

The background features a series of concentric, wavy lines that curve upwards from the bottom left towards the top right, creating a tunnel-like perspective effect against a light blue gradient.

HYPRÆL

Getting ready for innovation?

Image: Reactor for thermal hydrogen production. **Credit:** DLR (CC BY-NC-ND 3.0)

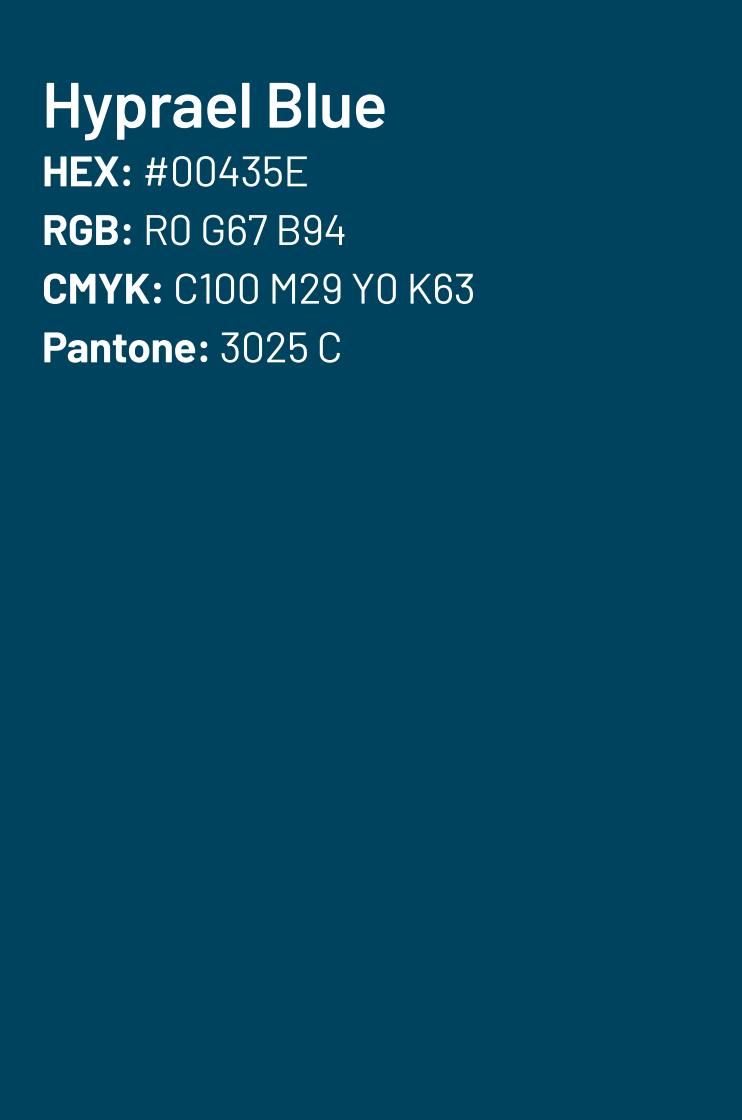


Colors

Our Hyprael Blue color is vibrant and distinct. Combined with black and white creates a minimalist style while still looking modern and bold. Our secondary colors bring true accent and contrast.

Hyprael Blue

HEX: #00435E
RGB: R0 G67 B94
CMYK: C100 M29 Y0 K63
Pantone: 3025 C



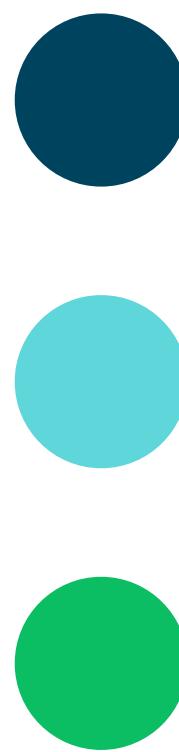
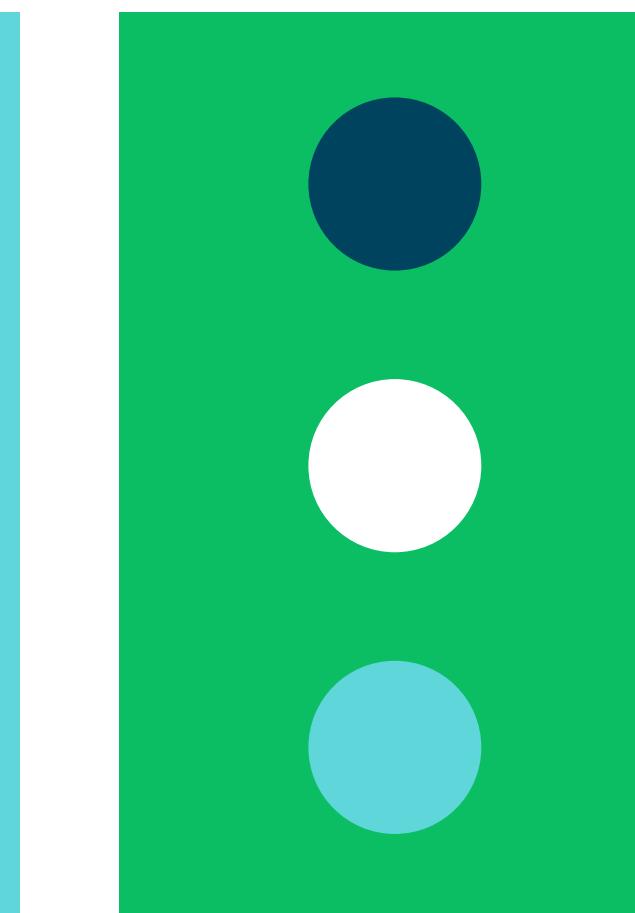
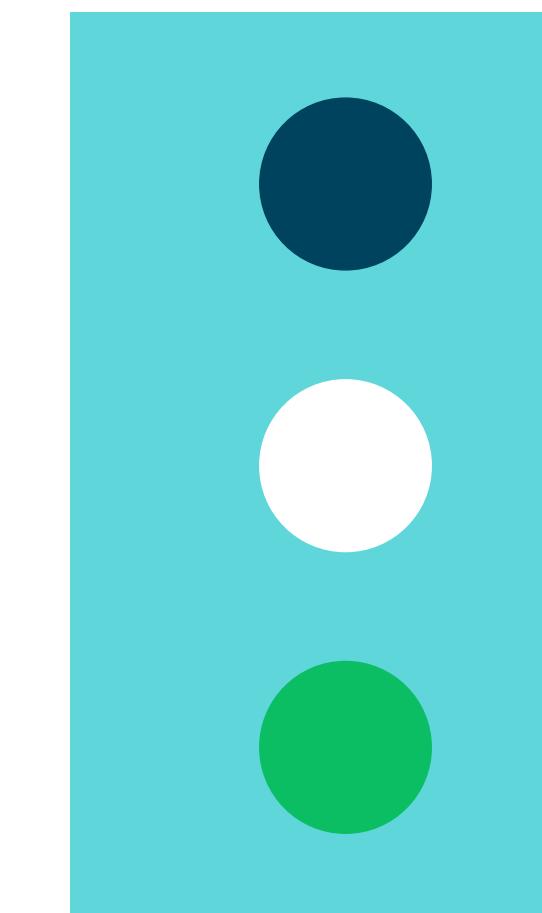
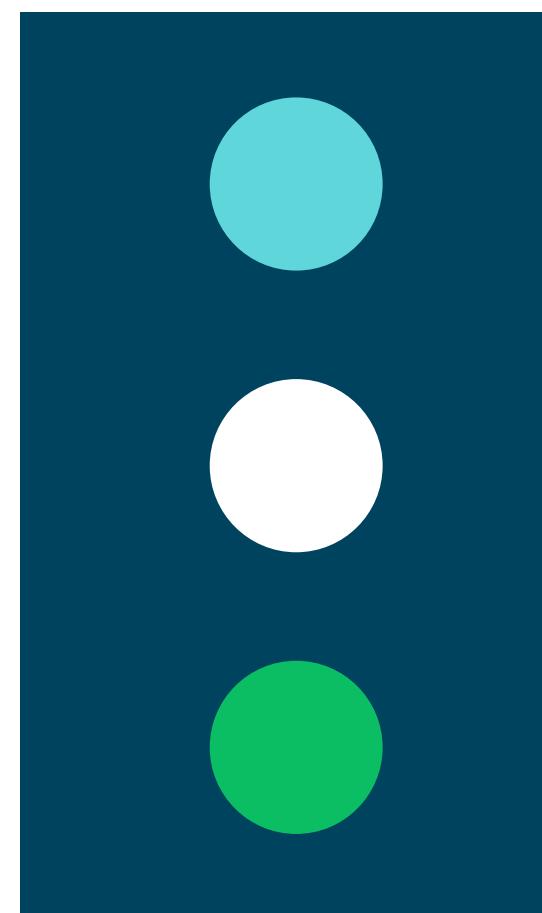
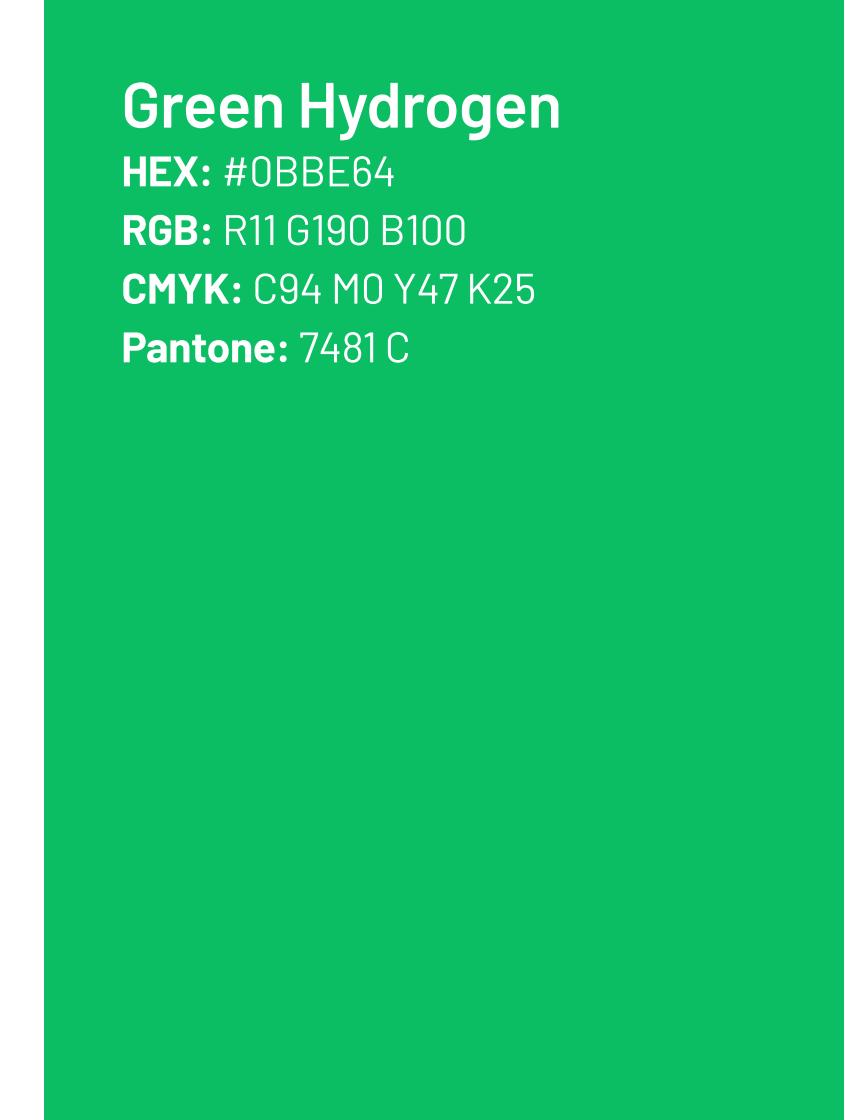
Hyprael Accent

HEX: #5FD6DA
RGB: R95 G214 B218
CMYK: C56 M2 Y0 K15
Pantone: -



Green Hydrogen

HEX: #0BBE64
RGB: R11 G190 B100
CMYK: C94 M0 Y47 K25
Pantone: 7481 C



Colors

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Logotype



The Hyrael logotype is a modern and clean wordmark. Thanks to the customized characters it's memorable, while easy to read, and instantly recognizable, conveying the cutting-edge and forward-thinking nature of the research and innovation project.



Imagotype



The imagotype is making use of our signature "H" emblem, a modern, clean, and bold, but simple, geometric design that conveys a sense of innovation and progress. Combined with our vibrant Hyrael Blue logotype.

Isotype



The isotype is a visual representation of the project's scale and industrial character. It is designed to reflect the project's innovative nature and its potential impact on industry and society.

It communicates growth, expansion, and evolution. The mark is easily recognizable and memorable, with a strong visual presence that captures the attention of the viewer.

Typography: Bai Jamjuree

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 0123456789

For the logotype and titles we use Bai Jamjuree bold. It's a modern font that emphasizes the innovative nature of Hyprael project.

Light

Light Italic

Regular

Regular Italic

DemiBold

DemiBold Italic

Bold

Bold Italic

High pressure hydrogen

High pressure hydrogen

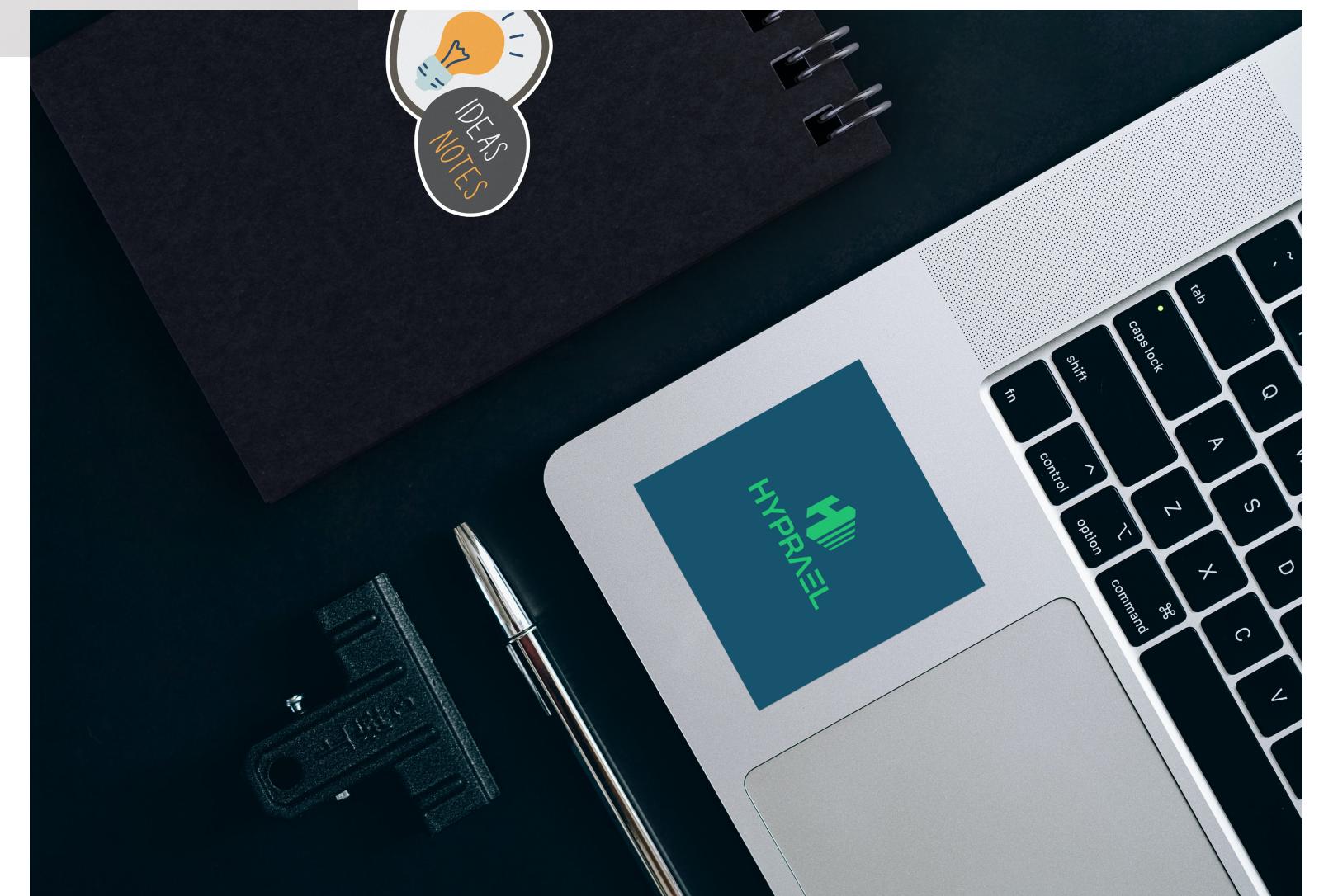
Typography: Barlow

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 0123456789

For smaller titles and paragraphs we use Barlow Regular. It's a clean font with high readability.

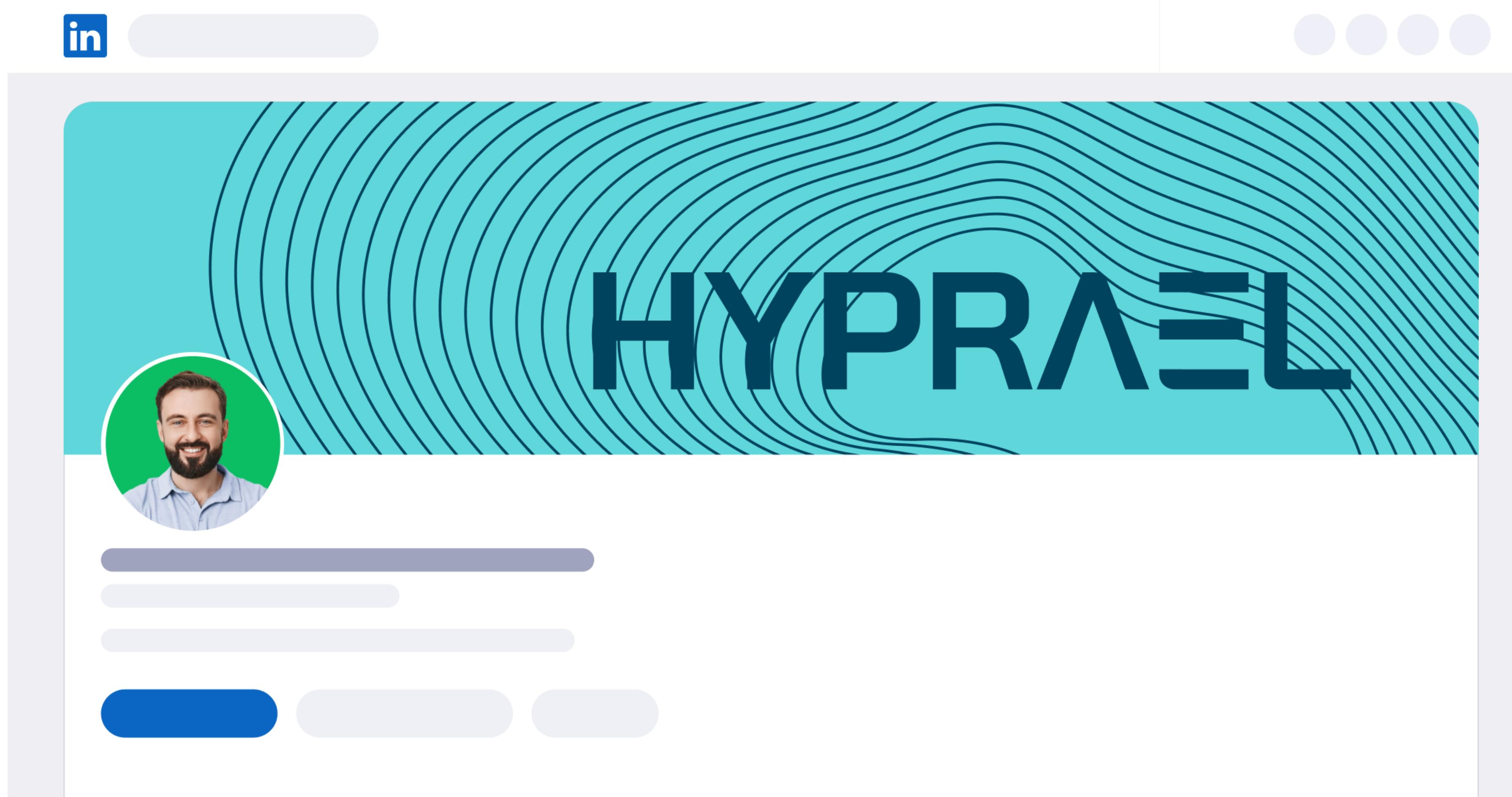
Light	Payment solutions
<i>Light Italic</i>	<i>Payment solutions</i>
Regular	Payment solutions
<i>Regular Italic</i>	<i>Payment solutions</i>
Medium	Payment solutions
<i>Medium Italic</i>	<i>Payment solutions</i>
Bold	Payment solutions
<i>Bold Italic</i>	<i>Payment solutions</i>

Brand experience: Merchandise



These examples demonstrate how brand identity is applied across different touchpoints and mediums to create a unified brand experience for the consumer.

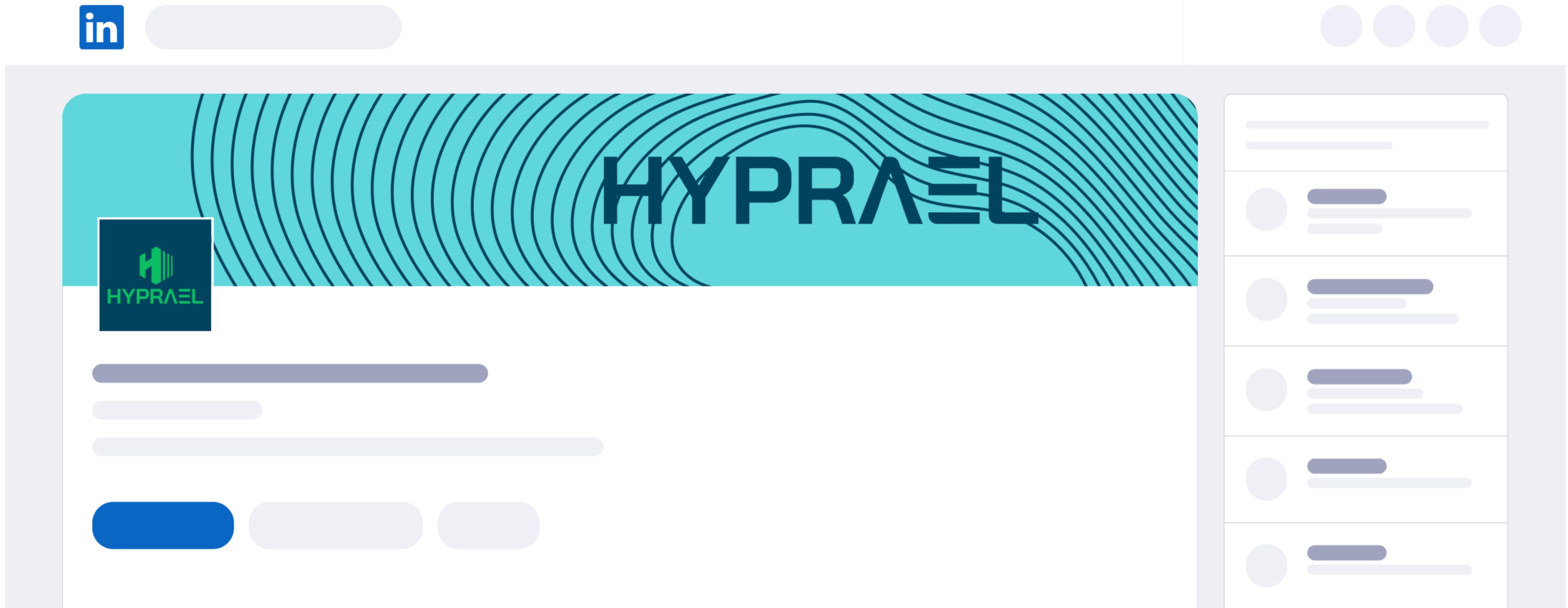
Social Media



Social media profile design reflects the essence of the project, its goals, and its potential, while conveying a sense of professionalism, expertise, and authority.

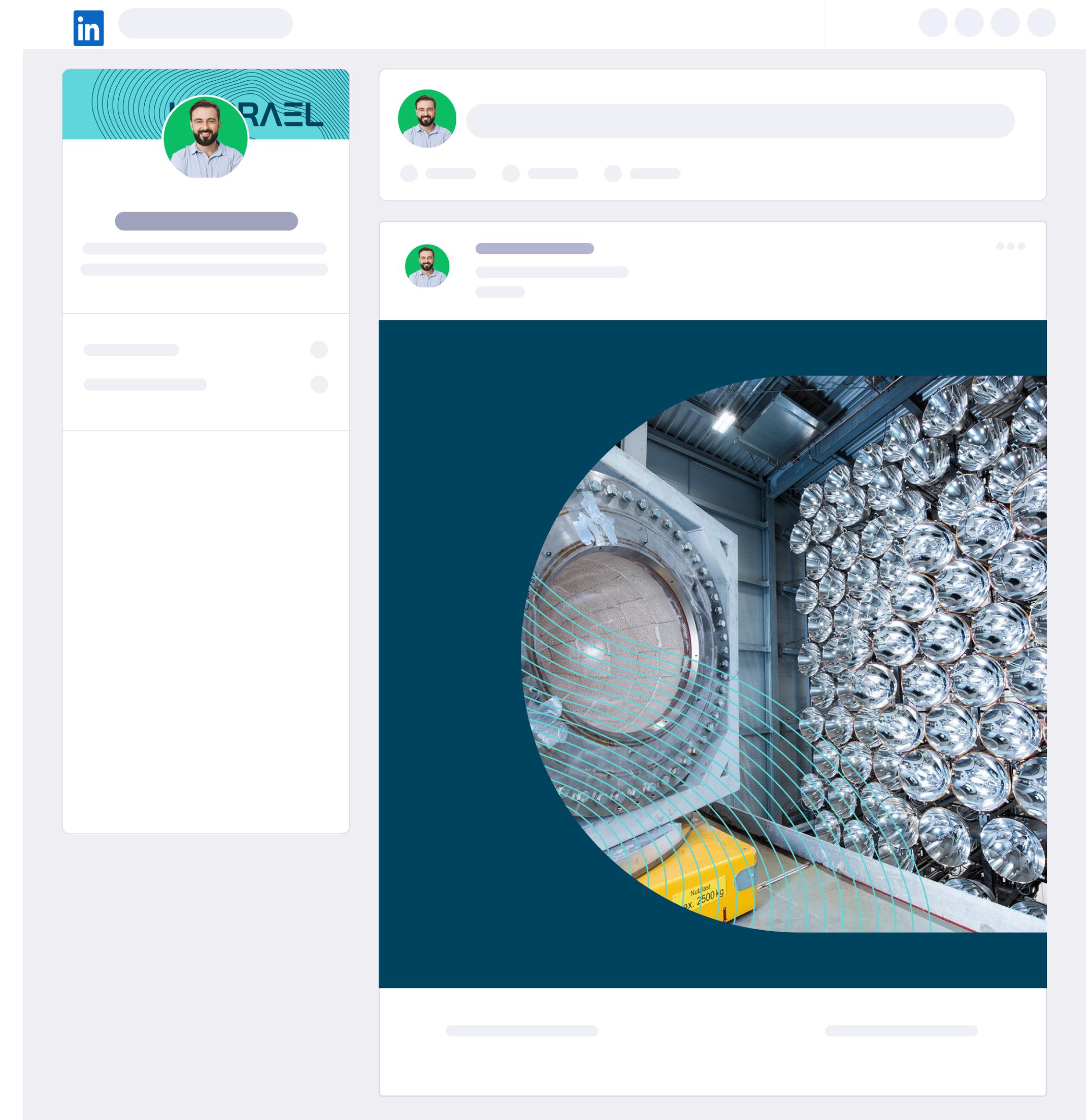
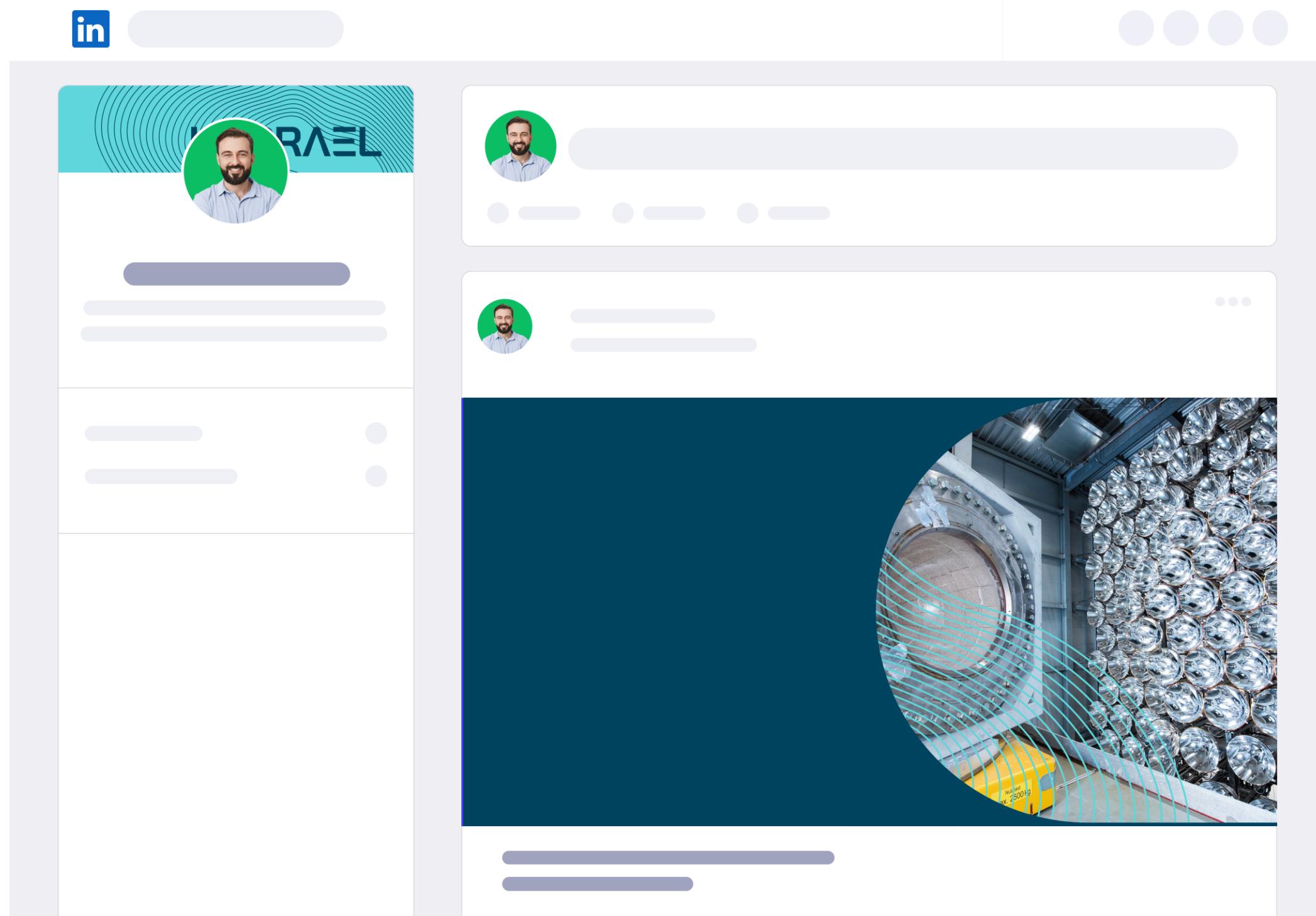
Personal profile

Social Media

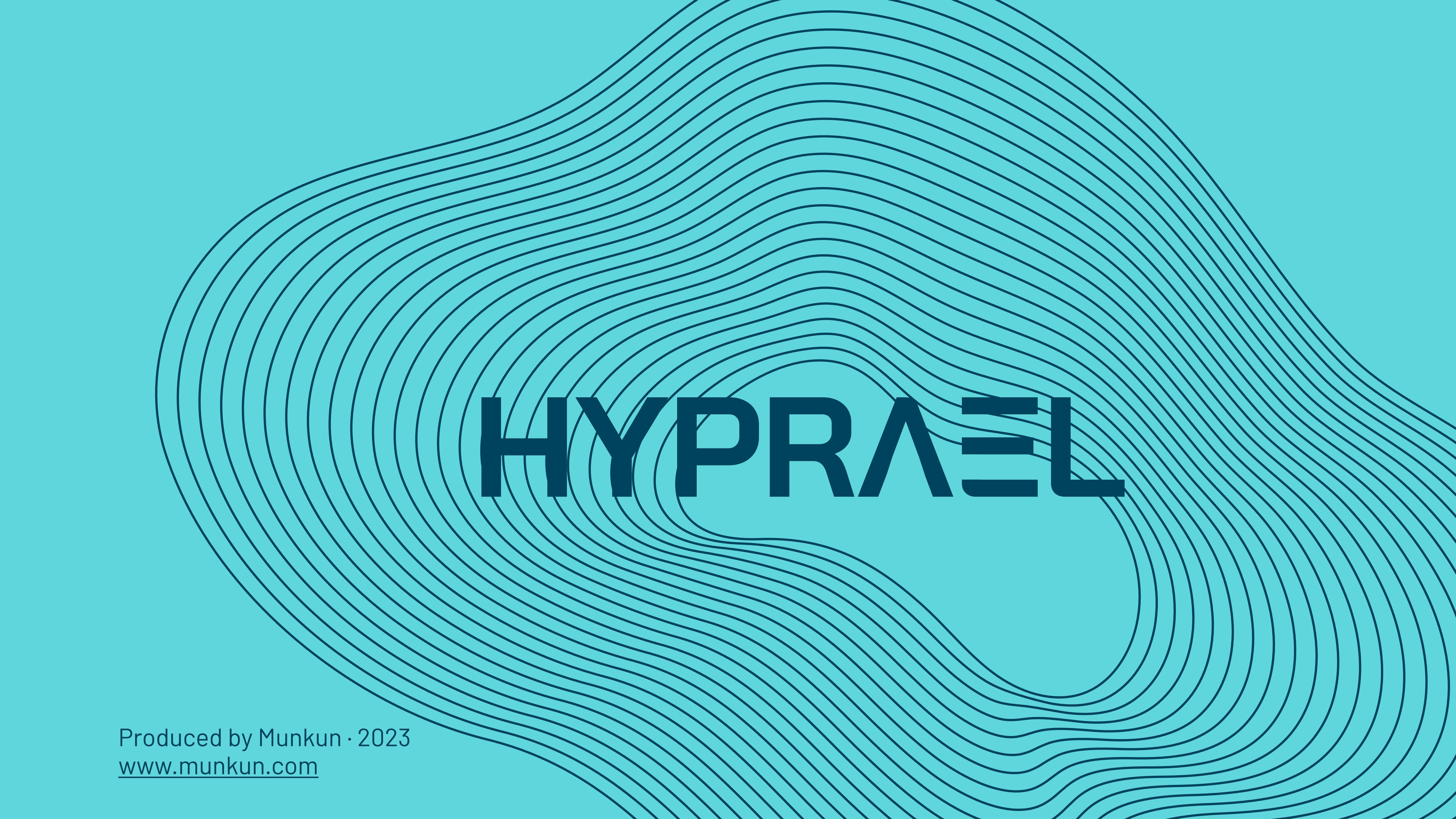


Business profile

Social Media



Shared image example on the left and linked image example on the right.



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Produced by Munkun · 2023
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