



Brand Book for Himal Hemp

In this style guide you will find not only unicorns and rainbows but also some guidance on how to handle our magic brand and not to get lost among stardust.

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BRAND BOOK

2017 - 2019

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introduction

About Himal Hemp

Himal Hemp is an experimental store of clothes and accessories fairly produced of mainly natural and recycled raw materials in Nepal, together with self-organized workshops, and at the same time it's a tight mix of Austrian and Nepali cultures.

It's a start-up project and a collaboration between a small group of people, who are regularly involved, and volunteers. We share experience, gained knowledge, show the difference and create new opportunities. We try to close the gap between consumer and producer for a global fair play.



Mission Statement and Brand Values

Creating and delivering long-lasting goods to conscious users, caring for the situation and needs of the people and environment involved in the production process.

Fair

Production & Trade

Collaboration and support of local workshops in Nepal.

Sustainable

Social & Economic Development

For the benefit of our global community.

Materials

Raw & Recycled

Using wild growing weeds, certified organic cotton and recycled materials for upcycle production.

Conscious

Product Consumption

Becoming an eco-friendly consumer.

Handmade

Production & Quality

Excellence of hand work and its appreciation.

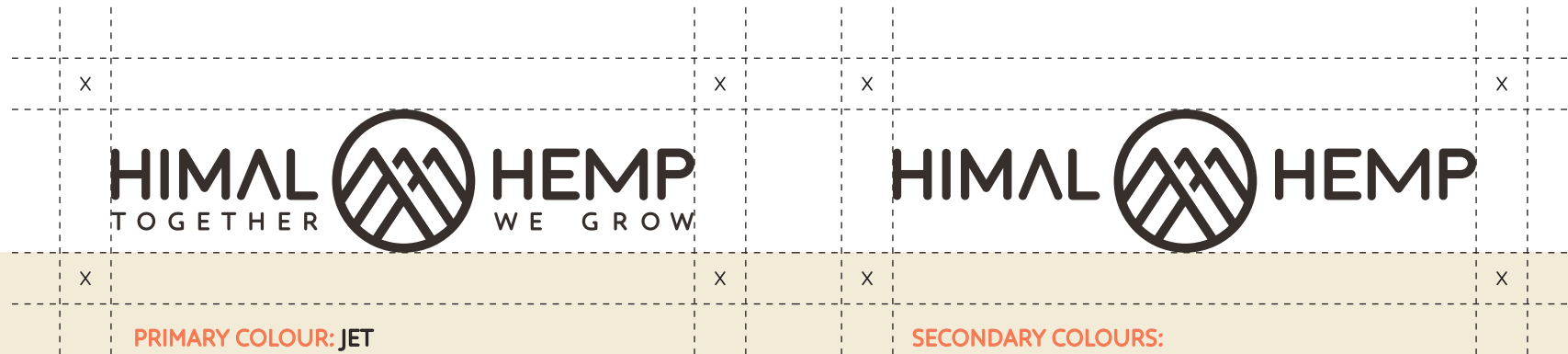


logo identity

Logo Usage

The logo is the primary identity element in our magic system. It can be used together with a tagline or without it depending on the purpose. However, don't forget that it's a unique expression of who we are, so for the best outcome follow this guideline.

Any public, official materials associated with the brand — whether in print, online or around in physical/virtual worlds — — must include the logo.



PRIMARY COLOUR: JET

FOR WEB USE

R: 56 G: 50 B: 47

FOR PRINTING USE

C: 10 M: 015 Y: 20 K 90

HEX

#38322F

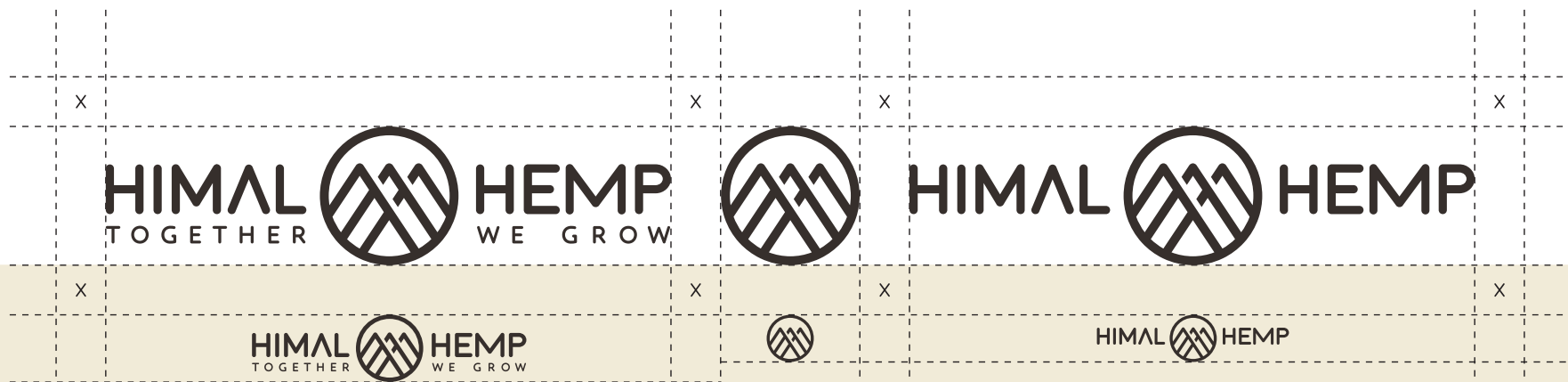
SECONDARY COLOURS:

BLACK / WHITE

*The background where you are placing the logo should determine which version of the primary or secondary logo colours you use.

Minimum Usage

To make sure the logo is always clear and legible, there is a minimum size requirement, which is based on the height of the symbol.



MINIMUM SIZE FOR LOGO:

Print = 8mm height

Digital = 30 px height/at 72 dpi

MINIMUM SIZE FOR SYMBOL AND LOGO (WITHOUT TAGLINE):

Print = 6mm height

Digital = 20 px height/at 72 dpi

colour palette

Colour Specifications

Why so colourful? Because it's just impossible to imagine unicorns without rainbows. Moreover, we are a mix of people, cultures and backgrounds. However, we are united by this playground and would like to show to others that it's easy and fun to collaborate all together and take care of the world where we live and save its colours.

07

JET



FOR WEB USE

R: 56 G: 50 B: 47

FOR PRINTING USE

C: 10 M: 015 Y: 20 K 90

HEX

#38322F

DEEP SPRING



FOR WEB USE

R: 73 G: 105 B: 51

FOR PRINTING USE

C: 70 M: 35 Y: 95 K 30

HEX

#496933

PICTON BLUE



FOR WEB USE

R: 83 G: 183 B: 232

FOR PRINTING USE

C: 60 M: 10 Y: 0 K 0

HEX

#53B7E8

LIGHT CRIMSON



FOR WEB USE

R: 240 G: 103 B: 147

FOR PRINTING USE

C: 0 M: 75 Y: 15 K 0

HEX

#F06793

MANDARIN



FOR WEB USE

R: 244 G: 122 B: 85

FOR PRINTING USE

C: 0 M: 65 Y: 70 K 0

HEX

#F47A55

SUNGLOW



FOR WEB USE

R: 255 G: 264 B: 64

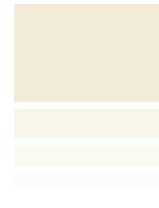
FOR PRINTING USE

C: 0 M: 20 Y: 85 K 0

HEX

#FFCC40

EGGSHELL



FOR WEB USE

R: 240 G: 234 B: 216

FOR PRINTING USE

C: 5 M: 5 Y: 15 K 0

HEX

#FoEAD8

Logo Color Variations

Possibly to use brand colours in logo representation for various design reasons and to emphasise of ideas in printed media and online use.



*The background where you are placing the logo should determine, which version of the primary, secondary or other brand logo colours you use.

typography

Font Styles

The primary typeface plays an essential role in the corporate style. It maintains a sustainable brand image in all means of communication and promotional materials.

Core Humanist Sans is clean and neutral. In spite of its simplicity, it conveys an important message of equality through no contrast in the characters. It's peaceful, humble and friendly.

Chasing Embers is a camouflage typeface with inc texture that allows creating light and lively feeling in the design.

PRIMARY FONT

Core Humanist Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

SECONDARY FONT

chasing embers

abcdefghijklmnopqrstuvwxyz

Hierarchy

Title
24 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,“”‘
123456789£\$?!<>{}[]#ç™®

Header
18 apt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,“”‘
123456789£\$?!<>{}[]#ç™®

Body Copy
12 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,“”‘
123456789£\$?!<>{}[]#ç™®

Extra
8 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,“”‘
123456789£\$?!<>{}[]#ç™®

brand icons

Eco Icons

The set of eco brand icons is designed to explain our production concept, material choice and quality standards. These icons are tightly connected with the values of our brand, however, they also represent the main qualifications that are followed by our clients.

This infographic is used in printed and digital marketing materials together with the general description of Himal Hemp Brand to navigate quickly the first time user through the eco cycle of our standards.



fair produziert

in nepal mit ausgewählten
partnerInnen in kooperation mit
NEPAL DIRECT



nachhaltig

zum wohle unserer globalen
gemeinschaft mit den prinzipien
der gemeinwohloökonomie



handarbeit

qualitätsvoll gefertigt
vom rohstoff bis zum
endprodukt



biologische rohstoffe

wie hanffasern, baumwolle
und leder von natürlich
verstorbenen tieren



upcycling

von alten sari, traditioneller
nepalesischer frauenkleider,
und anderer materialien

mascot

Himal Hemp Unicorn

The Unicorn with a colourful mane and horn is a materialisation of our brand's personality that facilitates an emotional connection with our audience.

In general, the unicorns are symbolic in nature. They are strong and splendid mythological creatures who are the main representatives of magical power of nature that nurtures all living things.

These most wondrous animals, which traditionally taken as a symbol of chastity, appear only to a rare few and have the ability to bestow magic, miracles and wisdom to those, who are pure of heart and virtuous in their deeds.

Our enchanting unicorn comes and awards everyone who has a sincere desire to rebuild the world into a conscious community of people whose focus is directed to the development of sustainable living among all and taking care of the environment all together.





Musicorn



Freezycorn



Astrocorn



Ukulelecorn



Footballcorn



Yogacorn



Medicorn



Skateycorn



Safetycorn



Businesscorn



Jewelcorn



Newborncorn



Travelcorn



Flowercorn



Lovecorn



Babycorny

Our Unicorn paddock is large and all the time extending.
The unicorns are occupied in various fields, they have hobbies and participate in all kinds of activities actually like members and volunteers in our start-up. They are the same like we are and you are!

Textile pattern for baby crawlers



Textile pattern for underwear



stationery

Business cards

Each letter or business card is an opportunity to build recognition for our growing brand.

Colourful business cards reflect our idea of available environmental magic. We believe that everyone can contribute to our green and fair world, especially if there is an opportunity for it. Therefore, let's spread this colourful awareness around!

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Envelope & Letter Head

Consistently designed stationery strengthens the brand’s visual identity and contributes positively to our image as a whole.



imagery

Images Guideline

A distinctive photographic style keeps on establishing through the development process of our brand. In general, the clients should feel the vibrant mix of austrian and nepali cultures and the diversity of life.

Moreover, on one hand, it reflects the rural life and vivid culture of Nepali people and depicts rich views of Himalayan mountains. It explains the background of materials that are used in Himal Hemp production and the process of changing these materials into the ready made goods.

On the other hand, photography shows the life and goals of people, who are ready to establish stronger collaboration with this peculiar world through conscious consumption and mindful fashion.



We want to evoke an emotional response and tell a human story. We capture people and moments of using products in simple, real-life situations. We engage our audience by being inspirational and attainable.



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