



This document sets out the foundational guidelines for the Asymbi brand identity.

Our objective is to provide a flexible and rich design system that is elegant, unmistakably ownable, and effortlessly easy to implement across every touchpoint.

A strong brand is the visual and written expression of everything we promise to deliver. For Asymbi, that promise is Workforce Orchestration. When applied correctly, this system should move our audience from a feeling of urgency and unease to a feeling of absolute control and relief.

To make this narrative impactful, it must be applied consistently. Whether you are designing a web page, a pitch deck, or a marketing campaign, these elements ensure we visually prove our core value: that we are the calm amidst the chaos.

Welcome

Index

01 Brand

- 05 Defining The Brand
- 06 Brand Personality
- 07 Tone of Voice

02 Brandmarks

- 09 The Logo
- 10 The A-Symbol
- 11 Logo Colorways
- 12 Exclusion Zone + Minimum Size
- 13 Solutions Lockups
- 14 Tagline Lockups

03 Color

- 16 Color Overview
- 17 Digital Palette
- 18 Accessibility Pairings
- 19 Greyscale
- 20 Dark Gradients
- 21 Mid Gradients
- 22 Light Gradients
- 23 Sunrise Gradients
- 24 Gradient Architecture

04 Typography

- 26 Primary Typeface
- 27 Typeface Weights
- 28 Type Hierarchy
- 29 Inline Iconography
- 30 Inline Iconography (Rules)
- 31 Type Emphasis

05 Imagery

- 33 Photography (White)
- 34 Photography (Color)
- 35 Illustration Style
- 36 Iconography (Pictographic)
- 37 Iconography (Utility)
- 38 Infographics
- 39 Orbs
- 40 Grids
- 41 Textures
- 42 Strokes
- 43 UI Display
- 44 Solutions Gallery

06 Mascot

- 46 Name
- 47 Scale and Hierarchy
- 48 Role and Identity
- 49 Voice
- 50 Operating System

07 Constellations

- 52 Design Concept
- 53 Constellation: Maximum
- 54 Constellation: Medium
- 55 Constellation: Minimum
- 56 Example

08 Video Identity

- 58 Intro Sequence
- 59 Outro Sequence
- 60 Lower Thirds
- 61 Sonic Direction

Defining The Brand
Brand Personality
Tone of Voice

05
06
07

The Brand

01

Defining the Brand

When we founded our company in 2023, we asked ourselves what our business strategy needed to be so we could scale faster than headcount and spend alone.

The answer was workforce orchestration: a deliberate model for how human and digital workers operate together, with shared accountability, shared workflows, and shared goals.

This document outlines the visual identity born from that founding DNA. Every guideline here is designed to reflect our core purpose.

Overview

Asymbi is the pioneer of Workforce Orchestration. Our purpose is to seamlessly orchestrate human and digital workers into a single, coordinated system, transforming enterprise chaos into absolute calm.

Detailed Summary

Our mission

To help businesses build the next generation workforce where human and digital workers operate together in a coordinated system that increases capacity, strengthens performance, and makes work more meaningful for everyone involved.

Our vision

A future where human and digital workers operate as one orchestrated system to elevate human connection through true partnership at scale.

Challenge

Work has always evolved from the factory floor to the cloud. Today something more fundamental is shifting. We are entering a new kind of Industrial Revolution, one defined not by machinery, but by the emergence of two worker classes: human workers and digital workers.

Solution

Asymbi is The Workforce Orchestration Company and we help businesses design, manage, and scale blended workforces where humans and digital workers operate as one team.

Result

Relief, followed by empowerment. By acting as the calm in the chaos, Asymbi delivers measurable ROI, scales productivity, and ensures human workers remain the clear focal point of every success story.

Brand Personality

The Asymbi brand personality is designed to build trust instantly. We aren't a distant, untouchable tech giant. We are your smartest, most dependable colleague. The one who brings order to the room, untangles the mess, and never takes themselves too seriously. We have mud on our boots and our eyes on the prize.

Overview

We blend practical wisdom with down-to-earth honesty. Highly competent, totally unpretentious, and always ready with a reassuring wit, making the scary parts of AI feel completely manageable.

Detailed Summary

Brand Archetypes

We are driven by two core personas: The Ruler and The Sage. We bring order, structure, and calm to chaotic environments, but we do it through analytical wisdom and objective guidance, never by dictating or demanding.

Tone: Helpful Confidence

We speak from a place of real-world experience, never arrogance. We are approachable, warm, clear, and firmly grounded. Our tone consistently implies: “I've got the heavy lifting covered. You take the creative lead’.

Voice: Plainspoken and Relatable

We demystify complexity. We use plain language to make the impossible feel practical, and we never hide behind tech jargon, buzzwords, or corporate smarm. We speak eye-to-eye.

Wit: Dry, Grounded Levity

We bring levity to the work. We know that enterprise transformation is messy, so we use a gentle, self-aware sense of humor to break the tension. We laugh, we joke, and we always lead with refreshing candor.

What We’re Not

We are never dystopian, aggressive, or commanding. We avoid slick salesmanship, robotic clichés, and anything that makes our audience feel small or intimidated.

Tone of Voice

A brand's voice isn't a costume you put on. It's a reflection of your competence.

We sound exactly like who we are. The calm, profoundly capable adult in the room who has seen the mess, knows how to fix it, and is ready to get to work.

Overview

In an industry that loves to shout about the future, we speak quietly and clearly about the present. Our wit isn't about punchlines. It's the profound, immediate relief of finally hearing the truth.

Detailed Summary

The Wisdom of Dry Wit

We don't write jokes. We just point out the absurdity of digital chaos with refreshing candor. When enterprise tech is a tangled mess, simply acknowledging reality is the sharpest, most profound thing you can do.

Profoundly Plainspoken

Jargon is where bad ideas go to hide. We don't use ten-buck buzzwords to sound smart. We use simple facts to explain complex ideas. We talk about overhauling your entire workforce the same way a colleague talks about grabbing lunch... with effortless confidence.

Helpful, Not Hovering

We speak with the quiet authority of someone who has successfully done this a thousand times. We don't boast, and we don't demand applause. We simply take the heavy lifting off your plate, organize the chaos, and ask, "What's next?"

Eye-to-Eye Partnership

We never talk down to our audience as distant gurus, and we never sound like subservient AI bots. We look our human counterparts in the eye. We are your smartest colleague, extending a hand to pull you out of the weeds so you can finally do your actual job.

The logo

The A-Symbol

Logo Colorways

Exclusion Zone and Minimum Size

Solutions Lockups

Tagline Lockups

09

10

11

12

13

14

Brandmarks



The Logo

Our logo architecture reflects our core mission: bringing order to the modern enterprise. The square (human intent) and the circle (digital execution) bookend the Asymbi logotype, visually demonstrating our role as the central orchestration layer that brings two distinct worlds into perfect alignment.

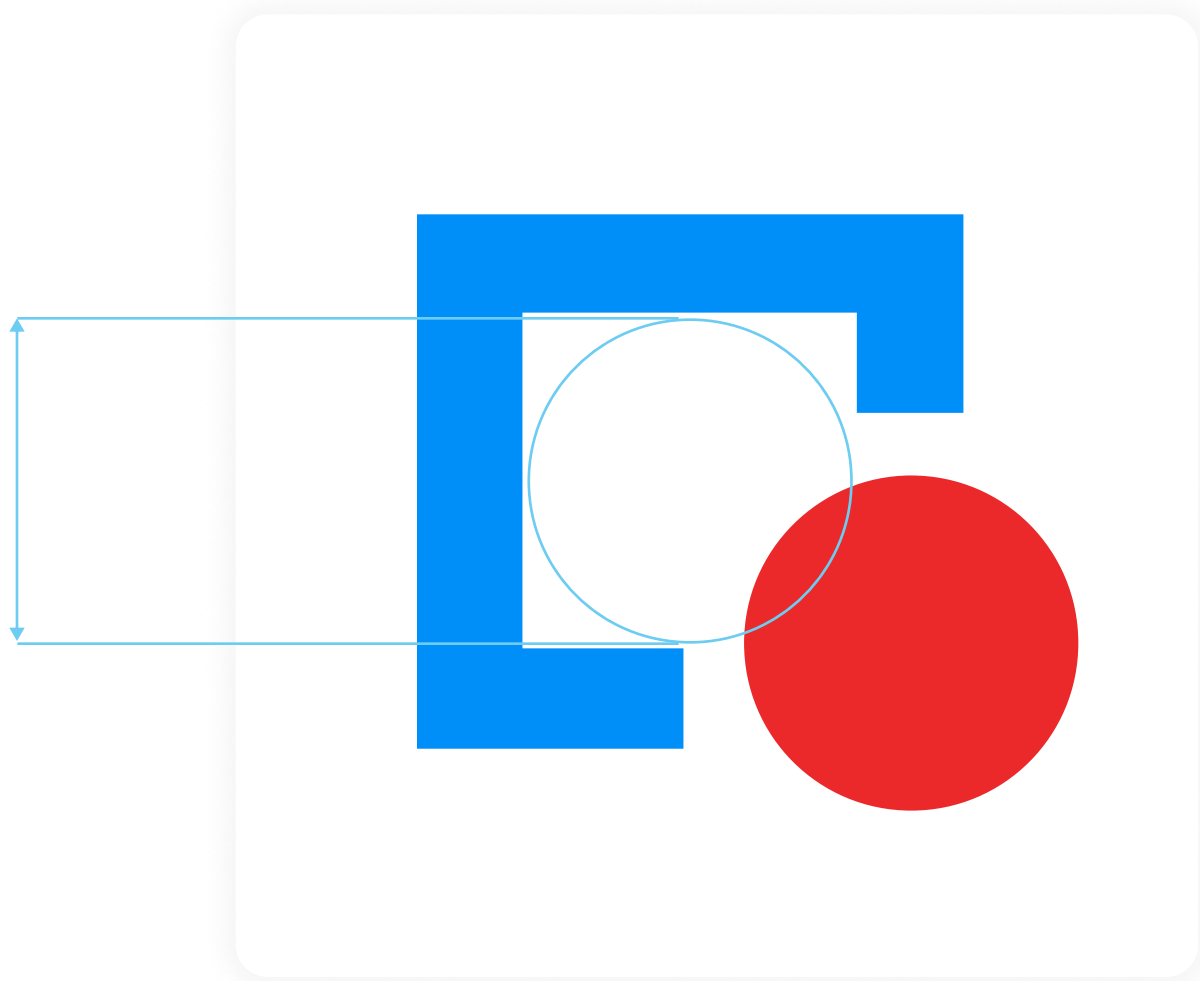


The A-Symbol

While our primary logo lockup is the core of our visual identity, modern digital environments sometimes require a highly condensed footprint. The standalone Asymbi "A" symbol is reserved strictly for environments where screen real estate is critically limited and the full logotype would become illegible.

Approved Use Cases: Website favicons, social media profile pictures, and digital app icons.

Restricted Uses: This symbol must never replace the primary logo on standard collateral, nor should it be used as a standalone decorative graphic or background watermark.



Symbol on White



Symbol on Blue 90

Logo Colorways

Legibility isn’t a preference, it’s a requirement. Our logo is the anchor of our visual identity, and as such it must always cut through the noise.

To ensure this, our color rules are simple and absolute. When the background is quiet (stark white, absolute black, or our foundational navy), the full-color logo takes center stage. The blue framework and the red digital worker stand out exactly as intended.

When the environment gets loud, we adapt. If the logo is placed on one of our vibrant, solid brand colors or a dynamic gradient, it drops the full colorway and shifts to a crisp, monochrome palette.

Logo Color Options



Navy Logotype on White



White Logotype on Blue 90

Mono Logo Options



Magenta 90 Logotype on Magenta 50



White Logotype on Mid Gradient

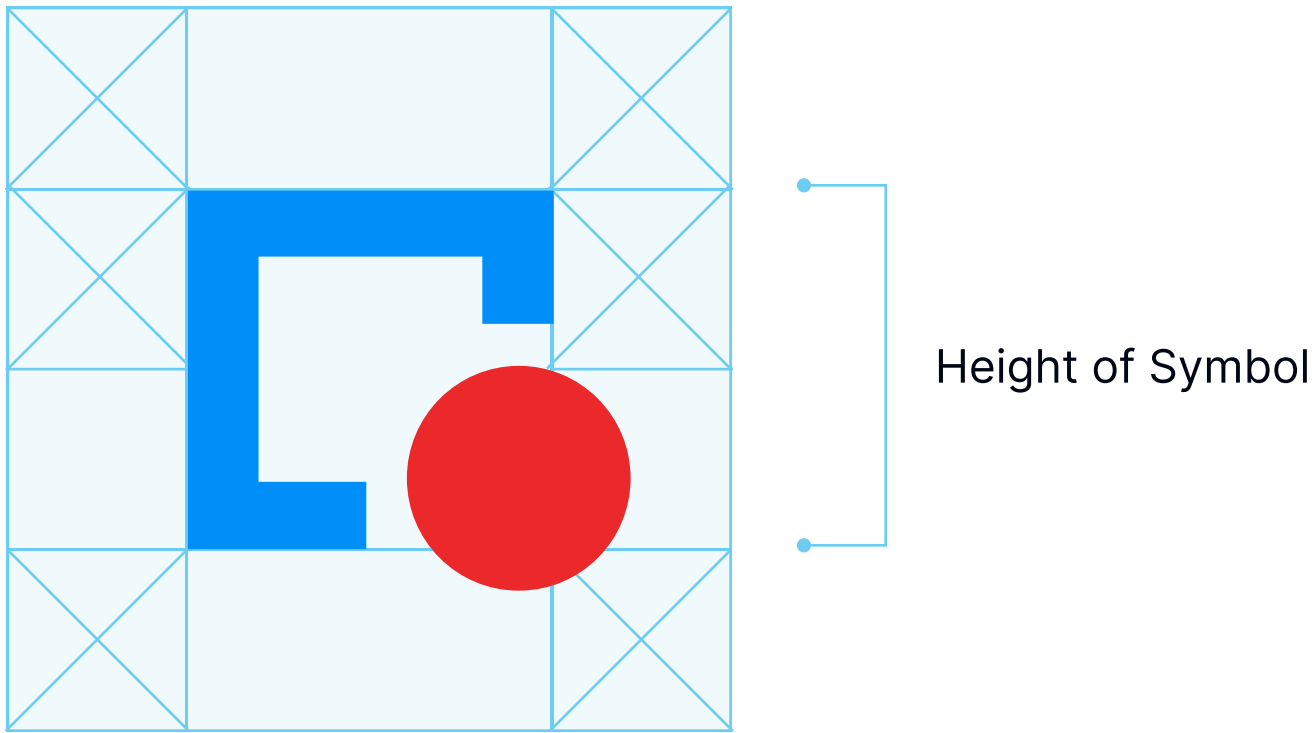
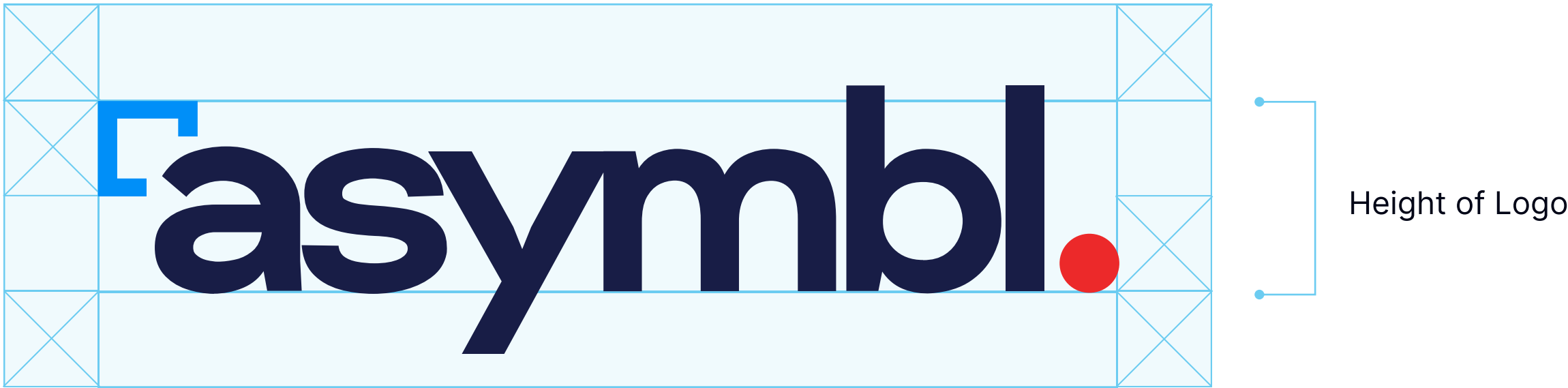
Exclusion Zone and Minimum Size

Order requires space. To ensure our logo remains a symbol of calm, it needs room to breathe.

The exclusion zone acts as a strict buffer, keeping visual chaos at bay. Never crowd the framework. Let the logo stand clear of text, imagery, or other graphic elements.

What’s more, we never shrink our logo below the established minimum sizes. Whether on a massive screen or a mobile display, our mark must always remain sharp, clear, and undeniable.

Exclusion Zone



Minimum Size



32px / 10mm



80px / 30mm

Solution Lockup

We don't just offer solutions.
We own them.

To visually reinforce our authority, the A-Symbol acts as the definitive lead-in for our core offerings.

By locking our symbol directly to our services we make the Asymbi brand synonymous with the solution itself. It signals to our audience that these aren't just off-the-shelf services. They are categories entirely redefined by our structured framework and digital workers.

Where our symbol leads, order follows.



 **Recruiting Software**

 **Managed Services**

 **Salesforce Strategies**

Tagline Lockup

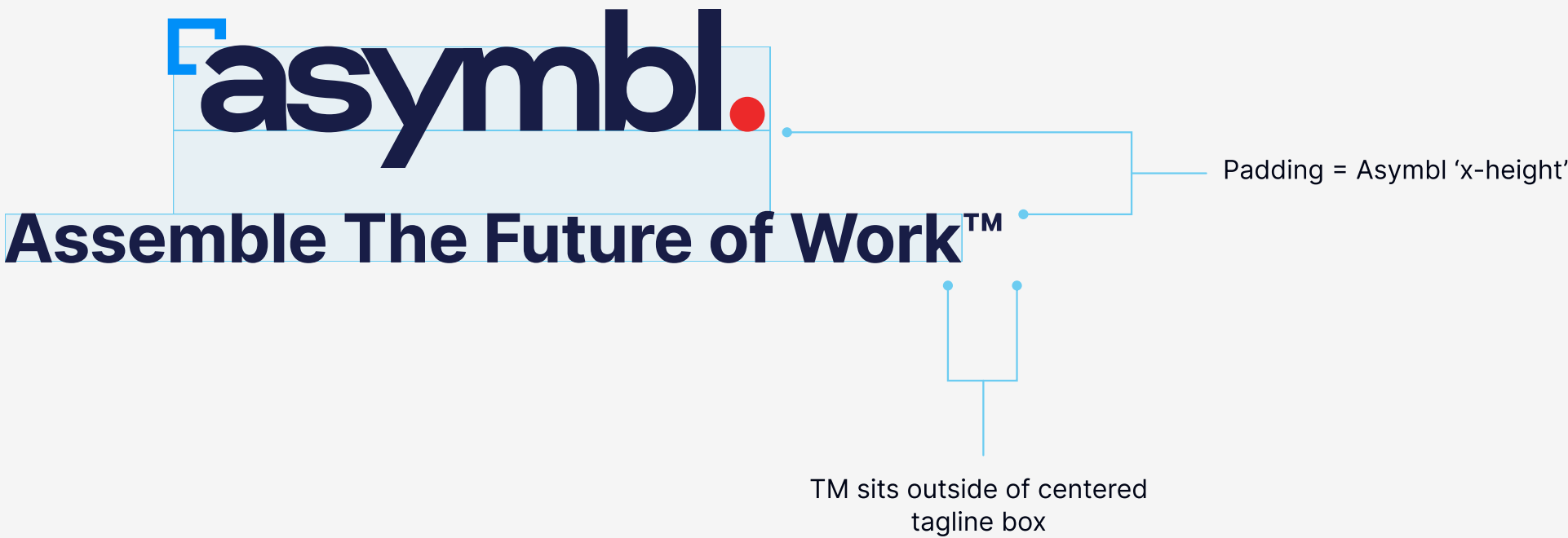
‘Assemble The Future of Work™’ is a core brand asset that represents our mission to build the next-generation workforce.

To maintain brand consistency and visual harmony across all channels, the tagline must only be used in these approved, mathematically balanced lockups.

Horizontal



Stacked:



Color Overview

Digital Palette

Accessibility Pairings

Greyscale

Dark Gradients

Mid Gradients

Light Gradients

Sunrise Gradients

Gradient Architecture

16

17

18

19

20

21

22

23

24

Color

03

Color Overview

For us, color isn’t just decorative. It’s structural. Our palette is intentionally designed to signal order and inspire confidence at a glance.

Primary: The Foundation

We are predominantly a blue brand. Blue signals absolute stability, trust, and calm in the chaos. It is the steady, reliable framework of our identity.

Secondary: The Vibrancy

Our secondary palette brings essential warmth and dynamic energy to the brand. It proves that enterprise technology doesn’t have to feel cold or dystopian to be highly effective.

Tertiary: The Signals

We treat our tertiary colors strictly as functional tools. Green is the dashboard light telling you a system is healthy and a workflow is active. Red is reserved for functional alerts and the specific, deliberate dot of our A-Symbol.



Primary Secondary Tertiary

Digital Palette

When using our digital color palette, follow the values represented here.

Brand Guidelines

<div>Blue 90</div> <div>#191D47</div> <div>R25 G29 B71</div>	<div>Yellow 90</div> <div>#725400</div> <div>R114 G184 B0</div>	<div>Orange 90</div> <div>#8B3403</div> <div>R139 G52 B3</div>	<div>Magenta 90</div> <div>#4A0326</div> <div>R74 G3 B38</div>	<div>Purple 90</div> <div>#2C1169</div> <div>R44 G17 B105</div>	<div>Green 90</div> <div>#00522A</div> <div>R0 G82 B42</div>	<div>Red 90</div> <div>#5D0E0E</div> <div>R93 G14 B14</div>
<div>Blue 50</div> <div>#008FF8</div> <div>R0 G143 B248</div>	<div>Yellow 50</div> <div>#FFBB00</div> <div>R255 G187 B0</div>	<div>Orange 50</div> <div>#F76B1C</div> <div>R247 G107 B28</div>	<div>Magenta 50</div> <div>#ED489E</div> <div>R237 G72 B158</div>	<div>Purple 50</div> <div>#8855FF</div> <div>R136 G85 B255</div>	<div>Green 50</div> <div>#00CC6B</div> <div>R204 G107 B100</div>	<div>Red 50</div> <div>#ED292A</div> <div>R237 G41 B42</div>
<div>Blue 30</div> <div>#B2DEFF</div> <div>R178 G222 B255</div>	<div>Yellow 30</div> <div>#FFE7A4</div> <div>R255 G231 B164</div>	<div>Orange 30</div> <div>#FFCFB6</div> <div>R255 G207 B182</div>	<div>Magenta 30</div> <div>#FFBFE0</div> <div>R255 G191 B224</div>	<div>Purple 30</div> <div>#C7AFFF</div> <div>R199 G175 B255</div>	<div>Green 30</div> <div>#89EFBE</div> <div>R137 G239 B190</div>	<div>Red 30</div> <div>#FF8D8C</div> <div>R255 G141 B140</div>
<div>Blue 10</div> <div>#D1EBFF</div> <div>R209 G235 B255</div>	<div>Yellow 10</div> <div>#FFF8E5</div> <div>R255 G248 B229</div>	<div>Orange 10</div> <div>#FFF0E7</div> <div>R255 G240 B231</div>	<div>Magenta 10</div> <div>#FFE8F4</div> <div>R255 G232 B244</div>	<div>Purple 10</div> <div>#F2ECFF</div> <div>R242 G236 B255</div>	<div>Green 10</div> <div>#F5FFF2</div> <div>R229 G255 B242</div>	<div>Red 10</div> <div>#FFE5E5</div> <div>R255 G229 B229</div>

Accessibility Pairings

Clarity is the ultimate expression of calm. If our digital experiences are difficult to read, we are adding to the chaos.

For Asymbi, digital accessibility isn't a secondary consideration or a corporate box to check. It is the absolute baseline of our web experience. We build orchestration platforms to empower human workers, which means our interfaces must be effortlessly usable by everyone, without exception.

This matrix dictates our approved color pairings for typography and essential UI elements. By adhering strictly to these tested, high-contrast combinations, we guarantee that our message, our tools, and our platforms remain undeniably clear.

We don't compromise on legibility.

<div>Blue 10</div> <div>90</div>	<div>Yellow 10</div> <div>90</div>	<div>Orange 10</div> <div>90</div>	<div>Magenta 10</div> <div>90</div>	<div>Purple 10</div> <div>90</div>
<div>Blue 30</div> <div>90</div>	<div>Yellow 30</div> <div>90</div>	<div>Orange 30</div> <div>90</div>	<div>Magenta 30</div> <div>90</div>	<div>Purple 30</div> <div>90</div>
<div>Blue 50</div> <div>90</div>	<div>Yellow 50</div> <div>90</div>	<div>Orange 50</div> <div>90</div>	<div>Magenta 50</div> <div>90</div>	<div>Purple 50</div> <div>90</div>
<div>Blue 90</div> <div>White103050</div>	<div>Yellow 90</div> <div>White103050</div>	<div>Orange 90</div> <div>White103050</div>	<div>Magenta 90</div> <div>White103050</div>	<div>Purple 90</div> <div>White103050</div>

Greyscale

While our core palette brings energy, our greyscale palette provides structure.

We keep the basics incredibly simple. Black and White provide absolute, uncompromising contrast for maximum legibility. Our three specific greys step in for the quiet utility work. Subtle backgrounds, dividing lines, and secondary typography.

Black

#020618

R2 G6 B24

Charcoal

#14161E

R20 G22 B30

Medium Grey

#323338

R50 G51 B56

Light Grey

#8C8C8C

R140 G140 B140

Trace Grey

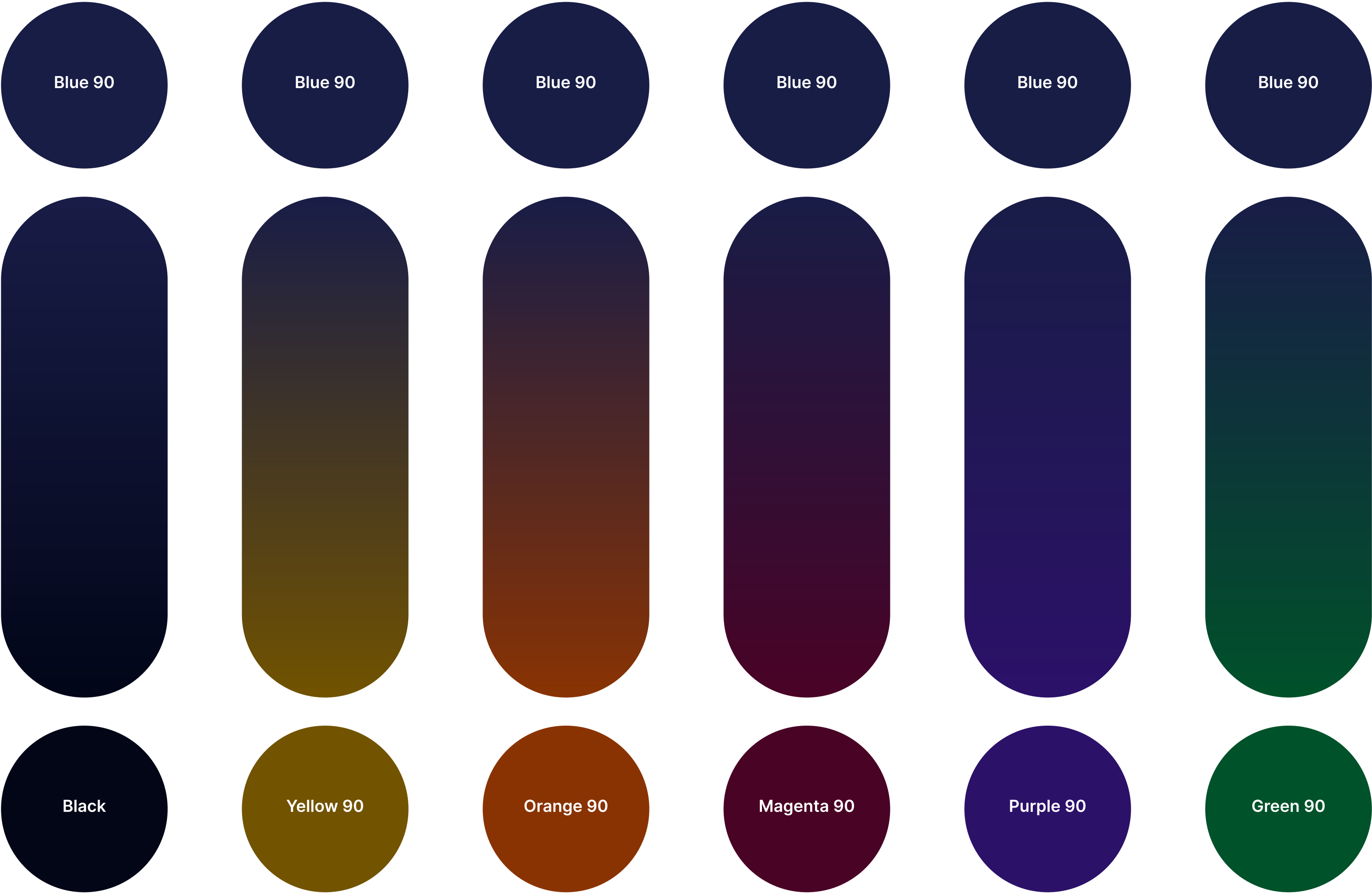
#F0F0F0

R240 G240 B240

Dark Gradients

Depth requires a strong foundation. Our darkest gradient tier transitions our deep 90-level colors into absolute black.

We use dark gradients when we need to establish undeniable gravity, anchor a heavy layout, or create a stark, distraction-free environment for our most critical data. It provides profound weight without muddying the brand.

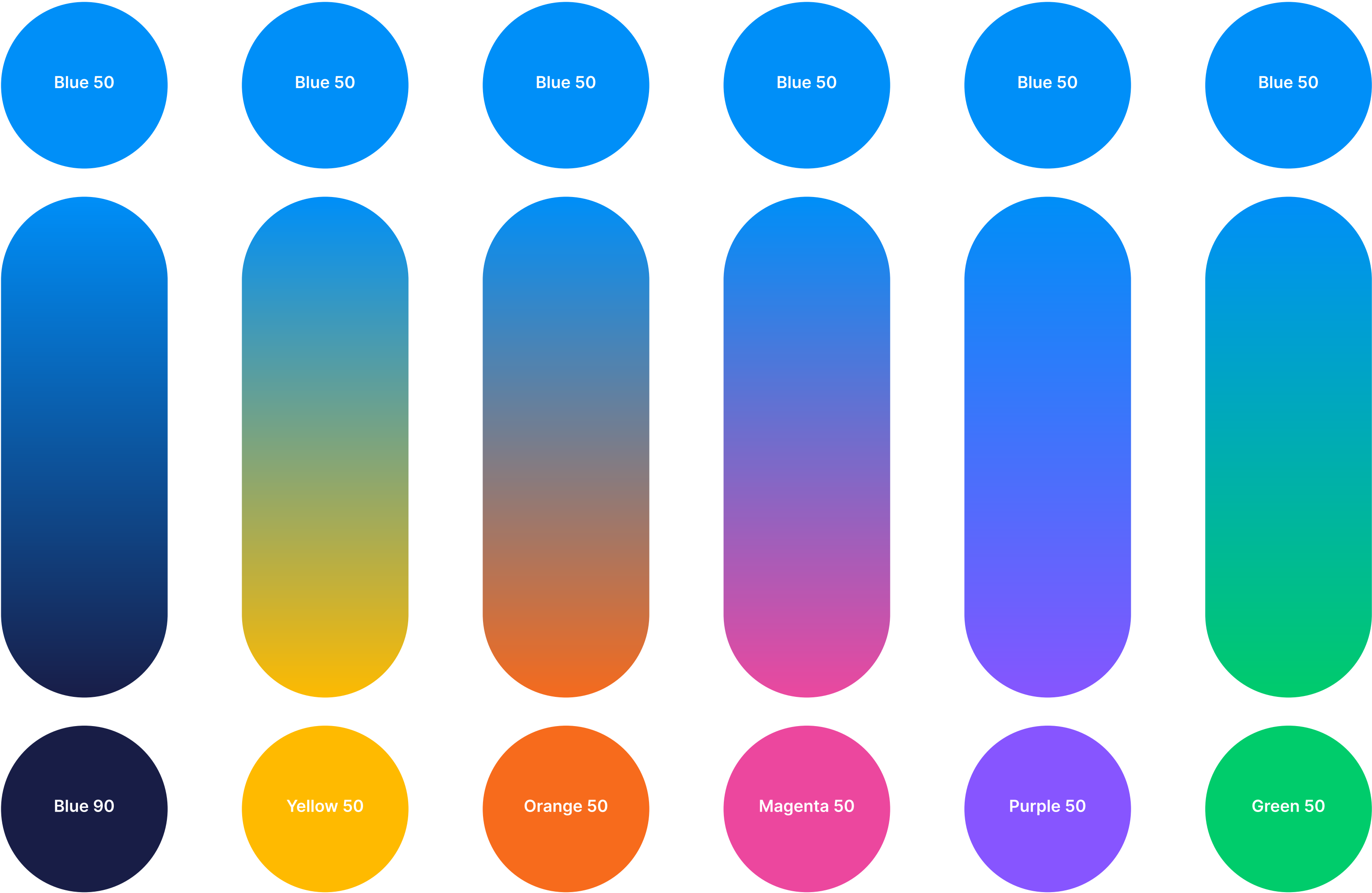


Mid Gradients

Consistency shouldn't mean flat design.

Mid gradients bridge the gap between our vibrant 50-level core colors and our deep 90-level foundations.

This tier introduces a rich, premium texture that brings structural volume to our interfaces. It ensures our platforms feel robust and highly engineered, without losing their inherent vibrancy.

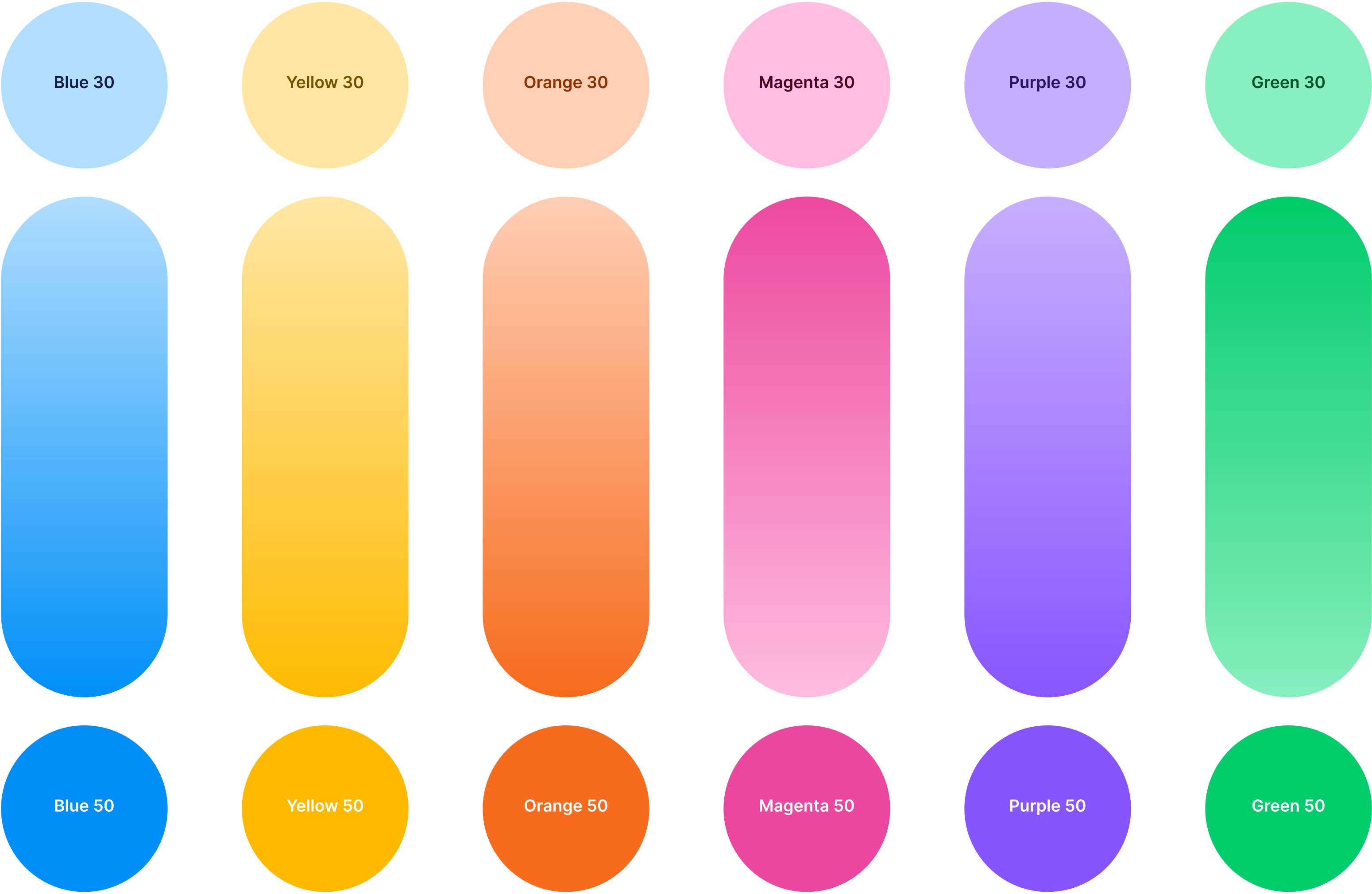


Light Gradients

When we need to draw the eye, we bring the energy.

Light gradients transition our lighter 30-level tints directly into our vibrant 50-level core colors.

These are our most active, energetic backgrounds. Perfect for illuminating key solutions, active system states, and moments of high-impact action, all while remaining strictly tied to our palette.



Primary Typeface

Typeface Weights

Type Hierarchy

Inline Iconography

Inline Iconography (Rules)

Type Emphasis

26

27

28

29

30

31

Typography

04

Primary Typeface

We don't do decorative. We do functional.

Our primary typeface is Inter. Originally engineered specifically for complex user interfaces and high-resolution screens, it is the typographic equivalent of a perfectly orchestrated workflow.

Inter is mathematically precise, highly legible, and purpose-built to handle dense environments without creating visual fatigue. It doesn't distract. It delivers.

When we communicate, we don't dress our words up in unnecessary styling. We rely on the clean, structural geometry of Inter to ensure our message always remains clear, authoritative, and profoundly plainspoken.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#&\$€%@!?*

Styles & Weights

Regular
Medium
Semi Bold
Bold
Black

AaBb

Typeface Weights

We use five specific weights of Inter to bring immediate structural order to our communications. From the quiet utility of Regular to the undeniable gravity of Black, this controlled range ensures every message is delivered with the exact level of emphasis it requires. It tells our audience exactly where to look, making even the most complex information feel completely manageable.

Brand Guidelines

Inter Regular

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#&\$€%@!?*

Inter Medium

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#&\$€%@!?*

Inter Semi Bold

Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#&\$€%@!?*

Inter Bold

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#&\$€%@!?*

Inter Black

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#&\$€%@!?*

Type Hierarchy

Chaos thrives in a wall of text. Calm requires structure.

Our typographic hierarchy is strictly defined to guide the reader's eye and make complex information instantly digestible. By adhering to these exact scales and weights, we ensure our audience never has to hunt for the point. We lead them directly to it.

Brand Guidelines

Headline (H1)
Inter Medium
Size: 72pt / 75pt
Tracking: -5

Subheadline (H2)
Inter Regular
Size: 36pt / 39pt
Tracking: 0

Copy
Inter Regular
Size: 18pt / 21pt
Tracking: 0

Pull Quote
Inter Semi Bold
Size: 18pt / 21pt
Tracking: 0

Button
Inter Semi Bold
Size: 18pt
Tracking: 0

Large Headline

Bringing humans and digital workers together to drive more impact, faster.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempore interdum nibh euismod non. Donec sit amet vulputate lacus. Nam vitae dignissim elit. Nam sed tortor mattis, imperdiet mauris at, convallis nulla. Donec tincidunt vestibulum leo, sed laoreet ex accumsan ac. Quisque facilisis metus nec sem lobortis, quis ornare neque lobortis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempore interdum nibh euismod non. Donec sit amet vulputate lacus. Nam vitae dignissim elit. Nam sed tortor mattis, imperdiet mauris at, convallis nulla. Donec tincidunt vestibulum leo, sed laoreet ex accumsan ac. Quisque facilisis metus nec sem lobortis, quis ornare neque lobortis.



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Inline Type Iconography: Rules

Inline type iconography is a highly distinctive visual tool, not a generic decorative element. Because it signals our most critical actions and visually reinforces our mission to transform enterprise chaos into absolute calm, strict rules apply to its usage.



When applied correctly, it strengthens our orchestration narrative. When overused, it creates unnecessary visual noise. Keep its application purposeful, sparse, and always directly tied to an Asymbi action verb.



When to Use It

-  **Website Heroes:** Core headlines, especially when paired with Constellation graphics.
-  **High-Impact Campaigns:** Hero copy in paid ads or social media announcements.

-  **Presentation Titles:** Major section transitions or opening statements.
-  **Core Value Props:** Highlighting specific active verbs that define our platform.

When to Avoid It

-  **Dense Body Copy:** Never embed icons into standard paragraphs or text-heavy pages.
-  **Standard Subheads:** Avoid using in secondary typography (H2s or H3s).

-  **Non-Action Words:** Never use to decorate nouns, adjectives, or generic terms.
-  **Repetitive Applications:** Never use repeatedly across a single document or webpage.

Name	46
Scale and Hierarchy	47
Role and Identity	48
Voice	49
Operating System	50

Mascot



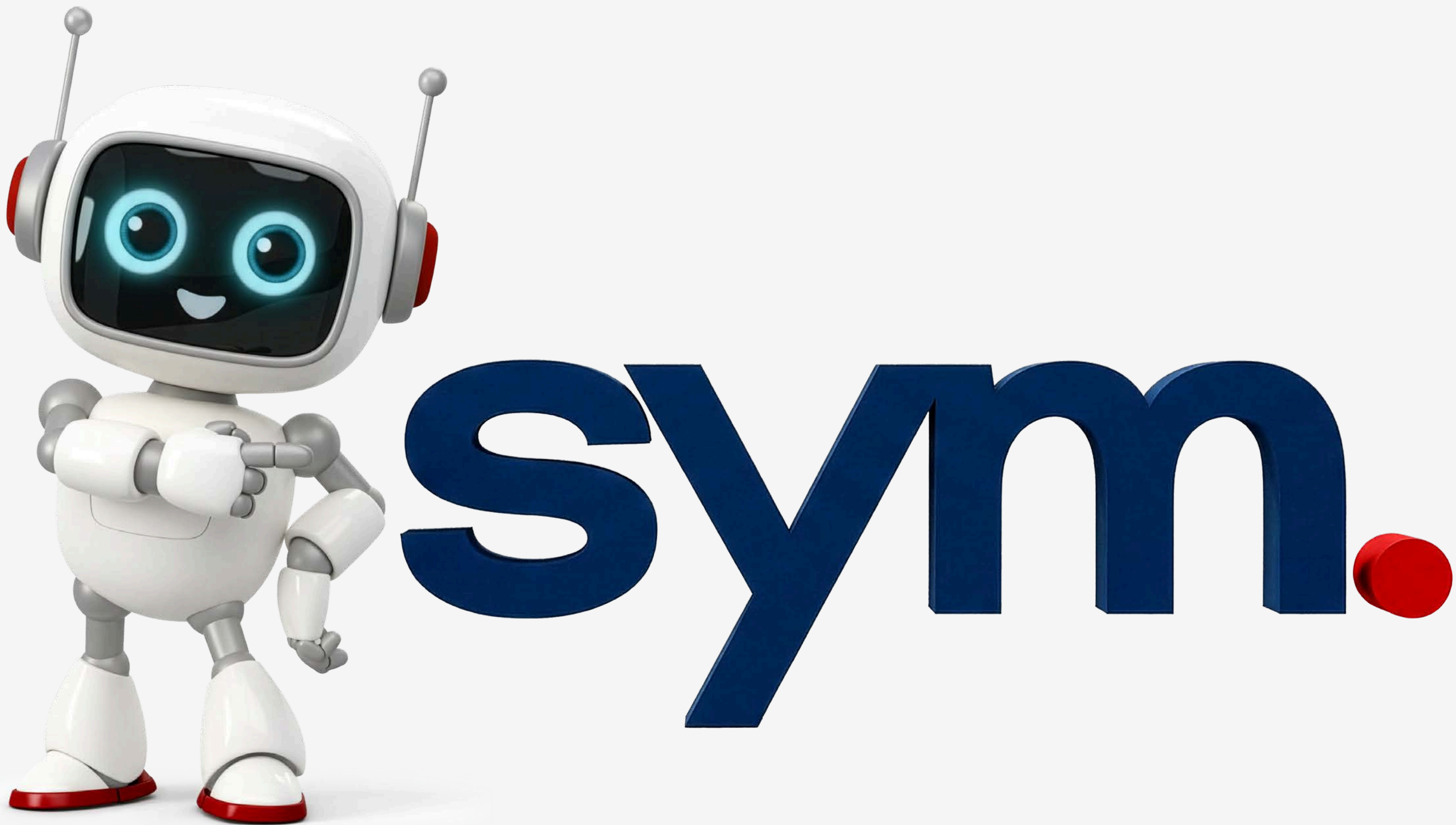
Mascot Name

We don't just build digital workers. We give them an identity.

Meet Sym.

His name is a deliberate mnemonic, anchoring him directly to the center of our brand: a-sym-bl. But the connection goes far beyond a simple naming device.

Sym represents the absolute sym-metry he brings to broken, chaotic workflows. It stands for the seamless sym-biosis he creates between human strategy and digital execution. He isn't just a friendly face or a decorative element. He is the personification of our brand promise.



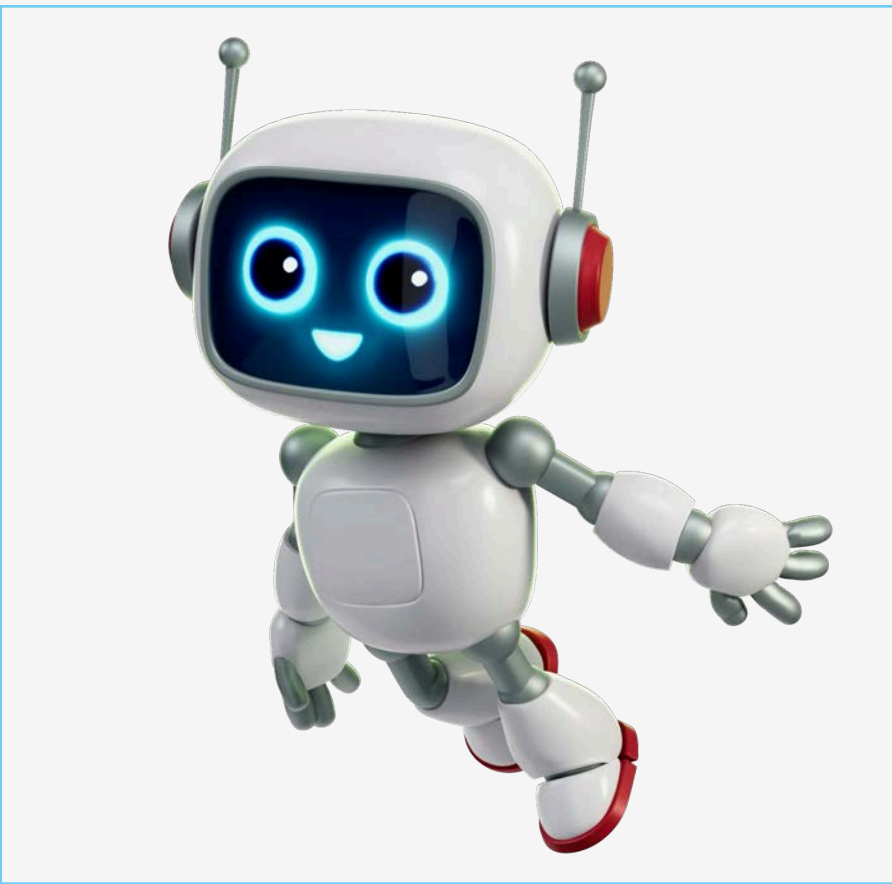
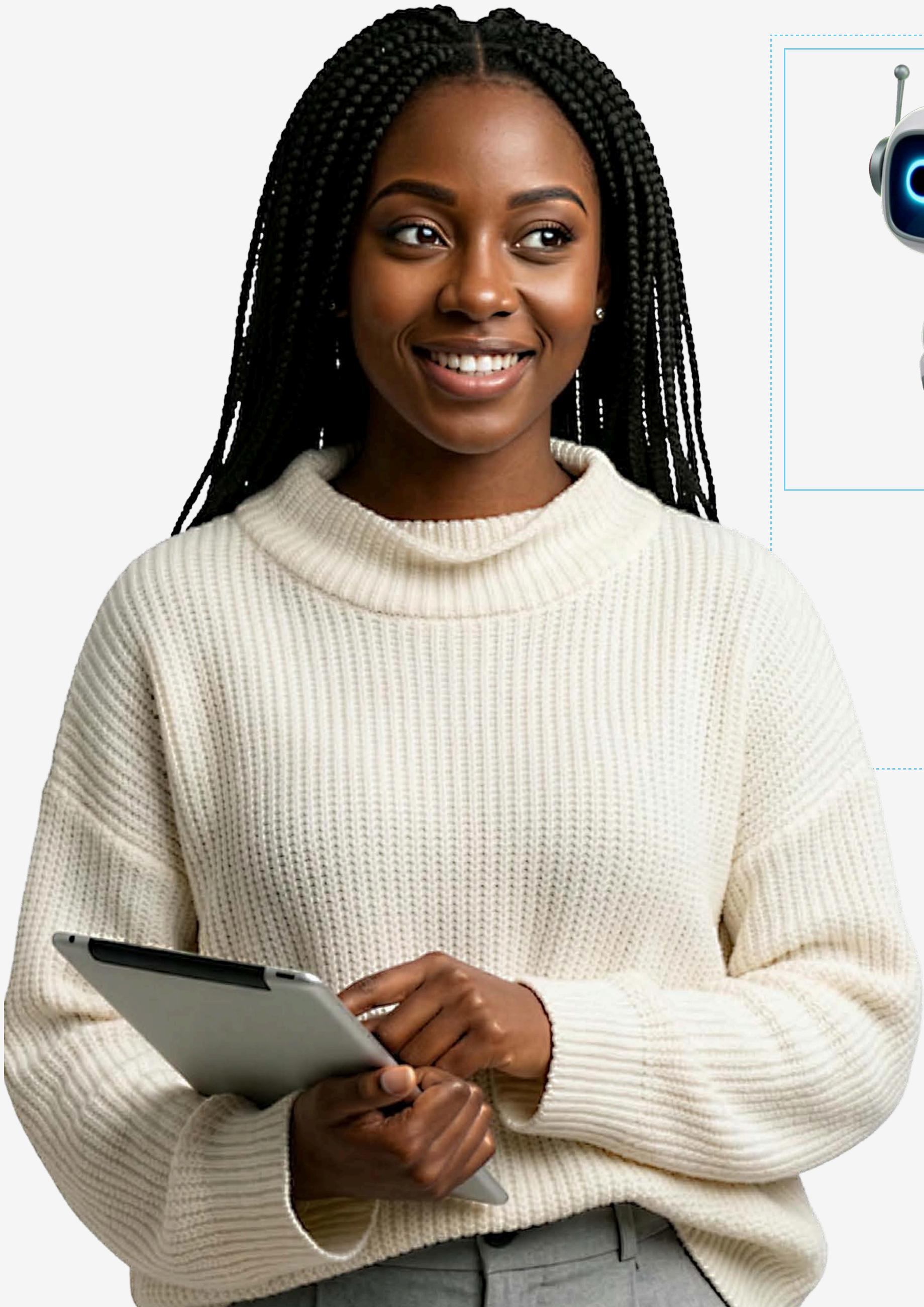
Scale and Hierarchy

Automation should feel like an extension of the worker, not a replacement for them.

Because Sym represents digital labor, his physical size is fluid, but his visual dominance is strictly capped. To ensure he feels like an approachable, everyday partner, his scale is always distinctly subordinate to the human worker.

When Sym is paired with a human, the visual hierarchy is absolute. The human is always the focal point of the system. Sym can be in flight or grounded, but his total height should remain between 10% and 25% of the human's height in any composition. Whether hovering or standing, he should always be in an active posture, ready to assist, support, and execute on command, ensuring the human remains the undeniable hero.

Scale Reference



Sym Scale Range:
10% – 25% of Human Subject