

# BRAND IDENTITY DESIGN

# ANALOGY



# RULER

BRAND ARCHETYPE

CLIENT / HAOG



# LEADER

HAOG IS THE LEADER IN A SPACE WHERE  
TRADITION MEETS INNOVATION

(NORTH STAR/ POLARIS)

OCTOBER 2024



CLIENT / HAOG



# BLOCKCHAIN

OCTOBER 2024

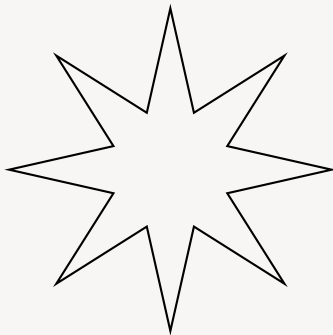
ICONIC  
LUXURY  
SERIOUS  
NICHE  
EXPENSIVE  
TECHNICAL  
GLOBAL  
FORMAL  
MONOCHROMATIC  
MINIMAL  
CONVENTIONAL



BRAND ATTRIBUTES



+



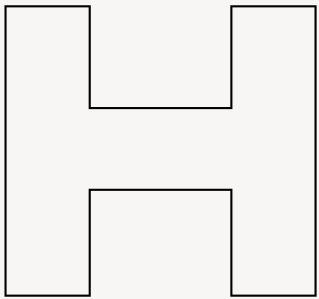
+



+

ICONIC  
LUXURY  
SERIOUS  
NICHE  
EXPENSIVE  
TECHNICAL  
GLOBAL  
FORMAL  
MONOCHROMATIC  
MINIMAL  
CONVENTIONAL

+



**RULER**

**LEADER**

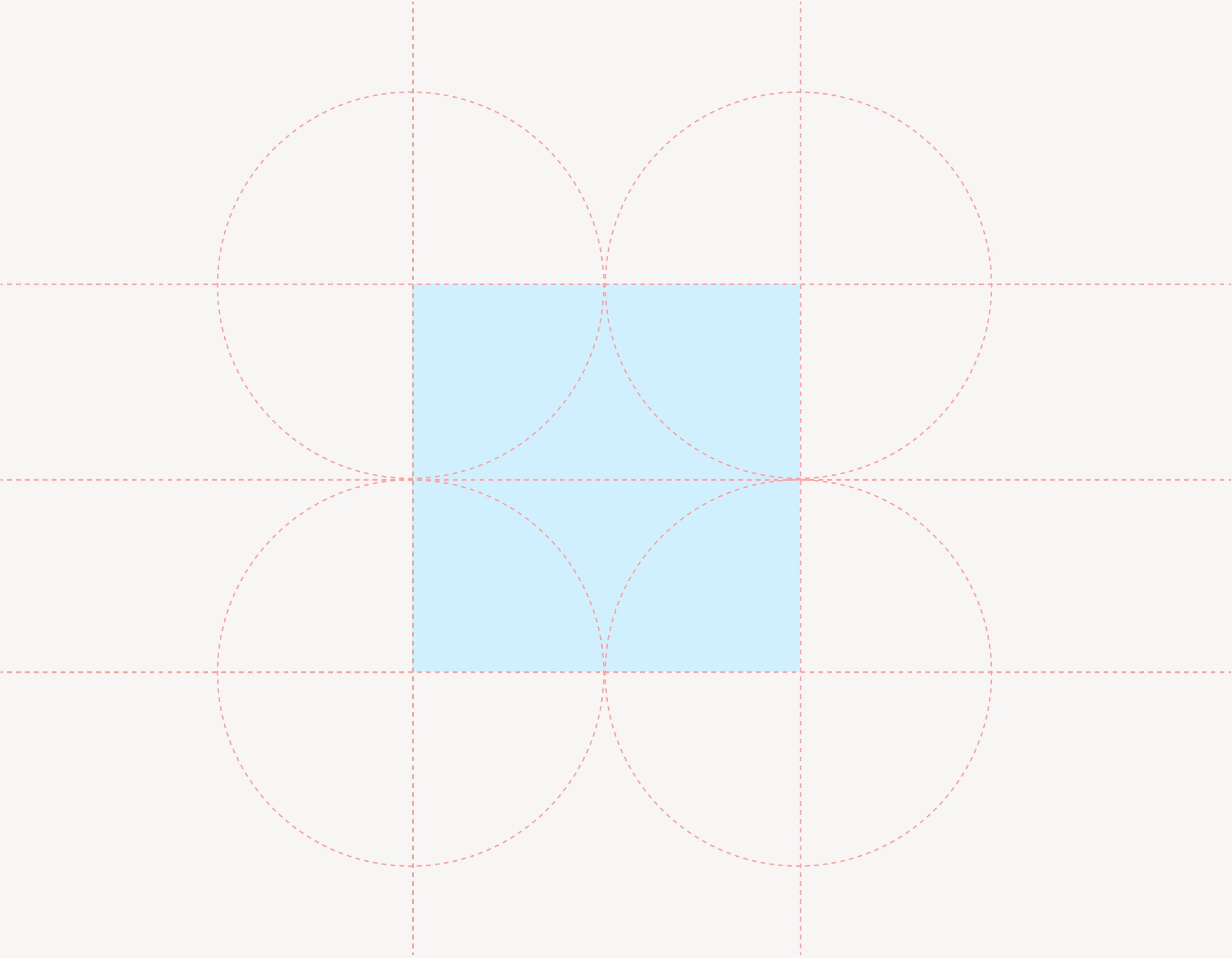
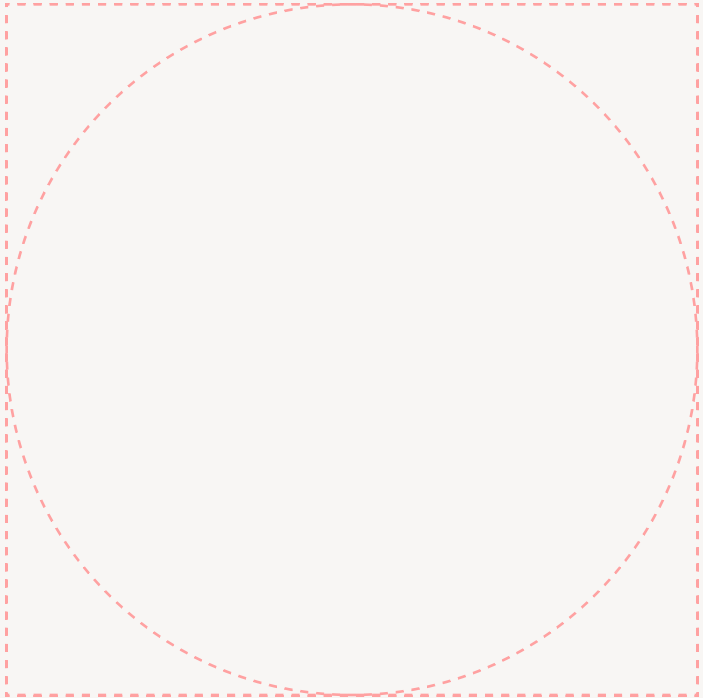
**BLOCKCHAIN**

**BRAND  
ATTRIBUTES**

**INITIAL  
LETTER**

CONSTRUCTION

TECHNICAL



LEADER

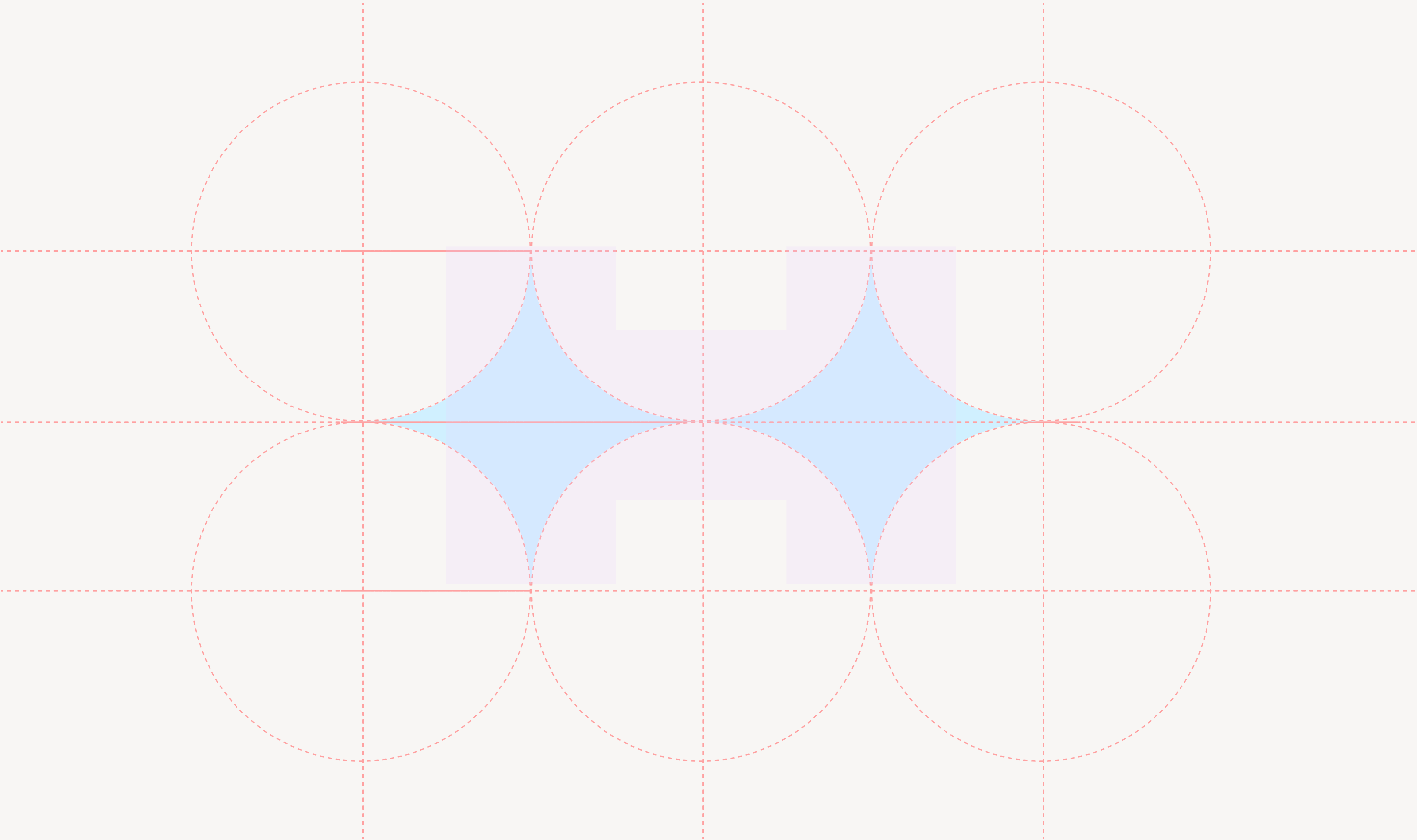
(NORTH STAR/ POLARIS)



ICONIC  
LUXURY  
SERIOUS  
NICHE  
EXPENSIVE

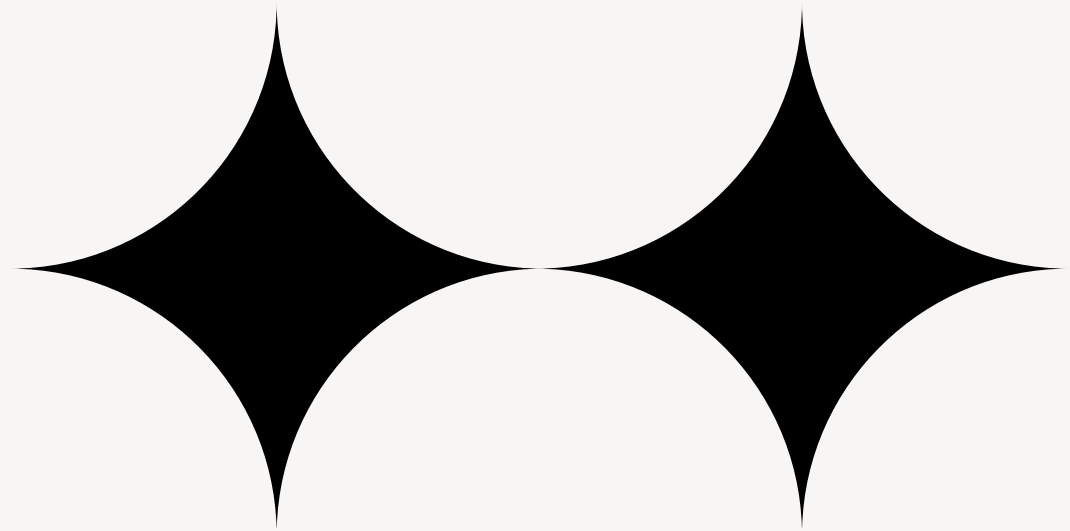
**RULER**

GLOBAL  
FORMAL  
MINIMAL  
CONVENTIONAL



**H LETTER**  
+  
**BLOCKCHAIN**

# LOGOMARK



CLIENT / HAOG

LOGOTYPE

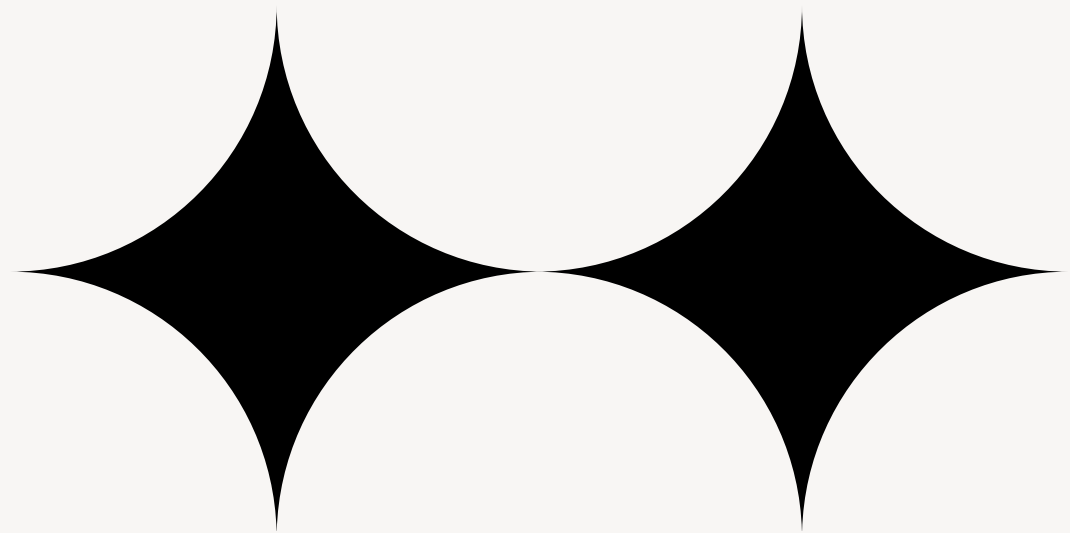
OCTOBER 2024

HAOG

LOGO



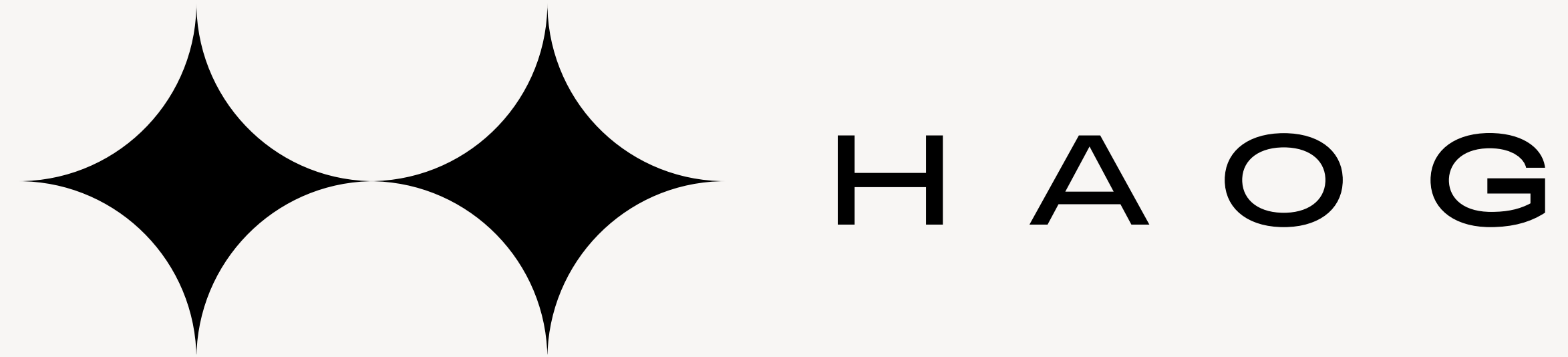




HAOG

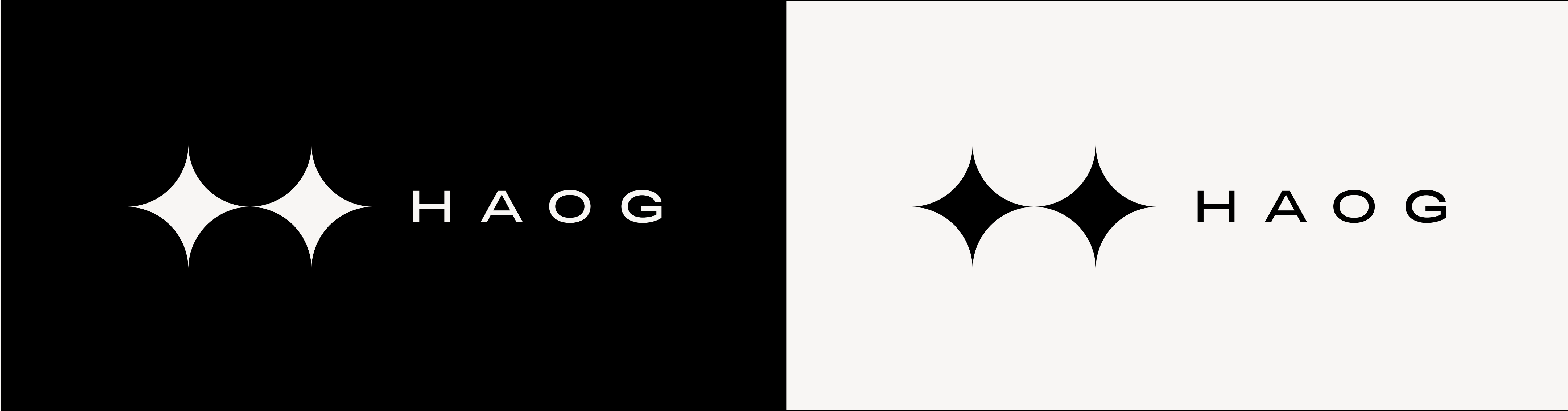
PRIMARY LOCKUP





SECONDARY LOCKUP







CLIENT / HAOG

# TYPOGRAPHY

OCTOBER 2024

Aa

PP Monument  
Extended

LIGHT / REGULAR / BLACK

PRIMARY FONT

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  
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  
1 2 3 4 5 6 7 8 9 0

Aa

PP Neue  
Montreal

THIN / BOOK / MEDIUM / BOLD

SECONDARY FONT

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  
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  
1 2 3 4 5 6 7 8 9 0

CLIENT / HAOG

# COLOUR PALETTE

OCTOBER 2024

PRIMARY COLOURS



CHARCOAL  
GRAY

HEX 121212  
RGB 18 18 18 100%



POWDERED  
SUGAR

HEX FDFCFA  
RGB 253 252 250 100%

SHADES



CHARCOAL  
GRAY



POWDERED  
SUGAR



ACCENT COLOURS



RED  
CANDY APPLE

HEX FF0800  
RGB 255 8 0 100%



PURPLE  
ELECTRIC

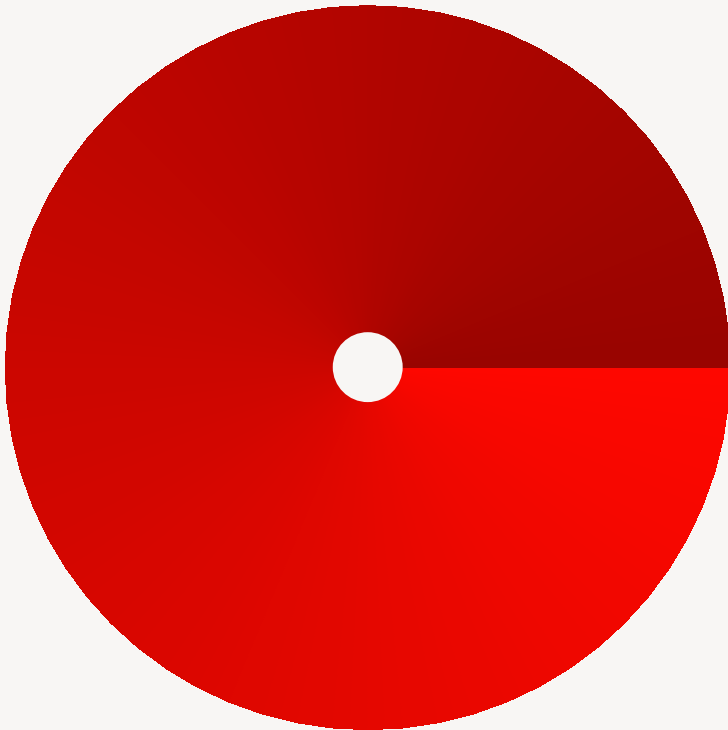
HEX 8F00FF  
RGB 143 0 255 100%



YELLOW  
CADMIUM

HEX FFF600  
RGB 255 246 0 100%

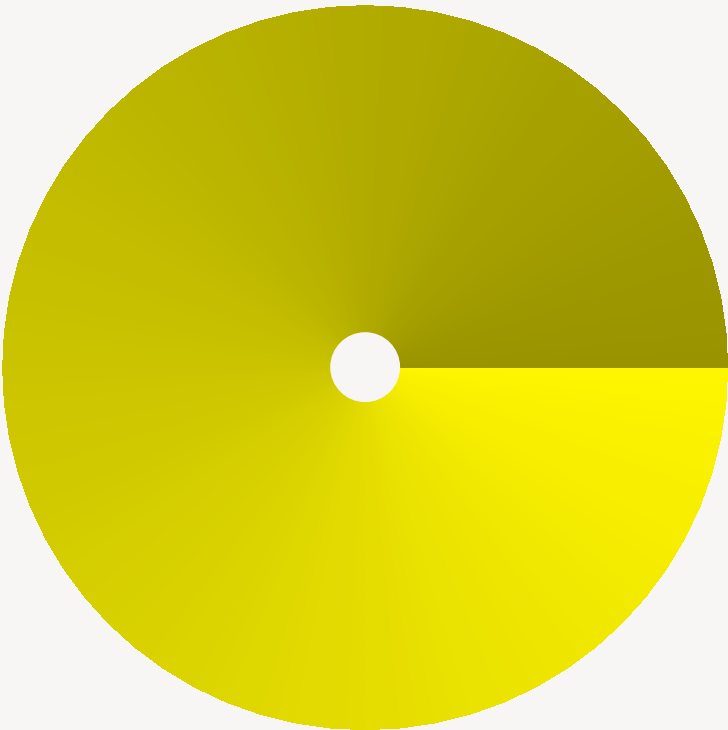
SHADES



RED  
CANDY APPLE



PURPLE  
ELECTRIC



YELLOW  
CADMIUM

CLIENT / HAOG

# BRAND LOOK AND FEEL

OCTOBER 2024





CONSULTANT

(012) 12345678

2011




/09

SELECT COUNTRY OF ORIGIN


2

US



CAR NAME  
2011

EU US



CAR NAME  
2011

EU US



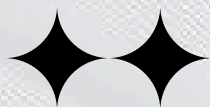
CAR NAME  
2011

EU US



CAR NAME  
2011

EU US



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02/09

02

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CH/09

R.AI<sup>®</sup>

FR/09

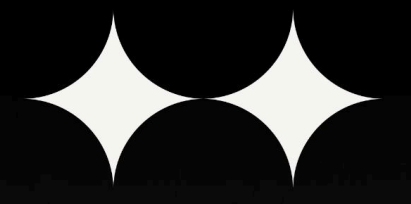
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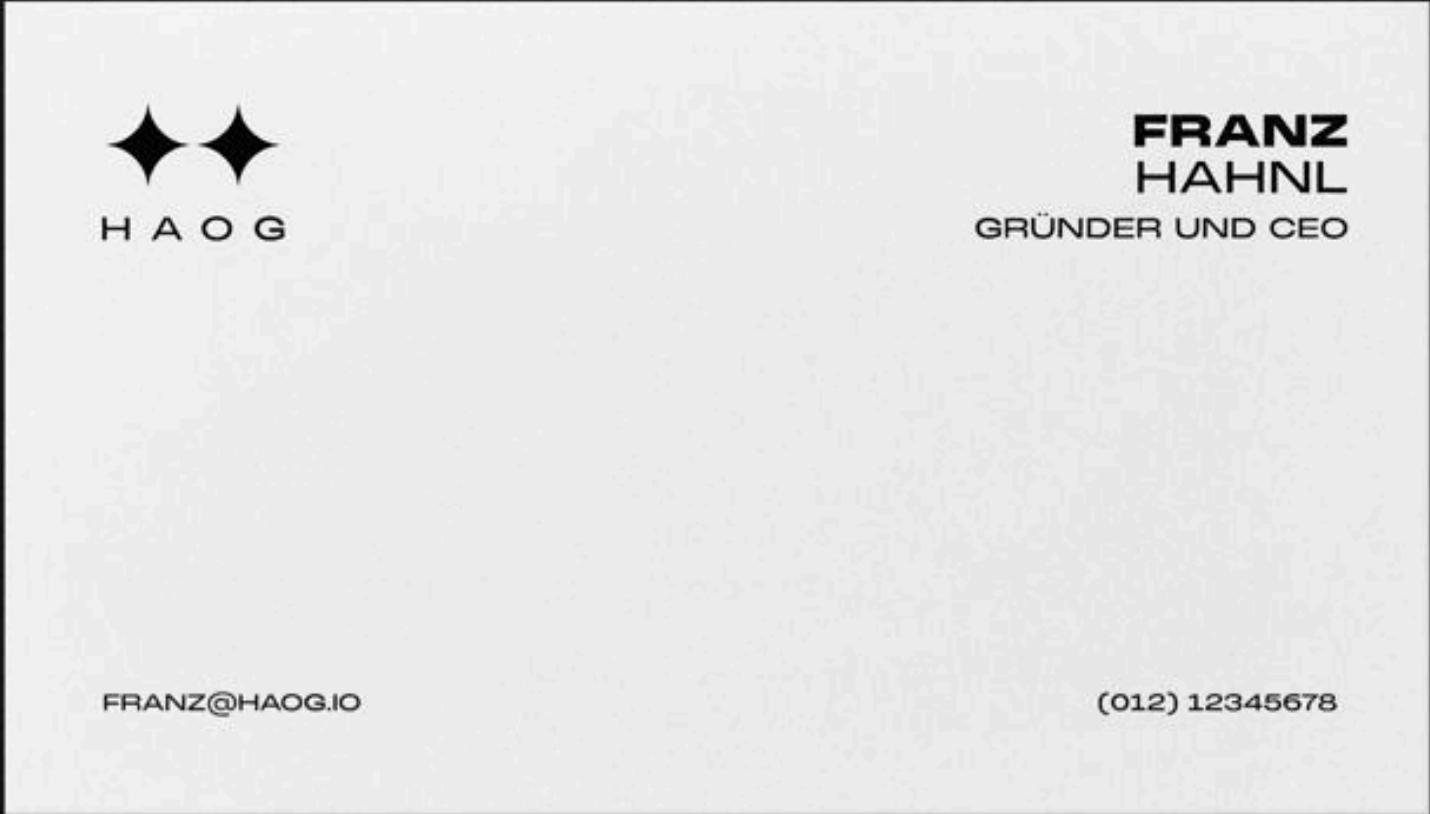
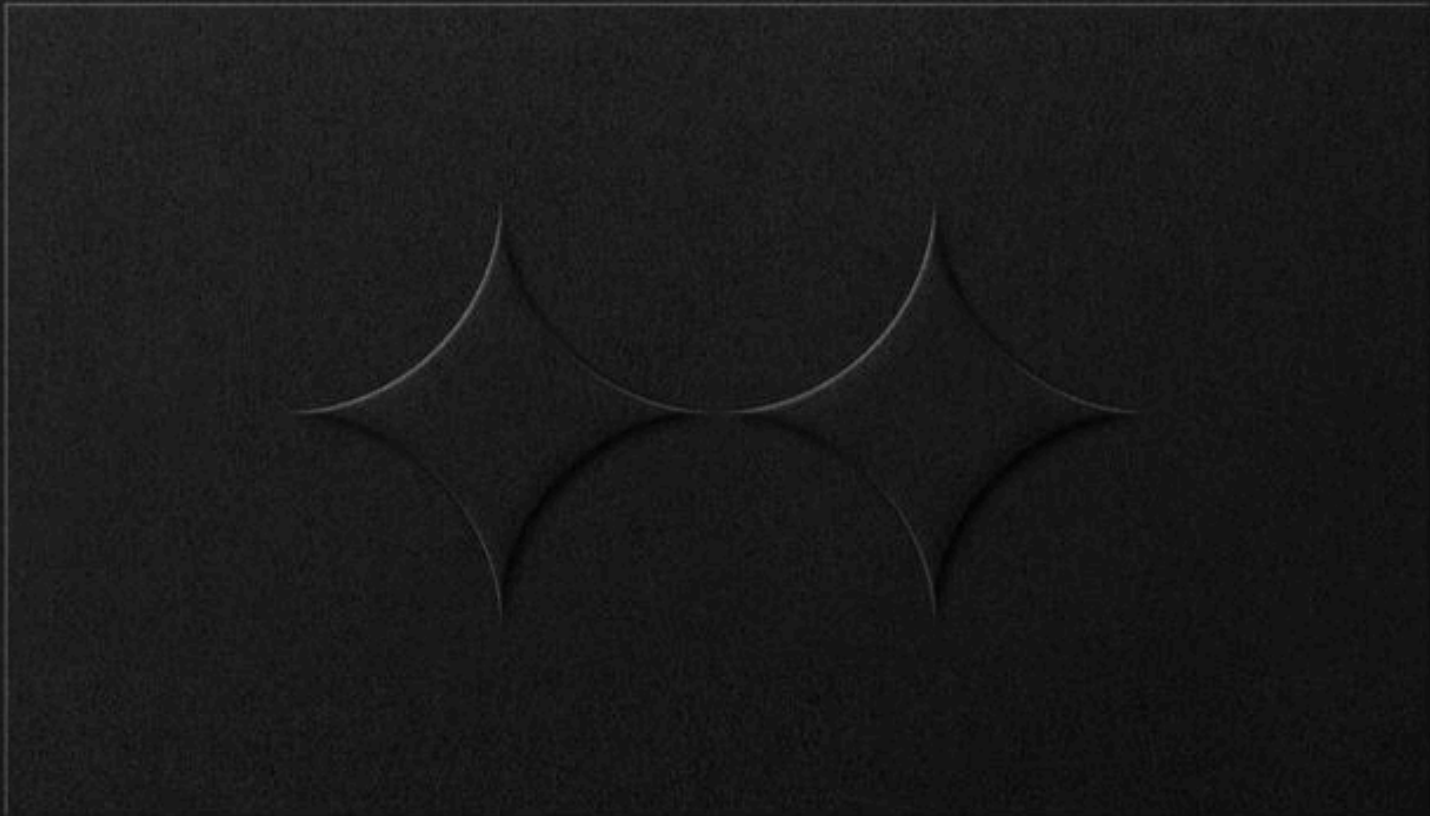


**FRANZ  
HAHNL**  
GRÜNDER UND CEO

CLIENT / HAOG













**THANK YOU!**