

# BRAND OVERVIEW

SYMMETRI EMBODIES MAVERICK ENERGY. BOLD, UNAPOLOGETIC, AND STRIKING LIKE A WHIRLWIND. IT'S NOT JUST ABOUT PLAYING THE GAME - IT'S ABOUT CHANGING IT. IT ARRIVES, DEMANDS ATTENTION, AND OWNS ITS SPACE. WHILE ITS AESTHETIC MAY ECHO ORGANIZED CHAOS, MAKE NO MISTAKE - THIS IS PRECISION IN MOTION. IT'S NOT JUST ABOUT BEING LOUD AND IN YOUR FACE - IT'S ABOUT HAVING THE CONTROL TO DO SO WITH IMPACT. SYMMETRI IS BUILT FOR THOSE WHO DON'T WAIT FOR THINGS TO HAPPEN - IT'S FOR THOSE WHO MAKE THEM HAPPEN. DISRUPTION MEETS DISCIPLINE, AND THIS BRAND IS HERE TO CHALLENGE CONVENTION WITH CONFIDENCE AND CHANGE THE WAY THE GAME IS PLAYED.

## FONTS

GABRIEL SANS	- BOLD / NORMAL	Looks as Follows - symmetri / <b>symmetri</b> - SYMMETRI
NEUE MONTREAL	- BOLD	<b>Looks as Follows - symmetri / SYMMETRI</b>
NOURD	- BOLD / NORMAL / THIN	Looks as Follows - symmetri / <b>symmetri</b> - SYMMETRI
GORDITA	- BOLD	<b>Looks as Follows - symmetri / symmetri - SYMMETRI</b>
RALEWAY	- THIN	Looks as Follows - symmetri / symmetri - SYMMETRI

## MAIN & CONTENT COLORS



## TYPOGRAPHY COLORS



## MAIN LOGO



## LOGO MARK



## COMPLIMENTARY

BLUE	- (Complementary to ORANGE)
PURPLE	- (Complementary to YELLOW)
GREEN	- (Complementary to RED)

Complementary colors are directly opposite each other on the color wheel. Therefore using color theory to make certain colors bright and stand out.

## TIPS TO POP

Cool tones (like blue or green) can help warm tones stand out more.

Pairing darker shades (like Black or Charcoal) with your warm tones will make the lighter, brighter colors pop even more.

Highly saturated, vivid colors are more likely to capture attention & desaturated or pastel versions of your chosen colors tend to feel more subdued. (Desaturated colors will make your colors pop.)