




Brand Standards

Identity Manual



harper



All of Harper's brand features are proprietary. If you opt to use any trademarks, logos, designs and/or other brand features, you acknowledge your acceptance of the terms in the brand guidelines.



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An Overview



This document communicates the brand identity of Harper. Clearly articulating the mission, Values and persona for the design of all subsequent brand artifacts.



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Table of Contents

- Logo
- Typography
- Color
- Our Story

The Harper Logo



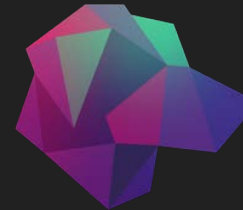
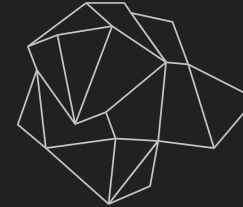
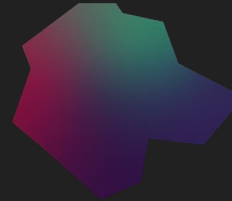
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Meaning

The logo is reflective of Harper, the CEO's dog. Pointed, attentive and multi-dimensional as is our brand.

The faceted colors symbolize our brand colors. Loyalty, ambition, integrity, growth and cooperation. Characteristic of our core values.





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Meaning

Our dog logo (Harper) has moved to the left of our logo and is looking at its name - dogs quickly respond to being called and as such Harper is responsive, loyal, and fast - all while looking to the future.



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Exclusion Zone 1

It is prohibited to use any sort of artwork, typography or any other graphic artifacts between these guidelines in regard to the logo and wordmark together.

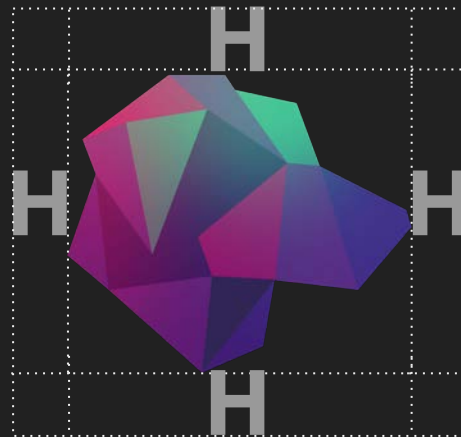




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Exclusion Zone 2

It is prohibited to use any sort of artwork, typography or any other graphic artifacts between these guidelines in regard to the logo and wordmark together.



Minimum Size

Ensure the Harper logo remains clear and legible by avoiding sizes that compromise its sharpness and readability. Use discretion to maintain its visual integrity.



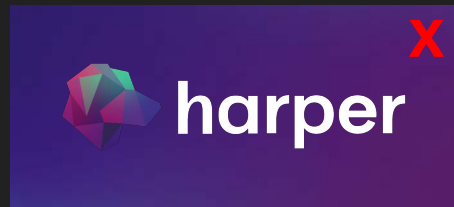
Color Options



Logo Don'ts



Don't distort the logo in any way.



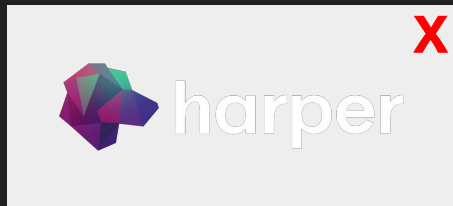
Don't place the logo against any background that doesn't create contrast, including the dog.



Don't place the logo too close or allow it to overlap other elements.



Don't use any colors besides the ones listed as color options on the previous page.



Don't place the logo against any background that doesn't create contrast

Secondary Logo



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Typography

We use Ubuntu font - all weights for everything
Our main typeface in our logo is created with
Radio Grotesk- Bold with a custom "a".

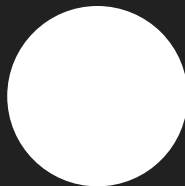


Color Palette

The color palette of Harper should be maintained using the exact hex. In design and graphic elements opacity may be modified as long as the brand feel of Harper is met.



Edge Gray
Hex: **#383d40**



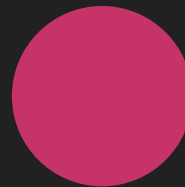
Cloud White
Hex: **#f5f5f5**



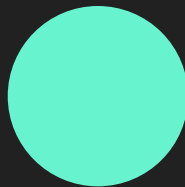
Quantum Purple
Hex: **#312556**



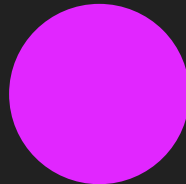
Cyber Grape
Hex: **#7a3a87**



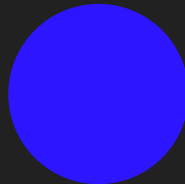
Bytecode Bloom
Hex: **#c63368**



B-Tree Green
Hex: **#66ffcc**



ACID Magenta
Hex: **#4e126ff**



DevOps Blue
Hex: **#42d15ff**

Graphic Elements

Graphic elements need to be on par with Harper's brand identity, framed within these guidelines. Newly created elements need to be approved by –



Our Story

Harper was founded by a team who believed that the database landscape was far too complex and far too expensive. Their goal was to deliver a simple solution that could be used by any developer of any skill level without sacrificing scale or performance.

The founding team has spent many years working in enterprise architecture, software integration, software development, and software sales.



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Core Values



Authenticity



Empowerment



Transparency



Focus



Accountability

