



helidon.io

Brand guidelines v1.1



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Logo

Primary logo

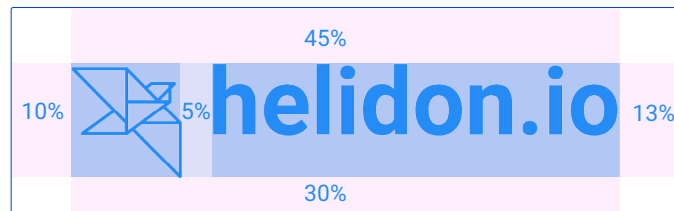
Lock-up



This is the **Primary logo** for the Helidon project.

In all cases you should aim to use this to establish and best represent the brand, as it includes the **Logotype** and the **Icon logo**, (Frank the bird) who personifies the projects values and mission.

Exclusion zone



Because the composition of the Primary logo is asymmetrical, the spacing around it also needs to be asymmetrical. This way it looks balanced when displayed. To do this, we use percentages of the blocked out space (above in blue) of the logo. This makes the logo look optically centered and is a strong guide to use when positioning alongside other logos and assets.

Primary logo minimum size (including the spacing) = w170 x h51px

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Logo

Primary logo

with additional text

Medium



Height 58px **Width** 266px

Additional text Roboto, Regular, 12pt

Large



Height 70px **Width** 318px

Additional text Roboto, Regular, 18pt

We foresee communication scenarios where text will be added to the Primary logo, possibly as an extension of the brand or if something is particularly close to it.

For this, we have created these assets both in **Medium** and **Large**.

These lock-ups can be downloaded from the **Assets Package**.

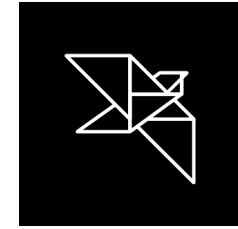
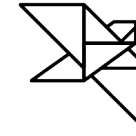


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Logo

Secondary logo

Icon logo



Once the Primary logo has been established, you can use the Secondary logo (or Icon logo) in places to indicate the brands presence in a subtle, suggestive way. This can be used as an icon, graphic, stamp or landmark to create a sense of cohesion throughout the Helidon materials distributed.

When and how
to use it



Here's a mocked up example that establishes the **Primary logo** on the first slide, then makes use of the **Secondary logo** throughout the deck in the bottom right-hand corner, referencing the branding previously established, in a subtle yet effective manner.



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Logo

Primary logo

Do's ✓

When using the logo in these scenarios, also ensure there is a high contrast, so the logo is easily distinguishable from the background.



Images can be used, as long as they use the white logo and a monotone primary color from the palette. In this case blue. Green, orange and grey are also acceptable.



^ #b5b5b5 is the darkest grey you should use the white logo on



#e8e8e8 is the lightest grey you should use the black (or blue) logo on





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Logo

Primary logo

Don'ts **✗**

Here's a range of examples of how not to use the logo or things you should not do to it when using it.



^ Don't mix colors of logos



^ Don't stretch or warp the logo



^ Don't use the filled version of the logo with the logotype



^ Don't present the logo on a curve



^ Don't create and use an outlined version of the logo



^ Don't shrink or distort the logo



^ Don't present the logo in a different lock-up of that provided



^ Don't use a blend of colors that have a poor contrast, reducing visibility



^ Don't use the logo on photos without a monotone effect applied



^ Don't use jarring colors, or colors outside of the Helidon color palette



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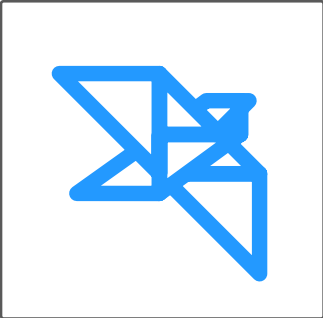
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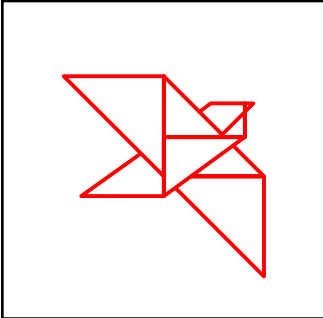
Logo

Secondary logo

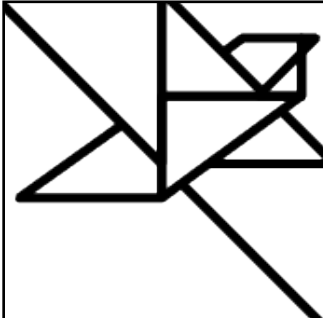
Don'ts ❌



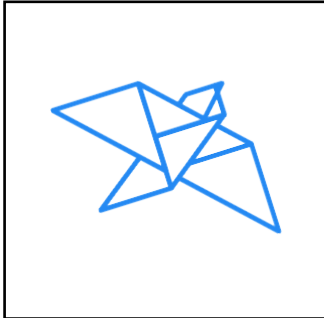
^ Don't increase the the point size of the Secondary logo



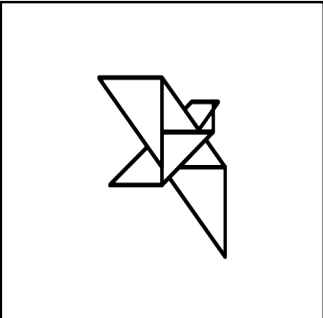
^ Don't use a color not in the Helidon color palette



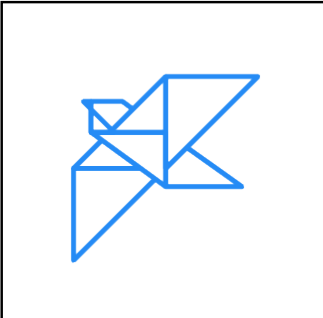
^ Don't zoom in and crop the logo. Also ensure there enough space around the logo



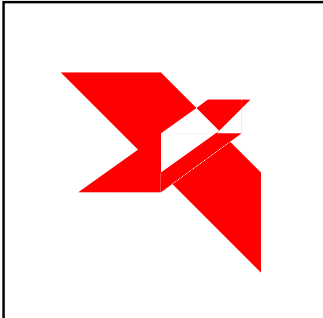
^ Don't present the logo on a curve



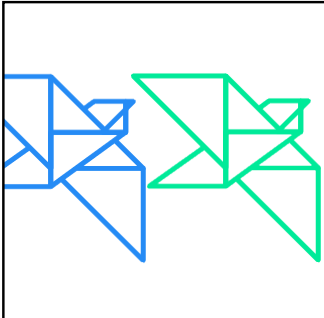
^ Don't distort the log



^ Don't reflect or show it on a different axis



^ Don't create your own filled version of the logo (as this may happen)



^ Don't violate the spacing ruling for the logos



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Helidon blue
Primary colour
#2399ff

Secondary colour
#2166ce

#1e47af
*#2166ce

#2377e2
#268cf4

*#2399ff
#3fa8ff

Secondary colour
#bdddff

#63b7ff
#91ccff

*#bdddff
#d8efff

Helidon green
#00ea99

#00b270

#008e54
*#00b270

Helidon orange
#f99b26

#e8721e

#dd5b1c
*#e8721e

Helidon mono
#595959

#191919
#3a3a3a

#00c47c
#00d88c

*#00ea99

#affce0

#00f2aa
#00f7ba

#6bfcce

*#affce0

#ddfff2

#ef8221
#f48e26

*#f99b26

#fce0b5

#f9aa3a
#fcb559

#fccc87

*#fce0b5

#ffeace

*#595959
#6b6b6b

#939393

#b5b5b5

#d8d8d8

#e8e8e8

#f2f2f2

#f9f9f9



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Typography

Primary font

Roboto

Roboto

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOo
PpQqRrSsTtUuVv
WwXxYyZz

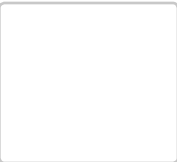
Weights

Bold
Medium
Regular
Light

Colors



Helidon blue
#41a7ff



White
#ffffff



Charcoal
#595959



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Typography

Secondary font

Roboto

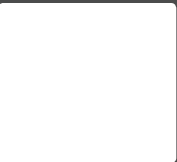
Roboto Mono

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOo
PpQqRrSsTtUuVv
WwXxYyZz

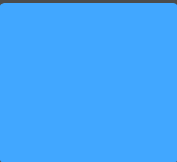
Weights

Bold
Medium
Regular
Light

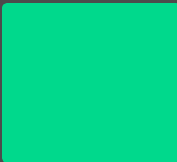
Colors



White
#ffffff



Helidon blue
#41a7ff



Helidon green
#00d98c



Helidon orange
#fbaa3a



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Typography

Styles

H1 style
60px / 72px

H2 style
48px / 58px

H3 style
34px / 40px

H4 style
24px / 28px

H5 style
16px / 24px

H6 style
10px / 16px

Monospace style 1
16px / 24px

Monospace style 2
10px / 16px



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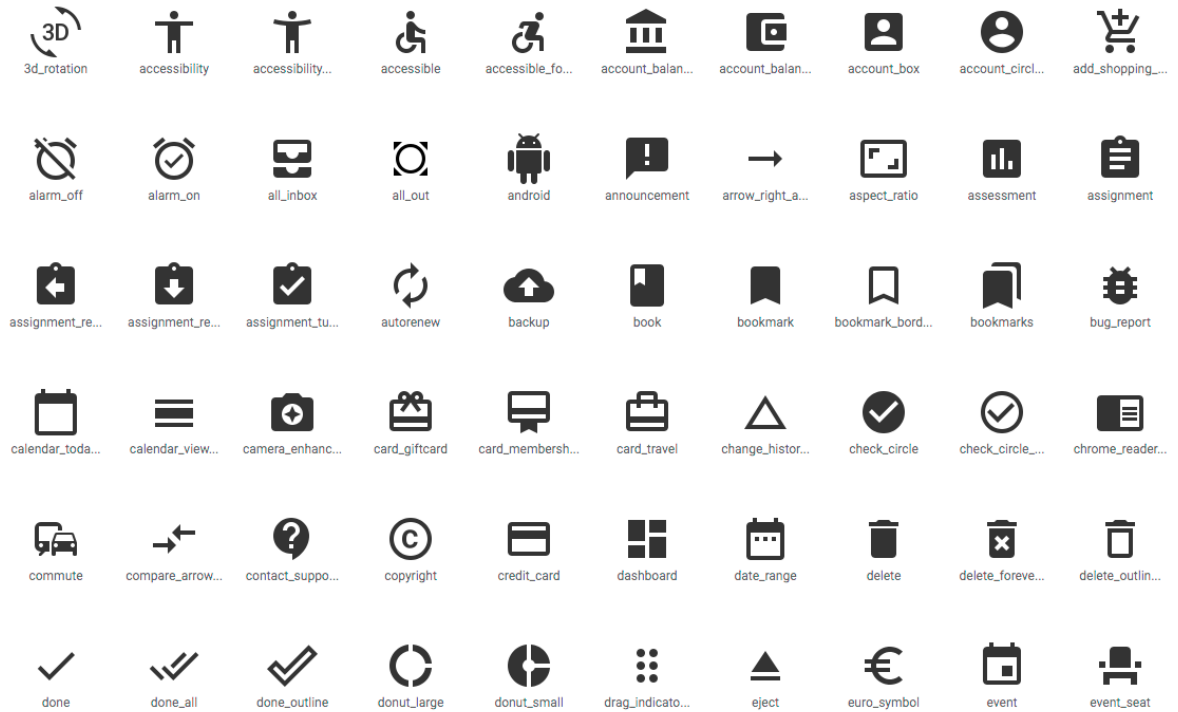
Icons

Material icons

We use Google's Material Design's icon suite when we need to use icons, Primarily for the Documentation of the project.

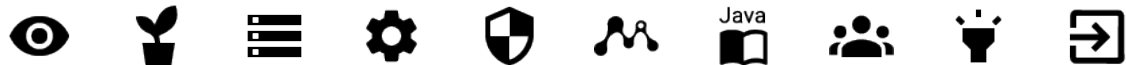
There's an extensive suite of icons available at:

<https://material.io/tools/icons/?style=baseline>



Custom icons

In the situations where we couldn't find icons that represented the concepts we needed to express, we made our own following the Material Design style. These are the icons that we created.





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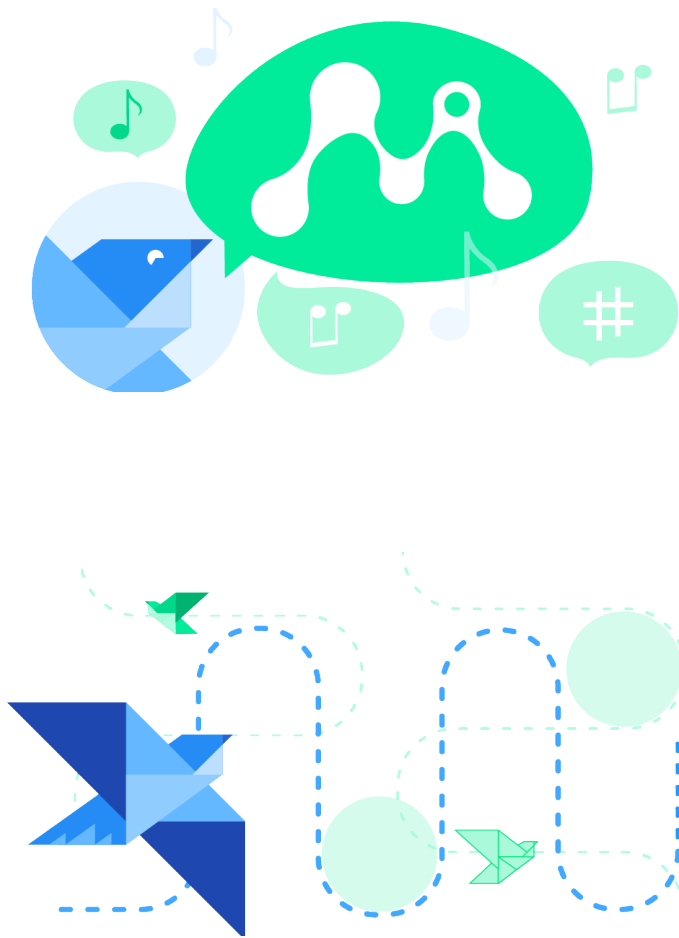
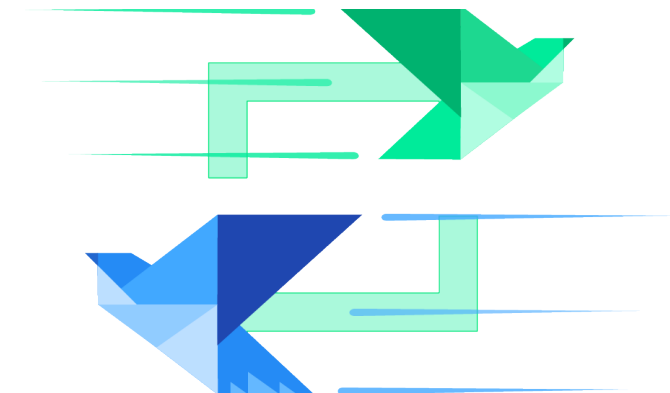
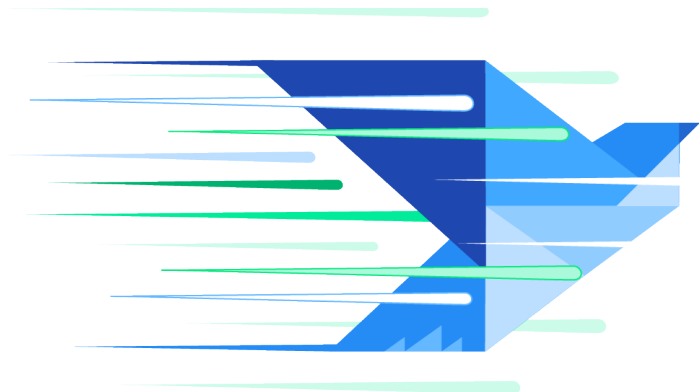
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Illustrations





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Icon graphics





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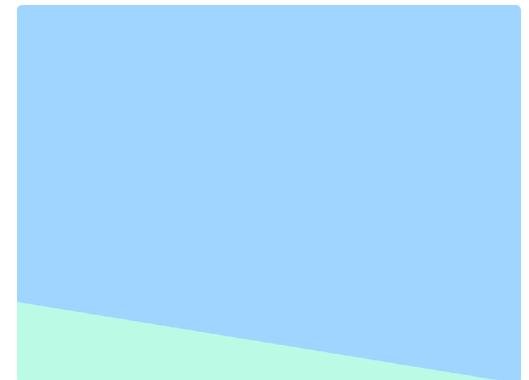
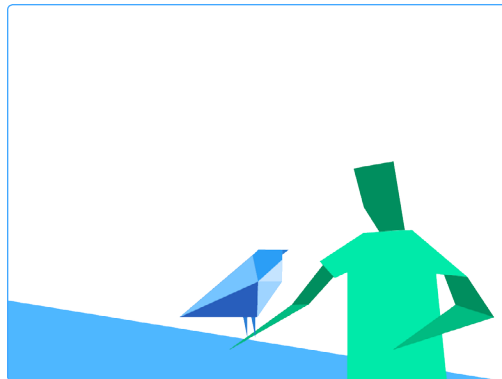
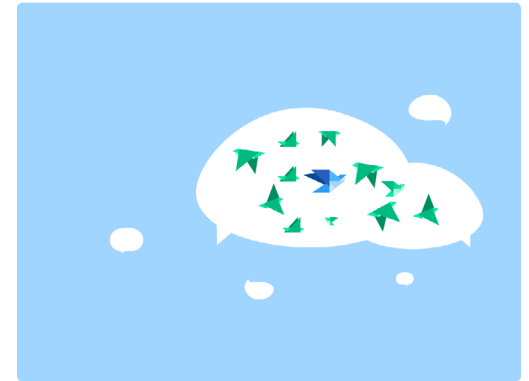
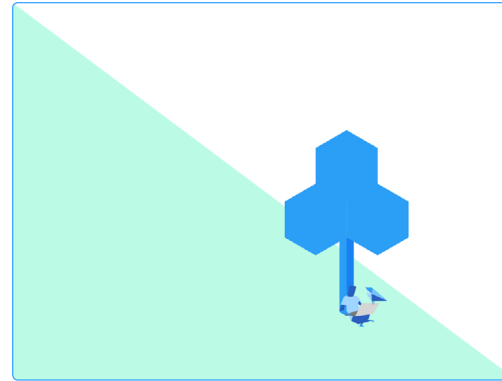
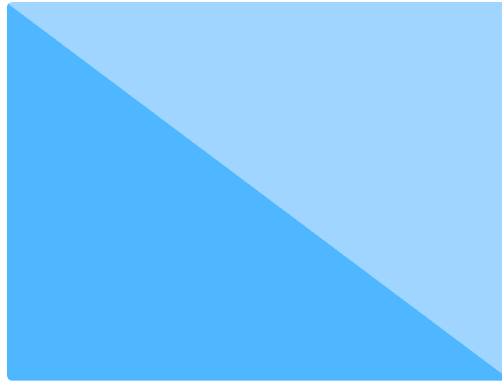
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Deck wallpapers



The full suite of deck wallpapers can be downloaded from the online assets package.



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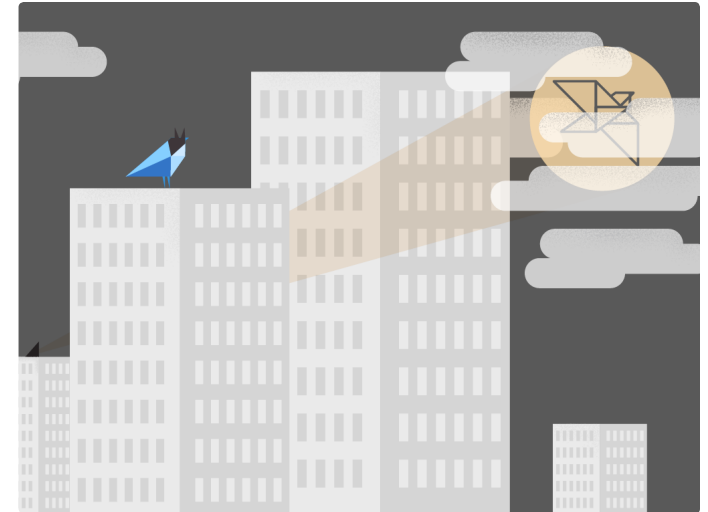
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Graphics

Scenes



Deck wallpaper (with illustration)

