cybr-fybr

## Branding Companion

2024 Edition

THE MISSION

cybr-fybr has one clear mission, to be bright, inclusive and fun. Our vision for the future is to grow and enlighten ourselves and the people we touch. Our everyday lives are becomming more reliant on technology and with the continued rise in global population, managing resources requires new philosophies and systems. Clothing and accessories are prime to our everyday lives so a new approach is also required, one where constant growth and learning enhance our clothes whilst incorporating the rapid growth of technology. cybr-fybr respects and appreciates people and culture from all walks of life. We aim to grow with you and deliver products that are not only oustanding, bold and fun but also ethical and sustainable.
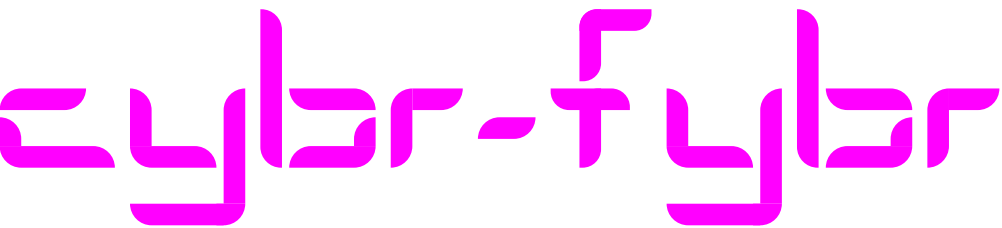
cybr-fybr

cybr-fybr believes in embracing change, growth and individuality. Everyone has something to learn and something to teach. More and more we are seeing the lines between art and science blurred thanks to our advancements in technology. cybr-fybr believes there are no lines, only the merging of creative human ingenuity through knowledge and undestanding.

Creativity should never be wrangled or restrained to conform to any one methodology. cybr-fybr has only one rule; create to share love, hope and acceptance through awareness of self and compassion for others.

Contents

LOGO

Analysis

There are two variations of the logo. Both can utilise the same colour patern, the prime neon hot pink on black or white background or using the prime neon hot pink as a background with white for the logo and typeface.

1.0 - The Prime logo, which has preference of use where negative space allows for it. To be used on all offical docmentation and marketing as first choice. There must be a healthy amount of negative space around the logo to ensure it stands out. minimum size is 150px wide.
*note the lettering is capitlised and not the same as the custom typface.

2.0 - Beta logo utilise's the custom typeface. To be utilised when verticle space is limited or to span large panoramic spaces. Never use upper-case for this logo and must incorporat the dash. Minimum size of 20 points (See typography for more detail).

*Other beta neon colours can be used with the logo but only for products and merchanise only.

1.0

2.0
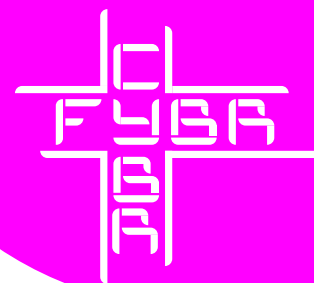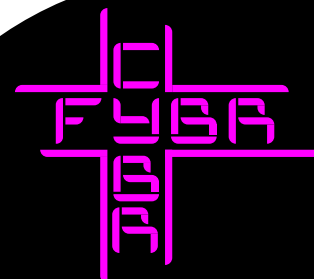
TYPOGRAPHY

Type face: cybr-fybr

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!?$&@\#%/*-+=()

Type face: Nunito

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!?$&@\#%/*-+=()

Analysis

Typeface - cybrfybr:
The custom designed cybrfybr typeface, was deisgned to create a unquie voice and ethos to support all official documentation, branding, and marketing. Only ever to be used for major headings, marketing or short copy text no more than 30 characters. Minimum size of 20 point. Tracking should be used for major headings and copy text - minimum suggested is 40 thousandths of an em for lower case and 60 thousandths for Uppercase.

Typeface - Nunito:
Nunito Sans is a modern sans-serif font from the google fonts sphere - easily accessible and readible. This font is to be used for all body copy, and formal documentation.
Including marketing where readability outweights the need for branding. All fonts weights are welcomed and should be used at designers discretion.
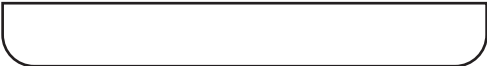
No minimum size.

COLOUR

Prime Colours

Neon Hot Pink	#ff00ff
Black	#000000

White	#ffffff

Beta Colours

Neon Lime Green	#00ff00
Neon Orange	#ff6700

Neon Purple	#ad00ff
Neon Aqua Blue	#00ffff

Neon Yellow	#fff200
Neon Blue	#1f51ff

Anotations

The prime colours should always be used for all external and internal documents including marketing, branding, advertisments, labels, video production and other digital media. Please read Notes for logo. Other than this there are no strict rules for colour choice. Beta Colours are for guidelines only. The one main guide is for the colour to be neon to ensure it pops and fits with each campaign or product ethos and demographic.

All internal documents must also incorporate neon colour at all times on all pages, even if its just the use of the logo or small design elements like borders. Work documents must also be fun.
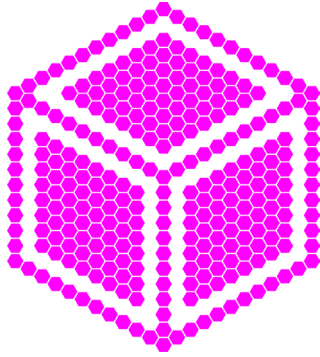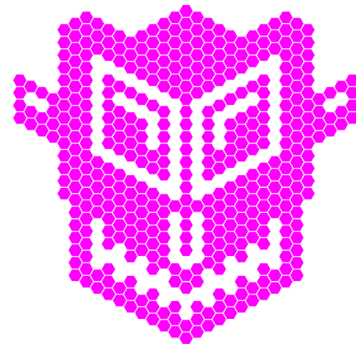
DESIGN ELEMENTS

Image 003: This example demonstrates the potenital of shape, line and colour in the form of circles. Depth is created from the line and colour with a contrasting backdrop, the central point of colour depicts light and merges the foreground and background.

Image 001 & 002: These are examples of building from and shape from the simple use of hexagon's placed using line and space.
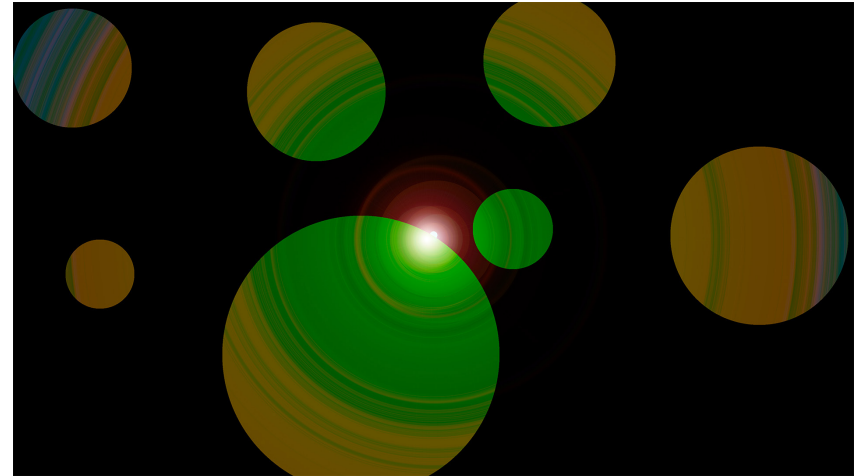
Line, Shape, Form & Space

Anotations

Freedom of creativity is encouraged whole heartedly. Cybr-fybr embraces the creation of form found from the use of simple line, colour and shape surrounded by holistic space.

Always be ready to push the boundaries and break the rules, remember there are no lines...
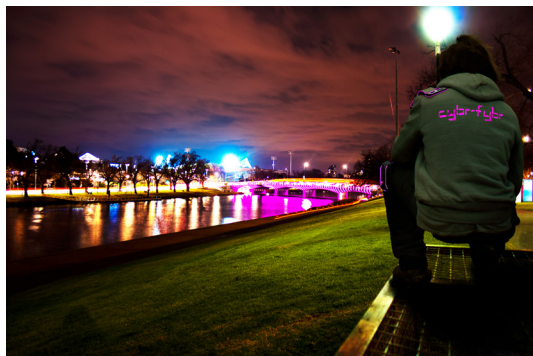
PHOTOGRAPHY & DIGITAL MEDIA

Image 001: Composite photographs by David Cvetkovic
Notes: Adobe Photoshop AI Generative Fill used to create clothing accessories

Image 002: Composite photographs by David Cvetkovic
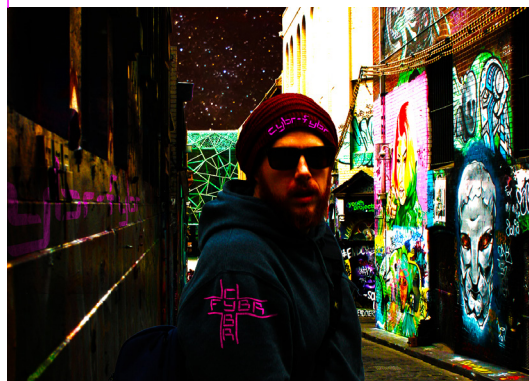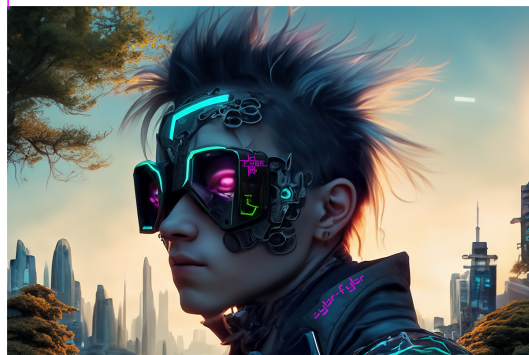Notes: Heavily adjusted colour and light filters

Image 003: Adobe Photoshop AI Generative Fill for entire image
Notes: logo added using warp and blend layer tools

Image 004: Adobe Photoshop AI Generative Fill for entire image
Notes: logo added using warp and blend layer tools

Analysis

All photography and digital media should incorporate the use of technology to digitally enhance images to help bring out the colour and add contrast to each scene. Make the subject stand out. Images should always aim to incorporate and demonstrate the unity of technology and urban life with nature and the outdoors. Street art and local culture of all kinds should also be utilised. Other than this there are no rules.

Image 001 - 002: These two images depict where cybr-fybr aims to start; creating bright and small additions to our everyday clothing.

Image 003 - 004: These two images are AI generative concept art. A vision and glimpse into the future for cybr-fybr.

VOICE & ETHOS

Voice

Always informal whilst being informative, stimulating and positive. Voice should never be supressed, there is only one condition never speak harm in any form. cybr-fybr embraces the use of ubran-slang as well as incorporating technical jargon. Lines exist to be broken. Formality is boring, stagnate and negatively impacts the process of building raport and relationships.

Embrace technology,
Embrace change,
Embrace Life,
Embrace Love.

Ethos

Bold, outrageous, compasssionate, unity, gregarious, empathetic, wild, primal, freedom, people, technological, universal, gritty, underdog, courageous, lover, fighter, and the future. These are just a handful of words that embody cybr-fybr.

Acceptance, understanding and willingness to learn and grow. Always be ready to be wrong and enlarge the size of our bubble. cybr-fybr embraces multiculuralism and believes everyone has something to give and something to learn. Any prejuduces of any form are not welcome. cybr-fybr understands humans are inherently prejudice, it is wired into us all, understanding this and not allowing it to be the catalyst for choice is the path to accpetance of all peoples, no matter their ethnicity, nationality, biological identity, sexual orientation, age, cultural heritage or religious beliefs.

There are,

no Lines.....

cybr-fybr

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Be Bold,
Be Brave,
Be You!