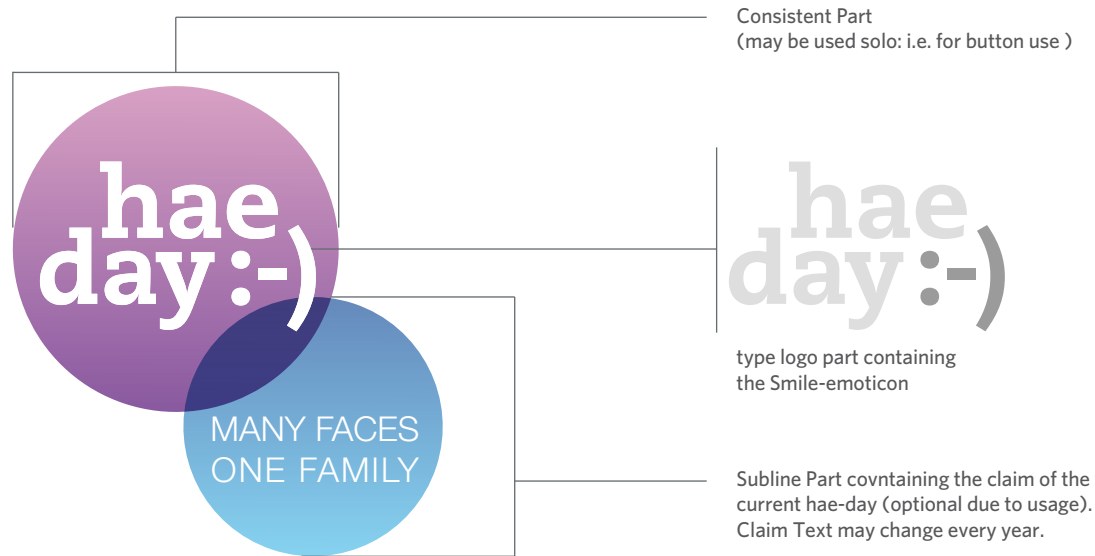


Main-logo-build:



The logo as well as the „Smile-emoticon“ are the primary visual symbols of the hae-day brand. The hae-day logo is also a trademark with worldwide protection.

The hae-day logo is a modular concept containing three main parts appropriated to different fields of use. These parts are: the main logo consisting of a transparent, purple, gradient disc with the hae-day type logo as well as the hae-day Smile-emoticon and an overlaying, transparent blue, gradient disc containing the events annual claim (i.e. “MANY FACES ONE FAMILY”).

The transparent overlaying discs make the design modular and combinable with a variety of different claims in the future of the hae-day project. The circle shape also is a good base for giveaways (i.e. buttons, picket signs) or similar uses in the communicative field of the event.

Logo Fonts:

PMN Caecilia 85 heavy lower case letters & glyphs(logo type):

a b c d e f g h 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 () - + / . : ;

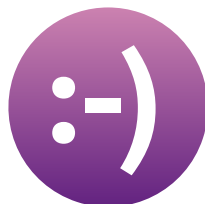
Helvetica Neue 45 light upper case letters (Subline):

A B C D E F G H I J K L M O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

The type logo is build of an emotional "slab-serif" typography (Caecilia letters) in combination with An emoticon smiley, a 90° turned smiley made of type-letters (also Caecilia) used in chats, short messaging or social networks) which is representative for todays communication culture and community feeling.

The font for the subline claim is Helvetica Neue a famous, neutral and versatile sans serif font. the light weight of the font underlines the emotional quality of the hae-day movement without disturbing the emotional power of the main logo.

Exemplary Smile Emoticon use:



The Smile-emoticon is a special use part of the logo that can be used in a separate form. It can be used as a sticker, button or picket sign on events or digital as a special occasion graphic symbol to strengthen the emotional connection between community members and generate new members for the hae-day global movement (i.e. “send a smile” initiative).

Subline:

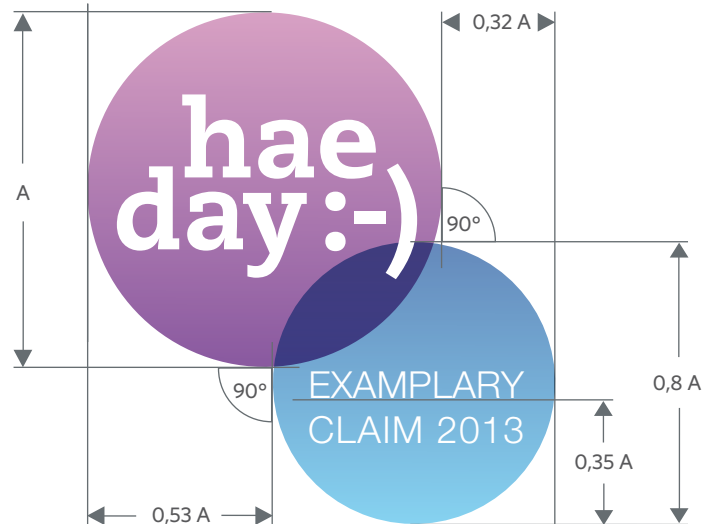


Font must be:
Helvetica Neue 45 light,
All Capital
to a minimum size of 6.5pt on 7.6pt lead
(proportions must be maintained if font size is altered)

Although the content of the Logo subline may change its typographic style must not be altered. All changes to the hae-day Logo Subline must be approved by hae-day Brand Identity authorities.

Helvetica Neue 45 light upper case letters:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



Through the change of the Subline Claim scale and proportions must still not be changed. Any alterations of the given proportions and scale (see graphic on the left) must be approved by hae-day Brand identity authorities.
The official Claim for 2012 is "MANY FACES ONE FAMILY".

Logo with subtitle:



Minimum Size is h height = 4.9 mm

Logo:



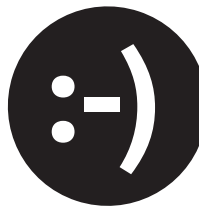
Minimum Size is Capital H height = 3.5 mm

Type Logo:



Minimum Size is Capital H height = 3.5 mm

Smile Emoticon:

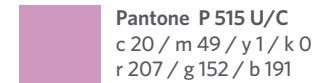


Minimum Size is circle diameter = 10 mm

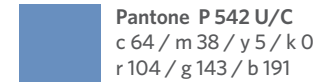
The colors, size and combinations of the logo are embedded in files and may not be altered. This excludes hae-day Brand Identity authorized use on the hae-day Website or authorized special-occasion-use of the hae-day Smile-Emoticon.

Logo colours:

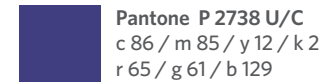
Main-Gradient (89.7°) from:



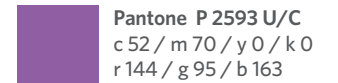
Subline-Gradient (89.7°) from:



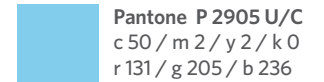
Overlap-Area



to:

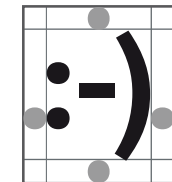


to:



Protective Field:

In external and Print use the logo and the Smile-Emoticon must always be surrounded by a defined minimum space, separating it from other design elements.



must have at least one „eye-height“ of clear-zone

minor h height