

The logo for HAILO, featuring the letters 'H', 'A', 'I', 'L', and 'O' in a bold, sans-serif font. The 'A' and 'I' are colored blue, while the 'H', 'L', and 'O' are black. The 'O' is a solid black square.

Brand Guidelines | Logo usage for partners

July 24

Logo

LOGO VARIATIONS

Prime Logo

The default selection of the Hailo logo is #1, with black and blue letters on a light background.

Option #2 with white and blue letters should be used only on dark backgrounds, when a light background cannot be used.

Monochrome Logo

Exclusively use this logo variation when required for monochromatic printing purposes, such as on a chip, giveaway item (e.g., pen), or garment like a shirt.

1.



2.



3.



4.



Logo

LOGO VARIATIONS

Safe Area

It is important to keep corporate marks clear of any other graphic element. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

To work out the clear space take the "□" shape from the logo and use it to mark the exclusion zone above and below the logo. Then turn it 90 degrees and use it to mark the exclusion zone on the right and left of the logo.

Minimum size

The primary small logo mark should be used at a size of no less than 50px wide.



50px wide, approx.
(approx. 0.7 inches / 17mm)

Logo

PARTNER LOGO

For brand partnerships, the Hailo logo can be locked up with partner logos.

As the aim is to represent the logos as equal partners, they should both be scaled for visual balance.

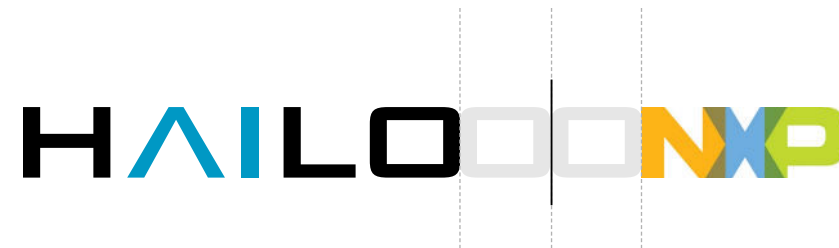
Partnership lockups can either be centered visually within a space or aligned to the bottom left or bottom right of an application.

Use a line to divide the logos.

Vertical Layout



Horizontal Layout



Logo

COMMON ERRORS

Always use approved artwork in correct colors when working with the logo. Do not alter the logo in any way.



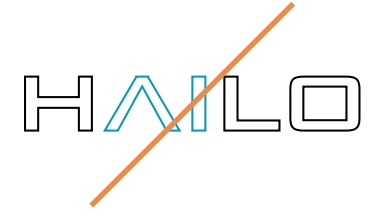
DO NOT change the logo's orientation or rotation



DO NOT disproportionately scale the logo



DO NOT apply special effects to the logo



DO NOT display the logo as an outline



DO NOT change the logo's colors



DO NOT fill the "AI" with black when monochromatic use is required



DO NOT fill the "AI" with white when monochromatic use is required



DO NOT display the logo with limited legibility

Logo

'EMPOWERED BY HAILO' LOCKUP

This logo is used by partners and placed next to their product or product name.

The default selection of the Hailo logo is #1, with black and blue letters on a light background.

Option #2 with white and blue letters should be used only on dark backgrounds, when a light background cannot be used.

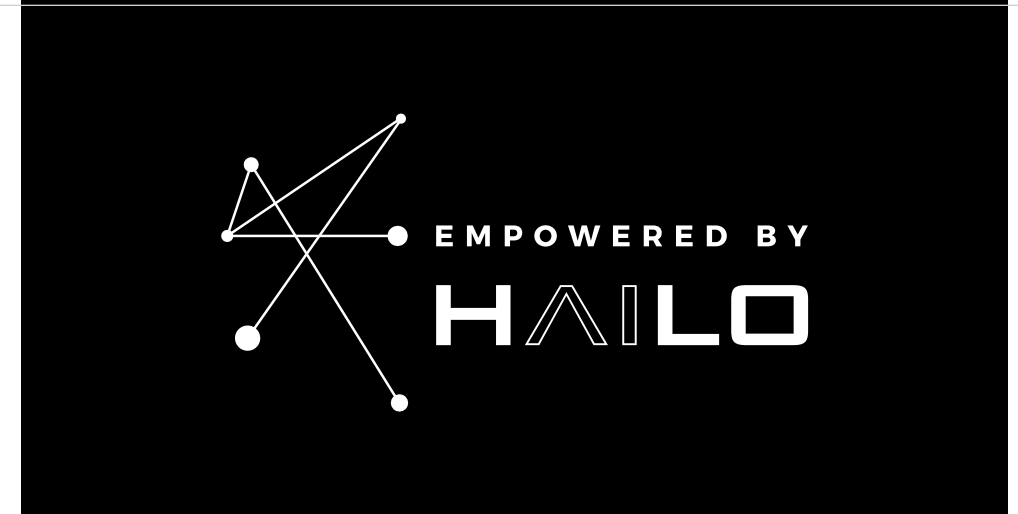


Monochrome logo

Exclusively use this logo variation when required for monochromatic printing purposes.

"Empowered by" text and the dot & lines shape are not allowed to be used "apart" from the logo, but always in combination with the logo.

These text and shape must appear exactly as in the examples on this page, without changing the font or size or proportion.



Logo

'EMPOWERED BY HAILO' LOCKUP

Safe Area

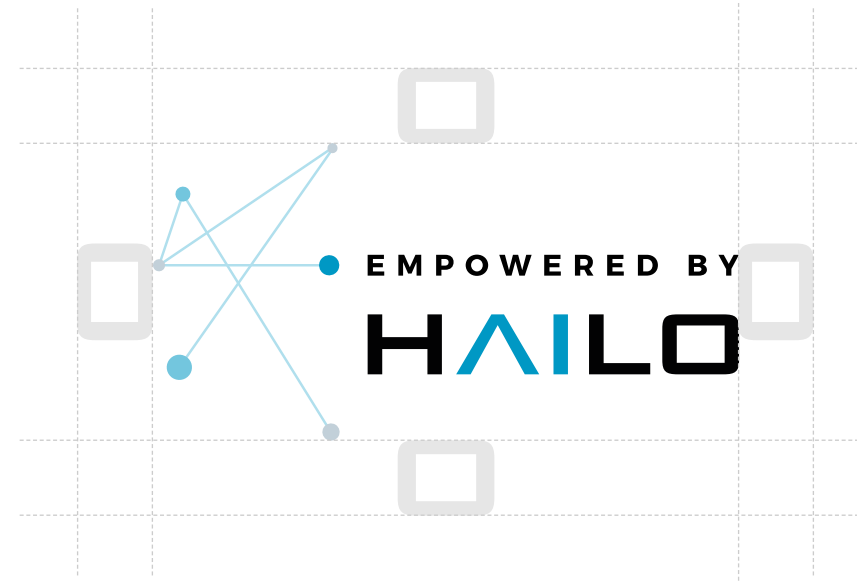
It is important to keep corporate marks clear of any other graphic element.

To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the symbol itself and our company name - they have a fixed relationship that should never be changed in any way.

To work out the clear space take the "□" shape from the logo and use it to mark the exclusion zone above and below the logo. Then turn it 90 degrees and use it to mark the exclusion zone on the right and left of the logo.

Minimum size

The logo should be used at a size of no less than 85px wide.

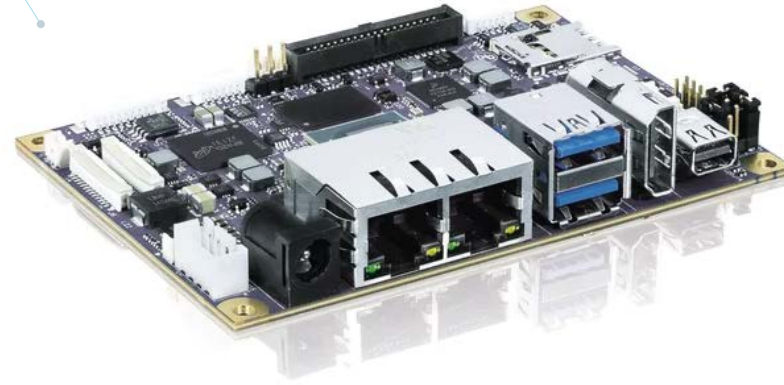


85px wide, approx.
(approx. 1.18 inches / 30mm)

Logo

'EMPOWERED BY HAILO' LOCKUP

This logo is used by partners and placed next to their product or product name.



(Sample taken from Falcon-H8, Lanner)



(Sample taken from MiAi-H8, Mitac)

Product logo & Hailo logo

Make sure you align the products' logo to the bottom of the Hailo logo and not to the lowest dot.

Both logos should look more or less equal in size

FALCON H8



Logo

COMMON ERRORS

Always use approved artwork in correct colors when working with the logo. Do not alter the logo in any way.



DO NOT change the relationships and distances between the two elements that create the "Empowered by Hailo" logo.



DO NOT use the logo next to another company's logo. When placed next to another company's logo, only the HAILO logo should be used. The "Empowered by Hailo" logo can only be placed next to a product's logo.



DO NOT make the "Empowered by Hailo" logo too small or too large compared to the product's logo. Both logos should look more or less equal in size.



Thank You

For questions please contact marketing@hailo.ai