



**SapienX**  
**CONCEPT**

# THE NEXT HUMAN SYSTEM

Where Evolution becomes Design.

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SYSTEM

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- Long term brand universe

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- Logo architecture and symbol logic
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07

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# INTRO

520 x 460 m

970 x 950 m



# THE ARCHITECT

*This proposal is shaped by years spent directing cross disciplinary teams, designing collectible product systems, and translating ambitious ideas into manufacturable realities.*

*It is informed by commercial precision and cinematic storytelling, by engineering rigor and cultural instinct.*



MOTION

ENGINEERING

FORM

TEST

BUILD

EVOLVE

A glowing orange DNA double helix structure is centered on a dark, textured background. The helix is composed of numerous small, bright orange particles that form a continuous, spiraling path. The word "DNA" is written in a bold, white, sans-serif font across the middle of the helix. The background has a grainy, almost crystalline appearance, with the orange light of the helix illuminating the surrounding area, creating a sense of depth and focus.

**DNA**

**THIS BEGAN NOT  
WITH A PRODUCT,  
BUT WITH AN  
OBSERVATION.**

# BRAND DNA & VISION

## PHILOSOPHY AND POSITIONING

SapienX is built on the idea that performance is a form of evolution. The brand sits between luxury, sport, and future systems designed for people who live in motion and demand precision.

## MEANING BEHIND SAPIENX

SapienX represents the next stage of human capability. The name signals intelligence, experimentation, and forward momentum, where biology meets engineered design.

## TARGET AUDIENCE & LIFESTYLE

Designed for experienced professionals in their 30s and 40s; founders, leaders, and highly driven individuals who move seamlessly between work and life, formal and functional. The audience mirrors the technical elegance and performance groomed, capable, athletic, and always prepared.

## COMPETITIVE LANDSCAPE

SapienX positions itself alongside brands such as Arc'teryx and ACRONYM, where elite technical capability meets minimal, logo-light luxury and real world athletic credibility.

## LONG TERM BRAND UNIVERSE

SapienX extends beyond apparel into a system of products, spaces, collaborations, and experiences, forming a cohesive world rather than seasonal drops.

A person wearing a dark hoodie and orange-tinted sunglasses is shown in profile, looking towards the left. The background is a bright, hazy sky with a strong light source, possibly the sun, creating a lens flare effect. The overall mood is dramatic and intense.

# VISUAL LANGUAGE

# COLOR PALETTE

A restrained base of black and mineral gray establishes precision and durability. SapienX Orange introduces energy and direction, acting as a visual indicator of performance. The gradient system allows the color to evolve across surfaces, environments, and applications while maintaining a unified signature.

## Primary Base

HEX  
#000000

RGB  
0,0,0

## Second Base

HEX  
#201D1D

RGB  
32,29,29

## SapienX Orange

HEX  
#EA4D07

RGB  
233,47,7

## Base

HEX  
#000000

RGB  
255,255,255

## Base

HEX  
#AAAAAA

RGB  
170,170,170

## SapienX Gradient

HEX  
#E0A577

HEX  
#E74E00

HEX  
#6B0401

HEX  
#000000

Primary black and mineral neutrals  
Built for clarity and longevity  
Supports product and imagery

SapienX Orange as the only accent  
Marks heat, motion, and focus  
Used sparingly for maximum impact

Gradient system for depth and energy  
Creates cinematic environments  
Scales across physical and digital

# SapienX font

SapienX Black.otf

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SapienX Typeface was created to reflect precision, motion, and restraint. Its narrow proportions and sharp geometry mirror the brand's focus on performance and engineered elegance, balancing technical rigor with quiet luxury. Designed to operate across physical products, interfaces, and environments, the typeface functions as a core component of the SapienX system rather than a decorative element.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

SapienX Black italic.otf

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz***














***1234567890***

SapienX Bold.otf

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

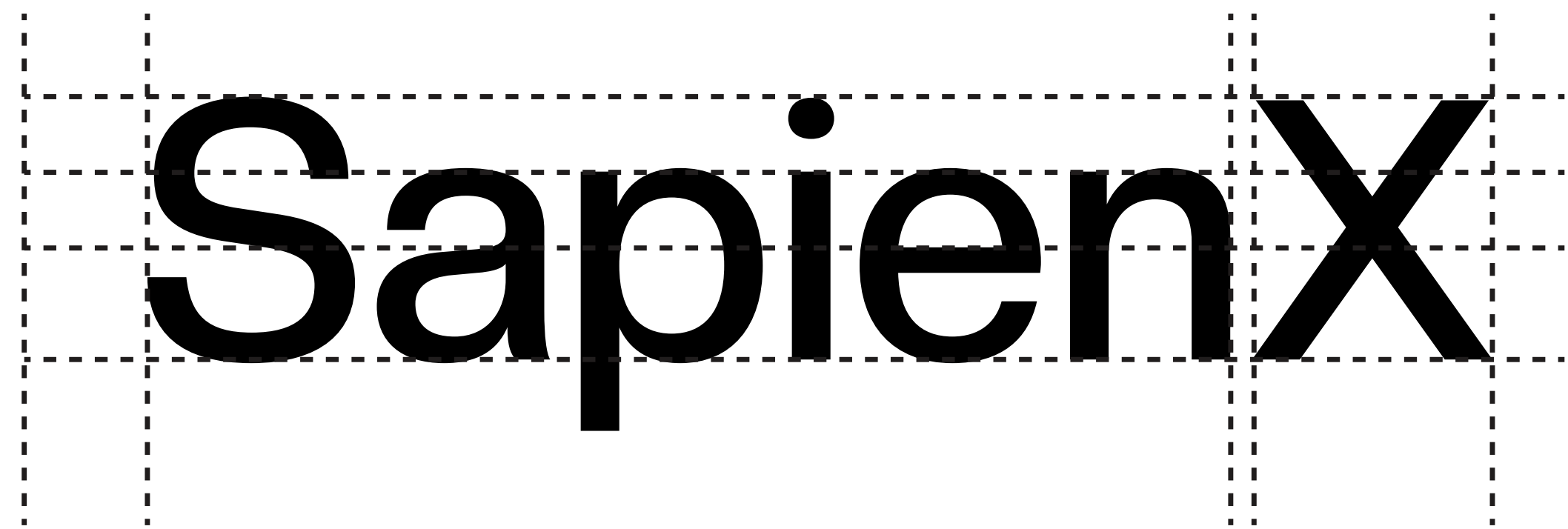
**1234567890**

-  SapienX-Black.otf
-  SapienX-BlackItalic.otf
-  SapienX-Bold.otf
-  SapienX-BoldItalic.otf
-  SapienX-ExtraBold.otf
-  SapienX-ExtraBoldItalic.otf
-  SapienX-Italic.otf
-  SapienX-Light.otf
-  SapienX-LightItalic.otf
-  SapienX-Medium.otf
-  SapienX-MediumItalic.otf
-  SapienX-Thin.otf
-  SapienX-ThinItalic.otf

# LOGO CONSTRUCTION

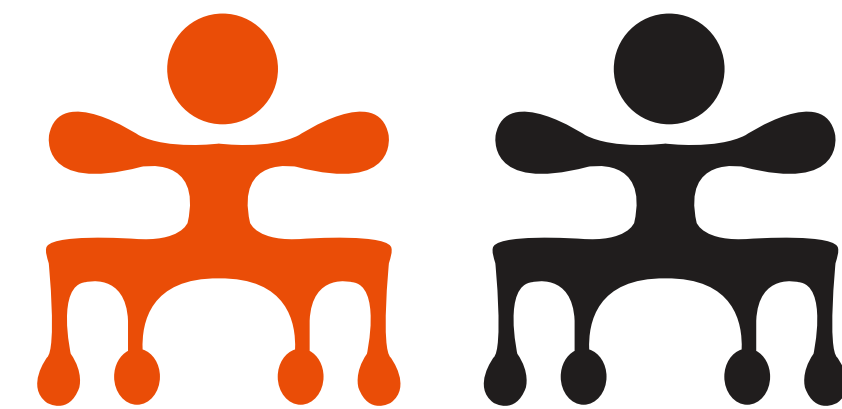
The SapienX symbol is built from a minimal geometric system—circles and softened structural strokes arranged on a strict symmetrical grid. The head acts as a central node, while the limbs radiate outward to suggest balance, adaptability, and an evolved human form. Every curve is calibrated for consistency across scales, allowing the mark to function equally well as a micro emboss, stitched insignia, or large-format environmental graphic. The geometry prioritizes clarity, stability, and instant recognition.

# SapienX



# VISUAL LANGUAGE

The SapienX mark draws from three core elements: the human figure, primitive symbolism, and technical systems thinking. Its welcoming stance communicates accessibility, while the multi-limbed form signals adaptability and future-oriented evolution. Reduced to pure silhouette, the symbol becomes timeless rather than trendy, capable of appearing carved, stitched, laser-etched, or digitally rendered without losing its identity.



# GRID SYSTEMS

The SapienX grid system governs spacing, alignment, and proportion across all communications, ensuring visual discipline and scalability from digital interfaces to physical environments.



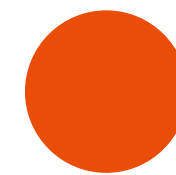
5 column construction grid  
defined margins  
Modular baselines



GRID CONSTRUCTION | CLEARSPACE RATIOS  
STRUCTURAL ALIGNMENT

# BRAND CODES

Repeatable design elements that uniquely identify SapienX across products, campaigns, and environments.



SAPIENX ORANGE

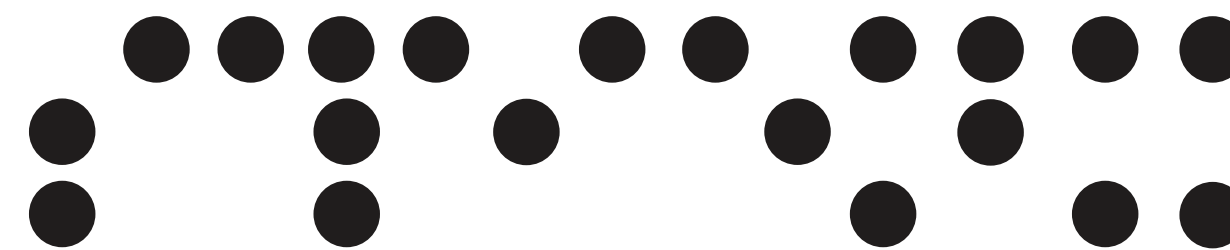
HEX  
#EA4D07

COORDINATE LABELLING

SX 089-2A

>4-20-54

BRAILLE USE



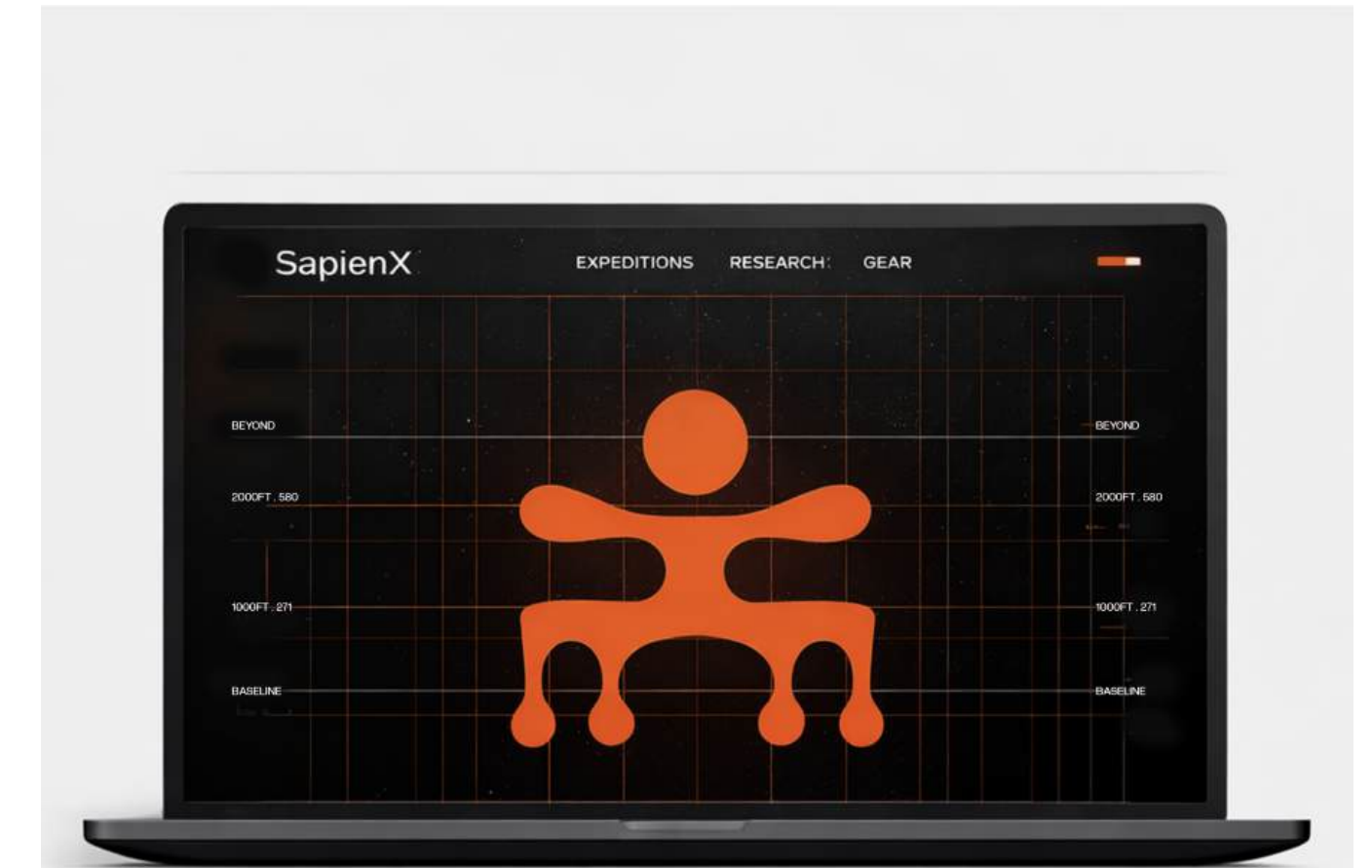
TECHNICAL TYPOGRAPHY



COLOR HIGHLIGHTS | BLACKLIGHT GLOW  
BRAILLE DOTS | TECHNICAL LABELLING | SERIAL NUMBERS

# APPLICATION HIERARCHY

Guidelines for prioritizing SapienX elements across varied contexts, products, campaigns and digital interfaces.



LOGO PRIORITY | WORDMARK PLACEMENT  
CONTEXTUAL SCALE

A hand is shown holding the handle of a dark-colored suitcase. The background is a bright, hazy, light blue and white gradient, suggesting an outdoor setting like a beach or a bright sky. The overall mood is one of travel and readiness.

# WORLD BUILDING

# WORLD BUILDING

SapienX campaigns are driven by high-contrast lighting, engineered silhouettes, and controlled environments that feel both futuristic and human. Strong directional light, often in signature orange cuts through darkness to highlight form, movement, and material, creating imagery that feels cinematic, precise, and restrained.

## CAMPAIGN MOOD

SapienX campaigns are built around a sense of calm intensity and controlled progression rather than spectacle or excess. Subjects are portrayed in moments of readiness, transition, and measured action, preparing, adjusting gear, pausing mid stride, or moving through unfamiliar environments with purpose. The emotional tone is disciplined, focused, and quietly powerful, positioning the wearer as someone operating at a high level of physical and mental performance. Imagery avoids overt heroics or glamour. Instead, confidence is communicated through posture, gaze, and economy of movement. The camera favors grounded perspectives, architectural framing, and compositions that emphasize balance and symmetry. Every campaign should feel as though it belongs to the same evolving world: a future where humans and systems operate together, and where apparel functions as an extension of the body rather than decoration.

## LIGHTING LANGUAGE

Lighting in SapienX campaigns is sculptural, directional, and deliberately restrained. High contrast setups dominate, with deep shadows countered by precise bands of illumination that trace the contours of the body, garments, and equipment. Signature orange highlights act as a visual accent rather than a wash, appearing as edge light, internal glow, or reflected energy that activates seams, technical fabrics, and structural details.

## ENVIRONMENT & ATMOSPHERE

Atmospheres are shaped through gradients, fog, reflective surfaces, and restrained color fields rather than cluttered scenery. Negative space is embraced to create isolation and focus, while scale is suggested through light falloff, distant structures, or horizon lines. Whether in studio or on location, the environment should feel purposeful—like a test site, research zone, or frontier—supporting the idea that SapienX operates at the edge of known conditions.

IMAGE RENDER



IMAGE RENDER



IMAGE RENDER



# DESIGN SYSTEM

## DESIGN PRINCIPLE & FORM LANGUAGE

SapienX forms are defined by restraint, tension, and forward motion. Silhouettes are sculpted rather than decorative, prioritizing articulation, layering, and aerodynamic flow. Every panel line and volume shift exists to serve performance, durability and visual clarity.



## FUNCTIONAL DETAILING

Every feature is purpose-driven. Ventilation zones, modular pockets, adjustability systems, and reinforcement panels are placed through movement analysis and real-world testing rather than aesthetic convention.



## FABRIC & MATERIAL

Materials are selected through performance testing and environmental response. Breathability, thermal regulation, abrasion resistance, and tactility guide development, while surfaces remain visually quiet and architectural.



## HARDWARE & TRIM

Hardware is reduced to essential functions, engineered for reliability in extreme conditions and visual integration into the garment. Finishes favor matte blacks, anodized metals, and tonal branding.



# PRODUCT PHILOSOPHY

## PACKAGING EXPERIENCE

Packaging extends the SapienX world, treated as protective equipment rather than wrapping. Industrial materials, serialized labeling, and modular containers transform delivery into a ritual of discovery.



SapienX approaches sustainability as a system rather than a statement. Every material choice, construction method, and manufacturing partner is evaluated through performance longevity, environmental impact, and ethical responsibility.

Durability is treated as the first act of sustainability, products are designed to endure extreme conditions, extended use, and repeated repair rather than seasonal replacement.

Production prioritizes low impact fibers, recycled and bio engineered textiles, responsible dyeing processes, and modular construction methods that allow components to be replaced instead of discarded. Supply chains are selected for transparency and traceability, ensuring accountability from raw material sourcing through final assembly.

Manufacturing runs are intentionally controlled to reduce waste, while packaging systems are developed as reusable or multi-life containers rather than single-use shells. Where possible, local and regional production hubs are favored to minimize transport emissions and maintain close oversight of quality and labor standards

# SYSTEM

- Deep Brand DNA Development

Refinement and expansion of the SapienX identity system, translating this initial concept into a fully articulated brand universe, positioning strategy, and long-term creative direction.

- Final Logo & Symbol System

Evolution of the proposed marks into production-ready assets, including primary and secondary logos, iconography, grid construction, and motion applications.

- Visual Language & Campaign Framework

Development of the complete photographic, film, and 3D world—covering lighting systems, environments, narrative structures, and casting principles.

- Product & Material Design Exploration

In-depth studies of silhouettes, fabrics, hardware systems, trims, packaging experiences, and sustainability pathways through prototyping and supplier collaboration.

- Comprehensive Brand Guidelines & Rollout Toolkit

Delivery of a final brand bible containing usage rules, asset libraries, layout systems, typography standards, digital and physical applications, and launch-ready creative assets.

Payment **01**



**50%** Of the entire project invoice is due before the project

Payment **02**



**50%** Of the entire project invoice is due after the completion of the project and before final files are sent.

**Deposit Payment**  
50% due before project commencement.

**What This Covers**  
Discovery, strategy, concept development, and team allocation.

**Outcome**  
Project kickoff, schedule confirmation, and creative exploration begins.

**Final Payment**  
50% due upon final design approval.

**What This Covers**  
Final assets, guidelines, production files, and handover.

**Outcome**  
Full delivery package and launch readiness.

**Custom Structures Available**  
Alternative milestones available for large-scale scopes.

**Additional Work**  
Out of scope requests quoted separately.

**Clarity Guaranteed**  
No hidden costs.  
All deliverables defined in advance.



**Thank you for MAKING it this far.**

**If this direction feels aligned, I would love to take the next steps together. I'm always happy to answer questions or talk things through.**

## **NEXT STEPS**

Schedule a follow up call  
Confirm scope & package  
align timeline  
Begin onboard

## **HOW WE WORK**

Principal led direction  
Clear milestones  
Structured feedback rounds  
Production ready delivery

## **GET IN TOUCH**

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www.resbranding.com  
www.resgroup.co



# WHAT'S NEXT?

## 01 – FINALISE SCOPE

When this proposal is approved and the scope has been finalised, we can get the project started. The scope can always be changed or reassessed if required.

## 02 – SIGN CONTRACT

After the scope has been finalised, you will receive your contract with terms and conditions to sign and return to us.

## 03 – PAY DEPOSIT

50% of the entire project invoice is due before the commencement of the project.

## 04 – PROJECT

Your new branding has begun. We will keep you posted in your personal Notion portal.