

DSGN 4020 | In Conversation

Hasom Brand Book

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Brand Construction





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Introduction

Hasom is a craft brand inspired by the identity of a cat named Hasom. He is lazy, prickly, and clumsy, yet possesses a unique elegance. Highly outgoing, he never does anything they don't want to do.

He loves watching the snow fall outside. His favorite treats are salmon purées and dried pollock. Hasom is easily frightened but also playful and mischievous.

With an all-white body, Hasom's only colors are his pink skin and sky-blue eyes. These two contrasting colors reflect Hasom's dual nature.

The pink represents the Hasom we see—the charming and quirky cat.

The blue represents the world as seen through Hasom's eyes.

OUR PRODUCTS MIGHT NOT BE USEFUL, BUT WE ARE SURE THAT THEY WILL MAKE YOU FEEL BETTER EVERY TIME YOU LOOK AT IT.





LOGO DESIGN

Main Symbol

The logo embodies Hasom's sky-blue eyes framed by pink eyelids and a delicately upturned pink nose. The background is kept white, allowing the logo to be placed on any shape or form within the backdrop.





HASOM



HASOM



Vertical Logo

In addition to our primary mark, we understand the importance of having a horizontal logo variation that allows for flexibility in different design contexts. The horizontal logo provides a wider layout that is ideal for website headers, social media banners, and other horizontal spaces where a vertical logo may not fit optimally.

Horizontal Logo

In addition to our primary mark and horizontal logo variation, I recognize the need for a vertical logo that offers flexibility in different design scenarios. The vertical logo is specifically designed to fit vertical spaces, such as social media profile pictures, app icons, or narrow print materials.

2

Graphic Elements



Aa

PRIMARY TYPEFACE

All Round Gothic

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Aa

SECONDARY TYPEFACE

Montserrat

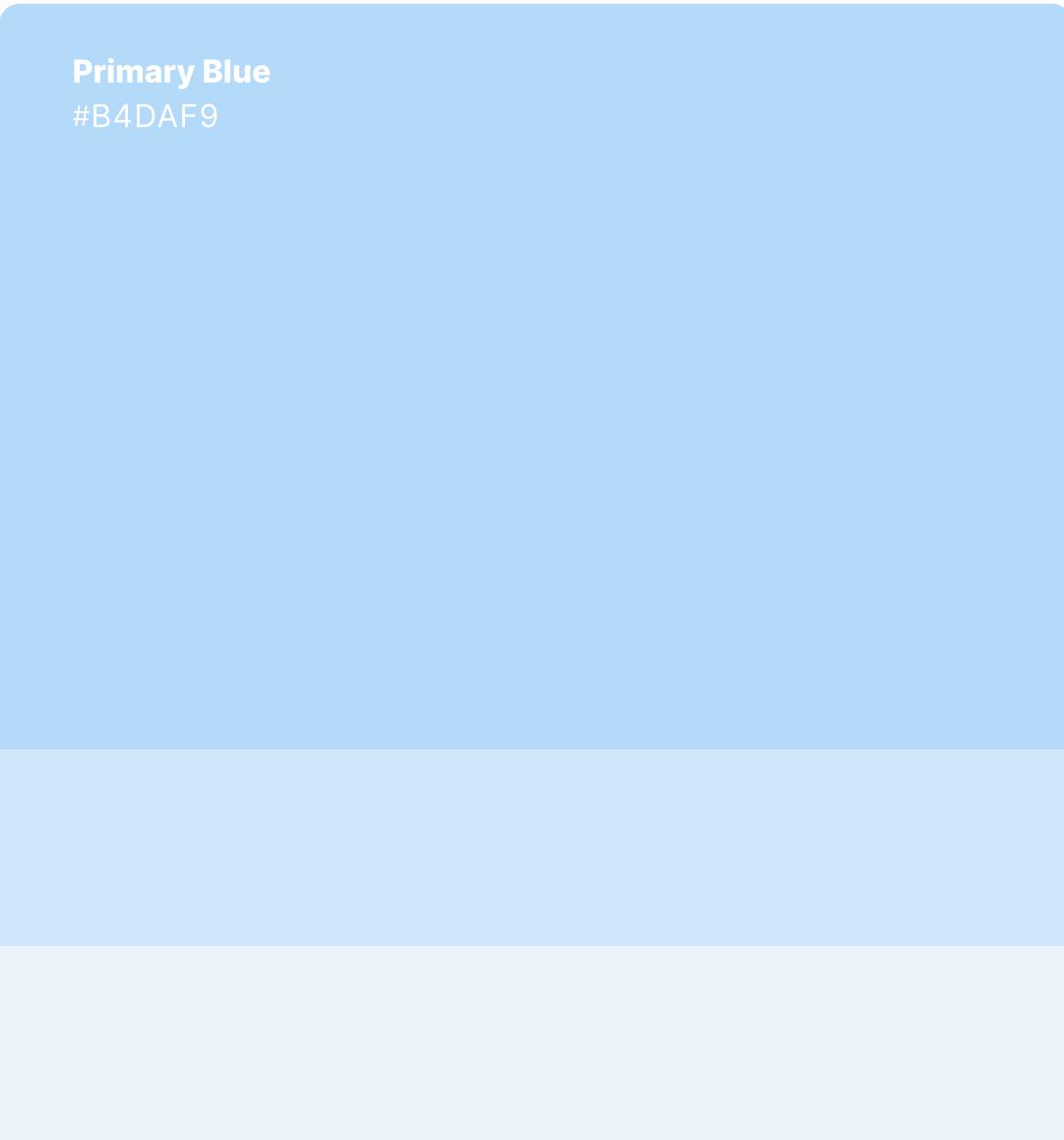
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz



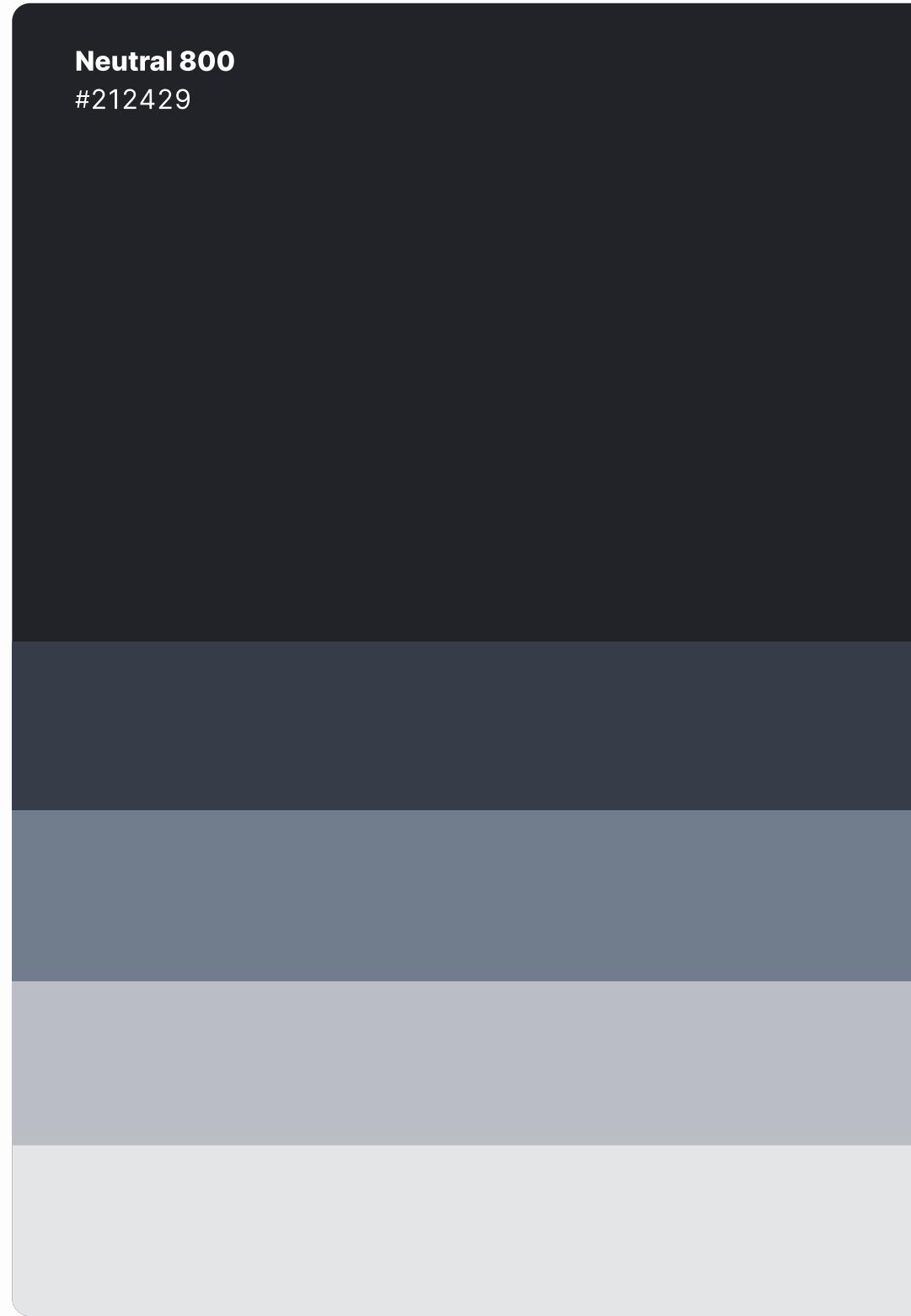
COLOR PALETTE

Primary Colors

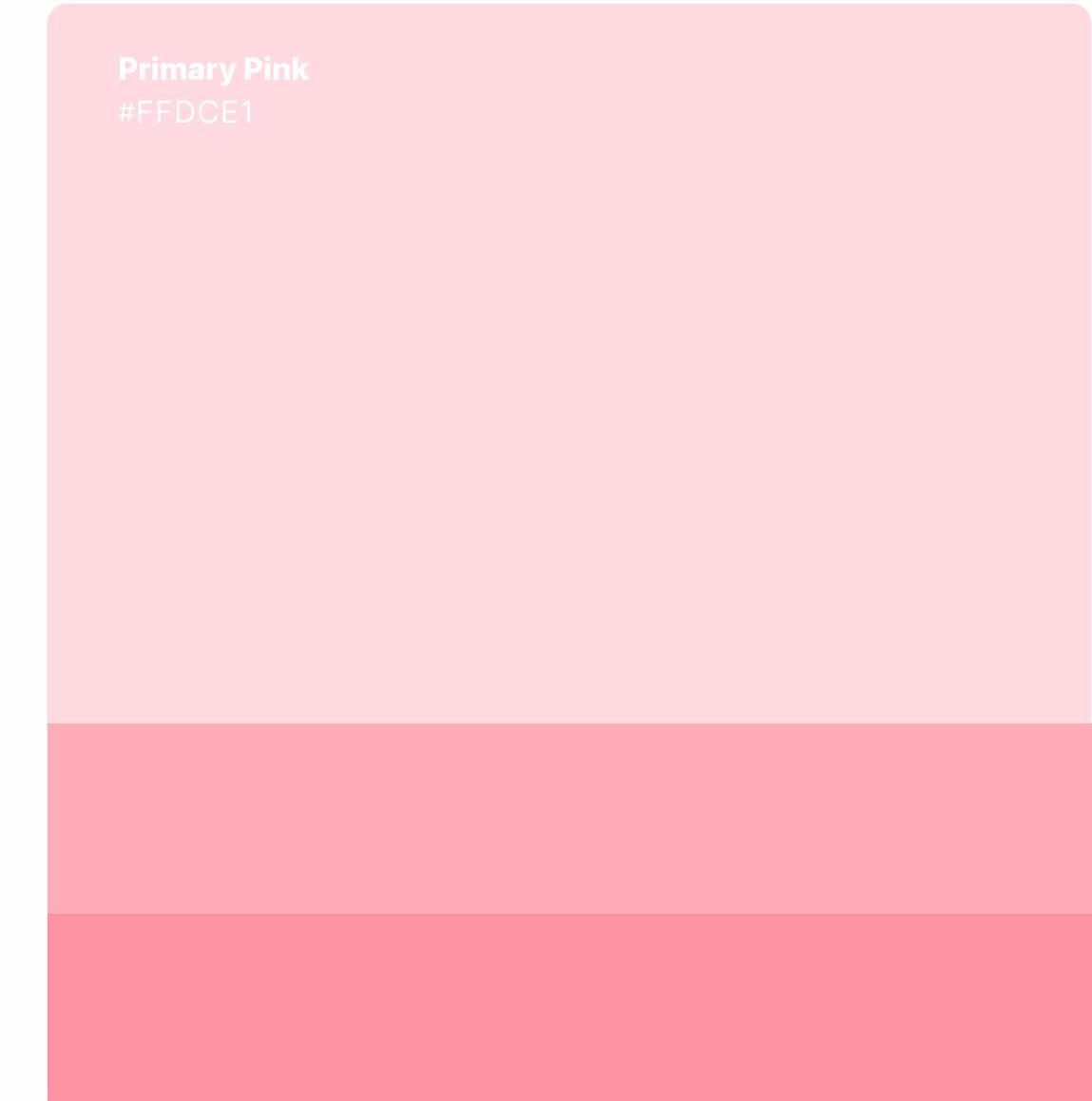
Primary Blue
#B4DAF9



Neutral 800
#212429



Primary Pink
#FFDCE1



COLOR SYMBOL

Two primary color symbolizes two different nature of Hasom.

What we see

White furry cat with weird posture



What Hasom sees

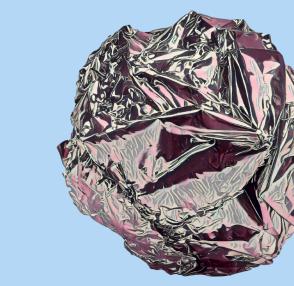
Favorite snacks, toys & his primary instinct

I don't eat raw fish



Bring forth the processed foods!

I'm gonna shove that



under the couch

3

Usage & Merch









I AM HASOM



A WHITE CAT

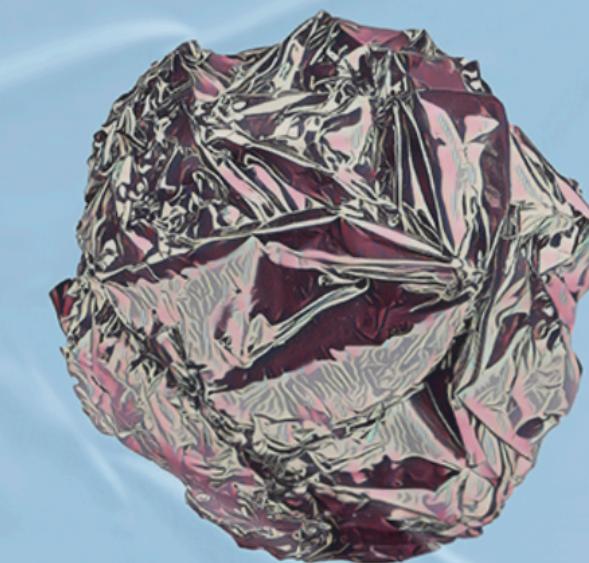


I don't eat raw fish



Bring forth the processed foods!

I'm gonna shove that



under the couch