



# Brand Guidelines.

©palm.hr 2023

[www.palm.hr](http://www.palm.hr)





# Table of Contents.

## Logotype.

---

- 01 Logotype
- 02 Quote
- 03 Creation
- 04 Logotype & Word Mark
- 05 Safe Zone
- 06 Proper Usage
- 07 Improper Usage

## Branding.

---

- 08 Branding
- 09 Quote
- 10 Colours
- 11 Typography
- 12 Photography

## Graphics.

---

- 01 Graphics
- 02 Quote
- 03 Business Cards
- 04 Stationary
- 05 Mockups - iPad
- 06 Mockups - iPhone
- 07 Mockups - Apple Watch

# Logotype.





**People are the single biggest  
influencer on the success of  
any business.**





1.1

# Creation.

The creation of our logo was inspired by the Palm Tree and the Hand Palm, making it the perfect combination between a positive regional symbol and human touch.



## 1.2

### Logotype & Word Mark.

With the palm tree being the primary symbol of the gulf region, our aim was to create an abstract modern palm logo.

On the one hand, our logo & color shall display our local & regional commitment, and on the other hand not restrict us from expanding to other global markets.



### 1.3

## Safe Zone.

A minimum protected area is required on all sides of the logo.

The dimensions of the protected area are based on the width of the PalmHR letters x-height.



1.4

## Proper Usage.

Ideally the logo is to be used on a white background for maximum impact and clarity.

When this is not possible, be sure to choose background colors or photos that provide sufficient contrast to the logo.

















1.5

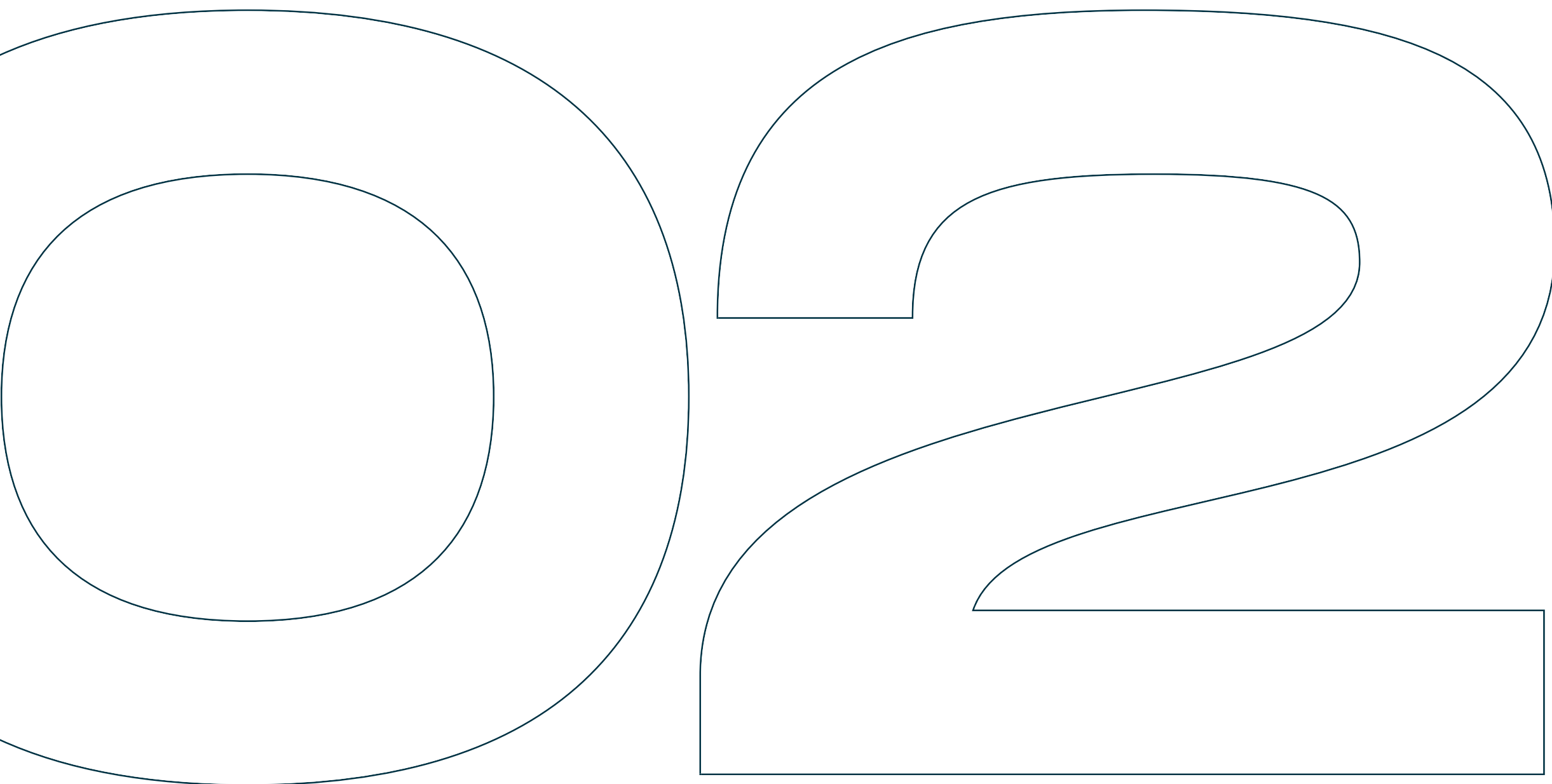
# Improper Usage.

Do not use the palm.hr logo on a background that obscures the legibility of the containing shape or on an overly busy photographic background.

<p><b>NO</b></p>  <p>Do not move a wordmark or rearrange the logo on your will.</p>	<p><b>NO</b></p>  <p>Do not use a gradient to the icon or wordmark.</p>	<p><b>NO</b></p>  <p>Do not rotate the logo in any direction.</p>	<p><b>NO</b></p>  <p>Do not change the logo colour or tone outside of the palm.hr specified palette.</p>
<p><b>NO</b></p>  <p>Do not resolve the logo in two different colours.</p>	<p><b>NO</b></p>  <p>Do not distort or wrap the logo in any way.</p>	<p><b>NO</b></p>  <p>Do not use the wordmark without the icon.</p>	<p><b>NO</b></p>  <p>Do not outline or create a keyline around the logo.</p>
<p><b>NO</b></p>  <p>Do not change the typeface nor recreate or manipulate the wordmark and the icon.</p>	<p><b>NO</b></p>  <p>Do not use any form of shadows on the logo.</p>	<p><b>NO</b></p>  <p>Do not mash up or change the colors to the icon or wordmark.</p>	<p><b>NO</b></p>  <p>Do not swap the places of a wordmark and the icon.</p>



# Branding.





**Human Resources isn't a  
thing we do, It's the thing  
that runs our business.**





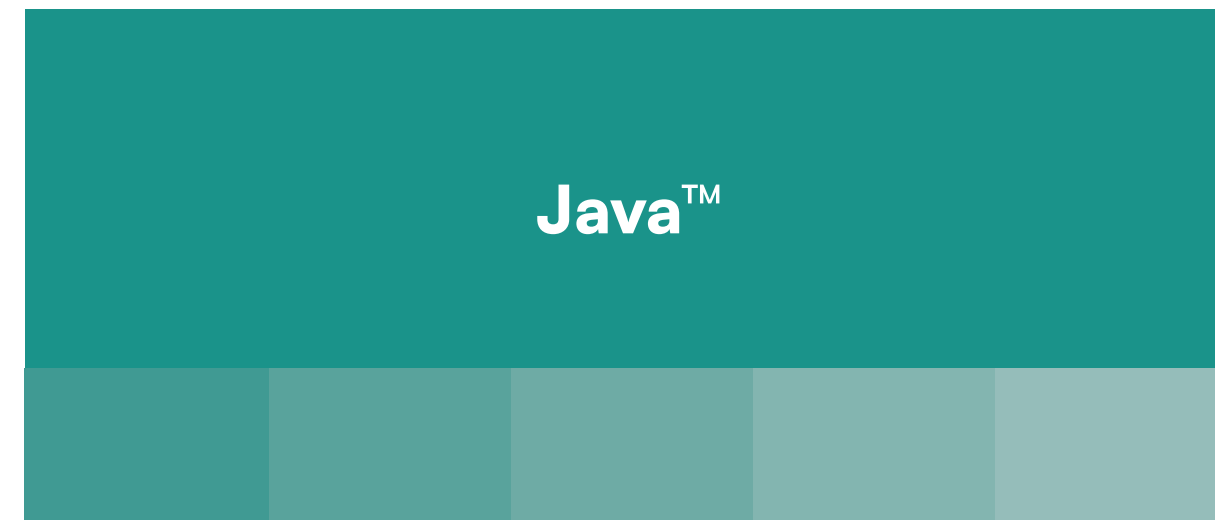
## 2.1

## Colours.

**Java™** and **Eden™** are the main colours of the palm.hr corporate colour palette.

While **Casablanca™** and **Cello™** are the secondary.

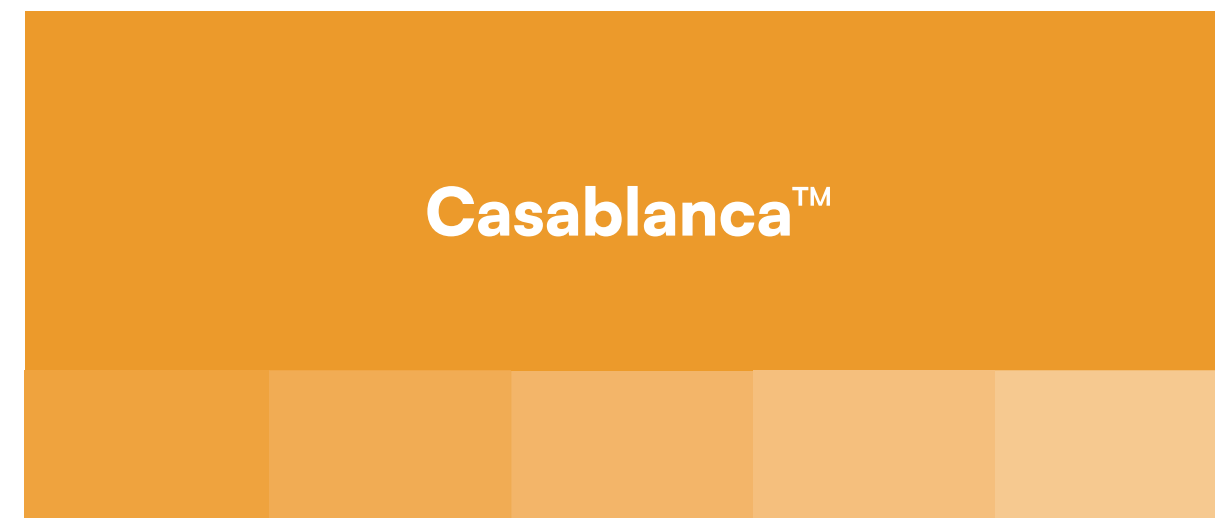
Only use **Pantone®** colours when producing a 1 or 2 colour print job. Otherwise use CMYK colours for digital printing. To ensure quality colour reproduction, refer to the current edition of the **Pantone®** Color Guide.



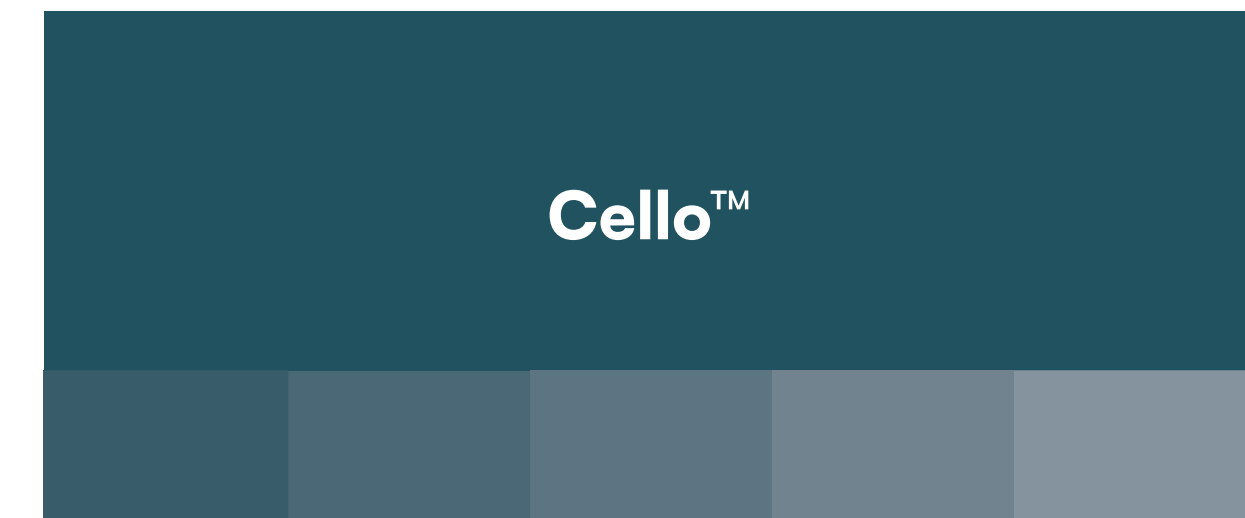
HEX **#1A938A**  
CMYK **87% | 22% | 50% | 3%**  
RGB **26 / 147 / 138**  
PANTONE **7717 C**



HEX **#043344**  
CMYK **96% | 70% | 51% | 48%**  
RGB **4 / 51 / 68**  
PANTONE **533 C**



HEX **#F7AE4B**  
CMYK **5% | 45% | 96% | 0%**  
RGB **237 / 154 / 40**  
PANTONE **136 U**



HEX **#205260**  
CMYK **88% | 57% | 47% | 28%**  
RGB **32 / 82 / 96**  
PANTONE **5473 C approx.**



## 2.2

# Typography.

Satoshi Font Family is the primary font to be used for brand collateral and other print materials.

Power Grotesk Font Family should be used for secondary headlines and body.

And for our web applications and systems, we are using Mulish Font Family

### Print and Social Media

#### Satoshi Font Family

Regular      **Bold**  
Medium      **Black**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!@#\$%^&\*)0123456789

#### Power Grotesk Font Family

Regular      **Bold**  
Medium      **Black**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!@#\$%^&\*)0123456789

### Web Applications

#### Mulish Font Family

Light  
Regular  
**Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!@#\$%^&\*)0123456789



2.3

# Photography.

Our photography style is based on happy people, workplaces and lifestyle.





# Graphics.





We are not a team  
because we work  
together. We are a team  
because we trust, respect  
and care for each other.







### 3.1

## Business Cards.



3.2

Stationary.







### 3.3

## Mockups.



3.4

Mockups.







3.5

Mockups.





 **Thank you.**