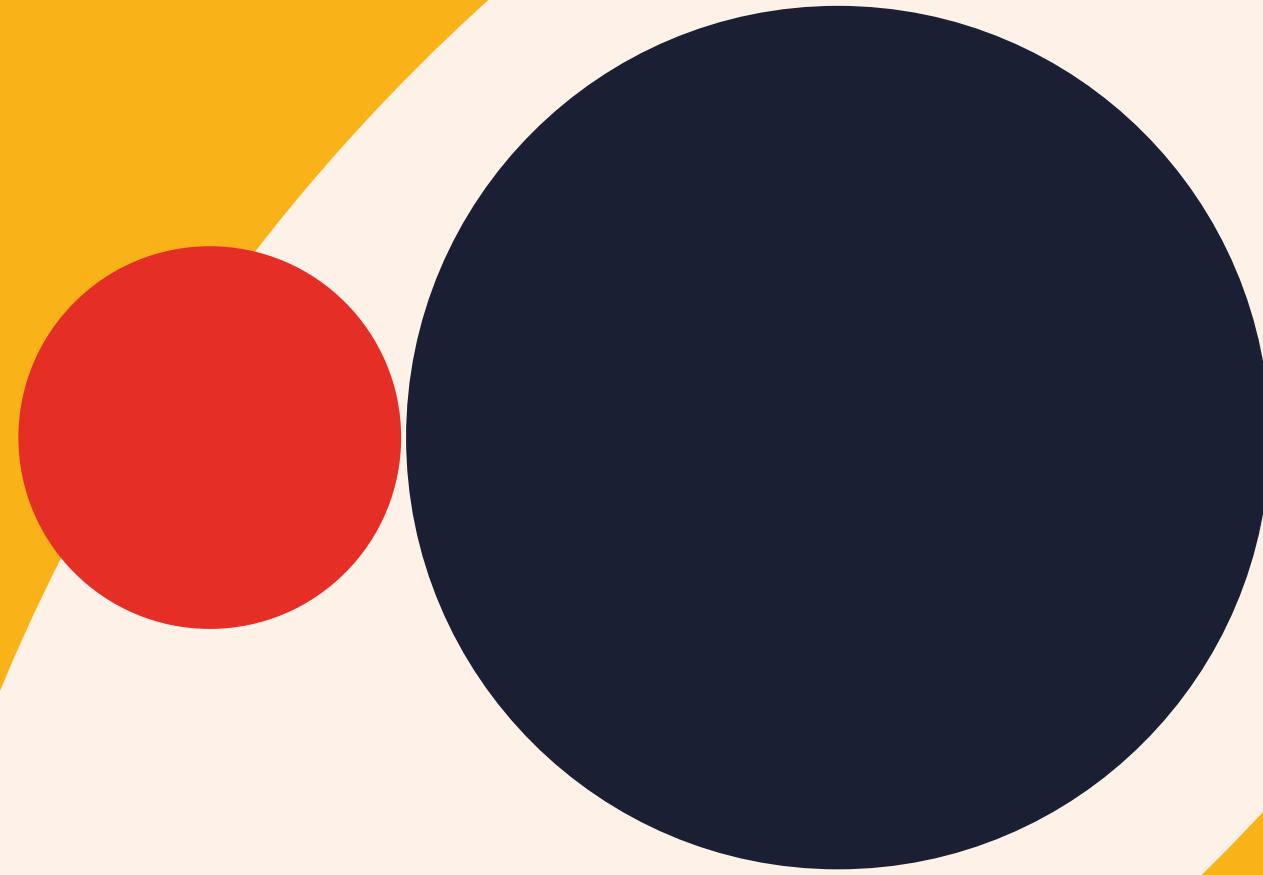


# HARFUN

Visual  
Identity  
Guidelines

Version 2022



Harfun

Visual Identity Guidelines

Main Logo

Harfun

Harfun

Visual Identity Guidelines

Monochrome Logo



HARFUN

The logo consists of the word "HARFUN" in a bold, sans-serif font. The letter "H" features a unique, flowing, cursive-like design for its top stroke. The letters are white, set against a solid black rectangular background.

HARFUN

The logo consists of the word "HARFUN" in a bold, sans-serif font. The letter "H" has a clean, geometric design with a straight top stroke. The letters are black, set against a plain white background.

# Primary Color Palette

Harfun  
Blue

Primary  
#1c2033  
R28 G32 B51

Bright  
Yellow

Primary  
#fcb415  
R252 G180 B21

Geranium  
Red

Primary  
#e62e25  
R230 G46 B37

# Extended Color Palette

Black  
#121212  
R18 G18 B18

Cosmic Latte  
#fffbe4  
R255 G251 B228

Steel Blue  
#FFE2EO  
R255 G226 B224

# Logo Color Combination



HAARFUN



HAARFUN



HAARFUN

# Extended Combination



# Typeface

## Body Text

Telegraf Regular

AaBbCcDdEeFfGg  
HhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz

0123456789

!@#\$%^&\*()\_+{}:>?

## Headings

**Telegraf UltraBold**

**AaBbCcDdEeFfGg**  
**HhIiJjKkLlMmNnOoPp**  
**QqRrSsTtUuVvWwXxYyZz**

**0123456789**

**!@#\$%^&\*()\_+{}:>?**

Headings

Dubai Bold

آ ب پ ت ڻ ٿ ج ڦ ح ڦ خ ڏ ڏ ذ ر ڙ ڙ س ش ص  
ض ط ظ ع غ ف ق ڳ ل م ن و ه ۽ ۽ ۾

Body

Dubai Regular

آ ب پ ت ڻ ٿ ج ڦ ح ڦ خ ڏ ڏ ذ ر ڙ ڙ س ش ص  
ض ط ظ ع غ ف ق ڳ ل م ن و ه ۽ ۽ ۾

Harfun

Visual Identity Guidelines

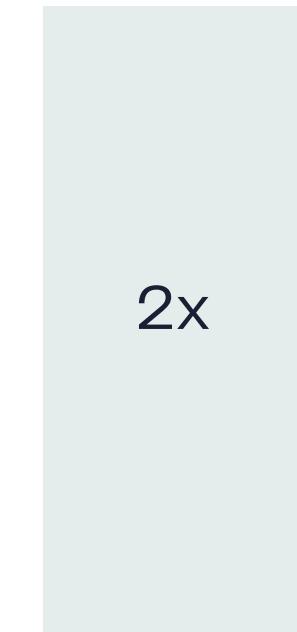
ClearSpace



# Partnership Placement

HARFUN

2x



Harfun

Visual Identity Guidelines

Logo Dont's





# HARFUN

CULTURAL  
REMIX



harfun.studio@gmail.com  
+92 336 095 6794

@harfun.studio

Vill Lakhwal  
Jinnah Rd, Islamabad  
45240





# hdRTEW

CULTURAL  
REMIX

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CULTURAL  
REMIX

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Visual Artist

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@harfun.studio

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Jinnah Rd, Islamabad  
45240

CULTURAL  
REMIX

# HARFUN

# HARFUN

# Harfun

## INVOICE

Reference  
DEC-2021-028

Contact Details  
Client Name  
+92 336 095 6784  
Email  
<https://website.com>

Deliverables

1. Lorem Ipsum
2. Lorem Ipsum
3. Lorem Ipsum
4. Lorem Ipsum

AMOUNT (PKR)

PKR 110,000  
PKR 7,000  
PKR 33,000

@harfunstudio

Project Summary  
Lorem ipsum dolor sit amet, consectetur  
diam nonumy nibh euismod tincidunt ut laoreet dolore  
magna aliquam erat volutpat. Ut wisi enim ad minim veniam

QUOTE

Quo  
diam nonumy nibh euismod tincidunt ut laoreet dolore  
magna aliquam erat volutpat. Ut wisi enim ad minim veniam

Payment Breakdown

Deposit  
Required to commence work (70%)  
Balance  
Required before digital file can be released (30%)  
VII Lakhwal  
Jinnah Rd, Islamabad  
45240

harfunstudio@gmail.com  
+92 336 095 6784



harfun.studio@gmail.com  
+92 336 095 6794

@harfun.studio

CULTURAL  
REMIX

Vill Lakhwal  
Jinnah Rd, Islamabad  
45240

17 JANUARY, 2022

To,  
Recipient Name  
Street Address  
City, ST ZIP Code

Dear Recipient Name,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ut ipsum eget massa hendrerit vestibulum vel in velit. Donec pretium neque velit.

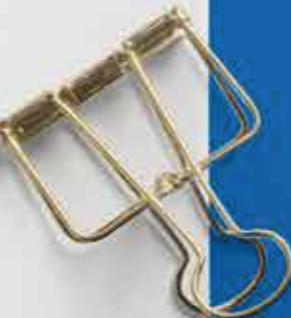
Aliquam porta lectus nec mauris ornare venenatis. Vivamus non est turpis, et cursus sem. Mauris vehicula erat in diam auctor at bibendum nisl lacinia.

Morbi imperdiet neque vehicula nunc convallis gravida. Vestibulum iaculis pretium placerat. Integer consequat, est sit amet facilisis eleifend, nibh nibh varius orci, eget dapibus arcu dui non purus. Pellentesque in magna mauris. Duis enim sapien, dictum vitae condimentum a, pulvinar vel lacus. Mauris et molestie nibh. Vestibulum vitae nulla at metus elementum porta sit amet interdum elit. Nulla sollicitudin neque eu nulla volutpat congue.

Aliquam porta lectus nec mauris ornare venenatis. Vivamus non est turpis, et cursus sem. Mauris vehicula erat in diam auctor at bibendum nisl lacinia.

Etiam pellentesque, velit id dapibus fermentum, turpis sapien ornare dui, ac tincidunt ligula odio congue purus. Nunc sed ante dui, in porta lectus. Cras nec sem lorem. In hac habitasse platea dictumst. Maecenas id diam quis dui porta tristique. Sed id egestas felis. Donec ullamcorper mattis posuere. Phasel fermentum eleifend tortor vel dapibus. Vestibulum ante ipsum.

Sincerely,



hArFun

thankyou

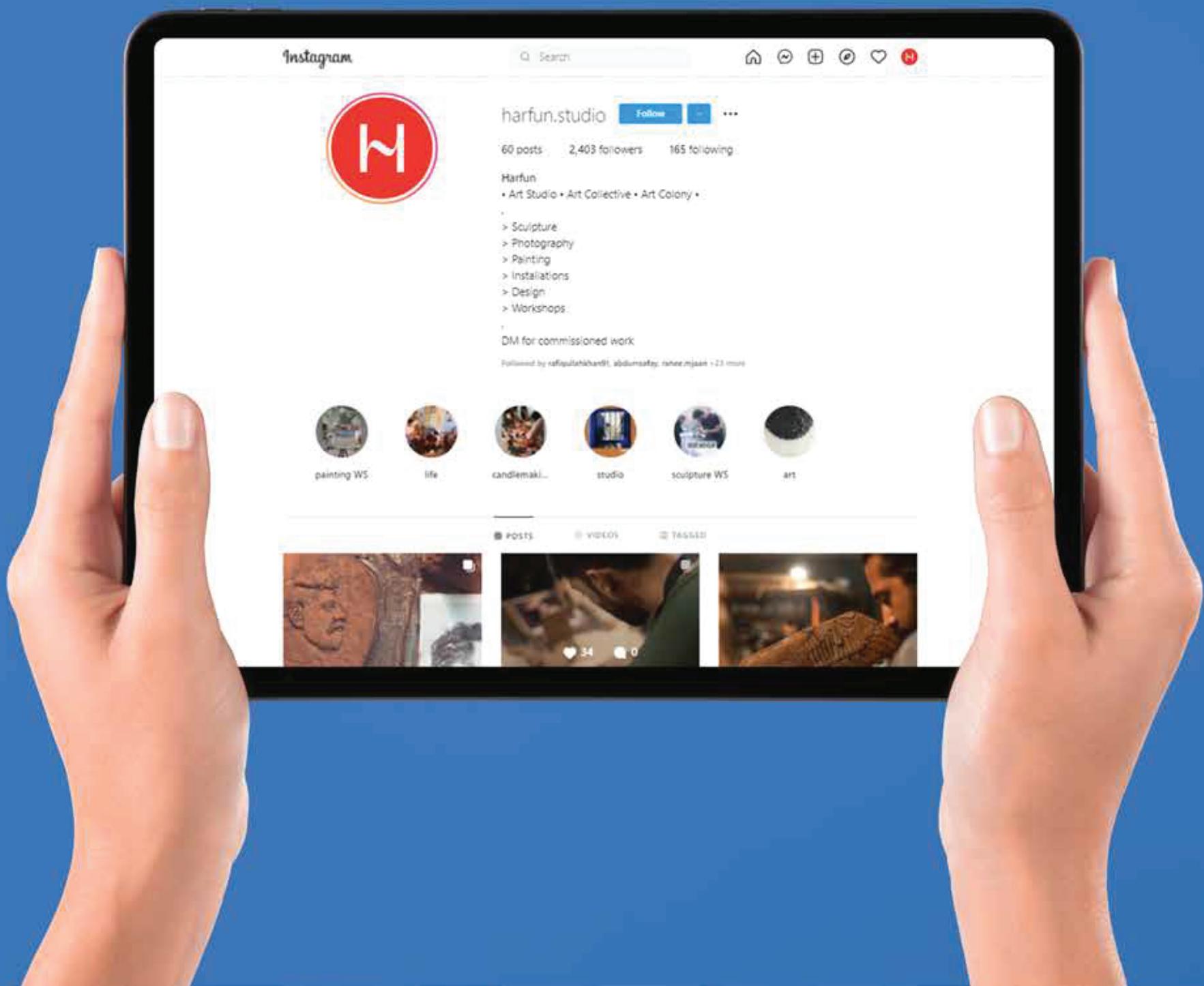
hArFun studio@Gmail.com  
+92 336 095 6724

@hArFun studio

Vill. Lakhora  
Jinnah Rd, Islamabad  
45240

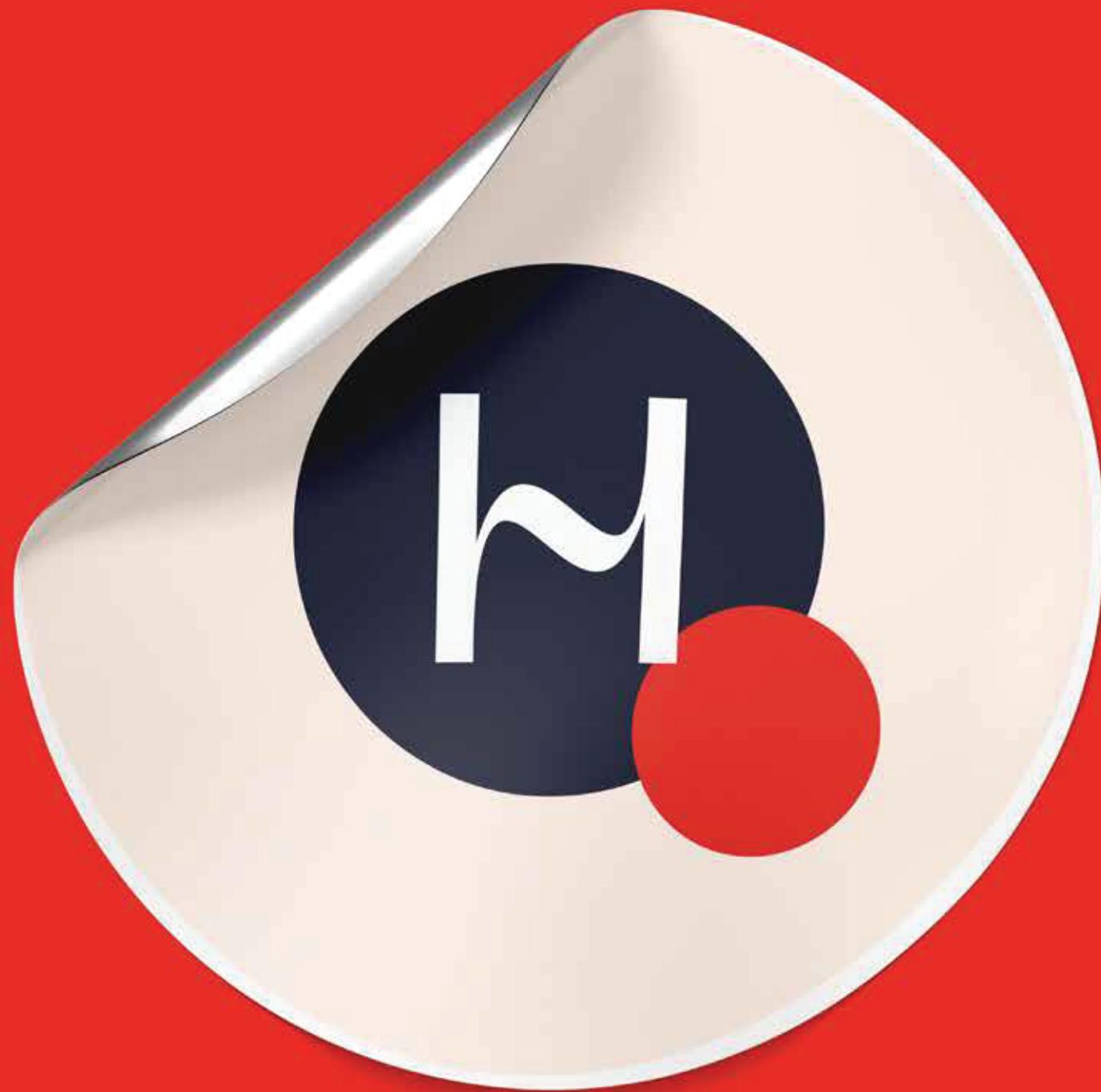
CULTURAL  
REMIX

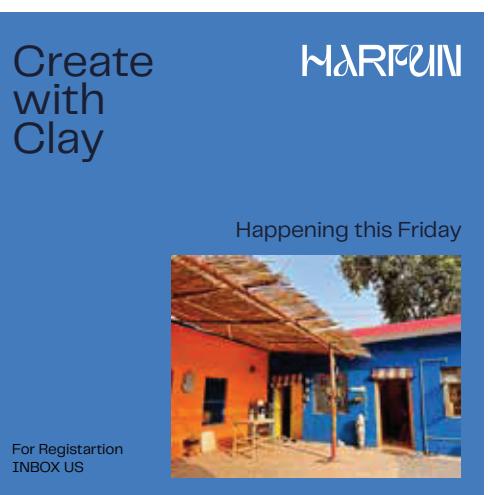
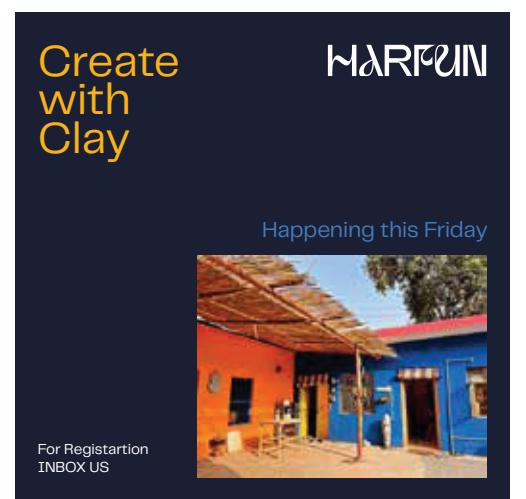
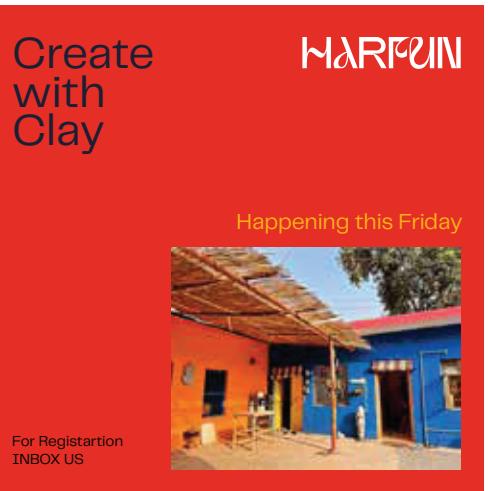
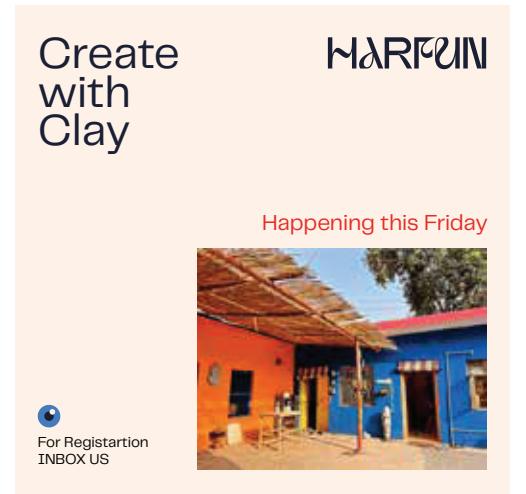
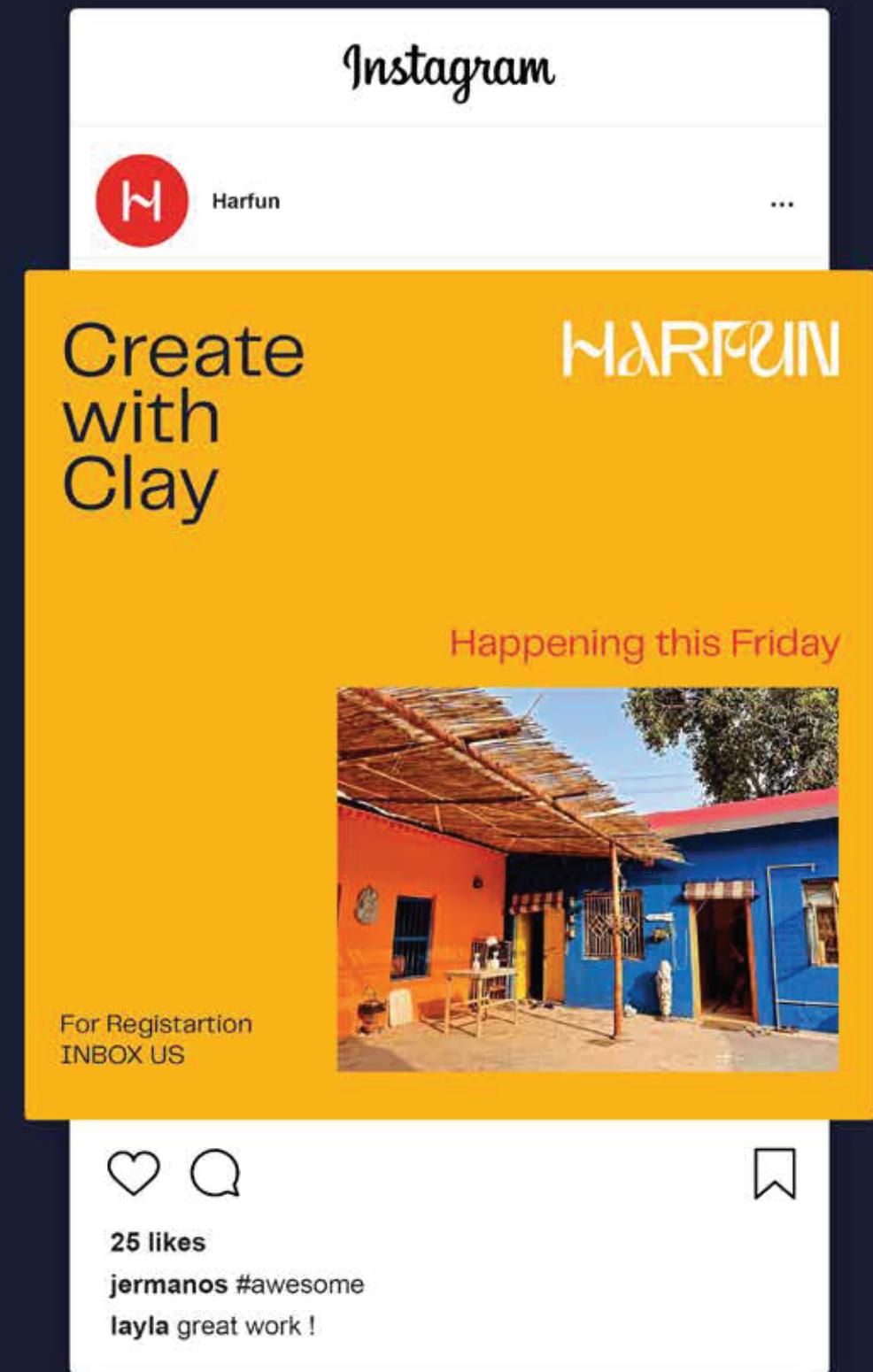
















Harfun

<http://www.harfun.com/>