

HariWang's Brand Guidelines

Brand Logo Guidelines

01

Brand Logo Guidelines

Vertical icon logo combination

Recommended for materials used online. (Actual applications may vary.)

The Hariwang logo is an important visual identifier of our brand. It communicates our company's core values and sets the stage for all messaging and communication that follows.

The Hariwang logo should be used to identify the company in external communication materials to maximize our visibility and to maintain the singular, iconic look with which our audiences identify.

Hence, it should not be used as a secondary image in all collaterals and must be treated with utmost respect.



02

Brand Logo Guidelines

Horizontal logo combination

Recommended for offline materials, when it is difficult to see our logo from afar. (Actual applications may vary.)

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03

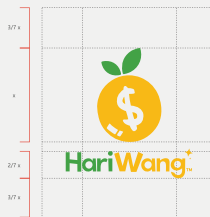
Minimum Clear Space

Minimum Clear Space

The Hariwang logo must have sufficient space around it, so that it is recognizable in all situations and stands out as it should. To ensure this is possible, a protected area should be provided around the logo. Do not allow photos, typography, or other graphic elements to enter the minimum protected area.

Protected area

If height of logo is X , then protected area should be $3/7$ (Vertical) & $4/7$ (Horizontal)



Brand Color Guidelines

01 Standard Brand Colors

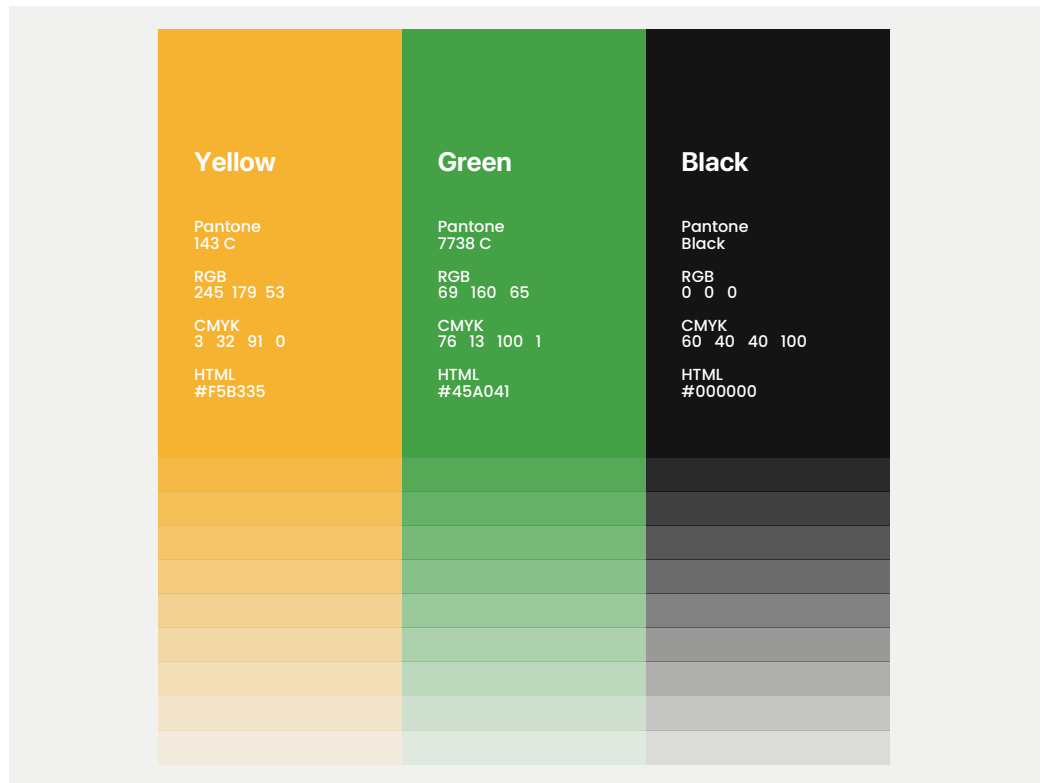
Primary Color

The use of accurate and precise brand colors help tie our communication materials closer to our HariWang brand.

1. The signature yellow is the most distinctive color, and separates us from the rest of the competition. It is widely used in many of our communication materials.

2. Green a sharp contrast for beginnings, new growth, vibrant health, and other ideas connected with life, rebirth, and renewal.

3. The black and white combination provides a sharp contrast and reflects modern day sophistication.



02

Standard Brand Colors

Vertical logo combination

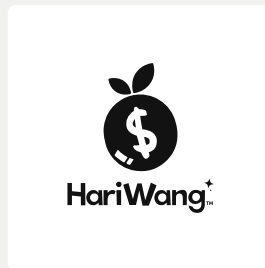
The use of accurate and precise brand colors help tie our communication materials closer to our Hariwang brand



Standard



On Dark Background



Dark



Cutout

03

Standard Brand Colors

Horizontal logo combination

The use of accurate and precise brand colors help tie our communication materials closer to our Hariwang brand



Standard



On Dark Background



Dark

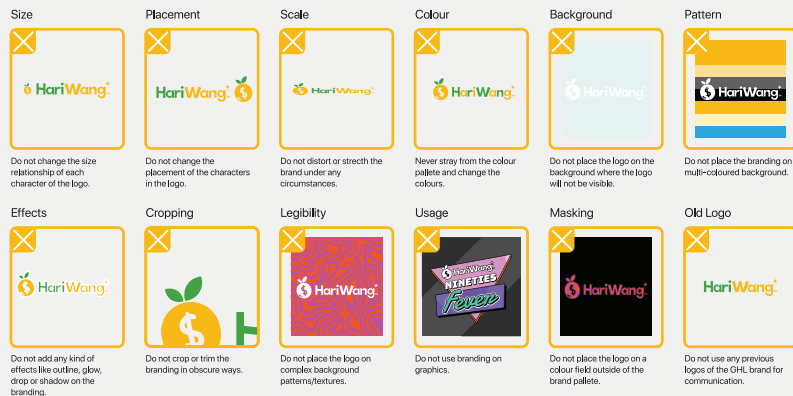


Cutout

Incorrect Use Cases

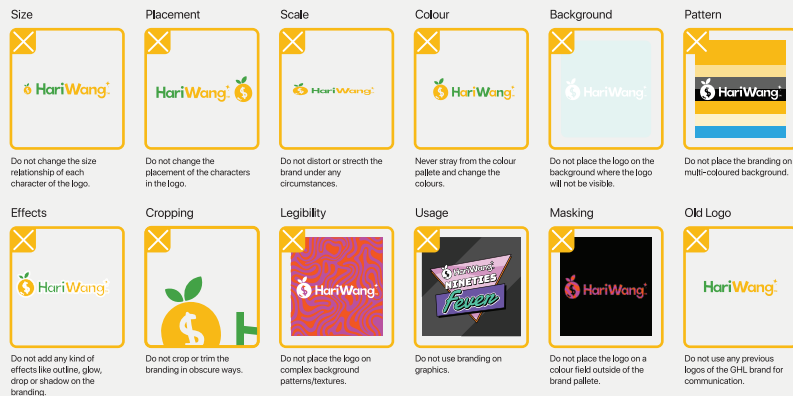
Horizontal Logo Combination

Some incorrect examples



Horizontal Logo Combination

Some incorrect examples



**Logo
Application**

01

Logo Placement

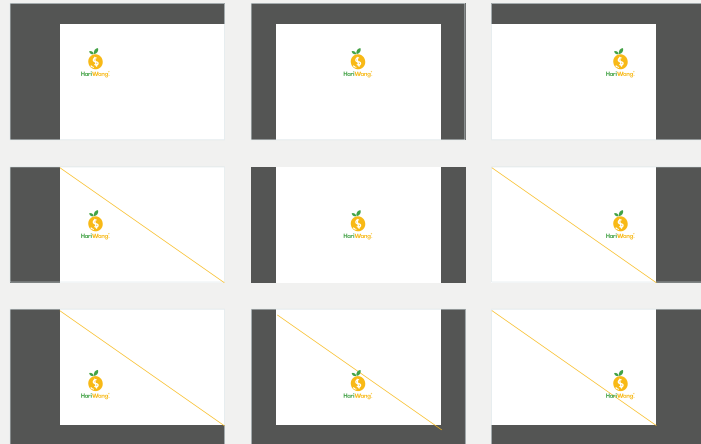
Vertical Logo Combination

Recommended for online marketing materials. (Actual applications may vary.)

Some incorrect examples

The logo placement may vary based on the design of the communication material.

It is recommended to have the logo placement in the upper half of marketing materials to achieve the best impact.

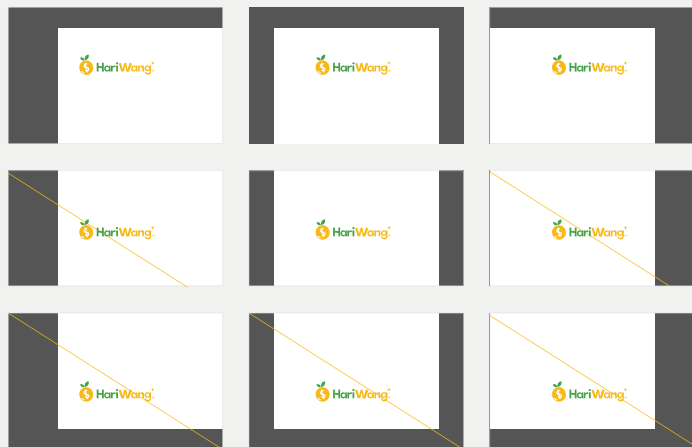


Horizontal Logo Combination

Recommended for offline marketing materials, when it is difficult to read the logo from afar. (Actual applications may vary.)

The logo placement may vary based on the design of the communication material.

It is recommended to have the the logo placement in the upper half of marketing materials to achieve the best impact.

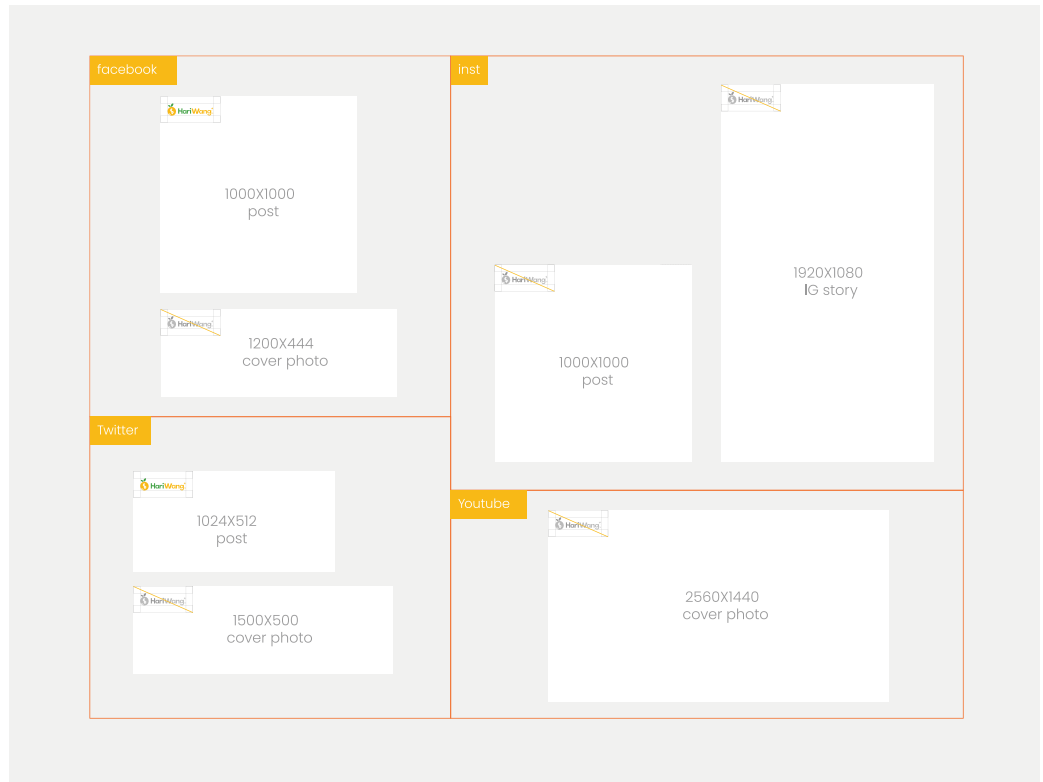


Horizontal Logo Combination

The logo placement varies based on the communication material.



: In some promotional material (ie. Instagram stories, Instagram posts), the Hariwang logo is not needed.



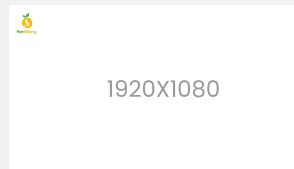
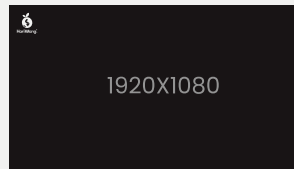
04

For video collaterals

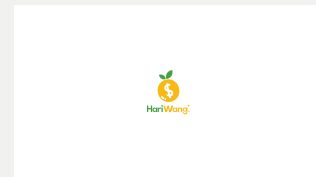
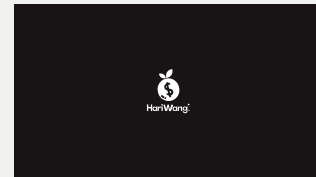
Vertical Logo Combinations

The "Hariwang" word should be reversed to white for legibility on dark background.

For use in videos



For ending scene



05

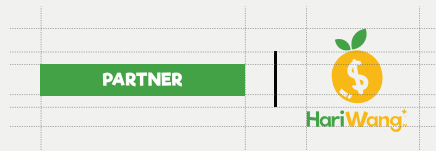
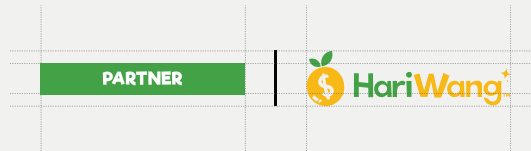
Co-branding guidelines: With other companies

Application Vertical & Horizon-

When both companies' logos are placed side-by-side:

1: The Hariwang logo should be placed on the right.

2: Both logos should be aligned.



Brand Font Guidelines

Poppins Font Pack

The use of accurate and precise brand fonts and brand logo help tie our communication materials closer to our Hariwang brand.

Please ensure that all communication materials bear the correct brand font and brand logo

Thin

Hariwang 1234567890
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ~!@#\$\$%^&*()_+{}[]\|';<>.,?/¥

Light

Hariwang 1234567890
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ~!@#\$\$%^&*()_+{}[]\|';<>.,?/¥

Regular

Hariwang 1234567890
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ~!@#\$\$%^&*()_+{}[]\|';<>.,?/¥

Medium

Hariwang 1234567890
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ~!@#\$\$%^&*()_+{}[]\|';<>.,?/¥

Bold

Hariwang 1234567890
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ~!@#\$\$%^&*()_+{}[]\|';<>.,?/¥

Extra

Hariwang 1234567890
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ~!@#\$\$%^&*()_+{}[]\|';<>.,?/¥

Rules for writing

It is extremely important to have unified corporate communications for our HariWang brand. Hence, we need to put in conscientious effort ensuring that there is consistency in both domestic and international communications.

Please ensure that you adhere to all guidelines listed in this document, and unify all brand fonts, colors, and wording in all communication materials.

HariWang

Peopleperks Sdn Bhd

Your Pay, Your Way

hariwang.com.my

Thank You.