



EXODUS

SECURITIES INC.



Strength.
In balance.

INDEPENDENT IDENTITY EDITION / 2026



Balanced by design.

The archive repeatedly explores wings, a figure and paired swords.

This new emblem translates bilateral balance into simple geometry.

Six wing planes meet a central vertical diamond.

The complete EXODUS wordmark remains separate and easy to read.

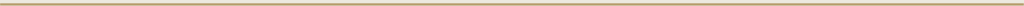
EXODUS

HELVETICA NEUE / 中文



Graphite gives the identity depth. Brass adds a measured accent.
Paper and mineral keep the supporting materials quiet.
Metallic effects belong to material studies; flat masters use solid colour.

A precise impression.



Exodus
Securities Inc.



A NEW IDENTITY / DESIGN STUDY

BUSINESS CARD / FRONT & BACK CONCEPTS

Consistent. Considered.



DOCUMENT COVER



CORRESPONDENCE

A considered introduction.

Four horizontal lines for text entry.



EXODUS SECURITIES INC.

CORRESPONDENCE



EXODUS

SECURITIES INC.



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A NEW DESIGN DIRECTION BY DAY OF DESIGN

Starting point: three original 2023 client design documents.

New emblem, wordmark, colours and applications: 2026 design concepts.

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Client approval, adoption and production of the new work are unconfirmed.