Brand guidelines

Brand identity update

hbreavis

Word mark

The grey and coloured word mark is the primary version for all white and light coloured background.

The white word mark is the primary version for placing over pulses, gradients, images and other darker backgrounds.

The black word mark should only be used when we have a single colour request, for example newspaper advertising, or signage.

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Colour palette

Solid colors

Our colours should be primarily used at 100% opacity.

Before designing a communication, consider its tone. Is it warm?
Corporate? Consumer focused?
Exciting? Choose colours that reflect that tone and combine them to communicate our vibrant brand.

We suggest not using too many colors at once.

#A6CE39 #0DB0CD #810C90 C40 M0 Y100 K0 C73 M8 Y16 K0 C60 M100 Y0 K0 #FFCB05 #F37021 #ED135D

C0 M70 Y100 K0

C0 M100 Y46 K0

#686C6C C0 M0 Y0 K72

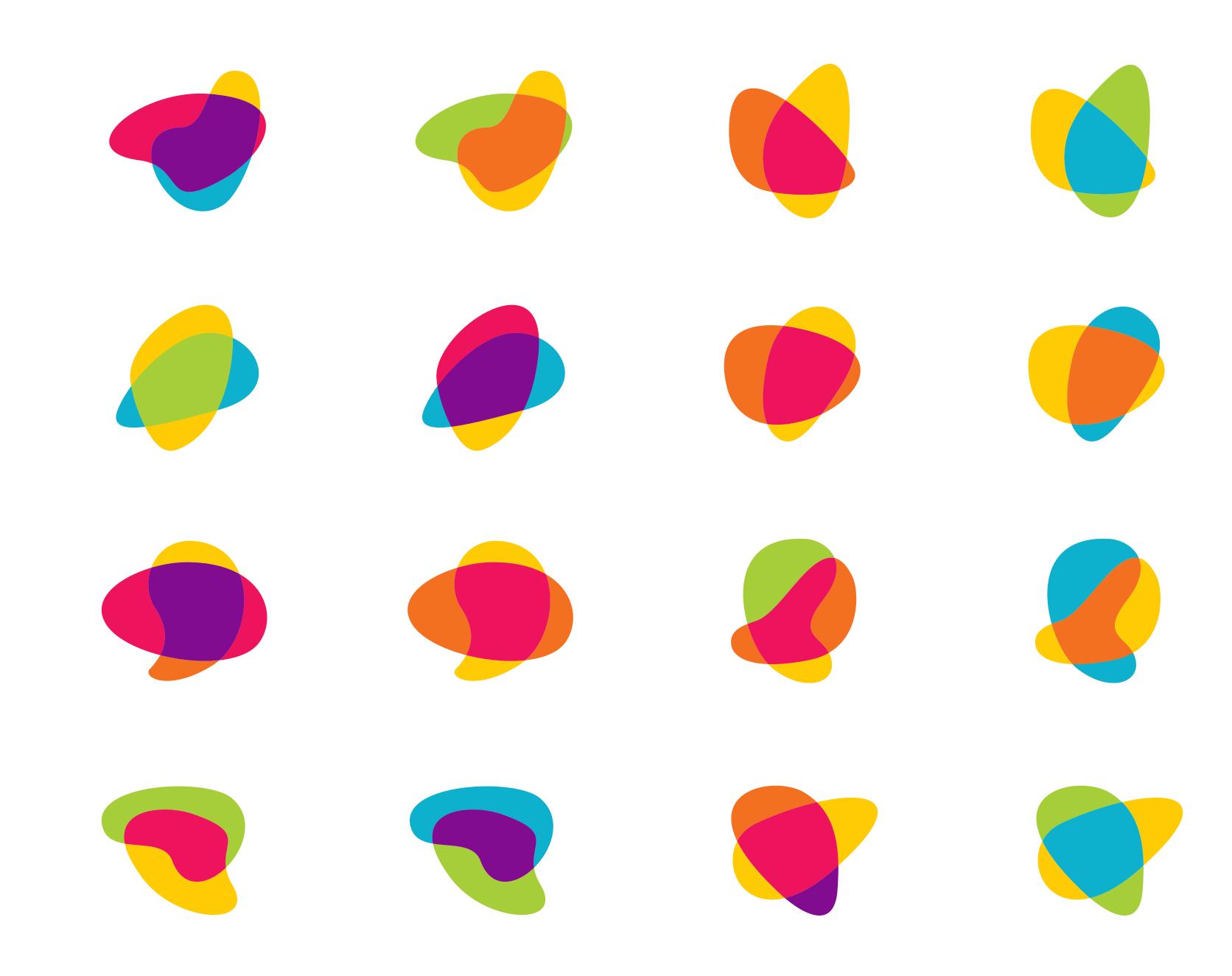
C0 M20 Y100 K0

Pulses

Pulse variations

We use our pulses to create flexible and vibrant backgrounds.

The colours must not be changed. But pulses can be rotated, cropped or used full bleed to create sophisticated, engaging visuals.



Pulse A

A1 A2

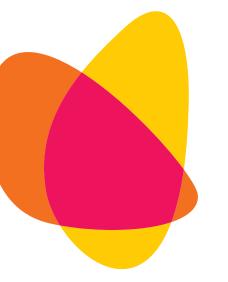




Pulse B

B1

B2





Pulse C

C1

C2

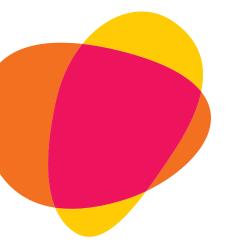


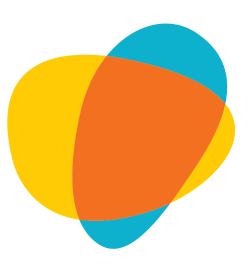


Pulse D

D1

D2

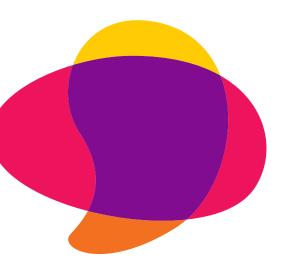


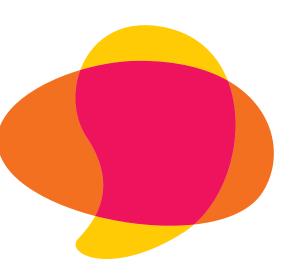


Pulse E

E1

E2





Pulse F

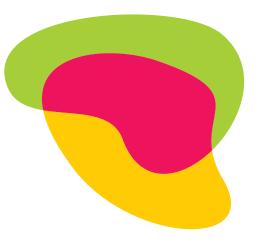
F1

F2





Pulse G

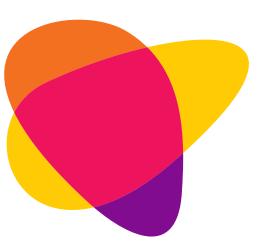




Pulse H

H1

H2

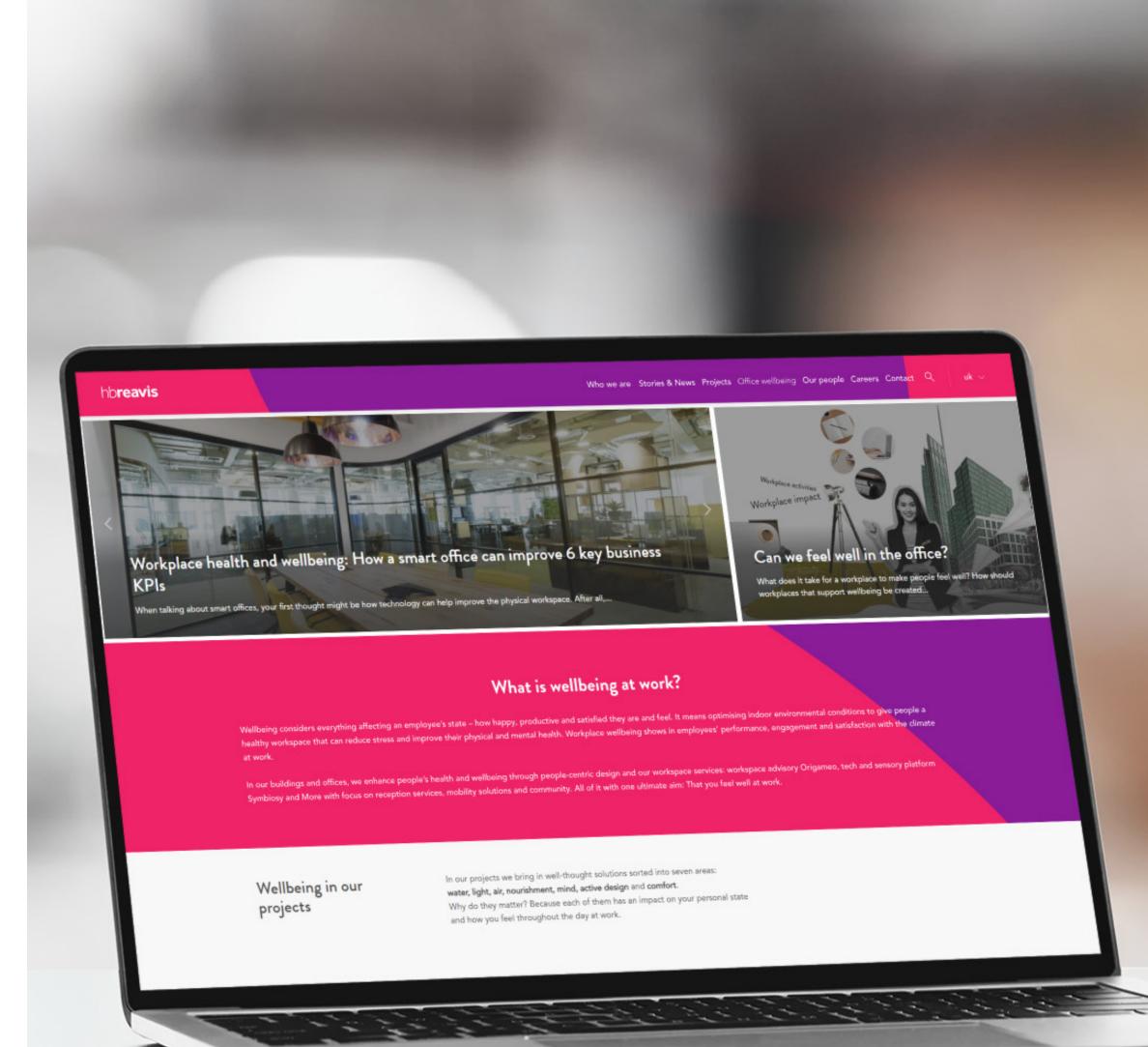




Examples







Who we are Stories & News Projects Office wellbeing Our people Careers Contact Q uk v hbreavis Workplace health and wellbeing: How a smart office can improve 6 key business When talking about smart offices, your first thought might be how technology can help improve the physical workspace. After all,... workplaces that support wellbeing be created... What is wellbeing at work? In our projects we bring in well-thought solutions sorted into seven areas:

water, light, air, nourishment, mind, active design and comfort.

and how you feel throughout the day at work.

Why do they matter? Because each of them has an impact on your personal state

Wellbeing in our

projects









