



**HYPE**

**HELMETS**



## **STAY WARM OR COOL DOWN**

HYPE Helmets is more than just a logo. HYPE Helmets is a visual representation that conveys the company's core competencies. The following guidelines have been implemented to uphold the aesthetic standards and ensure that the brand image is used in a consistently professional and appropriate manner.



## MINIMUM SIZE

The smallest the logo should be represented is 2" (144 px) tall.

## PRIMARY LOGO

HYPE Helmets' primary logo is a **vibrant** logo mark. It's **retro** vibe and **sporty** style makes it feel **unique, creative** and appealing to the customer. The paint-like strokes give it a sense of **creative-freedom**, emphasizing the **active** nature of the brand, while keeping the letterforms at a uniform height lends the logo structure and achieves balance within the image.

This is the primary logo that will be used across all brand and product applications. This unique logo will help audiences to better identify the brand's image across products, advertisements and other applications. It is crucial that the company's logo be consistently used with careful consideration in order to best preserve the company's brand equity.

## 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 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

There are a few rules that must be followed when using the logo in order to best maintain the integrity of the logo and brand overall. It is paramount that the overall aesthetic of the logo is not compromised by rotating, skewing or distorting the image in any way. Here are a few examples of some ways that the logo should NOT altered.

- 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 the secondary logos in conjunction with each other.
- E. Don't use off brand colors. Reference color usage section.
- F. Don't use other text styles or drop shadows.



A.



B.



C.



D.



E.



F.



A.



B.

**HYPE**  
HELMETS

C.

**HYPE**  
HELMETS

## **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 an extremely useful and powerful branding tool when used appropriately. This collection of typefaces effectively represents the active nature of the brand and should be used consistently across 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

# SAMPLE TYPOGRAPHY PAGE



# TITLE

## SUBTITLE

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## SUBTITLE

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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 the logo and conveying the overall brand identity. Consistent use of the selected color palette not only reinforces the brand's identity, but also serves a psychological purpose by communicating certain feelings and emotions to the brand's target audience.

