

Our Logo

Always use the approved HAEVN logo assets from the brand package. Do not recreate or modify the logo in code. Use **SVG** format for web and **PNG** for fallback (e.g., email, environments without SVG support). For app icons, always use the provided **square icon version**.



Spacing & Sizes: Clearspace

Maintain a minimum clearspace equal to half the height of the logo's icon on all sides.



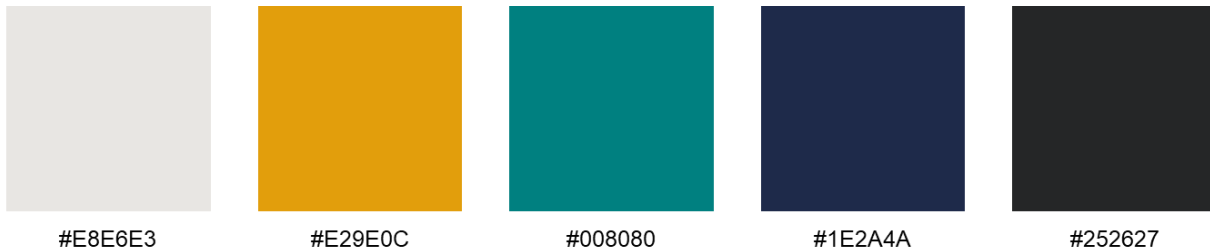
Smallest Size Use

Minimum digital size: 75px height. For responsive web, scale proportionally.



Colors

Primary Color Palette



Typography

We use Roboto as our primary typeface for all text: headlines, subheads, body copy. We use Roboto Bold for headlines and short statements above 24 pt. We use Roboto Medium for Sub headings and short statements below 24 pt. We also use it within body copy to emphasize certain points. We use Roboto Light for longer running body copy. For applications where Roboto is unavailable please use Helvetica.

Roboto Black

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
(0123456789!@#\$%)**

Roboto Medium

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
(0123456789!@#\$%)**

Roboto Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
(0123456789!@#\$%)

Case

Sentence case is preferred for all communications. All caps type looks unfriendly and is difficult to read – please avoid.

Line Spacing

Line spacing refers to the space between lines of type. Headlines should use 100% of the size of the font for line spacing, while all other forms of copy should be 120%

Letter Spacing

Letter spacing is the space between letters. If settings are available, headlines should be set to Optical with -15 letter spacing. All other text should be set to Optical with) letter spacing.

Justification

Type should always be set flush left, rag right.