



Brand Guidelines

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Brand Overview

About Us

FYVA is not just another streetwear clothing brand; it's a revolution in fashion that embraces the five senses while infusing a spirit of funk, youthfulness, and versatility. It is all about breaking the mold, celebrating individuality, and embracing the funky side of fashion. Our authentic clothing exude an edgy, unconventional vibe that appeals to those who dare to be different.

“ WE SPECIALISE IN RE-COMMERCE FOR GEN-Z CONSUMERS, DELIVERING HIGH-QUALITY AUTHENTIC GARMENTS THAT ARE AT THE FOREFRONT OF THE LATEST GLOBAL FASHION TRENDS.

Concept of Logo

Primary and Secondary Logo

Logo in Grayscale

Usage at Different Scales

Logo Misuse

Logo Guidelines

Concept of Logo

The FYVA logo is a fusion of the letters **F**, **Y**, **V**, and **A**, which stand for **Funky**, **Youthful**, **Versatile**, and **Authenticity**, embodying the brand's core values.

The coming together of these four letters in FYVA symbolizes the amalgamation of different elements, much like the unification of the five senses of fashion. The logo echoes the brand's mission to bring diverse Gen-Z fashion consumers together in a harmonious and dynamic way and create a sense of community that unites smart street Gen-Z shoppers on Fyva.

Presented in a square, boxy formation, the FYVA logo is a visual symphony that unites the elements that compose the brand's DNA, creating a sense of belonging and security for its Gen-Z audience. It narrates the story of a brand dedicated to celebrating diversity, embracing inclusivity, and championing authenticity.



Primary and Secondary Logo

The primary logo of Fyva should be used as the brand's main visual representation in all communications, emphasizing consistency and recognition. It must be prominently featured on official documents, marketing materials, and the company's website to maintain a cohesive brand identity.

The secondary logo serves as a versatile alternative to the primary logo, offering flexibility in various design contexts. It can be employed on website/app headers, merchandise, or when space constraints necessitate a horizontal logo instead of the compact squared (primary) logo. Ensure it aligns with the primary logo's design elements to maintain brand consistency.

Both the logos are entitled to be used across the platforms to create a cohesive brand identity.

Primary Logo



Secondary Logo



Logo in Grayscale

The grayscale version of the Fyva logo is reserved for specific situations where color reproduction is limited, such as black and white print materials or specific digital constraints in terms of colors. It should maintain the same proportions and design integrity as the primary and secondary logo, ensuring brand recognition while adhering to the company's visual identity standards.

These are the inverted version of the primary logo and the secondary logo in black and white (monochrome versions) that are modified to compensate for the irradiation illusion, for usage against both the dark and light backgrounds. Kindly ensure that the right files are used for appropriate use cases.



Primary Logo (Black on White)



Secondary Logo (Black on White)



Primary Logo (White on Black)



Secondary Logo (White on Black)

Usage at Different Scales

120px in height



64px in height



32px in height



24px in height



16px in height

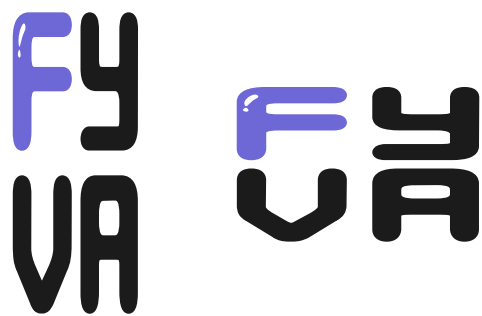


Logo Misuse

Using the Fyva logo in ways that distort its proportions, alter its colors, or compromise its legibility is strictly prohibited. Any unauthorized resizing, recoloring, or incorporating the logo into unrelated visuals is considered a misuse. Adhering to the brand guidelines is essential to protect the brand's integrity and maintain a consistent and recognizable identity.

Here are a few examples of how not to use Fyva logo. This is not a comprehensive list of errors but simply the most common or egregious ones.

To maintain consistent appearance and presentation of the Fyva logo, carefully follow the guidelines outlined in this document. Do not attempt to alter, redesign, or add to the Fyva logo.



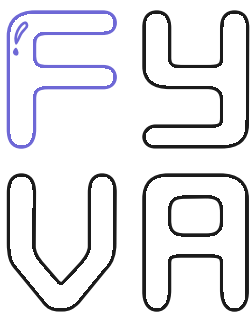
Do not distort the logo



Do not change the opacity of the logo



Do not rotate the logo



Do not outline the logo



Do not add a drop shadow, gradients or any other effects



Do not crop the logo



Do not warp the logo



Do not add texture to the logo



Do not change the spacing between characters

Typeface: Plus Jakarta Sans

Typeface: Sora

Type Usage

Typography Guidelines

Typeface

The brand's **primary typeface** is **Plus Jakarta Sans**, offering a contemporary interpretation of the geometric sans serif style that aligns perfectly with the brand's aesthetics and provides a reader-friendly experience. The **secondary typeface** is **Sora**, a type family that incorporates elements of low-resolution aesthetics, catering to the sharp digital environment of today. Its notably large x-height and generously proportioned counters make it an ideal choice for app and web interfaces, ensuring clarity and effectiveness at any size. When used in combination, the primary and secondary fonts create a harmonious and playful balance in the text. Both of these fonts are open-source Google fonts, making them widely accessible.

Plus Jakarta Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz // 0123456789

ExtraLight	Aa
Light	Aa
Regular	Aa
Medium	Aa
SemiBold	Aa
Bold	Aa
ExtraBold	Aa

**Variable Font Axes Available (200 - 800)*

Typeface

The brand's **primary typeface** is **Plus Jakarta Sans**, offering a contemporary interpretation of the geometric sans serif style that aligns perfectly with the brand's aesthetics and provides a reader-friendly experience. The **secondary typeface** is **Sora**, a type family that incorporates elements of low-resolution aesthetics, catering to the sharp digital environment of today. Its notably large x-height and generously proportioned counters make it an ideal choice for app and web interfaces, ensuring clarity and effectiveness at any size. When used in combination, the primary and secondary fonts create a harmonious and playful balance in the text. Both of these fonts are open-source Google fonts, making them widely accessible.

Sora

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz // 0123456789

Thin	Aa
ExtraLight	Aa
Light	Aa
Regular	Aa
SemiBold	Aa
Bold	Aa
ExtraBold	Aa

**Variable Font Axes Available (100–800)*

Brand Colors

Extended Colors

Color Combinations

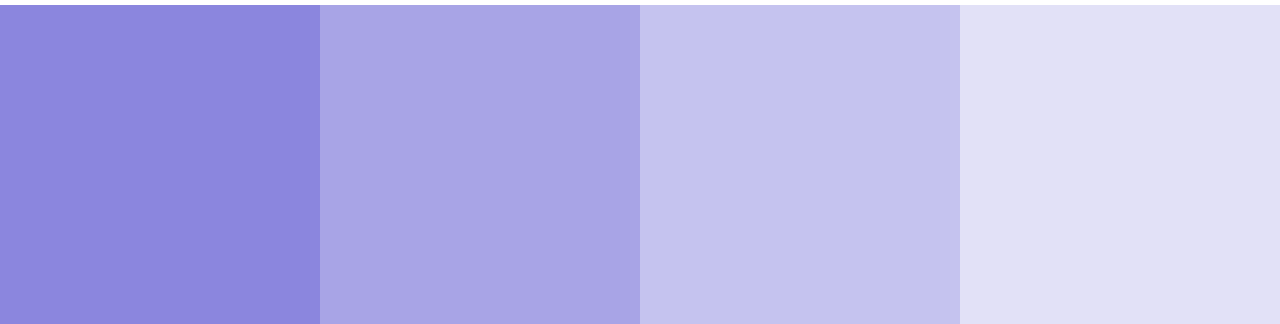
Color Guidelines

Brand Colors

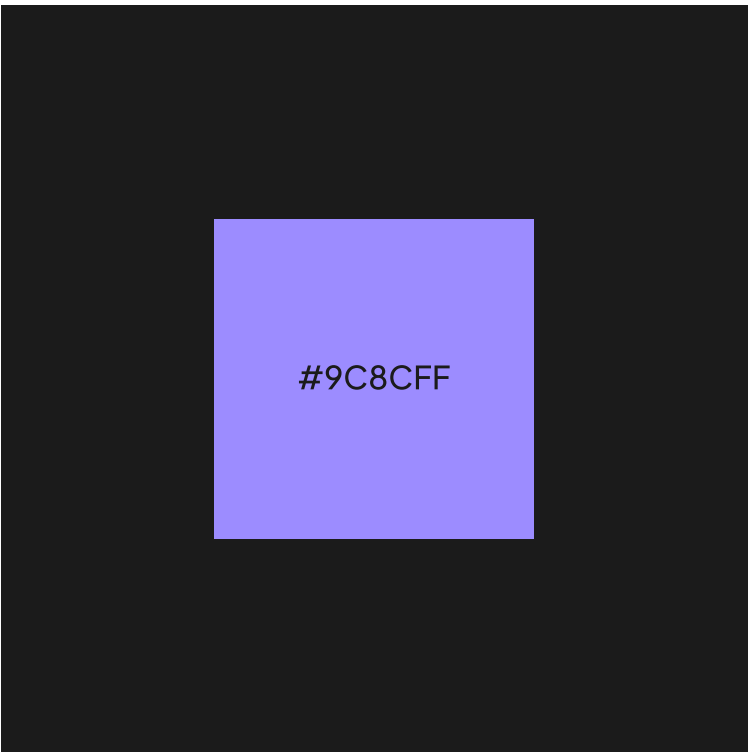
Primary Color



*Shade of purple to be used on light backgrounds

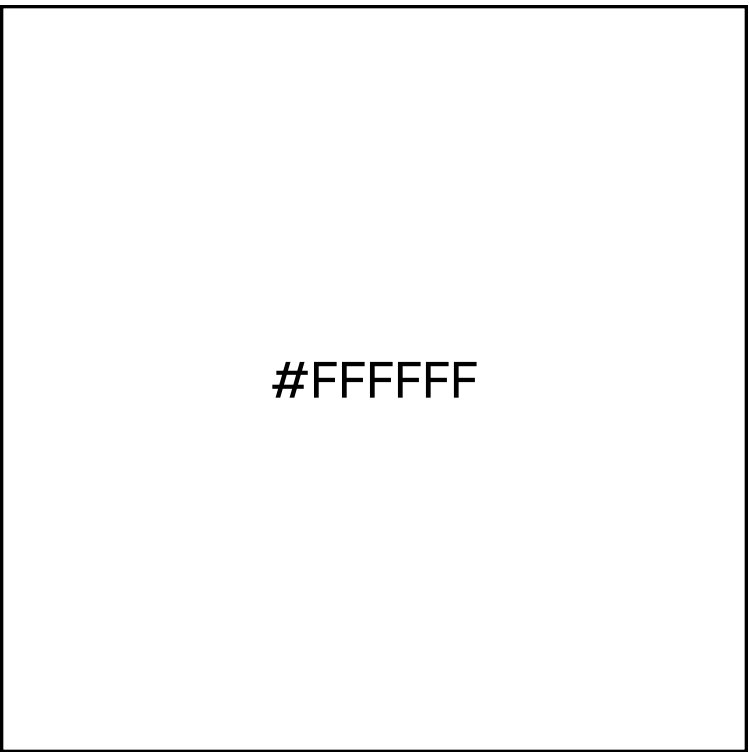


20% 40% 60% 80%



*Shade of purple to be used on dark backgrounds

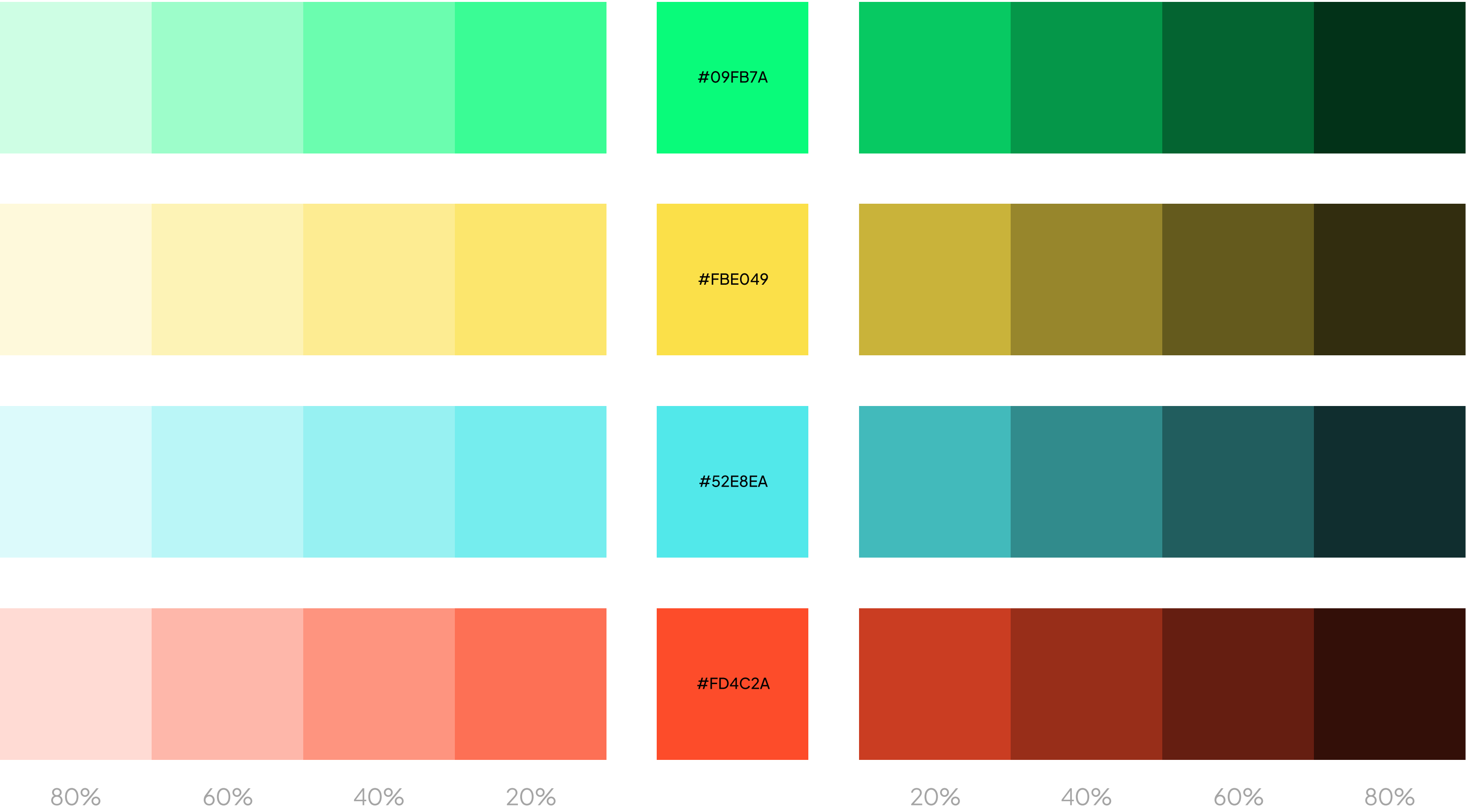
Neutral Colors



Extended Colors

Our brand guidelines include a curated palette of extended colors that are carefully chosen to complement the brand core values and aesthetics. They should be used thoughtfully for various design elements, providing versatility, enhancing the overall brand experience, and ensuring a harmonious and distinctive look across all platforms.

It is advised to explore bold and vibrant colors that fit well with the brand aesthetics. Avoid using all dull and washed out colors, unless campaign specific.

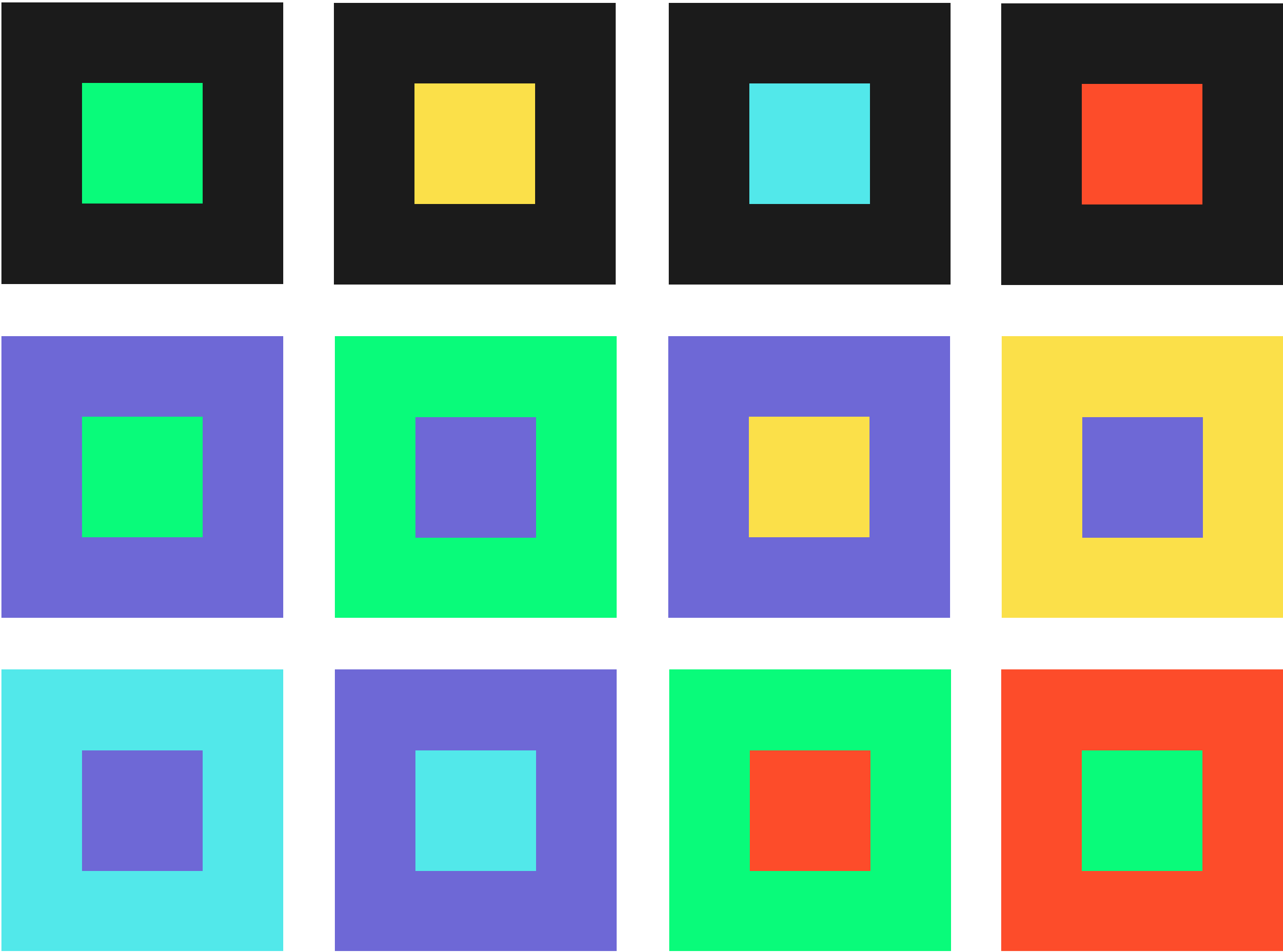


Color Combinations

Some visually stimulating and appealing color combinations are made out of the primary brand color and the extended colors. These can be used for creating graphics and other UI related assets for marketing and web/app development purposes.

These predefined combinations serve as a guide to maintain a unified and appealing visual identity in all brand communications.

Combinations are not limited to the given options. The primary and extended colors can further be mixed and matched to create more combinations to meet the visual requirements.



Logo Usage for App Icon

Logo Representation as App Icon

Logo Usage for Web and App

App & Web Guidelines

Logo Usage for App Icon

As represented, the primary logo should be used for the **app icon**. The document highlights the app icon in rectangle, squircle and circular format for Android.

The app icon logo must be used consistently in its original design and color, free from any alterations or distortions. It should feature prominently on the app's home screen, maintaining brand recognition and cohesiveness in the digital space.



Android App Icon: Rectangle



Android App Icon: Squircle



Android App Icon: Circle



Android App Icon: Rectangle



Android App Icon: Squircle

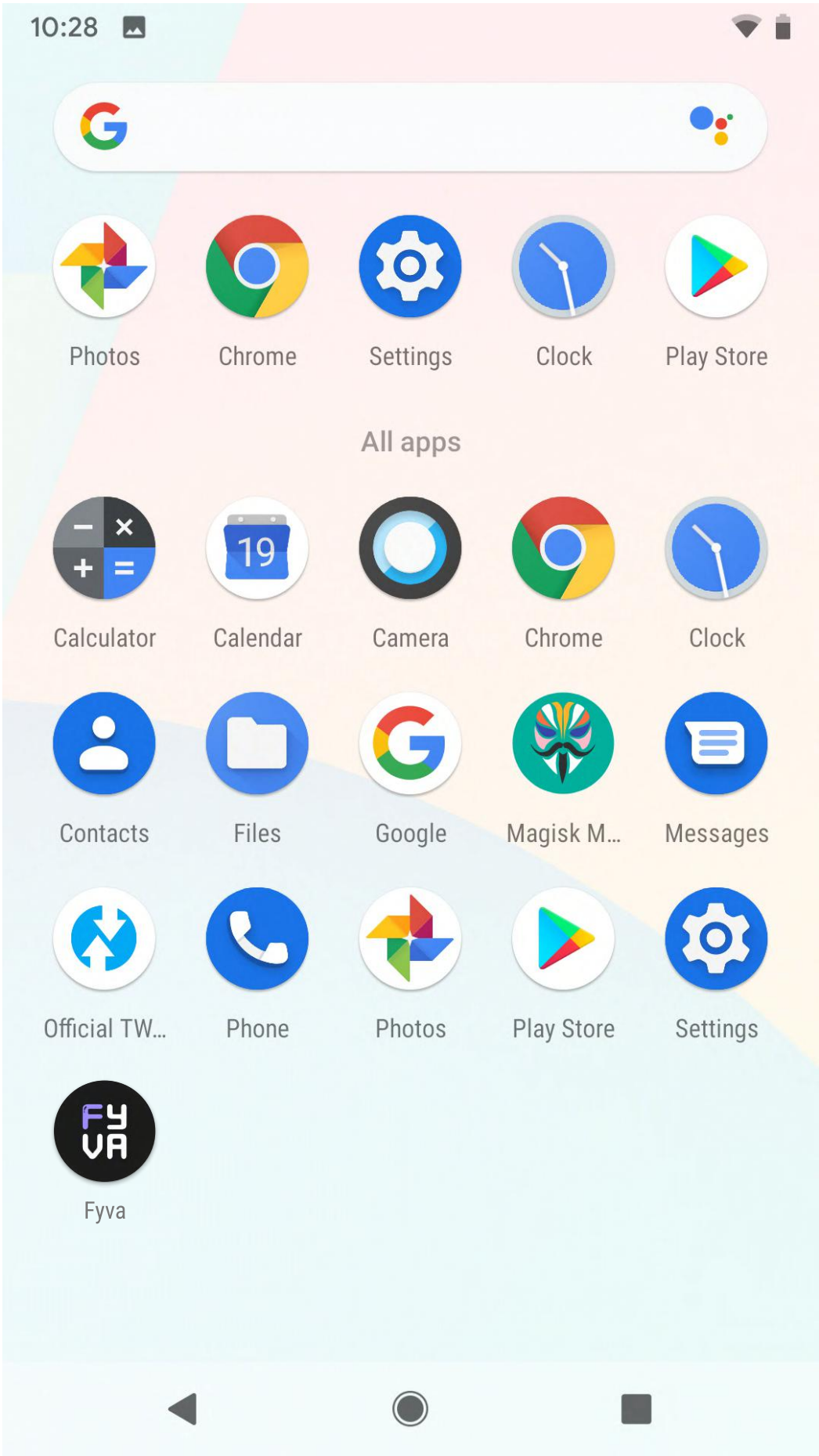


Android App Icon: Circle

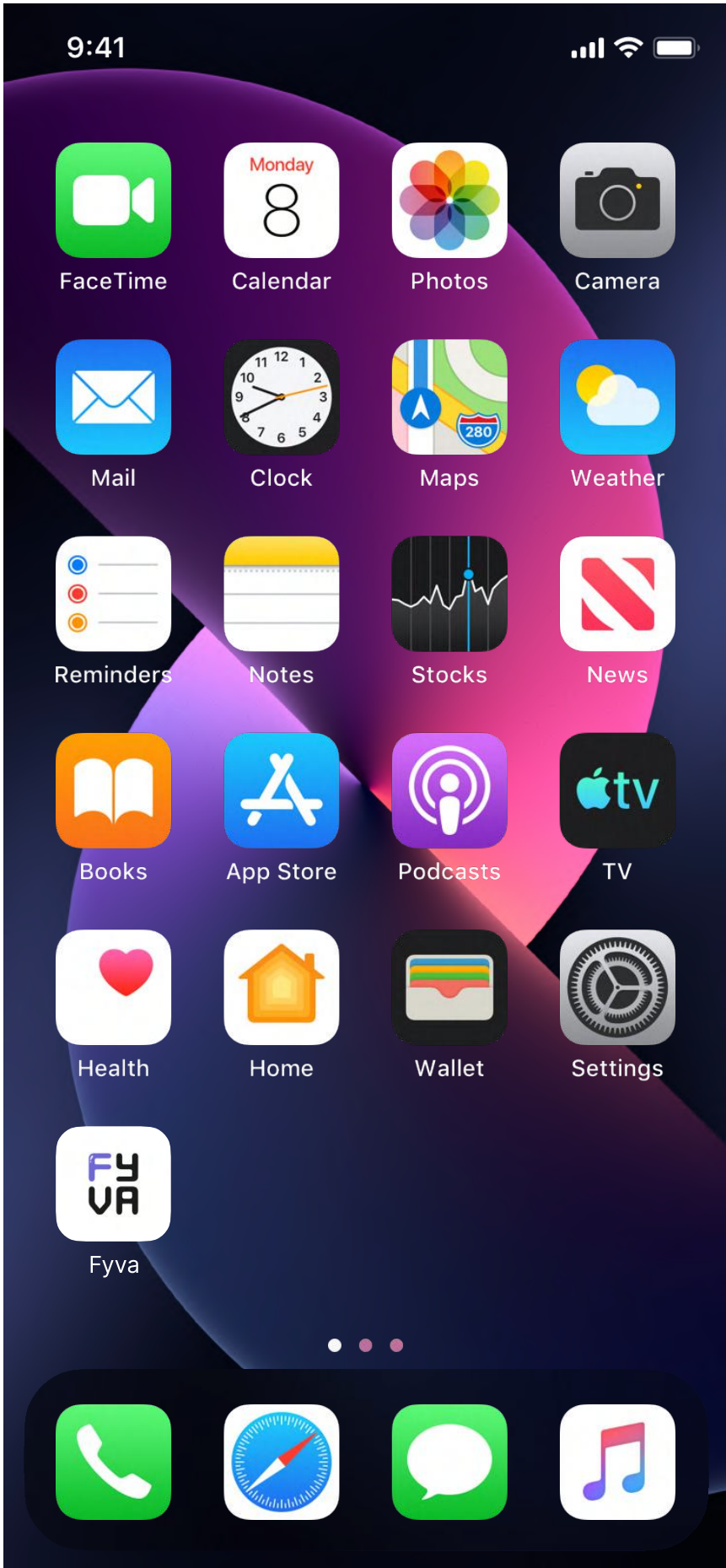
Logo Representation as App Icon

Visual representation of how the app icon will look on Android and iOS screens in both dark and lighter versions.

his representation serves as a vital brand symbol on mobile devices, promoting instant brand recall and alignment with the overall visual identity.



App Icon (Dark Version)
on Android Screen

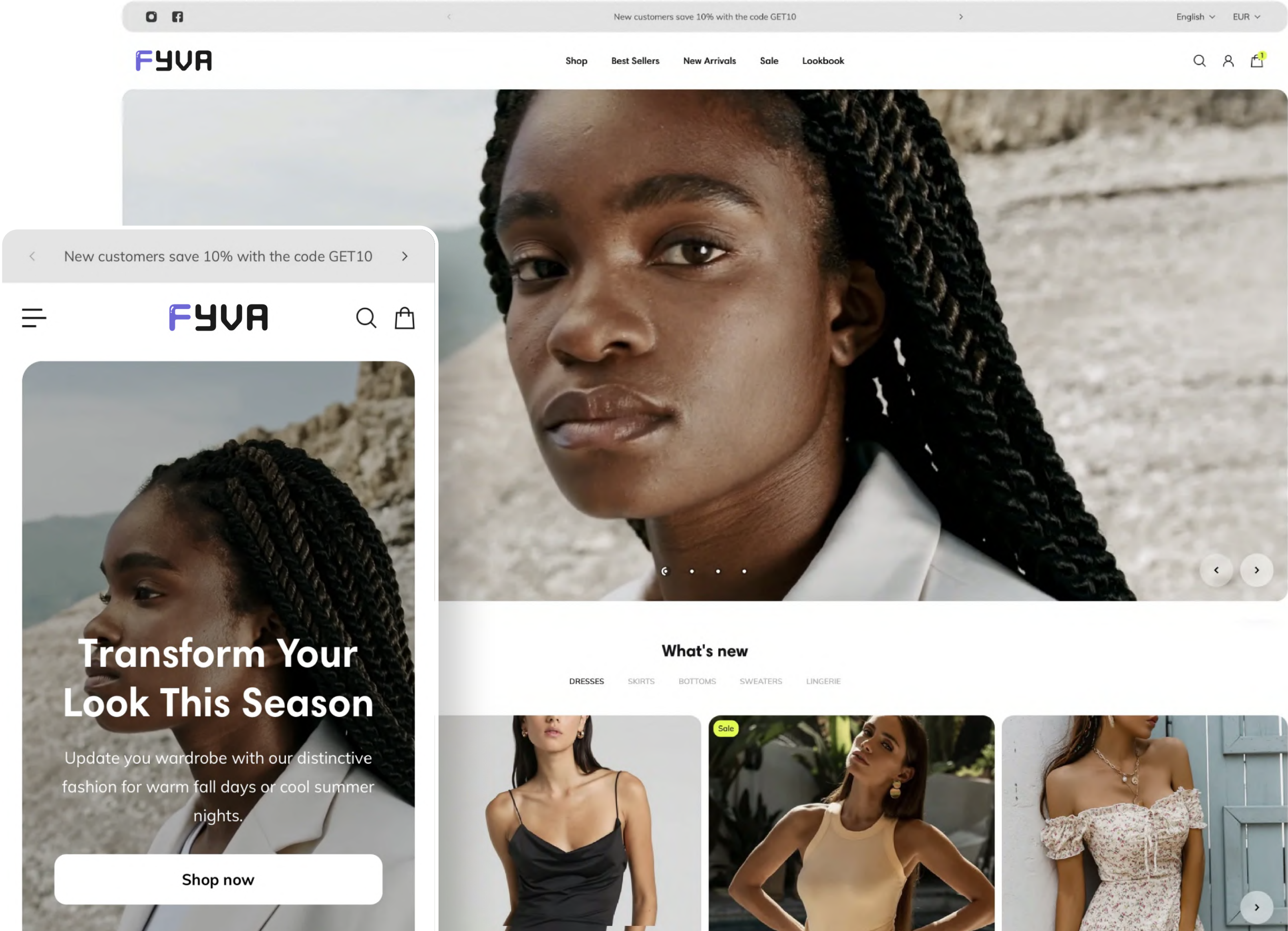


App Icon (Light Version)
on iOS Screen

Logo Usage for Web and App

Visual representation of how the logo should look on website, mweb and app screen in light mode.

The secondary logo is preferred for larger display areas on websites, ensuring a strong brand presence. Meanwhile, the app icon version should be used for mobile applications to adapt to smaller screen sizes. Both versions must maintain their original design, color, and proportions to preserve brand recognition and cohesiveness, reflecting Fyva's visual identity in the digital landscape.



Thank
You