We sell athleisure customized with VyeTech™, a revolutionary smart clothing technology. VyeTech™ clothing integrates a step counter and LED lighting to signal to the public whether or not its wearer is on track to achieving their goals for the day.*

## Brand:

**Seamless. Energetic. Premium.**

At a time when we are constantly being pulled in different directions, it is more important than ever to focus on improving yourself. Our products are designed to integrate seamlessly into Vybers' lives. We're like a built-in accountability partner. We offer energy and discipline, because feeling premium is worth the chase.

## Voice:

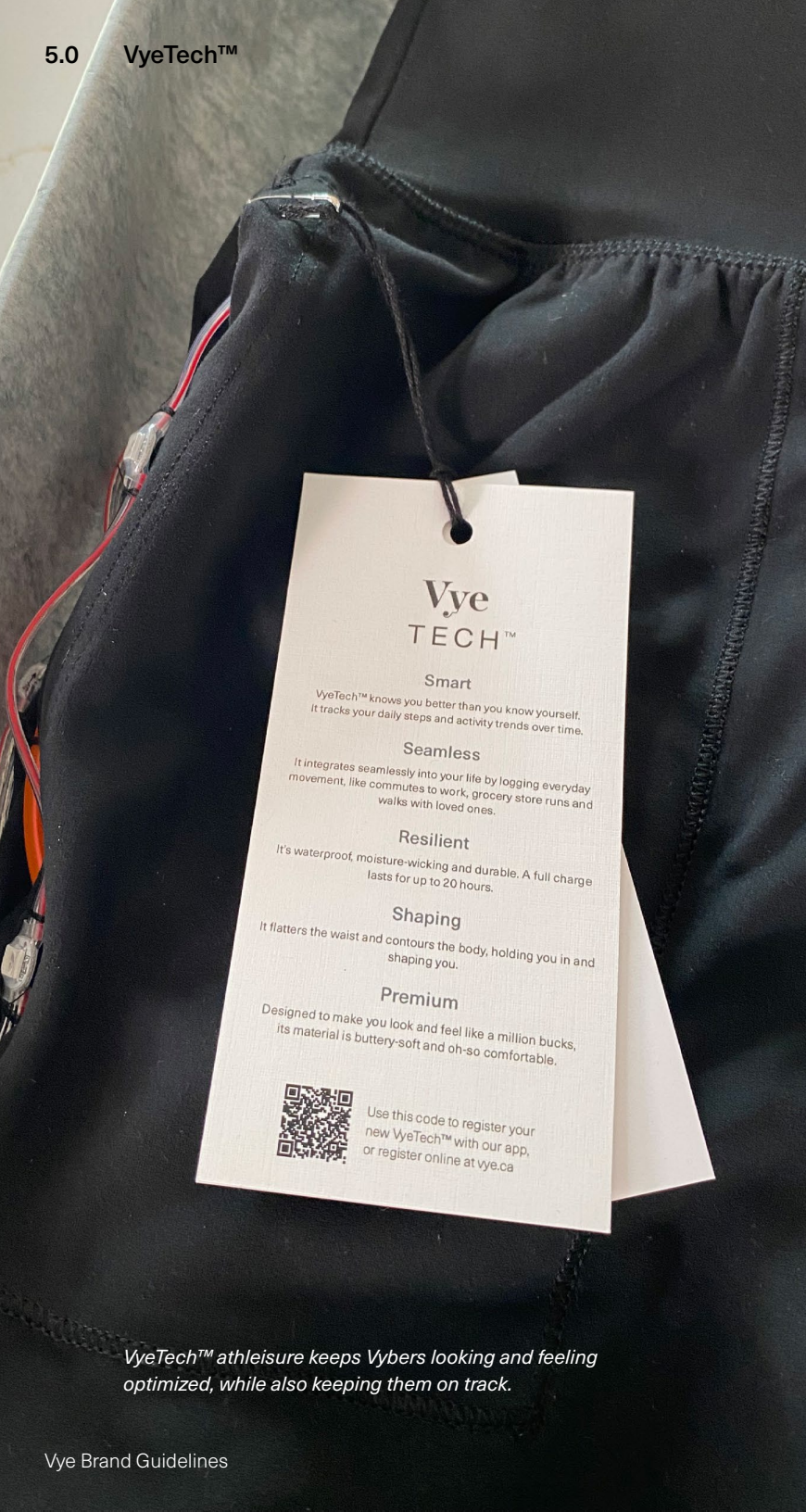
**Bold. Aspirational. Persistent.**

**Bold.** Confidence is key. We are confident about our product and we preach our core values.

**Aspirational and persistent:** There is always room for self-improvement, and part of challenging you to be better is never accepting excuses.

# Supercharge your life

*The biggest barrier to self-improvement is an unoptimized lifestyle.  
In the daily clamor, Vye reminds you to prioritize yourself.*



## Our Tech

VyeTech™ is our revolutionary smart clothing technology, which integrates a step counter and LED lighting to create intelligent, functional and stylish athleisure. Each article of clothing imbued with VyeTech™ is designed to form an intimate connection with its wearer, so that it knows them better than they know themselves.

Connected to the Vye app, its computational abilities eliminate the fallibility present in human accountability relationships. From work commute to workout, VyeTech™ incorporates athleisure's dual purpose of athleticism and leisure to count every step of your day, for you.

*VyeTech™ athleisure keeps Vybers looking and feeling optimized, while also keeping them on track.*



*When printed or presented digitally, the lockup for VyeTech™ should not appear smaller than 12mm, or 34px in height. When center-aligning the lockup, use the Vye logotype as a guide.*



*The VyeTech™ lockup's safety zone is designated by the "T" in "TECH."*

Clothing tag example



5.25in

2.625in

*\*To scale*

For questions and inquiries, please contact:

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