

VideoRythmos



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# Brand Guidelines

# Complete Logo



VideoRythmos



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The main logo concept for VideoRythmos combines the initials V and R with the stylized form of a turntable pickup arm, creating a symbol that directly references the world of sound, recording, and audiovisual production. The geometric composition transforms these elements into a circular mark that evokes both a vinyl record and the precision of audio technology, reinforcing the brand's connection to rhythm, sound, and professional media tools.

The design also carries a subtle visual influence from the identity language of Audio-Technica, a brand for which VideoRythmos is a key distributor. This influence is expressed through the minimal, technical line structure and the circular balance of the symbol, creating a visual dialogue with the aesthetics of professional audio equipment. By merging the VR initials, the

pickup form, and the record-like circle, the logo communicates the company's role at the intersection of image, sound, and rhythm.

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# Other Proposals



# Logo design Overview

The rebranding of VideoRythmos builds on the visual DNA of the original logo by preserving two core symbolic elements: the eye and the waveform. The eye represents the visual dimension of storytelling—the act of observing, framing, and interpreting reality through the lens of cinema and video. It reflects the idea that audiovisual creation begins with perception: seeing rhythm in movement, composition, and narrative. By retaining the eye motif, the identity continues to emphasize vision, perspective, and the human gaze at the center of the creative process.

Alongside the eye, the soundwave / rhythm pattern remains a defining element of the new designs. The waveform symbolizes sound, editing rhythm, and the pulse that connects image and audio in film language. It also visually echoes the concept embedded in the name VideoRythmos: the synchronization between visual flow and sonic tempo. Across the logo explorations, the waveform is interpreted in multiple ways—through circular motion, vinyl-like forms, and oscillating bars—suggesting movement, timing, and continuity. Together, the eye and the waveform create a unified metaphor for audiovisual storytelling: seeing rhythm and hearing images.

# Typography

A Comfortaa  
a

Where image meets rhythm.

Comfortaa ExtraBold

Where image meets rhythm.

Comfortaa Bold

Where image meets rhythm.

Comfortaa SemiBold

Where image meets rhythm.

Comfortaa Medium

Where image meets rhythm.

Comfortaa Light

# Color scheme - Palette

C: 19 M: 52 Y: 64 K:2  
R: 204 G: 137 B: 100

C: 79 M: 57 Y: 30 K:8  
R: 69 G: 102 B: 135

C: 9 M: 6 Y: 7 K:0  
R: 229 G: 229 B: 229

WHITE

BLACK

# Logo applications

The new VideoRythmos visual identity is designed to be consistently applied across both physical and digital brand touchpoints. The logo is featured on high-quality paper shopping bags used for product packaging, reinforcing a premium and professional retail presence, and on professional business cards where the clean symbol and typography establish a clear and recognizable brand mark. At the same time, the identity is integrated into a newly redesigned website, ensuring that the same visual language extends seamlessly across print and online platforms.

