

**HSIEI**



# OVERVIEW

This document outlines how the visual identity should be used. This has been designed so you can move forward with consistency and structure. It shows the flexibility of your brand and discusses its alternative uses. Following these will help to distinguish the brand and keep clarity.



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# OVERVIEW





# HARVARD SQUARE INSTITUTE WHO ARE WE?

We are a company that specializes in educational software, research, products, toys and games. Technology based, geared towards early childhood development, should embody the ideas of creativity, imagination, play, and new methodologies.



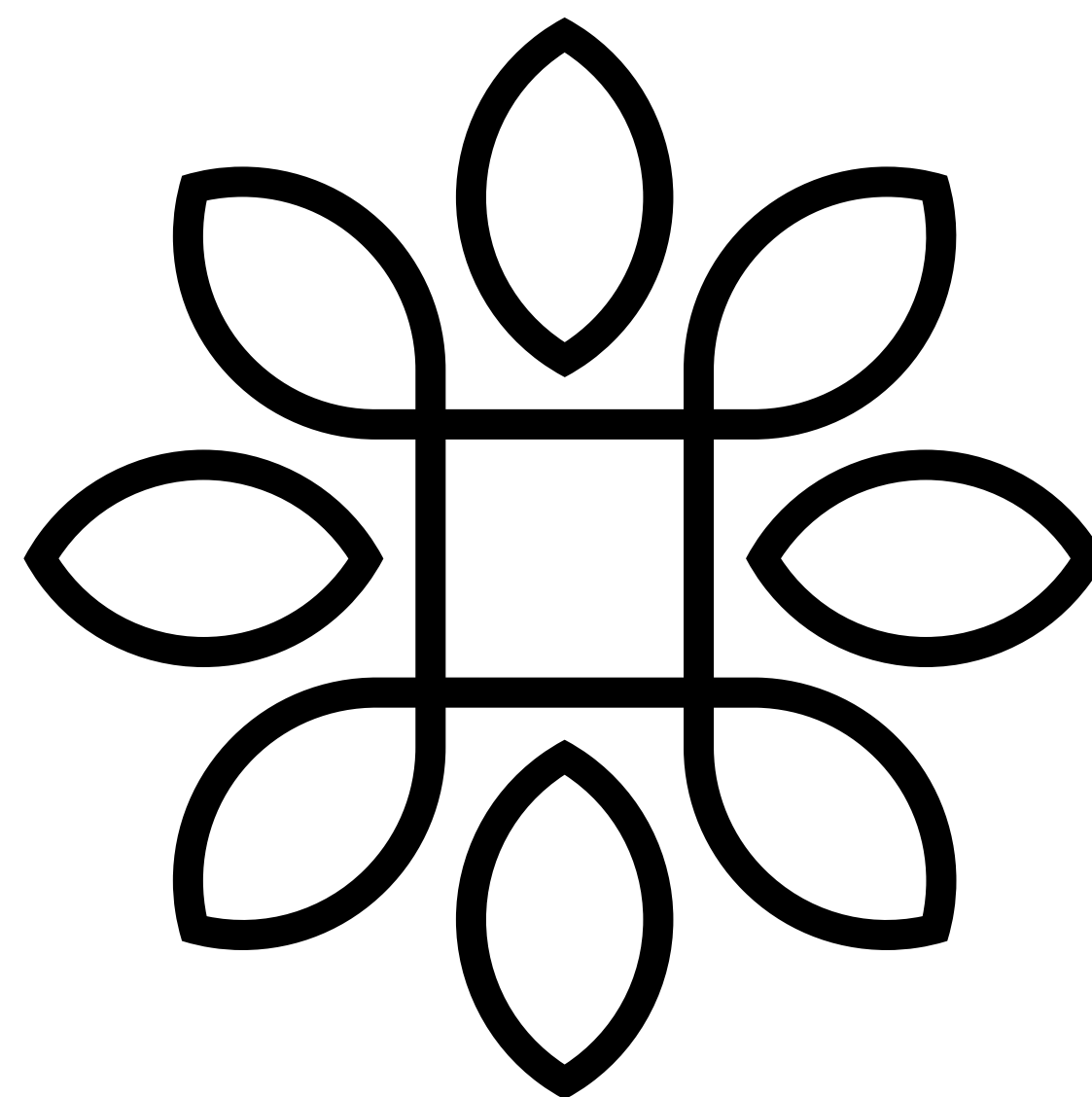
# WE ARE

---

ENERGETIC  
HARD WORKING  
OPEN MINDED  
TECH SAVVY  
MODERN  
FRESH  
TALENTED  
DRIVEN  
EDUCATIONAL  
PIONEERING



LOGO

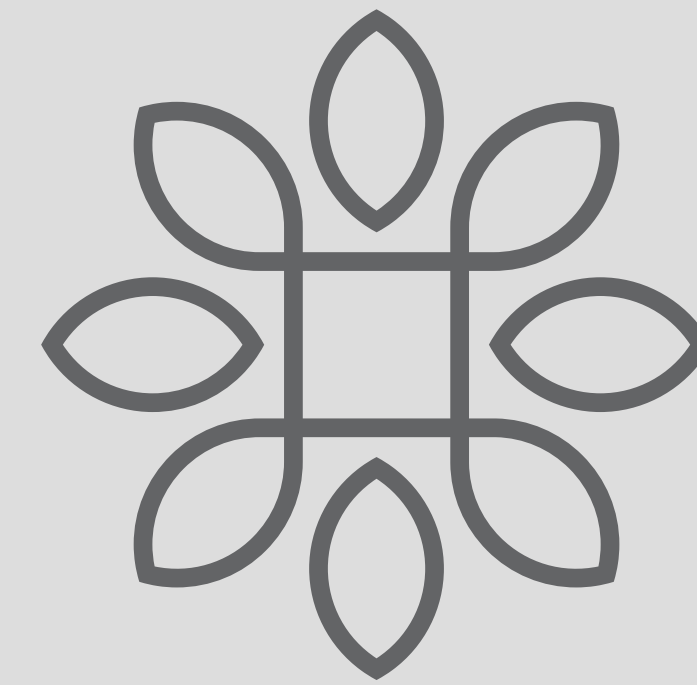


# HARVARD SQUARE

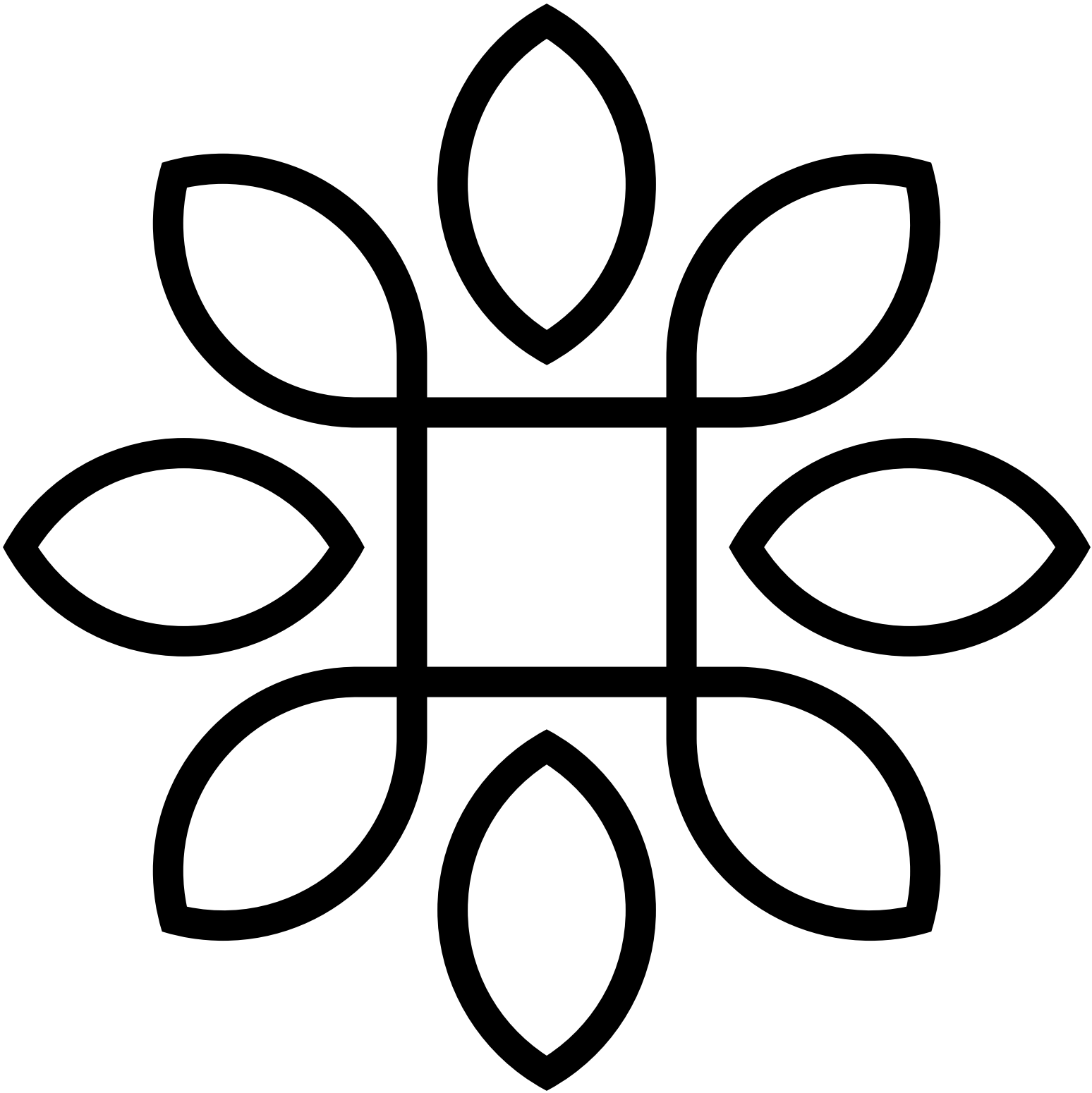
## INSTITUTE



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INSTITUTE



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INSTITUTE





LOGO - SIZES

SCALE

There are no predetermined sizes for the HSI logo. Scale should be determined by the available space, aesthetics, function and visibility. There is no preset maximum size for the HSI logo. Minimum sizes are as shown here.

PROPORTION

It is vital to the integrity of the brand that the proportions between the icon and the name are not adjusted in any way. When scaling, the logo should always be locked in its current proportions.

THUMBNAIL

The clean icon should only be used when the digital creative requires a logo of less than 20px in height.

PRINT

25mm

  
**HARVARD SQUARE**  
INSTITUTE

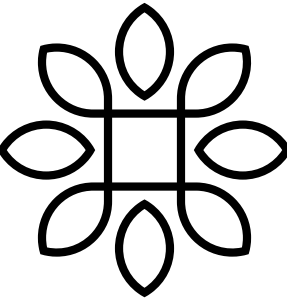
DIGITAL

60px

  
**HARVARD SQUARE**  
INSTITUTE

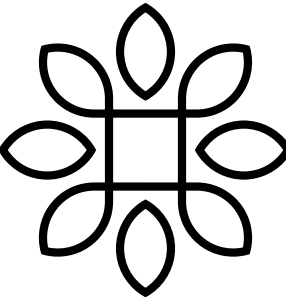
ICON PRINT

15mm



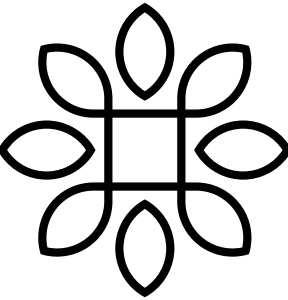
ICON DIGITAL

20px



ICON THUMBNAIL

<20px



# TYPOGRAPHY





# BRAND TYPE OPTIONS



## MONTSERRAT

The old posters and signs in the traditional *Montserrat* neighborhood of Buenos Aires inspired Julieta Ulanovsky to design this typeface and rescue the beauty of urban typography that emerged in the first half of the twentieth century. As urban development changes that place, it will never return to its original form and loses forever the designs that are so special and unique. The letters that inspired this project have work, dedication, care, color, contrast, light and life, day and night! These are the types that make the city look so beautiful.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**MONTSERRAT FONT - DOWNLOAD**



# BRAND TYPE OPTIONS



## OSWALD

Oswald is a reworking of the classic style historically represented by the 'Alternate Gothic' sans serif typefaces. The characters of Oswald were initially re-drawn and reformed to better fit the pixel grid of standard digital screens. Oswald is designed to be used freely across the internet by web browsers on desktop computers, laptops and mobile devices.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**OSWALD -** [DOWNLOAD](#)



# IN PRACTICE



O S W A L D

## LOREM IPSUM DOLOR

M O N T S E R R A T   R E G U L A R

Pellentesque tincidunt non neque gravida consectetur.

Sed porttitor mauris in iaculis iaculis. Nulla vulputate  
elementum lacus non ultricies. Donec ut bibendum ligula,  
ac commodo elit. Pellentesque habitant morbi tristique  
senectus et netus et malesuada fames ac turpis egestas.

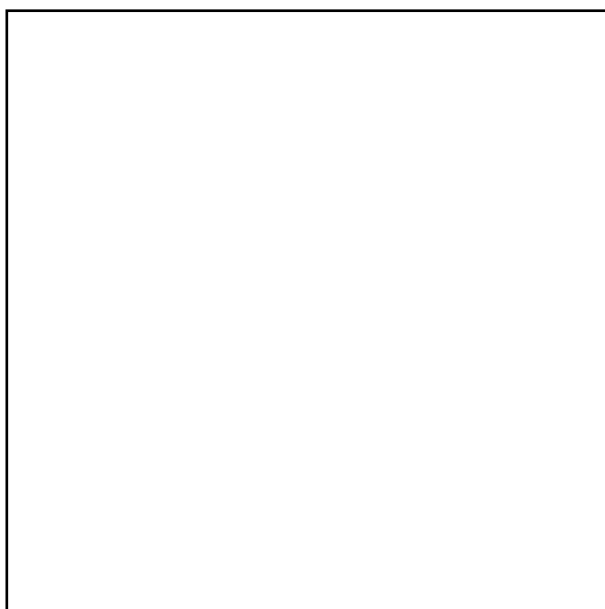
H S I

COLOUR



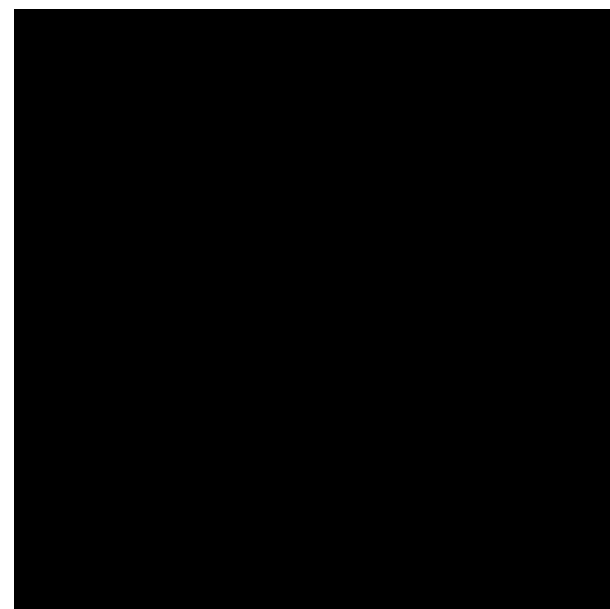


# COLOUR PALETTE



WHITE

CMYK - 0 / 0 / 0 / 0  
RGB - 255 / 255 / 255  
HEX - #ffffff

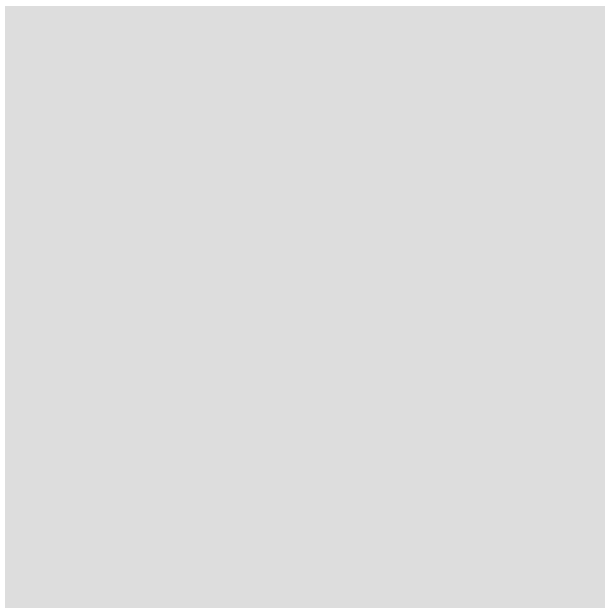


BLACK

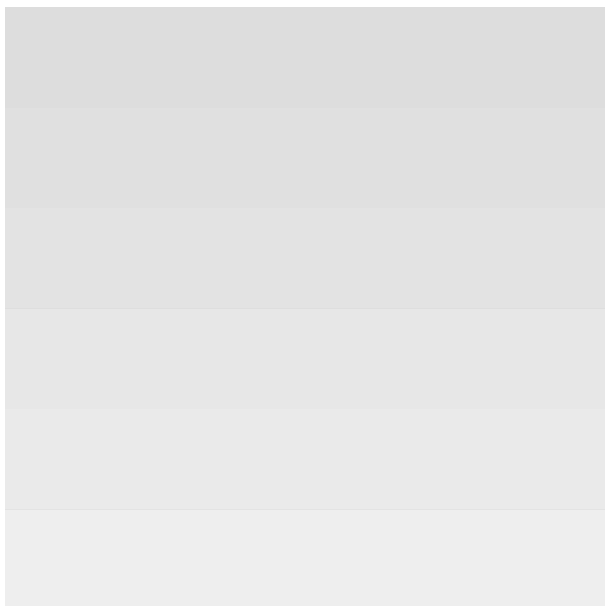
CMYK - 0 / 0 / 0 / 100  
RGB - 0 / 0 / 0  
HEX - #000000



# COLOUR PALETTE



PANTONE COOL GREY 1C



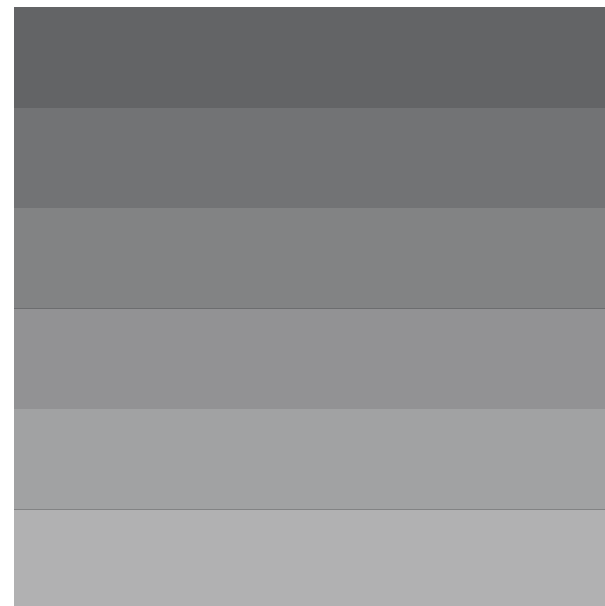
CMYK - 16 / 11 / 13 / 0

RGB - 221 / 221 / 221

HEX - #dddddd



PANTONE 431C



CMYK - 58 / 47 / 44 / 33

RGB - 99 / 100 / 102

HEX - #636466



# COLOUR PALETTE



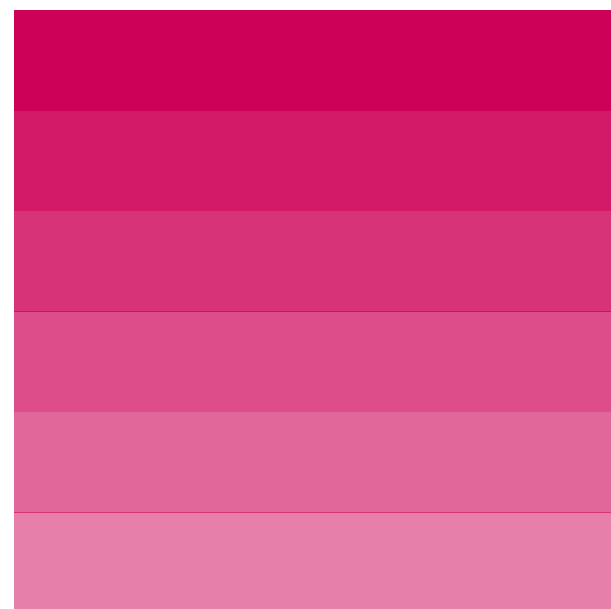
PANTONE CYAN BLUE



CMYK - 67 / 0 / 0 / 0  
RGB - 20 / 197 / 251  
HEX - #14C5FB



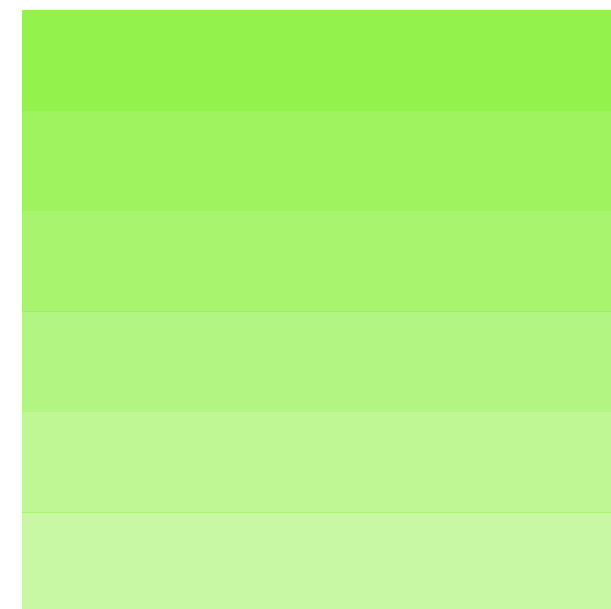
PANTONE RUBINE RED



CMYK - 12 / 100 / 40 / 4  
RGB - 206 / 1 / 88  
HEX - #CE0158



PANTONE GREEN FLASH

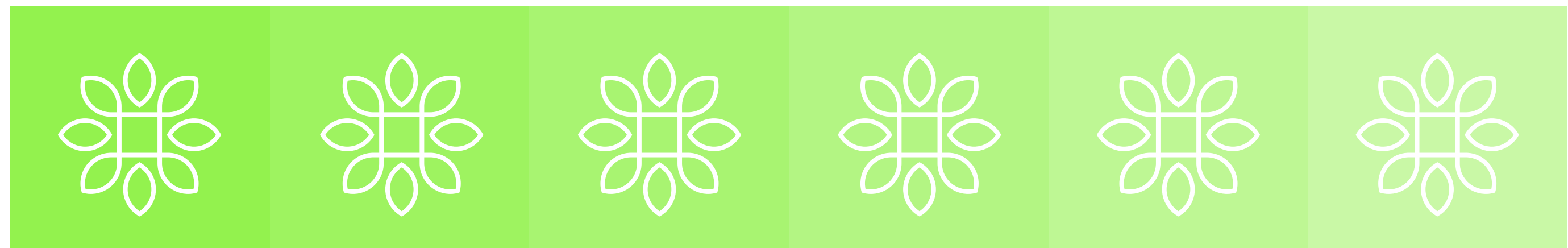
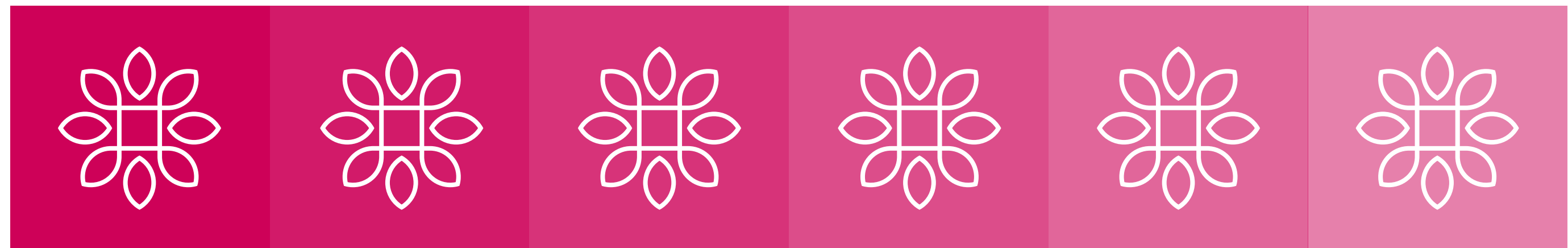
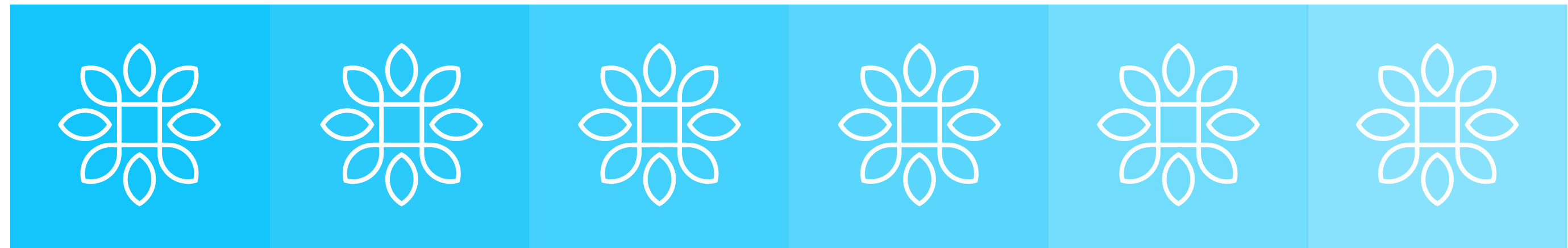


CMYK - 48 / 0 / 89 / 0  
RGB - 147 / 242 / 78  
HEX - #93F24E

H S I



# COLOUR PALETTE





# COLOUR PALETTE





# VISUAL EXAMPLES



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