HEQS DEV

BRAND GUIDELINES

INTRODUCTION

HEQS DEV

Branding is the visual identity of a business, embodying its values, mission, and the perception it wishes to create in the minds of its audience. A strong corporate brand not only builds recognition but also instills trust and professionalism

For HEQS DEV, the brand will embrace a sleek, corporate aesthetic, utilizing a blue and white color scheme to evoke a sense of health, environment, and quality.

LOGO DESCRIPTION

The logo serves as the primary symbol of HEQS DEV, encapsulating its core essence. With clean lines and elegant curves, the logo design reflects professionalism, sophistication, and reliability. Its modern yet timeless design ensures that it remains relevant across various touchpoints.

HEQS DEV

HEQS DEV Brand Identity

LOGO VARIANTS

To maintain flexibility across platforms, the HEQS DEV logo will have multiple variants.
These will include:

- **Primary Logo: The main version for all branding.**
- **Secondary Logo: A colour-inverted version for black/dark backgrounds.**
- **Monochrome Version: A black and white version for high contrast areas or single-color print applications.**


Full Color Version   **Color-Inverted Version**   **Colored-Background Versions**

HEQS DEV Brand Identity

COLOR THEME

The color palette revolves around the sleek combination of blue and white. Blue symbolizes health, green is for environment while white represents quality. Together, they create a sense of exclusivity and trust, perfect for a corporate quality management business like HEQS DEV Ltd. Below are the colour codes used in this brand.
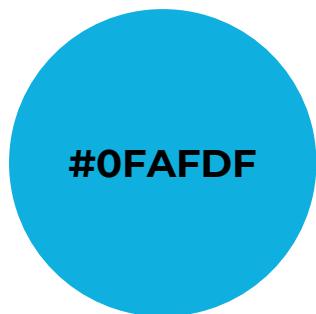
#0FAFDF
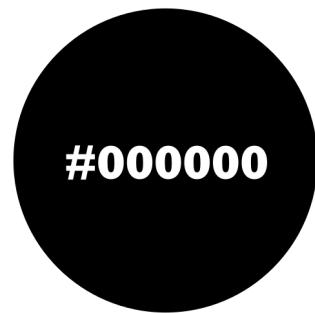
#000000

#D0FE5C

R	169	C	31%	R	244	C	4%	
G	126	M	47%	G	218	M	13%	
B	44	Y	100%	B	167	Y	38%	
		K	10%			K	0%	

R	212	C	18%
G	169	M	32%
B	73	Y	84%
		K	0%

HEQS DEV Brand Identity

TEXTURES & MATERIALS

The visual identity will incorporate textured backgrounds such as dark leather or matte metallic surfaces to further emphasize the premium feel of the brand. These materials add depth and richness to the brand, enhancing its overall appeal across both digital and physical platforms.

The Blue Ribbon

The blue ribbon features a smooth and silky texture, offering a soft, refined touch that reflects elegance and purity. Its subtle sheen enhances light reflection, giving it a premium and sophisticated look. The fabric is lightweight yet durable, ensuring flexibility and ease of use in various branding applications. The texture remains consistent and uniform, free from visible imperfections, reinforcing a polished and high-quality appearance.

The White Tile

The white clean tile has a smooth, polished surface with a glossy finish that reflects light, creating a bright and pristine appearance. Its glass-like texture is sleek and even, free from visible imperfections, ensuring a modern and sophisticated look. The surface is cool to the touch, with a non-porous quality that enhances durability and easy maintenance. The tile maintains a consistent, uniform finish, reinforcing a sense of cleanliness and minimalism in branding applications.

HEQS DEV Brand Identity

TYPOGRAPHY

HEQS DEV

The chosen typefaces will be clean, modern, and legible, contributing to a professional and upscale appearance. The primary typeface will be a sleek sans-serif that balances readability with elegance, while secondary fonts may be used for subheadings or footnotes.

"Montserrat" will be the brand's primary font while "Poppins" will be the secondary font due to its similarity to Montserrat and availability on most operating systems. "Poppin" is for use in promotional material and should cover more than 70% of the brand image. Montserrat should be used in official documents such as the letterhead. Below are the typefaces illustrated;

Montserrat - Primary Font

**Heading 1
Montserrat Bold**

Lorem ipsum dolor sit amet

**Subheading
Montserrat semi
Bold**

Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt.

Body Text
Montserrat
Regular

Ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex

Poppins - Secondary Font

**Heading 1
Poppins Bold**

Lorem ipsum dolor sit amet

**Subheading
Poppins semi
Bold**

Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt.

Body Text
Poppins Regular

Ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex

HEQS DEV Brand Identity

LOGO USE – DOs & DONT's

**Correct and consistent logo usage is crucial in maintaining brand identity.
Do's include using the logo on appropriate backgrounds, maintaining color integrity, and respecting the clear space.**

Do's include;

- Using the logo on appropriate backgrounds. · Mantaining Colour Integrity.
- Respecting the clear space.

Don'ts include;

- Distorting the logo.
- Tilting the logo
- Changing the position of the elements
- Using the logo in low-contrast situations.

HEQS DEV Brand Identity
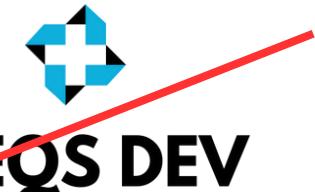
IMAGERY

Photography and imagery used within the HEQS DEV brand should reflect health, environment, and quality. High-quality, carefully color-graded photographs using warm, green tones, and muted blacks will complement the overall brand identity. Imagery should feel cohesive with the corporate tone, reflecting health standardization and environmental conservation.

Photography Examples

END