

BRANDING | VISUAL IDENTITY

Help A Girl Out Charity

help a girl out

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Mauvelous

CMYK	0,	59,	7,	0
RGB	241.	136,	173	
HEX	#F188AD			

Blue Violet

CMYK	64,	71,	0,	0
RGB	111.	95,	180	
HEX	#6F5FB4			

Hibiscus

CMYK	31,	98,	38,	6
RGB	171.	37,	100	
HEX	#AB2564			

Fresh Water

CMYK	64,	13,	32,	0
RGB	78.	172,	176	
HEX	#4EACB0			

Syne

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

regular

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam dignissim finibus ante, at vestibulum mi tempor a. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

bold

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam dignissim finibus ante, at vestibulum mi tempor a. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

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Logo Safe Space

When positioning the HAGO logo, wordmark, or lockup on a branded document, use this as a guide for positioning. There should be no content within the safe area under any circumstances. The ‘o’ of the logo can be used as spacer for reference



Photo Example

Photos should be clean, well cropped, and not busy. Models should look natural and human. The designer/photographer may perform cosmetic edits as long as the final product is not noticably altered. When using type and image together, make sure all type is highly legible and well kerned.

Hago is...

Dignified but not **Cheerful.**

Committed but not **Passive.**

Accessible but not **Academic.**

Voice and Tone

The HAGO tone is very human. It's the person that you would want comforting you in the hallway after you had your first period. It's the older sister who loves you more than anyone. They are soft-spoken and strong. They approach you with love—to tell you it's ok to be you.