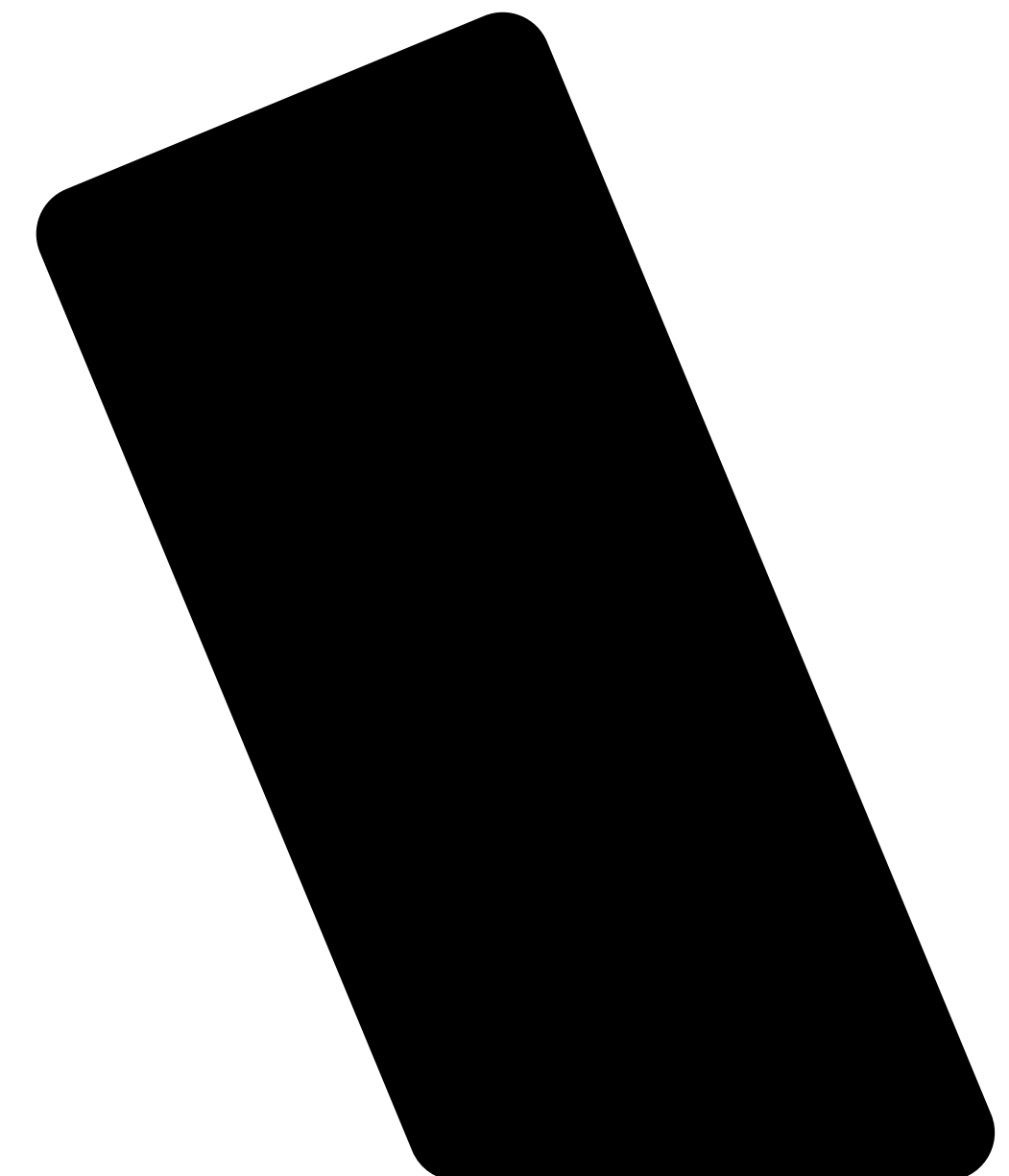
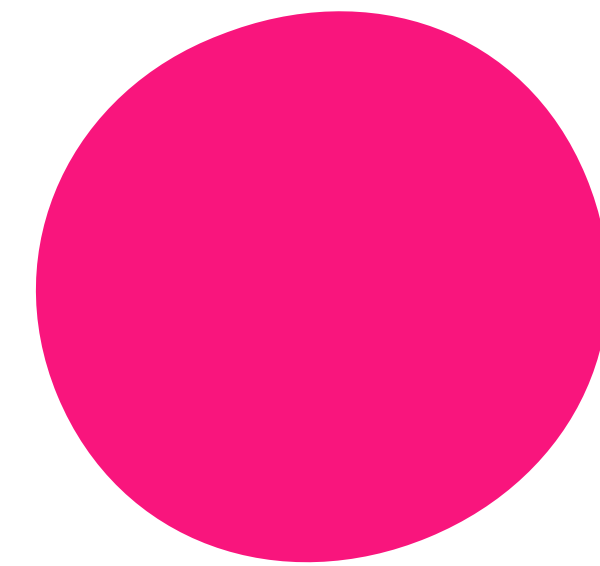


Brand Guidelines

A complete guidelines of HileDisplay

Introduction

This document contains the rules for our visual communication system. Follow these rules strictly to maintain brand consistency. This includes all of the element you may need logos, type-

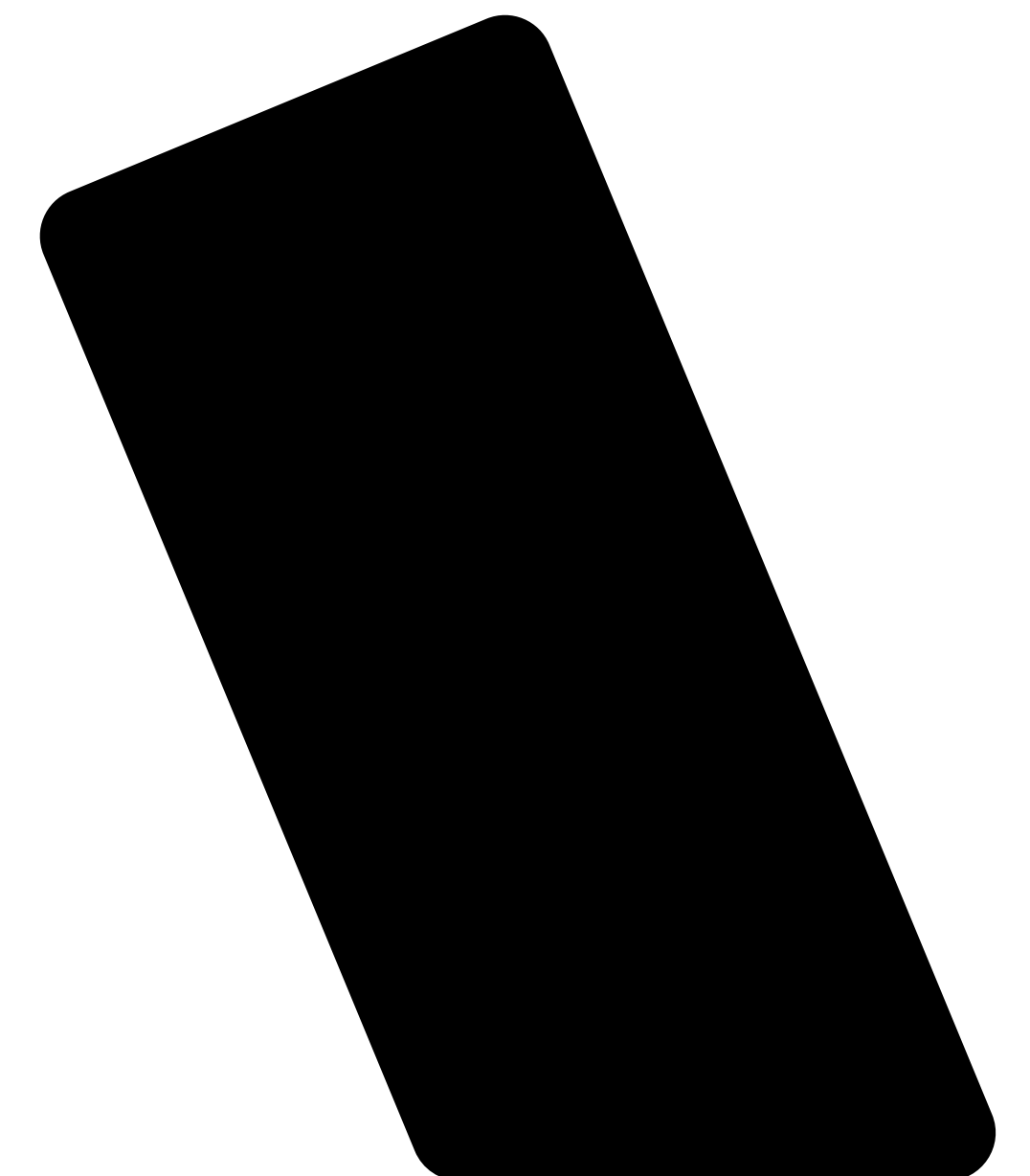
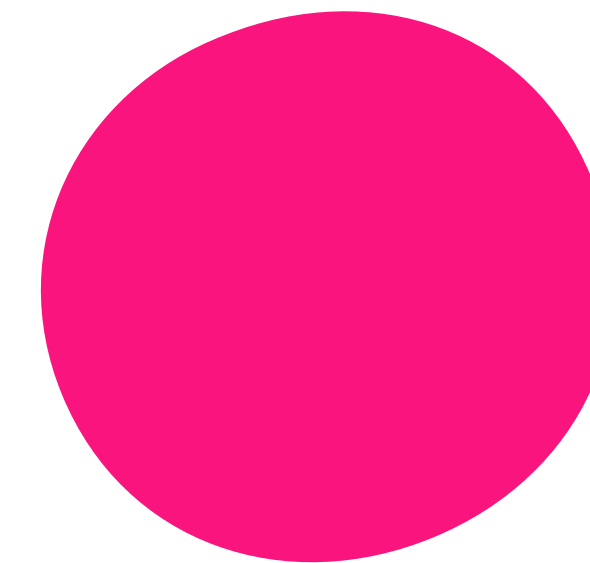


Objective

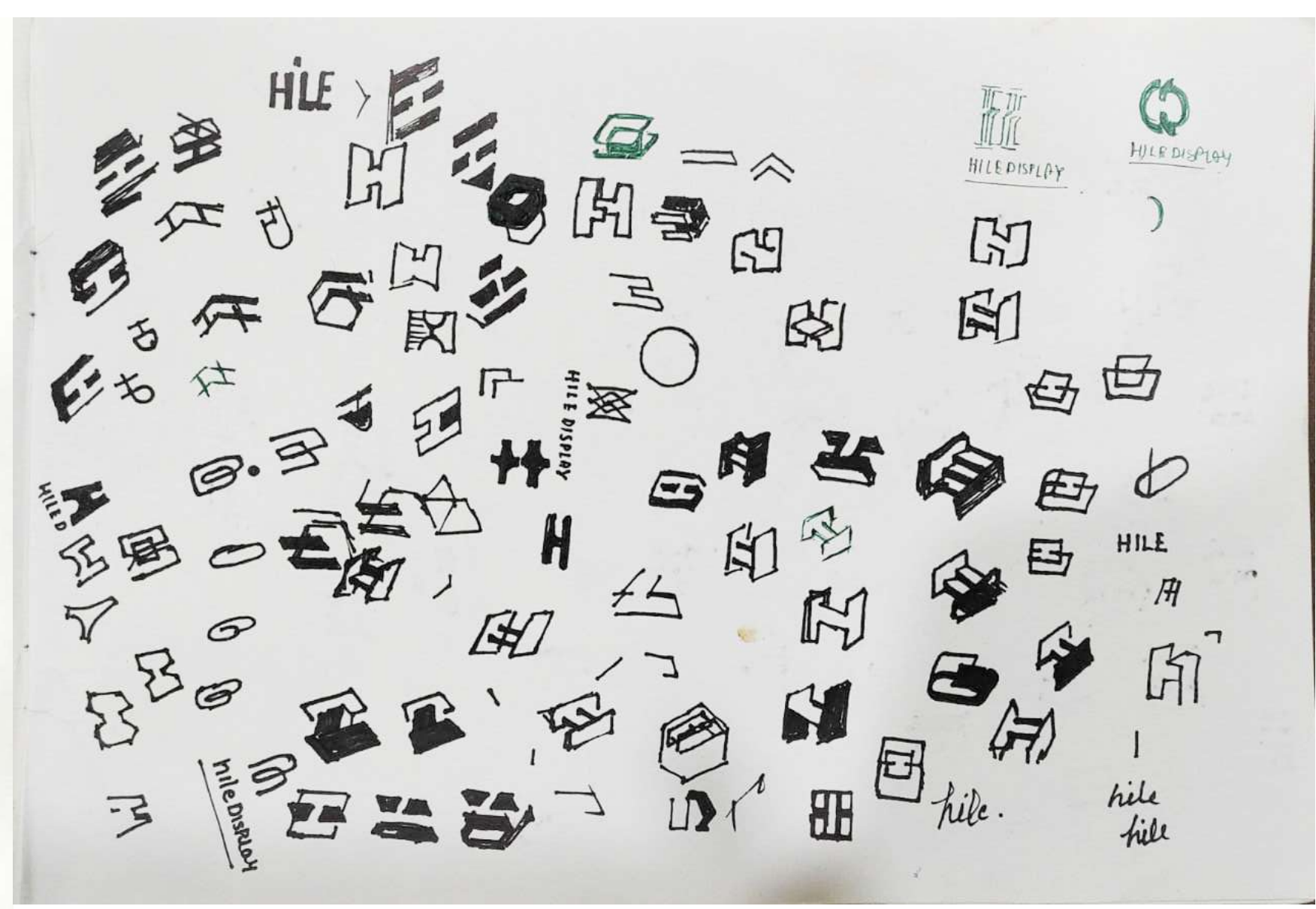
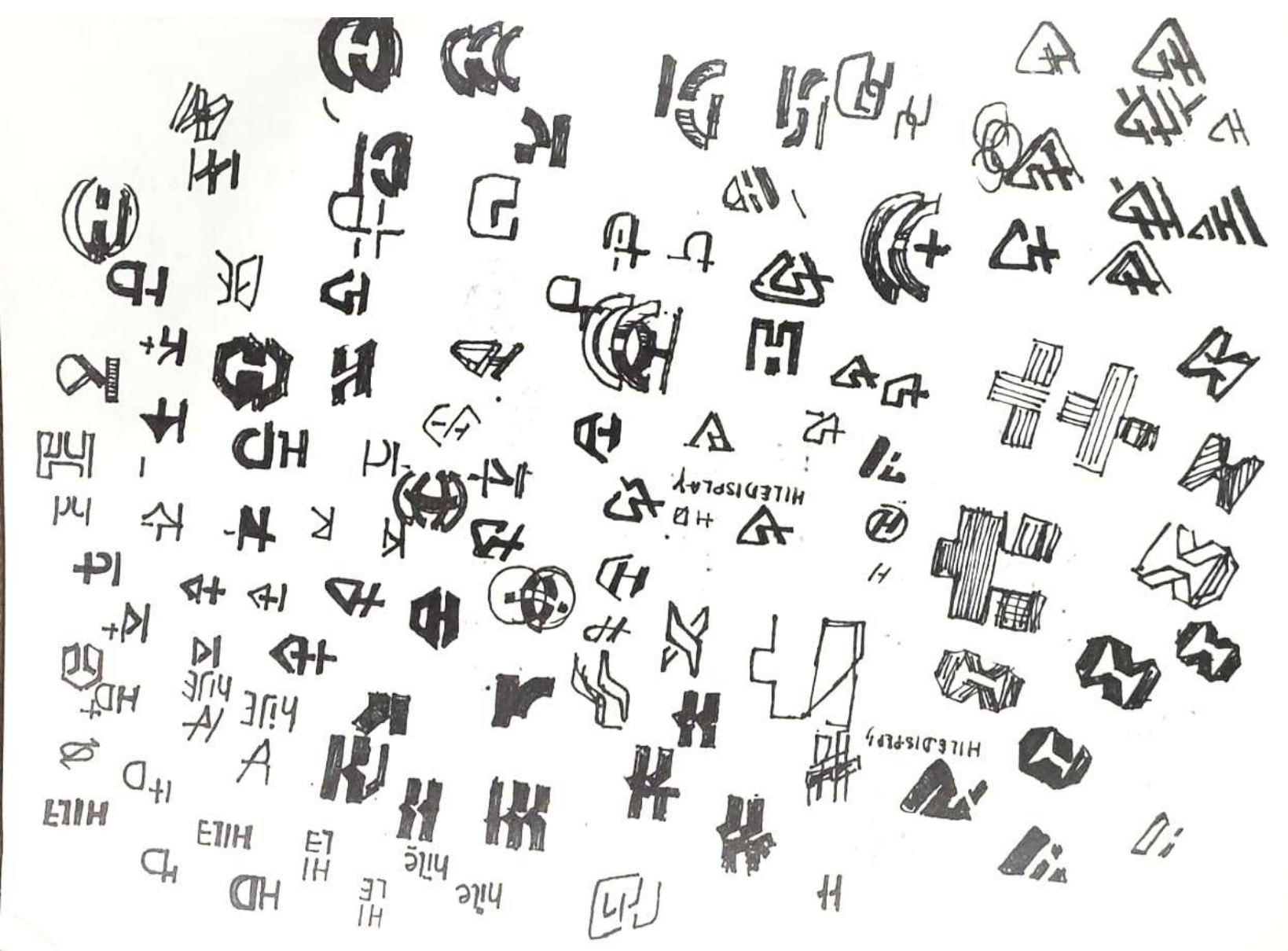
Design a brand, in short, create the signature of the company Hile Display. It should be effective and capable of reminding the consumer about the name and products of the company within a fraction of a second.

The logo should be simple, relevant, memorable timeless, and versatile and the main, it should be MODERN as our business define the new products of the modern world.

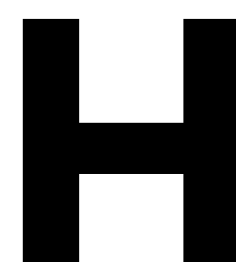
It should differentiate our brand from other companies or similar associations. It should define the quality of the business with its own presence. The shape and color should be easier for the human brain to process and memorize than words are. It should stand with the businesses and organizations around the world and should create its own significance around them.



Rough



Mark Origin



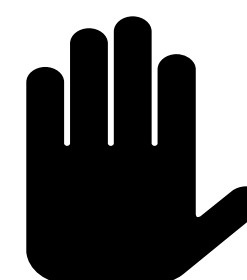
H initial

+



I initial

+



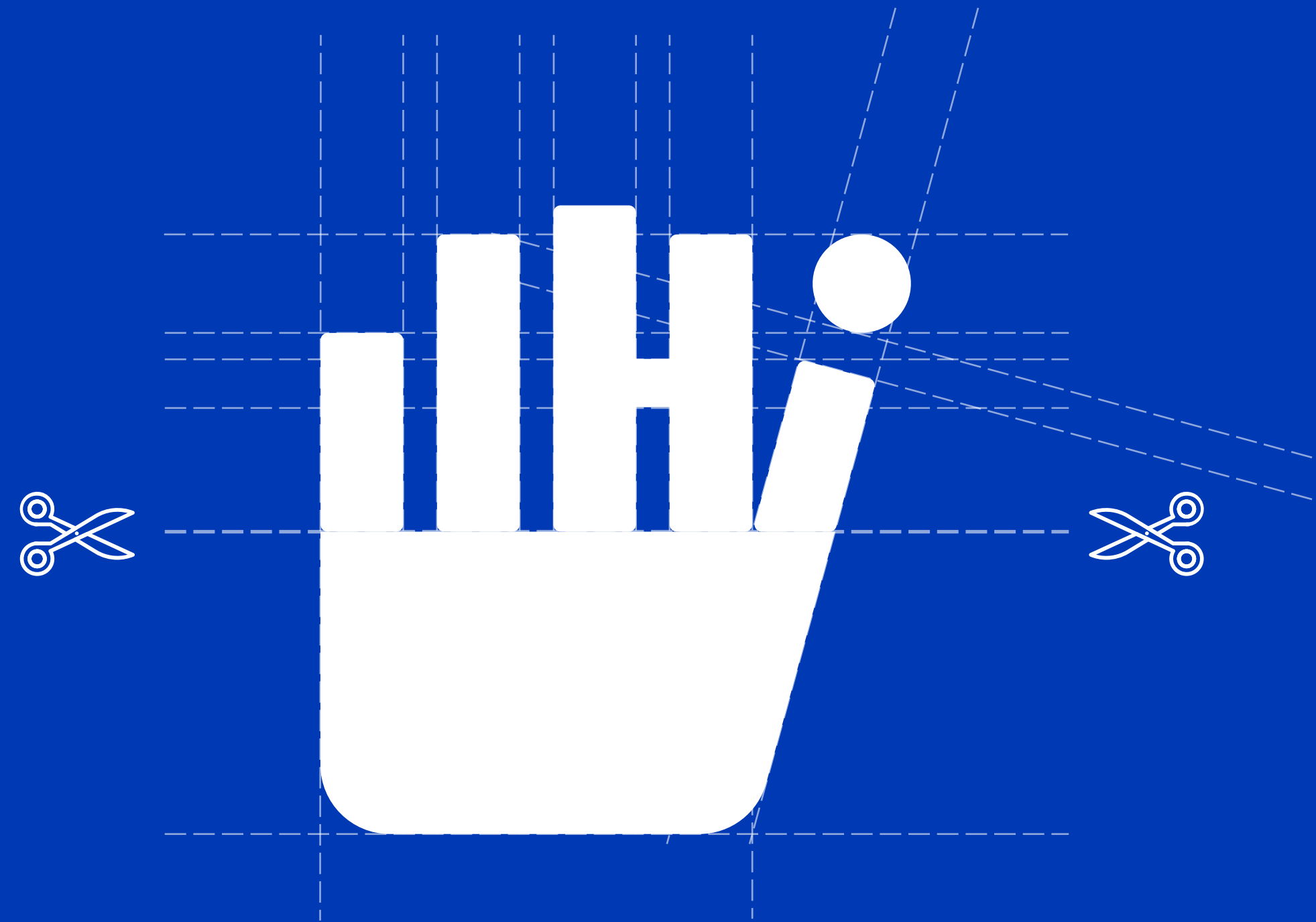
HI

=



Logo Mark

Logo Mark Making



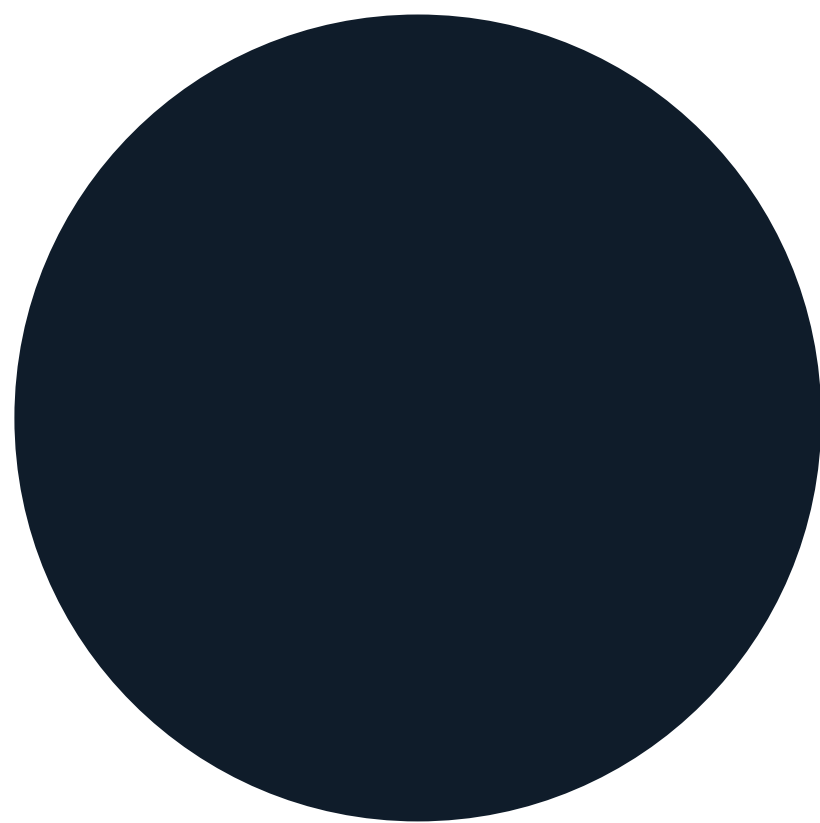
Logo Mark Making



Mono Color Logo

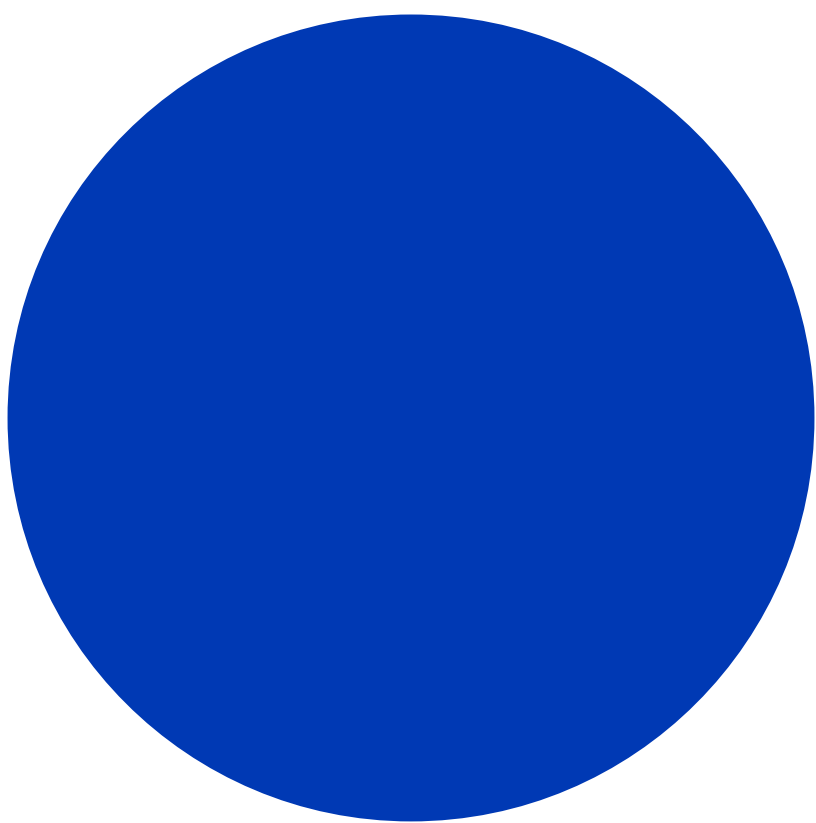


Color Scheme



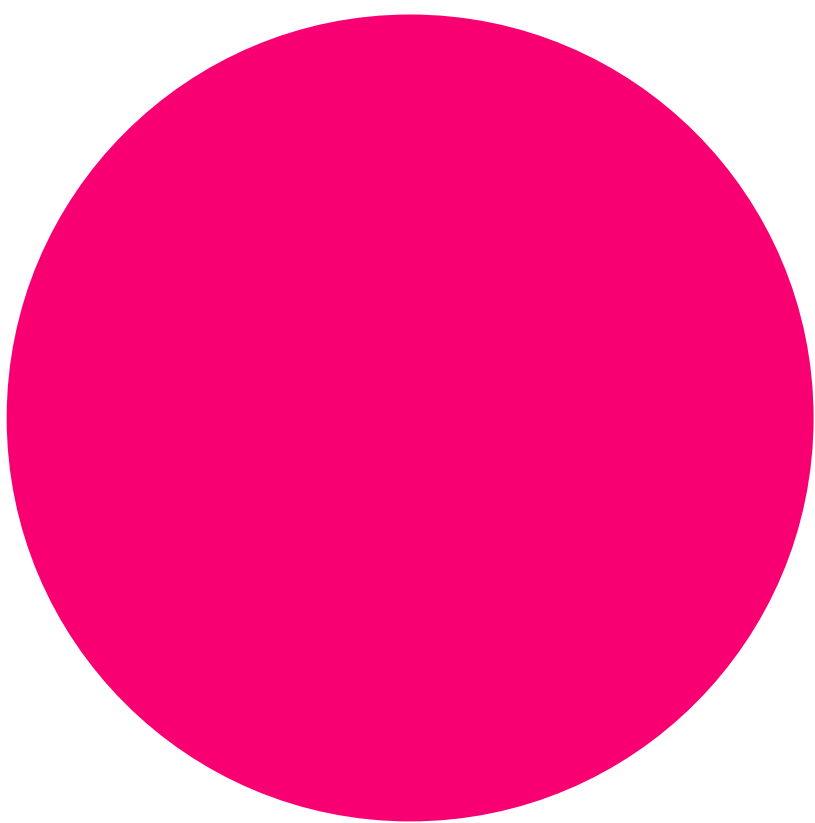
Rich Back Fogra

CMYK 64, 33, 0, 84
HEX 0F1C2A
RGB 15, 28, 42



Deep Sky

CMYK 100, 68, 0, 29
HEX 0039B4
RGB 0, 57, 180



Flickr Pink

CMYK 0, 100, 54, 2
HEX F90072
RGB 249, 0, 114



HileDisplay

Background Logo

Alternatives color combos. Here different color ways you can do with the logo.





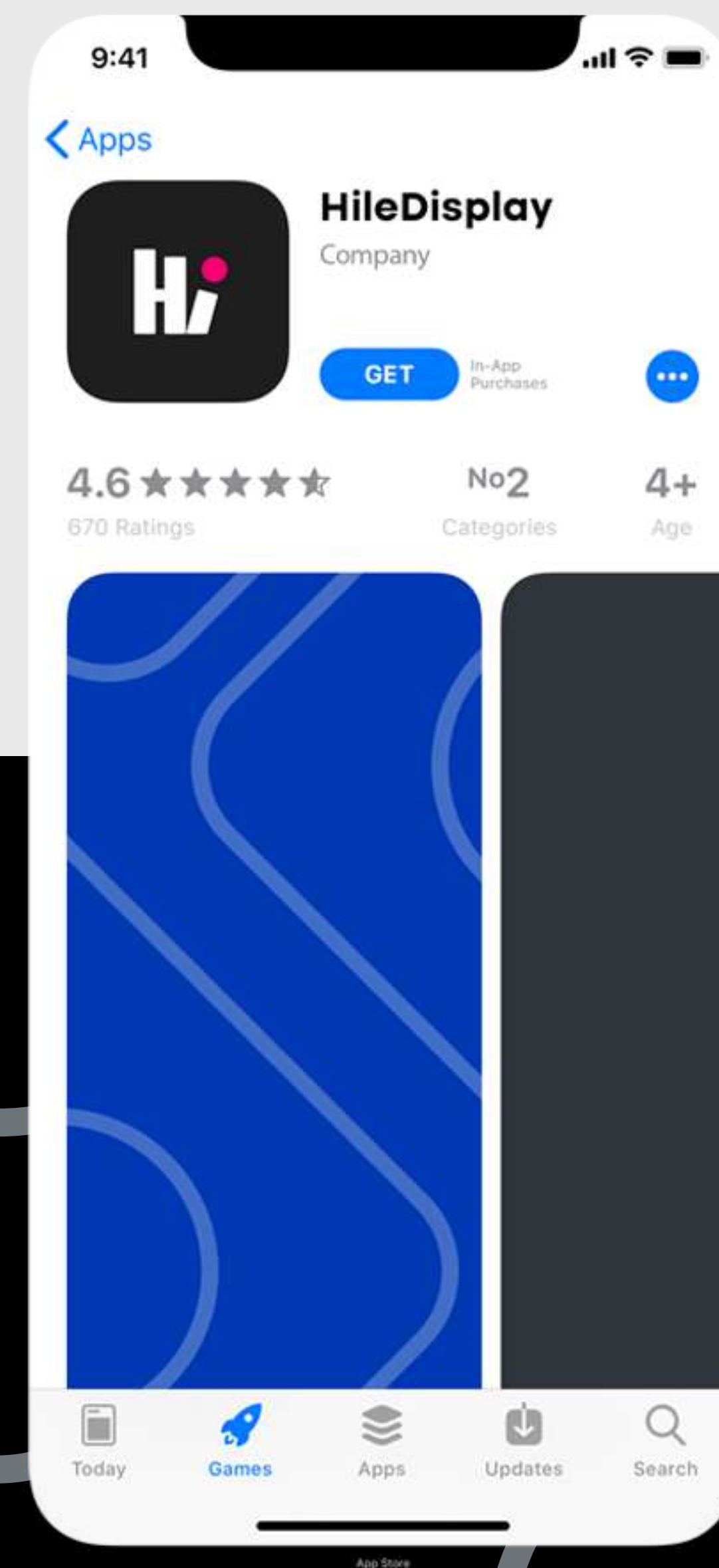
Brand
Value



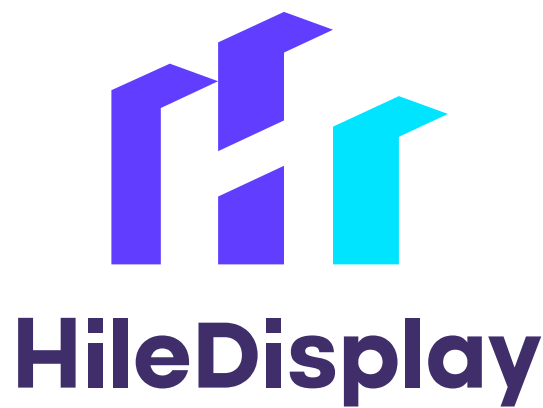
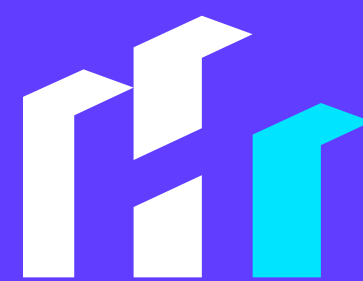
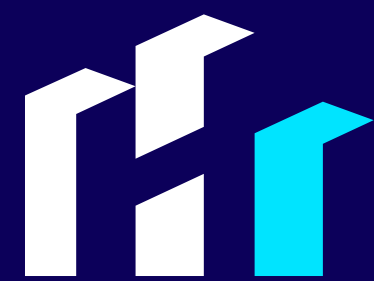




App Icon



Alternative Concept 2



Thank You



Specializer Display
Industry Manufacturing