

Brand Introduction

In a world full of stimuli, the modern man seeks to return to his primal strength, back to nature, balance, and simplicity. Sayes helps him rediscover his inner peace through mental and physical connection within himself.



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Introduction

This brand book brings together the visual identity of SayYes: a grounded, robust, and natural style that aligns with the essence of the Repairing Balance method. The branding is designed to radiate calm, balance, and direction, exactly what the method offers to young men who are finding their way.

The colors, imagery, and shapes are inspired by nature: fresh, honest, and close to real life. We show men in motion, outdoors, in connection—not perfect, but relatable and strong in a calm way. The SayYes logo aligns with this through its simple, powerful, yet modern appearance.

This brand book is intended to maintain that identity clearly and consistently, ensuring that everything we create conveys the same warm, trustworthy, and natural feeling.



Logo

The logo is based on a provided sketch, but further developed into a more modern and timeless form. The chosen typeface is rounded and clean, giving it a friendly appearance, while the sharp lines create calmness and clarity. The composition of the wordmark has been carefully balanced through an even distribution of the letters.

The Y can be seen as a subtle reference to a happy, balanced figure, a nod to the pictorial mark of the Repairing Balance method, but designed in a completely original way. This form can be used as a standalone symbol with versatile applications. For example, the pictorial mark can be placed inside a speech bubble or on a circular background, depending on the desired style or context.





Typography

The typography is modern and clean, yet friendly due to its rounded forms. The font is sans-serif, making it easy to implement in both digital and print applications.

The font matches the logo, creating a fully recognizable identity and ensuring it comes across as a cohesive whole.

Titles

Elms Sans Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz**

Body

Figtree Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz



Colors

The colors are a mix of natural tones (green shades), balance and calm (blue tones), and action and energy (orange and lime green). These colors have been carefully balanced and presented in a palette.

The use of color is highly versatile, and the colors can be combined in many different ways. The combinations are never dull, but always fresh and interesting to look at.

Forest green

#023A25

rgb 2 58 37

CMYK 97, 0, 36, 77

Natural healing

#218A4E

rgb 33 138 78

CMYK 76, 0, 43, 46

Fresh leaf

#99DD6A

rgb 153 221 106

CMYK 31, 0, 52, 13

Happiness

#E76C2E

rgb 231 108 46

CMYK 0, 53, 80, 9

Breathing

#79B2BE

rgb 121 178 190

CMYK 36, 6, 0, 25

Soft cloud

#E1F0E7

rgb 225 240 231

CMYK 6, 0, 4, 6

Feather

#FFFFFF4

rgb 255 255 244

CMYK 0, 0, 4, 0

Visuals

In the SayYes branding, imagery plays an important role in engaging the target audience. We show men in motion, outdoors, in connection, not perfect, but relatable and strong in a calm way.

The visuals are fresh and rounded, with circular elements from the branding integrated into the imagery where appropriate.



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