

harri

Brand Guidelines

Winter 2020

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01

The Harri Brand

Overview

Brand resources are available at:

<http://harri.com/brand-resources>

This brand guide is meant to serve as a guide to unify every visual representation of the Harri brand.

You will be able to find best practices for typography, logo usage, brand colors, and more. Please follow these guidelines as closely as possible when creating any visual elements for the Harri brand.

Brand Values



Harri is all about modern, friendly and charming style empowered to engage people's hearts and minds.

Luke Fryer, CEO & Founder Harri

At Harri, we believe in a very simple, yet powerful way of doing things: Service First. The spirit of hospitality is carried in every single idea, interaction, and level of execution throughout the business. Harri was created Having been born to serve an industry that embodies such generosity, and geniality, and efficiency. Thus, our culture, product, and team strive to personify those core values every day.

02

Logo

Main Logo

We use this logo in corporate materials intended for internal, industry or other communications, as well as in our office signage.

The Harri logo should be used in the major “Harri blue” brand color or in reverse, and in rare cases may be displayed in black.

It should never be shown in a different color, but the reverse can be shown on any color or image where it can still be legible.

The word "harri" in a lowercase, rounded, sans-serif font, colored in a vibrant blue.The word "harri" in a lowercase, rounded, sans-serif font, colored in white, overlaid on a dark, moody photograph of a cafe interior.The word "harri" in a lowercase, rounded, sans-serif font, colored in white, centered on a solid blue background.The word "harri" in a lowercase, rounded, sans-serif font, colored in white, centered on a solid dark blue background.

Monogram

In cases when the Harri brand has already been established we simply use the monogram on its own.



Additional Logos

Logo for Harri events

This logo should be used on communications that promote Harri as a destination for business events.

Logo for Harri newsletter

We use this logo in newsletter materials.

LOGO FOR HARRI EVENTS



LOGO FOR HARRI NEWSLETTER

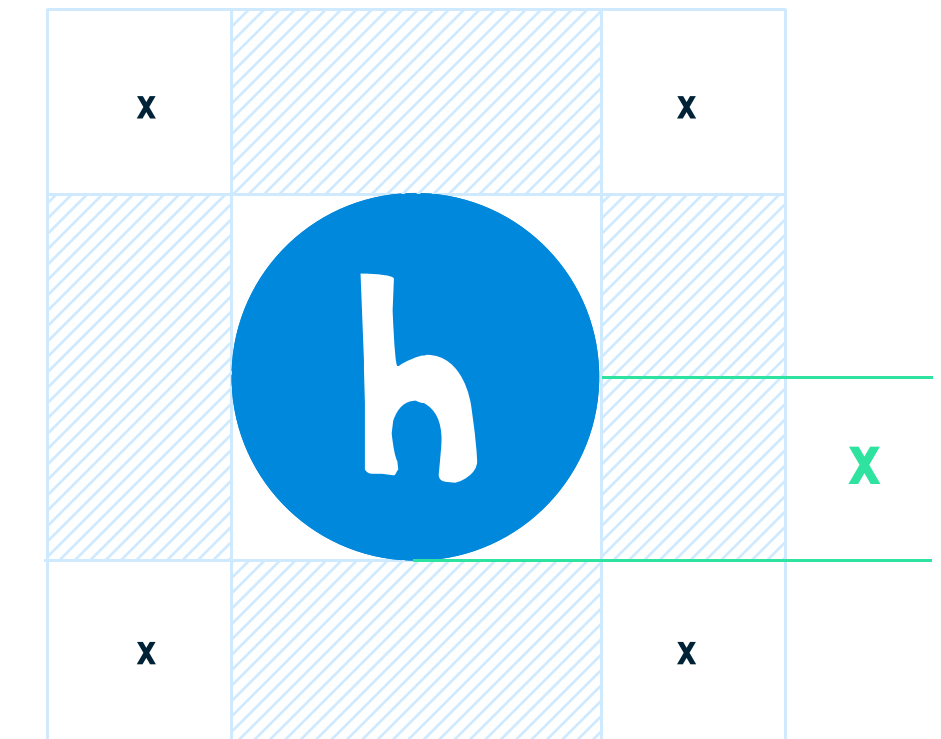


Clear Space

Having sufficient space around the wordmark and monogram maximizes its visibility and design impact, and gives the logos the appropriate visual hierarchy.

The clear space of the wordmark is determined by the x-height of the “h” letter in the logo.

In the monogram, the clear space is determined by using the half diameter of the circle as the x-height value and dividing this value in half.

WORDMARK**MONOGRAM**

Minimal Sizes

Our logos should always be visible. While our logos can be resized to fit different types of collateral, it's important to never scale them down below the recommended sizes.

WEB**PRINT**

Incorrect Use

Our logo is very important to us, and we have spent much time and effort carefully crafting it to be a perfect embodiment of our brand. We ask designers and users to respect the thought and craftsmanship that has gone into the logo by keeping it in its pure form and within the rules specified in this guidebook.

1

Do not at any time angle the logo. It always sits at a 0 degree angle

2

Do not in any way alter the proportions of the letters

3

Do not alter the colors of the logo except when in accordance to color rules

4

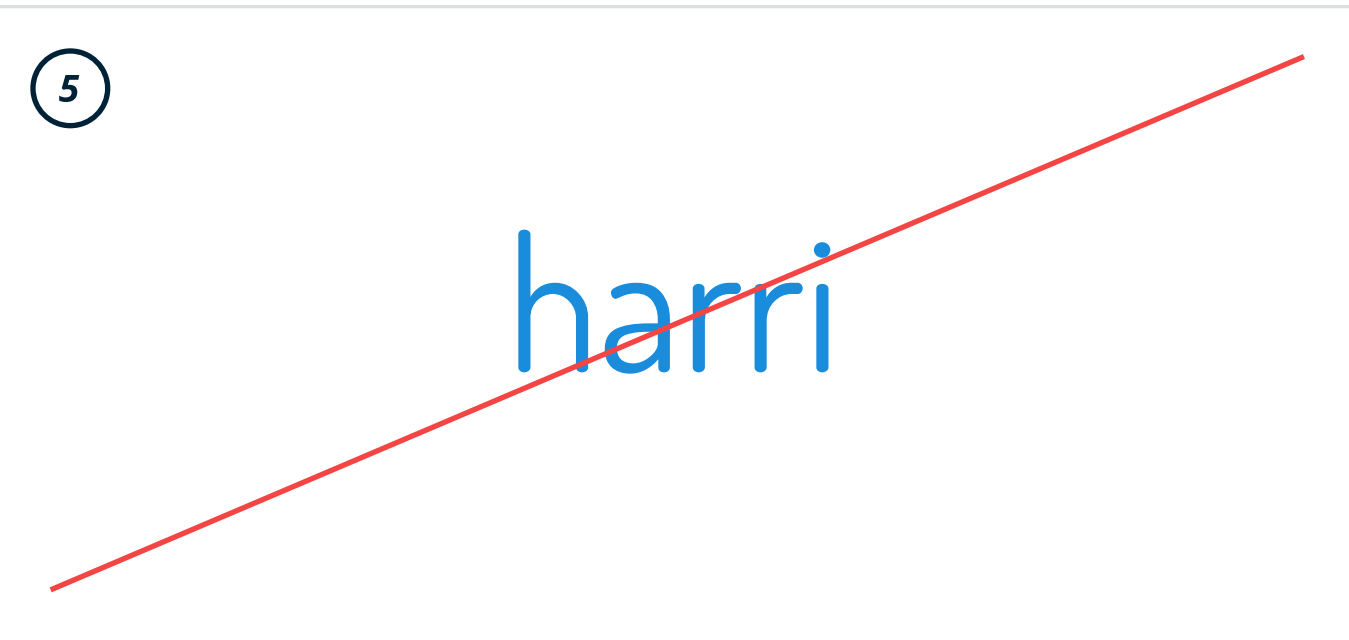
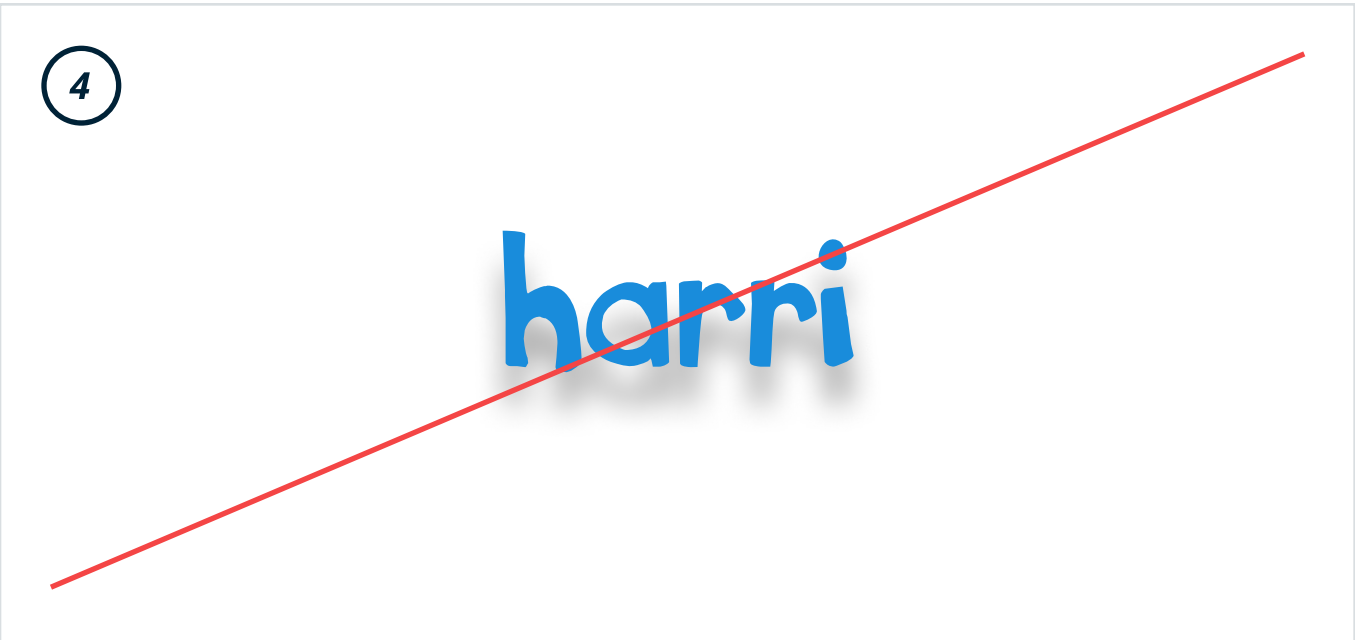
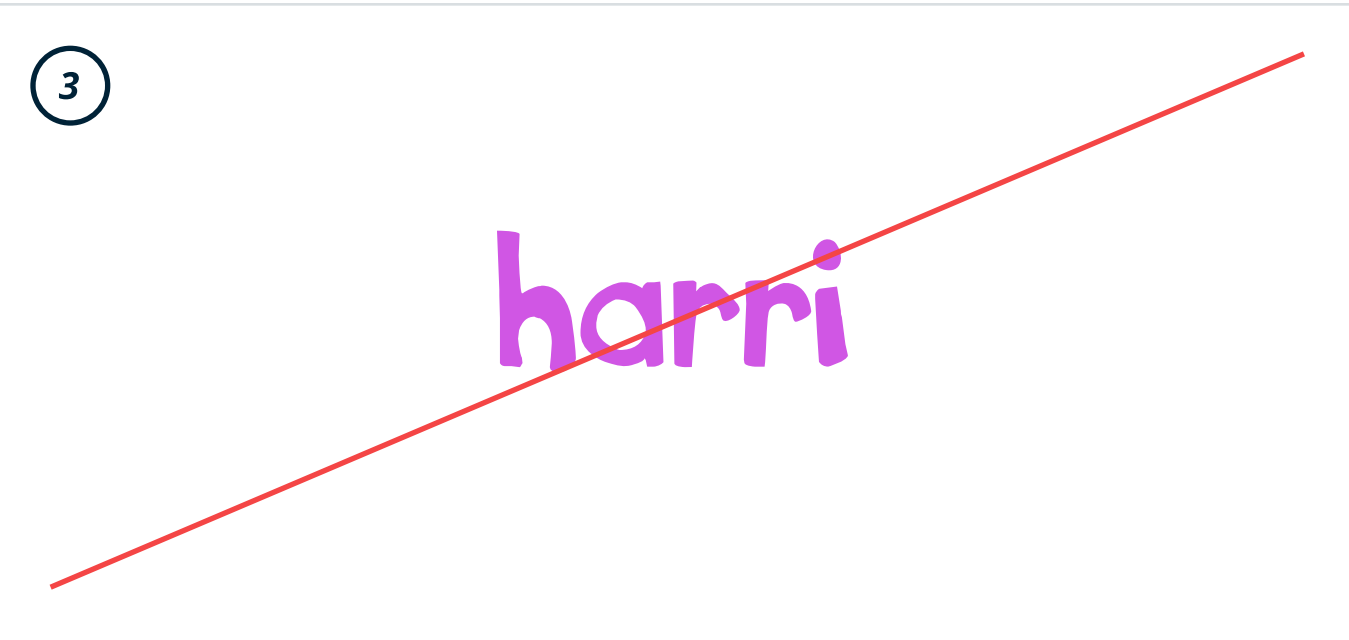
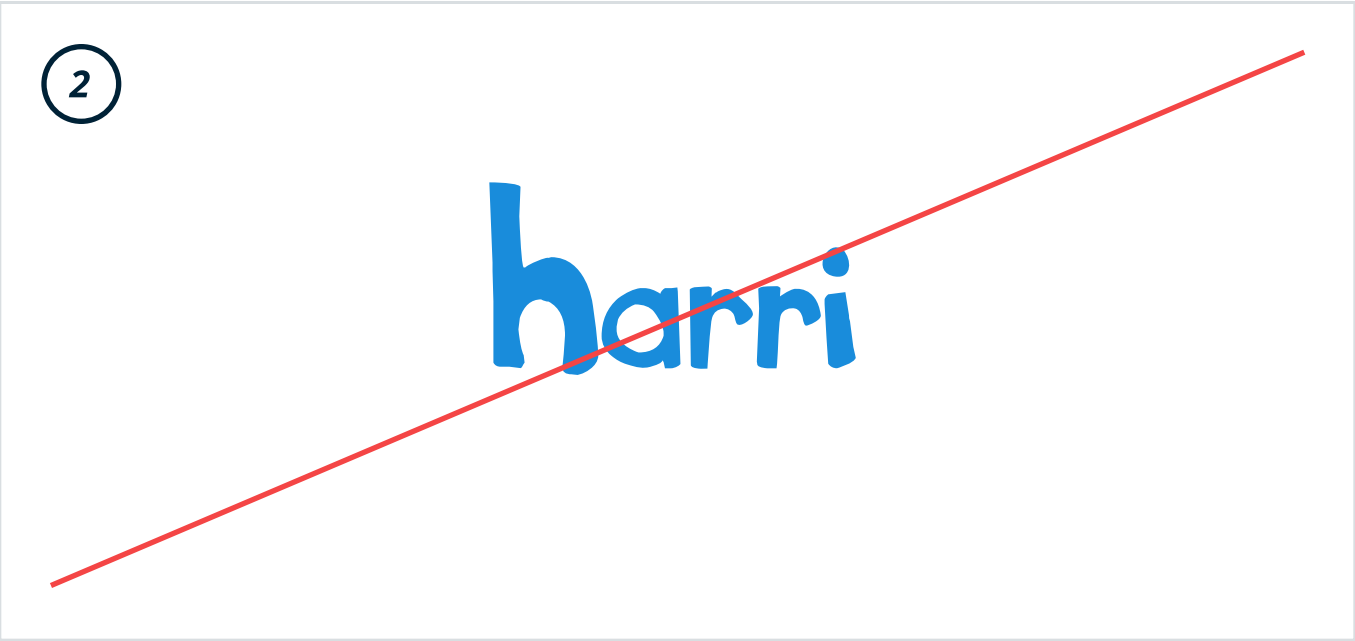
Do not add any effects to the logo, including drop shadow, gradients, etc

5

Do not change the typeface nor recreate or manipulate the wordmark

6

Do not in any way distort the logo, either by stretching, compressing, etc

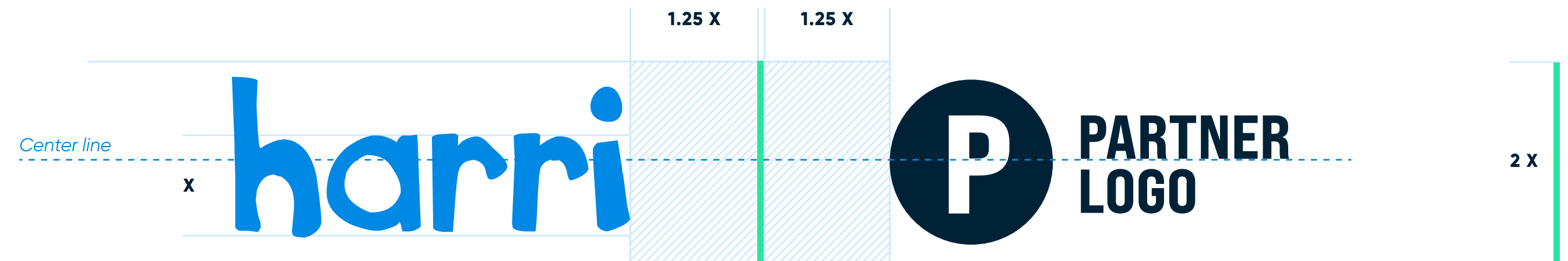


Partners Logos

In some cases, it's appropriate to showcase the partnership of Harri with different companies. Below are the requirements to correctly add a partner logo.

The partner logo should be always placed to the right of the Harri logo and have a similar visual weight. The logos should be divided into the green line that has the 2x size of x-height of the Harri logo font. The distance between the green line and the logos should be 1.25x bigger than the x-height of the Harri logo font.

SCHEME



EXAMPLE



03

Colors & Typography

Color Palette

These brand colors have been chosen to compliment the original Harri blue. They can be used full strength or at a 10% opacity.

No other colors should be introduced into this color palette. Choose a combination of colors that best suits the imagery it's being paired with. When using in combination with a texture, the color can be overlaid or created as a transparency.

<div>Sky Blue</div>	<div>HEX: #0088DD RGB: 0 / 136 / 221 CMYK: 78 / 40 / 0 / 0</div>	100%	80%	40%	20%
<div>Teal Green</div>	<div>HEX: #2EE3A0 RGB: 46 / 227 / 160 CMYK: 62 / 0 / 55 / 0</div>	100%	80%	40%	20%
<div>Denim Black</div>	<div>HEX: #002237 RGB: 0 / 34 / 55 CMYK: 100 / 38 / 0 / 78</div>	100%	80%	40%	20%
<div>Light Grey</div>	<div>HEX: #F8FBFF RGB: 0 / 34 / 55 CMYK: 100 / 38 / 0 / 78</div>				100%

Primary Typeface

Gilroy

Our primary typeface is Gilroy. It is a modern sans serif with a geometric touch. Perfectly suited for graphic design and any display use, Gilroy could easily work for web, signage, corporate, as well as for editorial design.

Abc

Gilroy Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.:?!&@) 1234567890

Abc

Gilroy SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.:?!&@) 1234567890

Abc

Gilroy Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.:?!&@) 1234567890

Abc

Gilroy Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.:?!&@) 1234567890

Secondary Typeface

Open Sans

Open Sans is a humanist sans serif typeface designed by Steve Matteson. Open Sans was designed with an upright stress, open forms, and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Abc

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.:?!&@) 1234567890

Abc

SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.:?!&@) 1234567890

Abc

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.:?!&@) 1234567890

Abc

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.:?!&@) 1234567890

Google Slides Typeface

Poppins

Geometric sans serif typefaces have been a popular design tool ever since these actors took to the world’s stage. Poppins is one of the newcomers to this long tradition. With support for the Devanagari and Latin writing systems, it is an internationalist take on the genre.

Abc

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.:?!&@)1234567890

Abc

SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.:?!&@)1234567890

Abc

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.:?!&@)1234567890

Abc

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.:?!&@)1234567890

Typography Usage

Typographic hierarchy organizes type and establishes an order of importance within the content, which helps your reader to easily navigate the content.

When setting type, we recommend such font combinations to set headers and body copy.

STYLE NAME	FONT NAME	COLORS
Headline large	Gilroy Bold	<div><div></div><div></div><div></div></div>
Headline small	Gilroy Bold	<div><div></div><div></div><div></div></div>
Body text (v1) Body text (v2)	Open Sans Regular Gilroy Regular	<div><div></div><div></div><div></div></div>
Button text (v1) Button text (v2)	Open Sans Bold Gilroy Bold	<div><div></div><div></div><div></div></div>
Caption (v1) Caption (v2)	Open Sans Regular Italic Gilroy Regular Italic	<div><div></div><div></div><div></div></div>
TAGLINE	Gilroy Bold (All Caps/Spacing 20%)	<div><div></div><div></div><div></div></div>

04

Brand Assets

Icons

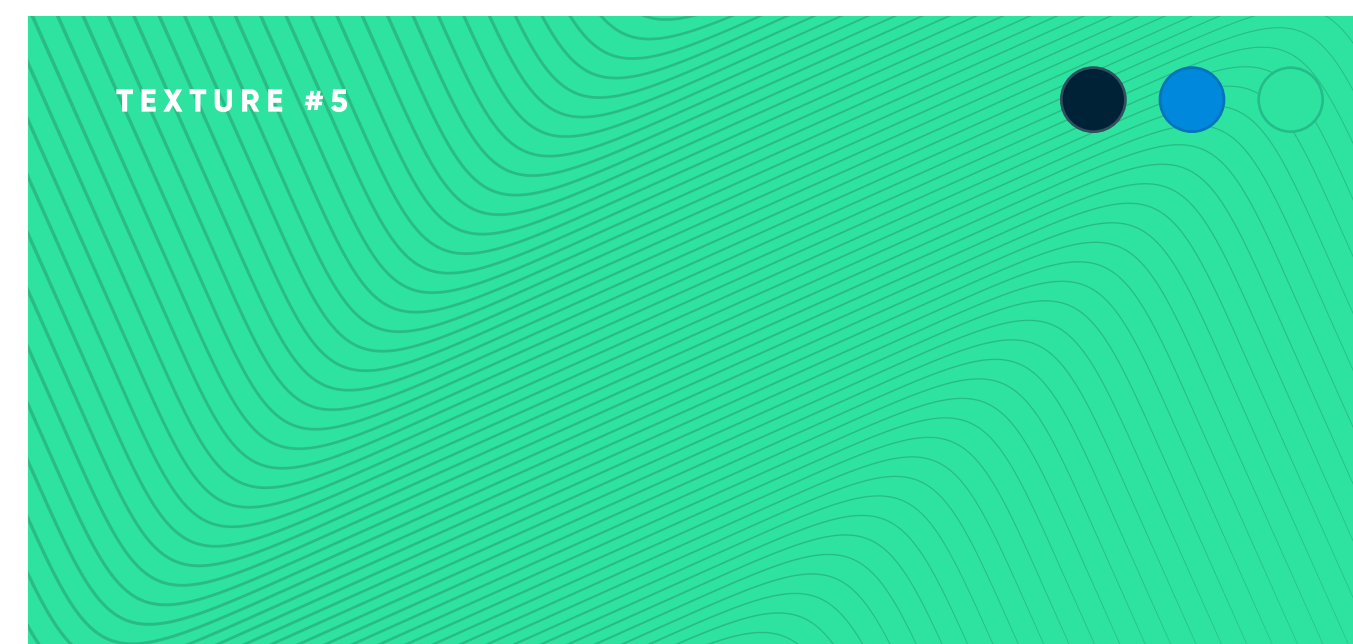
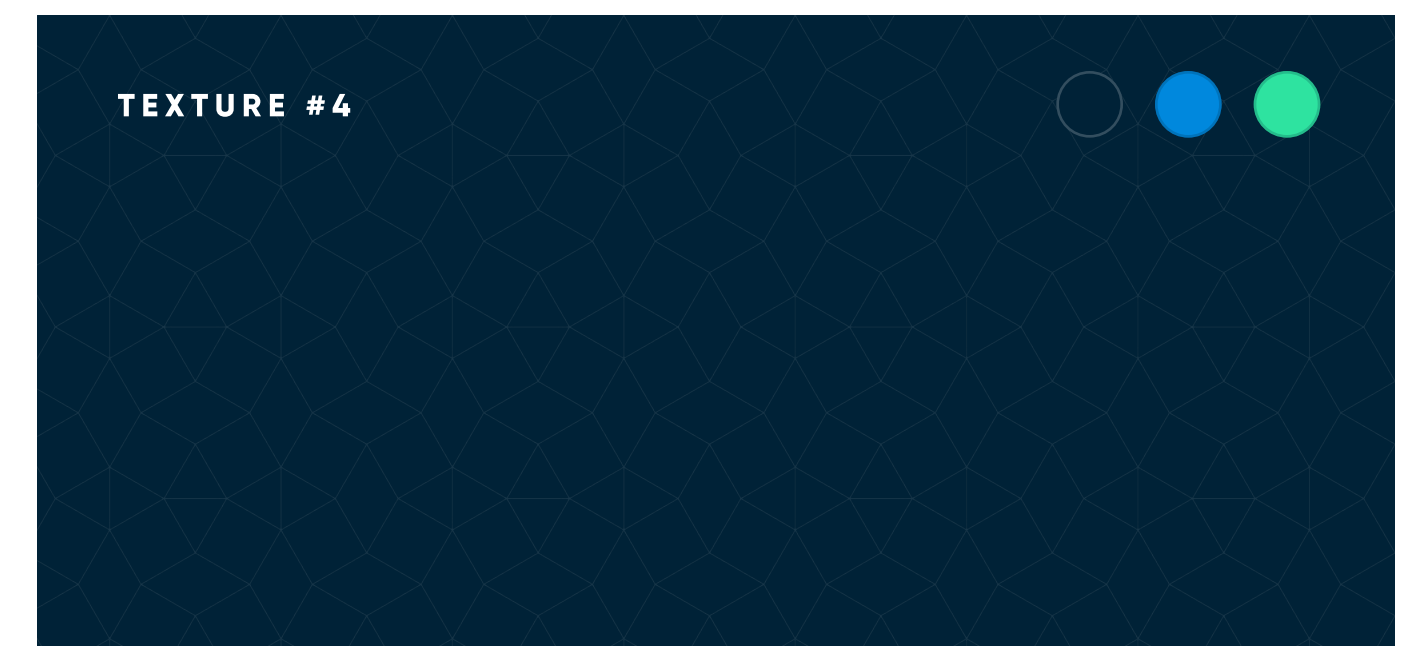
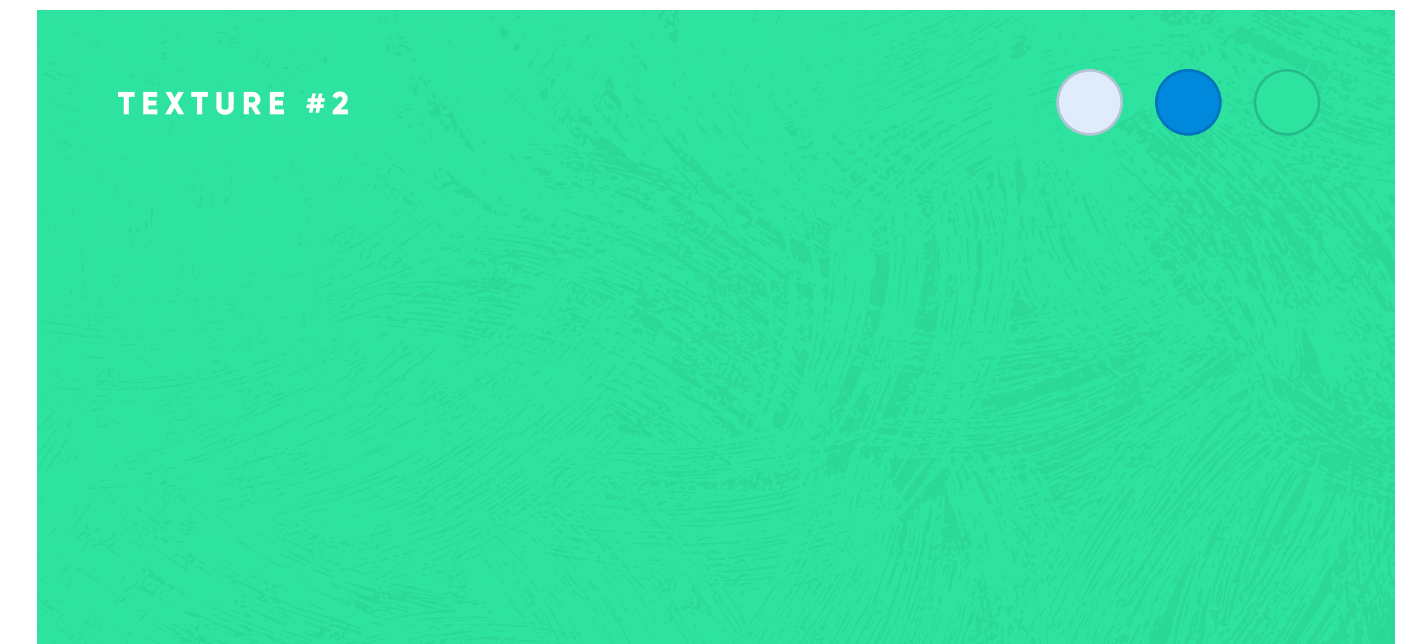
Icons can be a great way to bring essential content to life. They are a visual attention grabber and can help your website visitors easily find and scan content. When you use icons for your own design, make sure you base them on metaphors that people understand, or introduce them together with more descriptive text.



Textures / Patterns

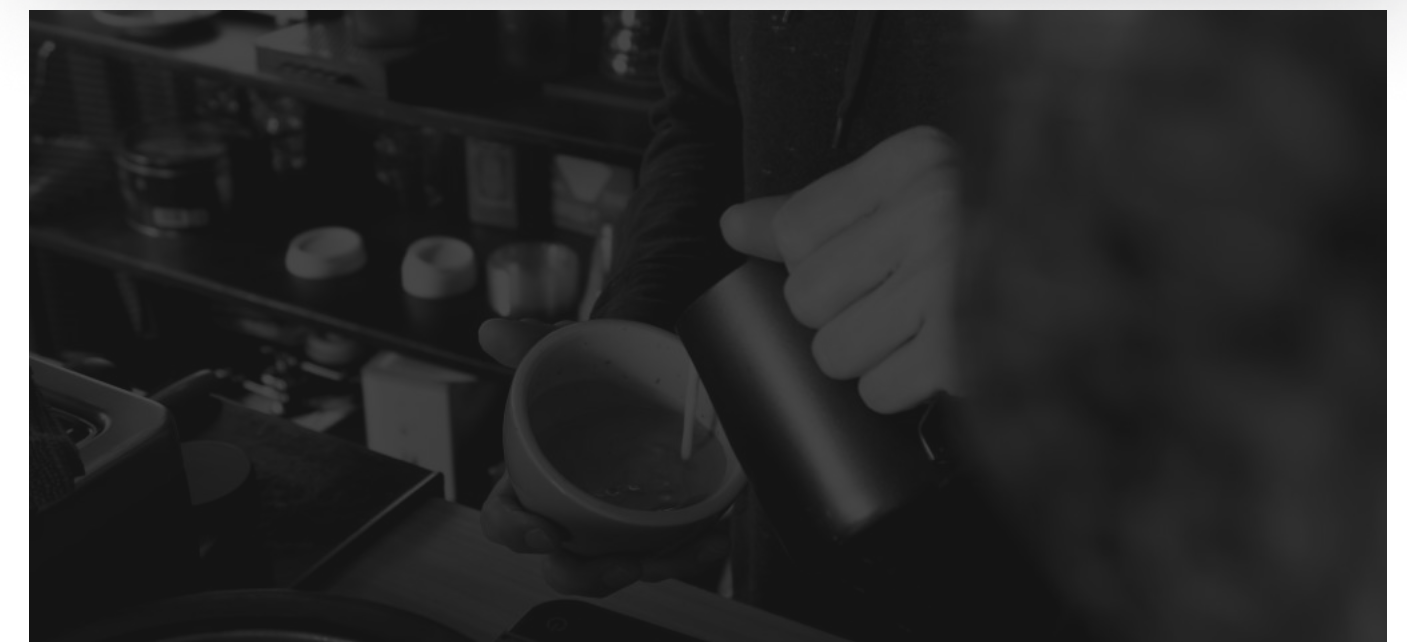
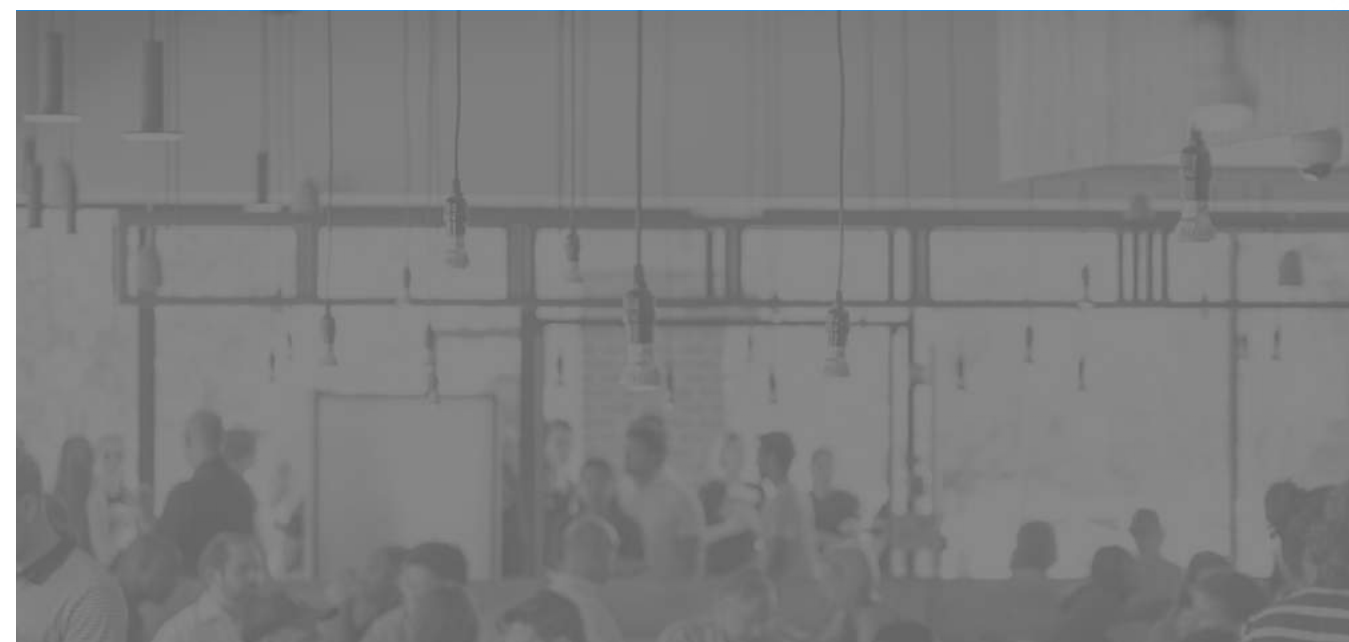
Textures should be used to accent or add excitement and fun to a creative. It should be incorporated into a design in a subtle way and not typically the main focus of the creative unless it is being used to highlight the Harri logo.

The textures should overlay the colors with 10% opacity



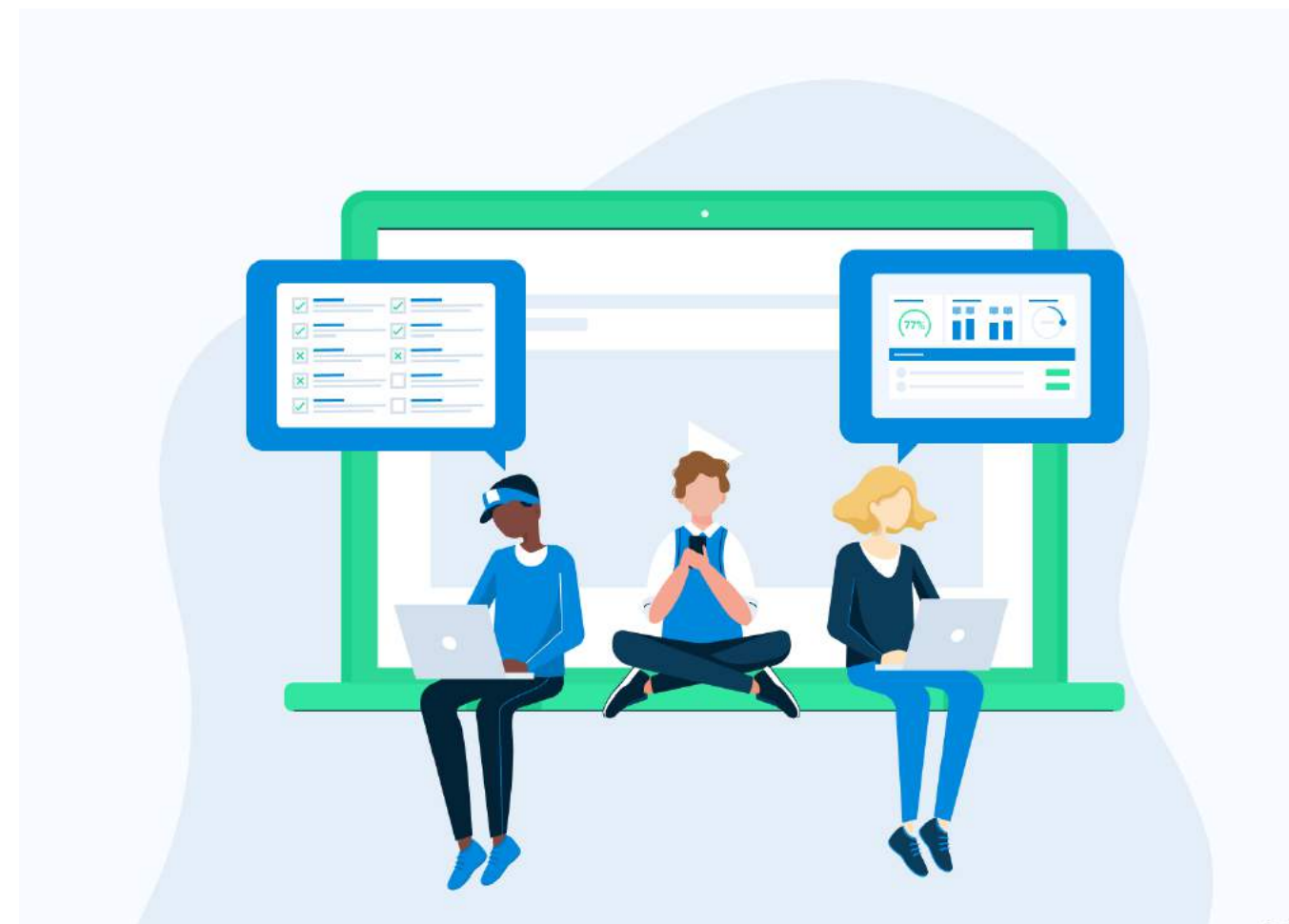
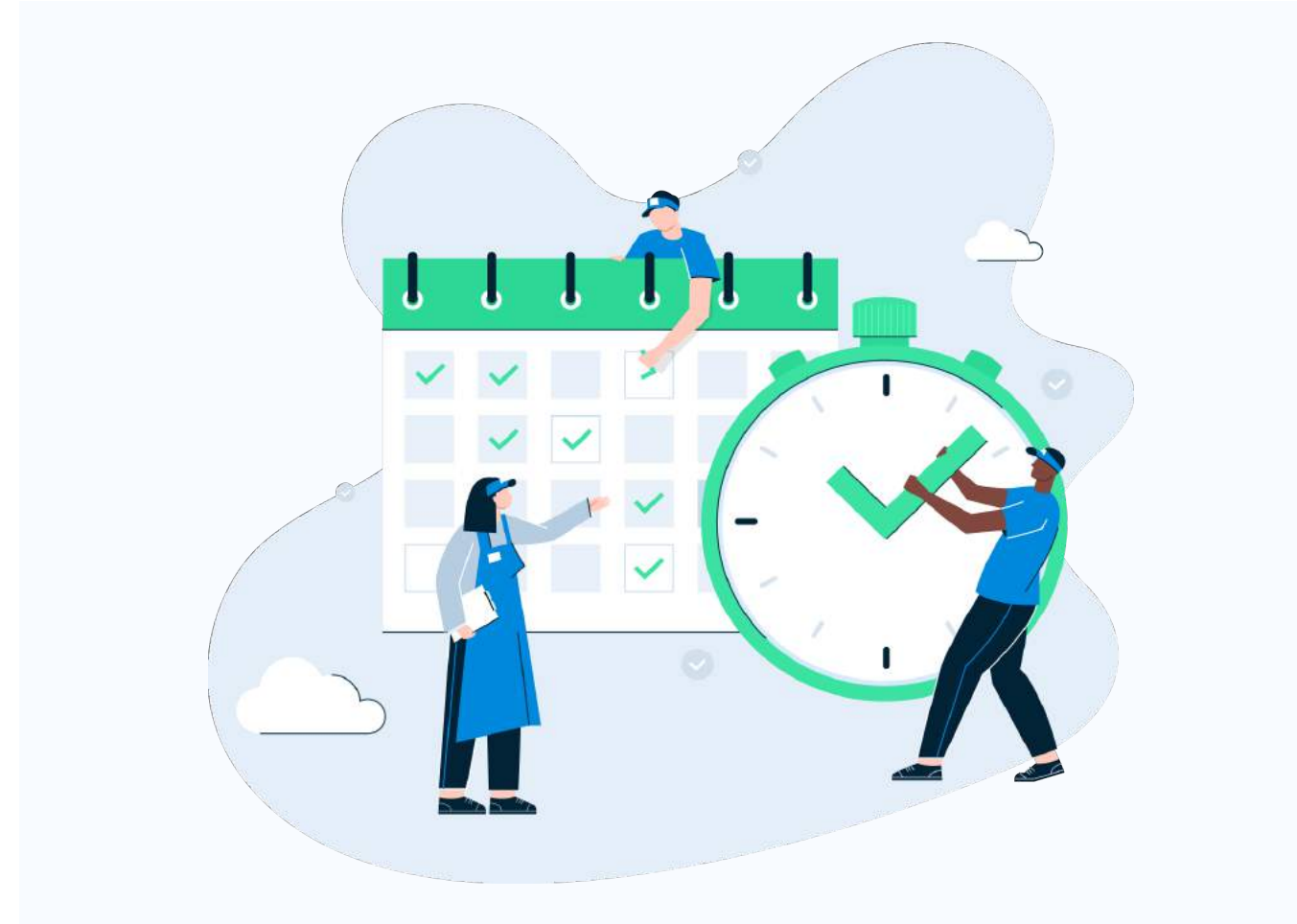
Images

Use consistent image styles to build strong and consistent branding that helps clarify what our business stands for, allowing us to communicate our purpose and brand personality.



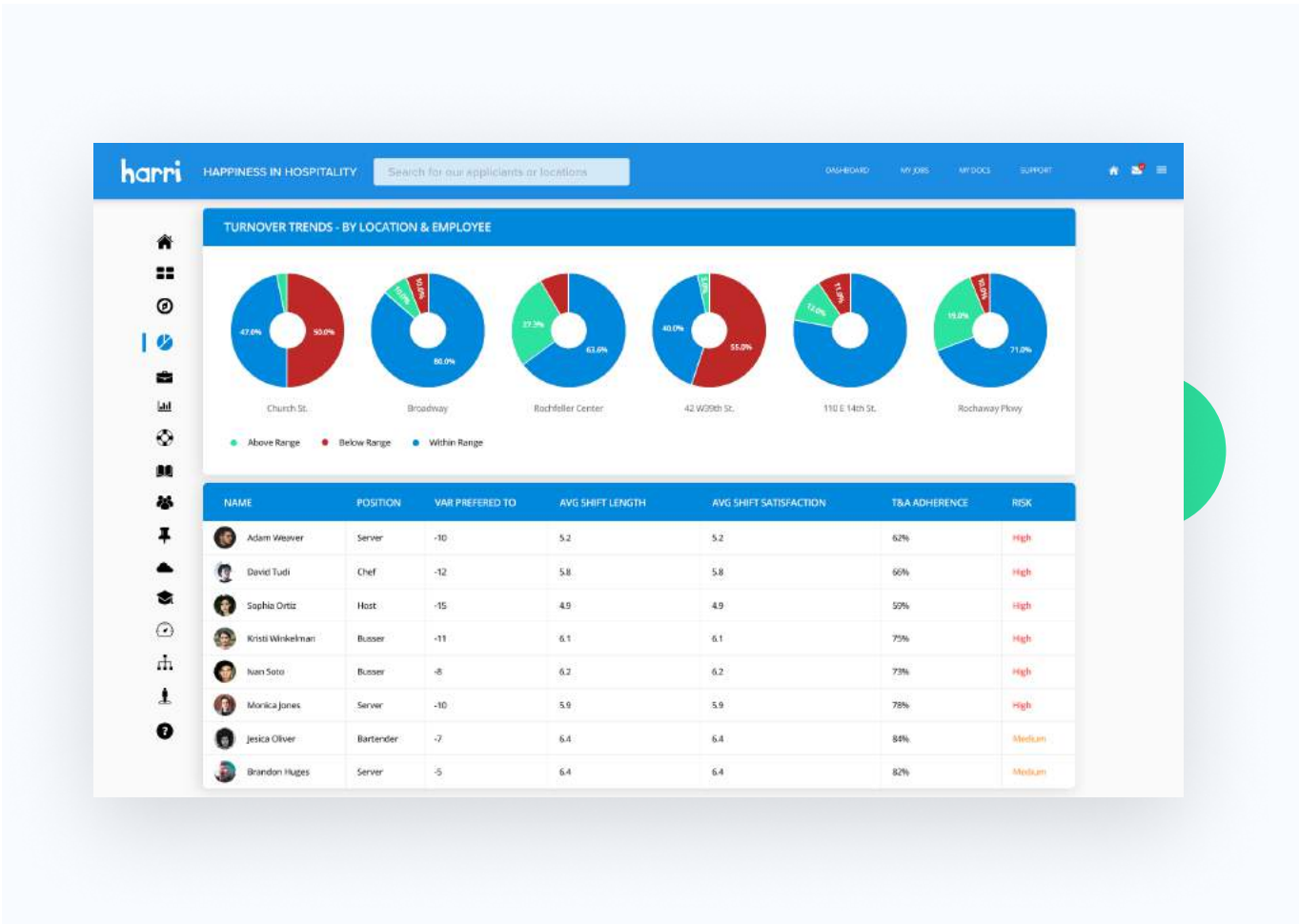
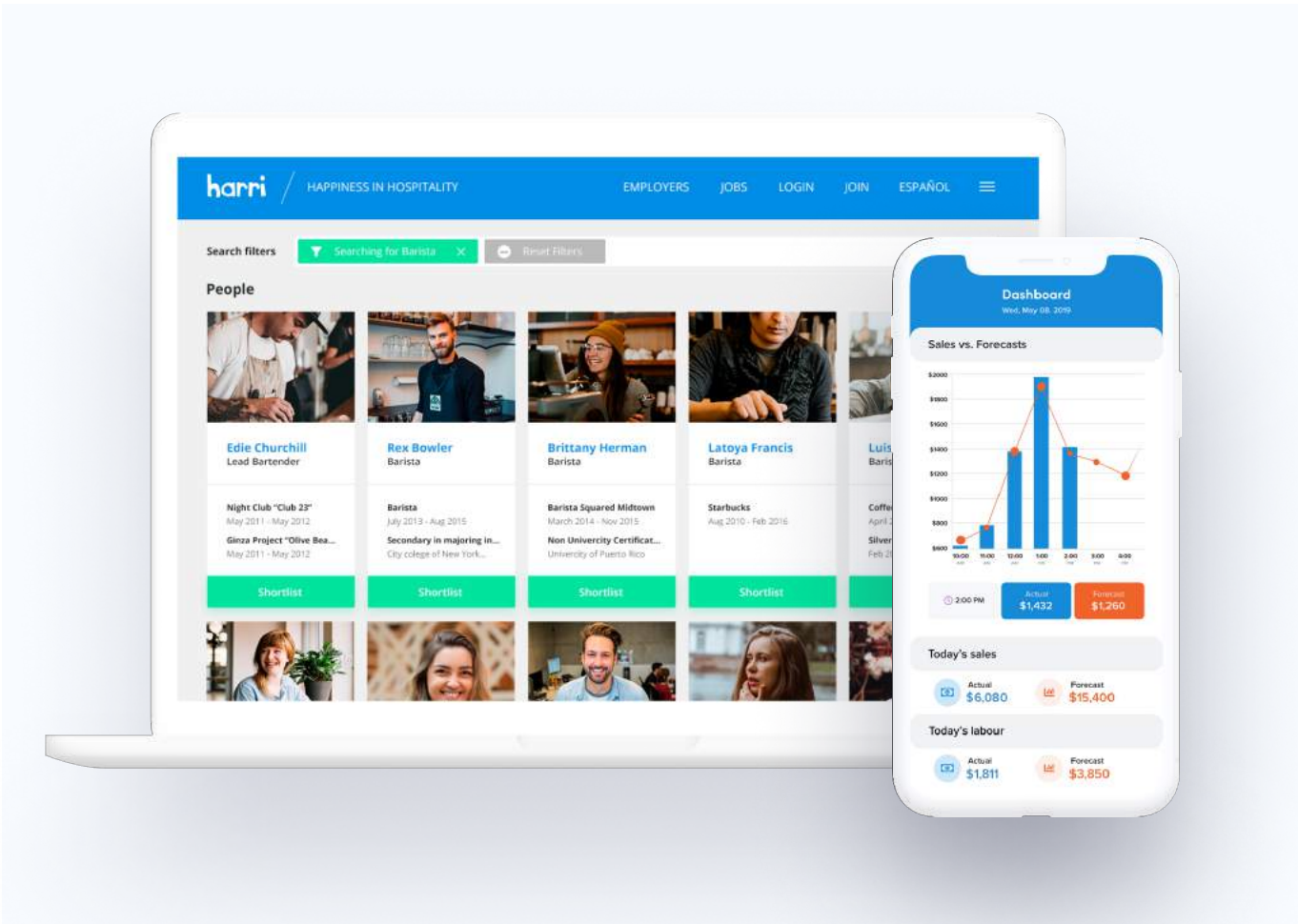
Illustrations

Vector images, which are made of thin lines and curves known as paths, are rooted in mathematical theory. Vector graphics must be created in computer software that is designed to create this intricate wireframe-type image and each line includes defined node positions, node locations, line lengths, and curves. Because of this defined, formulaic approach to drawing, each image can be sized and scaled repeatedly and limitlessly without losing resolution or beginning to look cloudy or pixelated.



Product

Screenshots are becoming valuable online currency for communicating more effectively. Knowing when and how to use screenshots can help set you apart from everyone else. Please use the confirmed product screenshots which you can find in this folder.



harri

Do you have any questions or ideas?
Let's talk :)

marketing@harri.com