



HAEM Portfolio

Brand Guidelines

October 10

Brand Statergy for Portfolio Website

Brand Name : HAEM

PROJECT OVERVIEW :

Haem exists to empower individuals and businesses by providing creative solutions that drive success through innovative design and digital experiences.

VISION :

To be the go-to source for creative inspiration and digital expertise, setting industry standards for quality and innovation.

MISSION :

Haem aims to deliver top-tier design and digital solutions that not only meet but exceed our clients' expectations, fostering lasting relationships and enabling their success.

BRAND PERSONALITY :

Haem's personality is sophisticated, innovative, and forward-thinking. We are passionate about creative design and technology, and we approach our work with a high degree of professionalism.

CORE VALUES :

1. Creativity: We foster a culture of creativity and innovation, striving to push boundaries and inspire others.
2. Quality: We are committed to delivering high-quality work and ensuring excellence in every project.
3. Client-Centric: We prioritize our clients' needs and consistently deliver solutions that align with their goals.
4. Integrity: We operate with honesty, transparency, and accountability in everything we do.
5. Collaboration: We believe in the power of teamwork and collaboration to achieve the best results.

TARGET AUDIENCE :

Our primary audience includes small to medium-sized businesses, startups, creative professionals, and anyone seeking innovative design and digital solutions.

UNIQUE SELLING PROPOSITION (USP):

Haem sets itself apart by providing personalized, creative solutions tailored to each client's unique needs. We blend aesthetics with functionality to create impactful digital experiences.

COLOR THEME:

The primary brand color for Haem is #7F3F98 Purple, White , Dark Grey. This deep, rich purple color symbolizes creativity, sophistication, and originality.

WEBSITE PURPOSE:

The Haem portfolio website serves as a showcase of our creative design and digital projects. It aims to attract potential clients, provide them with an overview of our services, and establish Haem as a trusted source of innovative design and digital solutions.

WEBSITE FEATURES :

Homepage: A captivating introduction to our brand, featuring a hero image, brief description, and a call to action.

Portfolio: Showcase our best work in design, web development, branding, and more. Include detailed project descriptions and images.

About Me: Provide background information about Haem, our team, and our values.

Contact: Make it easy for visitors to get in touch with us through a contact form or contact details.

Testimonials: Display client testimonials to build trust and credibility.

Case Studies: Highlight in-depth case studies of successful projects to demonstrate our expertise.

CONTENT STRATEGY :

Engage the audience with informative and visually appealing content, including articles, case studies, and high-quality images.

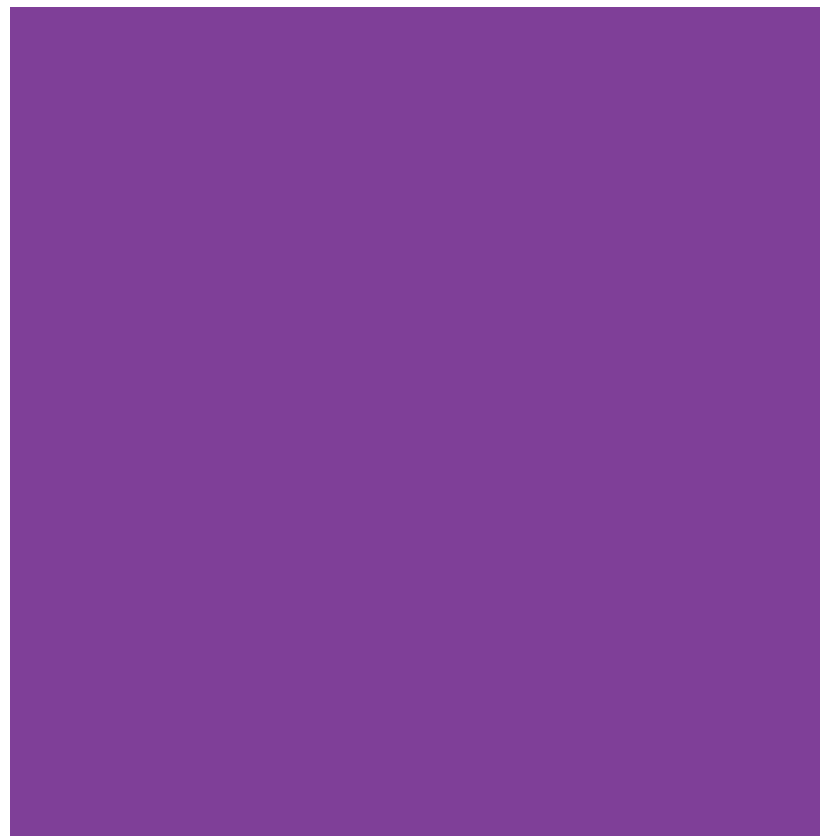
Maintain a consistent, professional, and engaging tone throughout the website.

CONCLUSION:

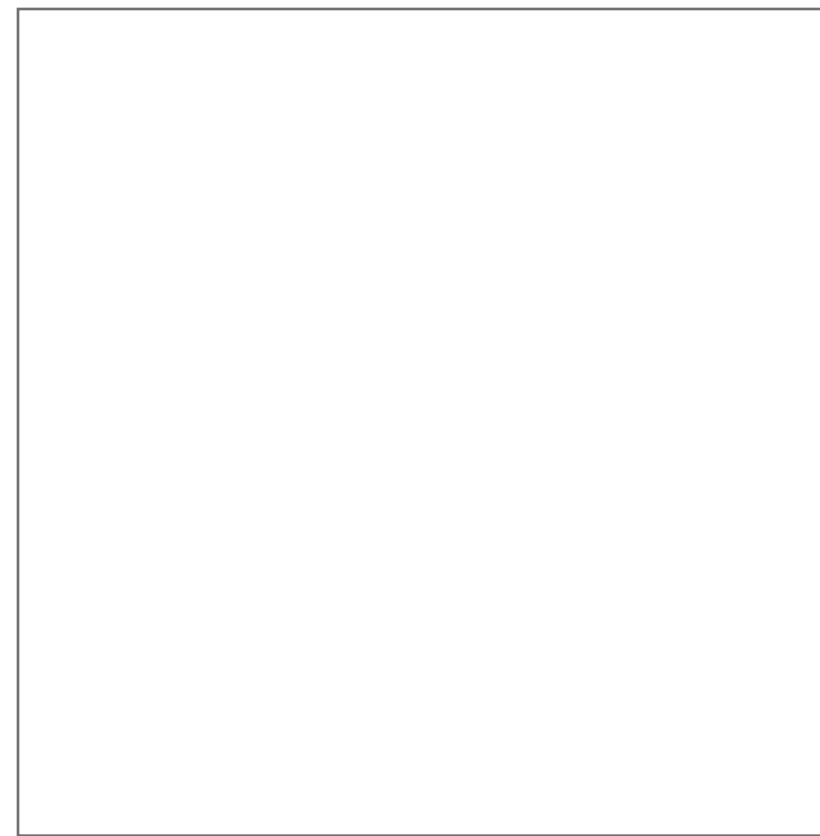
Haem's brand document provides a comprehensive overview of your brand strategy and the project's scope for your portfolio website.

BALANCED COLOR :

The primary palette should be used as much as possible in order to promote red as the overarching colour.



Color : Purple
Hex : #7F3F98



Color : White
Hex : #FFFFFF



Color : Grey
Hex : #656569

BALANCED FONTS :

The primary font is Poppins and is available in a number of weights and styles. This font can be used on all print communications and some digital applications.

Note: In special circumstances an accent font may be used at the discretion of the professional in-house design team. External vendors must consult with the in-house team before liberties are taken.

Primary font family: Poppins
To be used on most communications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Z

abcdefghijklmnopqrstuvwxyz
Example: Poppins Regular (shown at 40 pt)

Aa Aa Aa Aa Aa
Regular Light Medium Semi Bold
Bold

ALTERNATE COLOUR VERSIONS :

A number of alternate colour versions of the logo are available for use in a number of different production scenarios. These are described in the column on the far right.



LOGO :

Final version of logo to be used in the website is.



- **INSPIRATIONAL EXAMPLES OF EXISTING PORTFOLIO WEBSITES**

<https://buzzusborne.com/>

<https://www.kysondana.com/>

- **INSPIRATIONAL PORTFOLIO BRANDING EXAMPLES PRELIMINARY LOGO DESIGNS COLOUR SCHEMES**

https://www.behance.net/gallery/179844097/Modern-Logos-Logo-Design?tracking_source=search_projects|h+logos+https://www.kysondana.com/

https://www.behance.net/gallery/177460399/Logo-Purified-Water-Drinking-Aqua-Drops-H-logo?tracking_source=search_projects|h+logos+https://www.kysondana.com/

- **INSPIRATIONAL EXAMPLES OF DEMO REELS**

<https://vimeo.com/271702418>

<https://www.youtube.com/watch?v=-dr-wvPjGFo>



If you have any questions regarding the style manual or require artwork, please contact your Marketing Officer in Reputation and Brand Management.