



studio
myo

branding guide

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01.

Mission Statement

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To design **quality** experiences that feel **organic** while striving for new ideas through **innovation**.

02.

Core Values

Core Values.

Innovation

We're always looking for new ways to improve, challenge the norm, and create experiences that feel fresh, exciting, and ahead of the curve.

Quality

If we're going to do something, we do it right. We pay attention to the details, making sure everything we create is polished, intuitive, and reliable.

Efficiency

We work smart. By staying organized and focused, we bring ideas to life quickly without sacrificing quality.

Adaptability

Things change fast, and we're ready for it. We stay flexible, open-minded, and ready to tackle whatever comes next.

03.

Tone of Voice

Tone of Voice.

Our brand voice is **approachable** yet **direct**, **confident** but never aggressive. We simplify technical concepts without oversimplifying, ensuring clarity without overwhelm.

Our creativity is **purposeful** and **structured**, bringing innovation **without chaos**. Every message reflects expertise and engagement.

04.

Target Audience

At Studio Myo, we aim to collaborate with **unique thinkers, ambitious startups, and forward-focused brands** that are eager to make an impact in the industry. Our clients are **innovators** who value **fresh perspectives, creativity, and cutting-edge digital solutions**.

We focus on early-stage **startups, growing businesses, and modern brands** that are looking to establish or elevate their digital presence. Our clients are not just looking for a service—they seek a **creative partner** who understands their vision and can bring it to life through strategic design, branding, and digital innovation.

05.

Colours

Light Blue (Innovation)

Fresh, airy blue represents creativity, innovation, and forward-thinking.

#99CDEC

Dark Blue-Grey (Efficiency)

This deep, grounded colour reflects focus, organisation, and smart decision-making.

#496E99

#2B3948

#E86978

#EF8854

#F7F4F0

Soft Off-White (Balance & Simplicity)

A clean, neutral tone that provides balance and clarity. It represents simplicity, precision, and approachability.

Deep Blue (Quality)

A rich, trustworthy blue that signifies professionalism, reliability, and attention to detail.

Bold Pink (Creativity & Passion)

A vibrant, energetic pink that adds warmth and personality to the brand. It speaks to adaptability, open-mindedness and unique perspectives.

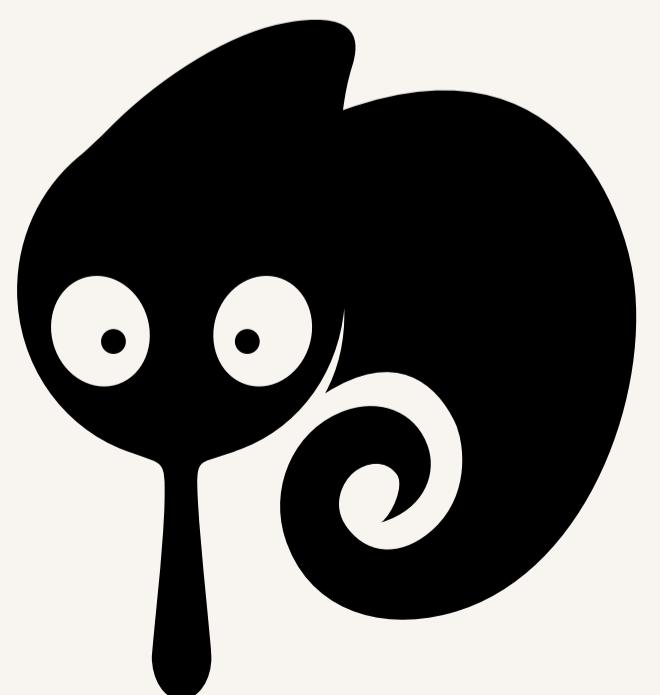
Warm Orange (Adaptability & Energy)

This confident, lively orange embodies enthusiasm, flexibility, and the ability to thrive in dynamic environments.

06.

Logo Guidelines





07.

Typography



Aa

Oxygen

Our go-to typeface for body text and headings

light
oxygen

regular
oxygen

bold
oxygen

Why?

Modern & Friendly – Its soft, rounded edges make it inviting while maintaining a sharp, professional feel.
Easy to Read – A clean, open design ensures clarity and accessibility across digital and print formats.
Versatile – Works well for both short, impactful headlines and longer, detailed content.



Aa

regular
astonpoliz

Astonpoliz

Our logo typeface

Why?

Bold & Distinctive – A strong yet fluid design makes it memorable and visually appealing.

Symbolic of Adaptability – The rounded forms create a sense of openness and forward movement, mirroring our dynamic approach.

Complementary to Oxygen – It contrasts just enough to make the logo stand out while maintaining visual harmony with our general text.

Logo Typeface – Astonpoliz

For our logo, we use Astonpoliz—a typeface that embodies flexibility, creativity, and movement. Its rounded nature gives it a sense of adaptability, aligning with our brand's ability to evolve and innovate.

Why?

- Bold & Distinctive – A strong yet fluid design makes it memorable and visually appealing.
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- Complementary to Oxygen – It contrasts just enough to make the logo stand out while maintaining visual harmony with our general text.

08.

Mock-Ups

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Designs
that adapt,
ideas that
transform.

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IDEAS
TRANSFORM

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