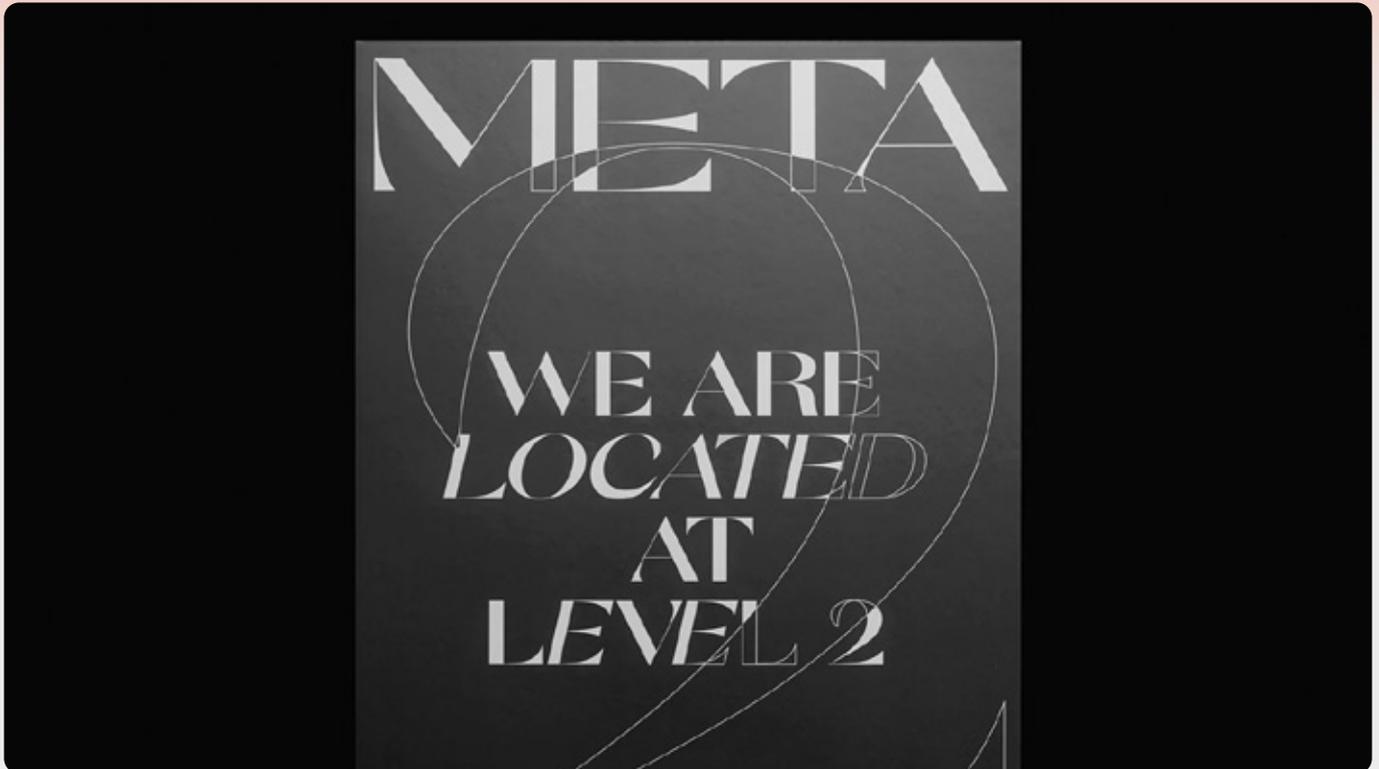


# The — Brand Identity

JAY LIU CHANNELS THE THEME OF TRANSFORMATION  
IN HIS SLEEK VARIABLE IDENTITY FOR META PERFORMANCE



Located in the central business core of Singapore, META is a high-performance, goal-oriented boutique gym that specialises in body and lifestyle transformations. With highly tailored and personalised strength and fitness programmes on offer, they approached Singapore-based designer Jay Liu to develop a fitting identity for the space that would also represent the diverse spectrum of body shapes and weights of their clientele.

This idea led Liu to develop a sleek and sophisticated variable identity, with a striking use of typography centred around Pizza Typefaces' Orelo. The variable sans serif, designed by Adrien Midzic, features most prominently as the brand's wordmark, with the uppercase lettering showcasing the typeface's high contrast strokes and tapering terminals. Liu reveals that Orelo was chosen "for its extended look and seamless morphing." This, he felt, provided an "understated touch."

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FULL ARTICLE - [www.the-brandidentity.com/project/jay-liu-channels-the-theme-of-transformation-in-his-sleek-variable-identity-for-meta-performance](http://www.the-brandidentity.com/project/jay-liu-channels-the-theme-of-transformation-in-his-sleek-variable-identity-for-meta-performance)

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