halo

Brand guidelines

We believe it is these
core values that underpin
and define our company.

PROFESSIONAL INDEPENDENT FUN

Our company mission statement.

halo **provides an environment where both our clients and creative staff can relax and produce their best work. Underpinning this is a great support team who are service-oriented and organisationally outstanding.**

Although not necessarily a small company there's a small company feel about halo,.. everyone knows everyone else. We are big enough to handle complex productions, yet small enough to feel personal and friendly.

Whether you're a client or a member of the team, we try to make halo a fun place to work. We understand that our employees are the heart of our company and feel strongly that they should have opportunities for professional, personal growth and development. Running a company like halo is not all about profit or prestige. It's about enjoying work, learning new things and constantly looking for ways to improve 'the halo experience'.

We endeavour to maintain halo as a company we are all proud to be a part of whilst retaining our unique family ethos and feel, regardless of the size of the operation it's the kernel of our aspirations. Post-production is primarily a service orientated industry and we recognise that it is also about technical excellence. We aim to use technology to streamline and simplify our client's experience. We will continue to improve our technical infrastructure / practices as well as developing our creative/support teams through ongoing training and investment with the intention of making halo the best it can be.

Our company name

How our company name is conveyed in a written / typed form is also important, as it strengthens our brand.

Therefore, it must remain consistent in any written form.

The correct way...

halo

Variants **not** to be used...

HALO

Halo

Please note: the above variant may only be used when starting a sentance using the brand name...

Legibility

When using our logo there are some rules to abide by, so you do not de-value our brand and keep coherent legibility.

Exclusion area

The exclusion area is the minimum area around the brand mark that must remain clear of type or any other graphic element. The exclusion area should be 1 x the height of the lowercase 'a' of the logotype all around.

Minimum size

The size of the logo should not measure less than 10mm in width.

Maximum size

There is no maximum size for any of the logo combinations.

1x

10 mm
minimum size

Legibility - *Incorrect usage*

The logo examples shown here are prohibited as they prevent a consistent uniform appearance of our brand.

Condensed

Non brand colour

Sheared

Stretched

Cropped

Add any effect

Open Sans

Our primary typeface is Open Sans.

This is used for the main logo typeface and should be used for all lead typography, print, headings etc...

AaBbCcDdEeFfGg
HhIijjKkLlMmNnOo
PpQqRrSsTtUuvv
WwXxYyzz
1234567890

Suggested Weights

Light Regular **SemiBold** **Bold**

Italics

Light *Regular* *SemiBold*

Our secondary typeface is Arial and is to be used for all email / letters / body copy.

The Bold weight should be used for lead paragraphs and the regular weight for general body copy.

Arial

AaBbCcDdEeFfGg
HhIijjKkLlMmNnOo
PpQqRrSsTtUuvv
WwXxYyzz
1234567890

Suggested Weights

Regular **Bold**

Italics

Regular ***Bold***

Colour Palette

Teal

Primary spot / logo colour.

Selection of secondary / complimentary colours

These can be used *sparingly* as a spot / or secondary colours.

Dark Grey

This can be used as a secondary colour
This could also be used for body copy.

White

This is used within our branding and should form the base of the branding assets.

R=140 G=109 B=62
C=39 M=51 Y=83 K=20

R=138 G=62 B=63
C=32 M=82 Y=68 K=27

R=54 G=107 B=125
C=82 M=48 Y=39 K=13

R=66 G=56 B=123
C=89 M=93 Y=20 K=7

R=65 G=64 B=66
C=0 M=0 Y=0 K=90

R=255 G=255 B=255
C=0 M=0 Y=0 K=0