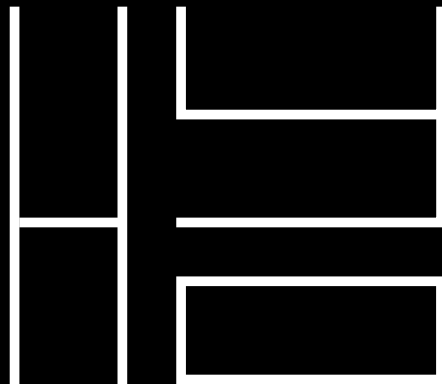


HYO

A Case Study on designing
the Home of the Hybrid



Project Overview

The goal of this project was to develop a cohesive sportswear brand identity that supports the evolving needs of hybrid athletes. The brand was designed to:

- Foster an inclusive and supportive community for both endurance and resistance training athletes of all levels

- Create versatile apparel that performs across multiple training styles

- Emphasize durability and environmentally conscious design practices

my Role

I led the brand development process, focusing on:

- Logo design and visual identity
- Brand strategy (mission, vision, and values)
- Establishing the brand voice and overall aesthetic direction

Timeline

January 5:
Initiated brand development; defined objectives, constraints, and explored potential brand names

March 10:
Finalized logo and visual identity; began planning the sportswear line, including materials and performance features

Problem Statement

Design Challenge:

As hybrid training gains popularity, many athletes are forced to purchase separate apparel for different activities such as running and weightlifting. This creates both financial and practical inefficiencies.

HYO addresses this gap by designing versatile sportswear that seamlessly

supports multiple training styles within a single product, reducing the need for specialized purchases.

Target Audience:

Hybrid athletes of all genders, ages, and experience levels.

Research and Inspo

Research into leading fitness brands such as Gymshark and YoungLA revealed a clear market gap:

most brands segment their products by activity rather than designing for multi-functional use.

Concept Exploration:

The name "HYO" was inspired by strong, concise brand identities such as Strava

and the concept of "Sisu," representing resilience and determination.

Visual exploration also included identifying symbolic elements, such as animals, that embody both strength and agility, aligning with the hybrid athlete mindset.

Design Process

Initial Concepts:

Early ideas were explored through hand sketches and digital iterations in Figma, focusing on typography and symbol integration.

Refinement Process:

The logo was refined using structured grid systems to ensure balance and consistency.

Iterations explored:

Stroke weight and contrast

Layout variations

Letterform manipulation, particularly within "HYO," to create a dynamic and adaptable mark

These refinements strengthened brand recognition and improved scalability across applications.

Tools

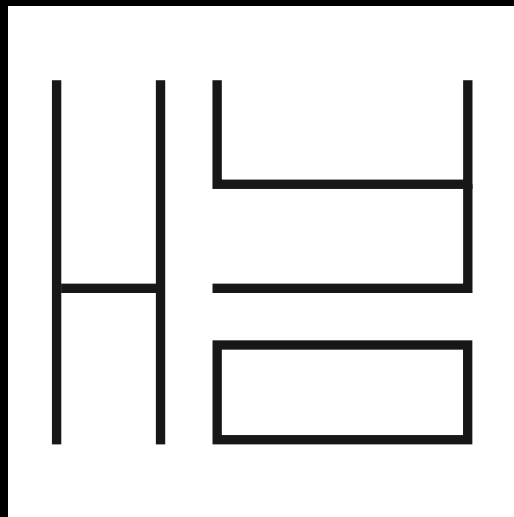
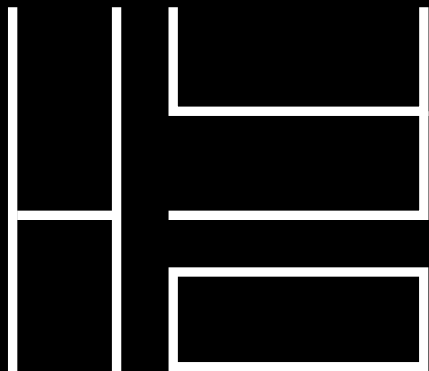
Applications Used:

- Adobe Illustrator
- Figma
- Adobe InDesign
- Adobe Photoshop

Final logo

The final brand identity reflects a clean, modern, and performance-driven aesthetic, aligning with the needs of hybrid athletes.

HYO Logo



Highlights

The final HYO logo balances structure and adaptability, reflecting the brand's core identity as a hybrid performance label. The design system was built to remain consistent while allowing flexibility across different applications, from apparel to digital platforms.

A key focus was creating a mark that feels both stable and dynamic, mirroring the dual nature of endurance and strength training.

Results & Impact

Feedback / Testimonials:

The project received positive feedback from instructors, particularly for its clarity of concept, cohesive visual system, and thoughtful approach to solving a real gap in the market.

Personal Reflection:

This project strengthened my ability to collaborate effectively while also deepening my experience in building a brand from the ground up. I developed a stronger understanding of how strategy, concept, and visual execution work together to create a cohesive identity.

Conclusion

Key Takeaways:

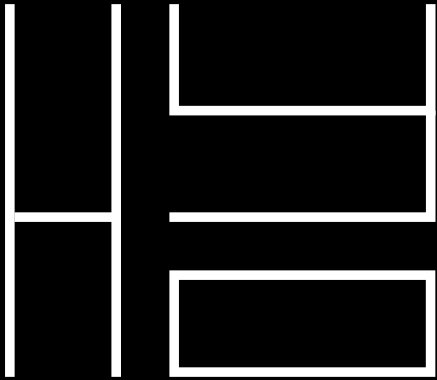
HYO represents both my personal interests and design values. It allowed me to explore my passion for hybrid training while expressing my appreciation for minimalist design.

The project also highlights my versatility as a designer, demonstrating my ability to

merge personal inspiration with strategic problem-solving.

Next Steps:

HYO is an evolving brand. Future development will include expanding the apparel line, refining performance features, and continuing to build a strong, community-driven identity.



Home
of the
Hybrid