

Brand Overview

Haven is an application that allows users to establish and pursue their holistic and goals whilst also providing various movements, routines and rituals based on their day to day life. Haven guides users on their spiritual journeys by catering to their individual needs and desires.



Haven encourages its users to become self aware and peaceful individuals.

Logo

The logo is meant to symbolize flow and balance. The shape that intersects the 'E' represents the inside of a yin yang symbol which suggests the pursuit of seeking balance in life.

create your safe space

Logo: appropriate uses and variations

create your safe space

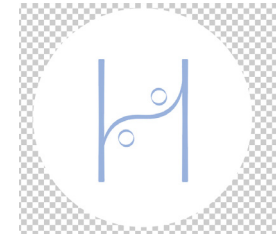
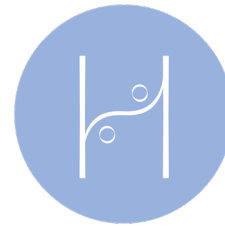
create your safe space

create your safe space

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main logo

this is to be used on majority of applications and social medium with or without the tagline



secondary logo

this is to be used **only** on social media posts when deemed necessary

Logo: inappropriate uses and variations

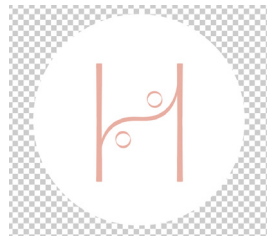
HAVEN

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**tagline never to be used with with
secondary logo**



**logos must only be colored with HEX
#99B2DD**

HAVEN

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**logo mark must always be used in
primary logo**

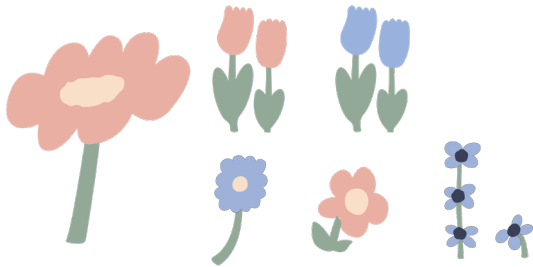
Logo: size and spacing

The space around the logo is equivalent to the height of the tagline. Any other elements must be placed with at least this much space between itself and the logo

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Secondary Elements



flower illustrations

these are to be used directly in the application and on social medium

all flower illustrations can include different color variations from the primary brand color palette along with the addition of HEX #738540



pose illustrations

these are to be used directly in the application and on social medium



application icon

this is to be used **only** as an application icon

Typefaces

Forma DJR Display Regular

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n

o p q r s t u v w x y z

Thin
Light
Medium
Bold

Source Serif Pro Regular

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n

o p q r s t u v w x y z

Extra Light
Light
Semibold
Bold

main typeface

this is to be used for titles and headlines

secondary typeface

this is to be used for body text and captions

Color Palettes

primary color palette

these colors are to be used in all brand materials (including illustrations)

HEX: #3A405A	HEX: #99B2DD	HEX: #F9DEC9	HEX: #E9AFA3
RGB: (58,64,90)	RGB: (153,178,221)	RGB: (249,222,201)	RGB: (233,175,163)
CMYK: (31,19,0)	CMYK: (31,19,0,3)	CMYK: (0,11,19,2)	CMYK: (0,25,30,9)

secondary color palette

these colors are to be only for pose illustrations

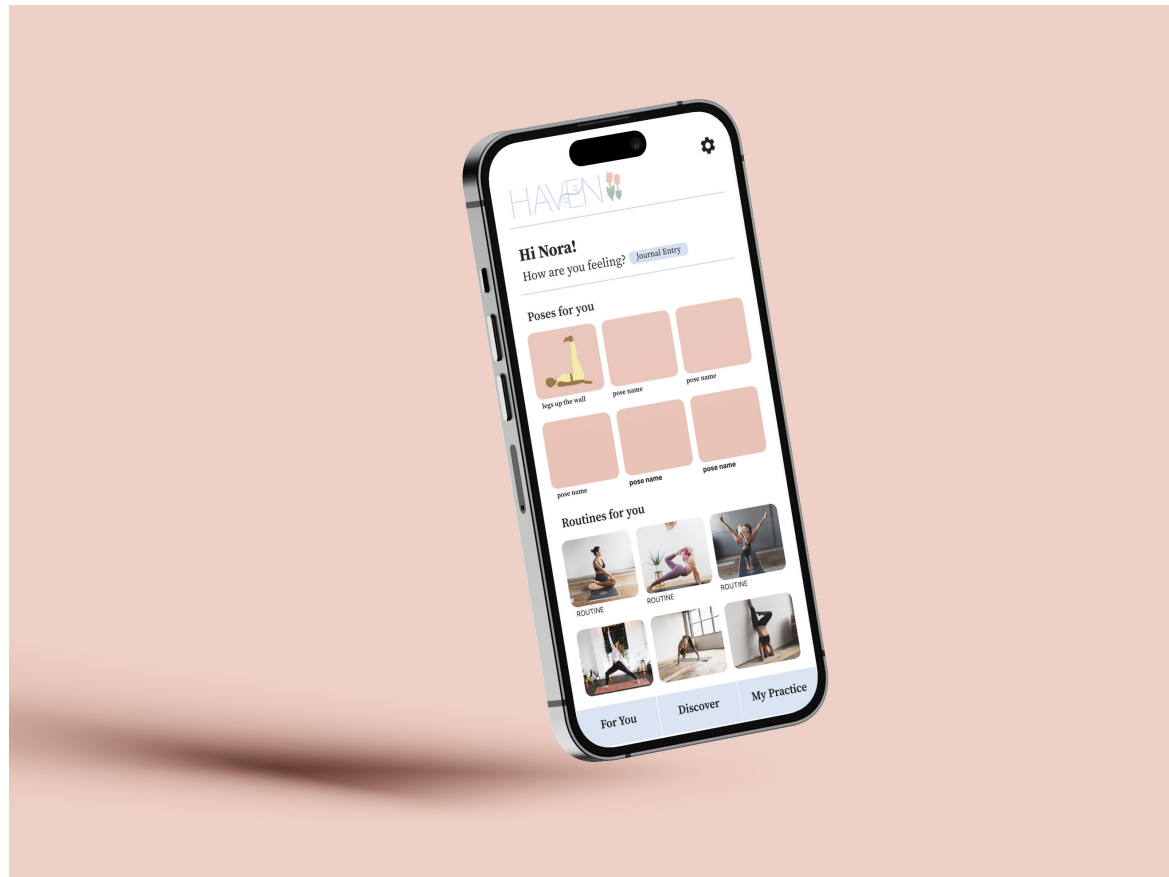
HEX: #ED8061	HEX: #D65740	HEX: #9C5233	HEX: #F0E382	HEX: #738540	HEX: #C98CA6
RGB: (237,128,97)	RGB: (214,87,64)	RGB: (156,82,51)	RGB: (240,227,130)	RGB: (115,133,64)	RGB: (201,140,166)
CMYK: (0,46,59,7)	CMYK: (0,59,70,16)	CMYK: (0,47,67,39)	CMYK: (0,5,46,6)	CMYK: (14,0,52,48)	CMYK: (0,30,17,21)

flower illustrations

this color is to be used only for the stem and leaves in all flower illustrations

HEX: #93A998
RGB: (147,169,152)
CMYK: (13,0,10,34)

Brand Application





Although Haven is primarily a digital experience, it is important to the brand to provide physical experiences to our users as well.

Brand ambassador programs, pop up shops and classes, and in person events serve as a way to engage consumers and bridge our digital platform with physical connection and experiences.