

LOGO STYLE GUIDE

HUFPÜF
HEEJUNG LEE

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1. LOGO ARCHITECTURE

A Primary Logo and The HUFPUF identity system is built on two key components: a Primary Logo and a Secondary Logo, each serving different levels of visibility and application. These logos are never used together in the same layout—whether side-by-side or stacked—to maintain clarity, hierarchy, and consistency. The Primary Logo functions as the main brand identifier and is used when full brand expression is required, especially across large-scale or high-visibility touchpoints. In contrast, the Secondary Logo is a simplified, compact mark developed for smaller or more subtle applications where space is limited. Together, these two marks create a flexible yet cohesive visual system across apparel and branded communications.

PRIMARY LOGO



Used for:

- Outerwear apparel (hoodies, joggers, sweat sets)
- Main garment tags and packaging
- Posters and promotional materials
- Website headers
- Social media banners
- Any large-scale or high-visibility placement

Purpose:

- Strong brand recognition
- Clear visibility and readability
- Establishes the core brand identity across major touchpoints

SECONDARY LOGO



Used for:

- Form-fitting apparel (leggings, sports bras, yoga wear, underwear)
- Small placement areas (back-neck, hip, ankle, sleeve, badge marks)
- App icons or profile images
- Stickers and small print collateral

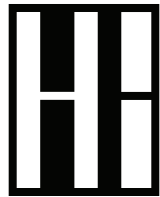
Purpose:

- Subtle branding where space is limited
- Maintains brand presence in compact formats
- Provides a versatile alternative for minimal applications

2. COLOUR SETTINGS

These monochrome logo versions ensure maximum clarity and versatility across all print and digital applications. Black-on-white and white-on-black formats are the most reliable options for maintaining legibility, contrast, and brand consistency in situations where colour cannot be used.

BLACK ON WHITE BACKGROUND



HUPUF

WHITE ON BLACK BACKGROUND



HUPUF

The full-colour logo represents the brand's primary identity and should be used whenever colour reproduction is available and appropriate. This section defines the official brand colours and provides accurate PMS, CMYK, RGB, and HEX values to ensure consistent colour application across all media.

COLOUR



HUFPUF



PANTONE®
5477 C

PMS 5477 C
CMYK: 76 / 47 / 59 / 29
RGB: 62 / 93 / 88
HEX: #3E5D58



PANTONE®
7607 C

PMS 7607 C
CMYK: 20 / 66 / 61 / 4
RGB: 194 / 110 / 96
HEX: #C26E60

3. CLEARSPACE INDICATION

To maintain legibility and visual impact, the Primary Logo requires a minimum clear space equal to the width of the letter H. This buffer must surround the entire logo and ensure it is never crowded by other elements.

The Secondary Wordmark, however, is designed for flexible placement. It may be aligned close to edges or corners when appropriate, making it suitable for small-scale apparel details and compact layouts. Unlike the Primary Logo, it does not require full clear space on all sides.



04. MINIMUM SIZE

To maintain legibility across all applications, the logo must not be scaled below the designated minimum height. These limits ensure that the logo's details remain clear and recognizable in both digital and print environments. Minimum size varies for the Primary Logo and Secondary Wordmark based on their complexity and intended usage.

PRINT MINIMUM SIZES



DIGITAL MINIMUM SIZES



5. CORRECT USAGE

To ensure clear visibility and consistent brand presentation, always choose the logo variation that provides the strongest contrast against the background. Use the appropriate colour, black, or white version depending on the background tone, ensuring the logo remains sharp, legible, and unobstructed.

- 01. Use the colour logo on clean, solid backgrounds where it is clearly visible.
- 02. Use the colour logo on light backgrounds with enough contrast.
- 03. Use the colour logo when it stays readable on neutral/gray tones.
- 04. Use the white logo for clear contrast on dark colours.
- 05. Use the white logo on pure black or very dark backgrounds.
- 06. Use the black logo when the colour logo lacks clarity on bright backgrounds.

01



02



03



04



05



06

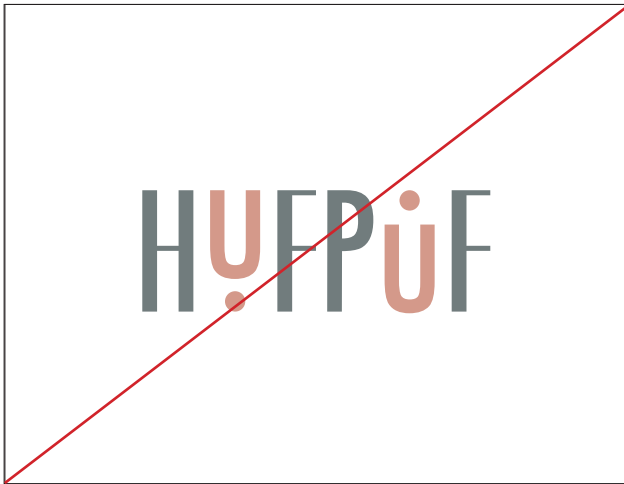


5. INCORRECT USAGE

To protect the integrity of the brand, the logo must never be altered, distorted, or placed in environments that reduce its clarity. Avoid improper colour changes, added effects, low-contrast backgrounds, or any placement where the clearspace is obstructed or visually busy.

- 01. Never reduce the logo's opacity.
- 02. Do not use unapproved colours.
- 03. Do not add shadows, outlines, or effects.
- 04. Do not stretch, rotate, or distort the logo.
- 05. Avoid low-contrast backgrounds.
- 06. Do not use the colour logo on busy backgrounds.

01



02



03



04



05



06



Our typography system is designed to deliver a clean, modern, and confident brand voice.

By combining a bold, condensed headline typeface with a clear and highly readable body font, we ensure consistency across all touchpoints—whether in print, digital layouts, or promotional materials.

Correct use of typography strengthens brand recognition and helps maintain a refined and cohesive visual identity.

Brand Headlines – Futura Condensed Medium

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

Futura Condensed Medium is used for all major headlines, titles, and key display text. Its sleek, geometric shapes and condensed proportions create a strong contemporary presence, making important messages stand out with clarity and confidence.

Used for:

Main titles, section headers, bold promotional statements

Recommended Settings:

- Weight: Medium
- Letter Spacing (Tracking): 0 to +10 for crisp legibility
- Line Height: 100%-110% for compact, impactful layouts
- Minimum Size: 18pt (print), 20px (digital)
- Cases: Upper/lowercase or ALL CAPS depending on tone

Brand Body Text - Apple SD Gothic Neo

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

Apple SD Gothic Neo is used for all body copy, captions, and supporting text. Its clean sans-serif structure offers excellent readability, especially at smaller sizes, making it ideal for detailed information and longer paragraphs.

Used for:

Body text, captions, descriptions, secondary information

Recommended Settings:

- Weight: Regular for paragraphs; Medium for subheads
- Letter Spacing: 0 to +5 for comfortable reading
- Line Height: 120%-140% for clean text flow
- Minimum Size: 9-10pt (print), 14-16px (digital)
- Cases: Sentence case preferred for readability

