HARMONY
BRAND GUIDELINES

Hy
HARMONY

Project Manager	Claire Mulrone
Creative Director	Adrian Hickey
Interactive Designers	Chloe Mooney
	Hollie McCartney
	Lucy Fleming

Logo

This is the main logo for Harmony, encompassing the first and last letter of the brand name. The black logo works best when placed against white with minimal illustations. The white alernate works best when overlayed over one of the 5 colours of wellbeing, or on top of product photograhy.

Illustration Overlays

These background illustrations work best behind logos and products when set at 17% opacity.

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Logo Variations

White on black variation.

Hy
HARMONY

Logo Variations

Black on white variation.

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Logo Variations

White on Vitality Blue.

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Logo Variations

White on Nourish Green.

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Logo Variations

White on Bliss Yellow.

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Logo Variations

White on Boom Pink.

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Logo Variations

White on Serenity Purple.

Fonts and colour pallette

Light - abcdefghijklmnotqrstuvwxyz
Light Italic - abcdefghijklmnotqrstuvwxyz
Italic - abcdefghijklmnotqrstuvwxyz
Regular - abcdefghijklmnotqrstuvwxyz
Bold - abcdefghijklmnotqrstuvwxyz
Bold Italic - abcdefghijklmnotqrstuvwxyz
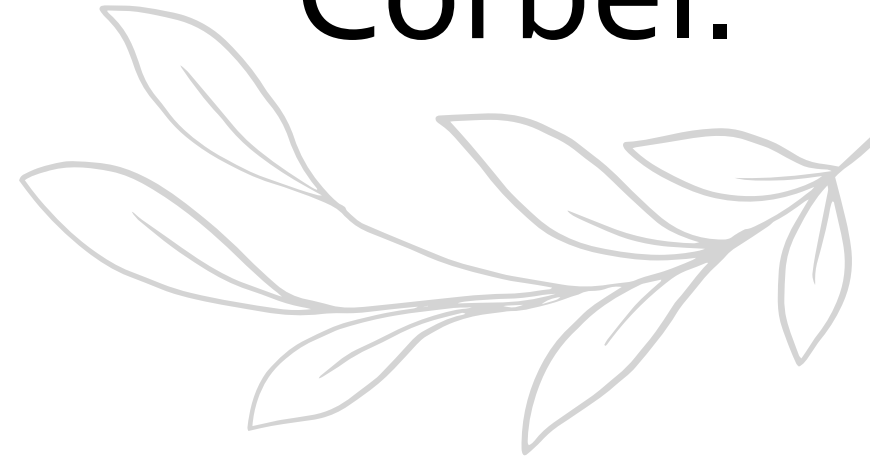
12 pt Harmony

24pt Harmony

30pt Harmony

36pt Harmony

48pt Harmony

60pt Harmony

Corbel.

The font family used for 'Harmony'
is **Corbel** and we reccomend
that only this family be used for
all assests, from social media to
packaging and websites.

All fonts are available within the
'Font' folder within the 'Brand
Guidelines' folder. Pleas install
these prior to adjsuting text within
any document.

Fonts and colour pallette

Vitality

HEX #60A5DB	HEX #1AA8EC	HEX #0096D3	HEX #7ACFED
RGB 96, 165, 219			
CMYK 63, 23, 0, 0			

Nourish

HEX #639465	HEX #008742	HEX #98C5AA
RGB 99, 148, 101		
CMYK 66, 23, 69, 6		

Bliss

HEX #FFC21B	HEX #FCA900	HEX #FFDF73
RGB 12, 34, 56		
CMYK 12, 34, 56, 78		

Fonts and colour pallette

Serenity

HEX #AE7DB5	HEX #9D3C99	HEX #B564AF	HEX #DFBDDB
RGB 174, 125, 181			
CMYK 37, 58, 0, 0			

Bloom

HEX #F3A2BE	HEX #FC82A6	HEX #FFCFDF
RGB 243, 162, 190		
CMYK 0, 48, 7, 0		

Font

HEX #000000	HEX #858285	HEX #D3E6E7
RGB 0, 0, 0		
CMYK 0, 0, 0, 100		

Extra Assets

Coloured Illustrations

These are illustations that are tied to a particular section of wellbeing, each to be used with their respective colour only.

Botanical Illustrations

These are illustations thatcan be used across the board, more specifcailly on white backgrounds with an opcaity of 17%.

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