symphony

brandbook 2021

symphony

The new Symphony brand is an extension of the growth and maturity the company has experienced.

It is a refined expression of the company's values that still has youthful energy at its core.

Section 1: Defining our brand
Who we are
Brand values
Persona and personality
Voice and tone

Section 2: Design elements
Our logo
Usage on backgrounds
One-color use
Logo misuse
Core colors
Secondary colors
Typography: Poppins
Type specimen: Ideal stack
Illustrations
Icons
Photography
Video

Section 3: Social Media

Section 4: Merch

In this section, we outline the building blocks of the Symphony brand, including what we stand for, what sets us apart, why we choose the words we use, and how we'v decided to show up in the world.

We are building the workforce of the future and enabling the best global talent to come together to deliver work that matters.

Mission
Passionately creating innovative digital experiences with meaningful value for all.

Vision
Unlocking the full potential of humans + technology to inspire growth for our people, our clients, and our communities.

HUMANS + TECHNOLOGY

Using the power of technology would not be possible without the endless potential of human intelligence. The incredible results we achieve are a joint product of outstanding talent, human intellectual property, and the latest technology, all combined toward a common goal of creating meaningful value.

WE > I

Collaboration is in our DNA. It guides our workspace design, the way we put together lean, flat teams, and how we think about the best talent. The toughest problems won't be solved alone, so we take pride in working together. (It's also why we always give back to our communities and each other.)

EXCELLENCE = GROWTH

When the bar is set to world-class - every detail matters. We take pride in delivering our best work through dedication, drive, and thoughtfulness. We work hard so we can bring the big picture to life on time, every time.

LONG TERM > SHORT TERM

This isn't about sprinting towards the end of a contract. This is about driving technology forward and building the foundation of long-term partnerships so we can do work that matters.

FLEXIBLE > FIXED

We are lifelong learners. Our growth mindset means that we are always looking for ways to be better. We track things like happiness and motivation so we can adapt. We learn from working with each other, new teams, new technology or in new cities.

We build real, enduring partnerships that work within intricate organizational structures for complex businesses, and we deliver real business value

We’re uncompromising on partnership and performance, and that means our teams push back when they have conviction and take accountability so we can experiment together and enjoy the ride.

We deliver technology impact with the workforce of the future. We are confident and insightful. We always act proactively, keeping in mind our curious nature.

We're a collective of diverse and best global talent that comes together to deliver work that matters.

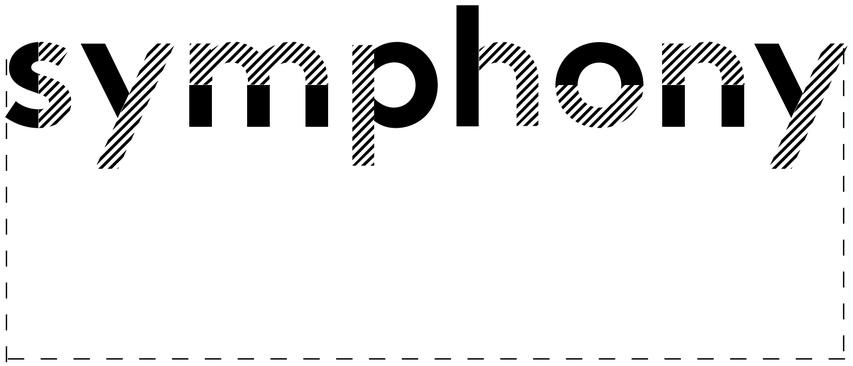
When writing about us, always keep in mind key characteristics of our voice: confidence, insightfulness, proactiveness, and curiosity.

Speaking in the first person is the optimal way that we communicate about all aspects of our company. Writing from the third person is reserved for those outside of the company.

symphony
Examples of Real Busine
Value from Symphony
Engagements
90%
analytics processing
time reduction
25%
increase in onl
sales conversi
8%
boost to customer
satisfaction in 30
days
3X
faster UX
responsivenes
6X
data collection speed
improvement
97%
accuracy predicting
potential
technical disruptions
symphony
Software design and development for the world's most innovative brands
Learn why 2 out of the 3 largest technology companies in Silicon Valley partner with Symphony.
What We Do
How We Work
Client Stories
nphony
Most Listens
Active Users
+500k
Popular
Augmenting teams with exceptional talent
Symphony seamlessly and cost-effectively integrates with in-house teams. Our skilled technologists can be deeply embedded in a client's day-to-day operations, functioning as an

In this section, we outline best practices for the use of Symphony brand assets and offer useful examples.

Our logo - Primary use

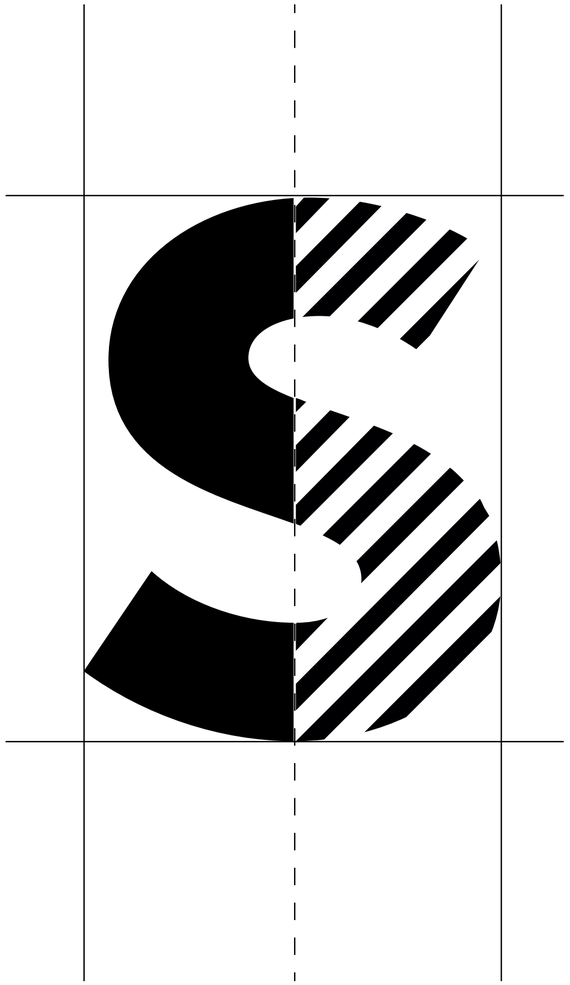


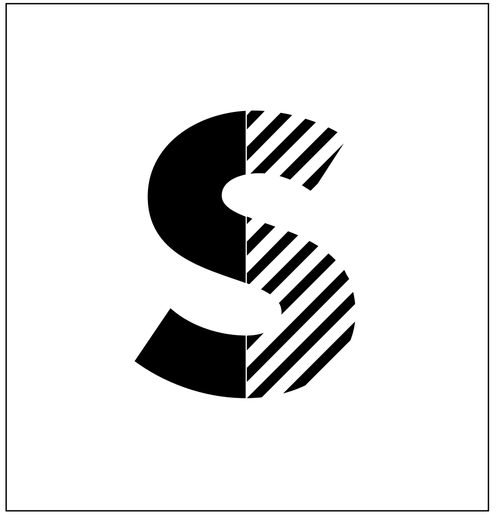
maximum logo size on slide 630 x 125 px

minimum logo size on slide 310 x 65 px

Our logo – Secondary use

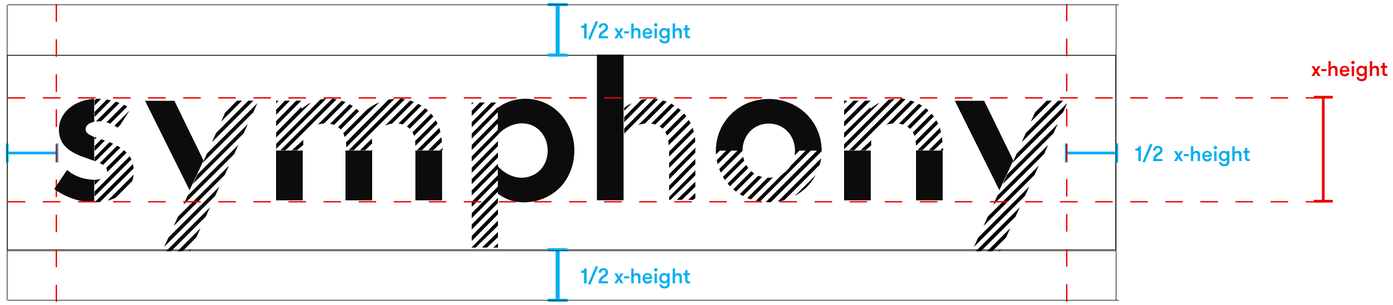
Please use secondary logo option if there is no space for our logo to be fully visible.





Our logo - Spacing

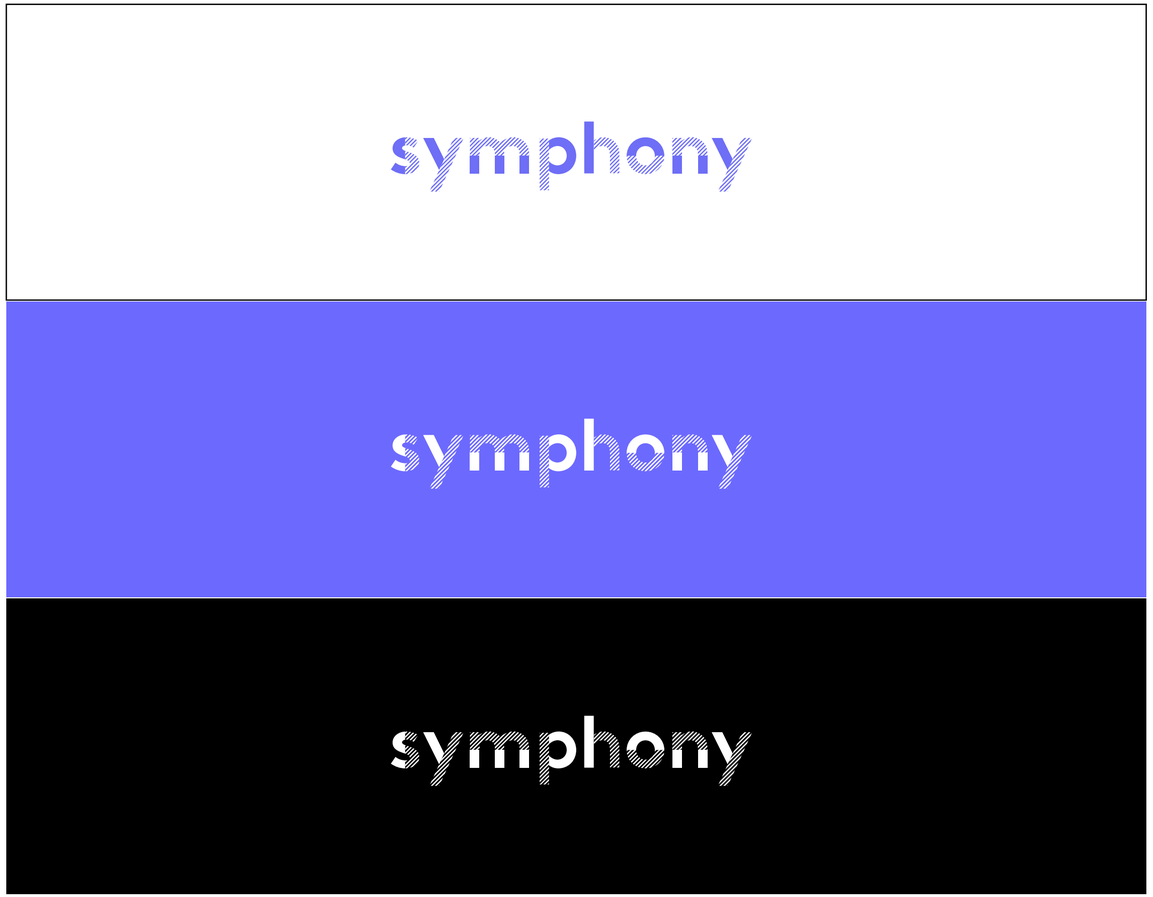
The logo should always be given enough breathing room and safety. Half the x-height is the minimum required safety room in any context or property.



Usage on backgrounds

The logo is versatile and can be used on all kinds of surfaces and textures, while still pertaining to the rules above.

The logo can be used in a variety of formats. Black on white, white on black, white on color, or white on image. Black may be used on very minimal light images, but is not recommended.



One-color use

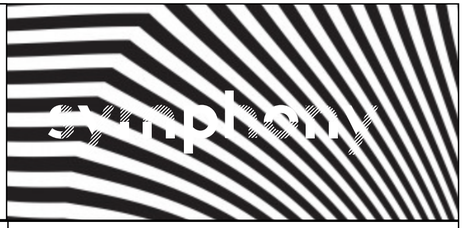
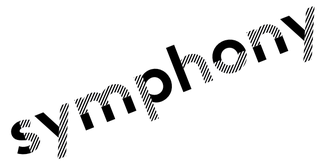
The one-color logo should be used on photographs and color backgrounds within the Symphony color palette.

The one-color logo should be used on black and white colorways.

If using purple background, we strongly prefer to use the white logo. However, if design limitations conflict with this, then the logo should appear in black color.

Logo misuse

Although we can be versatile with the logo's colors, always make sure the logo is visible and abides by some simple common sense rules.

Do not crop the logo		The logo needs to always have a visible contrast throughout the entire mark	
Do not distort the logo		Do not rotate logo or any part of the logo	
Do not use different colors		Do not use drop shadows or any other effects	
Do not change the size or position of the logotype		Do not apply gradient on a logo	

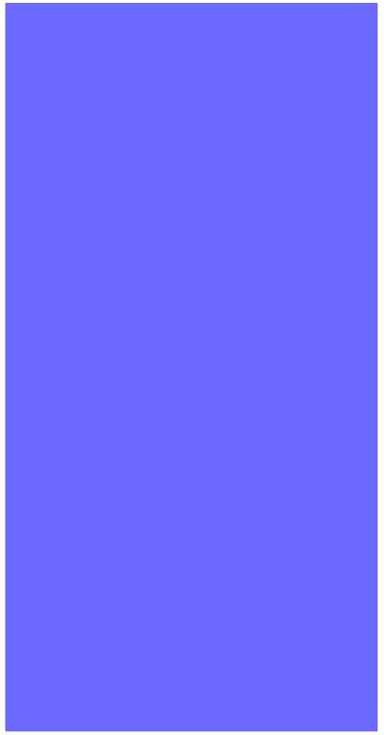
Core colors

The Symphony color palette has two sides. In more conservative properties, it is subdued and minimal. When needed, the brand also has a vibrant and wild side that comes out in the form of bright flourishes and motifs that contrast the stark typography and minimal tones.

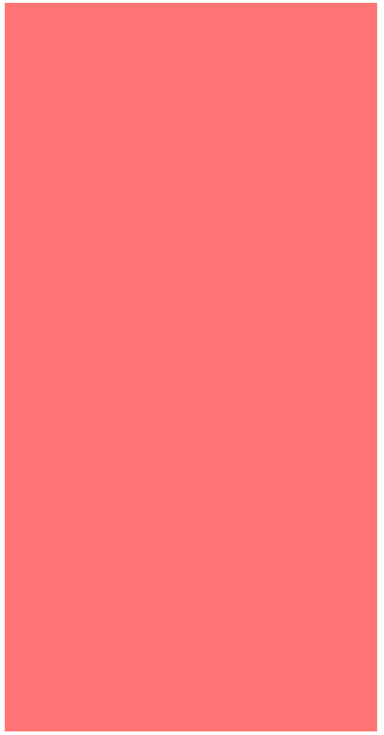
PRIMARY COLOR:
Purple
Red
Yellow
Light grey

RGB: 255 / 255 /255
CMYK: 0/0/0/0
HEX: ffffff

RGB: 0 / 0 /0
CMYK: 75/68/67/90
HEX: 000000



RGB: 108 / 105 /255
CMYK: 69/64/0/0
HEX:6c69ff



RGB: 254 / 116 / 117
CMYK: 0/69/44/0
HEX: fe7475

RGB: 255 / 190 / 61
CMYK: 0/28/87/0
HEX: ffbe3d

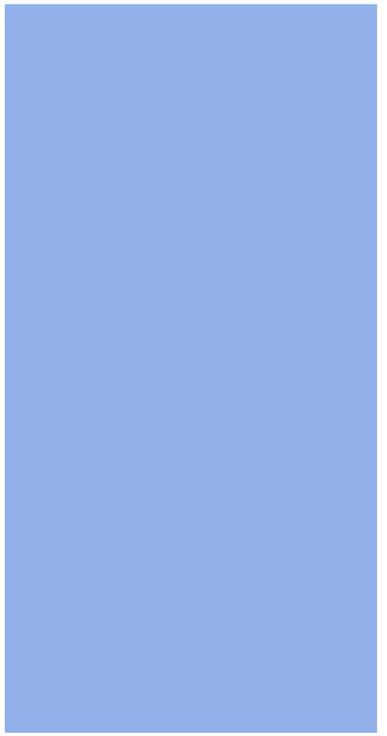
RGB: 244 / 245 / 251
CMYK: 3 /2/0/0
HEX: f4f5fb

Secondary colors

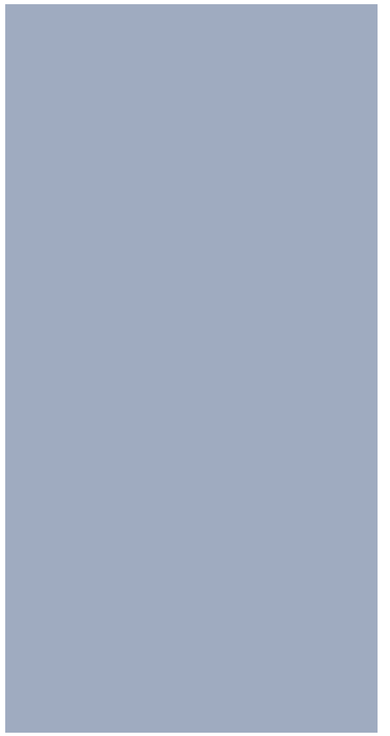
Do not use secondary colors for text. Use only black or white text as outlined on the right. Do not interchange the use of black and white text according to preference, as these color combinations are specifically approved for accessibility.

Secondary colors can be used with our core colors, but this should be limited.

RGB: 34 / 36 / 83
CMYK: 98/95/37/33
HEX: 222453



RGB: 145 / 175 / 234
CMYK: 41 /24/0/0
HEX: 91afea



RGB: 159 / 171 / 192
CMYK: 38/27/14/0
HEX: 9fabc0

RGB: 249 / 223 / 196
CMYK: 2/13/22/0
HEX: f9dfc4

Our shapes are simple and minimal. Combined togehter they make our branding core.

Use them as a stroke or a solid element.

Element / Solid / Circle / 64

Element / Solid / Circle / 40

Element / Stroke / Circle / 64

Element / Stroke / Circle / 40

Element / Solid / Square / 64

Element / Solid / Square / 40

Element / Stroke / Square / 40

Element / Stroke / Square / 64

Element / Solid / Half Moon / 64

Element / Solid / Half Moon / 40

Element / Stroke / Half Moon / 64

Element / Stroke / Half Moon / 40

Element / Solid / Arc / 64

Element / Solid / Arc / 40

Element / Stroke / Arc / 64

Element / Stroke / Arc / 40

Element / Solid / Diamond / 64

Element / Solid / Diamond / 40

Element / Stroke / Diamond / 64

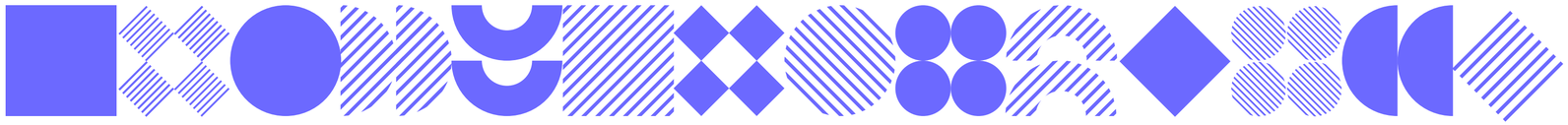
Element / Stroke / Diamond / 40

Shape usage

Option 1
Single shape
solid or stroke

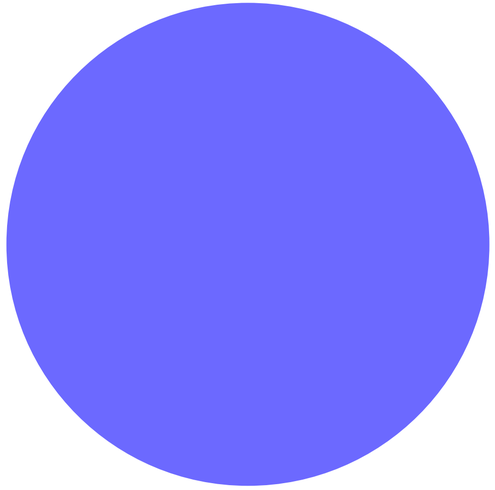
Option 2
Shape
structures

Option 3
Mixed
strip



Option 4
Use it like
a pattern

Option 1
Single shape
solid or stroke



Option 2
Shape structures

Use shapes instead of bullets when ever is possible, or use it to higlight something important.

Use shapes as a solid or as a stroke shape, never mix it.

CASE STUDY

Multinational Telecom Conglomerate with 110,000 employees

Symphony created an employee performance tracking app

From concept to MVP in 30 days

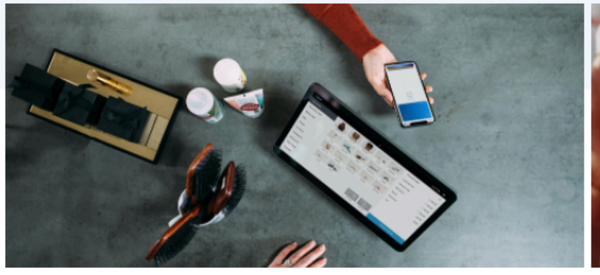
UX 3x faster than a previous vendor's prototype

IMPACT

Better retention of high performers through instant identification

Option 2
Shape structures

Symphony Creates Real Value for Leading Enterprises



CASE STUDY

Global Retail Giant with stores in 100 countries

Symphony reimagined the sales analytics process

- Analytics SLA of **5 seconds** with **120+** data sources
- **Increased** analytics speed **10x**

IMPACT

Faster revenue insights enabling real-time decision making

CASE STUDY

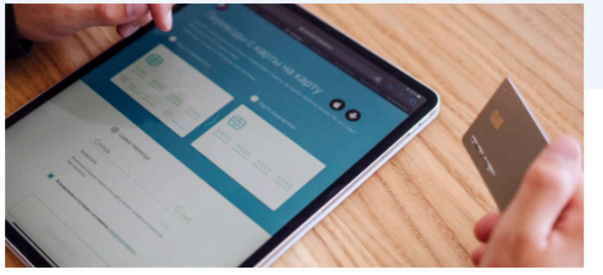
Multinational Telecom Conglomerate with 110,000 employees

Symphony created an employee performance tracking app

- From concept to **MVP in 30 days**
- **UX 3x faster** than a previous vendor's prototype

IMPACT

Better retention of high performers through instant identification



CASE STUDY

Top European Bank with 3 million customers

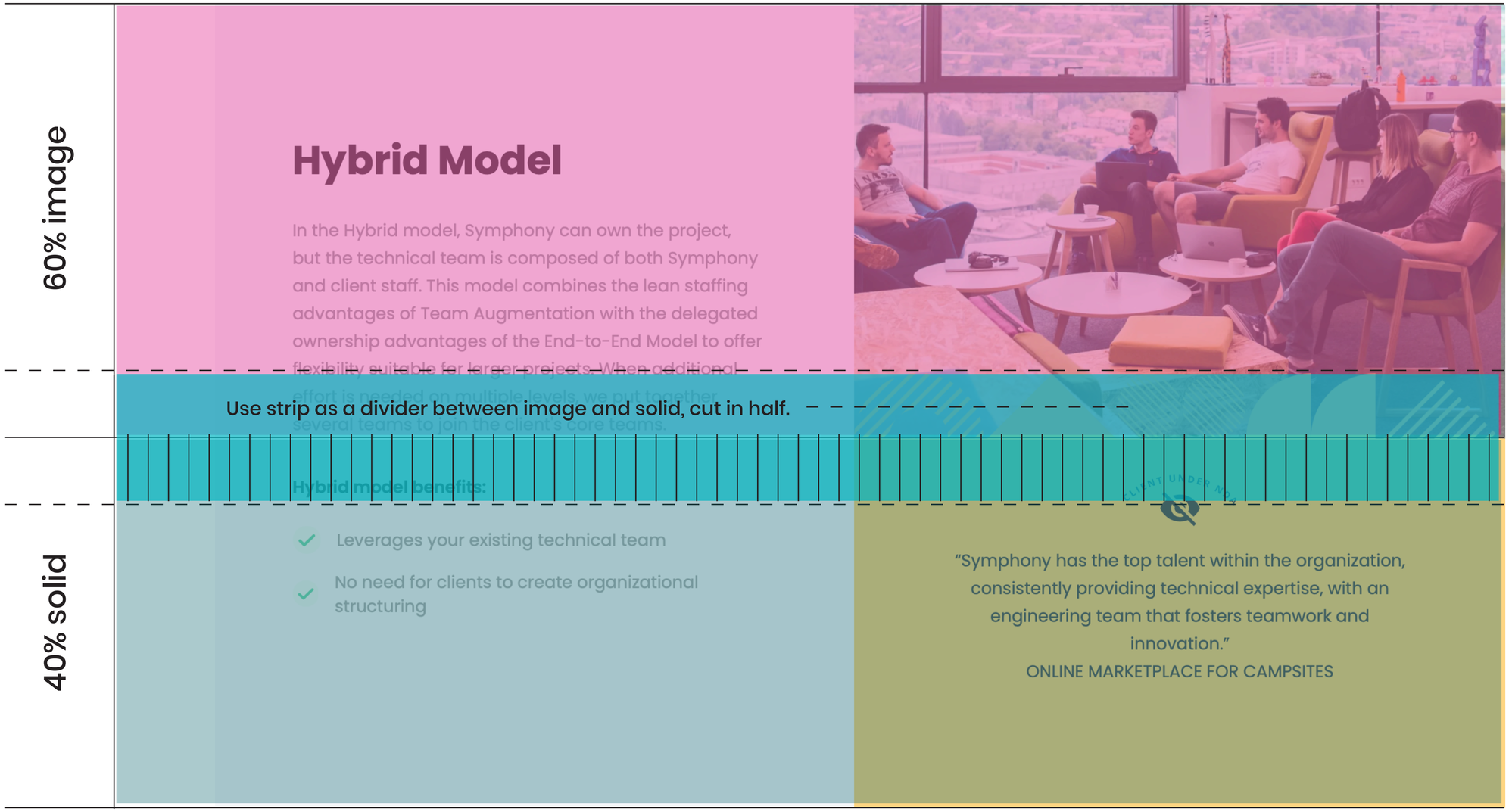
Symphony modernized legacy debit/credit card management tools with shift to mobile

- Supported **300,000** customer users on **the first day**
- **8% increase** in customer satisfaction **in 30 days**

IMPACT

Deeper customer loyalty from a transformed digital experience

Option 3
Mixed
strip



Option 3
Mixed
strip

CLIENT UNDER NDA

"Symphony gave us a tremendous edge over our competition and exceeded our expectations in terms of innovation, technology development, and delivering products in an extremely agile way. There are very few companies like Symphony."
LEADING PRIVATE AVIATION COMPANY

CLIENT UNDER NDA

“We had a big roadmap of digital products we wanted to tackle and we knew we needed external support because we didn’t have the capabilities or capacity to deliver these things in time. It was great to have Symphony on board to quickly ramp up our capabilities to deliver them.”
TOP EUROPEAN BANK

CLIENT UNDER NDA

“Symphony has the top talent within the organization, consistently providing technical expertise, with an engineering team that fosters teamwork and innovation.”
ONLINE MARKETPLACE FOR CAMPSITES

symphony
What We Do
How We Work
Client Stories
About Us
Careers
Contact Us
End-to-End Model
You own the business vision - we can take on the project ownership. With the End-to-End Model, Symphony's team handles every stage of product development - from conceptualization to delivery - and is solely responsible for the team performance.
Benefits of the End-to-End Model:
No management overhead cost
Leverage in case of large projects
More cost-effective in the long term
Shared risk
CLIENT UNDER NDA
"Symphony gave us a tremendous edge over our competition and exceeded our expectations in terms of innovation, technology development, and delivering products in an extremely agile way. There are very few companies like Symphony."
LEADING PRIVATE AVIATION COMPANY

Typography: Poppins

Geometric sans serif typefaces have been a popular design tool ever since these actors took to the world's stage. Poppins is one of the new comers to this long tradition.

Many of the Latin glyphs (such as the ampersand) are more constructed and rationalist than is typical.

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 0123456789

Thin	Culture-driven technology house.
Light	Culture-driven technology house.
Regular	Culture-driven technology house.
Medium	Culture-driven technology house.
SemiBold	**Culture-driven technology house.**
Bold	**Culture-driven technology house.**
Extrabold	**Culture-driven technology house.**
Black	**Culture-driven technology house.**

TAG TITLE
Poppins Bold/20

A BETTER WAY TO WORK

H1
Poppins Bold/72

A better way to work

H2
Poppins Bold/48

Simpler, more pleasant and more productive way to work online

H3
Poppins SemiBold/36

The kind of thing you don't know you need, but once you have it, you can't live without it. It feels like the natural evolution of work.

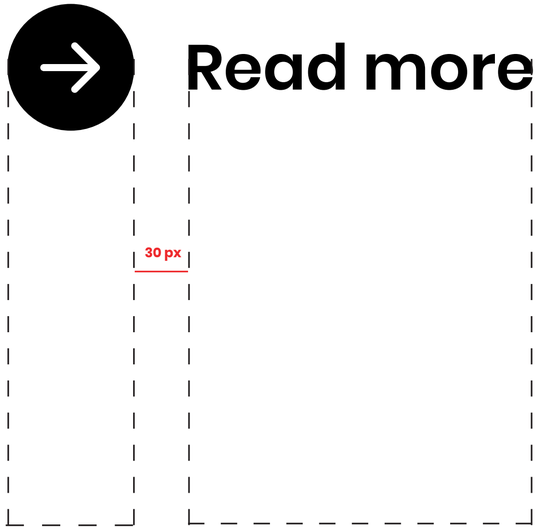
H4
Poppins Medium/30

After all, every organization needs a little Slack.

P
Poppins Regular/16
Optical Kerning,
10 Tracking
23/10

There is an enormous and heretofore largely unmet demand for an easier way to coordinate and align people. That demand is why Slack is here today, and why Slack is being adopted all over the world. Email is the default coordinating point for communications and the go-to platform enterprise software developers use when they need to reach human beings, but inside a company it works poorly. Enormous flows of information course through it, but each person has only a tiny view. Email holds rich history: all

There is an enormous and heretofore largely unmet demand for an easier way to coordinate and align people. That demand is why Slack is here today, and why Slack is being adopted all over the world. Email is the default coordinating point for communications and the go-to platform enterprise software developers use when they need to reach human beings, but inside a company it works poorly. Enormous flows of information course through it, but each person has only a tiny view. Email holds rich history: all



Optimized eCommerce Conversion

Enriched the shopping experience for a rapidly growing online-only car dealer, boosting conversion

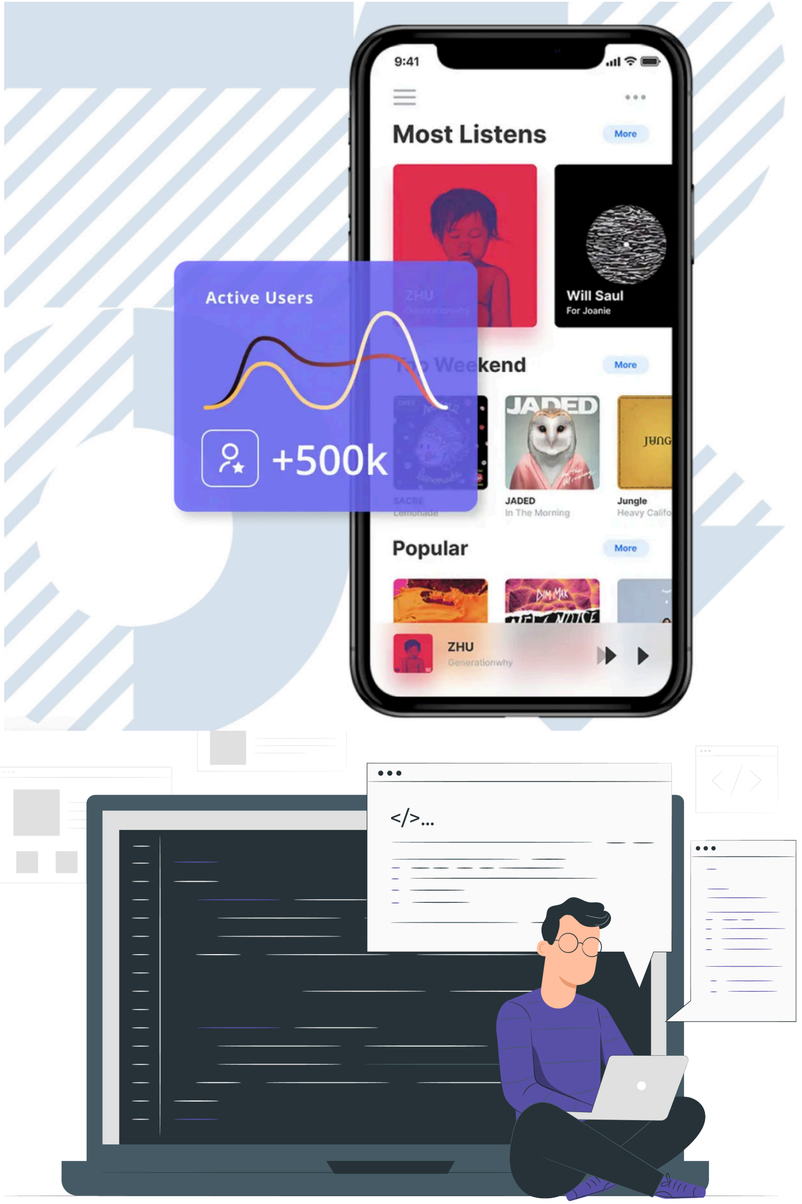
Read Story

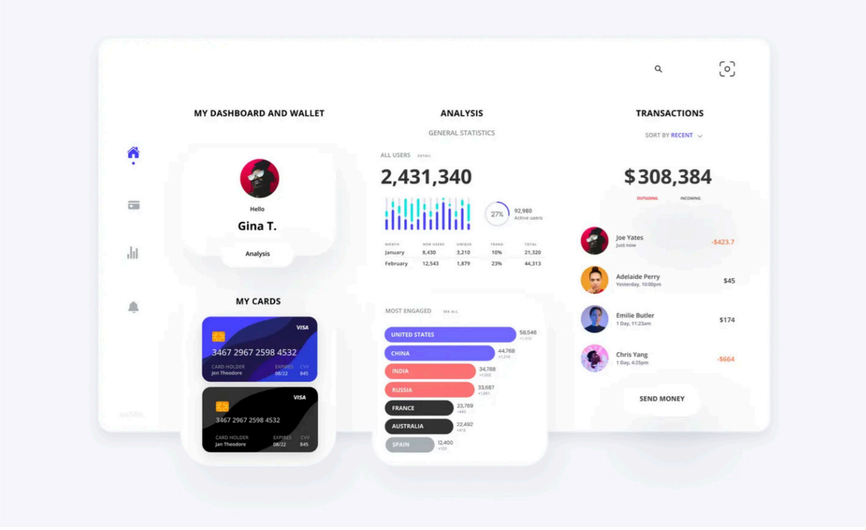
Retail Analytics Reimagined

Redesigned sales analytics for a global retail giant, unlocking faster decision-making

Read Story

Our illustration style is bold, elevated, and dimensional, heavily defined by the use of negative space and perspective. It was created to distinctly capture the Symphony brand and is used across a range of communications as well as within our product.





Photography

Like our brand voice, all photography direction is based on a spectrum of relatable to aspirational.
Avatars: Relatable, human, warm, quirky, but not silly. Colorful, but mature, personable.
Still life: Attainable, clear, concise, human, demonstrates the Symphony personality. Simple, not overly complex.
Lifestyle: Aspirational, alludes to collaboration, confident, clear, focused, environmentally inclusive (the subject is a part of something bigger).

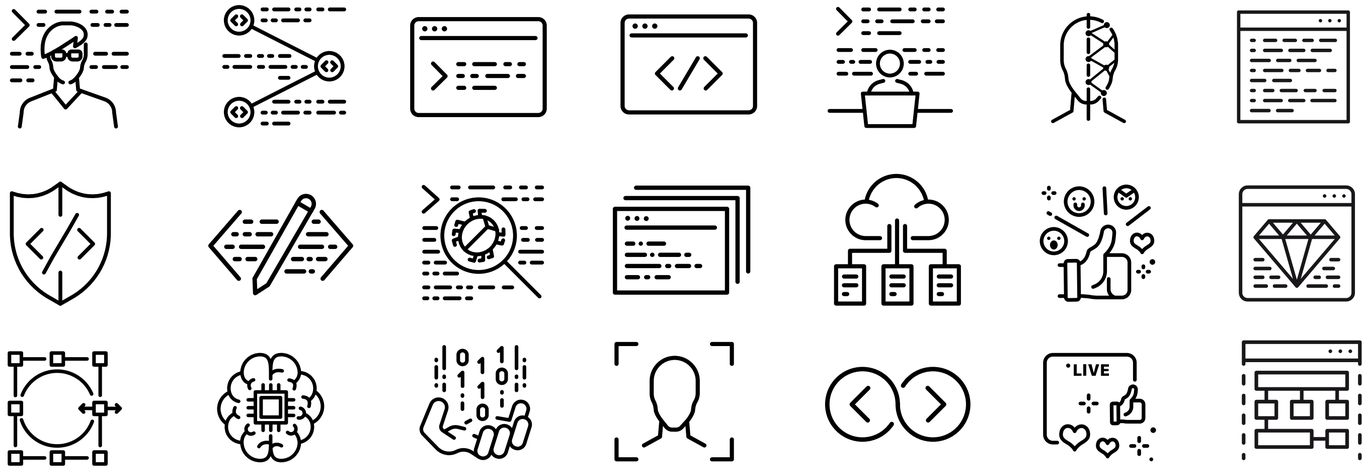
Lower thirds: Design should be clean and clear. Names should be set in Poppins bold, titles in Poppins Regular and backgrounds set to 80% opacity.

Opening-Ending slates: All videos should end with the Symphony logo, animated or still.

Watermarked logos: If needed Watermarked logos should be placed in the upper left at 50% opacity.

Symphony icons are used across different brand touchpoints from marketing to environment to product. They provide symbolism, conceptual clarity and visual interest in simplistic shapes and forms.

ROLES AND TECHNOLOGIES



OTHER

Email Signature

Damir Lichina **I BRAND DESIGNER**

symphony

Mobile | +381 64 33 21 971
Web | www.symphony.is

Amsterdam I Berlin I Belgrade I Copenhagen I Denver I London I Niš I Novi Sad I San Francisco I **Sarajevo** I Skopje

No one can whistle a symphony.

Damir Lichina **I BRAND DESIGNER**

Gmail settings
SansSerif I Normal I Regular and Bold

Mobile | +381 64 33 21 971
Web | www.symphony.is

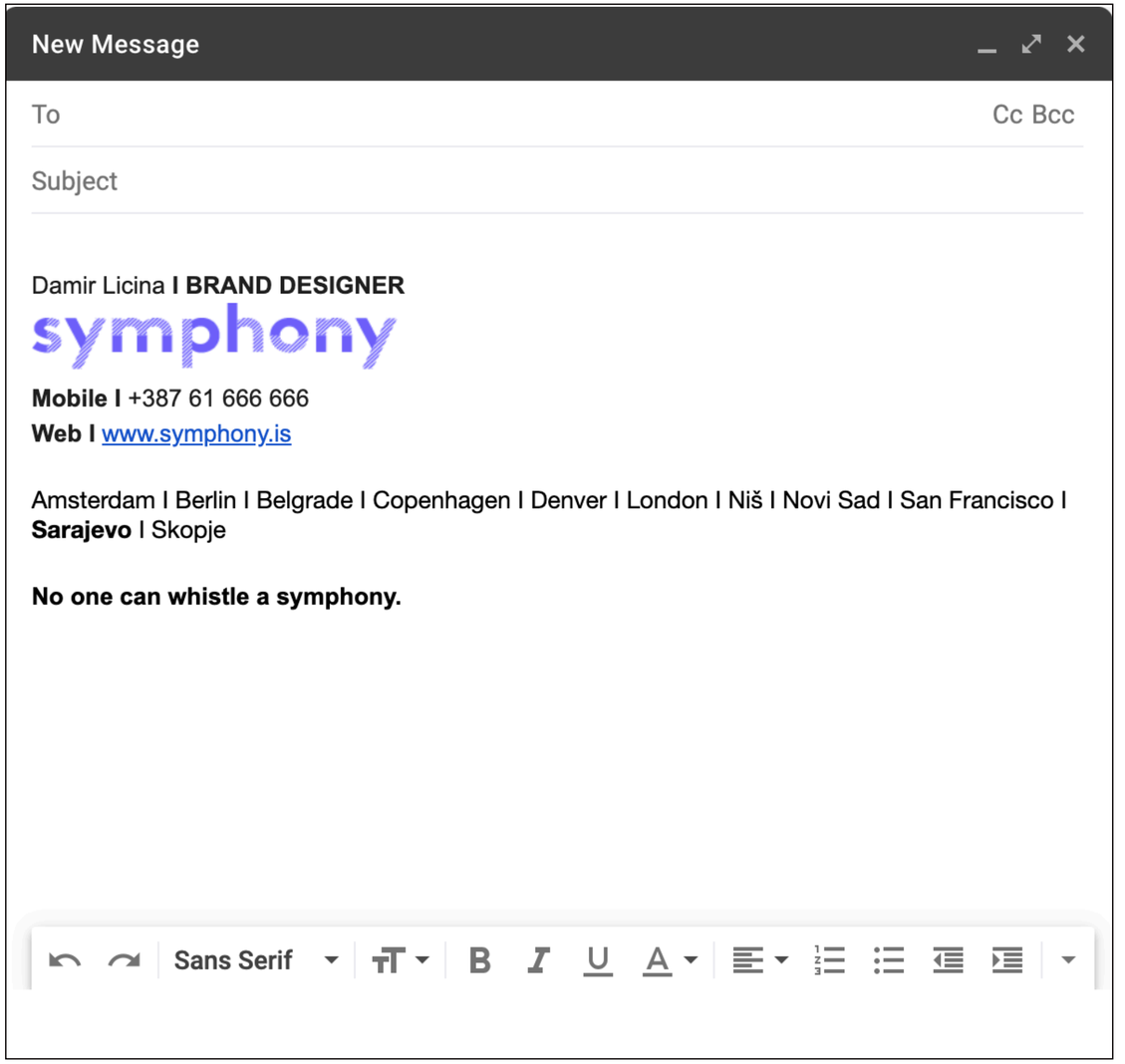
Gmail settings
SansSerif I Normal I Regular and Bold

Amsterdam I Berlin I **Belgrade** I Copenhagen I Denver I London I Niš I Novi Sad

Gmail settings
SansSerif I Normal I Regular I Hub location Bold

No one can whistle a symphony.

Gmail settings
SansSerif I Normal I Bold



Section 3: Social Media

When talking about Symphony on social media, always keep in mind that we're a highly professional, knowledgeable, and influential company. Copies written for social media should ooze confidence, power, and expertise. We're skilled, self-aware but at the same time accessible and vibrant.

People of
symphony

STANDARD COVERS
Use our primary colors with logo according to brand guidelines

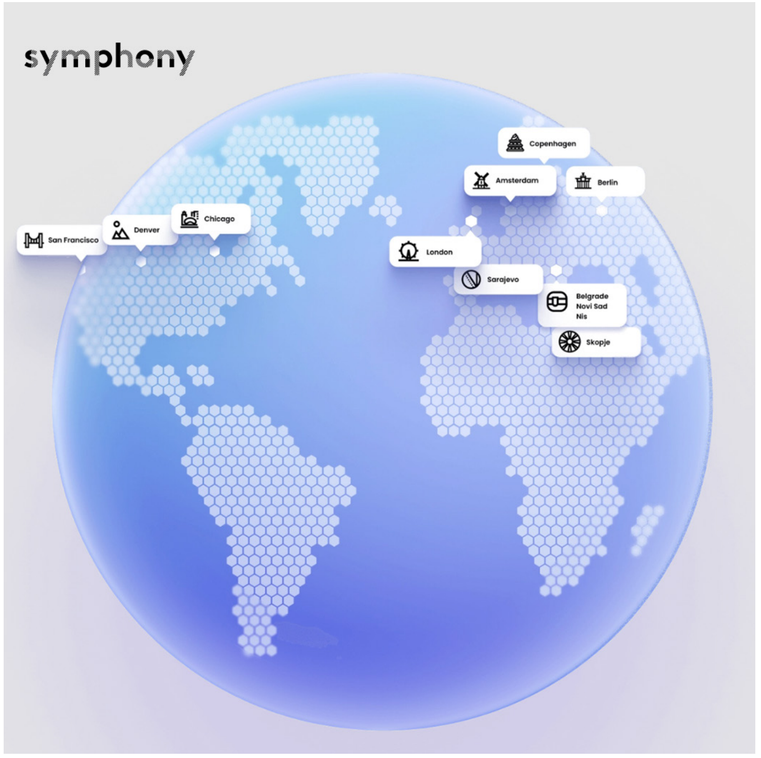
STANDARD COVERS
Use our primary colors with logo according to brand guidelines

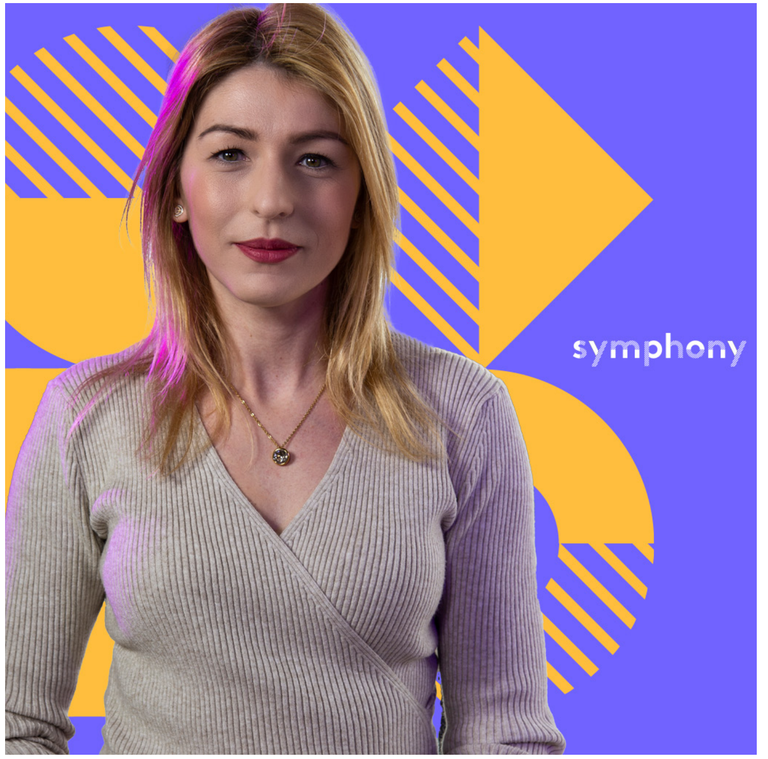
SPECIAL OCASSION -
You can be as creative as you can, as long you follow brand guidelines

STANDARD COVERS
Use our primary colors with logo according to brand guidelines

CUSTOMIZED COVERS FOR HUBs
Use our primary colors with our shapes and photo of the city where the hub is located

Social Media presence - Post example





Section 4: Merch

symphony
symphony

symphony

symphony

symphony

symphony

symphony
No one can whistle a symphony.
symphony
No one can whistle a symphony.

Yes, people like you are just awsome!
symphony
Have a lovely and productive day:)
symphony

for more information contact:
marketing@symphony.is