

2.1

Our logo is a bold and friendly mark. In it's purest form, it can be used singularly, floated over one of our brand colours.

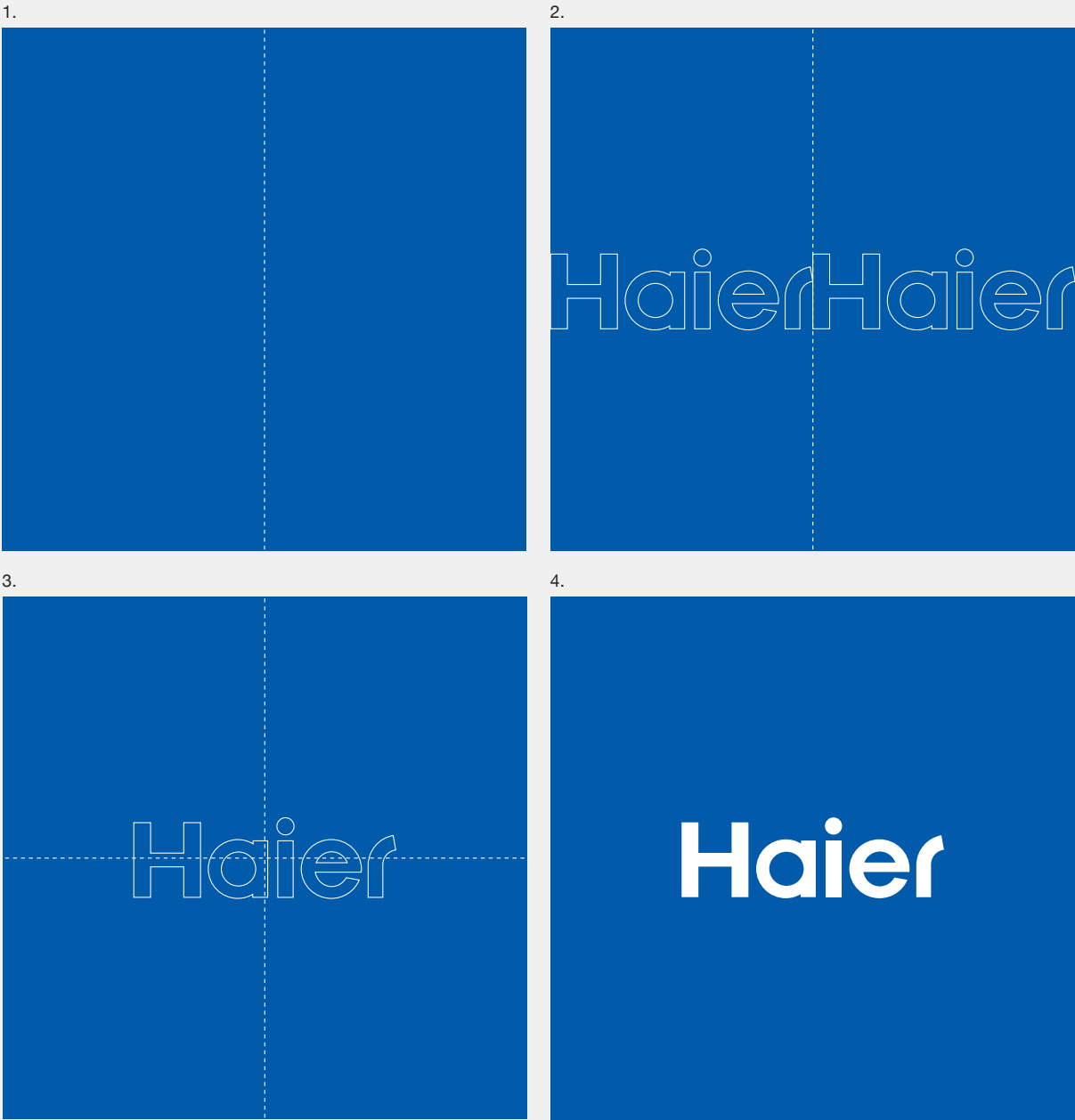
Logo  
Introduction

Haier

2.1

When building the square logo lockup, the width of the logo needs to be half the width of the square. The logo must also be centred vertically and horizontally within the square.

Logo  
Lockup



2.1

Logo  
Spacing

When using the logo in the digital environment use the type form only. Ensure the clear space around the logo is the **X** height of **H**.



2.1

Logo  
Colour Variations

The square logo can flex to use the different brand colours where necessary. On a darker background the white square can be used for maximum visibility. On light backgrounds the blue square works best. For exceptional situations where colour isn't an option, we use black and white.

White on Dark Blue



Dark Blue on White



Black on White

