

# Brand Guidelines

Logo usage, colour & typography

***HOUND***

# About

The main characteristic of our logo is the “N”, the logo has a slant which signifies motion and the the letter-thickness increases progressively which depicts ‘charging’.



# Clear space

The cap height of “H” should be the clearing space around the logo.



# Colour

Our primary colours are Green, Black and White and secondary colours are orange and yellow. Use the following primary colour proportions to maintain consistency. Use secondary colours carefully and sparingly in illustrations or photography

RGB 0 255 168  
HEX 00FFA8  
CMYK 57 0 57 0  
PMS 7479 C

RGB 255 255 255  
HEX FFFFFFFF  
CMYK 0 0 0 0  
PMS White

RGB 0 0 0  
HEX 000000  
CMYK 70 40 40 100  
PMS Black 6 C

RGB 255 100 15  
HEX FF640F  
CMYK 0 75 100 0  
PMS 165 C

RGB 255 215 40  
HEX FFD728  
CMYK 0 15 95 0  
PMS 116 C

# Usage on backgrounds

Make sure there is enough contrast between the the logo and background.

Use only black on Green background.

Logo should be black on white or bright backgrounds

Logo should be white on black or dark backgrounds.

# Scalability

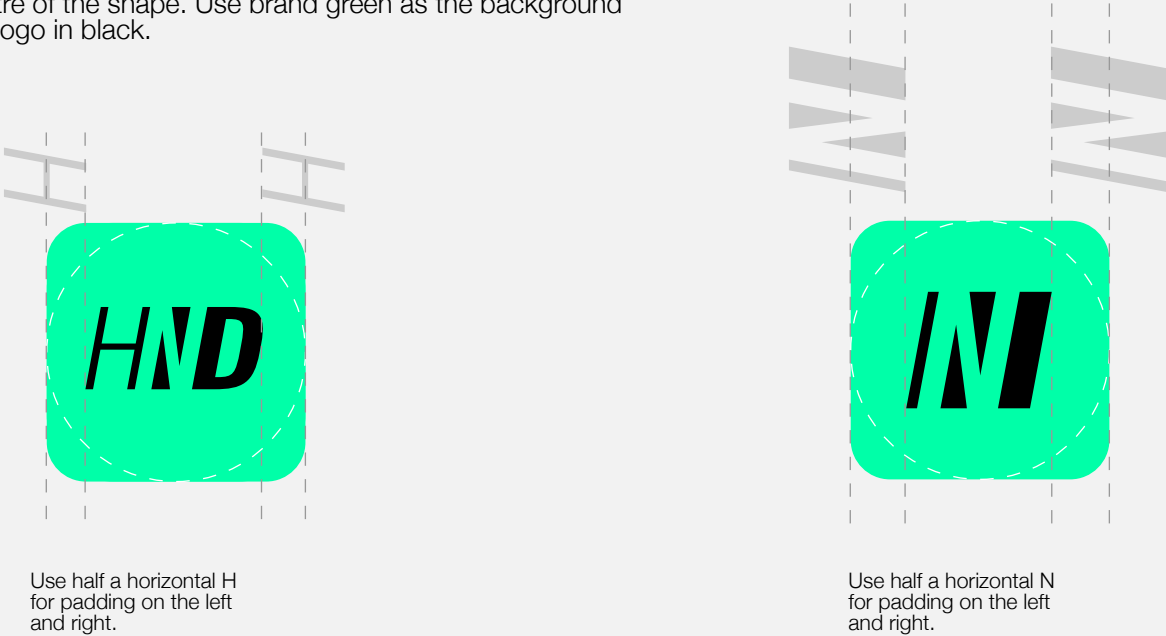
Use shorter formats or the ‘negative space N’ for smaller applications (Digital applications and icons)

Smallest size of the full logo should be atleast 50px in width



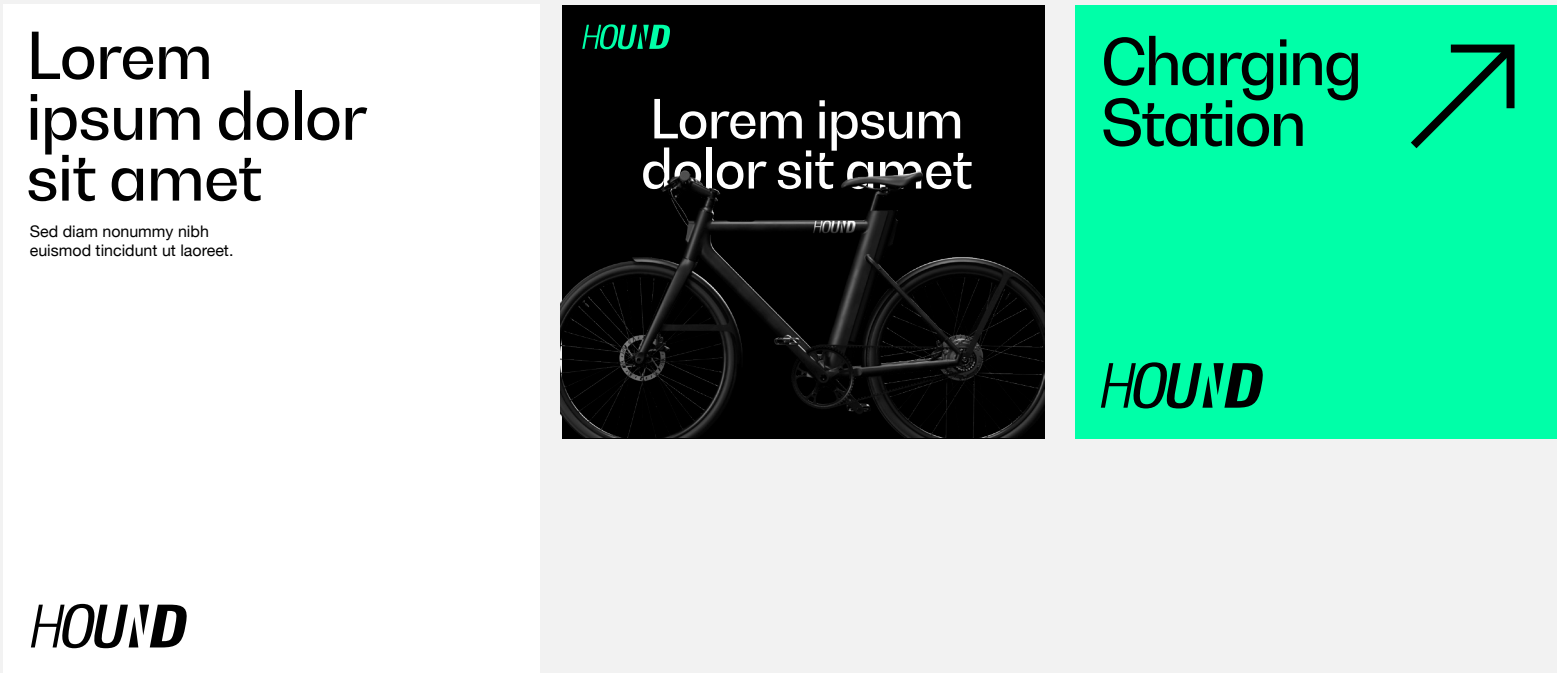
# Social media/App icons

Use only the shorter formats for social media or app icons and align the logo to the centre of the shape. Use brand green as the background colour and the logo in black.

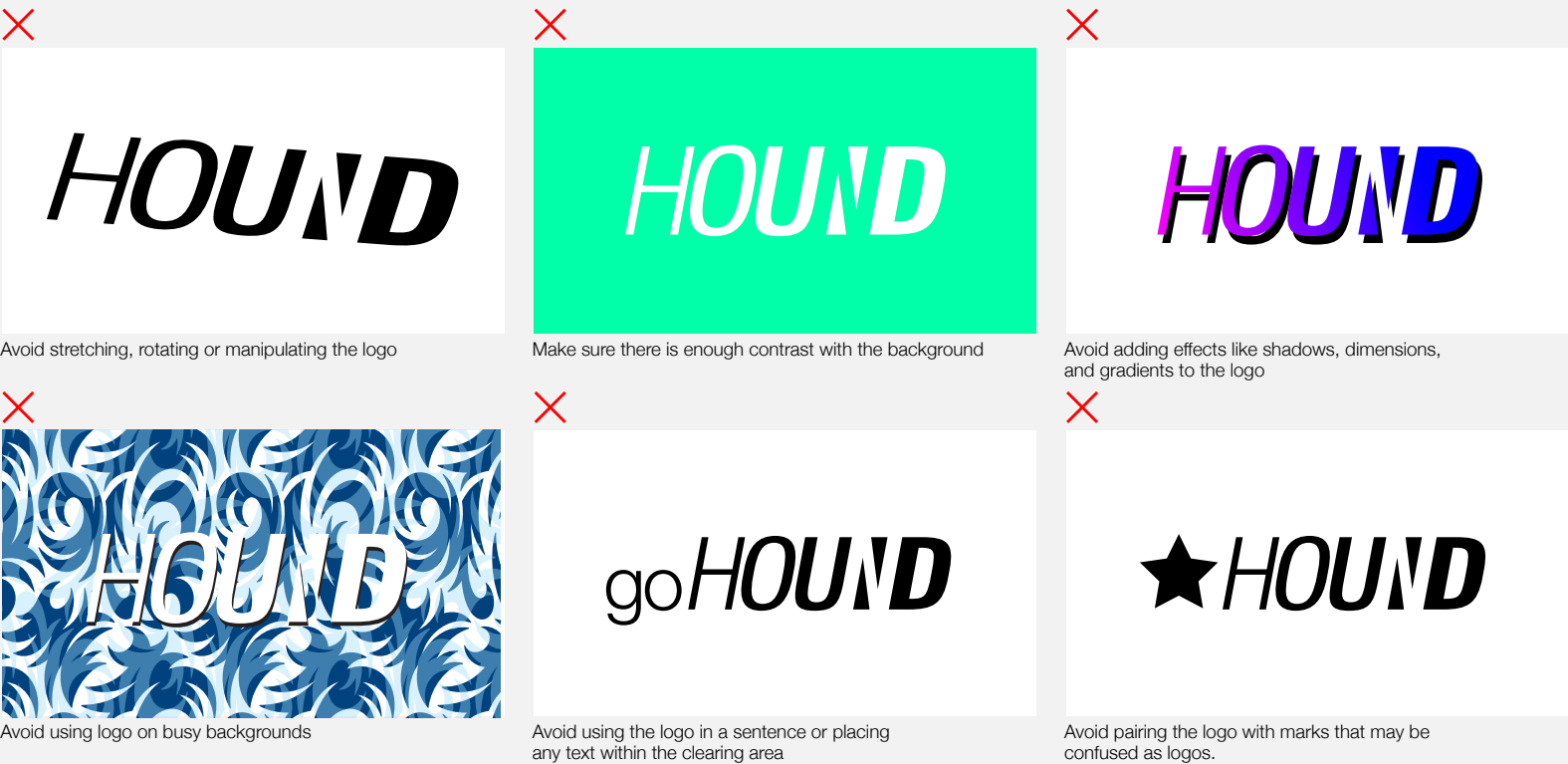


# Placement

Logo placement will depend on the type of coomunication



# Incorrect usage



# Typography

The primary typeface is Helvetica Neue, to ensure legibility in small sizes and the special display typeface (for communication/post/poster headers) is BW Gradual Medium

BW Gradual Medium 012345&

Helvetica Neue Light 01234

Helvetica Neue Regular 567&

Helvetica Neue Bold 890#

## Heading

Sub-heading/ body copy

*HOUI***D**

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