Brand Box
Visual Identity

Guidelines
2019

Hello
Hello™
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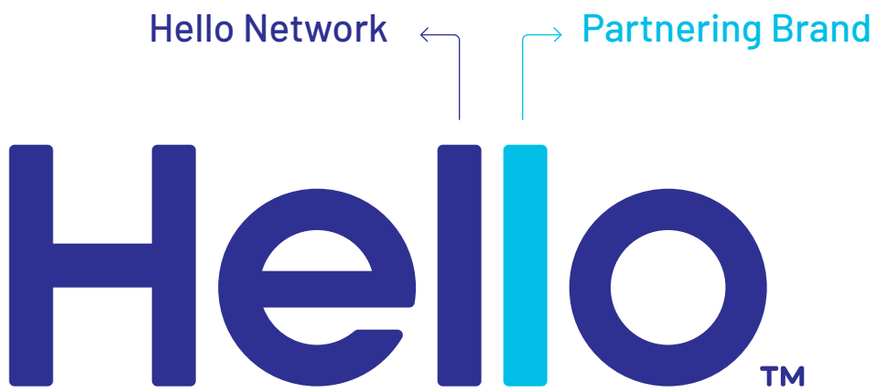
Hello's identity is founded on its unique engagement marketing and reward platform that allows brands to communicate in a personalized way, interact with current and future customers, and reward them in real time.

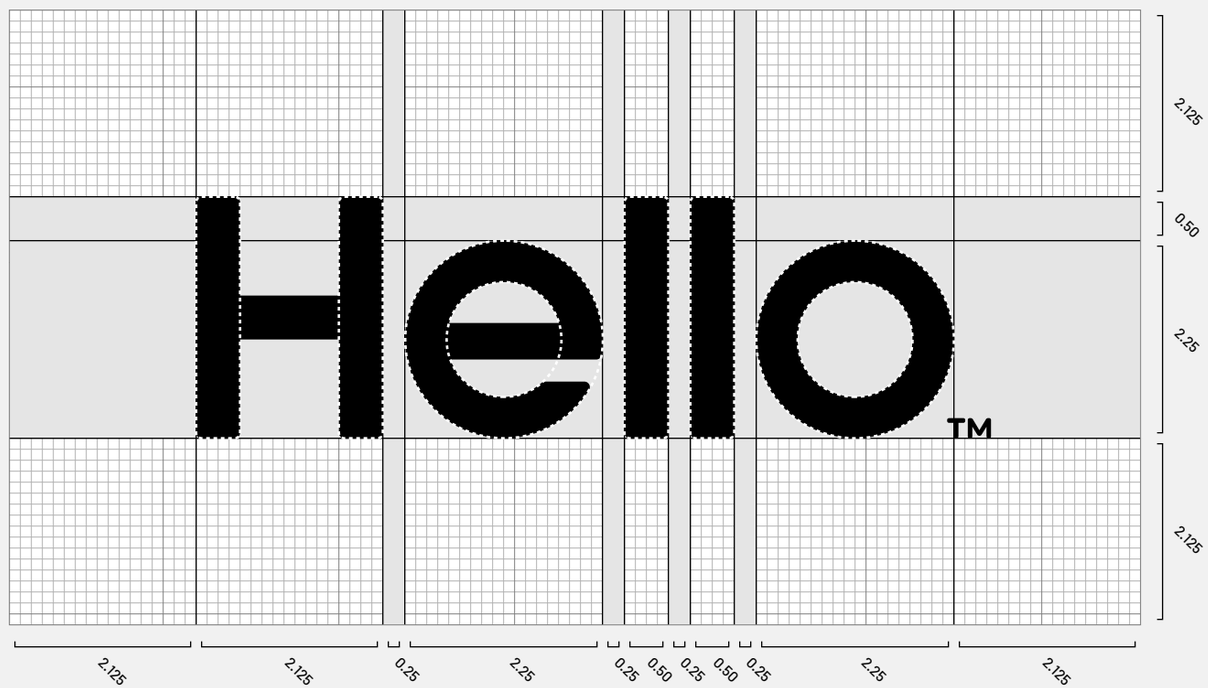
The Hello platform accompanies its partnering brand side by side all throughout its consumer journey, helping it create sustainable relationships with its customers by increasing the relevance of interactions.

"Hello" is a universally known greeting expression that embodies the platform's core values. The two "l" letters in the name represent the nature of the relationship between Hello and the partnering brand by depicting their parallel views and synched business solutions.



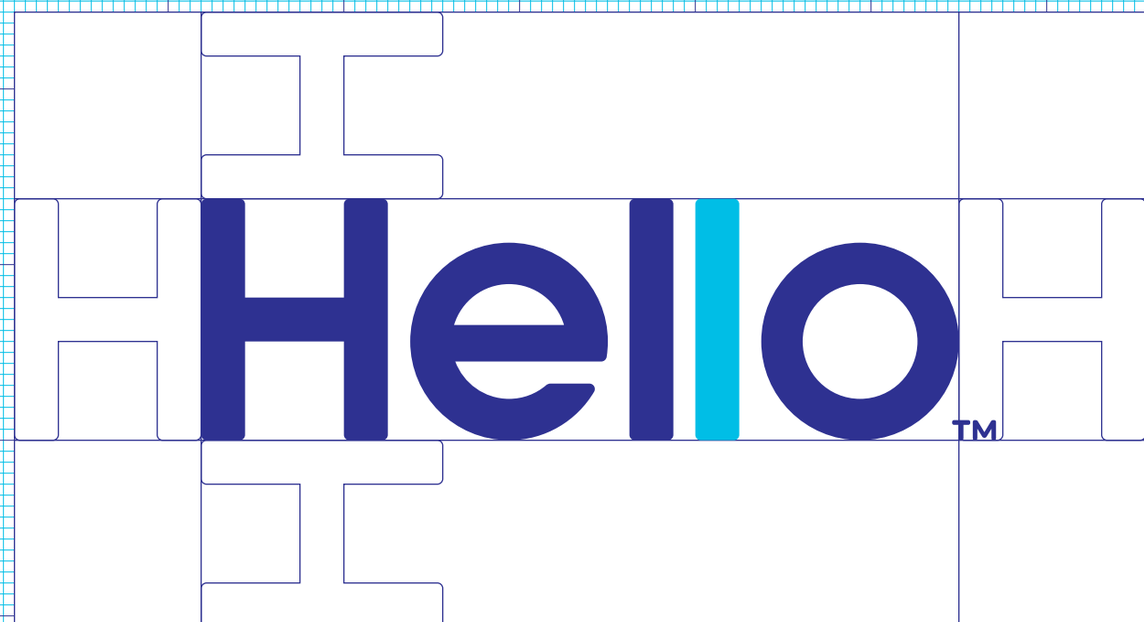
The Hello logo is built from a sans serif typeface. There is a well-balanced proportion between the capital letter and lower-case letters. The kerning of the font has been customized.

Each letter is not to be shifted. No auto or optical kerning is to be applied.



The logotype must be reproduced with a clear area around it, which is free from other graphic elements. This area is known as the “exclusion zone.”

This space restriction is to be respected no matter the size or positon of the Hello logo. The exclusion zone garantees a clear and legible rendering of the Hello logo.



For print - the minimum size for the full-colour logo is 20 points and for the 1-colour positive or negative logo, is 10 points.

For digital - the minimum size for use online is 20 pixels in height. Any smaller and it just becomes a blue and green blob.

The logo is primarily used in its 2-colour combination, Navy Blue and Sky Blue. The SB should only be applied to the second “I” in the word “Hello.”

The combination of the two hues results in a bright contrast rather than a dull one, thus creating a clear distinction between the second “I” and the rest of the letters.

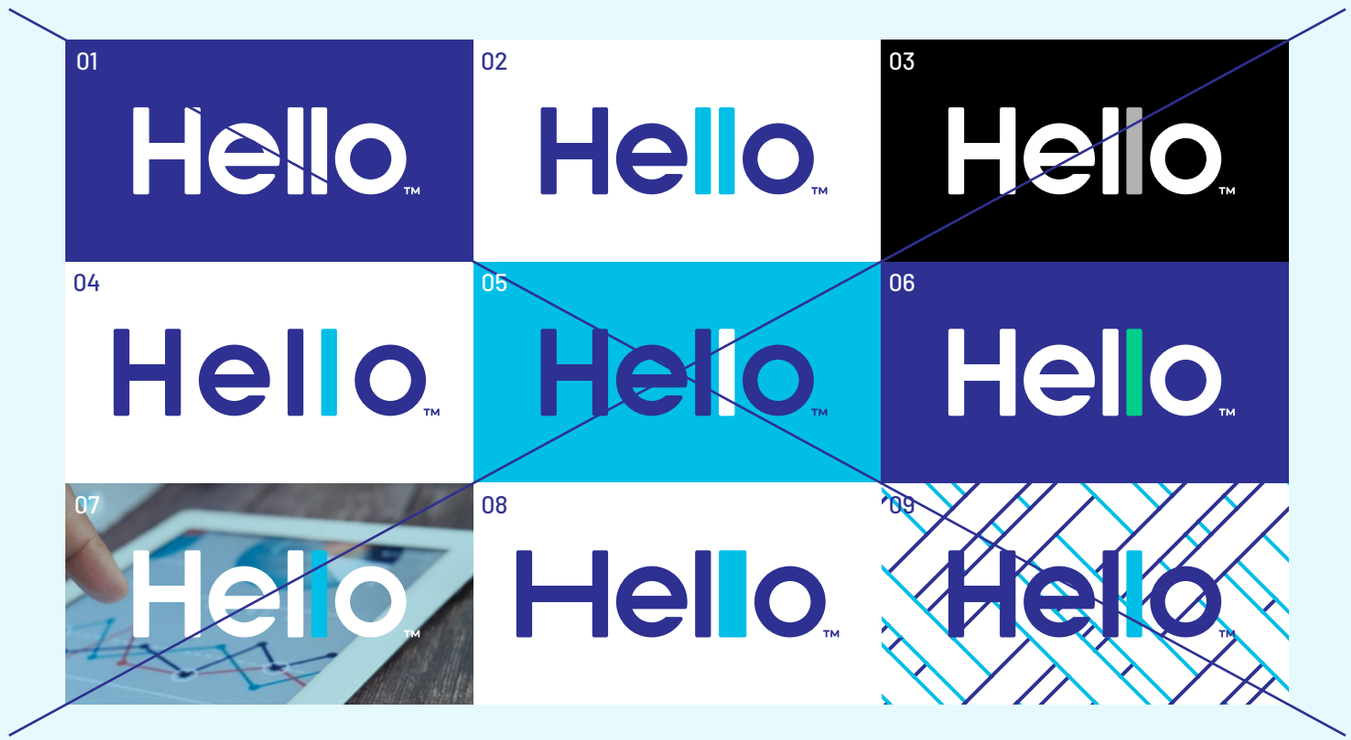
Use the main 2-colour logo on white, light or dark backgrounds. The logo should stand out as much as possible. Do not use on backgrounds of similar colour to the logo, unless the logo is solid white.

Use the solid B&W variation on white or light grayscale backgrounds, where featuring the full-colour positive logo is either not possible or not desirable.

The alternative colour variations of the logo are to be used within a multi-colour execution that includes the main colour varitiation such as business cards, loyalty cards, Visa cards or any other application of this nature.

(1) Do not alter the nature of the logo by stripping it of its green accent colour. (2) Do not apply the green accent on both "l" letter s. (3) Do not create two shades of black variation for grayscale use. (4) Do not alter the kerning of the logo. (5) Do not reverse the logo's colour order.

(6) Do not reverse the colour placement when applied to the main or an alternative colour variation. (07) Do not apply the logo over image as such. (8) Do not distort the letters of the logo. (9) Do not apply logo on busy pattern background.



Barlow is the Primary Font Family to be used across all platforms and applications related to the Print Brand Identity, Event, Promotional or Advertising use, as well as Digital use such as App or Website.

The Barlow Typeface offers a complete font suite including all weight variations from Extra-Light to Black. The Italic style is also available in all weights (not displayed).

Barlow

Sans Serif **18 Styles**

Google Fonts

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Bb

Barlow Extra Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
VWXYZ0123456789

Barlow Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
VWXYZ0123456789

Barlow Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
VWXYZ0123456789

Barlow Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
VWXYZ0123456789

Barlow Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
VWXYZ0123456789

Colours

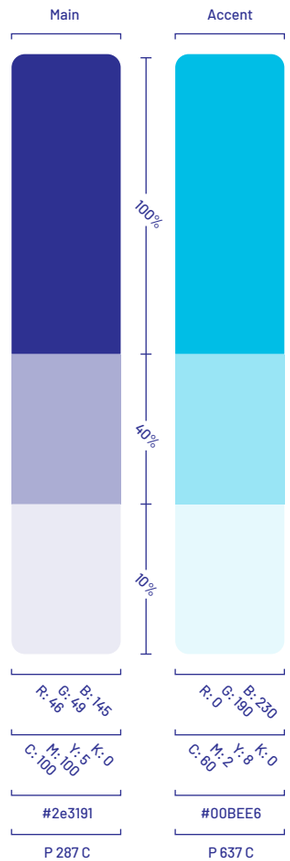
Spectrum

Palettes

The Primary Colour Palette is comprised of two main hues, Navy Blue (NB) and Sky Blue (SB), with the addition of Black, Grey and White.

Each one of these colours has a primary use and purpose when applied to Print, Web or App. Their specific hue values are listed in Pantone, CMYK, RGB and HEX #.

When applying the Primary Colour Palette to UI interfaces, such as an App, it is recommended to use the additional colour (%) values of the original hues (NB & SB) and monochromatic accents.



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