



Visual Identity Guidelines

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Overview

We've produced these guidelines to illustrate "The New Era". They do not provide permission or a licence to use trademarks owned by CyberSync. You need a specific licence or written permission from us to use our trade marks. And you must use them in accordance with specific guidelines.

Welcome to CyberSync.

We're sculpting the very fabric of fashion for the technologically elevated, tackling the hurdle of seamlessly melding attire with your cybernetic augmentations.

At CyberSync, we unveil streetwear meticulously tailored for cyborgs, guaranteeing a flawless fusion between their attire and cybernetic enhancements.

Step forth into the vanguard of fashion's future - a realm where the marriage of technology and style reshapes the essence of individuality. Embrace the synchronicity; welcome to CyberSync.



Brand Values

Cutting Edge

At CyberSync, innovation isn't just a luxury; it's a way of life. Our garments meld cutting-edge technology with unrivaled comfort, ensuring that every movement is a testament to your dominance over the digital domain.

Symbiosis

We don't just embrace the future; we embody it. CyberSync garments aren't accessories; they're extensions of your cybernetic essence, forging an unbreakable bond between man and machine.

Status

CyberSync garments are more than fabric; they're the insignia of the chosen few. Don our garments and transcend into the elite strata, where power and influence reign supreme.

Style

In a world where augmentation defines identity, CyberSync empowers you to express yourself like never before. Our designs are a manifesto of individuality, a statement of defiance against conformity.



Graphic Mark

The graphic mark is meant to represent a coupling. Symbolizing the linked relationship between hardware and software. In a world where people can augment everything from the composition of their muscles to the shape of their nose, looks are everything and the symbiosis between the user's cybernetics and the clothes they wear is paramount.

Black/White Icon

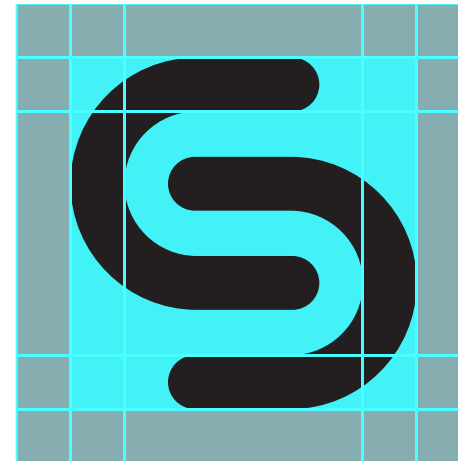


Graphic Mark

The Cs are used to create the outlines of an S in the Airwave font.



Maintain a padding equal to the thickness of the stroke used to make the logo.



Word Mark

CyberSync word mark:

The "CYBER" part of the word mark is built out of custom lettering while the "SYNC" part is made using the Audiowave font and outlining it to connect to the rest of the word mark, utilizing the negative space to form the text.



Official color variation:

Indented for print, physical labels, badges, etc.



Word Mark

Blue- tone variations:



Word Mark

CyberSync Glow:
A glow can be added for holographic applications.



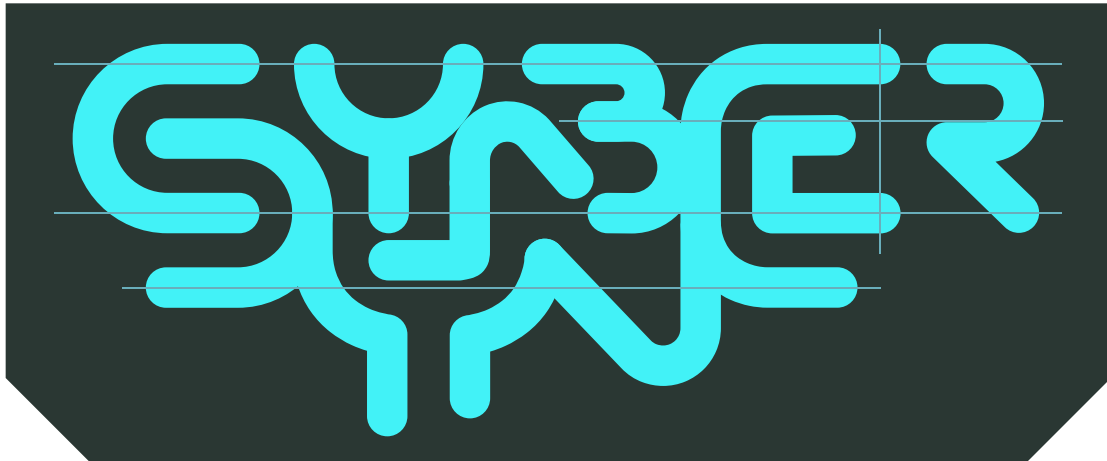
Background overlay variation:
Meant for holographic billboards and magazine covers.



Word Mark

The Word Mark is meant to tie the CS logo with the name of the CyberSync brand. Emphasis is put on the "CYBER" part of the word mark while the "SYNC" part is built out of the negative space.

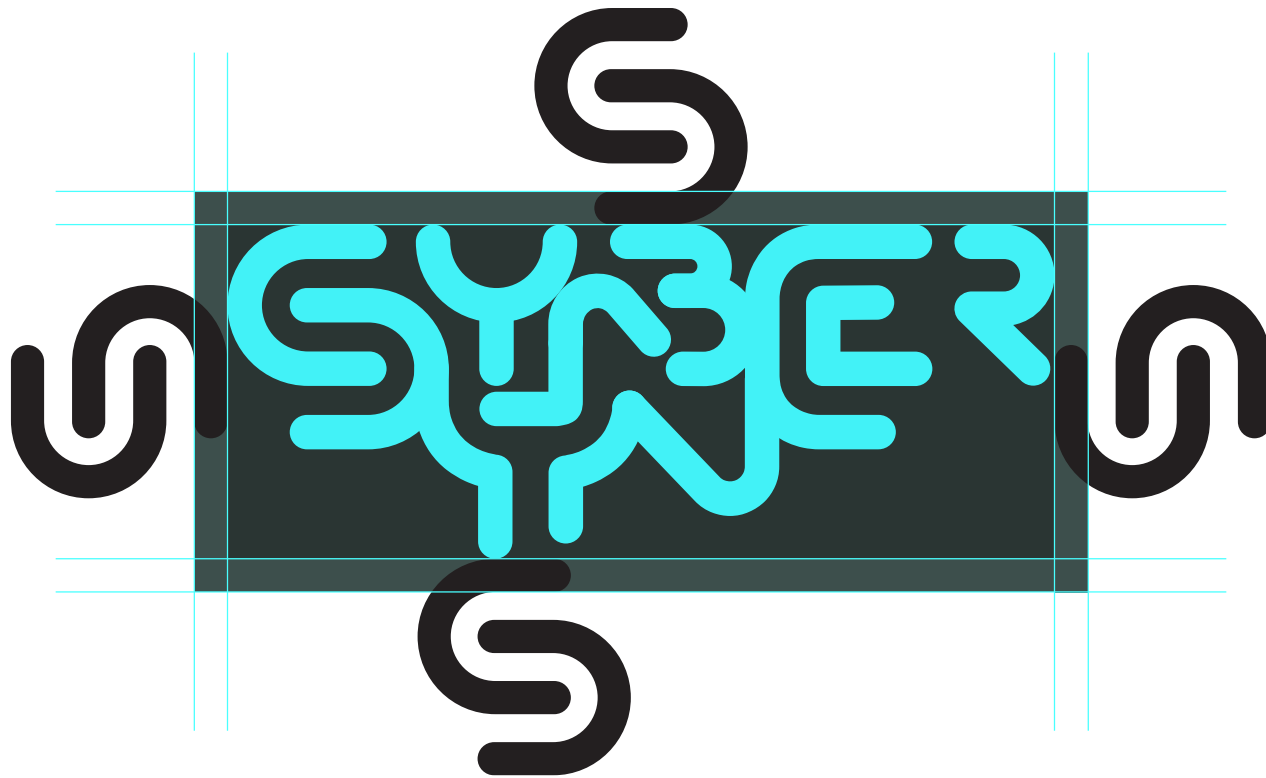
1. All letters of CYBER have the same height as the C in the logo.
2. Center of B lines up horizontally with the top of the center outline on the R - which is slightly lower than center.
3. The bottom outline of the S lines up with the bottom outline of the C.
4. The end of the top line of the C lines up vertically with the end of the bottom line of the E in order to complete the letter while maintaining both structures.



Lockup

CyberSync Lockup:

Since the logo is embedded in the CyberSync wordmark. A similar approach to the padding of the logo is used in the lockup as well where the padding is equal to the thickness of the stroke used in the letters of the wordmark/logo.



Color

Corpo Green

R: 42
G: 55
B: 51

#2a3733

Electric Blue

R: 66
G: 242
B: 247

#42f2f7

Primary

Secondary

Iron Black

R: 35
G: 31
B: 32

#231f20

Cold White

R: 231
G: 245
B: 247

#e7f5f7

Corpo Blue

R: 11
G: 26
B: 49

#0b1a31

Tertiary

CS Purple

R: 140
G: 19
B: 174

#8c13ae

Gold Yellow

R: 247
G: 233
B: 6

#f7e906



Typography

Custom Font for "CYBER"

CYBER

SYNC

Outlines create "SYNC" in negative space matched to the Audiowide font.

Audiowide
Regular
28 pt

Audiowide

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



Typography

Avenir Next
Regular
20 pt

Avenir Next
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Avenir Next
Italic
18 pt

Avenir Next
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Avenir Next
Regular
12 pt

Avenir Next
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



Typography

Audiowide Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567789

With Background

Audiowide Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567789

Without Background



Typography Usage

Typography Hierarchy:
H1, H2, H3, body copy, caption
type styles

H1 Headlines: Audiowide
36 pt / 43.2 pt leading

H2 Headlines: Audiowide
18pt / 21.6 pt leading

H3 Headlines: Avenir Next Italic
16 pt / 19.2 pt leading

Body: Avenir Next Regular
12 pt / 14.4 pt leading

Aruptaqu ibusdae presciis anim audamus, sediaeriatum
vent, conserum enim culloru mquibusda sequi doluptatem que
lit omnissed maximint quiamendist. Occulparum earum cus id
quisimi, con non eumquunt iducien istiis evelliaspit utat hic te

Caption detail: Avenir Next Italic
10 pt / 12 pt leading

*Inis earum utem faccaep taepro venis nim quis rereptat doluptas dem-
poreius explabo.*



Graphic Mark: Misuses



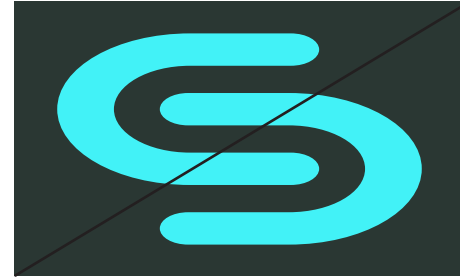
Don't rotate the logo.



Don't pull the linkages that create the "S" in the logo apart.



Don't make the two linkages two different colors. It makes the logo look like a "C" & "D".



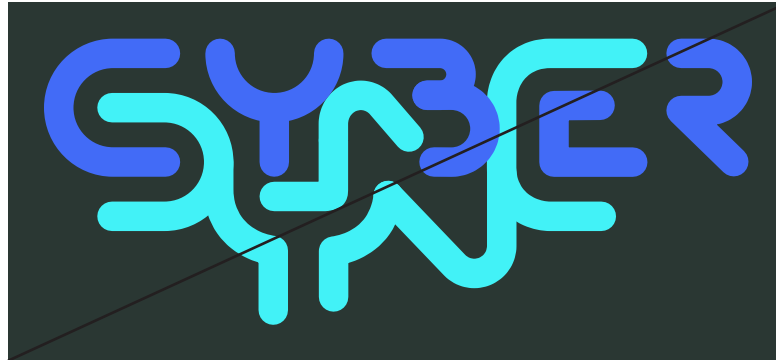
Don't distort the logo in any way.



Word Mark: Do's & Don'ts

Don't make the "CYBER" part of the logo another color than the outline of "SYNC".

Only use primary or secondary colors for the word mark.



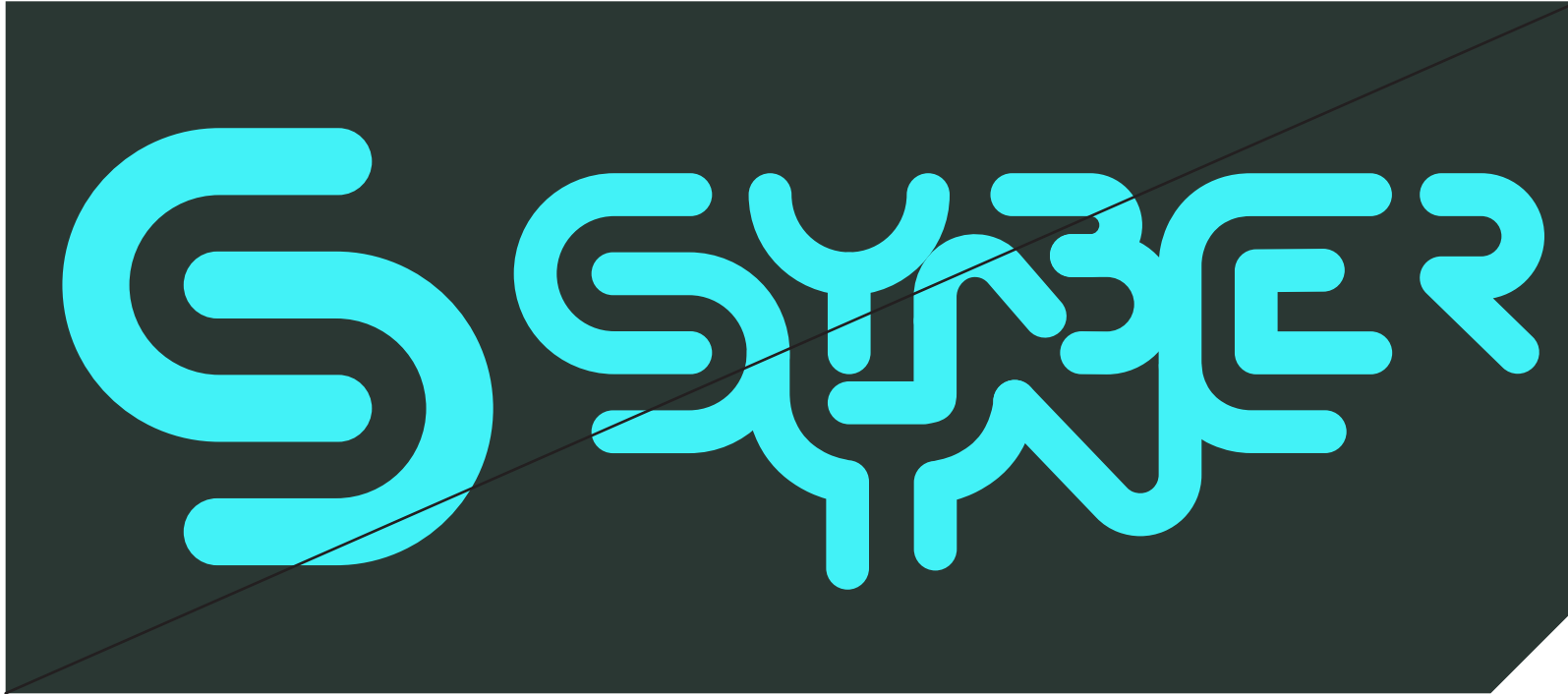
Don't distort the word mark in any way.



Don't rotate the CyberSync word mark more than 50°.



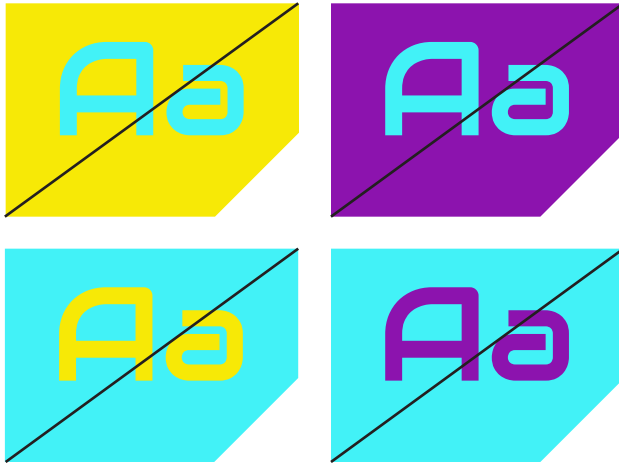
Lockup(s): Don'ts



Don't display the logo alongside the wordmark. This is repetitive since the logo is embedded into the word mark.



Color: Misuses



Don't use any of the tertiary colors with Electric Blue.



Don't pair dark colors.



Image Treatments:



Strong Light/Dark Contrast



Vibrant Saturation



Cell Shading



Mockups:

Screen Billboard



Hologram Billboard



Magazine Screen



Mockups:



Questions?

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