

HAVEN

Brand Guideline

A Design Manual to the HAVEN brand

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01

Introduction

OVERVIEW

HAVEN is a premier maritime company dedicated to offering an exceptional range of products and services tailored to the needs of boat and ship enthusiasts. Founded in 2024, HAVEN has swiftly established itself as a trusted name in the maritime industry, renowned for its commitment to quality, innovation, and customer satisfaction.

VALUES

Excellence: We strive for the highest standards in all our offerings, ensuring quality and reliability in every product and service.

Customer Focus: Our customers are at the heart of everything we do. We prioritize their needs, offering personalized solutions and exceptional service.

Sustainability: We are committed to environmentally responsible practices, promoting sustainable boating and conservation efforts.

MISSION

At HAVEN, our mission is to be the ultimate destination for all maritime needs, providing a safe and enriching experience on the water. We aim to inspire a love for the sea through high-quality products, expert services, and a community-driven approach.

TONE OF VOICE

HAVEN's tone of voice is designed to reflect our brand's commitment to quality, innovation, and customer-centric values. It is a blend of professional expertise, friendly guidance, and inspirational messaging. The tone is warm, inviting, and authoritative, making our customers feel confident and welcomed.

02

Logo

H A V E N



The main concept of the HAVEN logo is based on the structure of the average boat/ship/yacht.

The top portion was replicated, and adjusted to represent the brand's logo.

KEYWORDS

- Modern
- Reliability
- Nautical
- Premium

EXCLUSION ZONE

Maintaining the appropriate space around the logo, each time you use it.

The logo consists of the word "HAVEN" in a bold, white, sans-serif typeface. The letter 'H' is composed of two vertical bars. The letter 'A' is a simple triangle with a horizontal bar. The letter 'V' is a simple inverted triangle. The letter 'E' has three horizontal bars. The letter 'N' is composed of a vertical bar and a diagonal bar. The letters are set against a dark blue rectangular background, which is itself centered within a larger, light blue rectangular area.

maintain a 50px distance on all sides

APPROPRIATE SIZES

H A V E N

H A V E N

H A V E N

H A V E N

BACKGROUNDS & IMAGES

H A V E N

H A V E N

H A V E N





HAVEN

H A V E N

DO NOT SQUEEZE

H A V E N

DO NOT STRETCH

H A V E N

DO NOT WARP

H A V E N

DO NOT USE DROP SHADOW

H A V E N

DO NOT USE AS OUTLINE
OR USE STROKES

H A V E N

DO NOT USE ALTERNATE
COLORS

03

Color Scheme

#421e0a

#111d60

#f7f7f7

04

Typography

TYPEFACE

Garant Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ

abcdefghijklmnopqrs
tuvwxyz

0123456789 ~!@#\$%^&*()

Aa Bb Cc 012

Aa Bb Cc 012

Aa Bb Cc 012

Aa Bb Cc 012

04

Imagery

