

*Hellin*

# Table of contents

## Inspiration

4 Idea

## Graphics

6 Structure

6 Centre of gravity

6 Minimum measures

6 Protected area

7 Logotype

8 Slogan

9 Logo usage

10 Logo layout

11 Graphics other

12 Image language

## Color pallet

14 Principles

16 Identification color

16 Complementary colours

17 Use on color backgrounds

## Typography

19 Fonts

## Usage

21 Business card

22 e-card

23 Company form

24 Free-solution printed matter

25 email signature

26 Presentation background

27 Social media

28 Cars

29 Textile

# Inspiration

# Idea

## „LOGO ON A PLATE”

The idea behind the HELLIN logo is personal dedication. HELLIN aims to provide the customer with culinary inspiration in addition to premium products, recipes and ideas. As a result, the new HELLIN is appetizing and personalized. It's like a delicacy on a tray with a slice of your soul attached. It's an achievement that any chef can proudly sign his name to. With a smile.

*Bon Appétit*



# Graphics

# Structure

THE HELLIN logo is designed with a handwritten and vectorized special font and a decorative element, the proportions of which are fixed.

## Centre of gravity

THE centre of gravity of the HELLIN logo is the arithmetic centre of the logo.



# Minimum measures

The minimum size allowed is the optimal size at which the logo remains legible.

The sizes indicated in the guide are recommended as the minimum allowed size varies according to the media's technical capabilities and media type.

The optimal logo size is always recommended by the media publisher or manufacturer.



12 mm

70 px

# Protected area

The protected area of the logo is derived from the height of HELLIN logo -  $\frac{1}{3} H$ .

The protected area around the logo ensures the prominence and distinctiveness of the logo.

No other elements or text other than those specified in the logobook shall be placed inside the protected area of the logo.

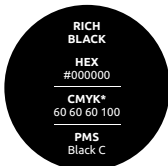
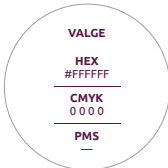
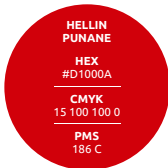


# Logotype

The primary logotype is a red logotype. Preferably use on a white or light colour background.

The white logotype is used on media surfaces where the red logo does not remain visible, such as photos with letters background.

The black logotype is for use in exceptional cases, such as media spaces, which do not allow the use of the red logotype.



## Slogan

HELLIN the Estonian slogan is "Maitseed ja inspiratsioon toiduproffidele."  
The English slogan is "Flavours and inspiration for food professionals."

The slogans do not have a fixed location in relation to the logo, but it should be borne in mind that if the slogan is used in close proximity to the logo, it must not dominate the logo.



MAITSED JA INSPIRATSIOON  
TOIDUPROFFIDELE



FLAVOURS AND INSPIRATION  
FOR FOOD PROFESSIONALS



MAITSED JA INSPIRATSIOON  
TOIDUPROFFIDELE



FLAVOURS AND INSPIRATION  
FOR FOOD PROFESSIONALS



## Logo usage

The logo is generally used in landscape orientation.

The logo can also be used as a complementary graphics by cadrating and rotating it.

See more details in the chapter “Graphics other.”

## Logo usage restrictions

It is prohibited to increase the logo proportions and to use colors and effects that are not specified in the style book.

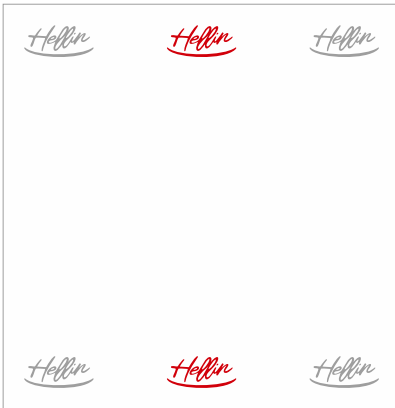


# Logo layout

The Style Book does not specifically mention the location of the logo, but the design must always follow the principle of keeping the logo prominent and clearly visually distinct from the rest of the design. The preferred logo position is centered on the top or bottom edge of the media surface.

The size of the logo is dictated by the design's selfishness, volume of information and good taste.

White logotype should preferably be used on colourful media surfaces, such as a photo.



## Graphics other

On the basis of the signature concept, the logo may also be used in complementary way by turning it around its axis **counterclockwise, but not exceeding 30 °**.

Additional graphics should be framed according to the media surface in such a way that the graphics extend beyond the media surface, but the word "HELLIN" must remain visible. The paragraph starts with "H" and ends with "n".

In exceptional cases, additional graphics can be enlarged in such a way that the appearance is abstract and unreadable, but in this case, the entire logo must also be in the same view.

Additional graphics are used to illustrate the designs in such a way that it does not dominate the content and the overall impression remains clean.



# Image language

Each photo used should be clear, in focus and appetizing, as food plays a special role in HELLIN designs. The photos are broadly divided into two:

- a) Product photos - photos of products offered by HELLIN
- b) Photos of inspiration - the end result, i.e. the finished food

In the case of inspiration photos, in addition to gourmet photos, you can also use references to food, for example, cooking accessories and interior, emotional photos of a group enjoying food, etc. The aim is to emphasize the importance of quality food.

Always leave a clean background for the logo on the visual.



*HELLIN*



# Color pallet

# Principles

The HELLIN color palette is inspired by food prepared with passion.

The signature color is red, which represents excitement, energy, passion and attention.

Complementary colors are appetizing darker shades of red - shades of burgundy and burgundy.

Accent colors are green, which represents growth, harmony, friendliness and restoration of energy. Orange representing optimism, independence, adventurousness, creativity and fun and yellow representing enthusiasm, opportunity, spontaneity, happiness and positivity.



BORDOO

BURGUNDIA

PUNANE

ORANŽ

KOLLANE

ROHELINE

# Printsiibid

The color table has been compiled based on the Pantone Matching System ink catalog in full-color (spot) and four-color printing (process CMYK) currencies. RGB and HEX currencies are provided for digital media use.

The colors in the style book may differ from the actual colors due to technological reasons, so the colors should always be checked with the Pantone ink catalog. Tonal differences between printing on coated and uncoated paper and four-color and full-color printing must also be taken into account.

NB! Due to the difference in the technical profiles and materials of the manufacturers, it is recommended to always order a sample print to make sure the colors are correct.

## BORDOO

ISIKUPÄRA  
JÕUD

## BURGUNDIA

HARITUS  
AMBITSIOONID

## PUNANE

PÕNEVUS  
ENERGIA  
KIRG  
VAPRUS  
TÄHELEPANU

## ORANŽ

OPTIMISM  
ISESEISVUS  
SEIKLUSHIMU  
KREATIIVSUS  
LÕBU

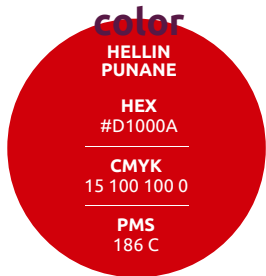
## KOLLANE

ENTUSIASM  
VÕIMALUSED  
SPONTAANSUS  
ÖNN  
POSITIIVSUS

## ROHELINE

KASV  
HARMOONIA  
SÕBRALIKKUS  
SÕLTUVUS

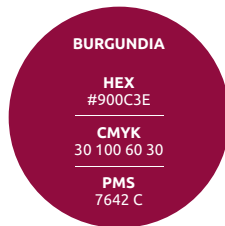
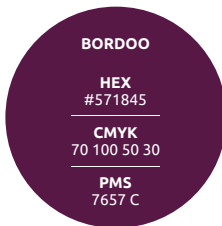
## Identification color



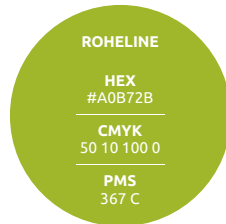
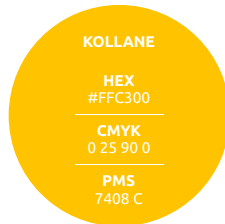
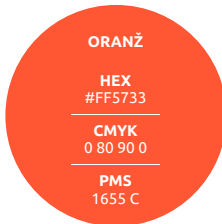
The **characteristic color** is HELLIN red. Complementary colors are divided into **primary colors**, which are used for example in titles and body text, and **accent colors**, which are used to highlight and distinguish something.

## Complementary colours

PRIMARY COLORS



ACCENT COLORS





## Use on color backgrounds

HELLIN prefers to use the red logotype on a white or light colored background. Avoid color backgrounds with a similar intensity to the logo. When using the logo, proceed from the principle that the prominence of the logo is guaranteed.



# Typography

# Fonts

The font of the HELLIN documents is Ubuntu. The font for the headings is Ubuntu Bold. The main typeface for the content texts is Ubuntu Regular, and styles of different strengths are used to emphasize the text according to the importance of the content. In the content texts of digital media documents, it is allowed to use the preselected fonts of MS Office programs, Arial or Helvetica, from the point of view of compatibility.

# Ubuntu

DESIGN: Dalton Maag

License and download

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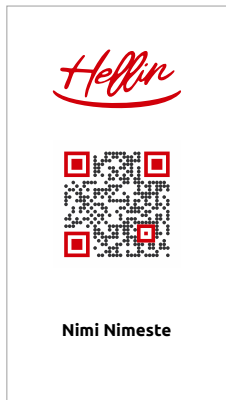
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# Business card



## e-card



# Company form

*Hellin*

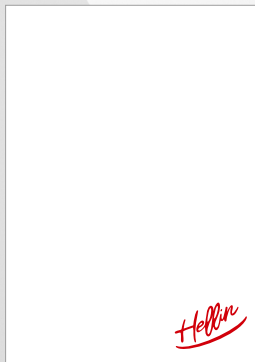
Balt-Hellin AS | Reg. nr. 10124134 | KRAK nr. EE100019904 | Vinādi 17, 50411 Tartu, Estonia | +372 123 4567 | hellin@hellin.eu

PANK: SWEDBANK | IBAN: EE123456789012345678 | SWIFT/BIC: HABAEE2X

[WWW.HELLIN.EU](http://WWW.HELLIN.EU)



## Free-solution printed matter





# email signature



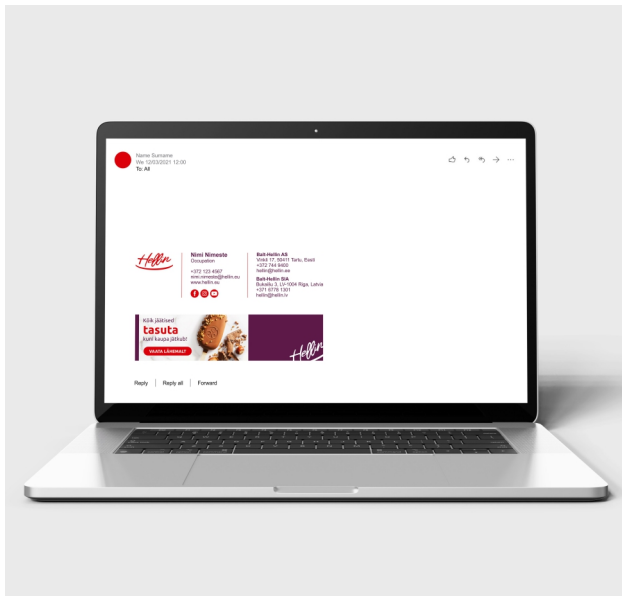
**Nimi Nimeste**  
Occupation

+372 123 4567  
nimi.nimeste@hellin.eu  
www.hellin.eu

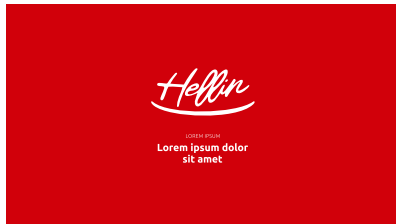
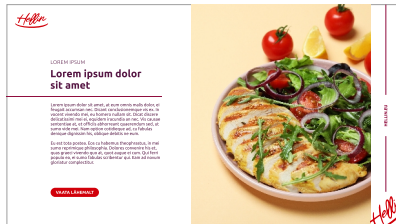
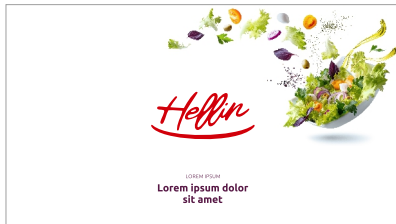


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# Presentation background



# Social media

Profile logo - Basic



SoMe Post - Campaign



SoMe Story - Campaign



YT Cover - Basic



FB Cover - Basic



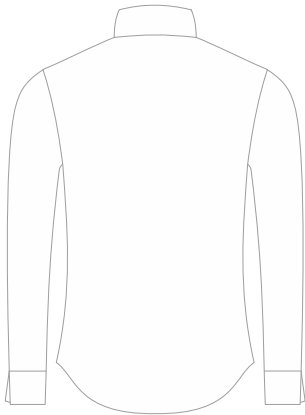
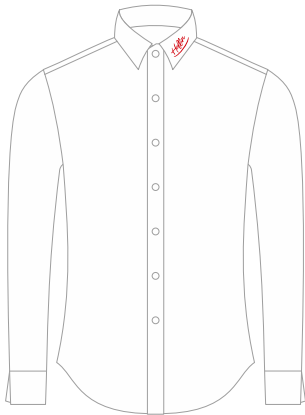
FB Cover - Kampania



# Cars



# Textile



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