

Branding Document

UXYENERGY



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Introduction

In this document you will find all that defines our brand and what makes us unique. You will find what inspired our brand to create what we have created so far-from fonts, to our logo idea and meaning as well as our color palette and more. You will learn why we do what we do, how we want to get it done and who our brand is aiming to attract.

Our Brand Name

Our brand is called **UXYNERGY** or **UXY** for short.

1. Our brand is all about combining great user experiences with teamwork to make work easier and more enjoyable.
2. Our name highlights bringing design, tech, and people together to create cool, user-friendly designs.
3. "Synergy" means everything clicks, with all the pieces working perfectly together for better results.
4. The brand's all about creating digital tools that not only work well but also make people feel connected and happy using them.
5. UXynergy believes the best user experiences come from teamwork, clear communication, and shared goals.
6. It's all about combining different ideas to make the user journey better, so every interaction feels great and makes an impact.

Slogan

synergy

/ˈsɪnədʒi/

(noun) the interaction or cooperation of two or more organizations, substances, or other agents to produce a combined effect greater than the sum of their separate effects.

Our name made us think about what the slogan might be. We were looking for something that goes with our name but also fits the general idea of our team work. The real meaning of the word “synergy” made us think about puzzles and the way all puzzles feel overwhelming and hectic in the beginning but at some point all of the pieces seem to fit perfectly.

Which is why our slogan is **We are the missing piece (your business needs).**

Brand Strategy

What is Our Mission

Our mission is really simple-making work with clients fun, easy and enjoyable. We believe the best way to make working easier is if you have fun while doing so, and with the right mindset we can make that happen. As we mentioned-it all feels hectic and overwhelming in the beginning but after some time, all the pieces seem to fit into their places!

Brand Values

1. Every team member opinion matters-all of us take into consideration what the other person thinks and we find a way to compromise or vote in order to make the right choice.
2. We prioritize each member's availability time and needs-if someone has too much on their plate, there's always someone who can help with their work.
3. We praise each other's accomplishments-everyone on our team is hard-working and strives to be the best they can, and we all support each other.
4. Our clients should share the same values as us-they should be respectful, hard-working, and most importantly, have fun while working!
5. Our team is also looking to explore sides of media design which we haven't explored yet and give our best shot at helping the client which we end up working with.



Our Ideal Client

As we mentioned before, we are looking for a company whose workers are fun, respectful and hard-working. We prefer a company which is open for communication, and doesn't fear if we end up asking questions regarding the project. Our team wants to make the clients feel like they are working alongside us, as we take them through each step of the creation process as we bring their ideas to life.

What Sets Us Apart From Other Companies?

1. Our team is very diverse-we have different strengths which in return will help to overcome all challenges we face.
2. We are open to learn new skills, explore different sides of media which we haven't before, and we dive in feet first into our project. We are not afraid of a little challenge!
3. Our client's feedback is the most important part of our work. We will make sure to take into consideration our client's thoughts and needs.
4. All of our team members are great problem-solvers-we make sure to take our time researching different approaches to certain problems.

Brand Identity

Typography

Quicksand

Headings

Heading 1

Heading 2

Heading 3

Heading 4

Heading 5

Heading 6

Body

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Russo One

Headings

Heading 1

Heading 2

Heading 3

Heading 4

Heading 5

Heading 6

Body

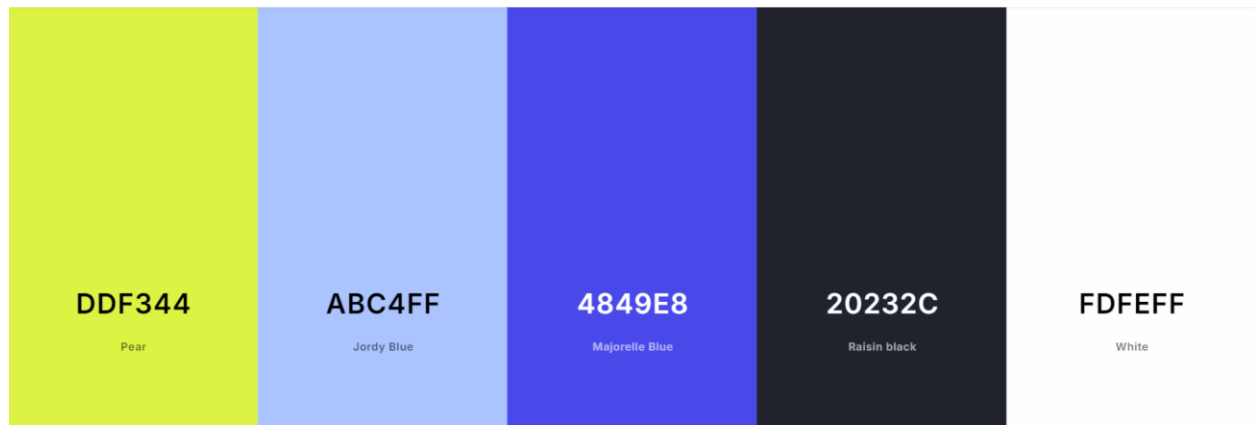
Paragraph (Large) - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea.

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Quicksand and Russo One are a great combination, mixing a soft, modern vibe with a bold, strong look. Quicksand's rounded letters feel friendly, while Russo One's big blocky style stands out and makes a statement. They go great together for projects like websites or logos. We chose them because we were looking for a combination which looks clean but still eye-catching.

Colors



Our color palette is vibrant and playful, with bold colors like "Pear" yellow and "Majorelle Blue" instantly catching the eye. The softer "Jordy Blue" and deep "Raisin Black" provide a nice contrast, creating a well-balanced look. It's dynamic but also harmonious by blending bright, energetic tones with more subdued ones. The combination feels fresh and creative, making it perfect for our designs. Overall, it's a fun palette that we resonate with and which makes our project stand out.

1. Pear - #DDF344

The color #DDF344 is a vibrant yellow-green that evokes feelings of energy and joy, and it's often associated with freshness and renewal in nature. It can stimulate creativity and mental clarity. While it grabs attention positively, its brightness can also lead to anxiety if overused, so we make sure to balance it with more neutral tones in design.

2. Jordy Blue - #ABC4FF

The color #ABC4FF, a soft light blue, is often associated with tranquility and calmness, evoking feelings of peace and relaxation. In psychology, blue hues can stimulate feelings of trust. Additionally, this shade of blue can inspire creativity and clear thinking, making it an ideal choice for spaces meant for brainstorming or relaxation.

3. Majorelle Blue - #4849E8

This color is similar to the previous one-it evokes a feeling of trust and calmness and with its calm hues it shows reliability and reassurance.

4. Raisin Black - #20232c

The color #20232c is a dark shade of blue-gray. Similar to the previous two colors it suggests sophistication and depth. We picked raisin black to make the rest of the colors stand out. It also feels harmonious with the rest of the blue hues.

5. White - #FDFFEF

The color white is associated with calmness and serenity. It makes all designs feel airy and clean.

Inspiration for color palette: <https://www.behance.net/gallery/155387307/ONME-JEWELRY-LOGO-DESIGN-BRAND-IDENTITY>

Psychology of colors: <https://www.color-hex.com/blog/psychology-of-colors-which-colors-evoke-which-emotions-5>

Logo

Colors

We have a few versions of the colors of the logo which depend on the background. However, the most common usage of it is white on black background and vice versa.

Typography

ADLaM Display is a unique font specifically designed for the representation of the Fulani language, incorporating the characters of the Adlam script, which is used primarily in West Africa. We were really drawn to this font as it looks modern and visually appealing, as well as because of its originality.



Brand Voice and Characteristics

Brand Voice

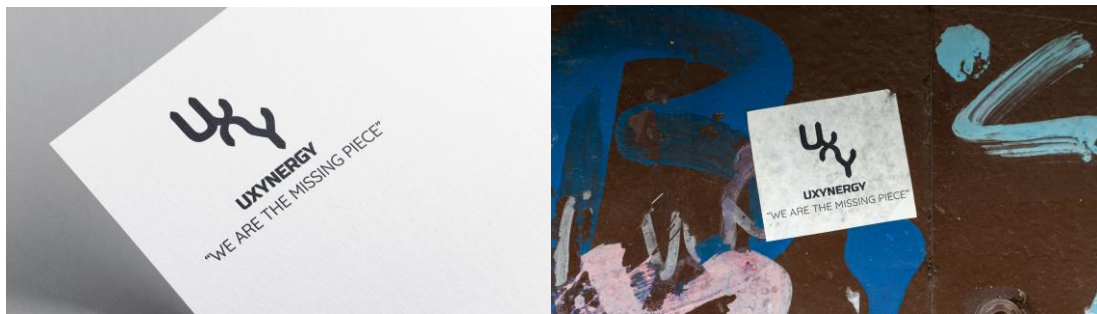
Our team is friendly, easy-going and fun. We make sure to create an open and safe space, an atmosphere where everyone's opinion is heard and respected.

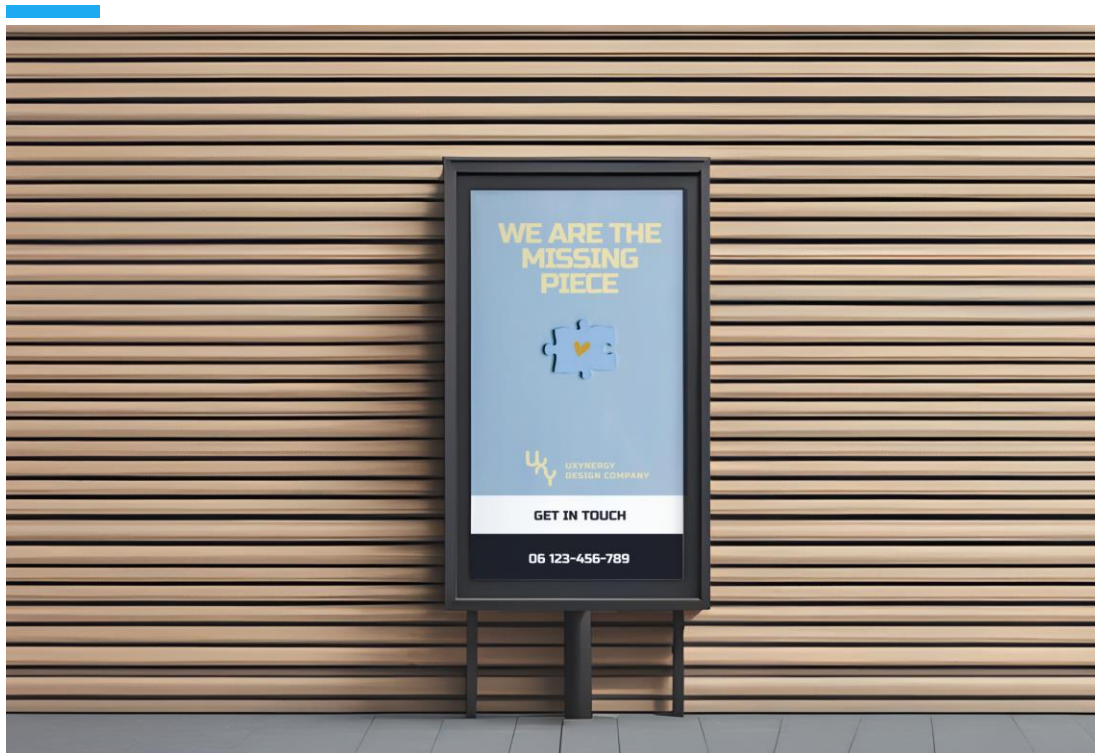
Brand Characteristics

- Fun: No matter what the project is we will make sure to make our work space fun and inspiring.
- Eye-catching: The mission of our team is to be creative in any way we find possible-from our designs to the way we face tasks.
- Dynamic: We don't go with the flow, the flow goes with us.

Brand Implementation and Examples

Our team worked on creating some brand implementation mock-ups.





Names and Skills

Mariana Kazakova – Research, Designer (Scrum Master)

Sander de Haart – Developer, Designer

Briahna Tila – Research, Designer

Minh Man Hoang – Designer

Gessa Wibisono - Developer

Răzvan Dracopol – Developer, Designer

Justin Veenhuis – (Design Focussed) Developer, Designer