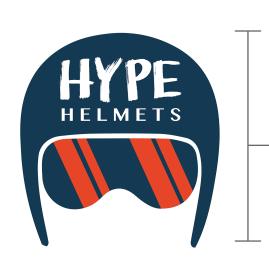# HYPE
## HELMETS

## STAY WARM OR COOL DOWN

HYPE Helmets is more than just a logo. It is a visual identification system that is made up of many parts to convey the core of HYPE Helmets and what we stand for. Following these guidelines will ensure the logo is used in a way that upholds the aesthetic standards and keeps our brand looking professional and cohesive.

## MINIMUM SIZE

The smallest the logo should be represented is 2" tall.

# PRIMARY LOGO

HYPE Helmets primary logo is a **vibrant** logo mark. It has a BLANK, BLANK vibe, and the BLANK style makes it feel **unique**, **creative**, and BLANK. The paint-like strokes gives it a sense of BLANK to emphasize the **active** nature of the brand.Keeping the letterforms all one height gives it structure.

This is the  main logo that will be used across primary brand applications. This trademark helps audiences identify HYPE Helmet's storefront, products, web presence, ads and other materials. It is essential to the success of the brand that the logo always be applied with care and respectin every application according to these guidelines.

# SECONDARY LOGOS

HYPE Helmets secondary word mark can be used in place of the primary logo (but should never be used directly next to the primary logo). For example, don't use A as the profile picture if the primary logo is used in the header- it looks repetitive and isn't good use of the brand elements.

The symbol can be used when the full primary logo is not necessary or in cases where the brand name is already displayed in plain text. For example, the helmet could be used as the profile picture on Instagram since the username will be adjacent to it in plain text.

WORD MARK

A. stacked

SYMBOL

B. symbol

A.

# HYPE
## HELMETS

B.

## UNACCEPTABLE  USAGE

A few rules are necessary for maintaining the integrity of the brand. Don't compromise the overall look of the logoby rotating, skewing or distorting in any way. Here are a few examples of a some ways you should NEVER consider using the logo.

A. Don't rotate the logo.

B. Don't squash or stretch the logo.

C. Don't rearrange parts or create compositions that are not already provided.

D. Don't use logo variations next to the primary logo in the same design.

E. Don't use off brand colors. Reference color usage section.

F. Don't use other text styles or drop shadows.

A.

HYPE
HELMETS

B.

HYPE
HELMETS

C.

HYPE
HELMETS

D.

HYPE
HELMETS

E.

HYPE
HELMETS

F.

HYPE
HELMETS

A.

B.

HYPE
HELMETS

C.

HYPE
HELMETS

BRAND GUIDELINES

## COLOR USAGE

The color usage for HYPE Helmets is fairly minimal. The primary logo will be mostly used on a white background (A). If using colored backgrounds, the secondary logo should be used (B & C).

# TYPOGRAPHY

Typography is a powerful brand tool when used consistently. This set of typefaces best represent the active and strong feel of the brand and should be used accross all print and web applications.

KG Life is Messy
UPPERCASE
Letter Spacing: 0px

Use for large headlines.

# KG LIFE IS MESSY
## REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Sinhala Mn
UPPERCASE
Letter Spacing: 40px

Use for smaller headlines.

# SINHALA MN
## BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Cogito
Sentence Case
Letter Spacing: 0px

Use for body copy.

# Cogito
## Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

HYPE Blue
CMYK: 93, 72, 44, 37
RGB: 27, 59, 83
Hex: #1b3b53

HYPE Red-orange
CMYK: 5, 87, 98, 1
RGB: 226,71,39
Hex: #e24727

# COLOR PALLET

Color is an integral part of brand identity. Consistent use of the color palette will not only reinforce the cohesiveness of the brand,but color also serves a psychological purpose by communicating a certain feeling to your audience.