HIEN

brand style guide

SUMMARY

The Logo included two components: my name "Hien" as the logo and the text selection icon. It's a way to highlight my-self and my brand.

HIEN

After select name

HIEN

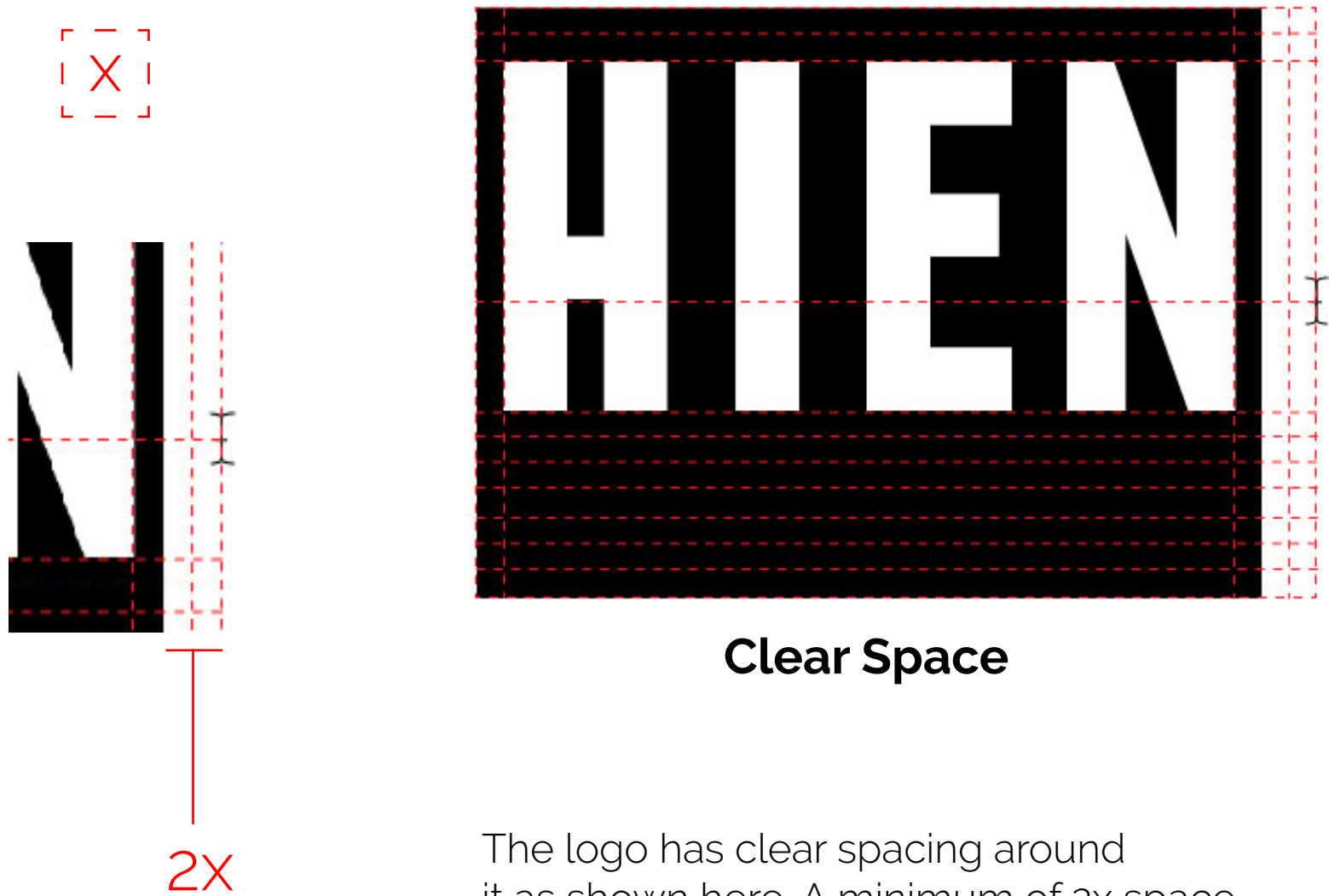# TABLE OF CONTENT

COLORS

Black

Pantone: BLACK C
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000

White

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

Logo's colors

Reflex Blue XGC

Pantone: 2370 C
CMYK: 100, 100, 11, 3
RGB: 38, 38, 135
HEX: #262687

Lime

Pantone: 2271 C
CMYK: 63, 0, 100, 0
RGB: 0, 255, 0
HEX: #00FF00

Vivid Pink

Pantone: 807 C
CMYK: 27, 82, 0, 0
RGB: 255, 2, 255
HEX: #FF02FF

Aqua

Pantone: 311 C
CMYK: 52, 0, 13, 0
RGB: 0 , 255, 255
HEX: #00FFFF

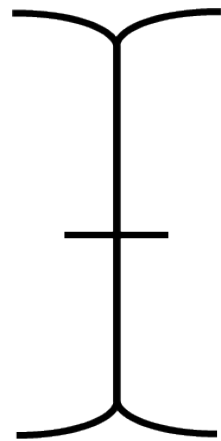## Brand's secondary colors

LOGO

2X

Clear Space

The logo has clear spacing around it as shown here. A minimum of 2x space should be used.
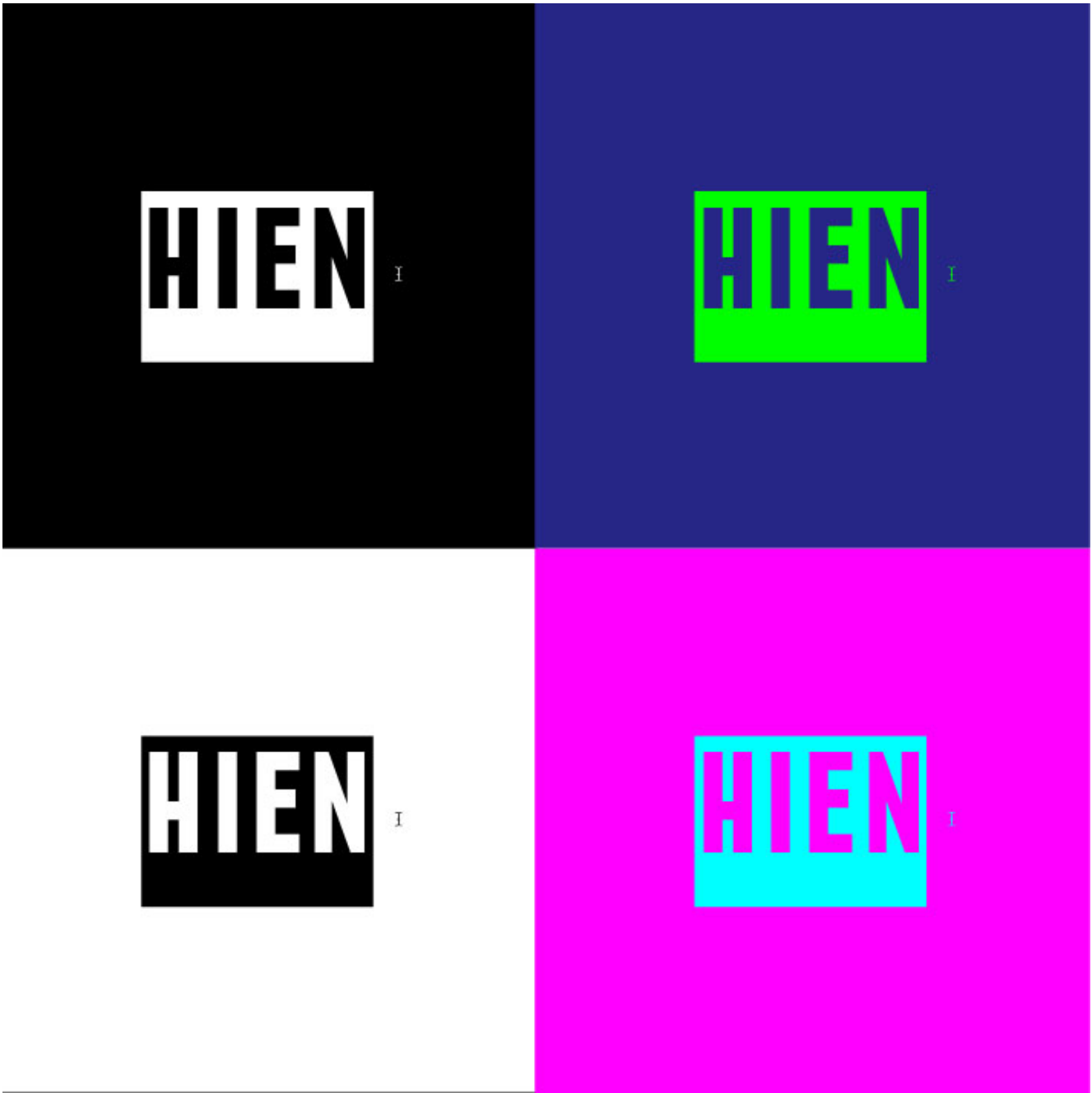
LOGO

The text selection icon is placed 1/2 of the text logo's height.

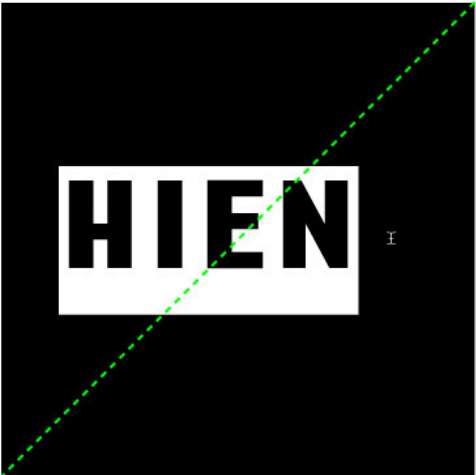The color of the icon is the same as the selection's color

Height = 2x
Line weight = 1px

LOGO

Color Variations
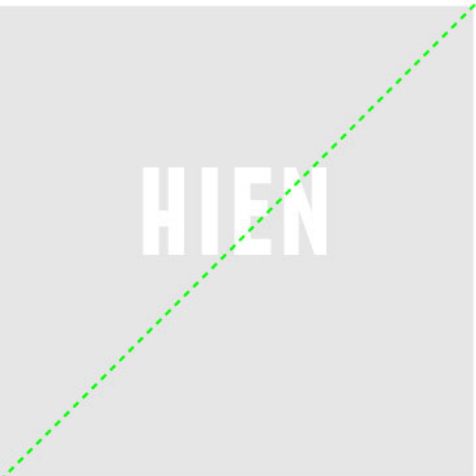
LOGO

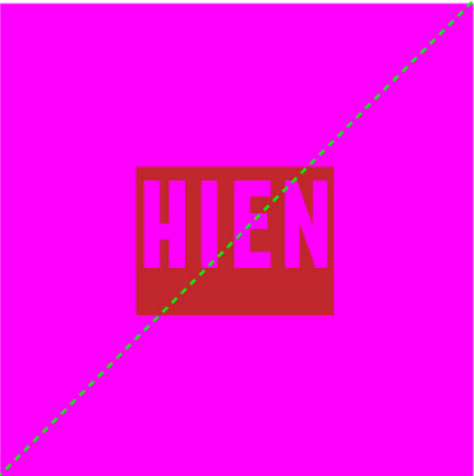Don't skew, distort or rotate

Don't use the Logo over a photo

Don't use other colors other than the primary colors

Don't remove the graphics

Don't use the background color that will clash with the logo's color

Don't add shadow to the logo

Proper Usages

TYPOGRAPHY

RALEWAY LIGHT
raleway light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Primary font

MOHAVE BOLD
mohave bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Logo's font

THANK YOU!