



# HALIER

## Brand Manual



Taking care about the natural environment is a responsibility we all share. Consider downloading the desktop version of this document instead of printing it, since we are updating it continuously. You can always find the latest version on <http://press.myhalier.com>



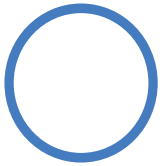
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# Our symbols

Our mark is fairly simple, but it has a strong symbolism hidden under the surface. First step in the journey to the center of our brand is to get familiar with it.



### **Circle is a symbol of care.**

It represents the values such as perfection, holistic approach, supervision and specified range of activities.



### **Spiral represents hair.**

Halier is a producer of professional haircare products, so it's a natural thing to emphasize hair and the way they flow in our identity.



### **H stands for Halier.**

Letter H refers directly to the company name and links our logo with it.



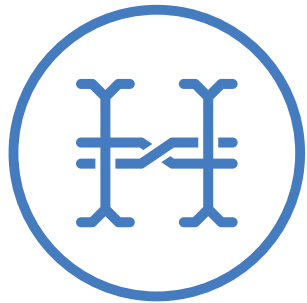
# Our logo and how to use it

It's easier than you might think. Learn few easy rules and everything will be OK.

## Rule 1:

Learn the structure of our logo and always refer to it.

This is a symbol.



This is a wordmark.

HALIER

This is a logo.

## Rule 2:

Don't modify our logo in any way. You have everything you need in the files.

### Q: Where can I find the files?

**A:** You can download them directly from <http://press.myhalier.com>  
or ask our design team to send them via e-mail - [press@myhalier.com](mailto:press@myhalier.com)

### Q: How will I know I have all the files?

**A:** Folder should contain of 3 subfolders:



- Symbol
- Halier logo - Horizontal
- Halier logo - Vertical

Each subfolder contains an .ai, .eps, .pdf and .jpg files for each of our three colors. It's a total of 36 files.



### Rule 3:

Keep our logo visible using appropriate size and color.

	screen	print
 <p>The logo consists of a circular symbol containing a stylized 'H' with vertical lines, positioned above the word 'HALIER' in a blue, uppercase, sans-serif font. A red horizontal line is drawn below the text.</p>	> 115 px	> 12.5 mm
 <p>The logo consists of the circular symbol to the left of the word 'HALIER' in a blue, uppercase, sans-serif font. A red horizontal line is drawn below the text.</p>	> 80 px	> 17.5 mm

**Rule 4:**

Our logo needs to stand out. In order to achieve that, always give it enough space.



## Rule 5:

Logo and logotype can be used separately, but only if it's absolutely impossible to not recognize Halier as a brand.

### Q: What's a sufficient brand recognition?

**A:** It's a situation, when you have absolutely no doubt with identifying the brand. For example, you can use symbol itself as a profile picture on Facebook or Instagram, because the profile is clearly described as Halier fanpage and it leaves no doubt on what the audience is looking at. But when a symbol appears somewhere without a clear context, it may not be recognized. If you have any doubts in that matter - always use full logo instead of separated symbol or logotype.

# Our color palette

Knowing and understanding our color principles will allow you to build coherent and powerful visual communication.

## Color proportions and importance



## PANTONE™ 660 C

- Main color for brand and for women collections.
- First pick for logo in women collections.
- First pick for important details in women collections.
- First pick for headlines in women collections.

C88 M50 Y0 K0  
R64 G126 B201  
# 407ec9

## PANTONE™ 7463 C

- Assisting color for men collections.
- Second pick for logo in men collections.
- First pick for important details in men collections.
- First pick for headlines in men collections.

C100 M63 Y12 K67

R0 G43 B73

# 002b49

## PANTONE™ 191 C

- Assisting color for both, men and women collections.
- First pick for highlighting buttons or less important details.
- Handy, when your design needs more life.

C0 M79 Y36 K0  
R239 G66 B111  
# ef426f



## PANTONE™ Cool Gray 11 C

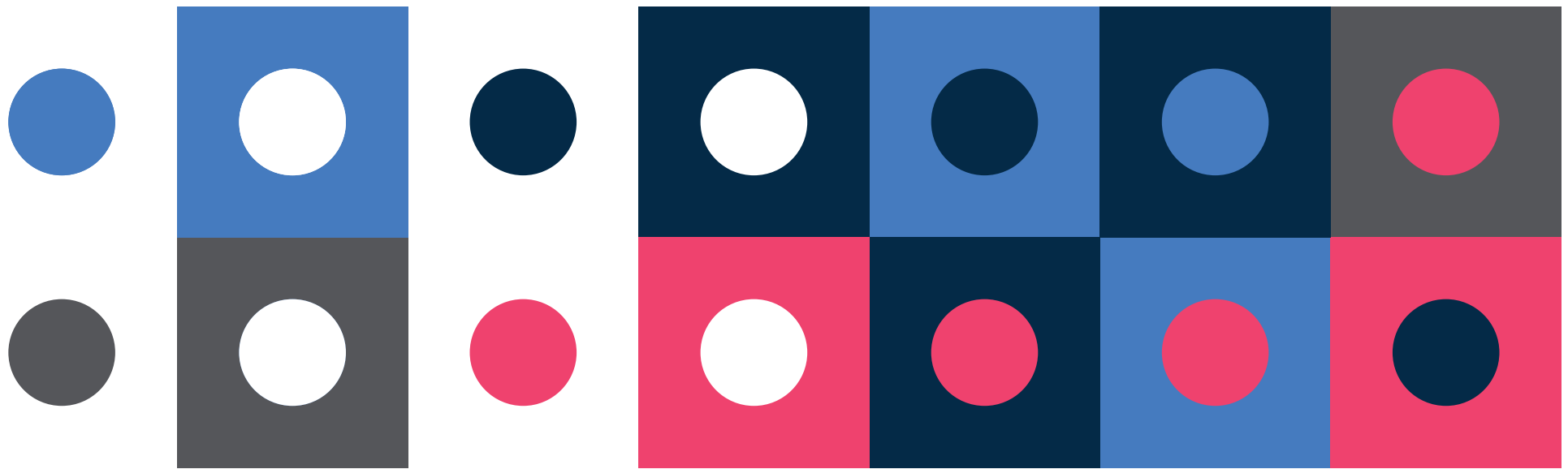
- Assisting color for both, men and women collections.
- First pick for body texts, both digital and printed.

C44 M34 Y22 K77

R83 G86 B90

# 53565a

## Good color relations



# Our fonts

In this chapter, you'll find all that's necessary for you to get on with typing for Halier.

# URW Typewriter

- Main display typeface.
- First pick for H1 & H2 headlines.
- First pick for any stand out texts.
- First pick for typographic branded illustrations.
- First pick for claims or statements in advertising.

Aa

# Nimbus Sans Novus

- Body text typeface.
- First pick for less important headlines.
- First pick for any body text, both printed and digital.

Aa

# Example 1.

How it works on packaging.



## Example 2.

How it works on texts.

# The healthy hair

Headline - URW Typewriter Extra Light

Every once in a while it's necessary **to treat yourself**, whether it's indulging in the chocolate-encrusted doughnut you cut out of your diet months ago or spending a luxurious day at the spa. Yet when we pamper ourselves, a hair treatment isn't always top of mind. **We often forget about our poor hair**, which we subject to heat styling.

Body text - Nimbus Sans Novus Regular / **Bold**

**There are a million different ways** we can damage our hair, whether it's from a weekly swim or just being out in the sun unprotected. So what's hair's version of a chocolate-encrusted doughnut? A regular dose of one of these **intensive hair treatments**, which are guaranteed to give you healthy hair.

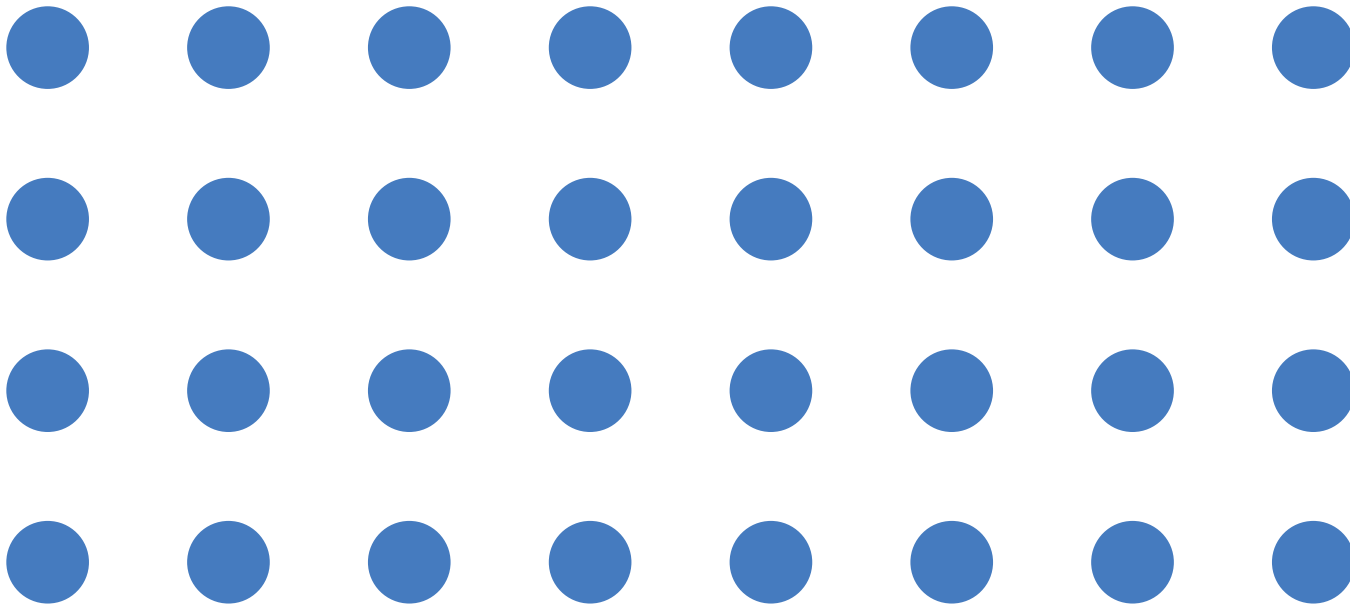
# Our style and inspirations

Take a look at our graphic characteristics and good design practices.



## Dots

To make our designs more “dense” and interesting, we’re using very specific set of dots, with fixed space and proportions.



next step is using Fortive hair serum. ● ● ● ● ● ● ● ● ● ●

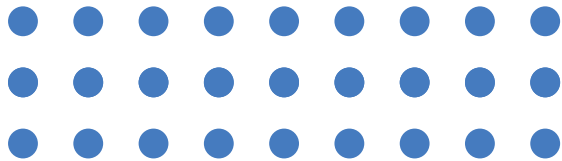
**Dots can be a supplement for texts.**

● **Function:** The conditioner's innovative formula Hair Vitality Complex™ boosts hair growth and prevents excessive hair loss. The conditioner hydrates hair, adds shine and takes the static away leaving hair nourished and easy to style. The conditioner does not weigh hair down. The product has been dermatologically tested. ● ● ● ● ● ● ● ● ● ●

**Dots can be used as a base for various pattern designs.**

fortesse

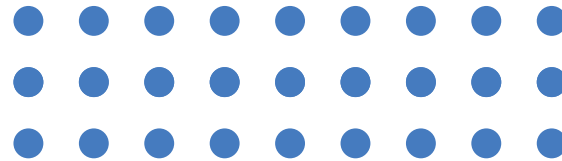
conditioner



BOOSTING HAIR GROWTH  
HAIR VITALITY COMPLEX™  
FORMULA

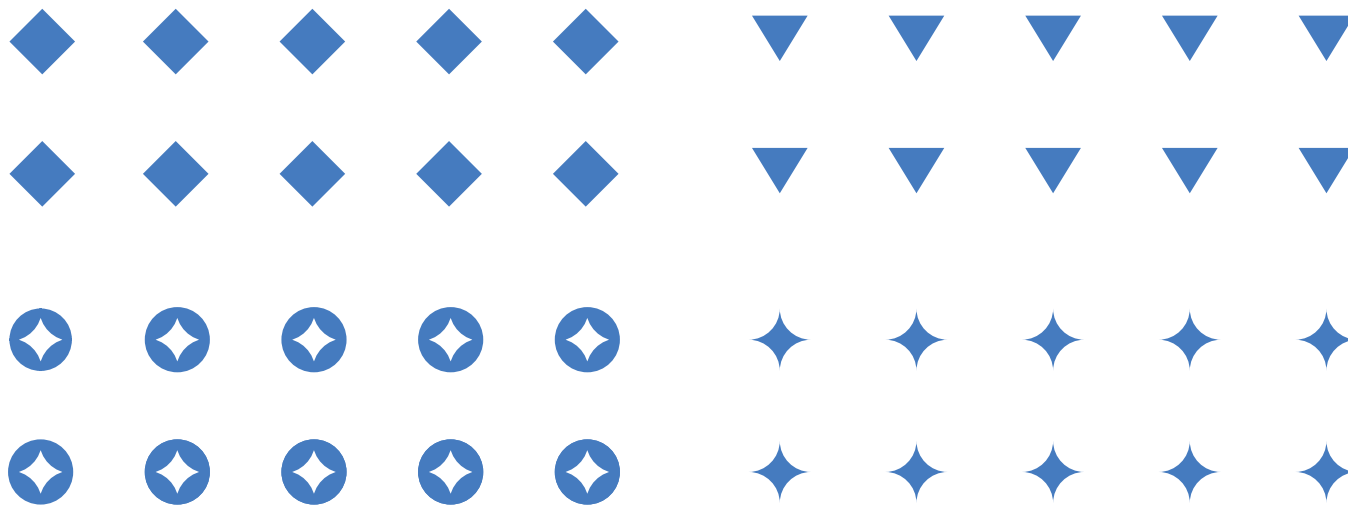
fortesse

shampoo

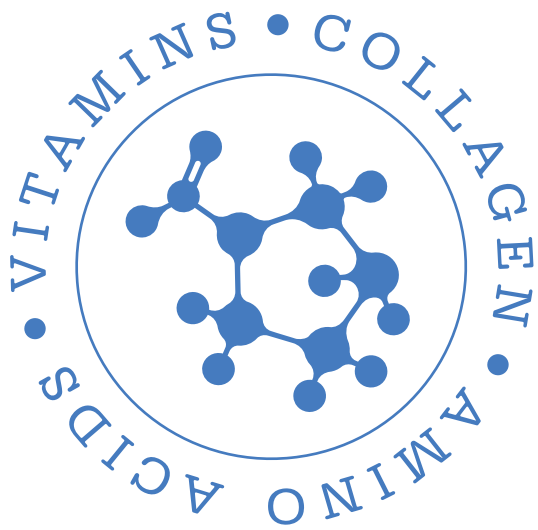


STIMULATING HAIR GROWTH  
ADVANCED HAIR BOOSTER™  
FORMULA

**Dots can be used as a grid for even more pattern designs.**

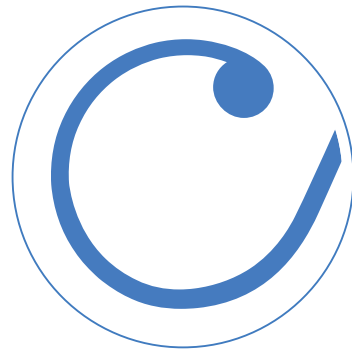


**Molecular inspired icons and micro illustrations.**

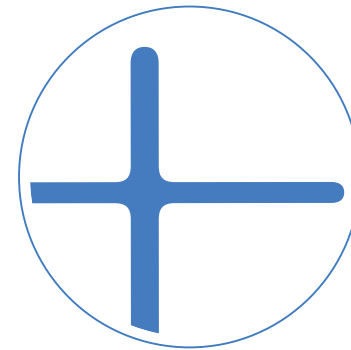




Smooth, thin lines



Curves and dots, symbolizing hair roots



Rounded edges

## Type treatments

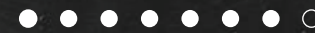
fortesse  
hairvity  
fortive





# Our visuals and photography

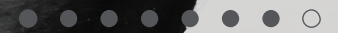
See how we create our visual communication and learn how to build the right mood.











## Our support



If you have any doubts, question or you need assistance, feel free to ask our design team for help.



**For help & advice:**  
[press@myhalier.com](mailto:press@myhalier.com)



**For files & FAQ**  
<http://press.myhalier.com>

