humanipo graphic identity mini-guide

Humanipo is standing for cooperation and connection and that is also what this symbol is standing for.

The logo consists of two characters combined as a puzzle and a text "humanipo" with the font Helvetica Neue Bold.

In the monochrome version of the logotype, there is a small gap between two pieces of puzzle to keep them visibly separated.

It is suggested to use logo with the typographical part "humanipo" but as this brand mainly represents it's web it is also possible to use the one that says "humanipo.com".

Main colours of the logotype are dark brown and salad/lime green. The part "ipo" is separated from the rest word of the "human" by colour. Not more than two colours may be used in this logotype at once.

If you need to use this logotype as monochrome, please do not just fill it up, make sure to use the black version of it, as they differ in construction.
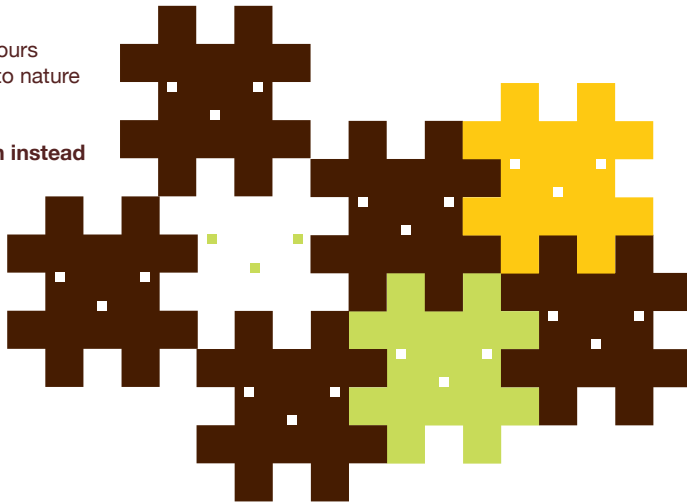
It is not forbidden to try different colour variations within the logotype, tho the construction of two colours must be kept and new colours must fit the rest of the brand and be clearly thought thrue.

Making the puzzle-illustrations within this logo is quite easy. They may be used in any decorations of the promotion materials.
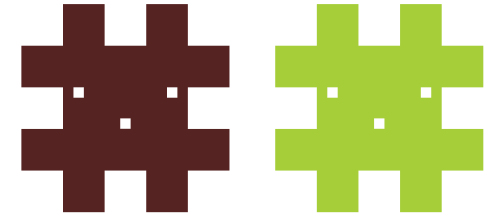
Here you can also see that colours humanipo relates to are close to nature and quite pastel.

Make sure to use dark brown instead of black where possible.

Here are the colour codes that MUST be used within the original non-modified logo.

As different media uses different type of colour systems make sure to pick the right codes from here.

CMYK 0 / 60 / 40 / 80

RGB #522A27

PANTONE 483

CMYK 59 / 0 / 100 / 0

RGB #93C02F

PANTONE 376

The typography part is really easy on this one. Make sure that you use Helvetica Neue Regular in print and Bold for headlines.

In the web the substitute font would be Arial. Also bold in the headlines to fit the typography of the logo.

That way the web-part of the brand is connected to the real one and everything stays in style. And that one is important.

Aa Bb Cc
Aa Bb Cc

Aa Bb Cc
Aa Bb Cc

In Humanipo print-materials, try to use enviroment-friendly paper.

Here you can see some materials with brand on it, just to get the feeling of how it's working.

There is also a picture of an existing Humanipo business-card, as an example of use of the brand.