



Halo Solutions

Brand Guidelines



Our Brand Identity

Logo, Typography & design assets



Our Logo

Our logo is formed from a set of interlinking shadowed rings accompanied by our brand name written underneath. Our logo is made up of the symbol and the wordmark. In nearly all instances, we should use the full colour logo shown on this page.

In certain instances, we may use alternative versions We also have a company strapline that we can use on our communications. Strapline *Let's protect everyone*

The strapline is flexible in how it is presented but should always be set in sentence case in Helvetica, and only in Halo Blue, white or black. Where space allows and when using the logo on a white background, the strapline should accompany the logo

The strapline can be placed near the logo but always outside the exclusion zone. There is also a logo + strapline lockup available for use.

A white logo is available for use on coloured backgrounds. This should only be used with a solid blue background. Logos can be found on a graduated blue background comprised of our two primary blues.



**Let's
protect
everyone**

Using the logo

The rules!

Dimensions

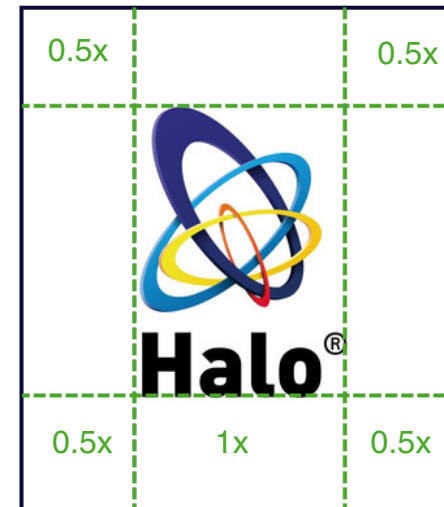
When using the logo in print or on digital documents it should be no smaller than 10 mm

When using the Logo in digital environments it should be no smaller than 16 pixels

When using the logo for embroidery on clothing, use the 'flat' version of the logo as the shadow will not work in this context and may cause distortion.

Do not...

- Use the word Halo with the registered trademark in isolation
- Change the colours
- Stretch the logo
- Add visual effect to the logo
- Change the wording to the strapline



Our Typeface

Which fonts should we use?

Helvetica is our brand font. Helvetica is a Helvetica is a 'Grotesque' sans serif typeface that comes in various weights and is suitable for both print and screen use. Referred to as "the little black dress" of typefaces it conveys simple elegance, is great for accessibility and it's simplicity implies reliability.

Helvetica should be used across all materials where possible. It is freely available from Google Fonts. When Helvetica is not available or suitable, we can use Arial.

Which fonts should we use?



Headings Subtitles Emphasis. Body copy

Titles can also be in **bold** and should be 36pt for slides and 18pt for documents

Subtitles can also be in **bold** and should be 20pt for slides and 16 pt for documents

Emphasis can also be in **bold** and the font size should be mapped to the context i.e 16pt for subtitles

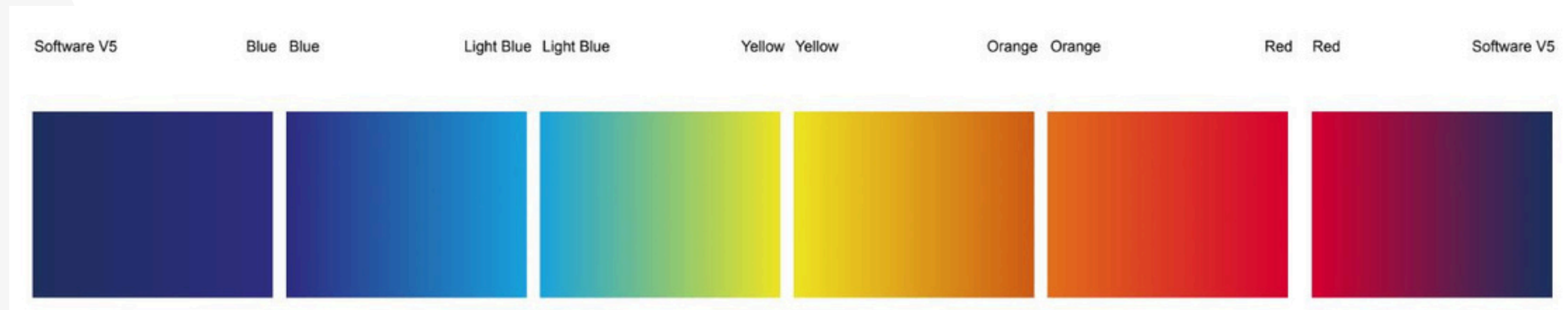
Body copy can also be in **bold** and should be 14pt for slides and 12pt for documents

Our Colour Palette

Core Colour Palette

Software V5	Blue	Light Blue	Shadow Blue	Yellow	Shadow Yellow	Orange	Red
							
 <p>V5 Blue PMS 534C C95.M75.Y5.K40 R32.G49.B95 #20315F</p>	 <p>Halo Light Blue PMS 299C C90.M10.Y0.K0 R26.G163.B222 #1AA3DE</p>	 <p>Halo Yellow PMS 3945C C5.M0.Y95.K0 R240.G229.B36 #F0E524</p>	 <p>Halo Orange PMS 144C C0.M60.Y100.K0 R227.G112.B28 #E3701C</p>	 <p>Halo Blue PMS 2736C C100.M100.Y0.K0 R48.G45.B131 #302E82</p>	 <p>Shadow Blue* PMS 7461C C100.M25.Y70.K5 R10.G107.B168 #0A6BA8</p>	 <p>Shadow Yellow* PMS 1235C C0.M20.Y80.K0 R242.G191.B18 #F2BF12</p>	 <p>Halo Red PMS 198C C0.M100.Y70.K0 R213.G0.B50 #D50032</p>

Gradients



Our Brand Devices

Using colour

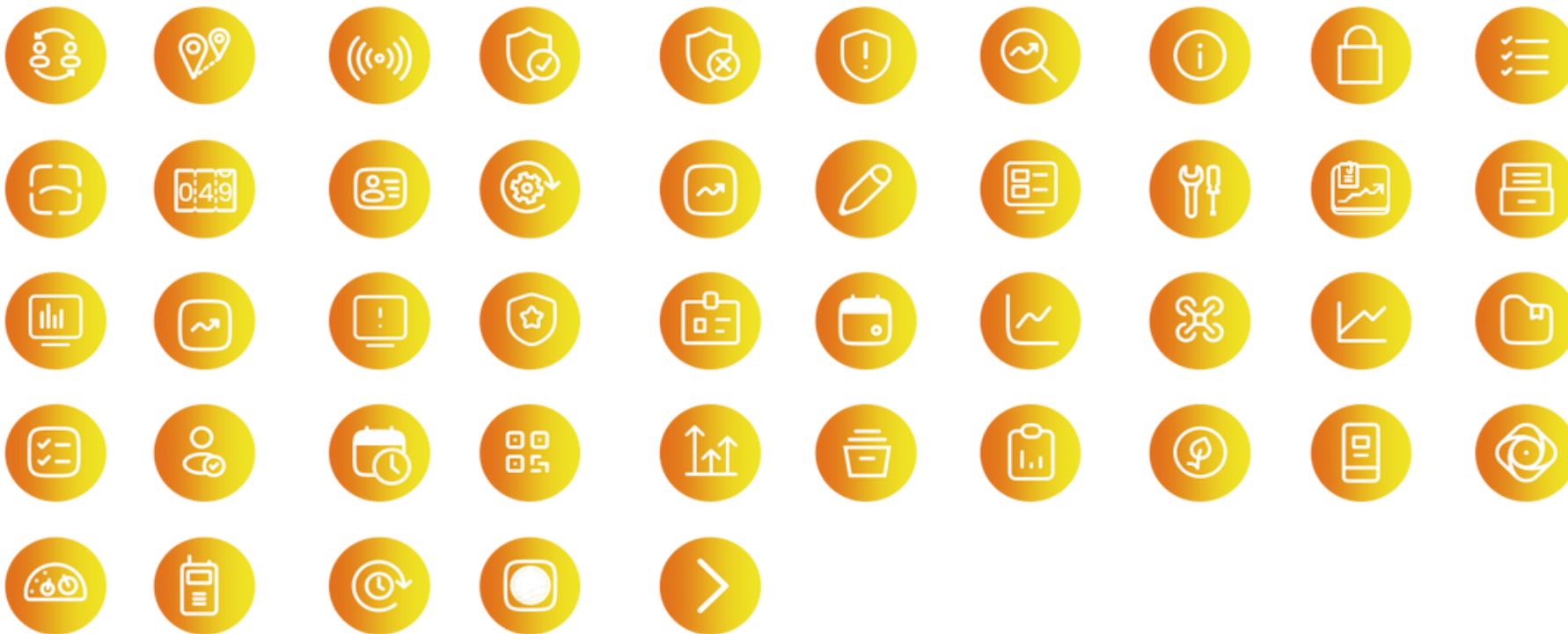
To add interest and colour to documents and slides we have a set of agreed curves that we can use. These can be filled according to the gradients outlines in the colour palette



Icons

We have a set of icons .
These should be used to
give emphasis to specific
point or aligned to
product features.

Icons should always be used as a white outline on a gradient background using Halo orange and Halo Yellow shadow from the colour palette



Product Naming conventions

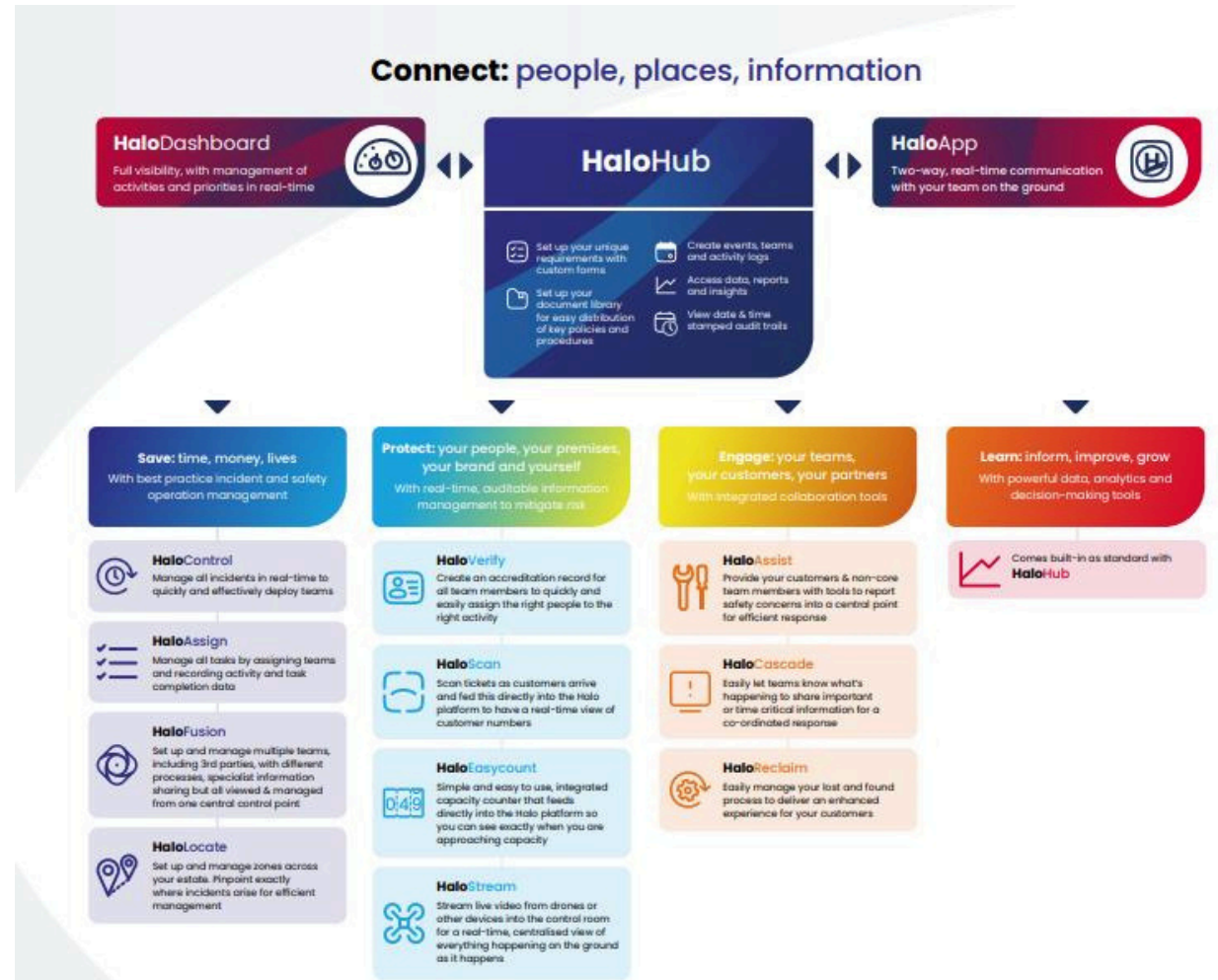
Our product naming convention is based on using clear words that describe the component being named,

For the core system we use nouns.

For capabilities, wherever possible, using action words such as control, engage, task.

All names are prefixed by Halo and the product name is written after the word Halo with no space.

Using the word Halo before each word in this way reinforces the association of the brand with the capability





Connecting
**People
Places
information**

Thank you

For further information contact: chloe@halosolutions.com