

The Keys to Our Brand

The Visual Identity and Brand Guidelines of Hemian Software Labs

Last Updated: MM/DD/YYYY

Who We Are



Heiman Software Labs: Building the tech of tomorrow, today

A brand guideline, or brand style guide, refers to the significant set of standards a company uses to present and maintain a solid and consistent brand in both public and private channels. Having this document ensures that a company is able to maximize its reach and impact on customers in terms of brand recall and brand recognition.

For the introduction section, it is customary to include a quick history or overview of how the brand came to be and how it has changed over time to become what it is today.

Our Vision

What is your brand's biggest long-term goal?

Our Mission

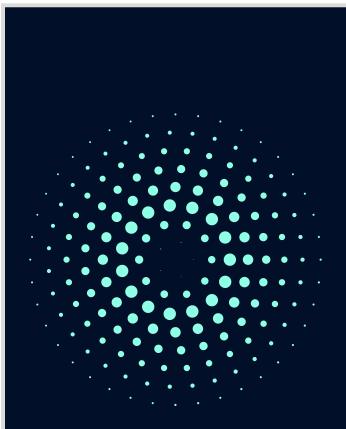
What is your reason for being?

Our Values

What principles do you stand for?

What We Look Like

Our Logo: The embodiment of our spirit



Introduce the single most important visual cue associated with your brand. You can also use this space to share your logo's origin story or the idea behind it.

Logo Variations

Our logo takes on various forms, depending on the circumstance.



Main Logo



Secondary Logo

Logo Best Practices

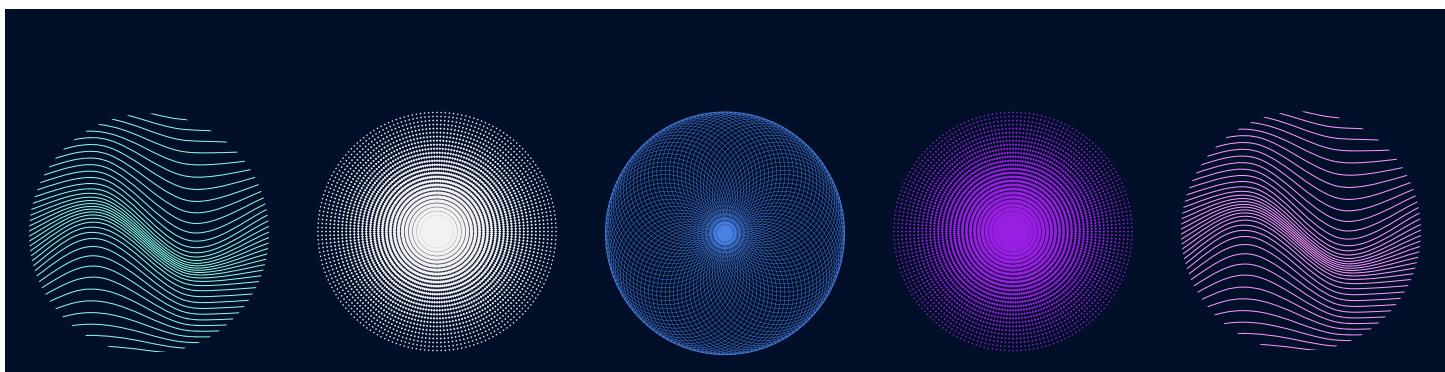
We must safeguard our emblem by using it properly.



The secondary logo simply contains our initial - ideal for tight spaces.

For dark backgrounds, use the whiteout version of the logo.

Our Colours: A palette of inspiration



#8FFE6

#F3F1F2

#4A81E5

#981EE2

#FF99FF

Introduce your brand colors and the reason you chose them. Then, demonstrate them in action, emphasizing how your team took care to ensure high-contrast color pairings for readability.

This sentence is easy to read, thanks to accessible, high-contrast color pairings.

Color Pairing 1

This sentence is easy to read, thanks to accessible, high-contrast color pairings.

Another sample for accessible pairing.

Color Pairing 2

Another sample for accessible pairing.

Another sample for accessible pairing.

Add more accessible color pairings

Another sample for accessible pairing.

Our Letters: Form and function in harmony

Introduce your brand's chosen typography for written copy and materials. Explain the rationale or history behind the typography, and the do's and don'ts.

Main Title Font

For standout headlines

Alternative Font

For supportive subtitles

Body Text Large

Garet

Aa

Aa

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz**

1 2 3 4 5 6 7 8 9 0

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

1 2 3 4 5 6 7 8 9 0

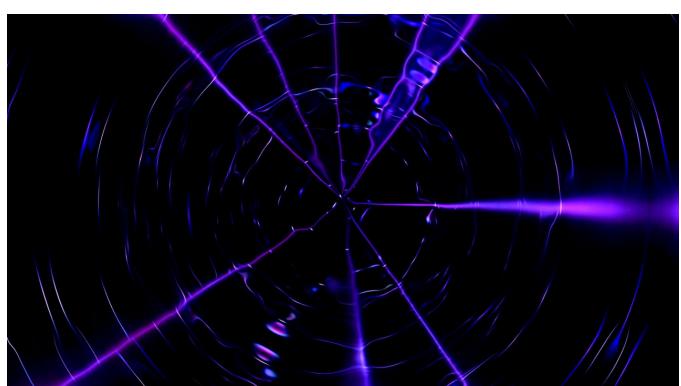
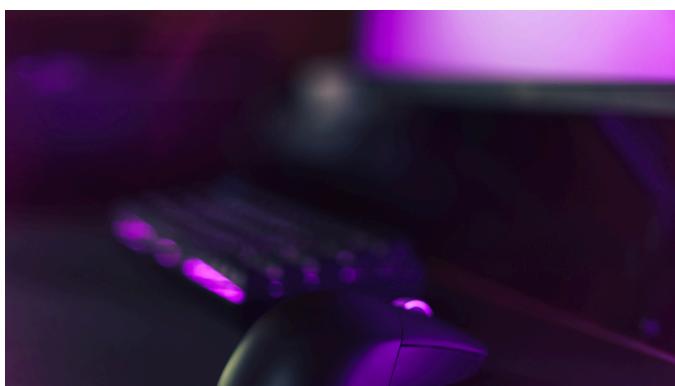
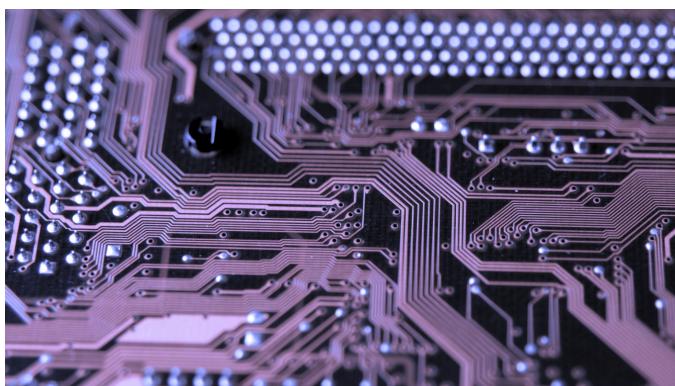
Our Imagery: Photos and videos that stand out

Share samples of images or videos that are aligned with the brand's identity. These images can either be for internal or external use.

Brand-appropriate Images



Brand-appropriate Videos



How We Sound Like

**Our Message House:
Clear and consistent communication**

Umbrella Statement

What is the overarching message that ties everything together and communicates our values and goals?

Core Message

What messages support our core statement?

Core Message

What messages support our core statement?

Core Message

What messages support our core statement?

Foundation

What is the core statement or the main point that we want to convey?

Our Language: A voice you can trust

Share the tone and voice that the brand uses in both verbal and written communication. It's also best to include details on how the company inserts inclusivity in its language.

DO...

1. Be clear and concise: The brand voice should be easy to understand and should convey the message in an effective manner. Use simple yet impactful language to communicate our message.
2. Be innovative: The tech industry is constantly evolving, and we should reflect that. Let's use our brand voice to showcase our innovation and forward-thinking approach.
3. Be authentic: We should be true to our brand's values and mission. We should also be consistent across all channels and interactions with customers.

DON'T...

1. Be too technical: While it's important to showcase our technical expertise, we don't use jargon or overly complicated language that our audience may not understand.
2. Be too formal: The tech industry can often be seen as serious and formal, but that doesn't mean we should be. Being approachable and friendly appeals to a broader audience.
3. Be insensitive: In today's world, it's essential to be mindful of social issues and avoid any language or messaging that could be perceived as insensitive or offensive. Let's always practice inclusiveness and respect.

When We Put It All Together

Digital Applications: On-point when online

Show the brand's guidelines in action. Include snapshots of resources that feature the brand's style.



Print Applications: Our brand in users' hands



Stationery

Merchandise

Where our Brand Lives

Our Brand Asset Library: For your reference

Brand Assets	Owner	Link	Notes
Press kit images	Laurice Moretti	Document Link	Last updated: 05/28/2030
Social media style guide	Laurence Yáo	Deck Guide	Out of date
Add another resource here	Note the resource owner	Share the link to the document	Add any other pertinent details about the resource

Our Brand Team: Safeguarding and evolving our brand

Reach out to any of us for brand concerns or suggestions.



Leon Beyersdorf

Creative Lead

Laurence Yáo

Brand Strategist

Sarina Gwan

Lead Copywriter

Imka Uduike

Lead Designer