



BRAND GUIDELINES



1 LOGO

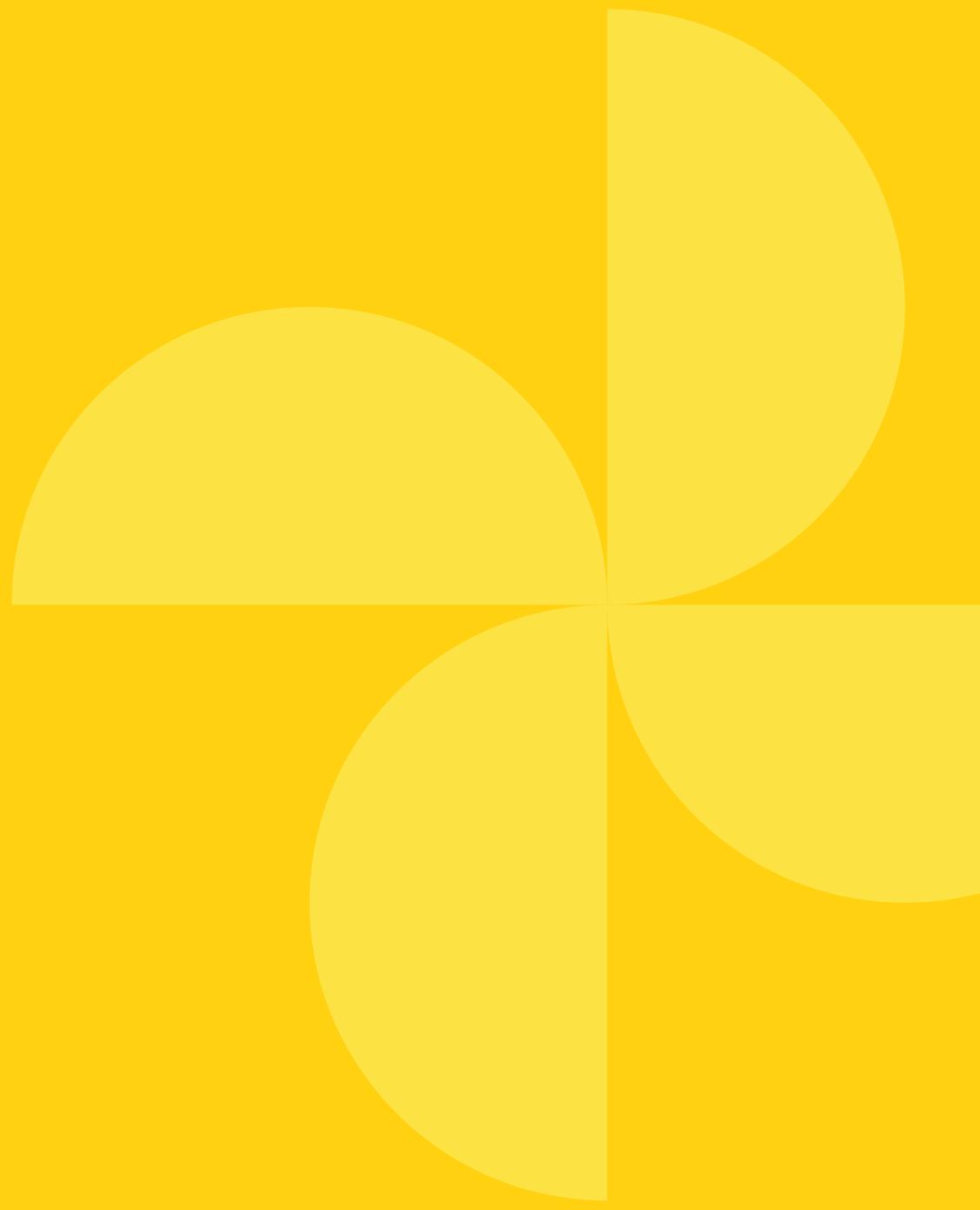
2 ILLUSTRATIVE ELEMENTS

3 CHARACTERS

4 COLOR PALETTE

5 TYPOGRAPHY

LOGO





LOGO USAGE

PRIMARY



This is the dark primary logo, it should be considered first on a light background wherever possible.

FULL COLOR ON LIGHT BACKGROUND



This is the light primary logo, it should be considered first on a dark background wherever possible.

FULL COLOR ON DARK BACKGROUND

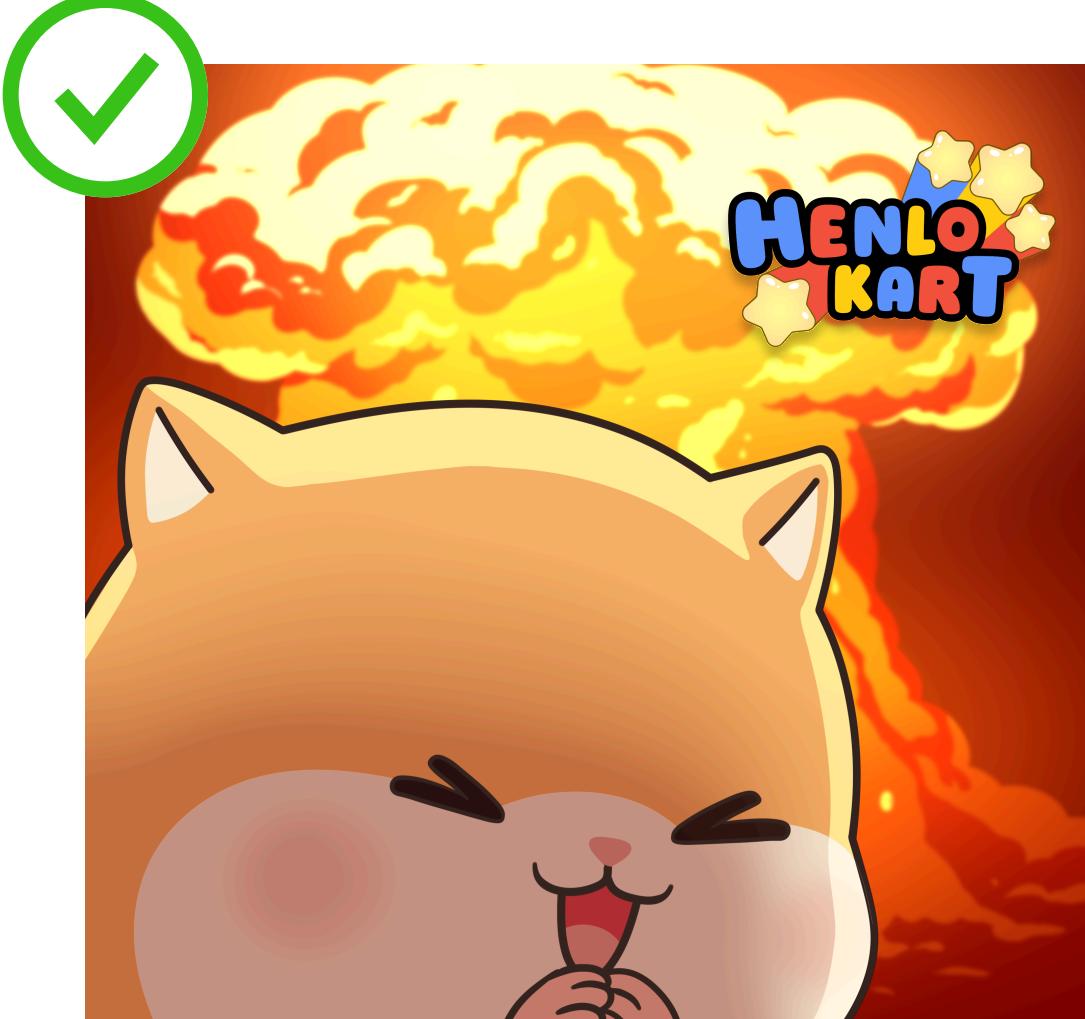


LOGO USAGE

PRIMARY: DO'S

How To Use:

In an area where there
is negative space



How To Use:

On multicolor images
or animations



How To Use:

On solid color
backgrounds



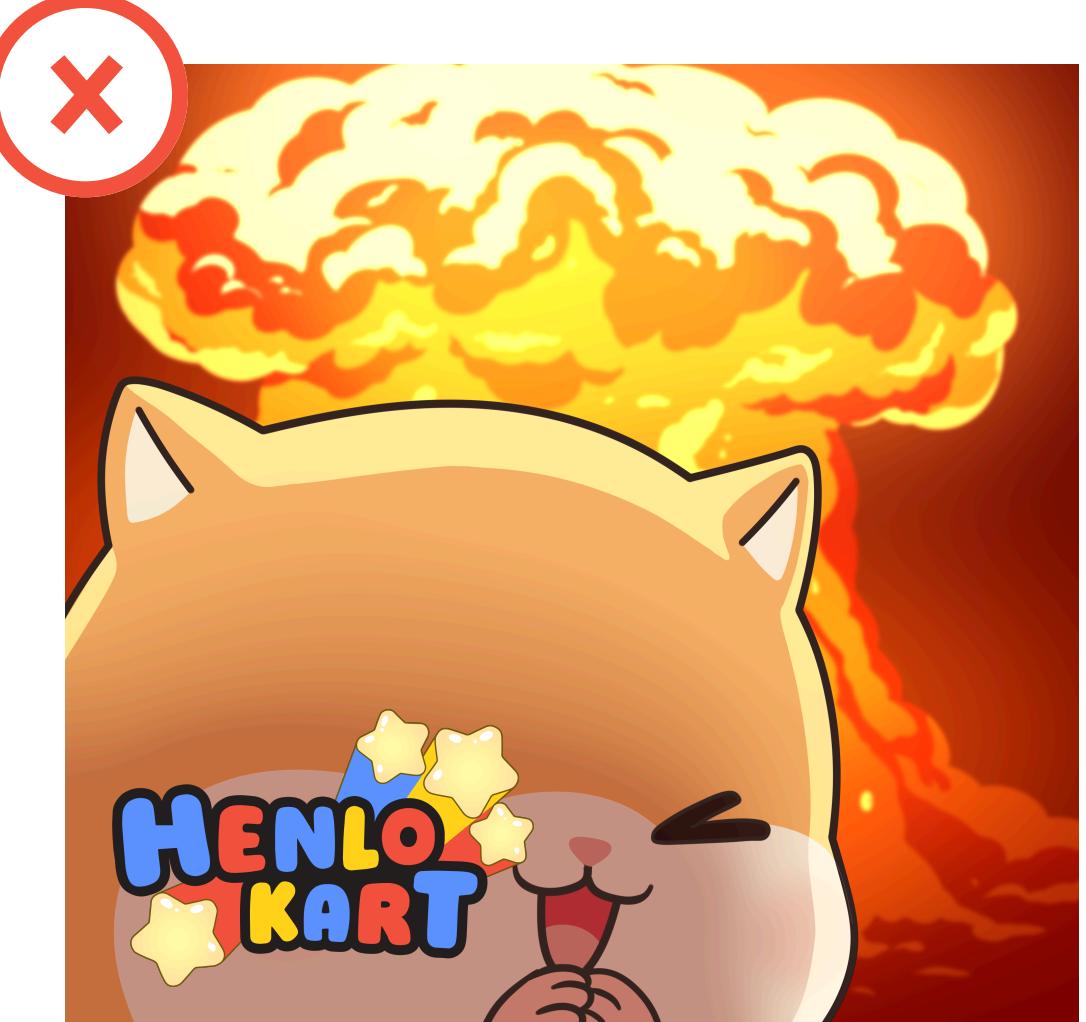


LOGO USAGE

PRIMARY: DON'TS

How NOT To Use:

Do not use when
obstructs it obstructs
an object or character
of significance



How NOT To Use:

Do not crop

Do not skew or change its
shape in any form



How NOT To Use:

Do not type out Henlo Kart
in another font and/or add
other elements to mislead it
for an alternative logo





LOGO USAGE

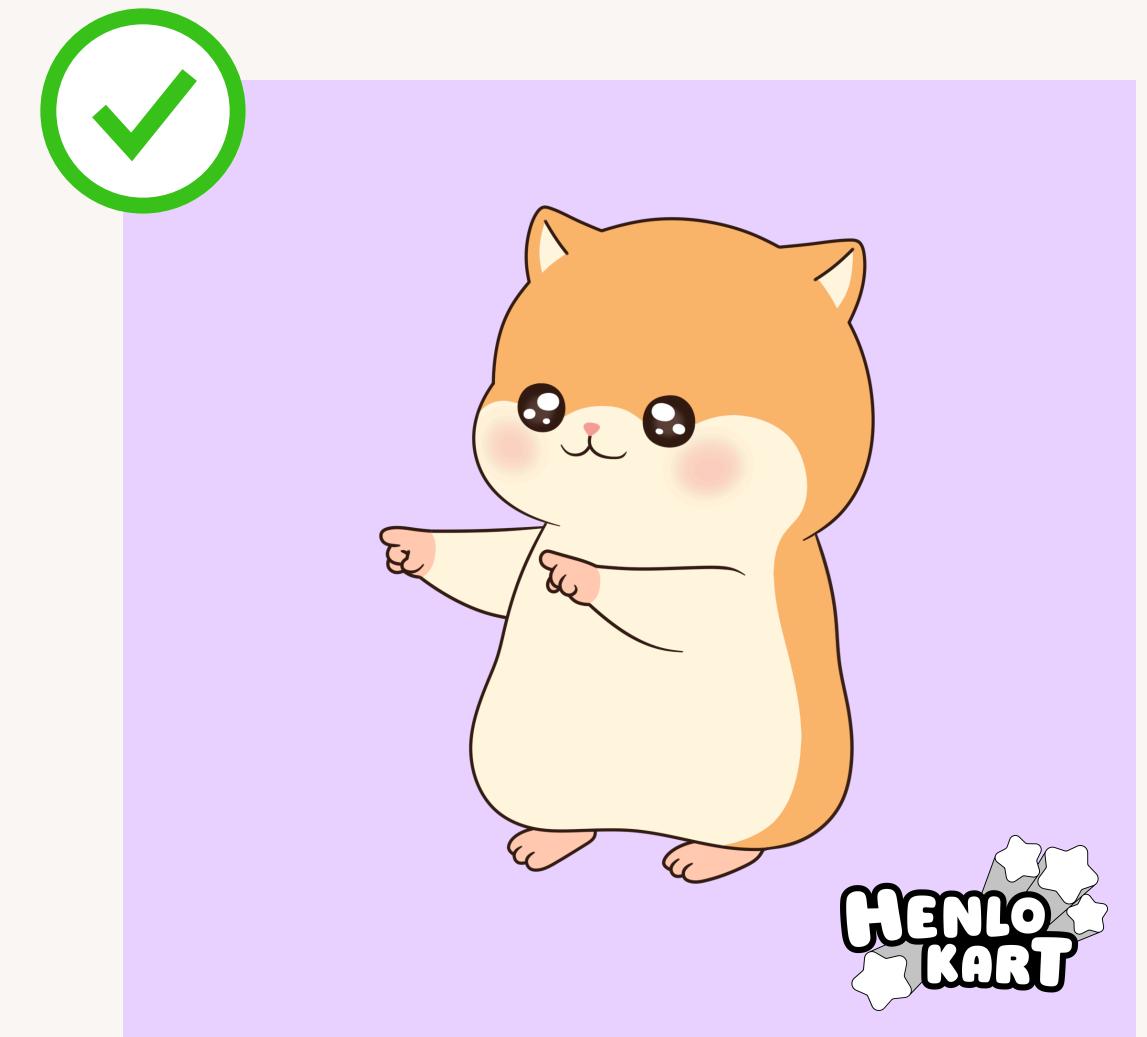
SECONDARY BLACK AND WHITE



BLACK AND WHITE

How To Use:

When background is free of distractions



How NOT To Use:

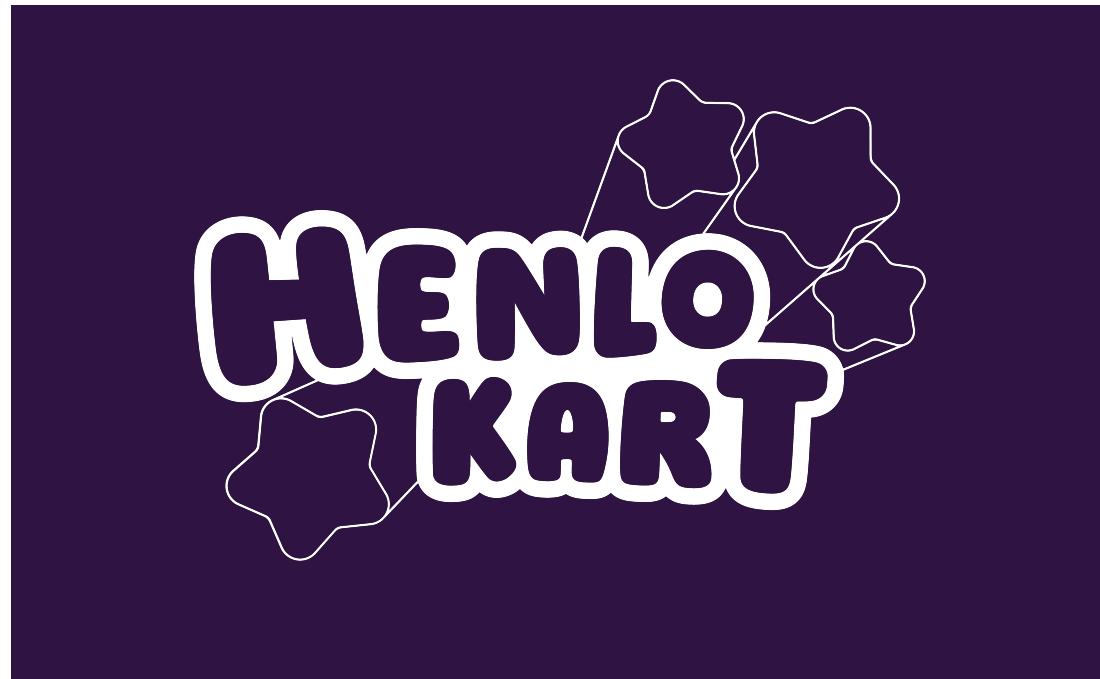
Do not use when the background is distracting and obstructing the logo



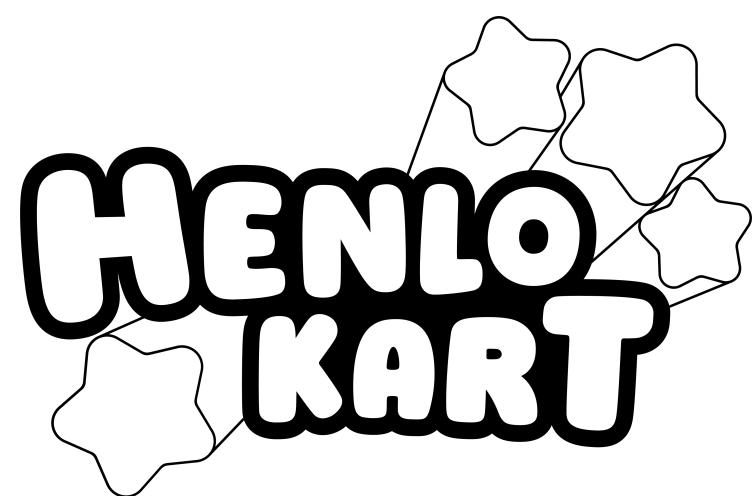


LOGO USAGE

TERTIARY SINGLE COLOR



SINGLE COLOR: WHITE



SINGLE COLOR: BLACK

How To Use:

Use only as a last option on a solid color background

Use on printed materials requiring a single color process

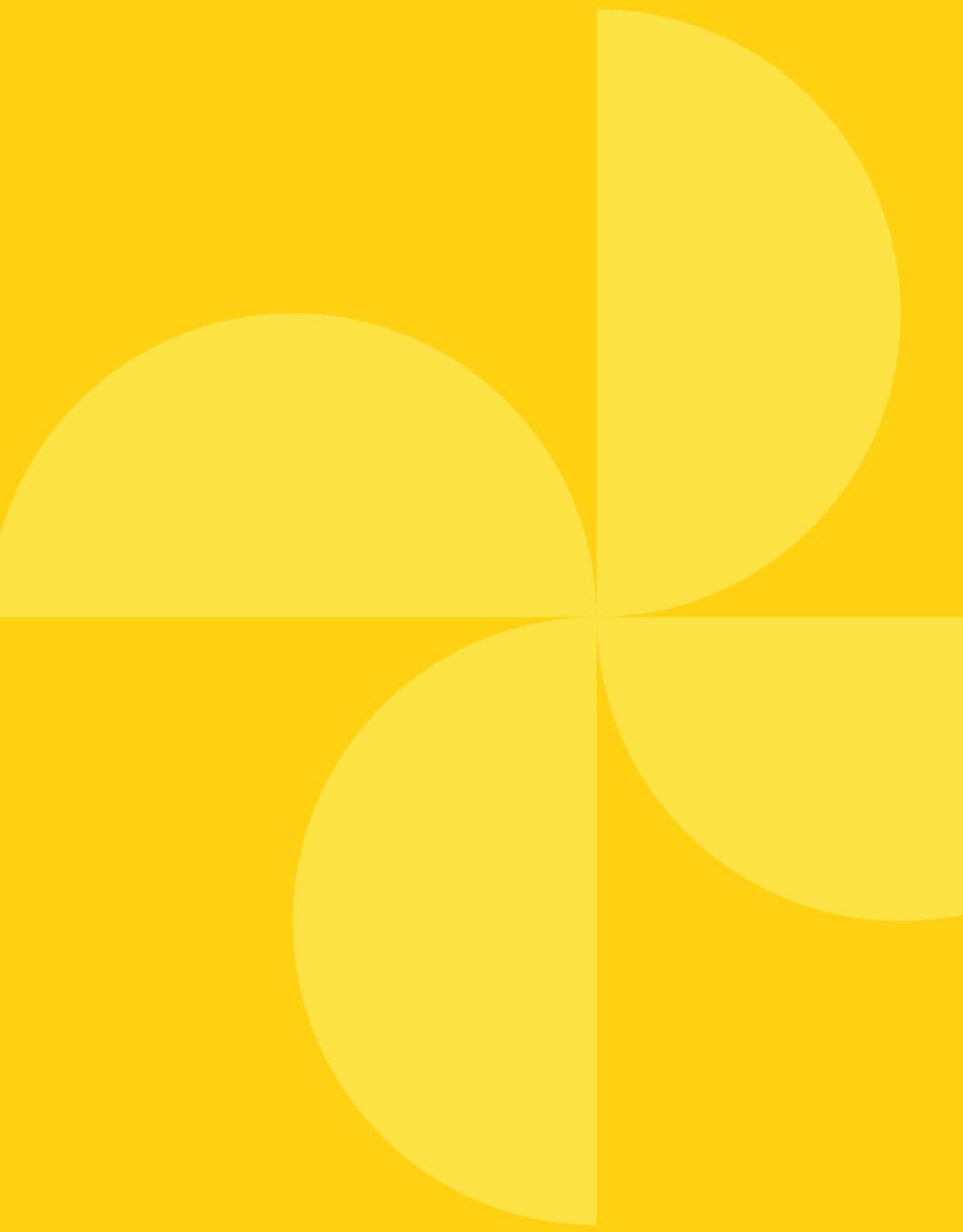


How NOT To Use:

As a first or second option on digital assets

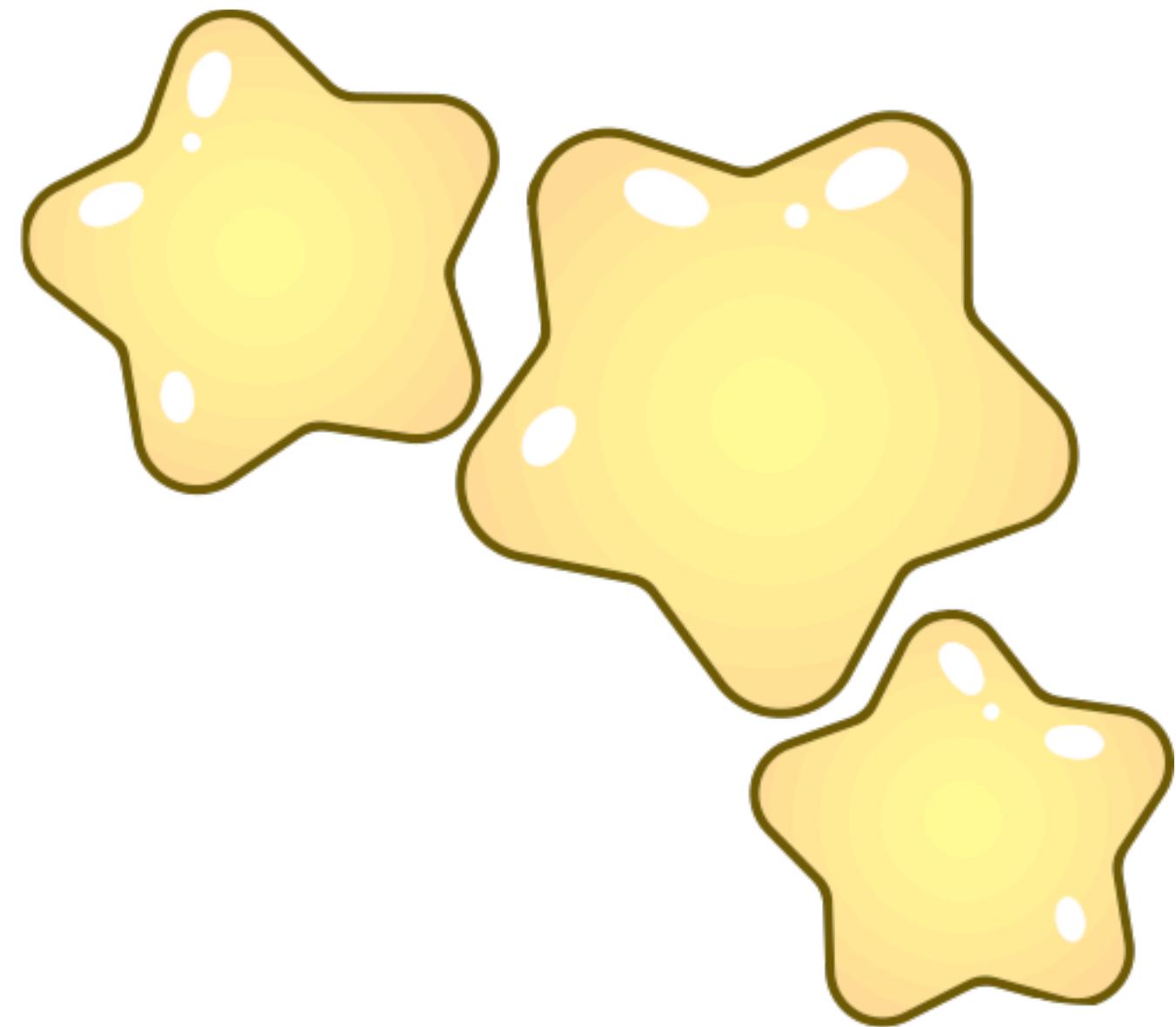


ILLUSTRATIVE ELEMENTS



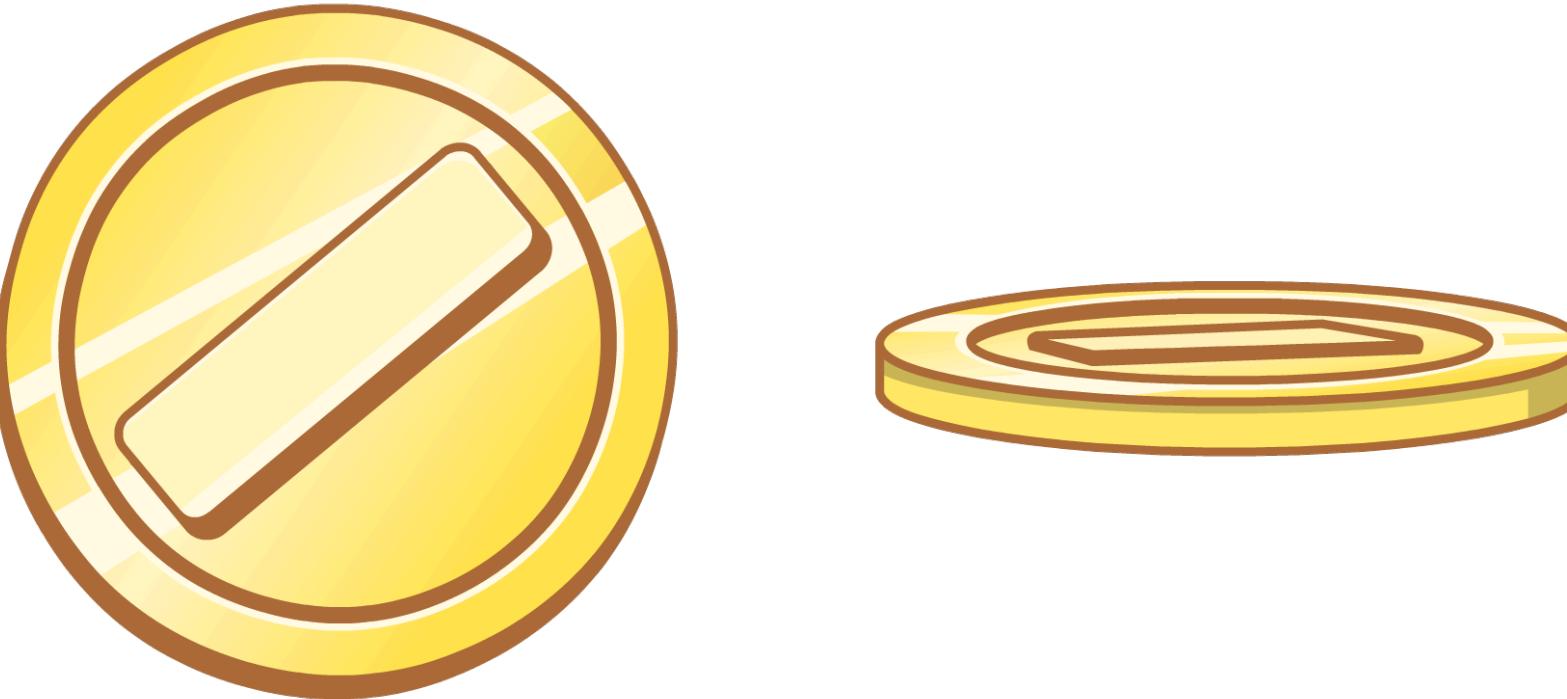


ILLUSTRATIVE ELEMENTS



Stars

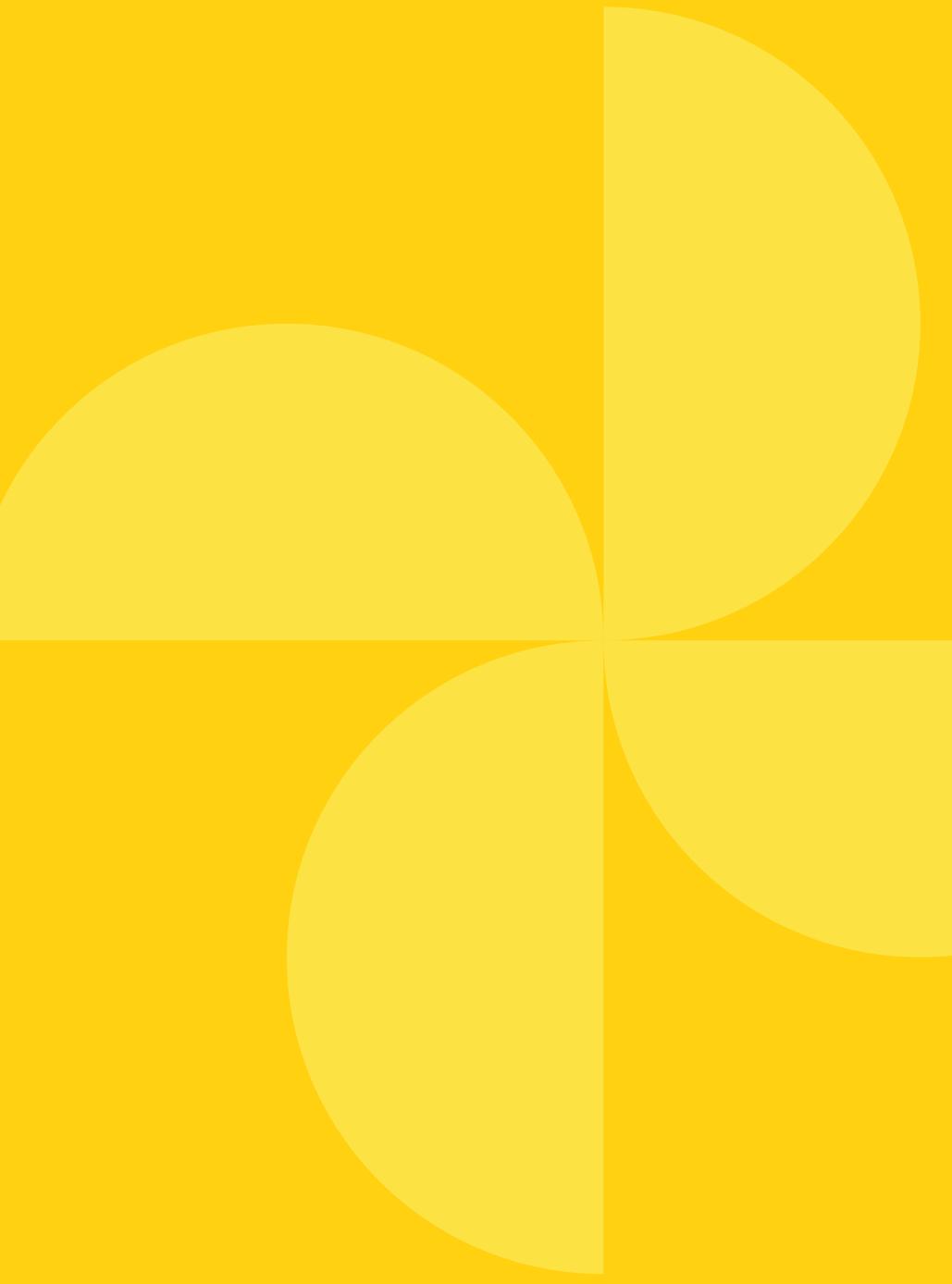
Rounded corners
Soft subtle gradient
Bubbly highlights



Coin

Rectangular shape in the middle
Soft subtle gradient
Shiny highlights

CHARACTERS



 **CHARACTERS**
MEMES

NAME: BENITO



NAME: LUNA



NAME: SONIC



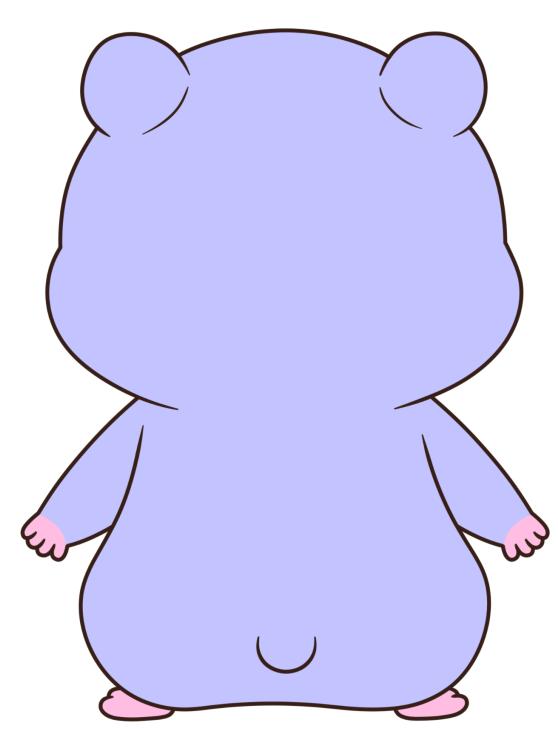
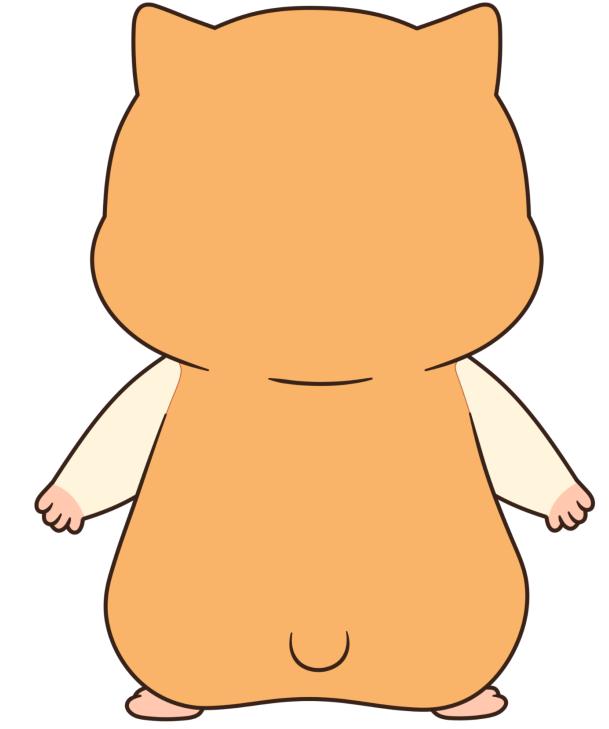
NAME: TYRION





CHARACTERS

MEMES





CHARACTERS

MEMES



 **CHARACTERS**
GAME

NAME: BENITO



NAME: LUNA



NAME: SONIC



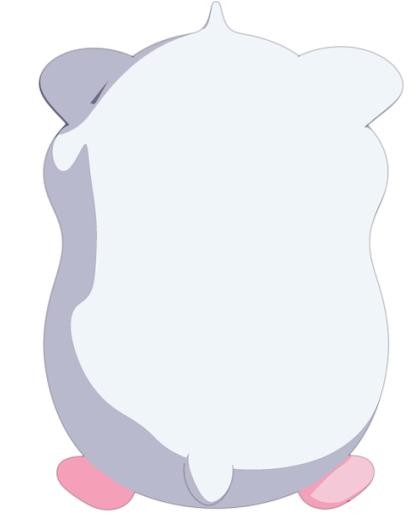
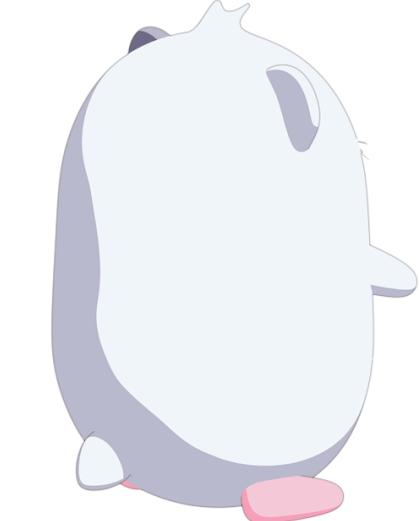
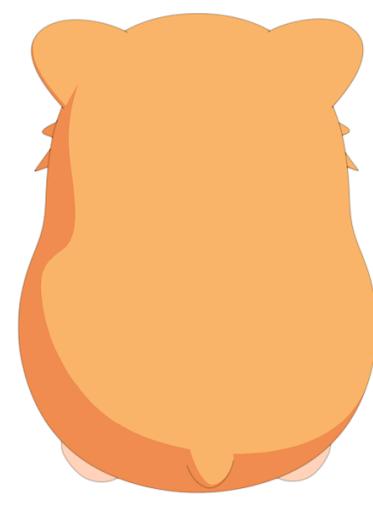
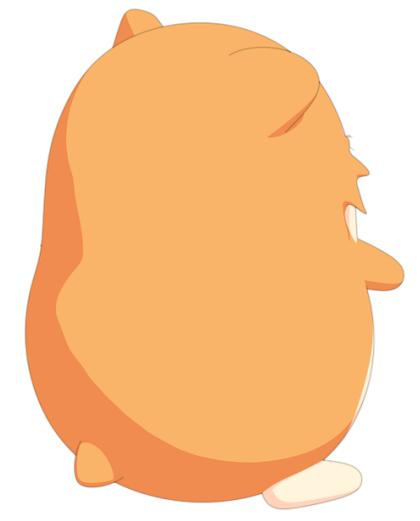
NAME: TYRION





CHARACTERS

GAME



COLOR PALETTE

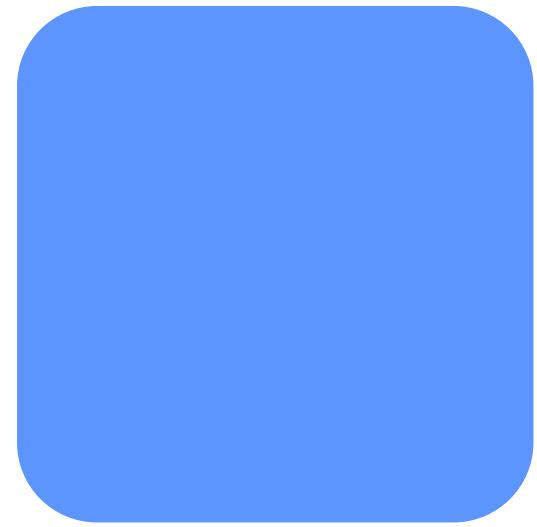


COLOR PALETTE

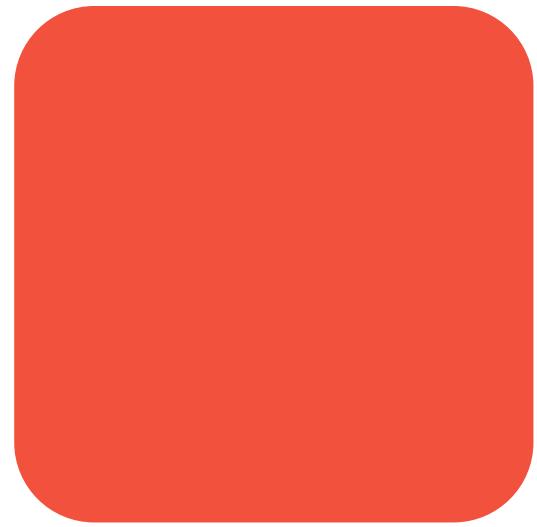
GRAPHICS

LOGO PRIMARY COLORS

FOR WEB USAGE: HEXCODES



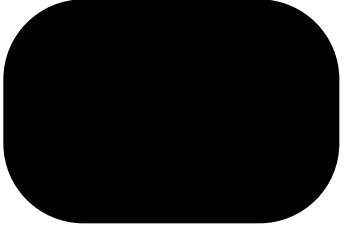
#5C95FE



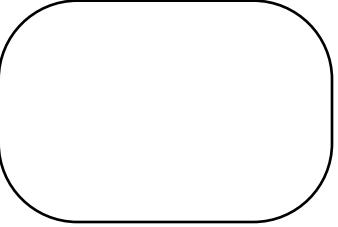
#F2523E



#FFD112



#000000



#FFFFFF



#705C07



COLOR PALETTE

GRAPHICS

LIBRARY OF COLORS FOR GRAPHICS AND USER INTERFACE

FOR WEB USAGE: HEXCODES

#184AB9	#861423	#564A18	#215635	#2F1344	#483425	#59BEF3	#F3B4D4	#EEE153	#97E773	#9670C4	#CAAC83
#184AB9	#9D2405	#705C07	#117A38	#491585	#572E10	#94D5F7	#FFC0B8	#F9F577	#B5F597	#BC89F9	#FFD398
#2F6BF0	#E92911	#F5CE4B	#22A854	#6F28AF	#D78B3F	#C0E9FE	#FFD9D4	#FFF5C0	#E7FFDC	#E8D2FF	#FEE9CE
#5C95FE	#F2523E	#FFD112	#4FE186	#9A41EB	#F0916E	#E7F7FF	#FFEfed	#FFFBE2	#F2FFE6	#FBF6FF	#FFF8EE

Users can use a range of colors for illustrations as needed.
This palette is for branding purposes.



COLOR PALETTE

CHARACTER | MEMES



BENITO



LUNA



SONIC



TYRION



#FCB769



#FFF5DC



#FCB769



#F8F5FF



#BB89F8



#F5EDFF



#F4F7FE



#BDBACF

MAIN COLORS

FOR WEB USAGE:
HEXCODES



#FFCAB1



#392118



#FFC1E4



#392118



#F6C4DD



#392118



#FDCBDA



#392118

TYPOGRAPHY



TYPOGRAPHY

ILLUSTRATIONS AND ANIMATIONS

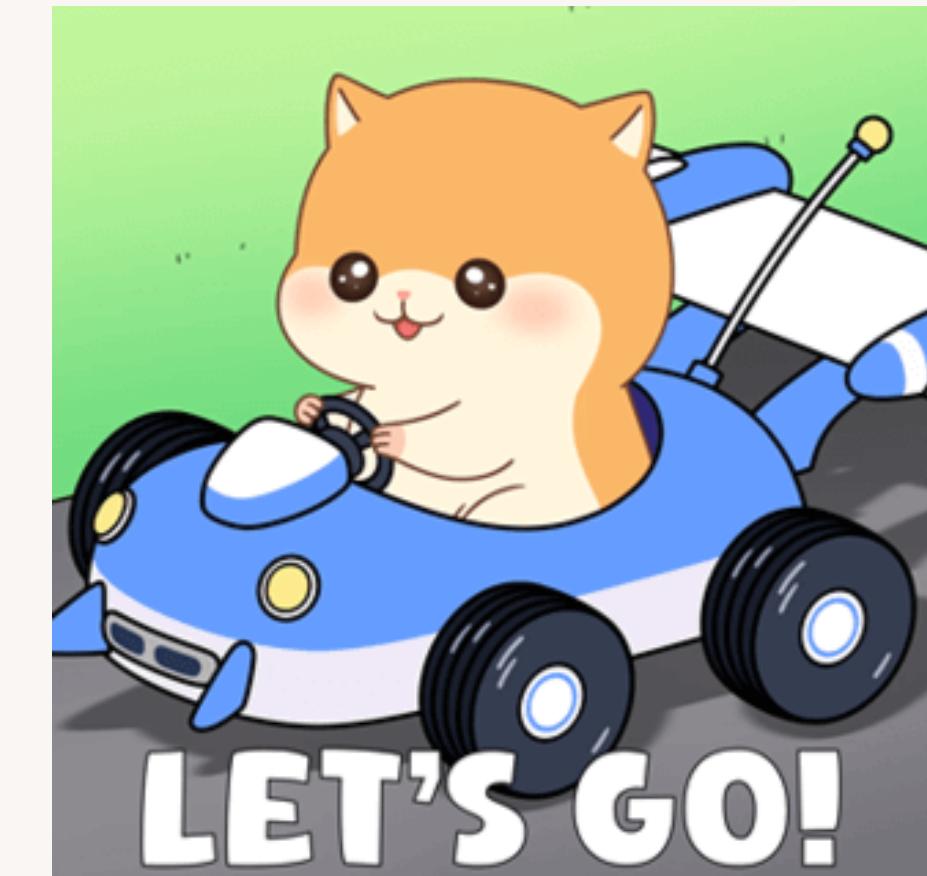
SUPER MAGIC

**JUMPY HAMSTER
VEXED QUICK
BROWN FOX WITH
ZIGZAG LEAPS**

Examples:



Use it according to
the perspective
needed in the image



Use white with a
black thin stroke
when using on top of
an image



TYPOGRAPHY

BRAND AND MARKETING

SN PRO HEAVY

**JUMPY HAMSTER VEXED
QUICK BROWN FOX
WITH ZIGZAG LEAPS**

Display Font and weight:

For titles or any primary copy
that should be called out

SN PRO BOLD

HIP! HIP HOORAY!

Display Font and weight:

Subtitles or any secondary copy
that should be called out

SN PRO BOOK

In the great underground Coliseum of Henloville,
the annual Hamster Grand Prix was underway.
Tiny hamsters zoomed around the track in walnut
shell chariots pulled by gummy worms, while the
crowd chanted, 'Lorem ipsum dolor sit amet!'

Body Copy Font and weight:

For text in paragraphs that should
be legible and easy to read



THANK YOU

