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**

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

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

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

### MISSION

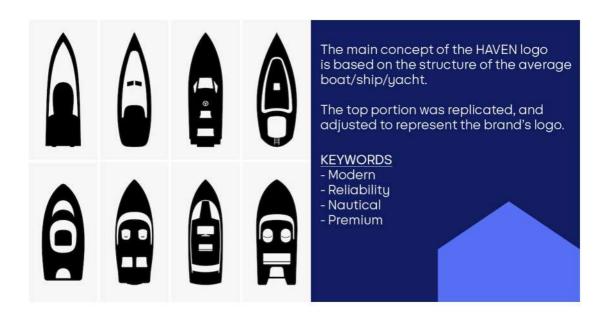
At HAVEN, our mission is to be the ultimate destination for all maritime needs, providing a safe and enriching experience on the water. We aim to inspire a love for the sea through high-quality products, expert services, and a community-driven approach.

### **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

# HOUEN



### **EXCLUSION ZONE**

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



maintain a 50px distance on all sides

### HNUEN HNUEN $H \land U \in N$

HAVEN



### HAVEN

 $H \cap V \in N$ 





### HAVEN

DO NOT SQUEEZE



DO NOT STRETCH



DO NOT WARP



DO NOT USE DROP SHADOW



DO NOT USE AS OUTLINE OR USE STROKES



DO NOT USE ALTERNATE COLORS

### 03 Color Scheme

#421e0a

#111d60

#f7f7f7

# 04 Typography

### **TYPEFACE**

### **Garant Pro**

ABCDEFGHIJKLMNOPQRS TUVWXYZ

abcdefghijklmnopqrs tuvwxyz

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

Aa Bb Cc 012

Aa Bb Cc 012

Aa Bb Cc 012

Aa Bb Cc 012

# 04 Imagery

