

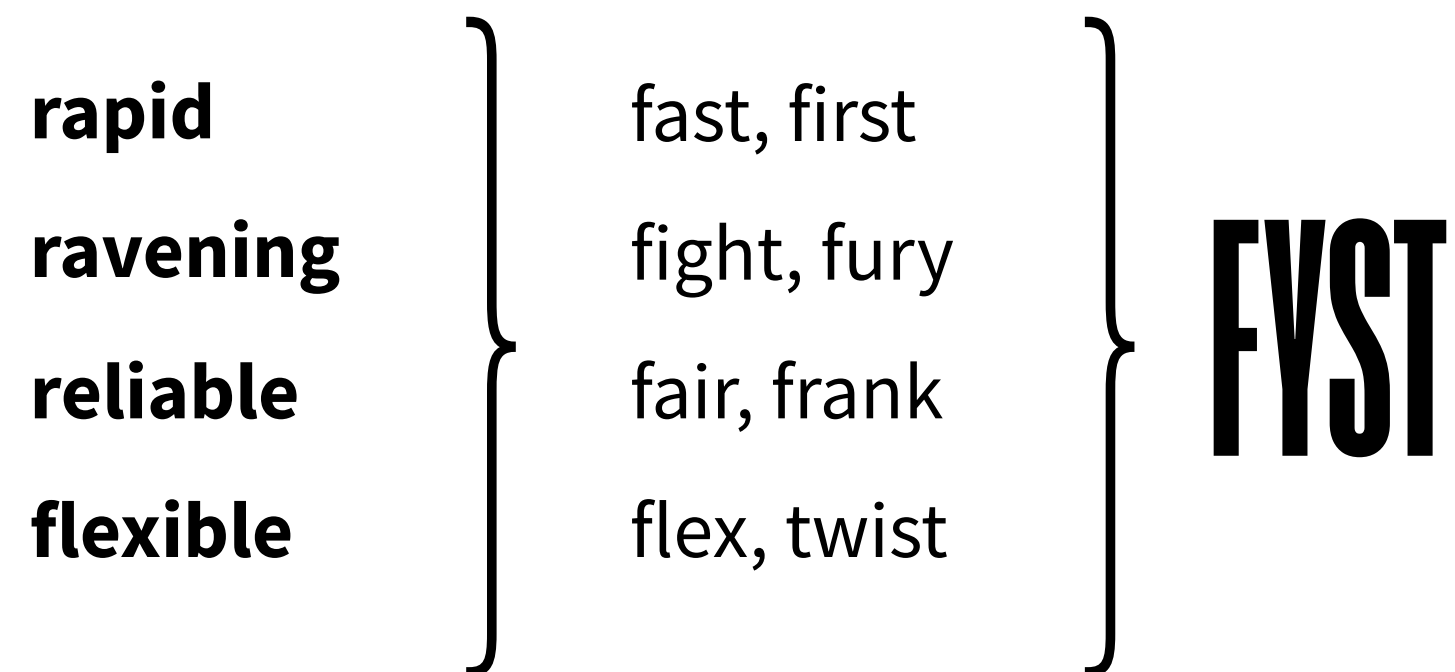
FYST

BRAND BOOK

HOW THE **FYST** NAME WAS CREATED?

Etymology

In the process of developing the brand name, we came up with 4 key words that reflect the brand nature, these are: **reliability, ravening, flexible, rapidity**. Based on these keywords, the following words were found: first, fight, fair, flex, fast&fury. We took them all — shook, not stirred. And it turned into **FYST**.



LOGO STORY

Fyst [faɪst] — sounds very fast and fierce. Therefore, we decided to calm it down a little with the help of a square shape.

But we don't want to stop the movement altogether, so we use bright colors for the FYST brand. At the same time, we prefer light objects and textures surrounding the logo in both the real and virtual worlds.

As a result, there is a constant game of contrasts in the logo:

we notice a bright spot — movement, identify the form — deceleration, read the name — movement again. And the lightness and simplicity of the objects around leaves space for the realisation of any ideas.

The image shows the FYST logo in a bold, orange, sans-serif font. The letters are thick and blocky, with a slightly irregular, hand-drawn feel. The logo is set against a solid blue background. The 'F' and 'Y' are connected, as are the 'S' and 'T'. The overall style is modern and energetic.

LOGO COLORS



Our main logo style is the orange logo on the blue background.

You can also use the orange logo on a light or dark background.



We also have black & white logo versions, that can be used on all types of media if it is inappropriate to use the main logo style.

Use a black version of the logo on a light background and a white version on a dark background.

LOGO RULES



CLEAR SPACE

FYST logo actually does not have clear space.

The clear space is needed only if we use text around the logo. So the clear space is equivalent to the height of the top bar of the letter 'T'

FYST small but **POWERFUL**



20px

MINIMUM SIZE

FYST logo is easy to read even if you can't see it.

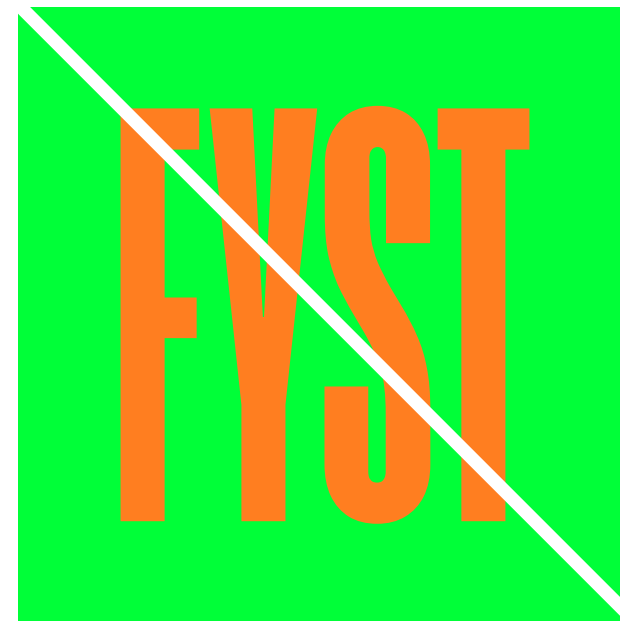
But let's make a deal that 20px weight is an acceptable minimum size

LOGO DON'TS

A few boring moments, you should know about



Don't stretch, compress or bend the logo.



Don't place the orange logo on a too saturated background. Use black/white logo for this.



Don't place the logo on backgrounds that provide insufficient contrast.



Don't add effects like shadows, glow, gradients to the logo.



Don't change the font of the logo.

COLORS

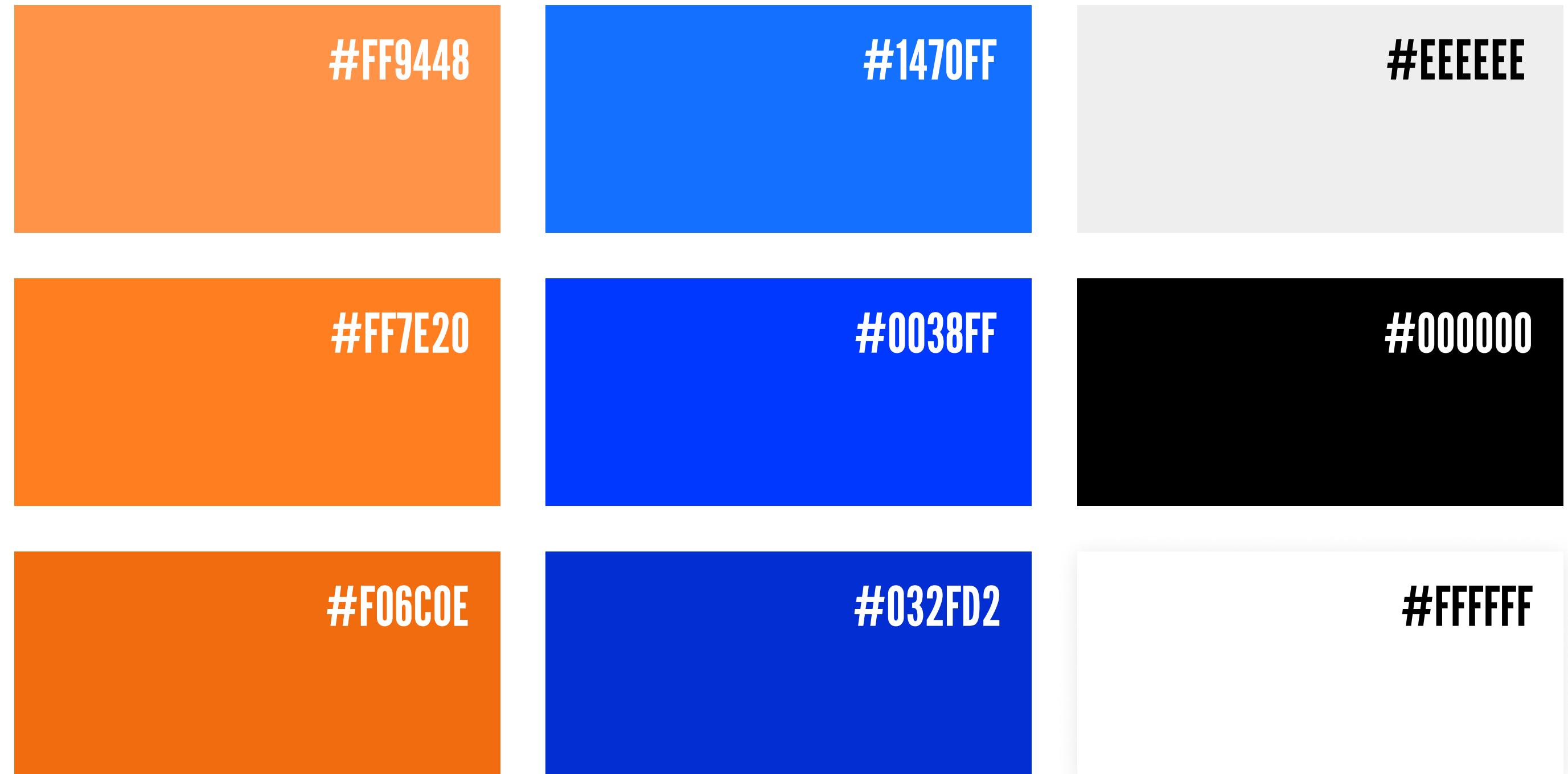
We use two main colors - orange and blue

Colors	<div><div></div><div>#FF7E20</div></div>	<div><div></div><div>#0038FF</div></div>
HEX	#FF7E20	#0038FF
RGB	(255, 126, 32)	(0, 56, 255)
CMYK	(0%, 59%, 94%, 0%)	(100%, 78%, 0%, 0%)
Pantone	151 C	2728 C
RAL	RAL 2003	RAL 5002

COLORS / EXPANDED PALETTE

This is an expanded palette of the two main colors plus black&white. This palette can be used in interfaces.

We do not limit the use of colors in media, interiors, etc. But at the same time, keep our primary colors in mind and, when you choose new colors, start from checking the compatibility with them.



TYPOGRAPHY / HEADINGS

Hype

main corporate font

We use Hype for headings in all our materials (graphic design, web interfaces, presentations, printing materials and others).

Hype font has a large number of styles. Our main style **Hype 0400 & Hype 0700**. But we can use any other styles depending on our needs.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?

TYPOGRAPHY / HEADINGS

League Gothic

reserve corporate font

League Gothic font is used for headings in official documentation and some internal presentations. The font is distributed under an open license and is free to use. So this font can be a free replacement for a Hype corporate font if required.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?

TYPOGRAPHY / TEXT

Source Sans Pro

corporate font for text

We use the **Source Sans Pro** for text on the website, in presentations, in documentation (contracts, licenses, policies, etc.)

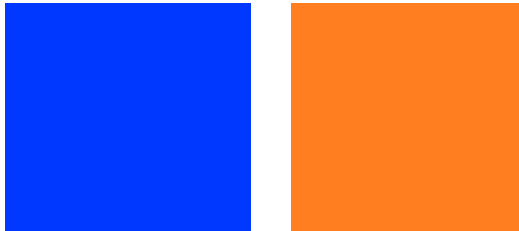
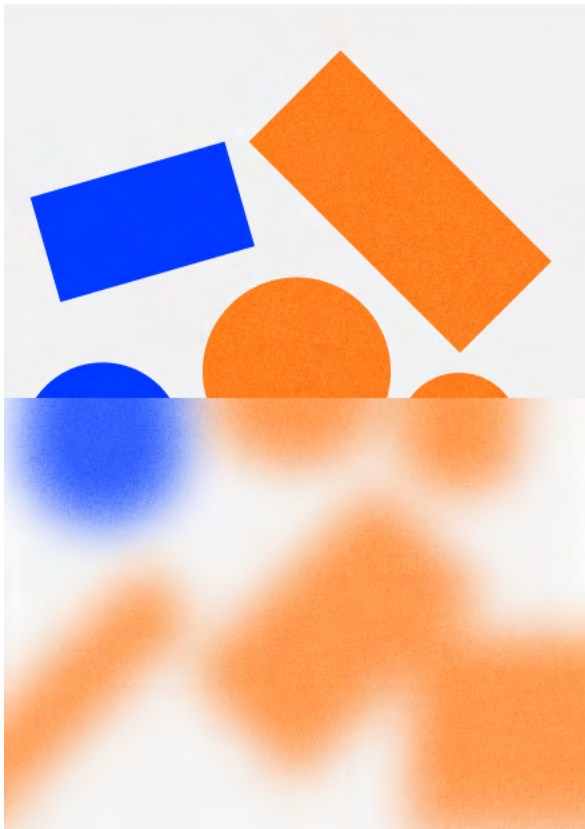
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?

STYLE / MOODBOARD



STYLE



TEXTURES



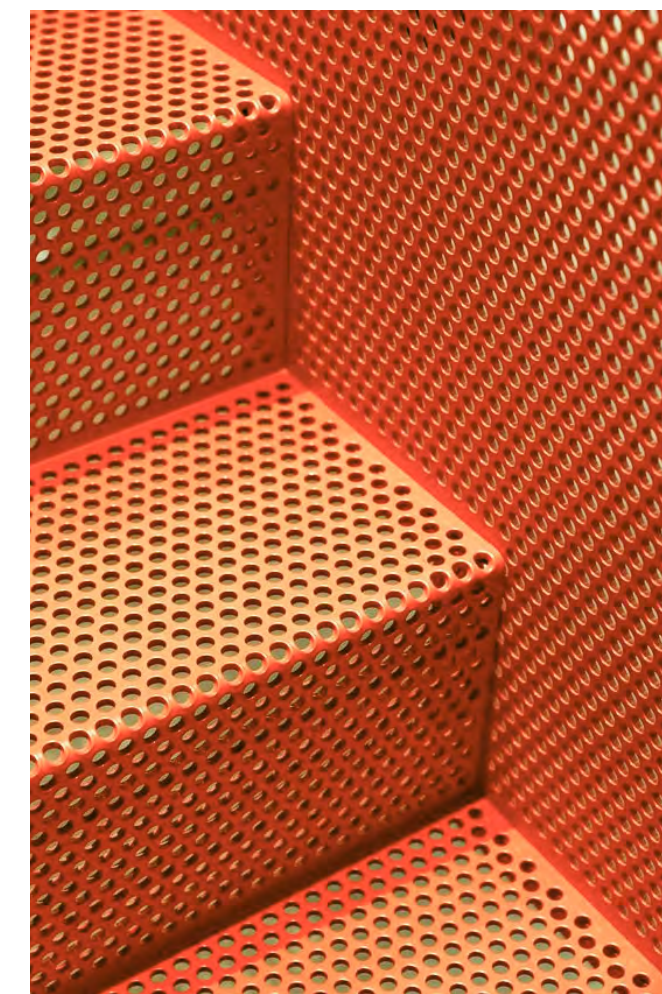
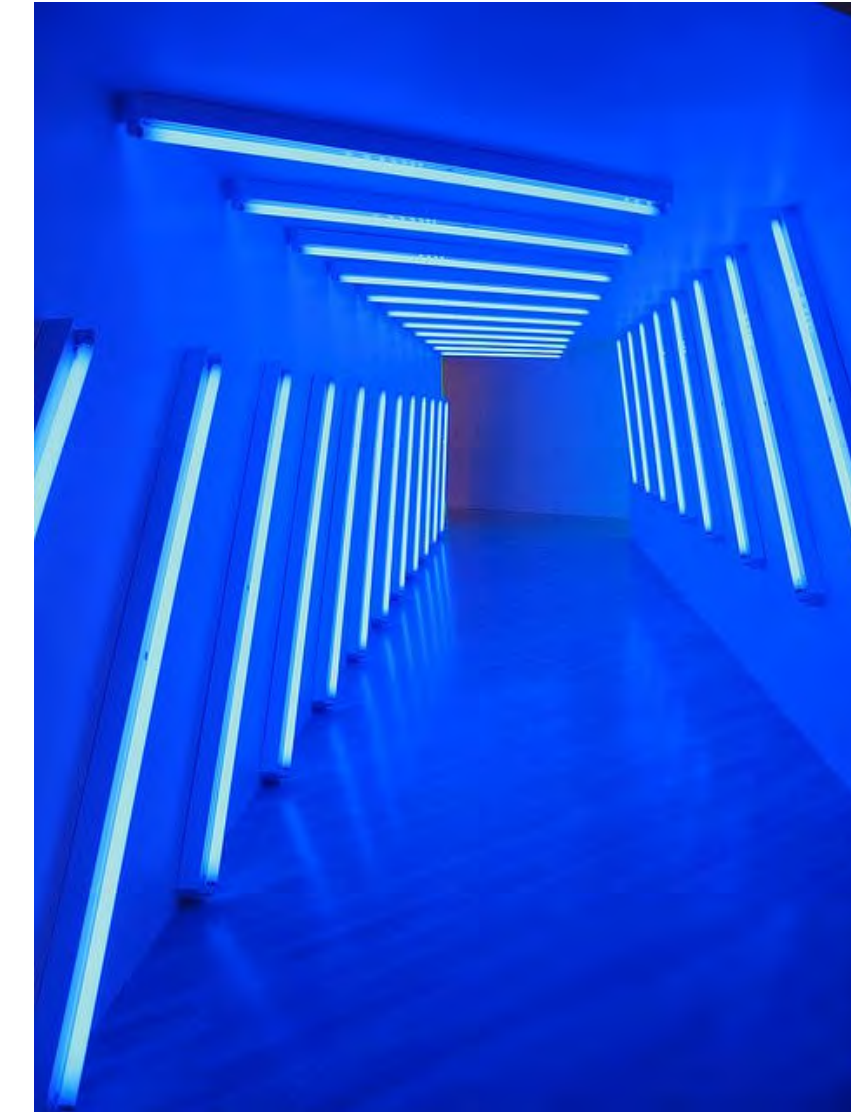
STYLE / INTERIORS

FYST brand interiors should combine three key elements:
lightness, transparency, saturation.

We try to use glass with different textures, plexiglass, matte transparent plastic or fabric, metal mesh structures and mirror surfaces.

FYST is wild by nature. Therefore, the use of plants in decoration is encouraged. It can be like tropical forests plants with large leaves, rich green color, even with flower buds. Another variant: plants can be painted blue or orange.

FYI: in the interior, our main colors - blue & orange - are perfectly combined with gray and white colors.



STYLE / PHOTO

We use bright, lively photos with pure colors.
It's great if the people in the photo are in motion and the photo has a clear geometry.

The photo can be either on a plain background (orange / blue / gray / white, etc.) or in a natural setting as in the example.



STYLE / IMAGES

In images / illustrations for the Internet and for printing, we use the same principles as when creating interiors and shooting photos.

We use brand colors + glasmorphism and blur, geometry, a bit of predatory and a bit of wildness.

We also actively use typography in visuals.

Do not forget about the free space and work with the multi-layered space.



**CONTACT US
FOR ANY QUESTIONS**

hello@fyst.com