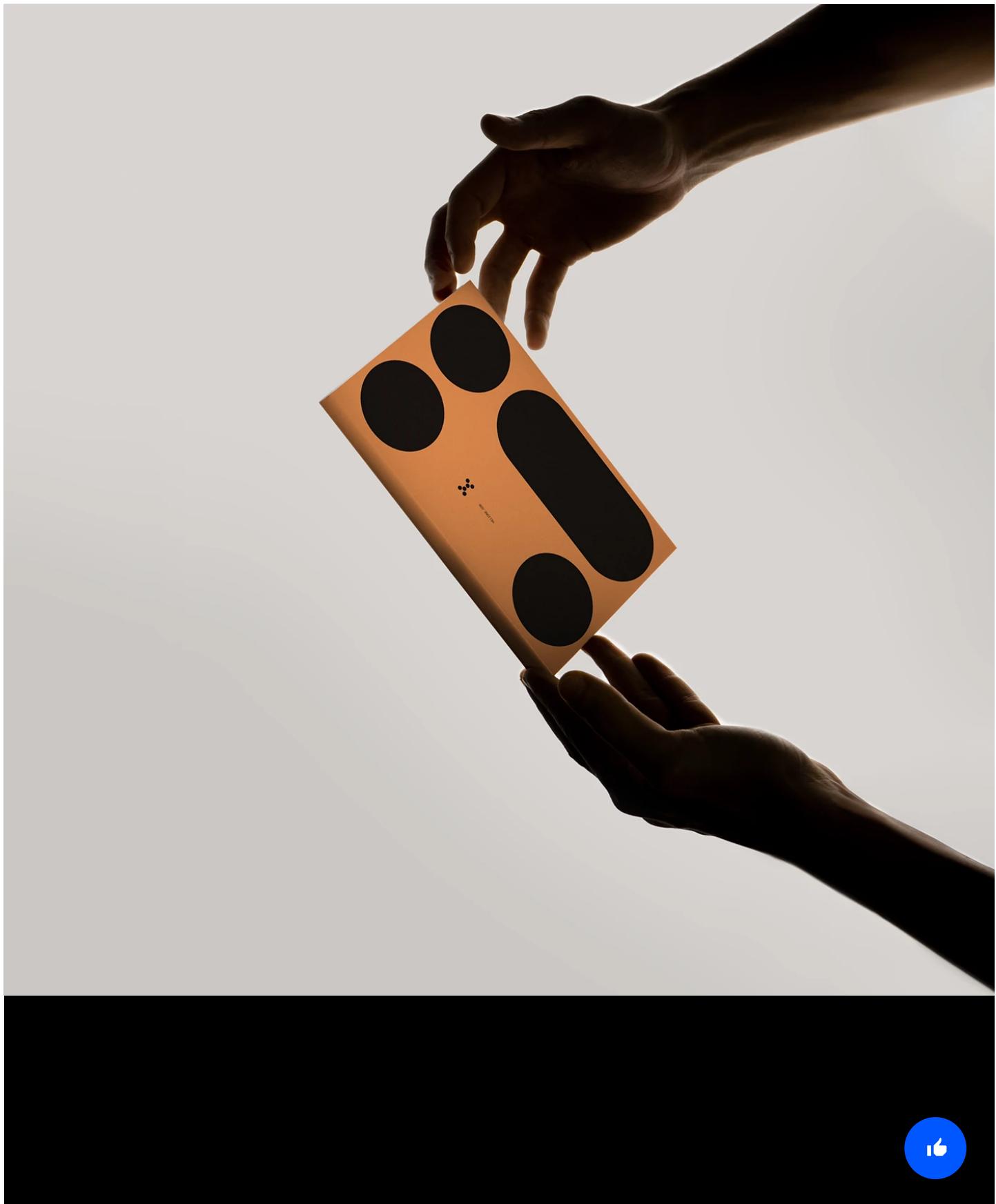




Helione
Obrazur Brands



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PROTECTING THE NEW REALITY

In our world, where the future has already arrived, the physical realm now moves in parallel with its virtual counterpart. More and more, everything real is being transferred into the digital space. The global internet network now reaches nearly every corner of the Earth, while satellites surround the planet, enabling global digital communication.

In this project, we visualized our own interpretation of a virtual reflection of reality — a world where the physical is made of atoms, and the virtual is built from digital micro-particles: numbers.

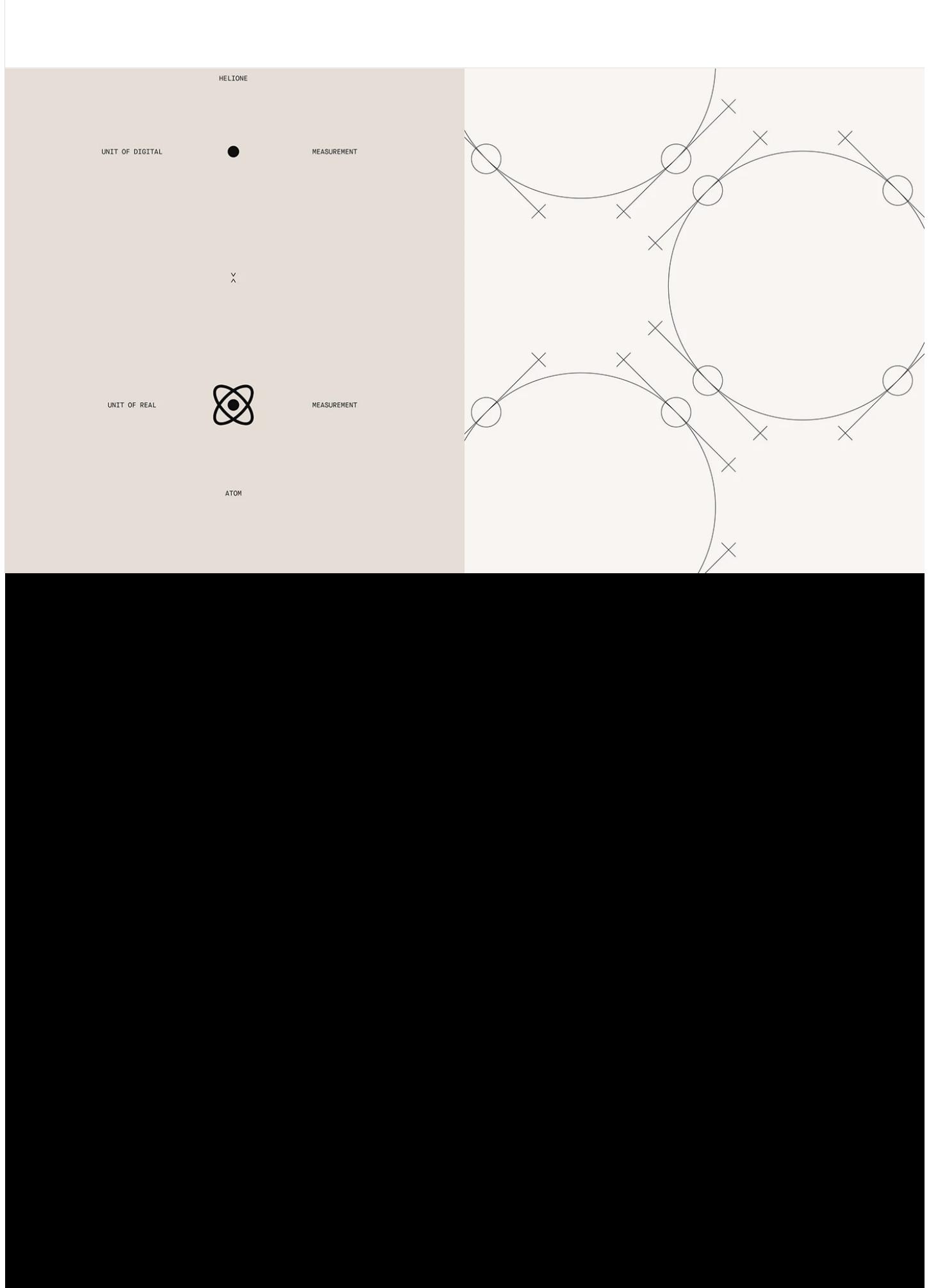
Helione is a modern cybersecurity company that collaborates with leading global brands, offering some of the most advanced digital protection solutions on the market.

Our task was to evolve a brand that positions itself as a professional, globally-oriented player in the digital world — one whose identity needed to match its ambition and reach.

DESIGN BY OBRAZUR BRANDS
OBRAZUR@ICLOUD.COM
20256

REAL BRANDS IN THE

SAFE DIGITAL SPACE

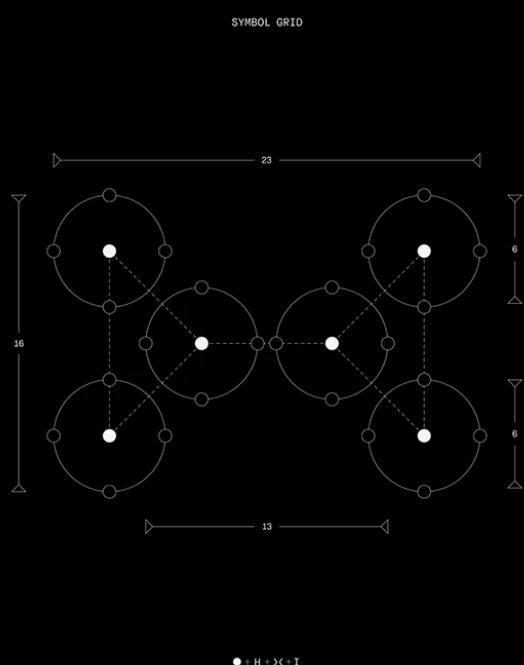




THE FIRST DIGITAL SPARK

The name Helione was born from associative exploration. “Heli” is inspired by Helios, the Roman god of the sun, while “One” refers to the fundamental digital unit — a single point, a beginning. Together, they reflect clarity, energy, and precision at the heart of the brand.

The logo embodies a set of key associations: the first letter of the brand, the symbols “>” and “<” that suggest digital flow, the Roman numeral I, and an abstract micro-particle — the visual representation of a digital atom.





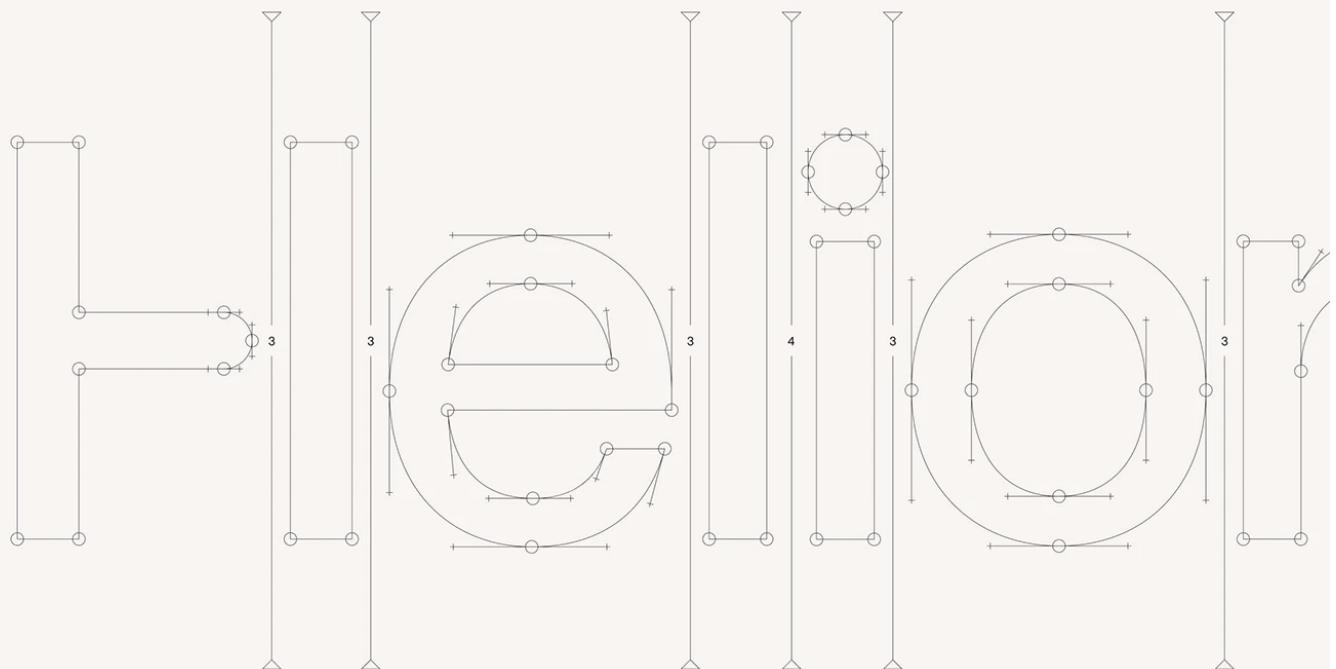
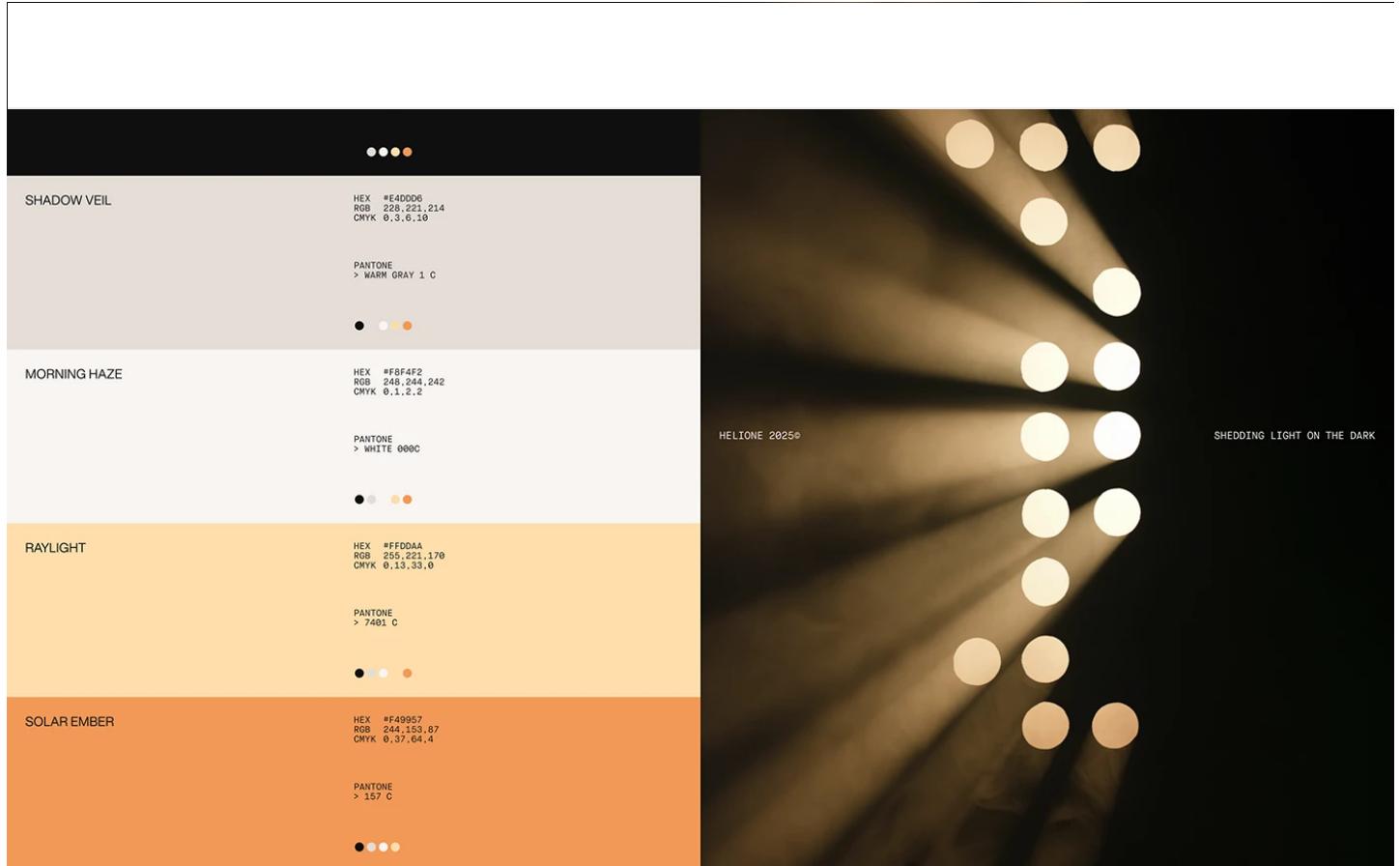
PATTERN & COLOR PALETTE & TYPOGRAPHY

DESIGN FROM THE SMALLEST UNIT

The pattern system reflects the duality of our reality: a physical world made of atoms and a digital one built from numbers. The symbol “ø” represents the digital atom — the smallest unit and a starting point — becoming the core element of the visual system and reinforcing the brand's link to logic, structure, and data.

The color palette draws from the brand's values and origin. Shades of yellow reference sunlight — a nod to Helios — and express the brand's mission to illuminate the digital space for its clients.

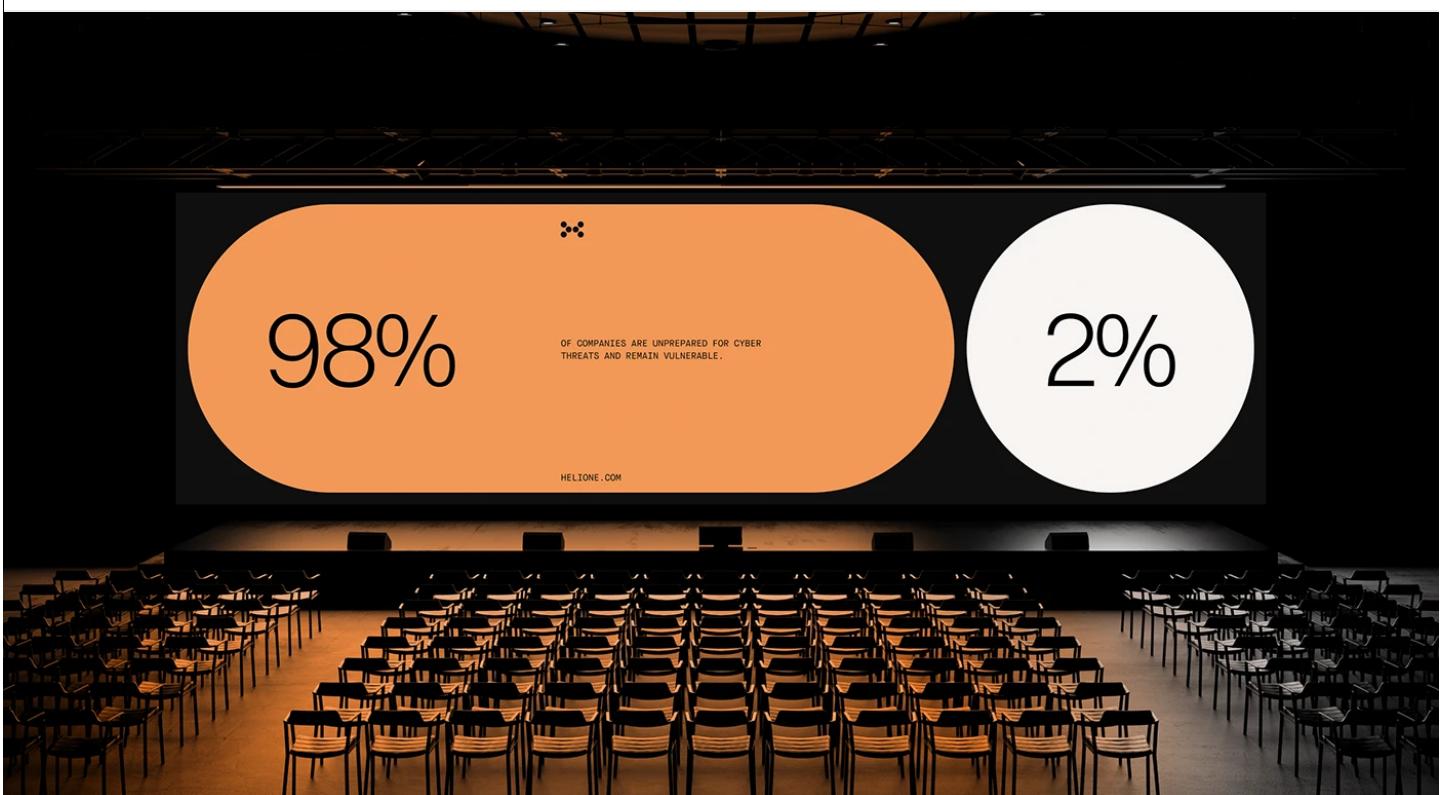
Typography further supports this duality. Helvetica Now brings clarity and presence — the voice of the real world. Maison Neue Mono introduces structure and precision, echoing the logic of digital code. Together, they create a balanced visual language rooted in both reality and data.



TYPGRAPHY

LETTERFORMS

GRID

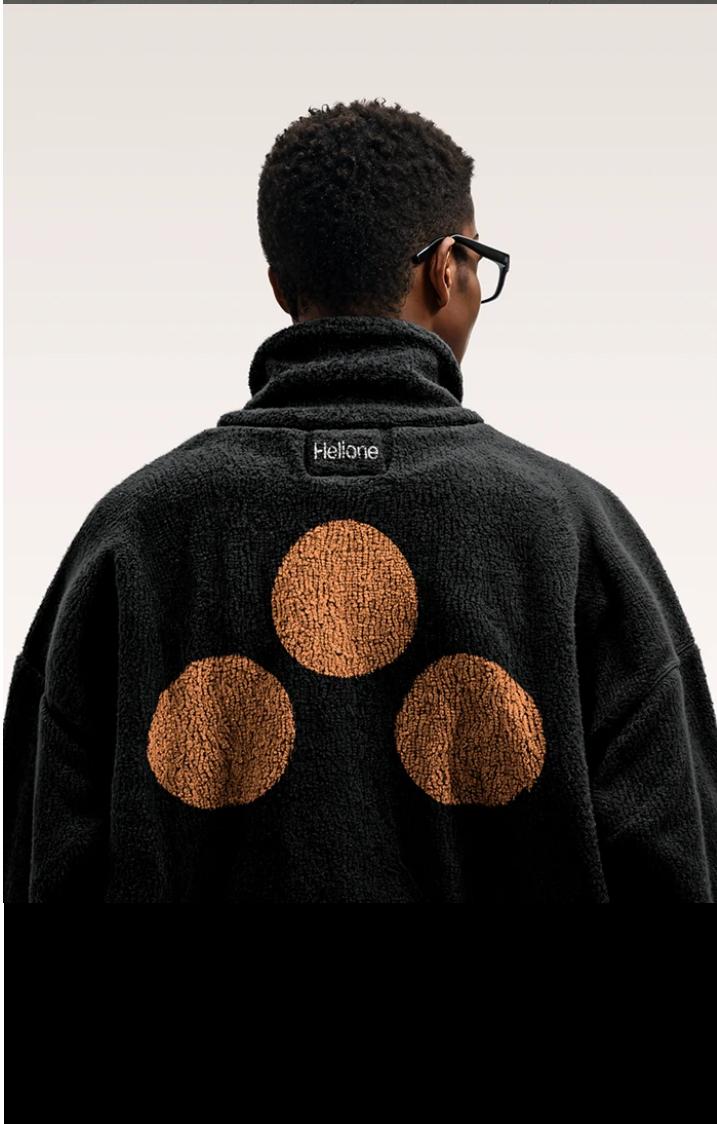
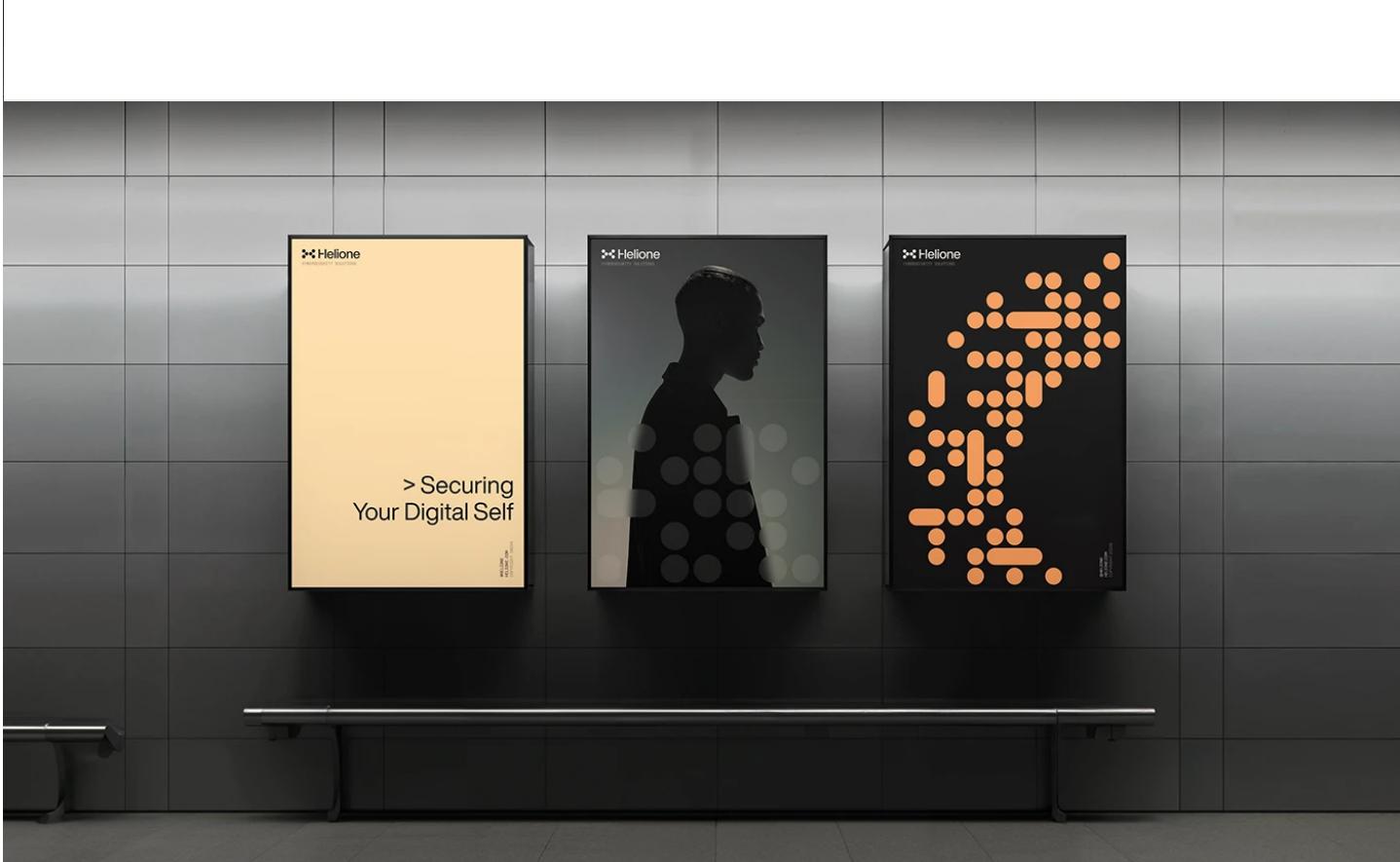


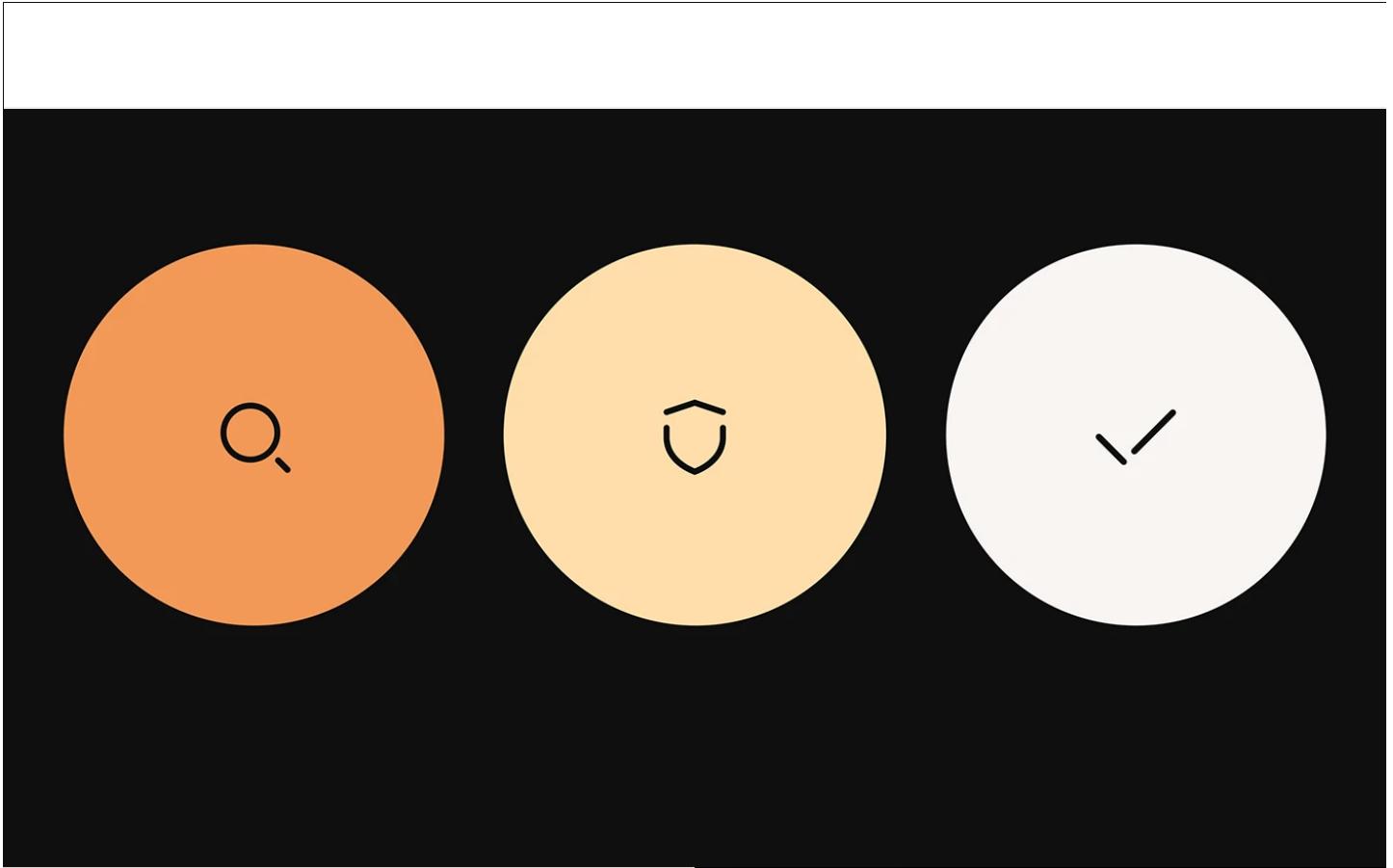
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BRANDS
TRUE
SECURE

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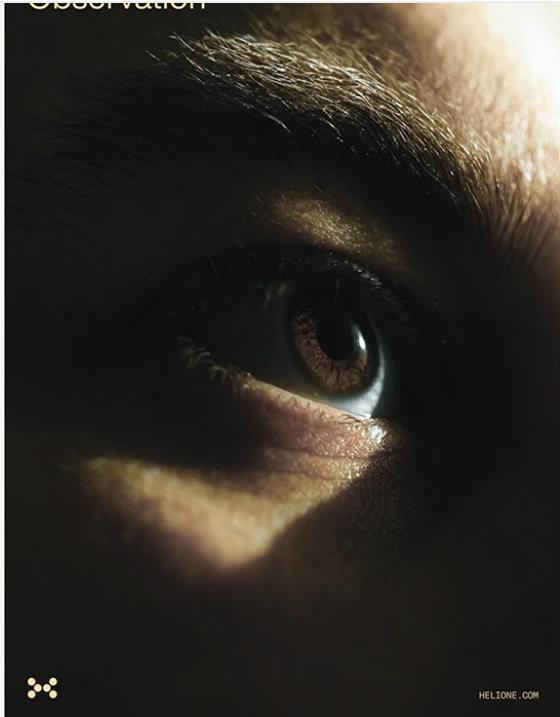






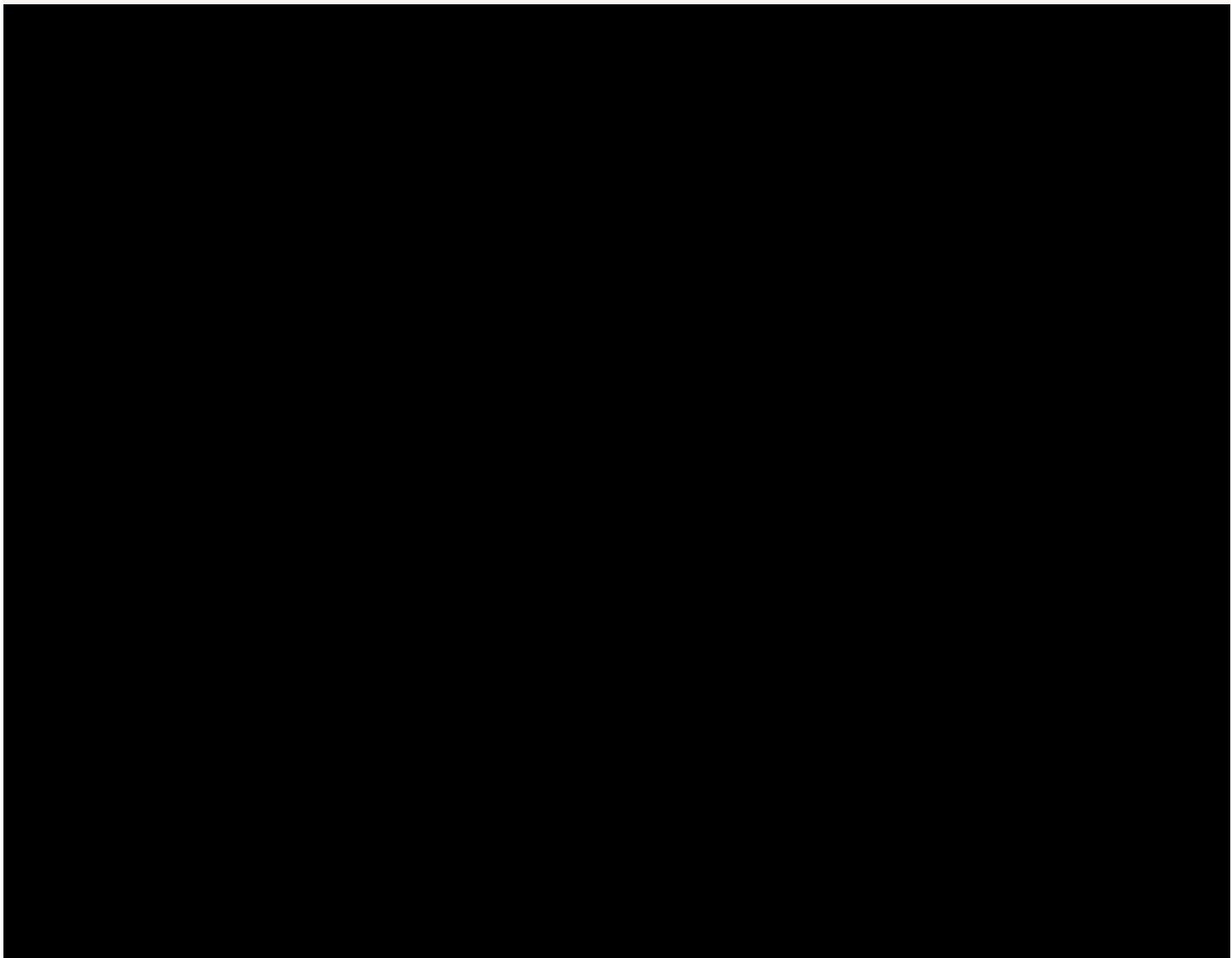


Observation

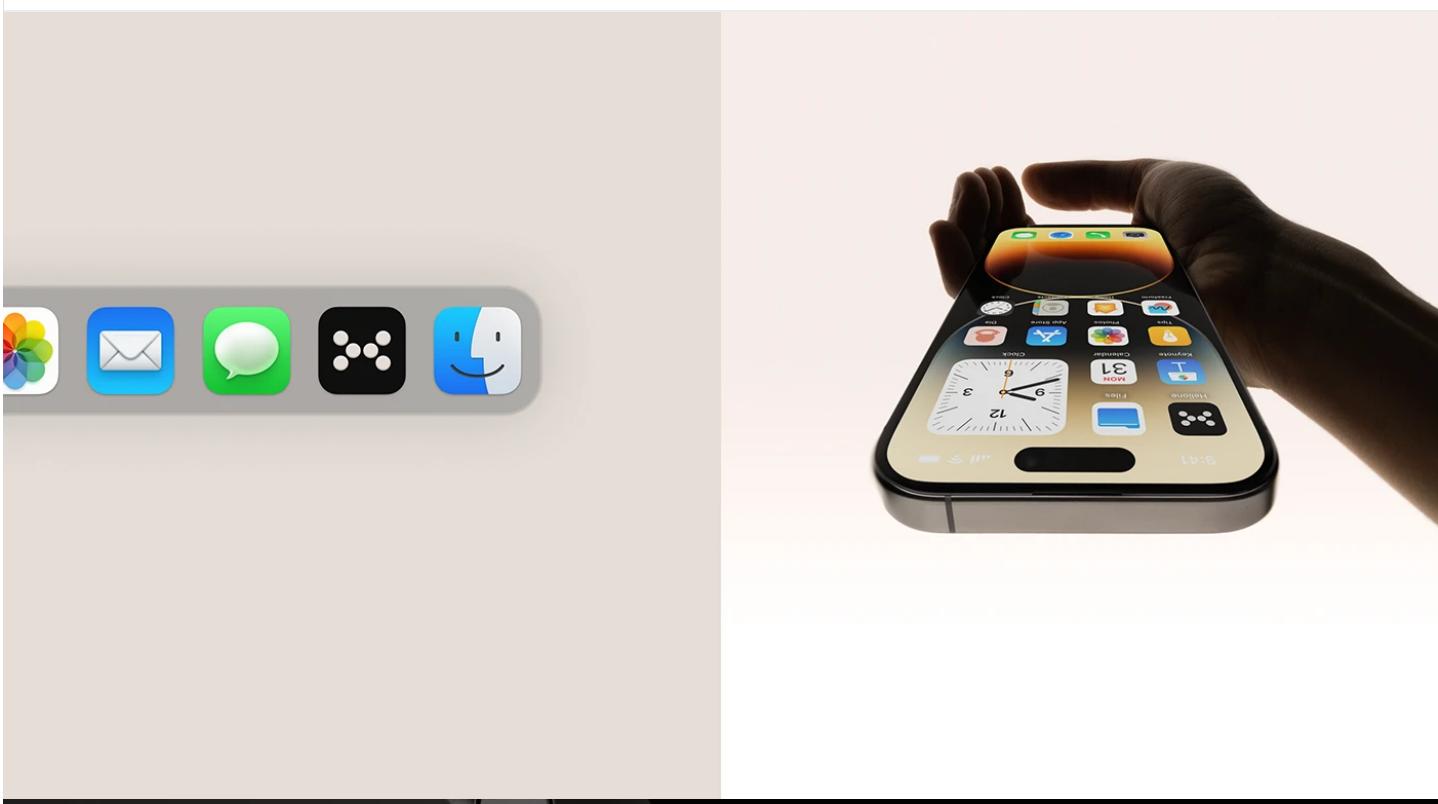


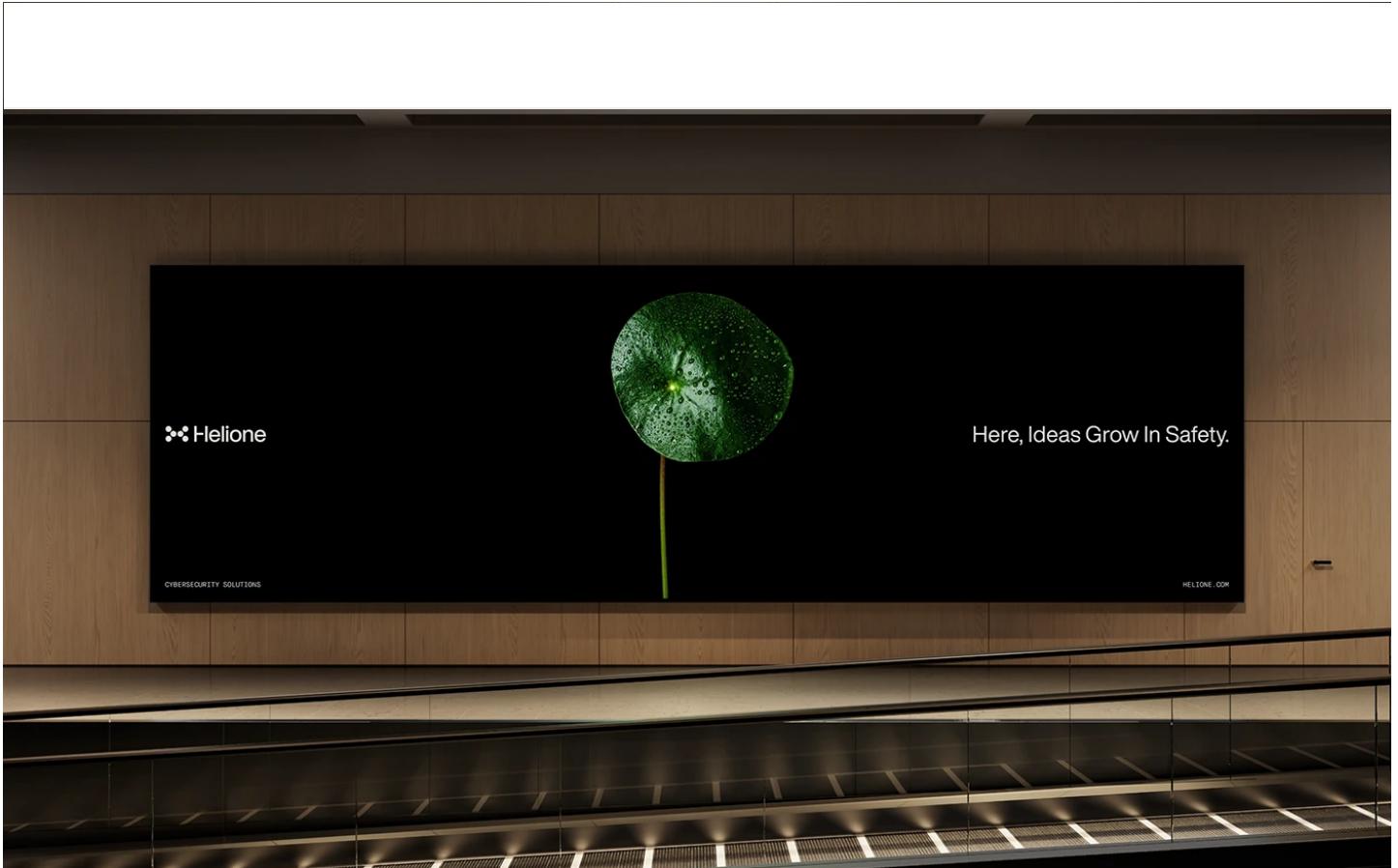
Observation

> DIGITAL SAFETY
FOR REAL IMPACT.









Helione

obrazur@icloud.com > bento.me

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Very unique and memorable style.

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1.6K 2.6K 25.3K 252

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Obrazur Brands

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