HELIKON-TEX ®

Helikon-Tex ® - *Brandbook*

Helikon-Tex *- brandbook*

Intro

Brandbook is a tool contains basic information on the visual identity of the Helikon-Tex® brand - referred in this document as „the brand".
Brandbook contains rules and guidelines showing how the use, logo, logotype and emblem of the brand. The book helps to build a proper visual communication of the brand that is coherent with brand strategy.

Helikon-Tex *- brandbook*

Table of contents :

1. Helikon-Tex® logotype.

The brand logo is the name of the brand.

The brand logotype is written with the Inter SemiBold font, with the use of appropriate kerning.

The brand logotype is a copyright mark. Self-reconstruction of the brand logotype is prohibited.

For reproducing, use only the original file.

The original file should be downloaded from the source indicated by the brand representative.

Konstrukcja logotypu.

Logotyp.

2. Protective field of the logotype.

The protective field is the smallest possible enclosed space surrounding a graphic sign.
The protective field was used to properly expose the graphic sign.

Protective field design.

Protective field.

3. Helikon-Tex® emblem.

The emblem is an illustration of a chameleon holding a spear.

The brand emblem is a copyright mark. Self-reconstruction of the brand emblem is prohibited.

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The original file should be downloaded from the source indicated by the brand representative.

Emblem can stand alone. Proper location of the ® sign.

Emblem.

4. Protective field of the emblem.

The protective field is the smallest possible enclosed space surrounding a graphic sign.
The protective field was used to properly expose the graphic sign.

Protective field.

Protective field design.

5. Helikon-Tex® logo.

The Helikon-Tex logo consists of the logotype and the brand emblem.
The brand logo is a copyright mark. Self-reconstruction of the brand logo is prohibited.
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Logo design.

Logo.

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6. Protective field of the logo.

The protective field is the smallest possible enclosed space surrounding a graphic sign.
The protective field was used to properly expose the graphic sign.

Protective field design in square.


Protective field design in circle.

7. Visual identity and the ® symbol.

A trademark may be registered, but there is no obligation to use the ® mark. A registered trademark shown without the ® symbol is still fully protected by law.

Attention!

The legibility of the ® mark depends on many factors. Each time the decision (to use it or not use it) is made by the designer.

8. Logo, logotype and emblem scaling.

Helikon-Tex® logo, logotypy and emblem should be reproduced in a scale that allows proper display of the graphic signs. The legibility of the ® mark depends on many factors. Each time the decision (to use it or not use it) is made by the designer.

9. Helikon-Tex® typography.

The Helikon-Tex® brand font is called Inter Font. Inter font as part of the Google Fonts platform has an open license for commercial use.
All available versions of the Inter font are part of the brand's visual identity system:

Regular, Italic, Thin, Thin Italic, Extra Light, Extra Light Italic, Light, Light Italic, Medium, Medium Italic, SemiBold, Semibold Italic, Bold, Bold Italic, Extra Bold, Extra Bold Italic, Black, Black Italic.

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9. Helikon-Tex® typography.

The Helikon-Tex® brand font is called Inter Font. Inter font as part of the Google Fonts platform has an open license for commercial use. Basic principles of building a text block:

– same spacing between paragraphs,

– align the text to the left side,

– proper font sizes for a header, main part of the text and description.

Helikon-Tex® to marka skierowana do wszystkich entuzjastów aktywnego spędzania czasu. Łączy rozwiązania znane ze świata militarnego z całkowicie nowoczesnymi projektami dla strzelców, entuzjastów bushcraftu, outdoorowców oraz osób poszukujących taktycznych udogodnień w ubraniach miejskich.

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Text block - correct example.

9. Helikon-Tex® typography.

Additionally :

–   the components of the logo (emblem + logotype) have to be display each time in the same color,

–   logo, logotype and emblem should be used with a protective field,

–   logo, logotype and emblem can be rotated by 90 or 270 degrees relative to their basic version,

–   all text on Helikon-Tex® layout should be written in INTER font.

Helikon-Tex® to marka skierowana do wszystkich entuzjastów aktywnego spędzania czasu. Łączy rozwiązania znane ze świata militarnego z całkowicie nowoczesnymi projektami dla strzelców, entuzjastów bushcraftu, outdoorowców oraz osób poszukujących taktycznych udogodnień w ubraniach miejskich.

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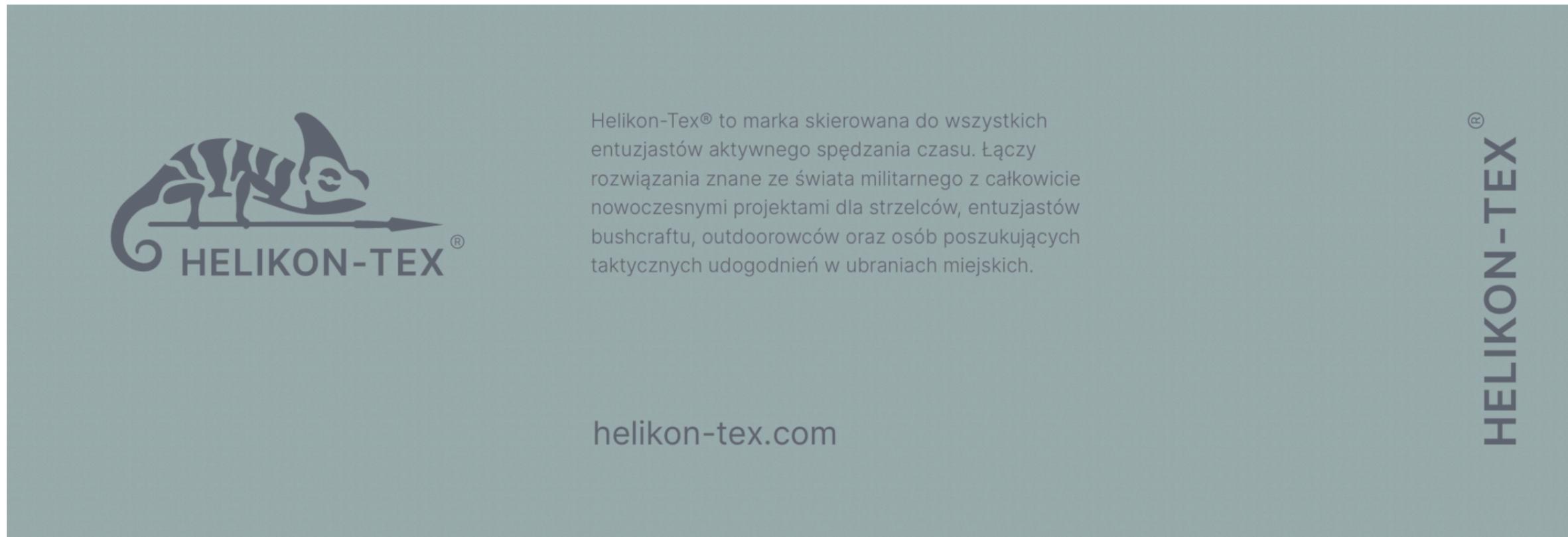
HELIKON-TEX

Przykładowy layout z
innym kolorem niż czarny i biały.

9. Helikon-Tex® typography.

In the visual communication of the brand we use a claim : "Journey to perfection". The claim is written in the form of a hashtag: #journeytoperfection or #JourneyToPerfection. Two versions of the Inter font were used to improve the readability of the claim.

#journeytoperfection

#JourneyToPerfection

10. Helikon-Tex® color guide.

Basic color versions of the logo, logotype and emblem are black or white.

Black color in the CMYK palette is marked as: C: 0, M: 0, Y: 0, K: 100.

Black color in the RGB palette is marked as: R: 0, G: 0, B: 0.

Black color in the PANTONE® palette is marked as: Pantone Black 6 C.

Black color in the HEX palette is marked as: #000000.

White color in the CMYK palette is marked as C: 0, M: 0, Y: 0, K: 0.

White color in the RGB palette is marked as: R: 255, G: 255, B: 255.

White color in the PANTONE® palette is marked as: Pantone 11-0601 TCX.

White color in the HEX palette is marked as:: #ffffff.
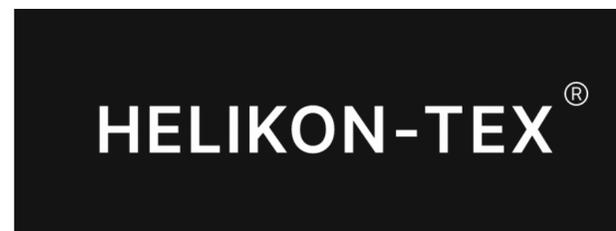
11. Prohibited forms and use of the brand's logo, logotype and emblem.

Any forms of using the logo, logotype and brand emblem contrary to this brandbook are prohibited. Any doubts should be consulted with the brand Marketing Department. The most characteristic errors in the use of the Helikon-Tex® logo, logotype and emblem:

Gradient in logo,

Logo cropping,
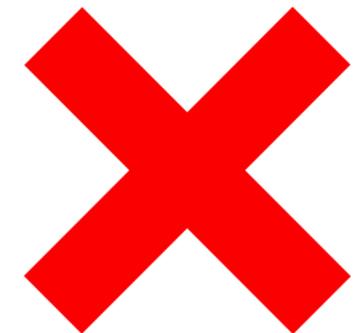
More than one color in logo,

Background violating the protective field of the logo,

11. Prohibited forms and use of the brand's logo, logotype and emblem.

Any forms of using the logo, logotype and brand emblem contrary to this brandbook are prohibited. Any doubts should be consulted with the brand Marketing Department. The most characteristic errors in the use of the Helikon-Tex® logo, logotype and emblem:

Logo decomposition,

Rotating the logo other than 90 and 270 degrees,
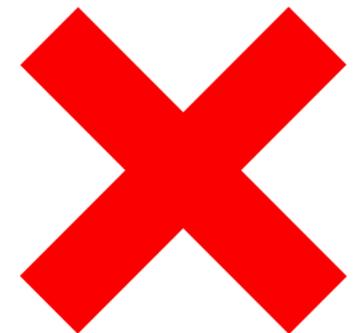
Logo decomposition,

Outline in logo,

11. Prohibited forms and use of the brand's logo, logotype and emblem.

Any forms of using the logo, logotype and brand emblem contrary to this brandbook are prohibited. Any doubts should be consulted with the brand Marketing Department. The most characteristic errors in the use of the Helikon-Tex® logo, logotype and emblem:

Zmiana proporcji logo.

Drop shadow under the logo.

Using the old logo.

Shortening of the name of the brand.
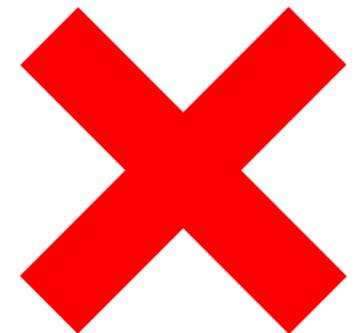
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Summary

Any doubts related to this brandbook should be consulted with the Marketing Department of Helikon-Tex® brand.

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