

CLIENT / HAOG

BRAND IDENTITY DESIGN

SPI LUX INNOVATION OCTOBER 2024

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

CLIENT / HAOG

ICONIC
LUXURY
SERIOUS
NICHE
EXPENSIVE
TECHNICAL
GLOBAL
FORMAL
MONOCHROMATIC
MINIMAL
CONVENTIONAL



BRAND ATTRIBUTES

OCTOBER 2024



RULER

+



LEADER

+



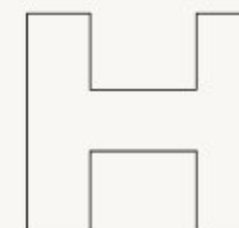
BLOCKCHAIN

+

ICONIC
LUXURY
SERIOUS
NICHE
EXPENSIVE
TECHNICAL
GLOBAL
FORMAL
MONOCHROMATIC
MINIMAL
CONVENTIONAL

**BRAND
ATTRIBUTES**

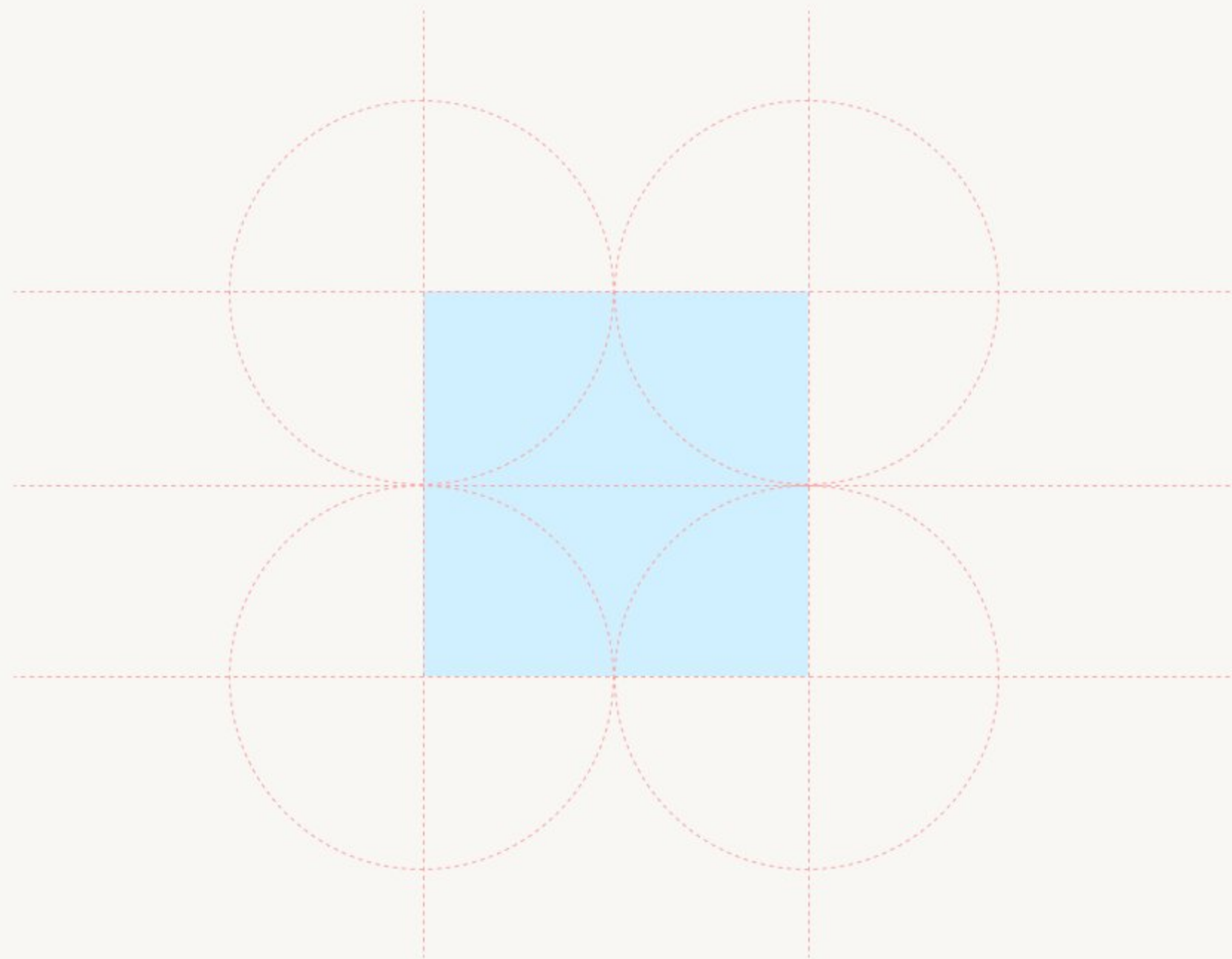
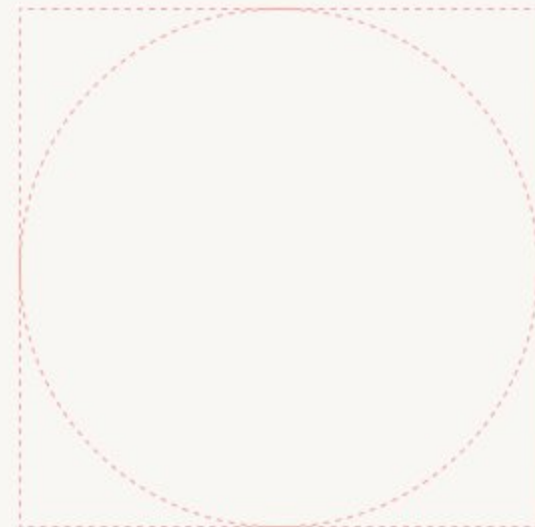
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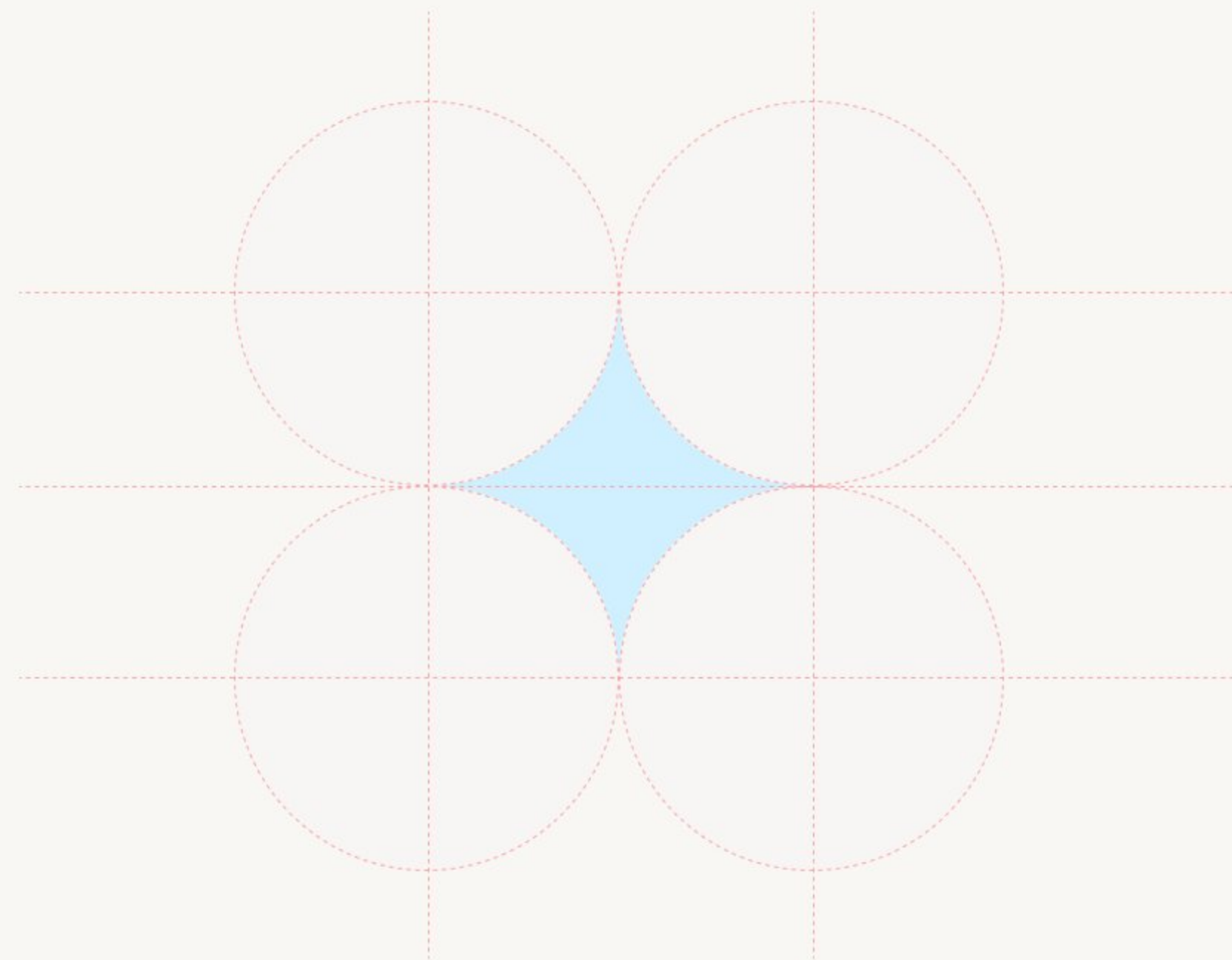
**INITIAL
LETTER**

CONSTRUCTION

TECHNICAL



LEADER

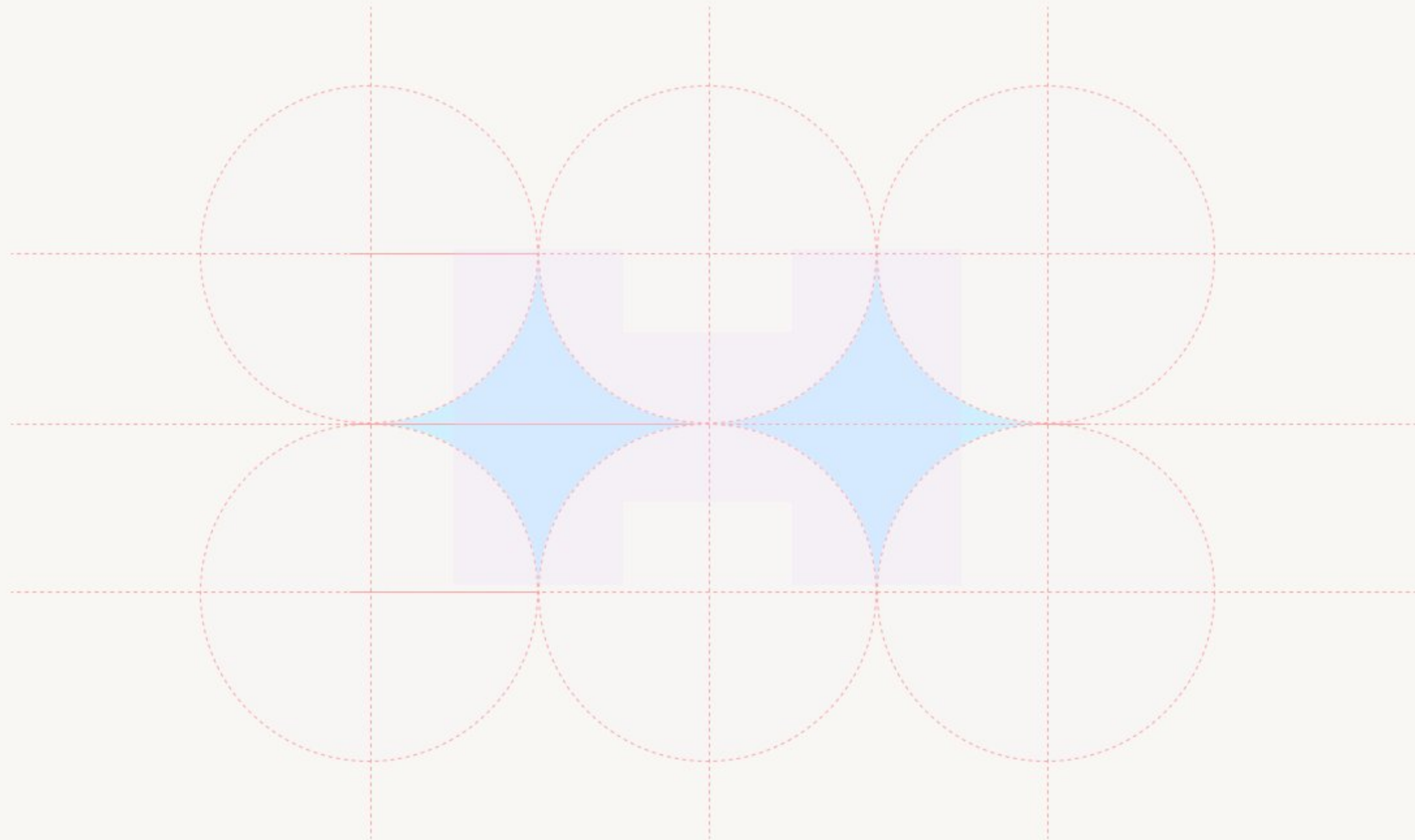


(NORTH STAR / POLARIS)

ICONIC
LUXURY
SERIOUS
NICHE
EXPENSIVE

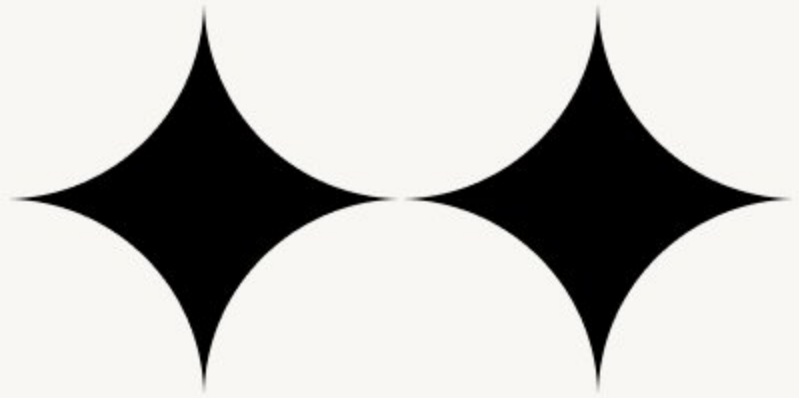
RULER

GLOBAL
FORMAL
MINIMAL
CONVENTIONAL



H LETTER
+
BLOCKCHAIN

LOGOMARK



CLIENT / HAOG

LOGOTYPE

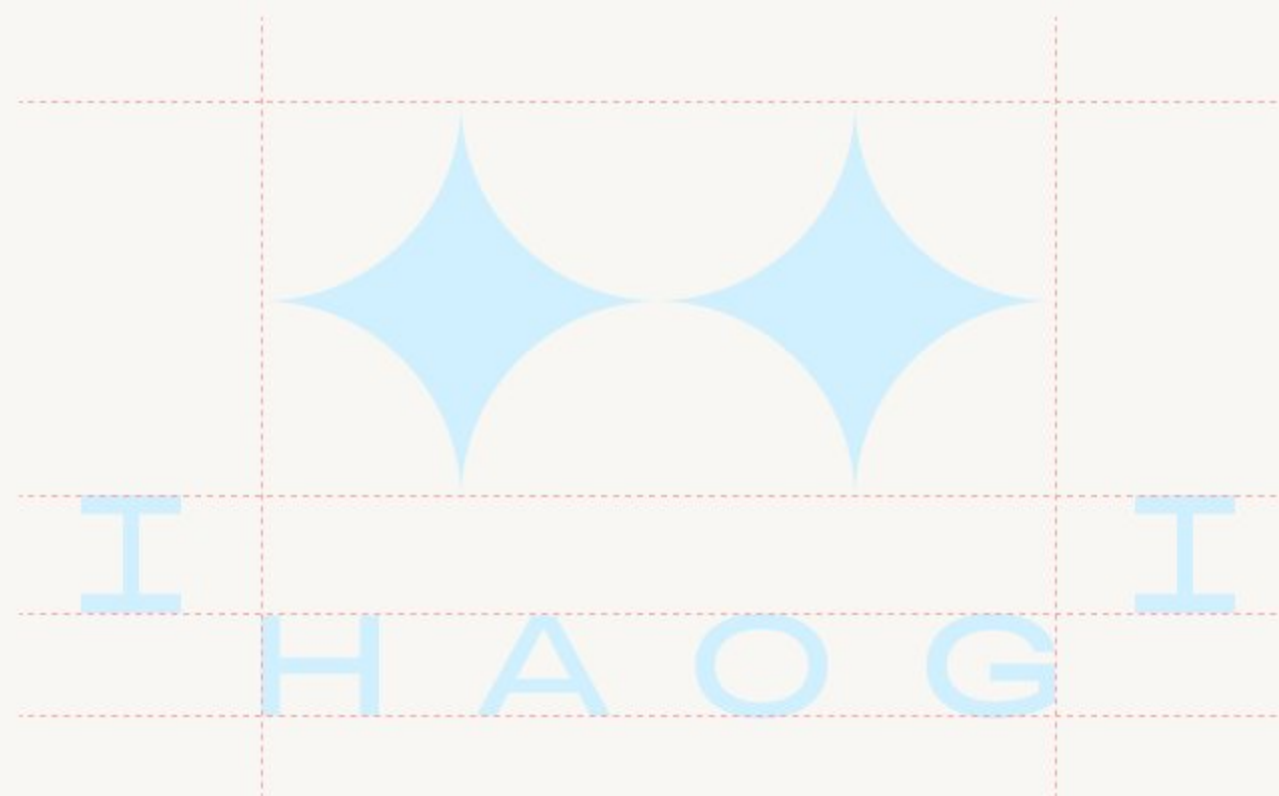
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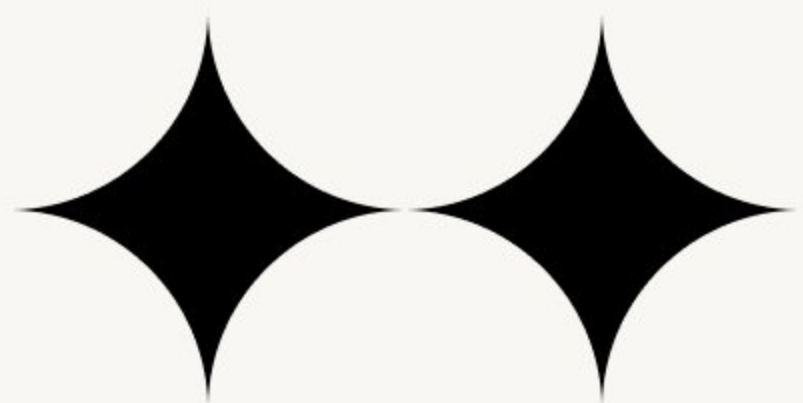
HAOG

CLIENT / HAOG

LOGO

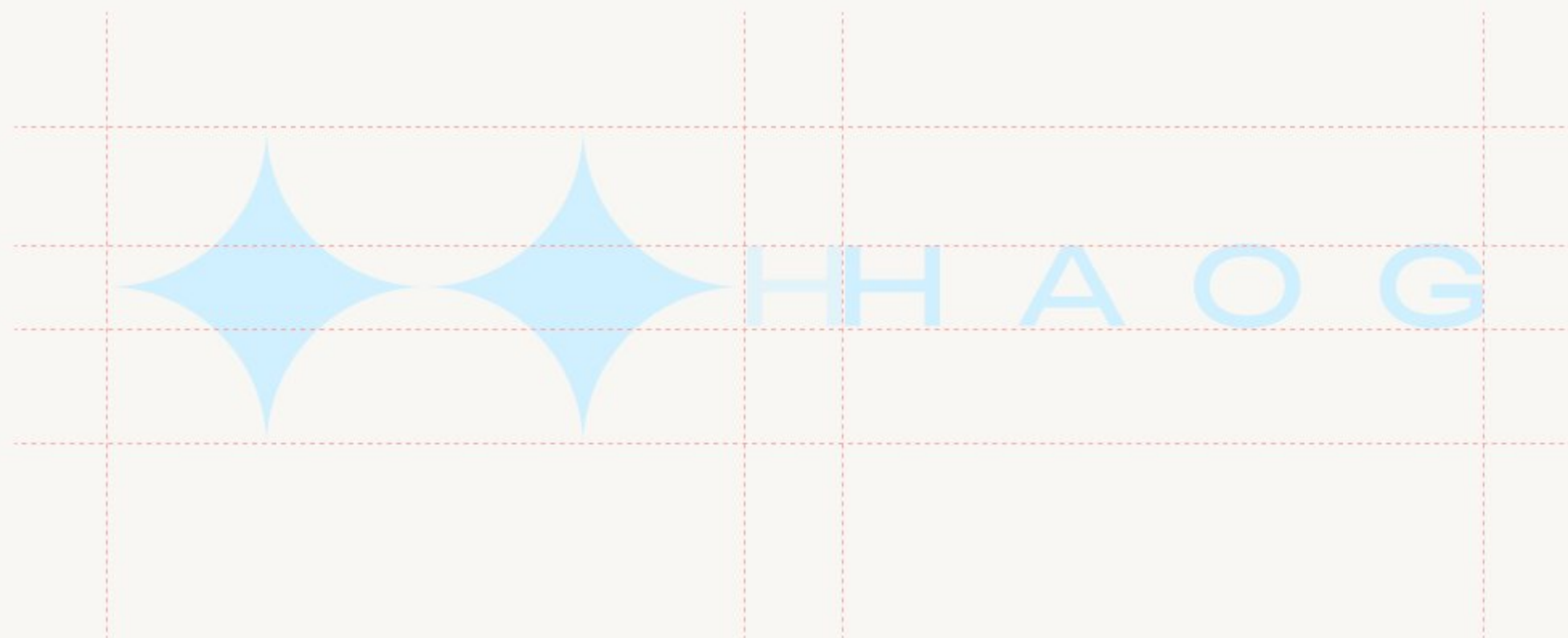
OCTOBER 2024





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**

SECONDARY FONT

THIN / BOOK / MEDIUM / 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
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**

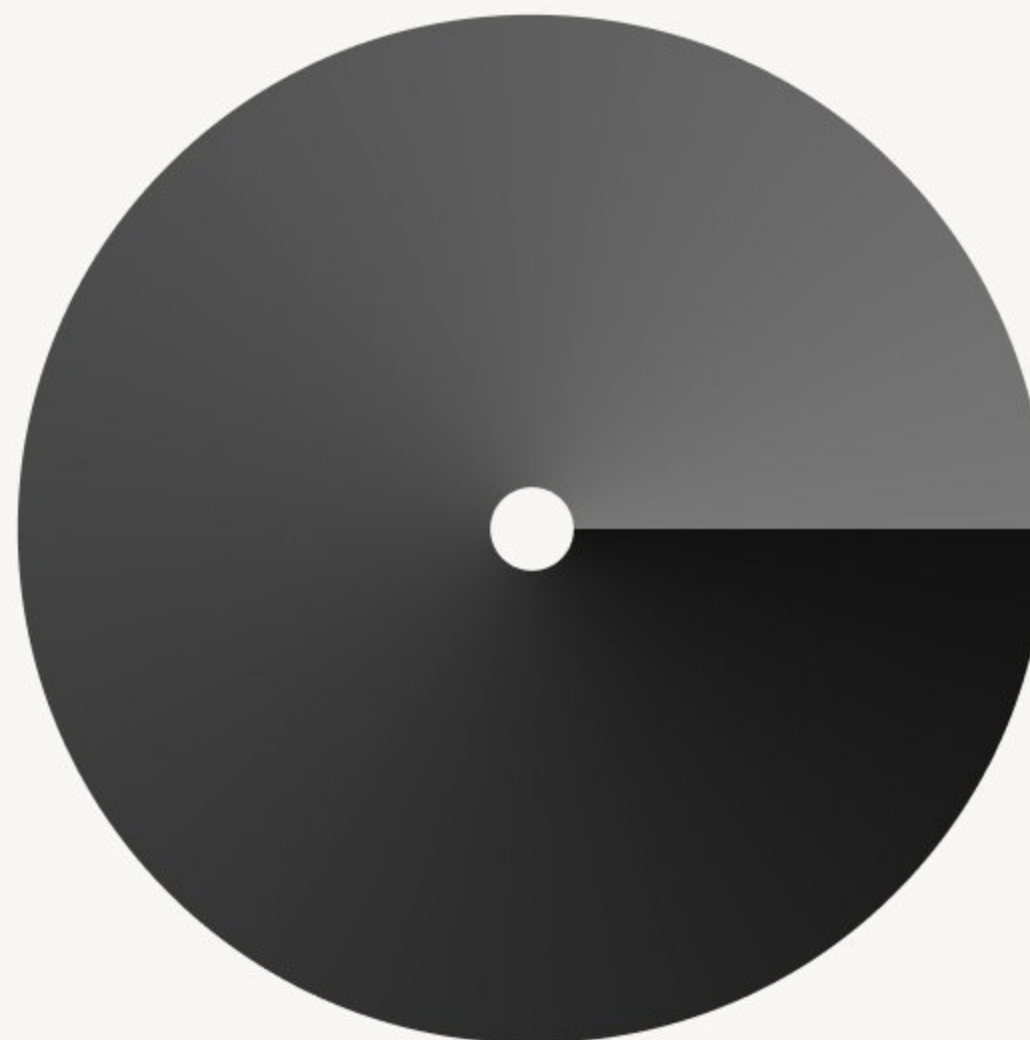
HEX 121212
RGB 18 18 18 100%



**POWDERED
SUGAR**

HEX FDFCFA
RGB 253 252 250 100%

SHADES

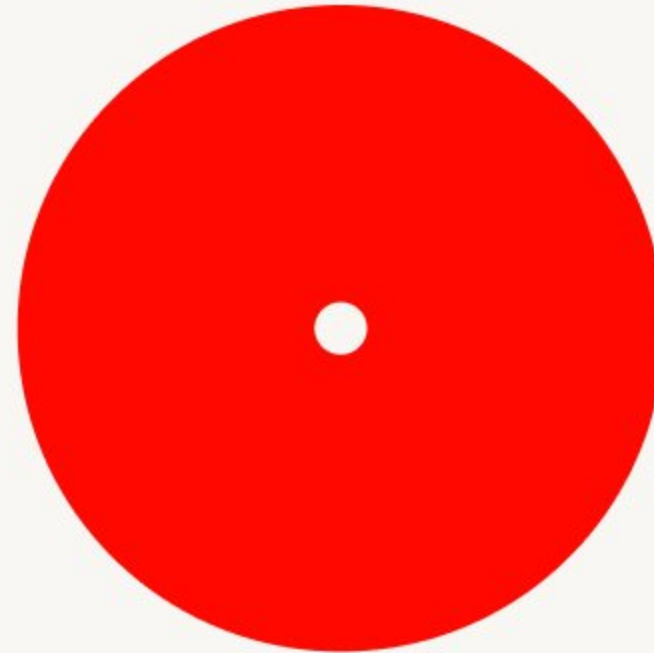


**CHARCOAL
GRAY**



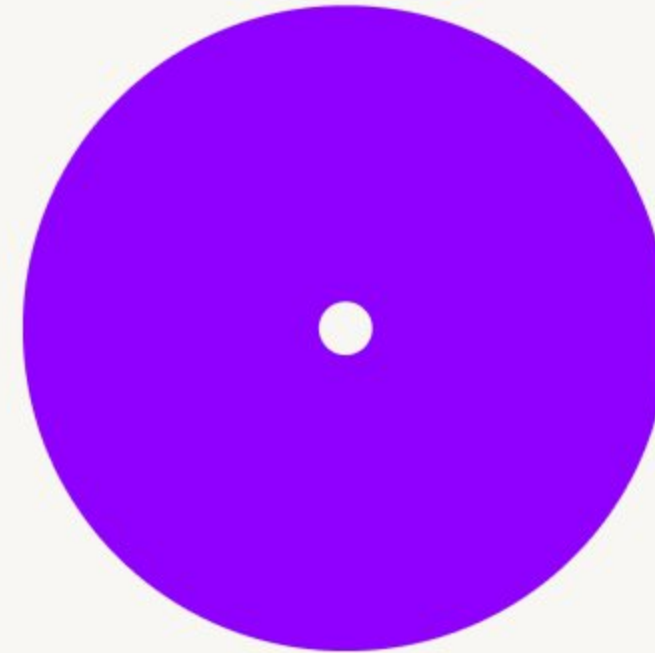
**POWDERED
SUGAR**

ACCENT COLOURS



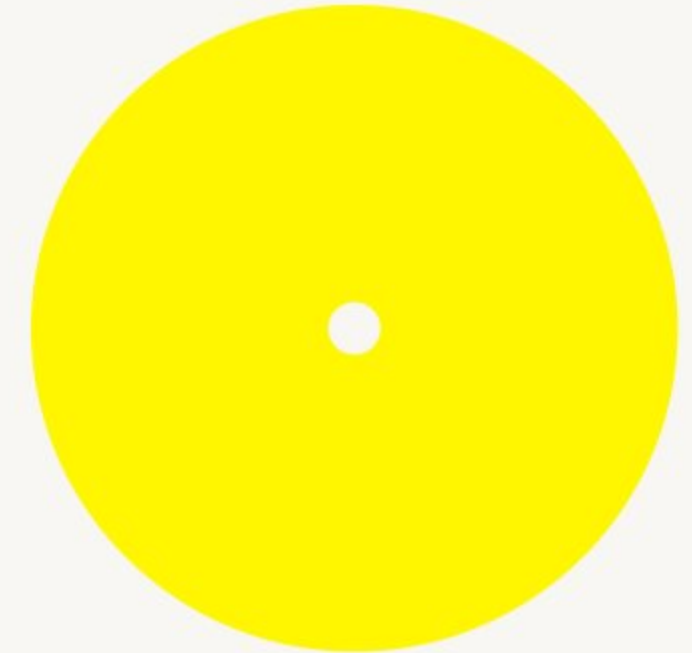
**RED
CANDY APPLE**

HEX FF0800
RGB 255 8 0 100%



**PURPLE
ELECTRIC**

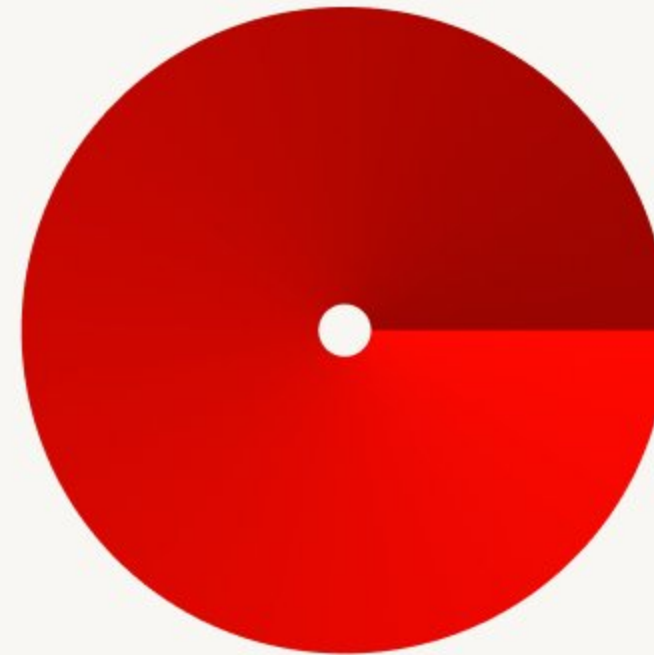
HEX 8F00FF
RGB 143 0 255 100%



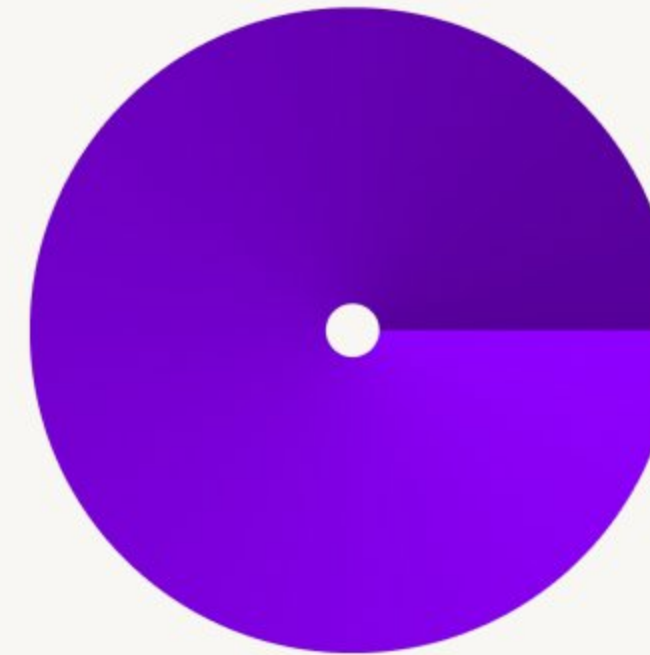
**YELLOW
CADMIUM**

HEX FFF600
RGB 255 246 0 100%

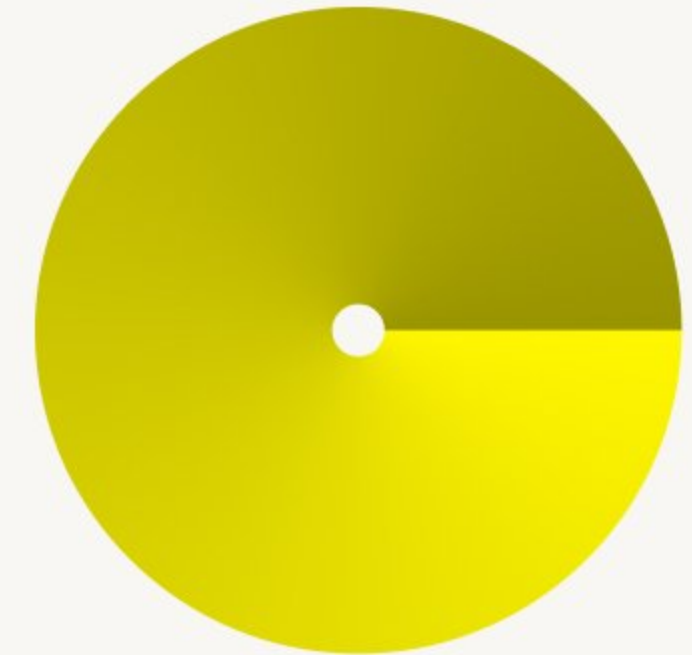
SHADES



RED
CANDY APPLE



PURPLE
ELECTRIC



YELLOW
CADMIUM

CLIENT / HAOG

BRAND LOOK AND FEEL

OCTOBER 2024





CONSULTANT

(012) 12345678



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SELECT COUNTRY OF ORIGIN

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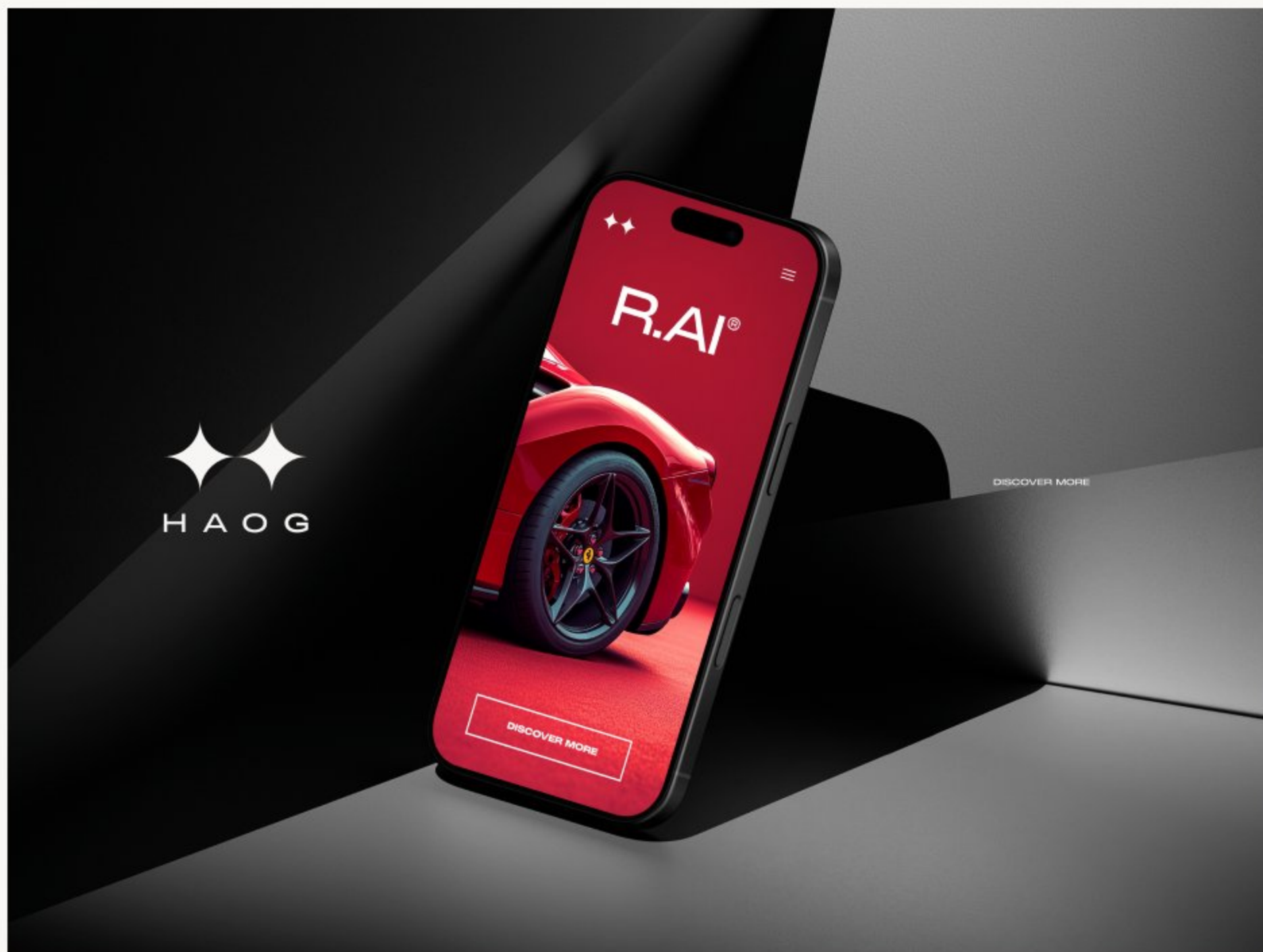
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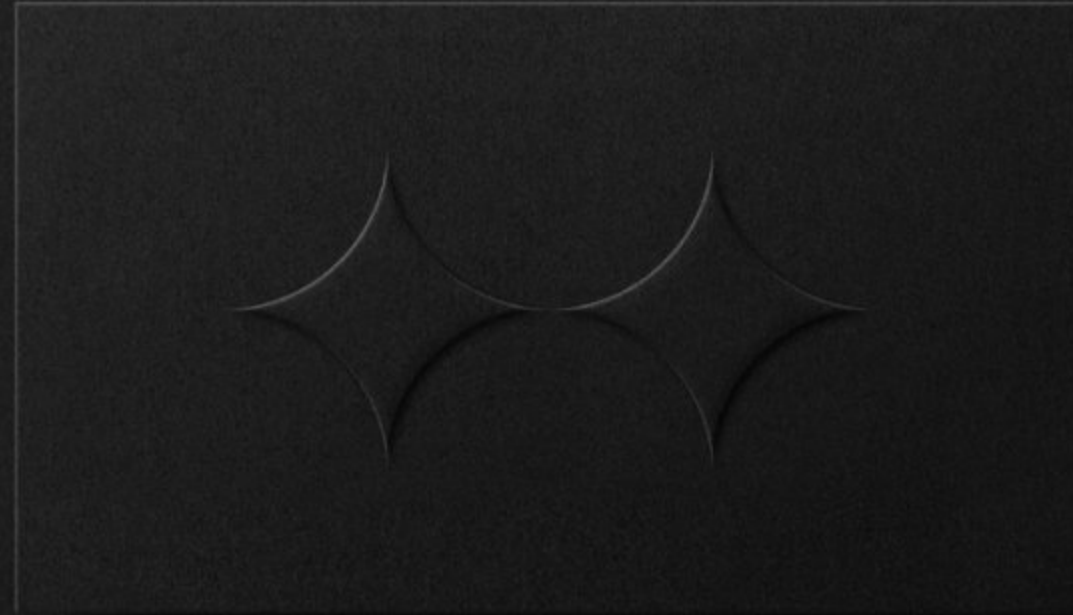


**FRANZ
HAHNL**
GRÜNDER UND CEO

CLIENT / HAOG



SPIILUXINNOVATION OCTOBER 2024



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THANK YOU!