



META PERFORMANCE BRANDING BY JAY LIU



Here comes another amazing brand identity for your creative inspiration.

Situated in the heart of Singapore's business district, META is a high-intensity boutique gym that caters to body and lifestyle transformations. The META Training System allows for personalization; thus, its branding adopts a variable identity that embodies diverse shapes, forms, and weights. Through an adjustable font featured on all stationery applications from print materials to digital graphics and environmental collaterals – every representation of their logotype takes on a different weightage. The use of a monochrome color palette creates an understated, yet cool vibe – energized by the addition of vivid magenta to balance out the look and make it come alive.

FULL ARTICLE –
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