

HSQ TOWERS

BRAND IDENTITY GUIDELINES



Premium Residential Living
Jhika Gali, Murree

Logo

The HSQ Towers logo features a regal lion with crown, symbolizing luxury, strength, and premium quality. The golden color palette reinforces the premium positioning.

Primary Logo



Logo Variations

- Primary: Full color gold on black background
- Secondary: Gold on white background
- Monochrome: Black or white for single-color applications

Minimum Size

Minimum width: 1.5 inches for print, 150px for digital

Color Palette

The HSQ Towers color palette reflects luxury, prestige, and sophistication.

PRIMARY COLORS		
Royal Gold	#D4AF37	
Deep Black	#1A1A1A	
SECONDARY COLORS		
Cream White	#F5F5DC	
Warm Gray	#8B8B83	
Accent Gold	#FFD700	

Color Usage

- Primary Gold (#D4AF37): Logo, headlines, premium accents
- Deep Black (#1A1A1A): Backgrounds, body text, grounding element
- Cream White (#F5F5DC): Backgrounds for warmth and elegance
- Warm Gray (#8B8B83): Supporting text, borders, subtle elements

Typography

Typography reinforces the premium brand positioning with elegant, timeless typefaces.

Primary Typeface: Trajan Pro / Times New Roman

Usage: Logo, main headlines, premium messaging

Characteristics: Serif, elegant, classical, authoritative

Secondary Typeface: Helvetica / Arial

Usage: Body copy, captions, supporting text

Characteristics: Sans-serif, clean, readable, modern

Type Hierarchy

Element	Font	Size	Weight
H1 Headlines	Trajan Pro	48-72pt	Bold
H2 Subheadings	Trajan Pro	32-42pt	Regular
Body Text	Helvetica	14-18pt	Regular
Captions	Helvetica	10-12pt	Light

Logo Usage Guidelines

DO:

- ✓ Maintain clear space around logo (minimum 0.25 inches)
- ✓ Use approved color variations only
- ✓ Maintain aspect ratio when resizing
- ✓ Place on contrasting backgrounds for visibility
- ✓ Use high-resolution files for all applications

DON'T:

- ✗ Stretch or distort the logo
- ✗ Change logo colors outside approved palette
- ✗ Add effects (shadows, glows, outlines)
- ✗ Rotate the logo
- ✗ Place logo on busy or low-contrast backgrounds
- ✗ Recreate or redraw the logo

Brand Voice

HSQ Towers communicates with sophistication, aspiration, and exclusivity.

Tone Attributes:

- **Aspirational:** Inspire dreams of luxury mountain living
- **Sophisticated:** Refined language, premium positioning
- **Warm:** Welcoming despite premium positioning
- **Confident:** Authority without arrogance

Applications

This brand identity extends across:

- Social media content (Instagram, Facebook)
- Property marketing materials
- Digital advertising campaigns
- Signage and environmental graphics
- Sales collateral and presentations
- Website and digital platforms

For questions regarding brand usage, contact:
Marketing Department, Vorniqo Solutions