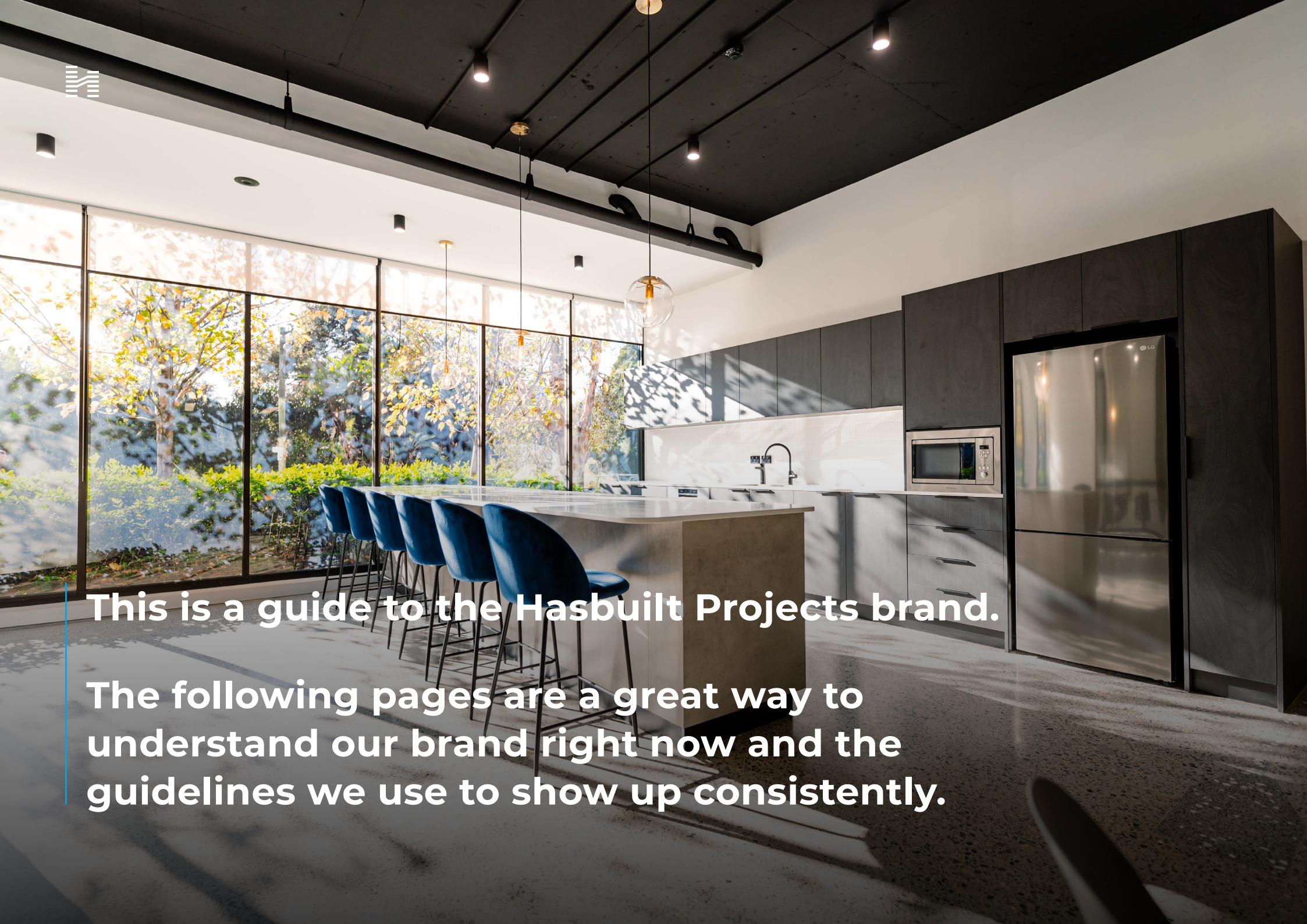




Brand Guidelines

1.0 VERSION

07. 2023 DATE



This is a guide to the Hasbuilt Projects brand.

The following pages are a great way to understand our brand right now and the guidelines we use to show up consistently.

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This is Us

Formative creators
& designers who are
zealous about crafting
inspiring environments.



Our Mission

To go beyond traditional means by pioneering the most modernistic workspaces that inspires a lively outcome.





Our Vision

To establish a strong reputation in the fit-out world by being the thought-leaders and go-to company that everyone seeks to engage.



Tone of Voice

We speak as educators & industry leaders.
Dedicated enough to inform, inspiring enough to lead.

01

Authentic

The way we deliver our message to our audience is true in nature and comes from the heart.

02

Professional

Highly professional in the way we represent our company and brand.

03

Optimistic

Conveying a strong sense of positivity which influences and leads those who seek guidance.



Hasbuilt Brand

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Logo

Lockup

Our main visual asset is our logo in it's primary lockup. The logo can be used in the following colorways.

Where possible use full colour of the logo.





Logo

Clearspace and Sizing

The size of logo will vary depending on the usage and application. The diagram shown depicts the readability of the brand mark from a larger scale to the minimum size.

To ensure the logo always appears clear and legible, absolute minimum sizes have been set for Hasbuilt Projects brand mark.

Logos should never appear smaller than detailed here. We want our logo to shine, no matter where it lives. To do so, it needs to have ample clear space.





Logo

Misuse

1. Do not make the logo any color other than those listed in the corresponding colours section.
2. Do not compress the logo.
3. Do not expand the logo.
4. Do not rotate the logo.
5. Do not outline the logo.
6. Do not separate the logo and wordmark together.
7. Do not create new logo lockups for non-business entities.
8. Do not place on non-contrasting image.
9. Do not crop the wordmark.

1.



2.



3.



4.



5.



6.



7.



8.



9.



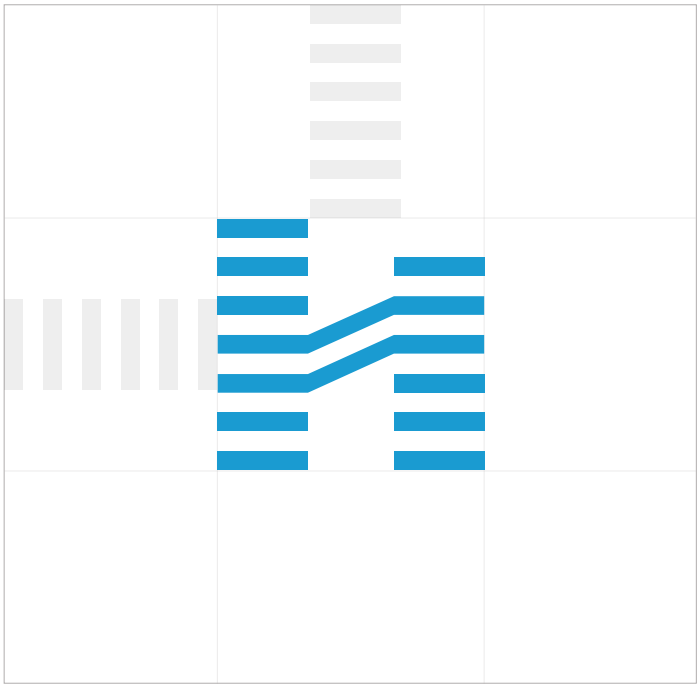
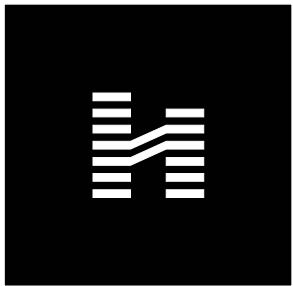


Icon

Lockup and Usage

Use the 'H' Icon when space is limited or when the full logo is close by in running text and using the full logo would feel redundant.

Generally, we prefer to use the full colour when possible to represent the brand.





Visual ID

Lockup

Inspired by the angled lines in the current logo. We've created an visual mark that can be repeated, cropped and scaled to suit any size or application.

The leading lines create a striking and bold visual element that leads the viewers eyes towards a certain direction.





Colour

Palette

These colours have been selected as the main colours to represent the Hasbuilt Projects brand. This is applicable across all venue brands.

HEX
Use the Hex (6 colour code) for digital applications.

RGB
Use the RGB (3 colour process equivalent) for all digital applications.

CMYK
Use the CMYK (4 colour process equivalent) for all print and press applications.

Rich Electric Blue	R 5 G 156 B 209 C 77 M 23 Y 0 K 0 Hex #059CD1 Pantone 639C
Black	R 0 G 0 B 0 C 40 M 40 Y 40 K 100 Hex #000000
White	R 255 G 255 B 255 C 0 M 0 Y 0 K 0 Hex #FFFFFF



Typography

Typefaces

A set font family is crucial in maintaining consistency and ensuring the confidence and sureness with which the Brand message is delivered.

Aa

Atletico

Designed by Sascha Timplan, Atletico is a slab serif font family. This typeface has six styles and was published by Artill Typs.

This type face is for print and digital use.

Bold

AaBbCcDd
1234567890

Medium

AaBbCcDd
1234567890

Regular

AaBbCcDd
1234567890

Light

AaBbCcDd
1234567890

UltraLight

AaBbCcDd
1234567890

Aa

Montserrat

Montserrat is a geometric sans-serif typeface designed by Argentine graphic designer Julieta Ulanovsky and released in 2011.

This type face is for print and digital use.

Aa

Syne

The Syne family was originally designed in 2017 for the Art Center “Synesthésie”, based in Saint-Denis — a suburb of Paris.

This type face is for print and digital use.

Black

AaBbCcDd
1234567890

Extra Bold

AaBbCcDd
1234567890

Bold

AaBbCcDd
1234567890

SemiBold

AaBbCcDd
1234567890

Regular

AaBbCcDd
1234567890

Light

AaBbCcDd
1234567890

Bold

AaBbCcDd
1234567890



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Email Signature

Digital

To avoid any conflict of appearance with email clients, Arial Font should be used when creating email signatures for staff and employees.

Name, Position, Phone No., Address and Website should always be shown in the signature.

This type face is for digital / email use only.

Kind Regards,



HASBUILT
PROJECTS

Tony El-Hasrouny | Founder

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[HASBUILTPROJECTS.COM.AU](https://hasbuiltprojects.com.au)   

NOTICE

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Business Card

Print

Size: 85mm x 54mm (W x H)

TAPT Digital Business Cards are used for our brand. This allows us to make more meaningful and permanent relationships with a simple tap or a scan of their smart phone.

Front



Back





Letterhead

Print

Size: A4 210mm x 297mm (W x H)

Letterhead should include Website, ABN, Phone No., Email and Address.



Presentation Folder

Print

Size: 225mm x 318mm (W x H)





Contact

If you have any questions regarding
these brand guidelines, please contact:

The Branding Lab
hello@thebrandinglab.com.au
02 9003 1033

