

# Brand guidelines

Brand identity update

hbreavis

The background consists of three overlapping, semi-transparent shapes. A large red shape is at the top left, a purple shape is in the center, and a teal shape is on the right. The word "Logo" is written in white, bold, sans-serif font on the red shape.

**Logo**

# 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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The background consists of three overlapping, rounded shapes. A large red shape is at the top left, a purple shape is in the center, and a teal shape is on the right. The text 'Colour palette' is centered in the purple area.

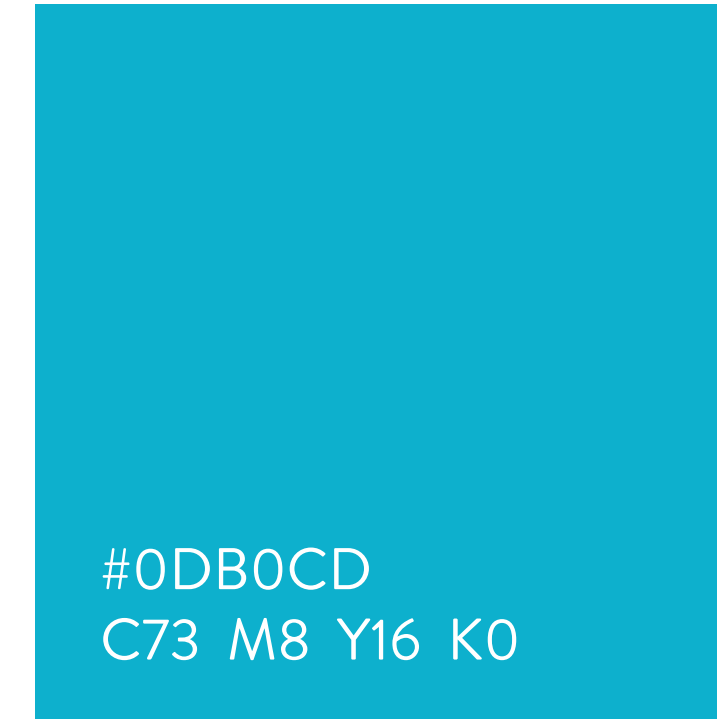
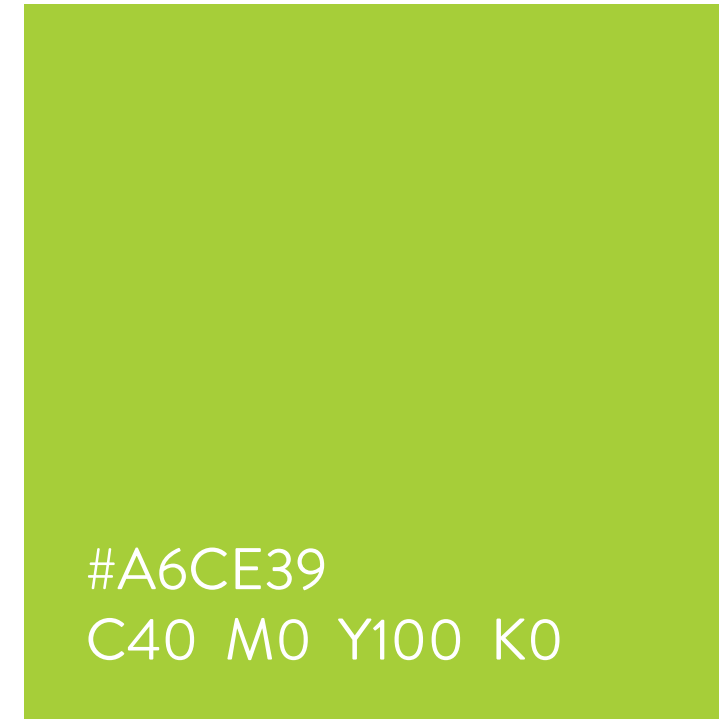
# Colour palette

# 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.



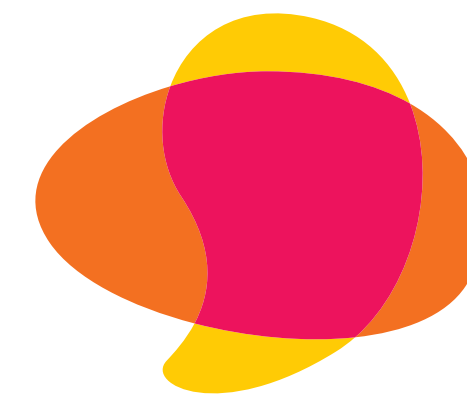
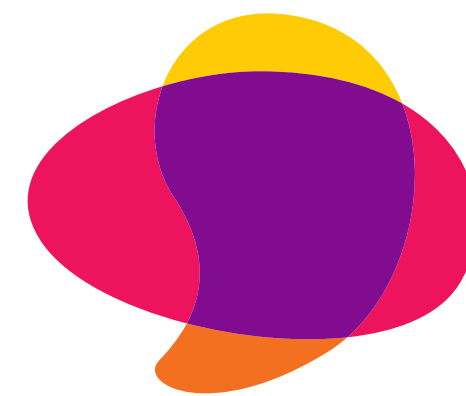
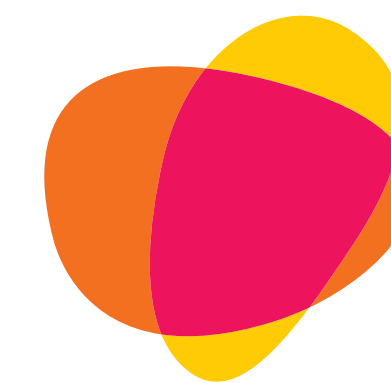
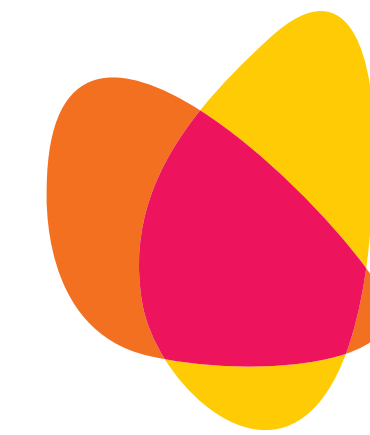


**Pulses**

# 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

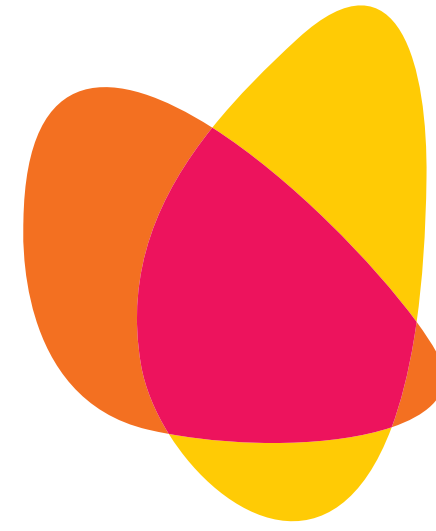


A2



# Pulse B

**B1**



**B2**



# Pulse C

C1

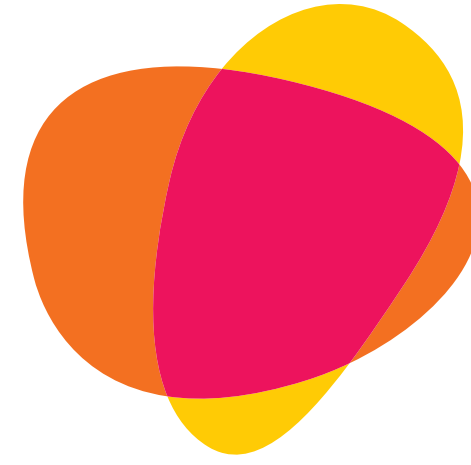


C2



# Pulse D

D1

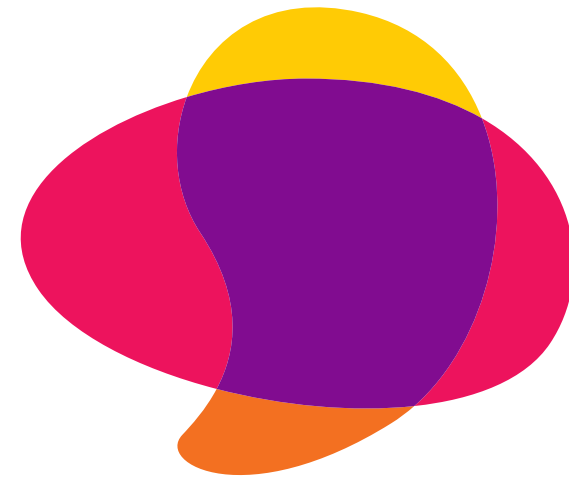


D2

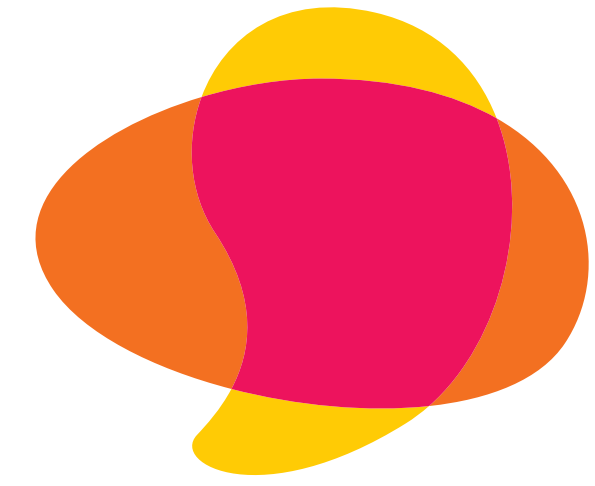


# Pulse E

E1



E2



Pulse F

F1



F2



# Pulse G

G1



G2



# Pulse H

H1



H2



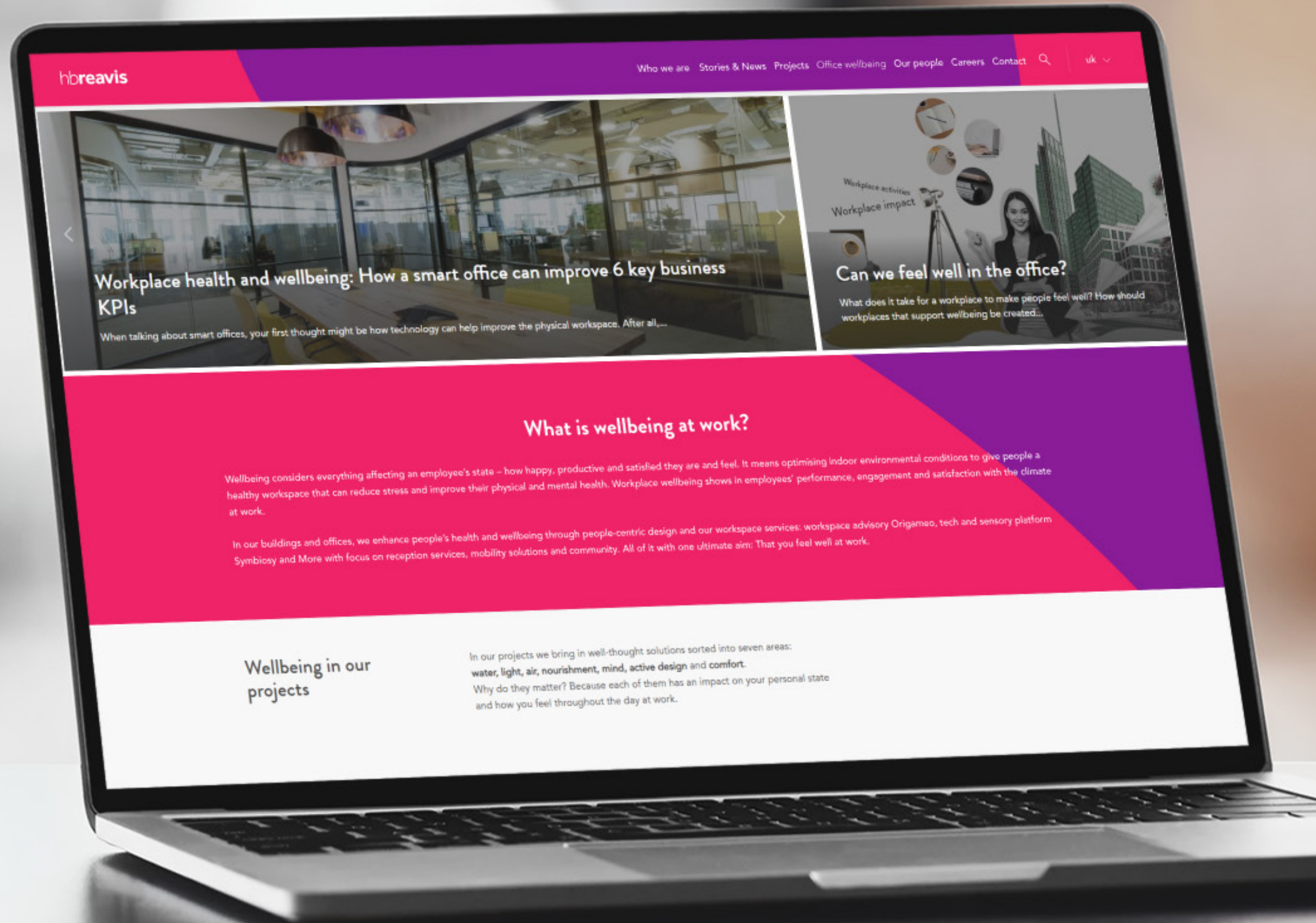


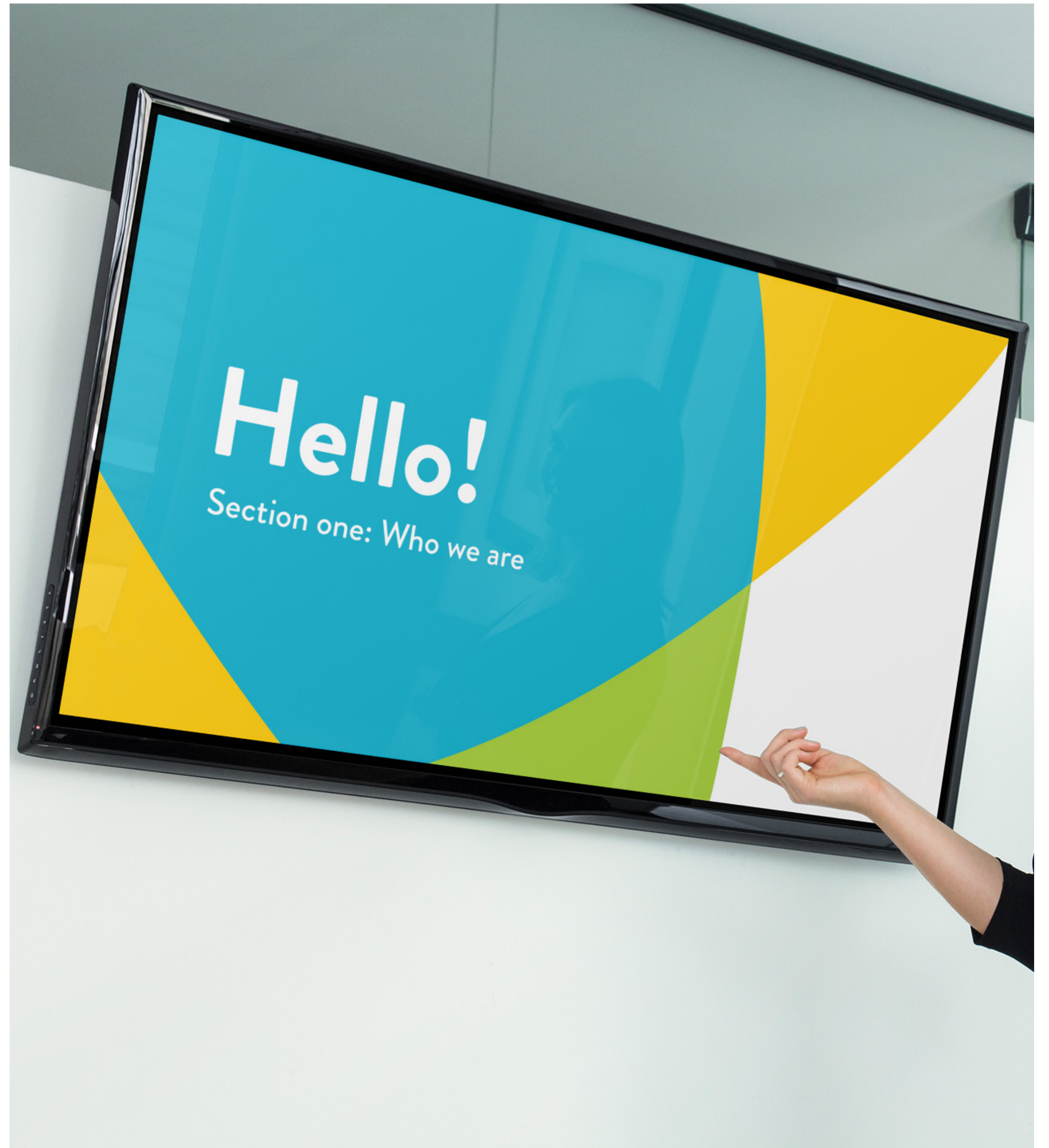


**Examples**











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