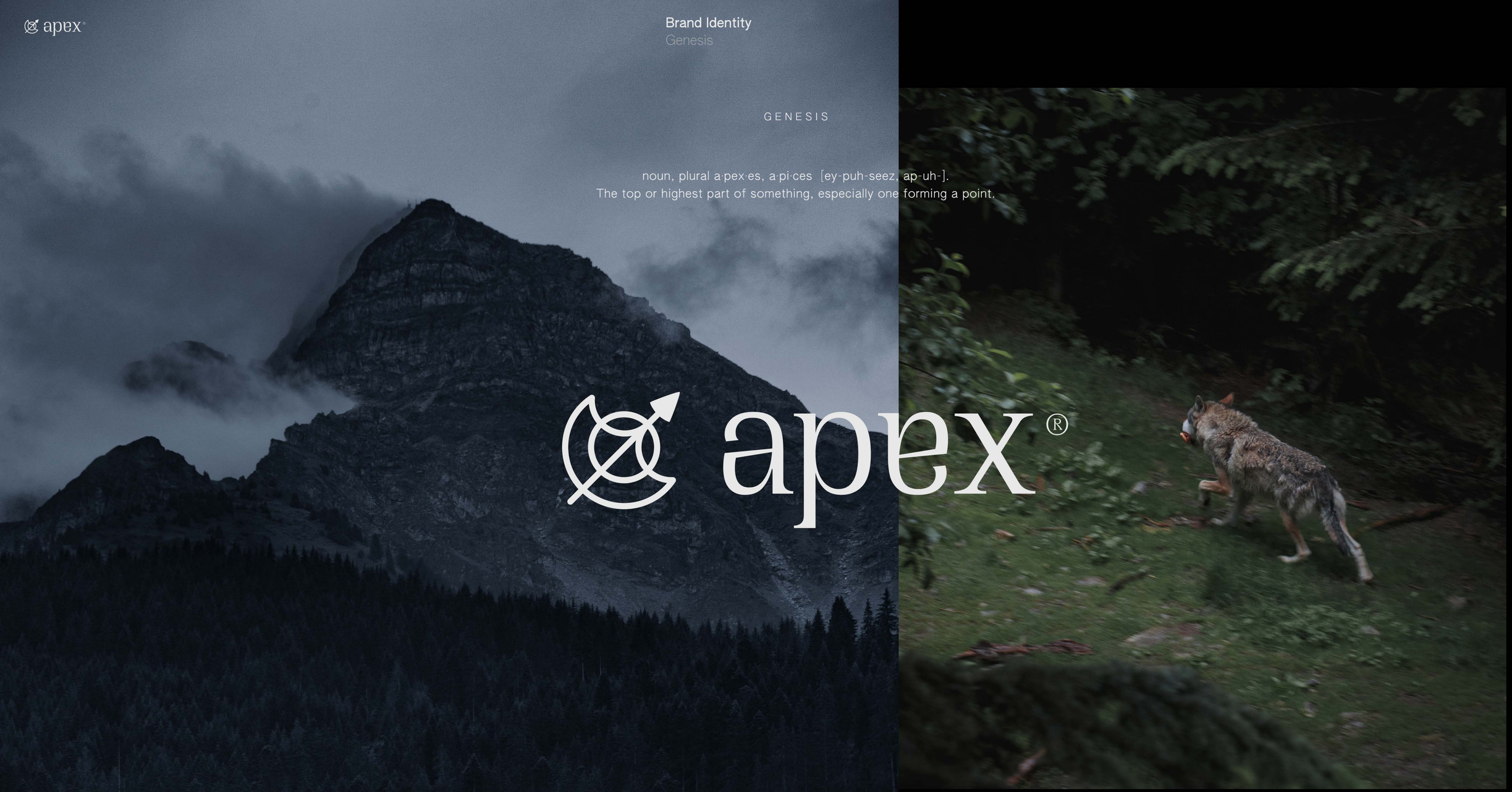
apex

BRAND * V2.1

GENESIS

noun, plural a·pex·es, a·pi·ces [ey-puh-seez, ap-uh-].
The top or highest part of something, especially one forming a point.



apex®

noun, plural a·pex·es, a·pi·ces [ey-puh-seez, ap-uh-].
The top or highest part of something, especially one forming a point.

BRAND

ABOUT

apex is a multi-brand retailer and ecommerce and magazine bridging the gap between the worlds of lifestyle, leisure, performance and sports within the umbrella of tech wear.

BRAND

ETHOS

GG

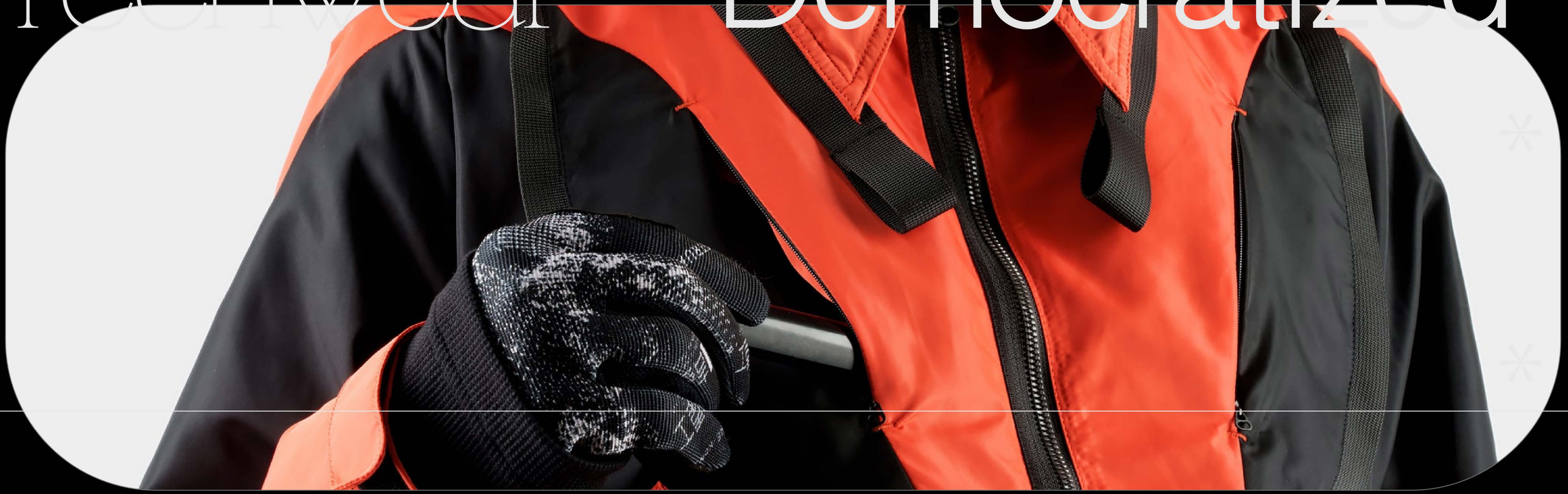
Elements* Essentials

Nature awaits for no man

Nature awaits for no man.

The essence

Techwear * Democratized *

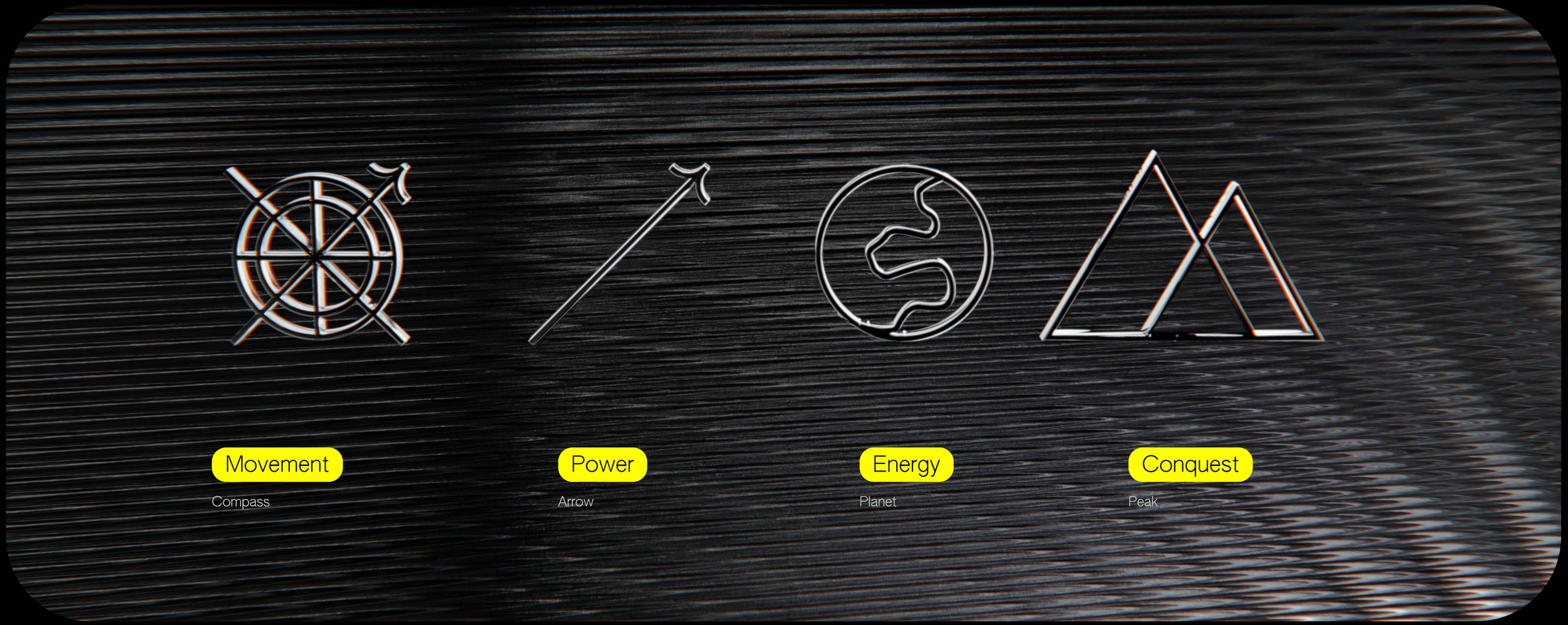


HAMCUS

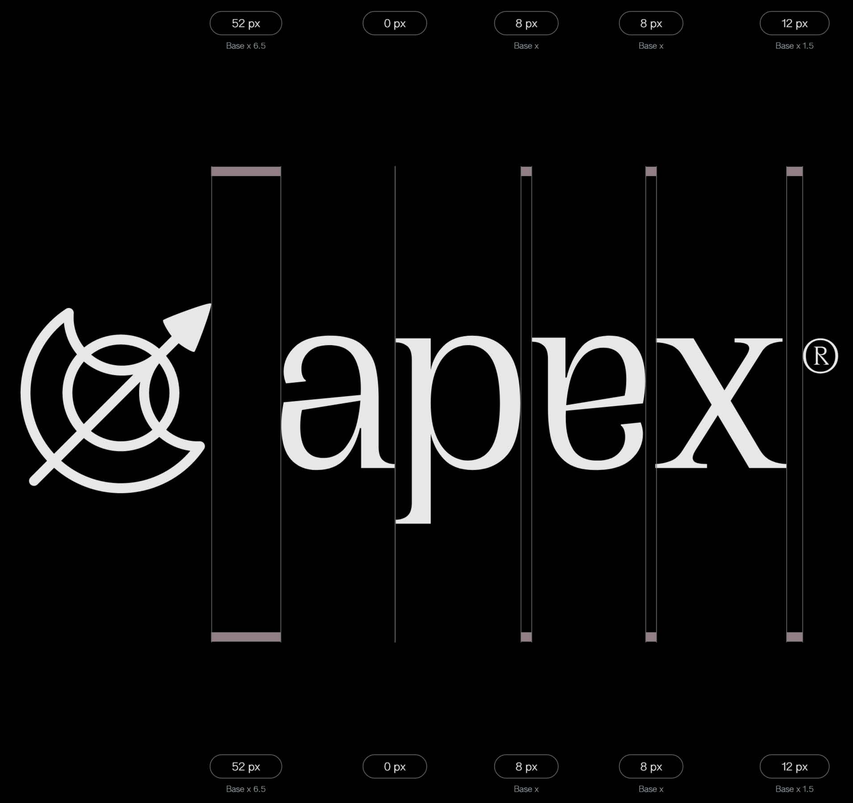
The techwear world has been characterized by a lack of accessibility and education. From the perception of "anime" based cosplay to high end fashion, the overall core of what it represents is never clear...

COMPONENTS

LOGO



GENESIS



The apex logo structure is focused on maintaining a visual balance of components while adhering to a logical numerical sequence.

X
apex®
X

apex®

Logo

®

Symbol

The implementation of the logo is directly connected to the device used for experiencing it. The complete logo iss the preferred implementation, scaling back accordingly.

Main / Desktop / Tablet

Special Case / Physical* /

Mobile / Tiny.../

LOGO

SCALE

COMPONENTS

COLORS

HAMCUS

Cameo
#76805D

Glow
#FFFF00

Ice
#E8E8E8

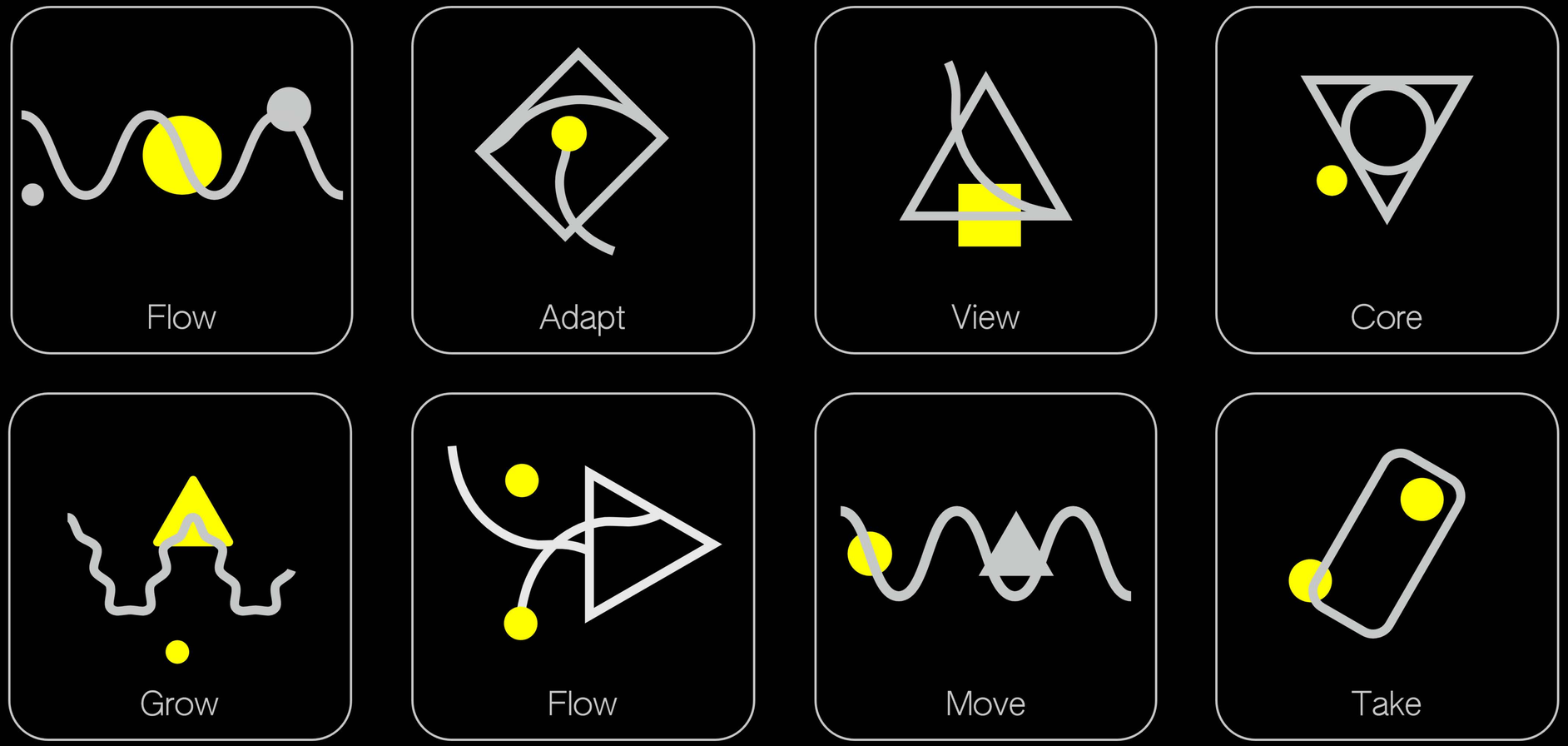
Hunt
#000000

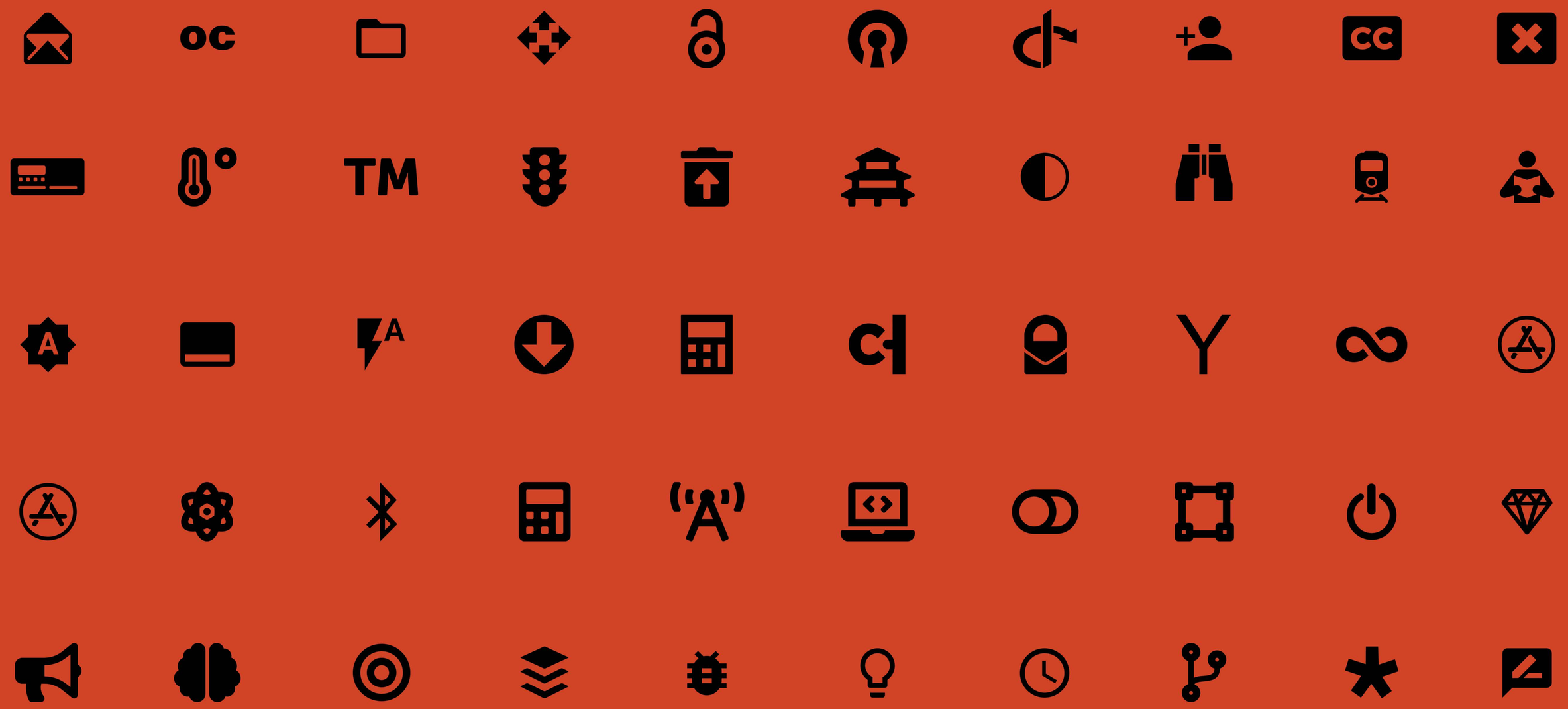
Ember
#FF4E00

APEX * TCHWR-2

ALTHOS
DIFUSION
ON-SITE

ALL TERRAIN & WEATHER
32 lb
FLUXSUIS
reactive * adaptative


Flow
Adapt
View
Core
Grow
Flow
Move
Take


OC
CC
TM
A
A

COMPONENTS

TYPOGRAPHY

Hero Typefaces

A new world * Authentically

Neue World

AUTHENTIC Sans 60

* AUTHENTIC Sans 60 * AU

In habitasse platea

* HAMCUS * AUTHE

Aliquam enim ex, eleifend eu gravida et, egestas vel diam. Vestibulum dictum sodales justo, sit amet semper ante sagittis sed. Cras sed convallis sem, sed molestie magna. Integer eleifend tempus justo accumsan dictum. Duis faucibus ullamcorper cursus.

Uppercase

F

Lowercase

A beautiful, modern serif that pays homage to its forerunners. The stunning details and versatile possibilities for this font make it an essential addition to any type tool kit.

Neue World

Title

In habitasse platea

Headline

Aliquam enim ex, eleifend eu gravida et, egestas vel diam.

Paragraph

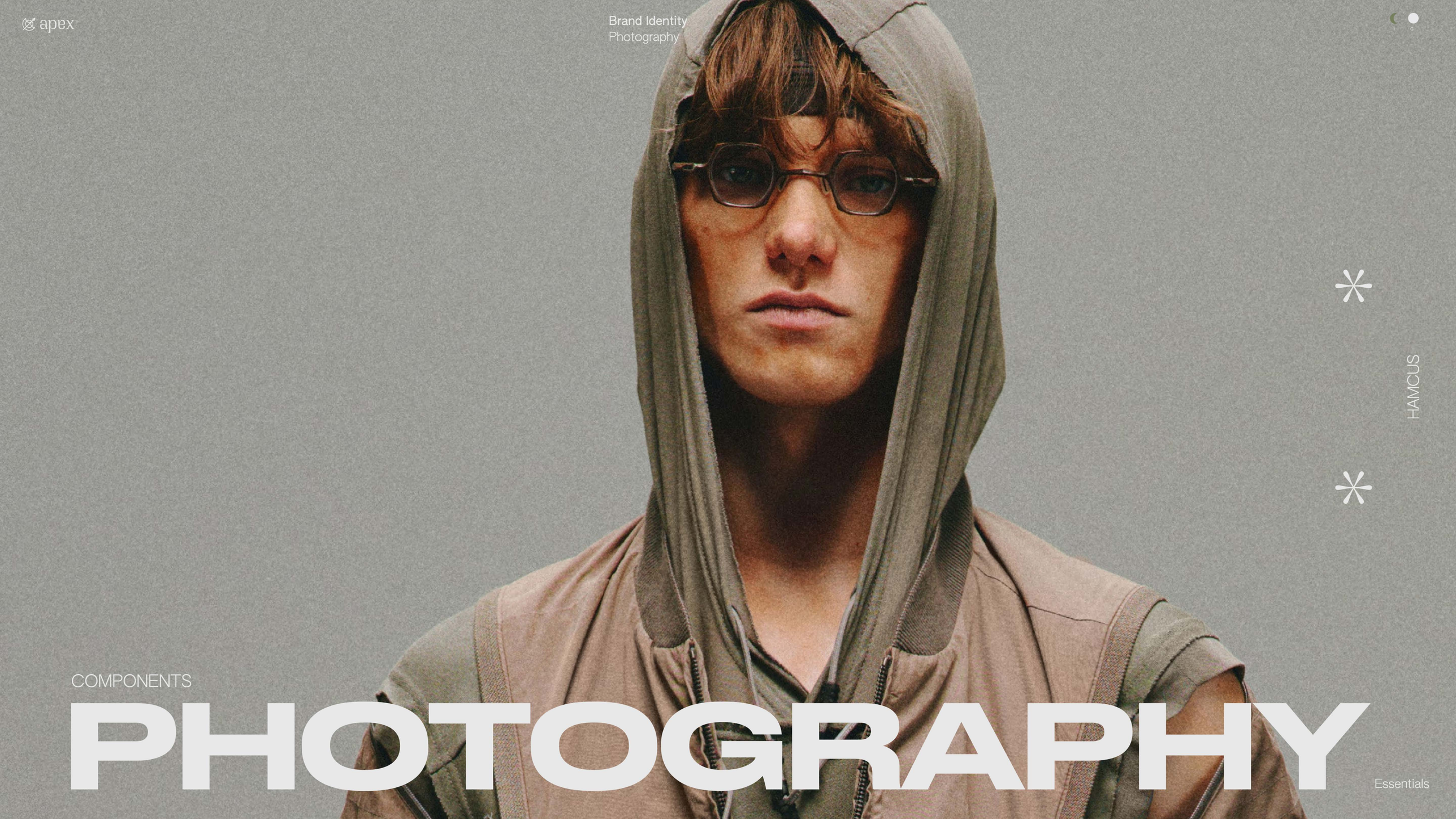
Vivamus quis diam vitae velit rutrum hendrerit. Nunc imperdiet, orci ac sodales bibendum, diam ex porta est, vitae malesuada massa ligula mollis leo. Nam commodo nisl vitae erat iaculis iaculis. Ut nec diam nisi. Aenean commodo lorem dui, nec vestibulum tortor placerat sit amet.

Aliquam enim ex, eleifend eu gravida et, egestas vel diam. Vestibulum dictum sodales justo, sit amet semper ante sagittis sed. Cras sed convallis sem, sed molestie magna. Integer eleifend tempus justo accumsan dictum. Duis faucibus ullamcorper cursus.

Aliquam enim ex, eleifend eu gravida et, egestas vel diam. Vestibulum dictum sodales justo, sit amet semper ante sagittis sed. Cras sed convallis sem, sed molestie magna. Integer eleifend tempus justo accumsan dictum. Duis faucibus ullamcorper cursus.

Notes

Sytling



COMPONENTS

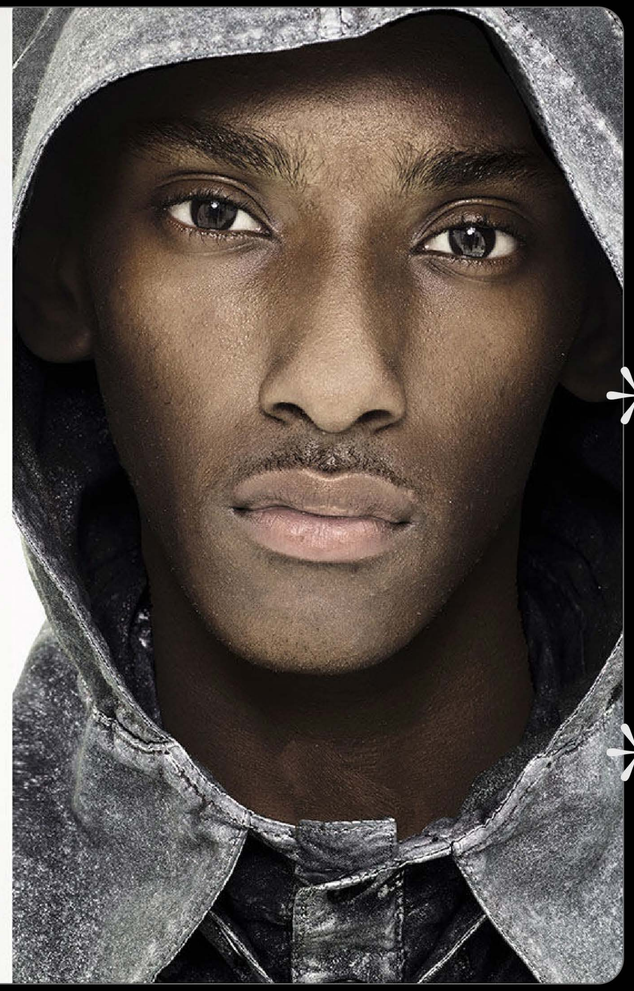
PHOTOGRAPHY

HAMCUS

Brand Identity
Photography

The visual language is informed by a quasi ethereal mood characterized by high contrast, a simple and powerful composition, and a play of textural elements.

The key subject has to be easily read, simple to decode, and dinamically integrated into the framing.



GG

HAMCUS

VEILANCE

GG

HAMCUS