



Brand Identity Xyno Studios

Presented By

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Introduction & Reflection

It is important for a brand to have a strong guiding foundation because, yes, it is more than just a logo or an overall visual style. A strong foundation relies on conveying a brand's meaning, values, and intentions, which shape the decisions made by an individual or a company. However, a logo is still important for the brand's recognition and serves as a symbol of its existence, but it does not explain why it exists or what its goal is.

Additionally, a brand may possess a brand book, which is one of its crucial elements as it acts as the brand's reference point. The brand book illustrates the brand's values, mission/goals, voice, and overall visual identity, enabling consistent communication as it evolves over time. In short, the brand book presents the brand's structure to provide details of its identity.

Another crucial aspect a brand considers is its mission statement to achieve ongoing marketing goals. The role of a mission statement is to explain the brand's purpose, intentions, and the direction it takes to attract its audience based on shared values. Furthermore, brands require a voice as part of their identity, allowing them to communicate in a specific tone to engage and clearly communicate with their audiences. The brand can decide a vocal personality, whether it's caring, bold, casual, comedic, etc, while being consistent to build its identity, portraying personal trust and helping the audience become more familiar with it.

Brand Strategy

Description

- ✓ **Creative**
- ✓ **Adaptable**
- ✓ **Structured**
- ✓ **Bold**
- ✓ **Ambitious**

Brand Name

Xyno Studios

Brand Mission

I created Xyno Studios to help businesses or individuals communicate their own brands with clear intentions and values through creative approaches. Xyno aims to transform its ideas and identity using creative designs, storytelling and constructs goal driven strategy through its creative skills and past experiences.

Brand Values

Xyno's values are to focus on building trust, meaningful collaboration, honest communication, and help other's achieve similar values. My brand believes that design are purposeful and goal-driven, but it additionally relies on providing visually compelling digital designs to be flexible in areas that provide the audience accessibility, functionality, meaning, trust and artistic expression.

All In One Digital Platform

In terms of brand voice, Xyno's tone should be approachable, confident, and clear about what it aims to communicate. The brand is focusing on building trust while providing purpose, so Xyno relies on a calm, friendly demeanour while remaining knowledgeable about its creative intentions.



White

Black

Symbol

Font - Inter/Trade Gothic

TITLE - Inter Medium

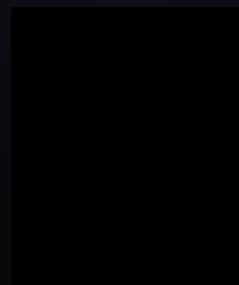
SUBTITLE - Trade Gothic Bold

BODY/SUBTITLE - Trade Gothic Light

Color Pallete



#ffffff



#000000



#5715e6



#7e79ff



#a0b0fd



Visual Identity

The presented mini Brand Book displays Xyno's visual identity illustrating the type of typography, color palettes, logo guidelines and the tone it follows for consistent, utilitarian, detailed and accessible representation of its brand image. Xyno's typography is a crucial element of its brand identity where it uses inter and trade gothic fonts to be present in title, subtitle and body of its ongoing works. Inter is primarily utilized in titles, the first text the audience would usually see, presenting a clear, modern and professional type face. To consistently emphasize clarity and professionalism yet a cohesive order, trade gothic font is present in both subtitles employing bold sub category and trade gothic light for body. Using the same Trade Gothic font family gives a structured hierarchy while conveying clear readability. Overall, Xyno's typography creates a professional personality while being able to fit in wide varieties of work without overwhelming the viewer.

Furthermore, although the color pallet is minimal, with black, white and 3 purple accents, these colors were chosen to illustrate modernity, quality and adaptability in Xyno's identity. The minimalistic selection of colors, just like the fonts, creates a flexible approach and allows content to maintain a consistent focal point while being aesthetically pleasing when utilizing it in future applications. Finally, the logo guidelines are essential for Xyno's consistent symbolism of its values. The logo should always have transparent spacing surrounding it for legibility and avoiding visual clutter. Xyno's logo can only be used with white or black color depending on the backgrounds contrast when applied in different mediums. Additionally, other rules to be followed are to not stretch, recolor, distort or apply the logo on distracting backgrounds.

Reflection

For someone who does freelancing and hopes to continuously grow my brand, a brand strategy is extremely important as it helps me guide my ongoing creative work in both this class and my professional work. Rather than creating random design projects without intention or a clear goal, constructing a clear structured brand is highly beneficial in building a focused identity that becomes more purposeful, recognizable and builds ongoing trust with future collaborators over time.

As I gained more experience throughout the years, I realized that having creative and technical skills is not enough, especially among competition within this field. Having a brand Identity, which is something I am planning to include in my portfolio, provides clear communication based on what skills poses, types of work I can/want to create and what experiences I provide for my audiences/clients. Additionally, I am aware that a brand identity doesn't have to apply mainly to my brand but it can also be beneficial in constructing my own personality and intentions towards

Overall, direction becomes more straightforward in terms of building a brand strategy, whether it's building my CV, portfolio, showcasing work, for marketing myself to hopefully gain prospective clients or be employed.