

Haelixa

# Brand Guidelines

Index

Logo  
Colors  
Typography  
Fourth Element

Logo

# Logo

Our logo represents our brand—clear, modern, and simple. The design is timeless and professional, incorporating a key element of our core technology—the DNA—into the letter X.

Haelixa

# Logo variations

Our logo is designed to stand out across different backgrounds. Each color variation ensures optimal contrast for clarity and impact.

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# Logo shorthand

The X from our logo can be used as a shorthand for social media profiles, favicons, and icons where space is limited.



# Colors

Colors

The color palette includes a primary colors for strong brand recognition, secondary colors for flexibility, and background colors for balance.

PRIMARY		SECONDARY				FOR BACKGROUNDS		
<div>TANNENGRÜN</div> <div>HEX #244B32</div> <div>CMYK 100 / 25 / 90 / 60</div> <div>PANTONE 3435</div>		<div><div>HEX #23524A</div><div>CMYK 100 / 45 / 70 / 5</div><div>PANTONE 568</div></div>	<div><div>HEX #8BBB94</div><div>CMYK 50 / 0 / 45 / 20</div><div>PANTONE 556</div></div>	<div><div>HEX #3FC57F</div><div>CMYK 90 / 0 / 70 / 0</div><div>PANTONE 7480</div></div>	<div><div>HEX #D2FFB2</div><div>CMYK 35 / 0 / 50 / 00</div><div>PANTONE 7486</div></div>	<div><div>HEX #FFB67B</div><div>CMYK 0 / 35 / 60 / 0</div><div>PANTONE 713</div></div>	<div><div>HEX #EAFDDA</div><div>CMYK 15 / 0 / 25 / 0</div><div>PANTONE 7485</div></div>	<div><div>HEX #FBAE0</div><div>CMYK 0 / 5 / 35 / 0</div><div>PANTONE 7499</div></div>



# Typography

# Typography

Consistent use of typography reinforces our identity and enhances communication. TWK Lausanne, with 400 weight, is used for text to ensure readability. 600 weight is used for headlines.

TWK LAUSANNE 400

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890 §!"#€%&/()=?@

TWK LAUSANNE 600

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890 §!"#€%&/()=?@

TWK Lausanne

# Fourth Element

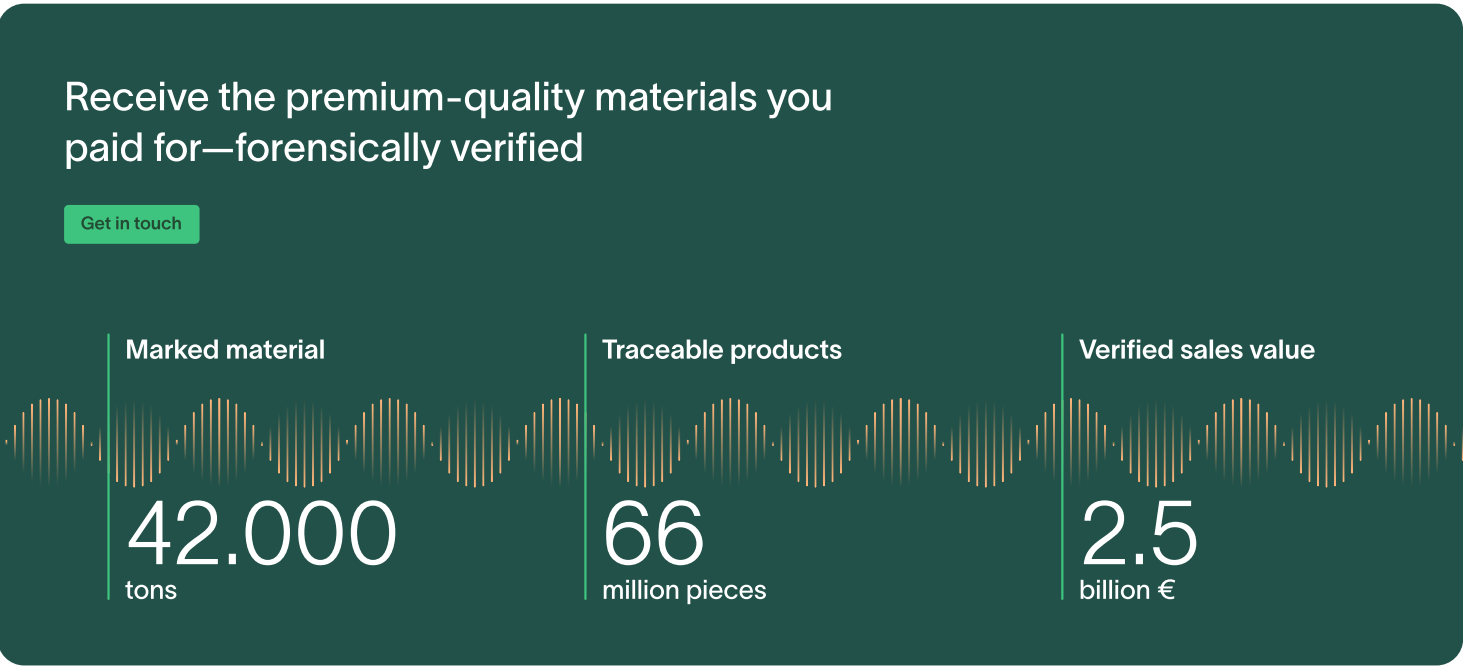
# Fourth Element

The fourth element is a visual interpretation of DNA merged with strings, representing our core technology. This adds depth to our identity. Use it strategically to complement our brand without overpowering key content.



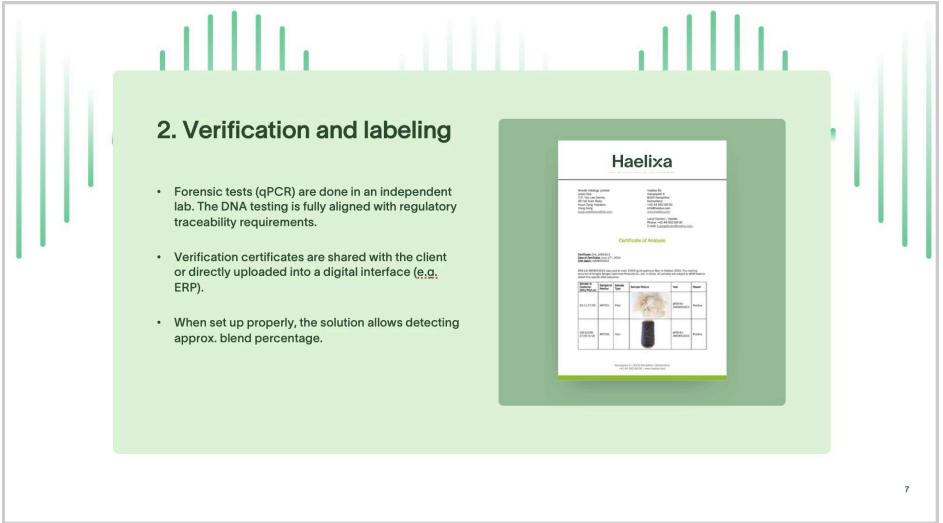
# Fourth Element variations

The fourth element can be used creatively to enhance the visual identity. It works as a dynamic background, integrates into infographics, or serves as a key visual to reinforce our technology.



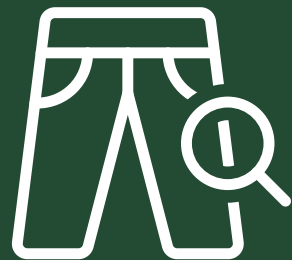
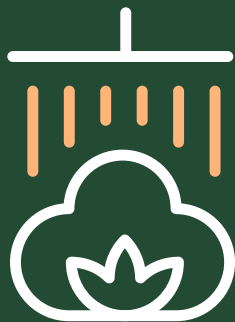
## Our DNA marker

The markers ensure that our traceability solution aligns with leading industry standards for textiles, metals and precious minerals.



# Icons

Icons use a clean, outline style. To highlight key details, we incorporate a secondary color, adding emphasis without overpowering the design.



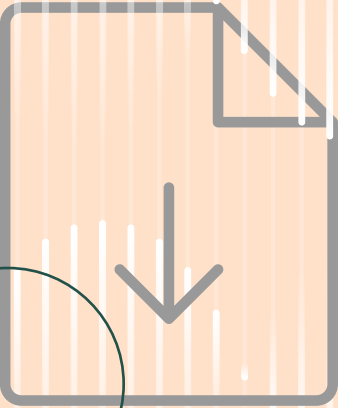
# Rounded corners

The design has subtle rounded corners on boxes and buttons to create a modern and approachable look. Maintain consistency by applying the same radius across all elements.

CORNER RADIUS: 10

Download our whitepaper

## Navigating the path to Transparency



### Gain insights and data driven facts on

- Building consumer trust with transparency
- The reliability of DNA technology
- Strategies for meeting sustainability goals

Download

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