

Brand guidelines

LOGO 1 GUIDELINES

HELGA HOT

Primary logo | logo 1

CORPORATE SIGNATURE / LOGOTYPE

Graphic mark and logotype in horizontal configuration and centered.

minimum height: 2,54 mm / 0.1 inch

HELGA HOT

HELGA HOT

Alternate logo | logo 1

LOGOTYPE MARK

Logotype does not have a single graphic mark to use when space doesn't allow for the entire logo, when reproduction quality fails at small sizes, for the web, or if the design calls for a simpler logo.

Before you start crying, just use the single "H" from the main logo.

minimum height: 1,78 mm / 0.07 inch, must be legible.



Logo colors | logo 1

CORPORATE COLORS

Logotype may be used in all rainbow colors. Helga prefers gold and silver but only in hot foil stamping! Alternatively there are two favorite colors you're supposed to use:

Green: C66 M0 Y100 K0, R16 G255 B0, #10ff00, PANTONE 802



Magenta: C33 M78 Y0 K0, R254 G6 B254, #fe06fe, PANTONE 806



Do not | logo 1

DO NOT - GUIDELINE

The Helga Hot logo is designed for specific uses to maintain consistency and the integrity of our brand. Here are some examples of how not to use the logo.

DO NOT

- stretch or distort the graphic mark and logotype
- add an outline
- change the size relationship between the logo elements/letters
- no flopping the logo
- use vertical version of the logo
- break "helga" and "hot" or hyphenate the logo
- do other naughty things

HELGA HOT

HELGA HOT

HELGA HOT

**HELGA
HOT**

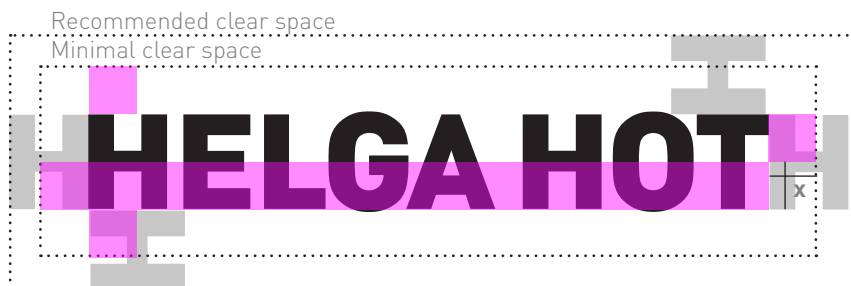
**HELGA-
HOT**

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Spacing | logo 1

LOGO CLEAR SPACE

The clear space requirement is designed to maintain the integrity of the logo. This ensures visibility and legibility. These illustrations show the clear space around the approved logos. The clear space around the logo is equal to the circle radius of the graphic mark. No graphic elements, including patterns, photos or colors (other than approved colors, black and white) can be used in the clear space.



DO NOT

- use patterns in the clear space
- use off-brand colors in the clear space
- allow text inside the clear space
- use graphic elements inside the clear space
- touch the logo and the clear space with sticky fingers

Ask | logo 1

ANY QUESTIONS?

Do not hesitate, contact:

helga@helgahot.com

