Syvaq

Logo &
Brand Identity

About Us

Syvaq (pronounced "Civic") is a women's safety startup on a mission to reinvent how safety works not just in emergencies, but in everyday life. We're building a smart, connected safety ecosystem that blends technology, community, and instinct to make women feel supported, protected, and empowered wherever they go.The name "Syvaq" combines: "Sy" = Sync &"Vaq" = From avec, French for "with". Together, it represents moving with one another syncing in solidarity, safety, and sisterhood.

Our Mission

To keep women safe and connected in all situations, on their terms. Syvaq empowers women to move through the world freely, confidently, and supported through real-time tools, intuitive tech, and a growing ecosystem built for solidarity.

Our Vision

To build a world where no woman feels unsafe or alone. We imagine a future where safety is ambient, discreet, and ever-present built into the fabric of everyday life through AI, wearables, communitypowered tools, and the invisible bond between women. Syvaq is more than an app. It's a new safety system for modern womanhood.

Logo Overview

Our logo is the cornerstone of our brand identity it defines Syvaq as a whole. The logo blends with modernity and feminity which conveys empowerment and support. With our slogan "Confidence, carried with you" clearly shows we are all about helping females develop a sense of solidarity, safety and sisterhood.
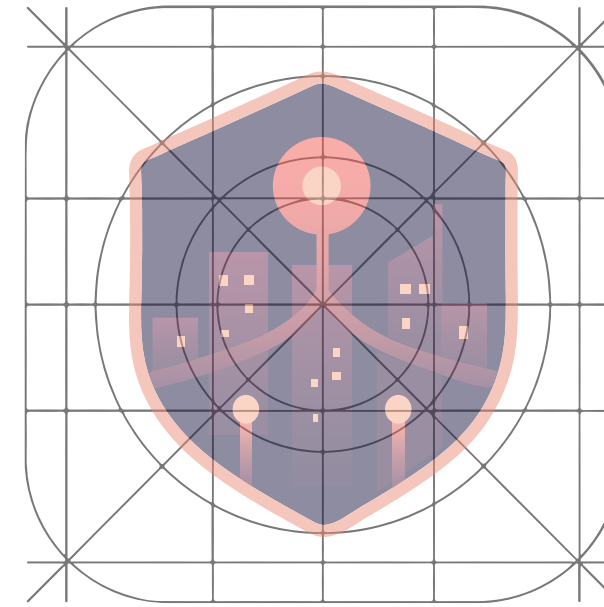

Vertical Logo

Horizontal Logo

Logo Variations

The logo comses in two different variations, the light and the dark. The light is mostly suitable in darker backgrounds and other design elements and the Dark is mostly suitabe in lighter backgrounds and other design elements. But both variations can work simulteniously replacing one another.
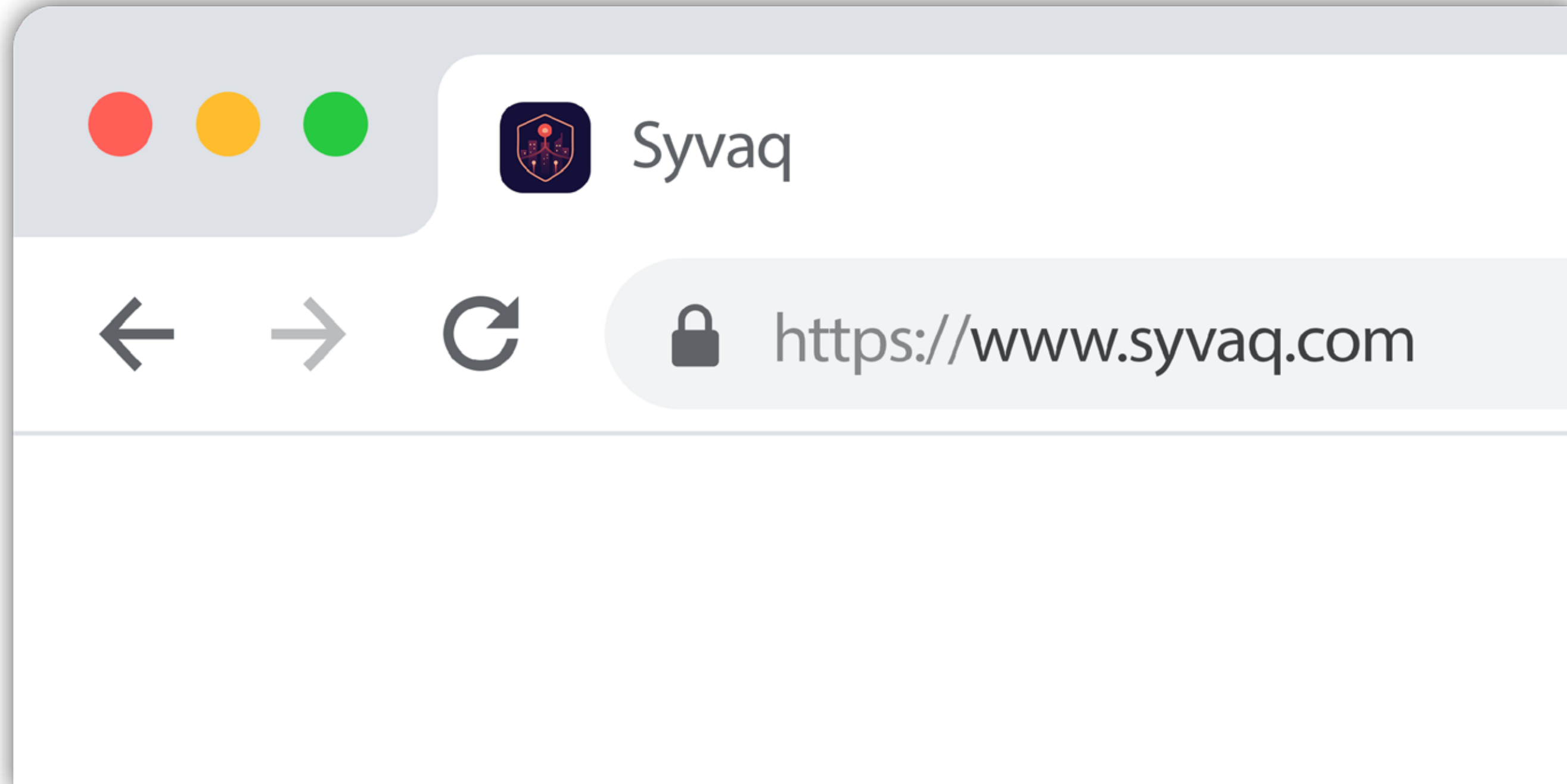
Icons

Our icon palys a major role in the existance of our brand identity, it serves as the symbol that represents our brand. It also comes in two different variations.

Favicon

Our favicon will be used on our website. It comes in two different variations. Each can be used depending on the developer's choice.

Syvaq

https://www.syvaq.com

Mobile App

This is a mockup presentation of our App on mobile phones.

Color Palette

Our brand colors are very important part of our visual identity, they create recognition and establish a distinct visual personality to our brand towards our audience.

HEX   #141039

RGB   20 - 16 - 57

CMYK   92 - 85 - 37 - 35

HEX   #E98973

RGB   233 - 137 - 115

CMYK   7 - 45 - 41 - 1

HEX   #FFFFFF

RGB   255 - 255 - 255

CMYK   0 - 0 - 0 - 0

Typography

Minion Variable is a serif typeface that serve as the logo typeface. It has a wide variety of weights and it visually fits our brand's essence.

Aa

Minion Variable

ABCDEFGHIJKLMNOPQRST
UVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular   Aa

Medium   Aa

Semi-Bold   Aa

Bold   Aa

Typography

Poppins typeface is a sans-serif typeface servs as the foundational visual element, communicating our brand's core values and personality.The typeface was choosen because of it's geometric simplicity and clarity across all digital and physical media.

Aa

Poppins

ABCDEFGHIJKLMNOPQRST
UVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular Aa

Medium Aa

Semi-Bold Aa

Bold Aa

Business Card

This design is kept modern and minimal in order to look more visually apppealing.

Mobile Phone Mockup

T-shirt Mockup

Billboard Mockup

Bag Mockup

Syvaq

141039   FFFFFF   E98973

Confidence, carried with you

Syvaq

Thankyou