Primary Logo : Stacked

Primary Logo : Stacked

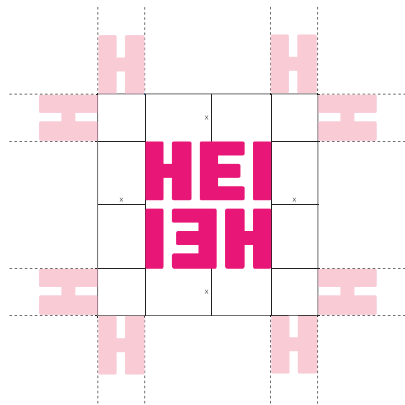Secondary Logo : Horizontal

Secondary Logo : Horizontal

App Icon

Logo

When referring to HEIHEI in written text, ensure it is written as follows:

HEIHEI

The following variations of 'HEIHEI' are incorrect: HEI HEI, Hei Hei, Heihei, heihei, hei hei.

Download Logo Pack

Clearspace

The minimum amount of space that you should leave around the HEIHEI logo is called the clearspace. The clearspace measurement is the width of the H. Make sure this space is kept clear of text, images and other logos.

Minimum Size

For maximum legibility, ensure the following logos are not reproduced in sizes any smaller than those listed.

If you require a HEIHEI icon to fit in a small space, please contact Blacksand.

Print: 17mm
Digital: 80px

Print: 35mm
Digital: 150px

Colours

BRAND
R232 G31 B118
C2 M97 Y24 K0
#e81f76
Pantone 213C

WATCH
R0 G113 B206
C91 M53 Y0 K0
#0071ce
Pantone 285C

PLAY
R0 G169 B143
C90 M3 Y58 K0
#00a98f
Pantone 3268C

LISTEN
R134 G51 B153
C57 M97 Y0 K0
#863399
Pantone 2593C

WIN
R255 G103 B29
C0 M74 Y95 K0
#ff671d
Pantone 165C

Typeface

Rubik.

Rubik is the primary typeface for HEIHEI.

Please ensure this font is used in bold or medium weight for titles, regular weight sentence case for body copy and medium weight all caps for buttons and links for all HEIHEI material. The colour of the titles should change to match the HEIHEI catagory colour it's communicating and body copy should be in black or HEIHEI dark grey on a white background. The font should be white when placed on a HEIHEI colour or dark background.
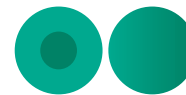
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