



BRAND GUIDELINES

APRIL 2023

GETTING TO KNOW
WHO IS

HHL GROUP



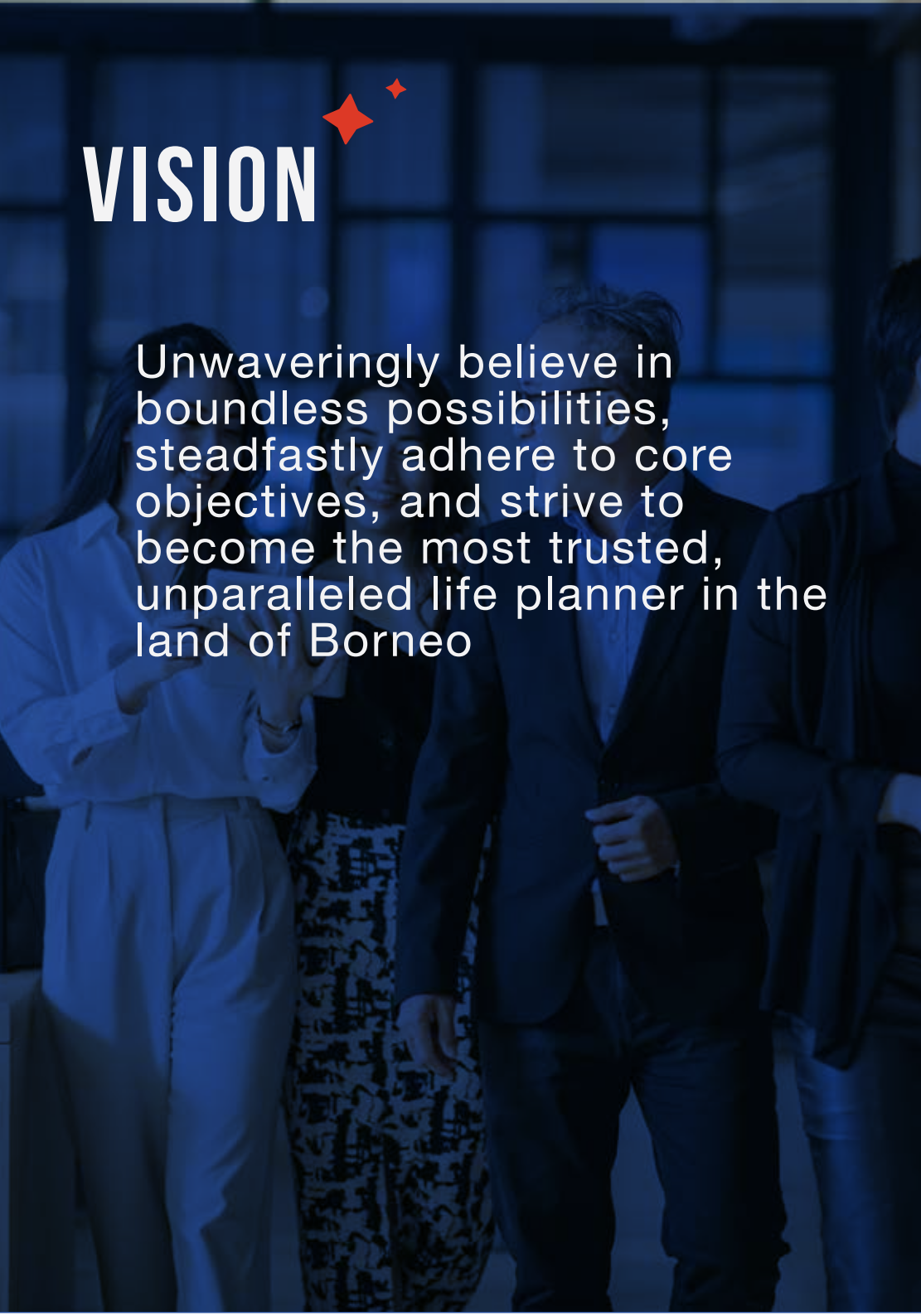
In a bustling world now that is known for its opportunities and challenges, HHL Group is a place where a group of people discovered a shared passion for helping others. They had seen how unexpected events could leave people emotionally and financially devastated, and they were determined to make a difference in the lives of those affected by such hardships.

With a mission to help people plan for a more secure and peaceful future

HHL Group is founded and dedicated to providing comprehensive life planning solutions. As the company grew, they assembled a diverse and compassionate team of professionals with expertise in finance, insurance, and personal development. The range of services provided by HHL Group is expanded and all designed to prepare clients for life's unexpected challenges and enable them to navigate those challenges with resilience and confidence.

As HHL Group's reputation for exceptional service and an empathetic approach spread, the company quickly became a trusted partner for people seeking a more secure and fulfilling life. Success stories from clients who had overcome difficulties with the help of HHL Group reinforced the founders' belief in their mission.

Today, HHL Group continues to be a beacon of hope and a symbol of preparedness for individuals and families looking to build a better future. By staying true to their core values and always prioritizing the needs of their clients, the founders and their dedicated team have created a lasting legacy of helping people achieve peace, safety, and personal growth in their lives.

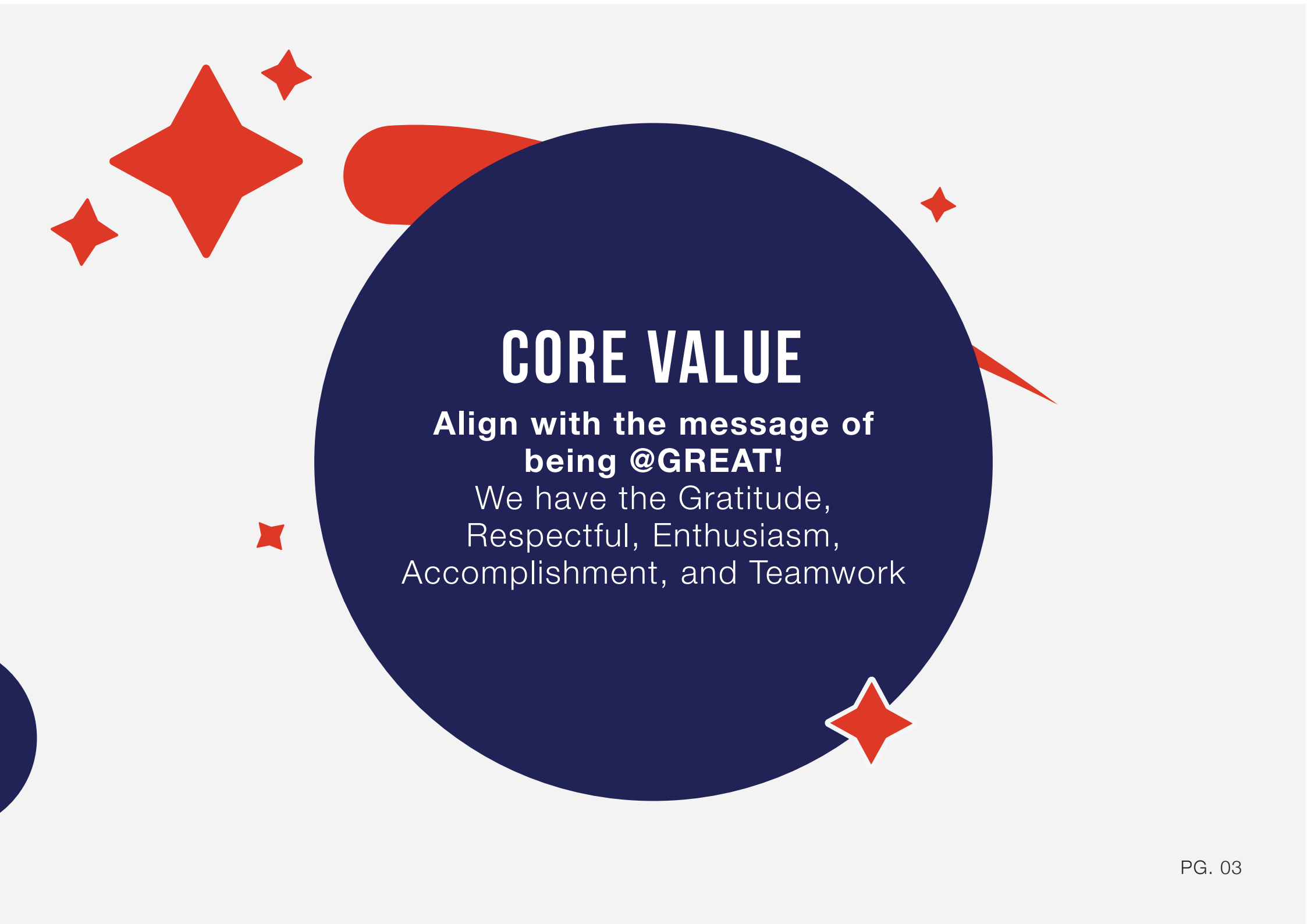


VISION

Unwaveringly believe in boundless possibilities, steadfastly adhere to core objectives, and strive to become the most trusted, unparalleled life planner in the land of Borneo

MISSION

Unleash the power of empathy and generosity, as we uplift those in need and pave the way for a life of exceptional quality. Acknowledge that the key to our shared humanity lies in savoring life's diverse experiences and cultivating meaningful connections.



CORE VALUE

**Align with the message of
being @GREAT!**

We have the Gratitude,
Respectful, Enthusiasm,
Accomplishment, and Teamwork

HHL GROUP LOGO 

★ ABOUT THE LOGO

DIRECTIONS OF HHL GROUP REFLECTS

The HHL Group is a company with a significant mission, as reflected in our logo. Here, we do not enhance HHL Group based on the full name of our founder, but rather with something that conveys a meaningful element for everyone involved.

Bringing in the first is to always be **Helpful**, possessing the feeling of **Hopeful**, and most importantly, to always **Love**. We aligned it with the best elements of the Great Eastern direction. The icon and colours we created for the final version of the logo are enhancing all of these in a remarkable manner.

Typically, a logo is an icon that allows our audience to identify us, but in this case, it also serves as a reminder to us to always convey the goodness that we wish to spread to others.



ABOUT THE COMBINATION OF THE LOGO

In this logo, the icon is composed of equal pillars that form an abstract visual of a path. It has also produced an inverted alphabet consisting of two Hs and an L. This visual conveys that working with HHL Group will be a journey. We focus primarily on building and protecting your life.

It might pique your interest of the shooting stars spreading across half of the icon. This is to reflect our intention and mission at HHL Group, which is to inspire people and ignite ideas at every moment because we approach things in a very unique and creative way.

**"A single spark of
inspiration can ignite a
lifetime of passion."**

The primary colour scheme consists of red and dark blue. We use a red brand colour that is largely consistent with the Great Eastern to align with their essence, which inspired us to begin the HHL Group journey.

As the dark blue represents our professionalism, which is comprised of a weight of solemnity and a knowledgeable attitude towards the people we serve, we have chosen this colour for our company logo.



PRIMARY LOGO

This is the primary HHL Group logo and should only be used as a standalone image.

The logo should be positioned carefully with structured space for the greatest outcomes in terms of visibility. Clear space is the distance from the bottom of the logotype to the strapline.



HORIZONTAL LOGO

This is the secondary logo variation for HHL Group and should be used across a lot of print collateral and is not restricted to being a lone visual.

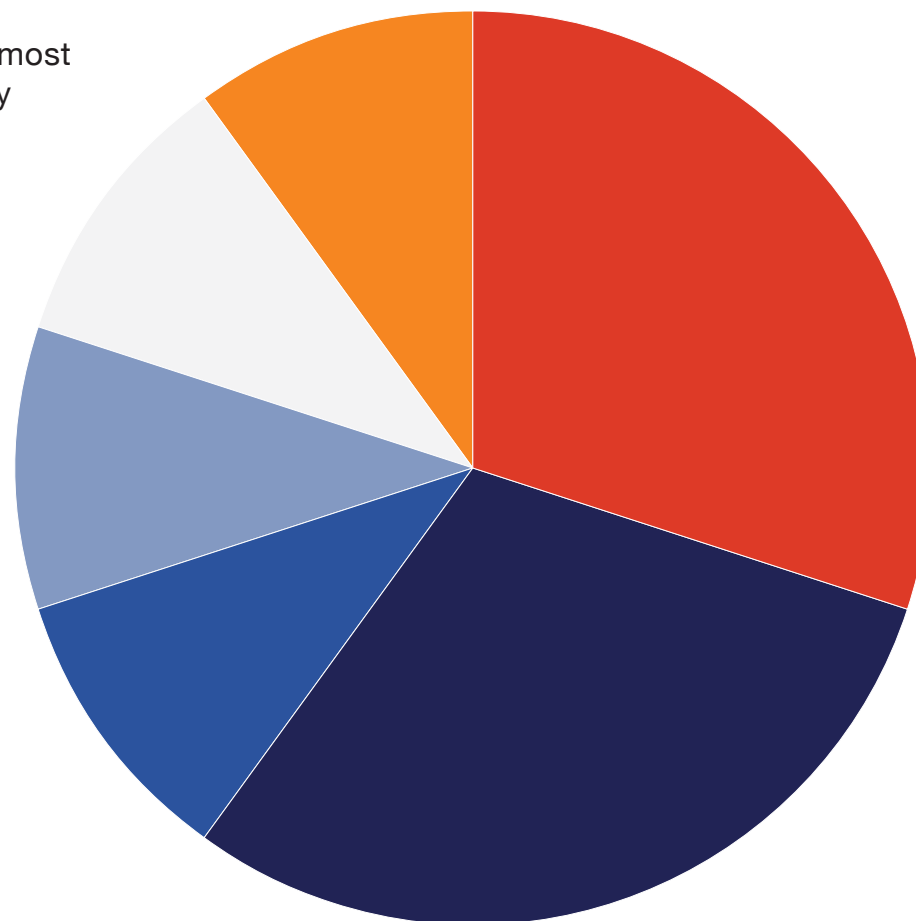
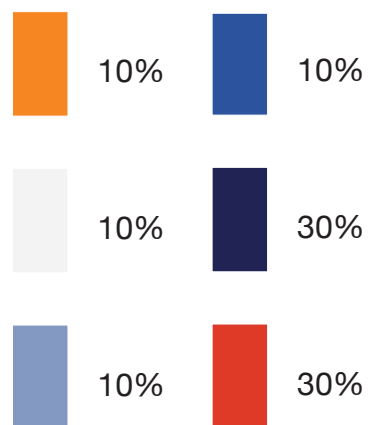
Always ensure that the secondary logo is placed with the instructed amount of clear space.



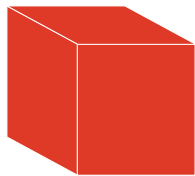
★ BRAND COLOUR

According to the brand's defined colour palette, a certain proportion of the brand's colours occur in various media.

Red HEX #DE3926 and dark blue HEX #212356 are the most common colours for primality. These are the two primary colours that best represent HHL Group across various occasions and media.



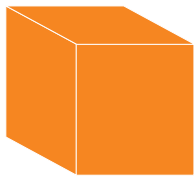
COLOUR PALETTE



HEX #DE3926

R 222
G 57
B 38

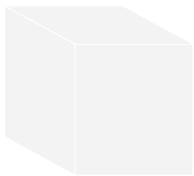
C 7
M 93
Y 100
K 1



HEX #F68620

R 246
G 134
B 32

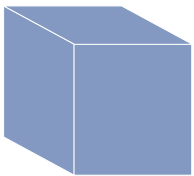
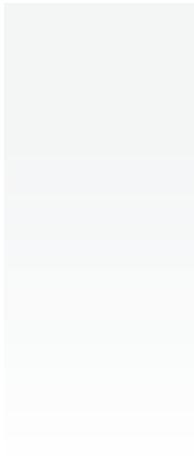
C 0
M 58
Y 99
K 0



HEX #F3F3F4

R 243
G 243
B 244

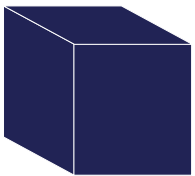
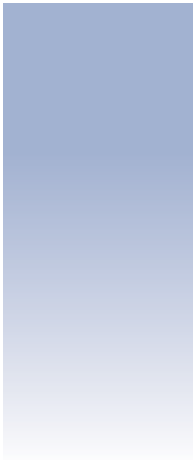
C 4
M 2
Y 2
K 0



HEX #8499C2

R 132
G 193
B 154

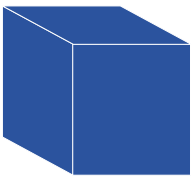
C 49
M 33
Y 6
K 1



HEX #212356

R 33
G 35
B 86

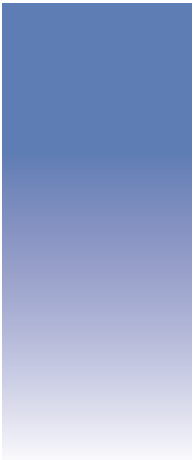
C 100
M 97
Y 35
K 31



HEX #2A539D

R 42
G 83
B 157

C 93
M 76
Y 5
K 1





COLOUR VARIATIONS

Based upon if contrast is a situation, options combinations of presentation may be employed.

When placed against a light or dark background, the logo's chili red colour stands out clearly. It applies to both circumstances because the Great Eastern quality standards are our ultimate directions that we will be marching.

As with the other elements, the Cadet Blue and White Grey hues may vary depending on the journey's context in order to convey creative implementations.



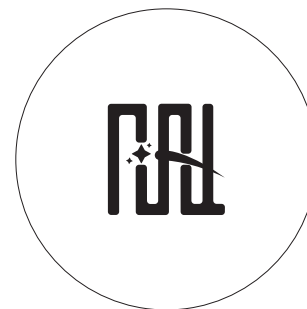


RESERVED AND MONO LOGOS

It is possible to use the logo and logotype in black and white in the absence of colour.

Under no circumstances should the logo or logotype be used in black and white on a colour image.

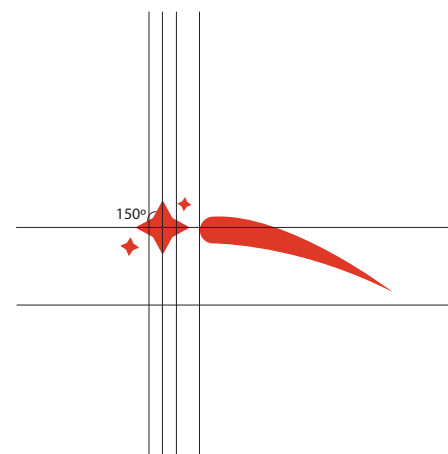
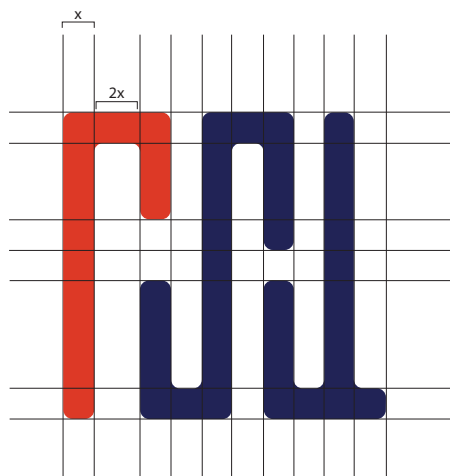




★ LOGO SYMBOL

CONSTRUCTION GRID

There is a portion measure had been conducted in this icon. Using an accurate grid to create a logo ensures that the design is balanced, visually appealing, and consistent. The grid provides a structure and framework for the logo's elements, helping to guide the placement of text and graphics, as well as ensuring that the proportions and spacing are consistent throughout the design.



★ TYPOGRAPHY

HEADLINES

BEBAS NEUE

A popular sans-serif font designed by Ryoichi Tsunekawa in 2010. It has a bold, strong, and condensed style that makes it stand out and easy to read. Bebas Neue is characterized by its uppercase letters that are geometrically constructed with sharp edges, flat horizontals, and verticals, and rounded curves. Its bold and impactful appearance can make a strong statement to our audience that highlight our attitude towards our professions.

A B C D E F G H I 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

BODY

HELVETICA NEUE

Helvetica Neue clean, simple, and modern appearance makes it easy to read and visually appealing, making it an excellent choice for content that needs to communicate information clearly and efficiently. Helvetica Neue's letterforms are geometrically constructed, with uniform stroke width, horizontal and vertical terminals, and rounded curves that make it easy to read in different sizes and on various media.

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i 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

✦ VIOLATIONS

These are a visual indication of the violations surrounding the logo.
Under no circumstances should the logo be violated in any of the following ways,



Do not change the size of logo composition.



Do not simply change the colour of the logo.



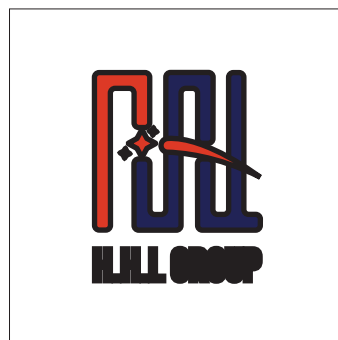
Do not distort the shape of the logo.



Do not rotate the icon nor the text.



Do not add gradient effects to the logo.



Do not add outline to the logo.



Do not add bevel or emboss to the logo.



Do not reposition the icon nor the text.

PRESENTATIONS ✨

♦ PRINTS

Merchandise from the company that proudly displays its identifying characteristics and serves as a continual reminder of our purpose; colleagues would feel honored to wear and carry such items.

The practise of printing our brand on things has other purposes beyond those of a marketing tool.

Why are we doing what we are doing and
why are we the people that we are?

The establishment of trust and the sharing of experiences are priorities in order to connect with people. The playing one of the purpose is to make it so that they immediately recognise who we are.

T-SHIRTS

Having a quote on a t-shirt for a brand can serve a few different purposes.

Firstly, it can communicate the brand's values, mission, or personality to others. By wearing a t-shirt with a quote, people can express their support for the brand and its message, and share that message with others who see the t-shirt.

Secondly, it can create a sense of community among those who wear the t-shirt. When people see others wearing the same quote or design, it can create a sense of connection and shared identity.

Finally, a quote on a t-shirt can also serve as a conversation starter. When someone sees a quote on a t-shirt that resonates with them, it can spark a discussion or connection with the person wearing it.

Overall, having a quote on a t-shirt for a brand can be a powerful way to communicate its values and message, build a sense of community among supporters, and spark conversations with others.



T-SHIRTS - JUST LOGO



ON PRODUCTS



OFFICE ACCESSORIES

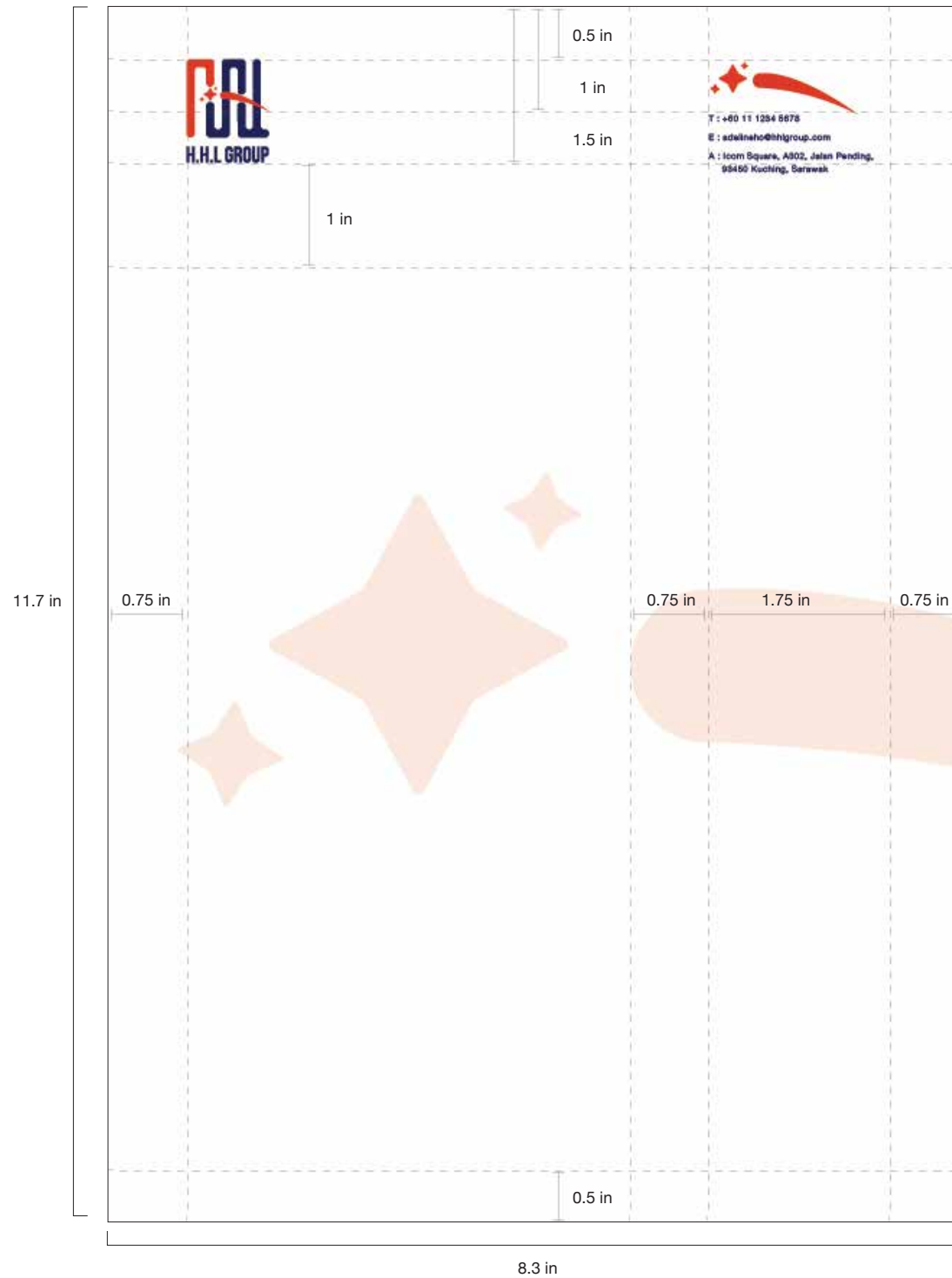




2 in



3.5 in



0.75 in



H.H.L GROUP

T : +60 11 1234 5678

E : adelineho@hhlgroup.com

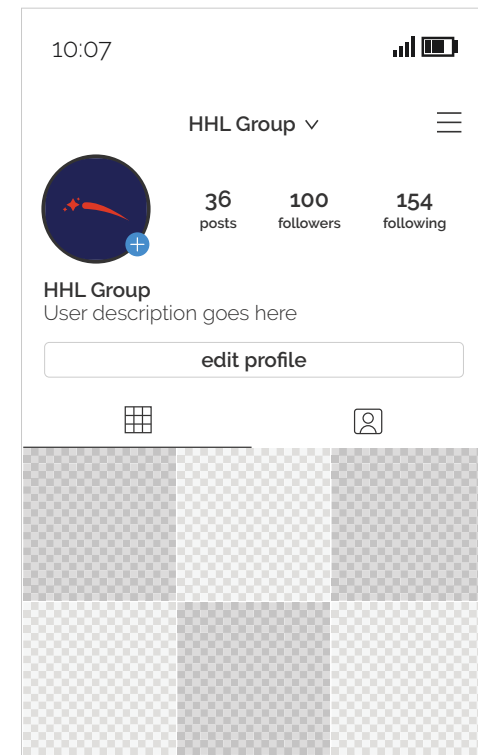
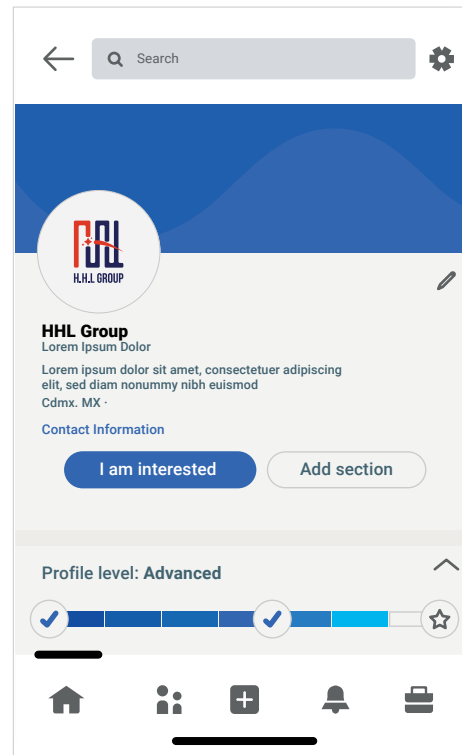
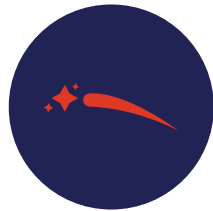
A : Icom Square, A302, Jalan Pending,
93450 Kuching, Sarawak

4.72 in

9.5 in

★ SOCIAL MEDIA

THUMBNAIL LOGO AND MARK



WATERMARK



SPARKS.

