

HARMONY BRAND GUIDELINES



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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 illustrations. The white alternate works best when overlayed over one of the 5 colours of wellbeing, or on top of product photography.

Illustration Overlays

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



The image displays the 'Hy' logo in a large, bold, black sans-serif font. Below it, the word 'HARMONY' is written in a smaller, all-caps, black sans-serif font. The background features faint, light gray line art illustrations of various flowers and leaves, which are the 'background illustrations' mentioned in the text. A horizontal line with an arrow points from the text 'These background illustrations work best behind logos and products when set at 17% opacity.' to the background.



Logo Variations

White on black variation.



Logo Variations

Black on white variation.



Logo Variations

White on Vitality Blue.



Logo Variations

White on Nourish Green.



Logo Variations

White on Bliss Yellow.



Logo Variations

White on Boom Pink.



Logo Variations

White on Serenity Purple.

Fonts and colour palette

Light - abcdefghijklmnotqrstuvwxyz

Light Italic - abcdefghijklmnotqrstuvwxyz

Italic - abcdefghijklmnotqrstuvwxyz

Regular - abcdefghijklmnotqrstuvwxyz

Bold - abcdefghijklmnotqrstuvwxyz

Bold Italic - abcdefghijklmnotqrstuvwxyz

12 pt Harmony

24pt Harmony

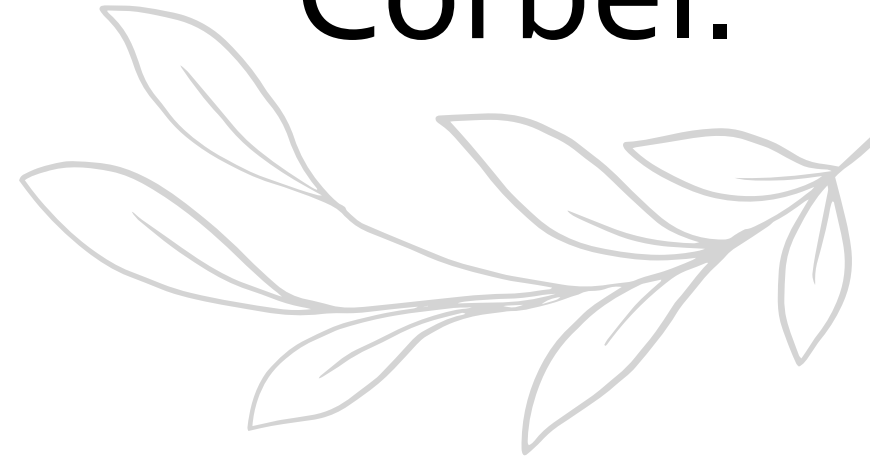
30pt Harmony

36pt Harmony

48pt Harmony

60pt Harmony

Corbel.



The font family used for 'Harmony' is **Corbel** and we recommend 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 palette



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

Vitality



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

Nourish



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

Bliss



Fonts and colour palette



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

Serenity



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

Bloom



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

Font



Extra Assets



Coloured Illustrations

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



Botanical Illustrations

These are illustrations that can be used across the board, more specifically on white backgrounds with an opacity of 17%.



The background is a solid dark green color. Overlaid on this are several stylized, light green leaf outlines. The leaves are elongated and pointed, with fine lines indicating veins. They are arranged in a way that suggests a plant branch, with some leaves pointing upwards and others downwards. The overall aesthetic is clean and modern, with a natural theme.

Hy

HARMONY