

HOXYH

Brand System guideline

01. LOGO

03. TYPOGRAPHY

05. COLOR

07. SLOGAN

Logo

Designed from merging horizontal pump image into font, presenting minial brand image with class.

Logo should be dark on white background or white on dark background.

The logo consists of the letters 'HQXYH' in a bold, stylized, sans-serif font. The letter 'Q' is uniquely designed, with its tail extending horizontally to the right and merging into the vertical stem of the letter 'X'. The entire logo is rendered in a dark grey color against a plain white background.

Logo

Clear space around logo is equal to the height of Capital X.



Typography

Montserrat

LIGHT
REGULAR
MEDIUM
BOLD

HOXYH
HOXYH
HOXYH
HOXYH

Typography

Pairings-Display

Option 1

MEDIUM

Header

LIGHT

Subhead

Option 2

BOLD

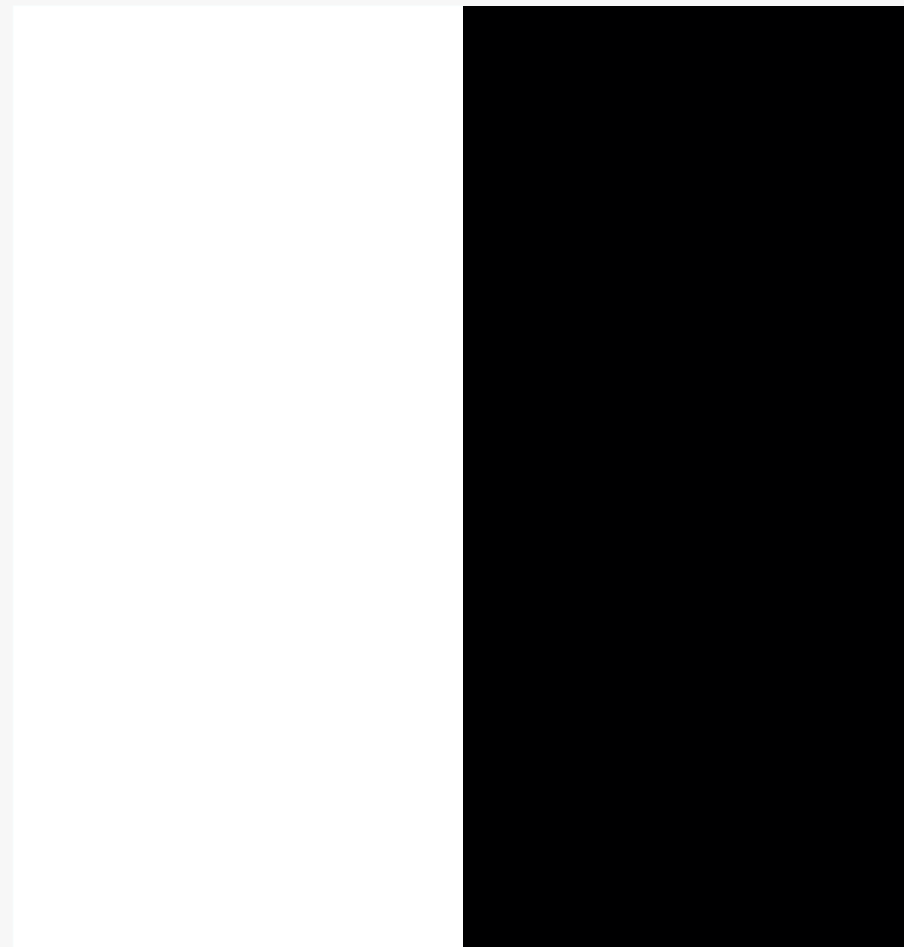
Header

REGULAR

Subhead

Color

Primary brand colors



#ffffff

RGB 255 255 255

CMYK 0 0 0 0

#000000

RGB 0 0 0

CMYK 70 35 40 100

Color

Secondary brand colors



#121c3b

RGB 140 140 141
CMYK 52 43 40 0

#8c8c8d

RGB 140 140 141
CMYK 52 43 40 0

Slogan

НОХУН

Your reliable partner.

stay

chill

studio

staychillstudio@gmail.com