BRAND

One idea: resonance. Two frequencies meet and become one: outline and solid, ink and paper, Chinese and English, still and moving.

DOWNLOAD THE BRAND KIT

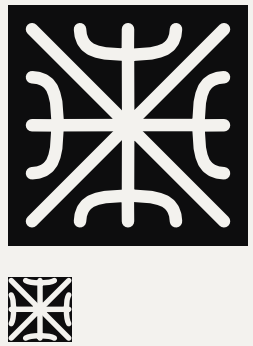
PDF version

RESON

WORDMARK · SYNCOPATE 700, ORIGINAL GLYPHS, NEVER RE-SET

RESON

REVERSED



SYMBOL · THE CHLADNI (3,5) NODAL LINES, THE SAME FIGURE AS THE HERO PLATE; BELOW 32 PX USE THE SMALL VERSION

Clear space

The height of the O on every side of the wordmark

Minimum size

Wordmark 72 px / 18 mm wide; symbol 16 px

Colour

Ink or paper only

× Do not stretch, slant or outline the wordmark

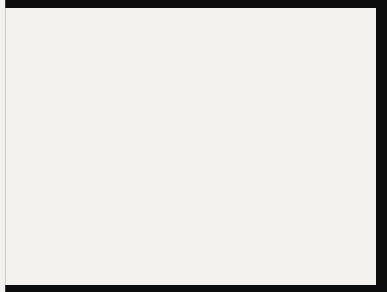
× Do not re-set RESON in another typeface

× Do not colour the wordmark beyond ink and paper

✕ Do not add shadows, gradients or glows

✕ Do not place it on busy photography

OLOUR

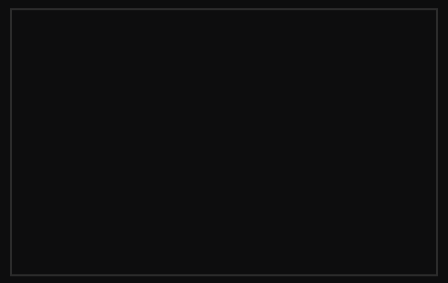


r

2EE

d in daylight

Paper 17.3:1

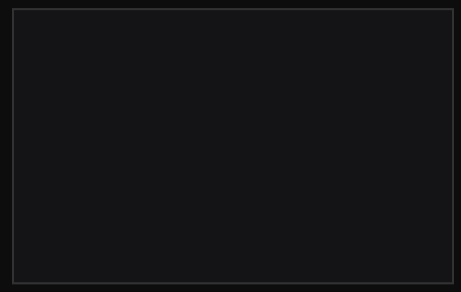


Ink

#0D0D0E

Type and lines in daylight; the stage at night

Paper on Ink 17.3:1

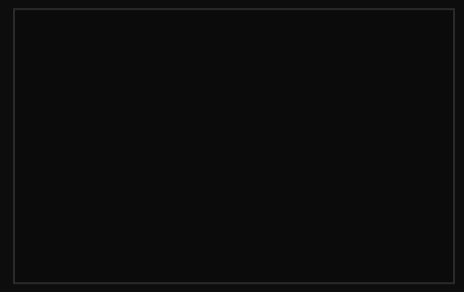


Night

#141416

Ground at night

Moon on Night 12.7:1



Night deep

#0B0B0C

Immersive sections at night

Moon on Night deep 13.6:1



Moon

#D9D6CF

Type at night: never pure whi



e

of the foreground

s and secondary text

1 on both grounds

RESONATE

SYNCOPATE 700 · LATIN DISPLAY, CAPITALS

同频世界

NOTO SANS SC 900 · CHINESE DISPLAY

The kinetic bridge of Asian pop culture.

MANROPE 400 / 500 · BODY AND LABELS (LABELS 11 PX CAPS, +0.14 EM)

中国与东南亚之间的动能桥梁。

NOTO SANS SC 400 / 500 · CHINESE BODY

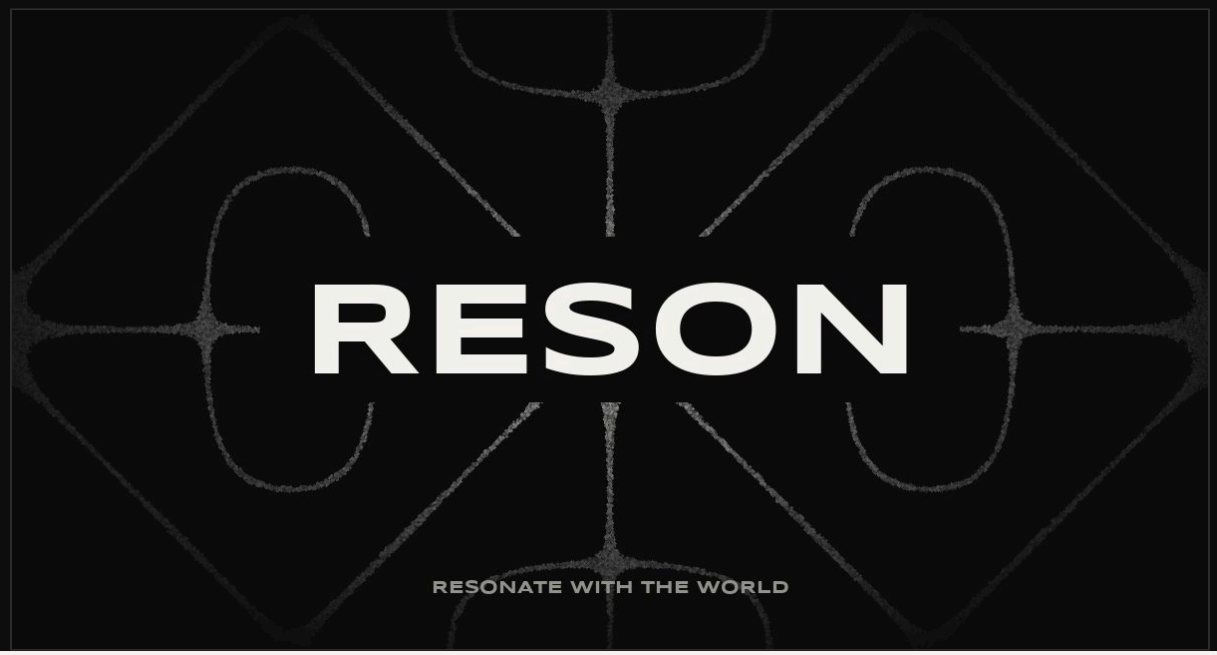
OTION

Curtain	1 s · cubic-bezier(.641,.16,.1,1): falls on leaving; the mark fills with the load
Iris flip	An ink circle opens from the centre; sand inside turns light: the black↔white pha flip
Outline → solid	When the plate locks into resonance, titles fill from outline to solid
Camera	Scroll-scrubbed, two-level smoothing (0.075 / 0.14), narrow field of view, long dol
Easing	–out .19,1,.22,1 (exits) · –io .76,0,.24,1 (transitions)
Reduced motion	No 3D, no smooth scroll, animations rest at their end state

Facts, not adjectives	Works, plays and results as published; nothing that has not happened
One language per page	English pages in English, Chinese pages in Chinese; names excepted
Short	One idea per sentence; labels of three words or fewer
Names	RESON MUSIC / 同频音乐; product Sone & Phon / 宋与方; group RESON MUSIC GROUP

MAGERY AND EMAIL

Sand	Chladni figures are the main image: hero, email header and share cards all come f it
Halftone	Covers appear as halftone and tune into colour as you come close
Line-screen portraits	Portraits share one line screen, faces at the same size and height
Email	Ink ground, sand header, Syncopate numbers; sender "RESON MUSIC" or "同频音 RESON MUSIC" by page language



RESON

SERVICES WORK ABOUT SONE & PHON CONTACT INVESTORS BRAND

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