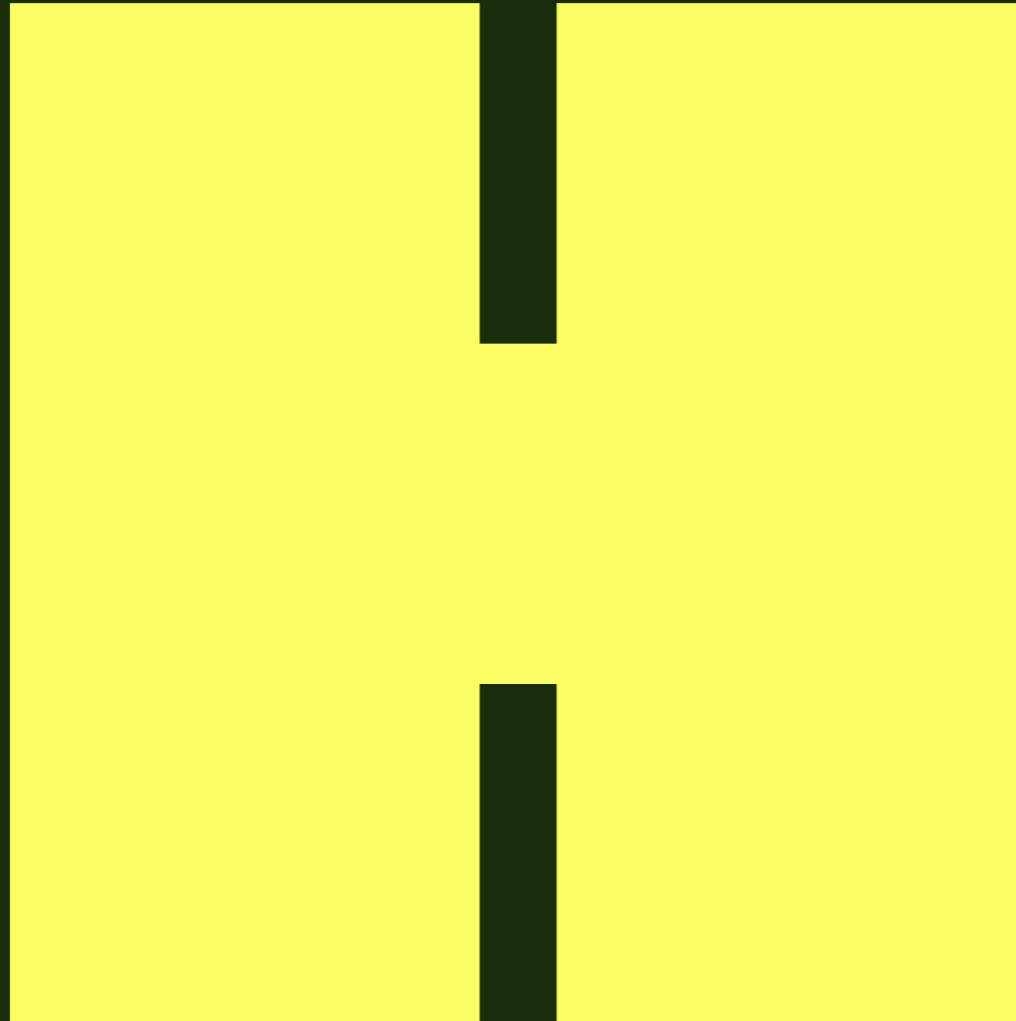


**HOLD**

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2023

**BRAND  
GUIDELINES**



These brand guidelines are designed to provide relevant, practical insights into how the **HOLD** brand purpose and strategy can be visually articulated.

This guide provides foundational tools necessary to communicate visually with your team, partners, and customers. This guide should be evolved and adapted over time as the brand grows.



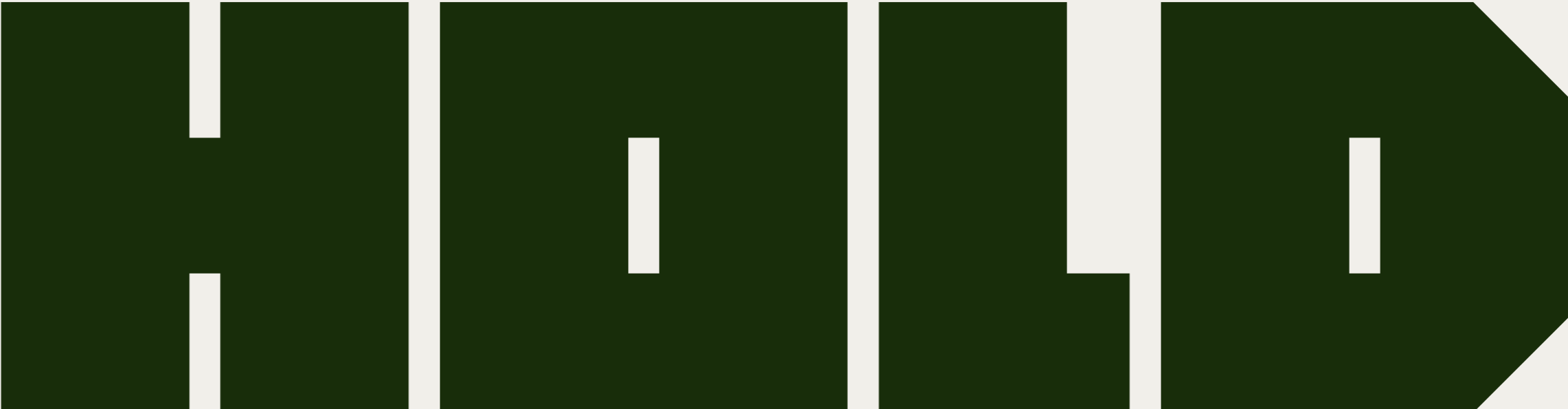
The brand identity explores the nature of the construction elements. The core of the building process with posts and beams is reflected in the graphical approach: combining patterns, strict grid and rhythmic photostyle. Natural colour palette and ordered elements translate balance of the technological nature of the product and its bio focus.

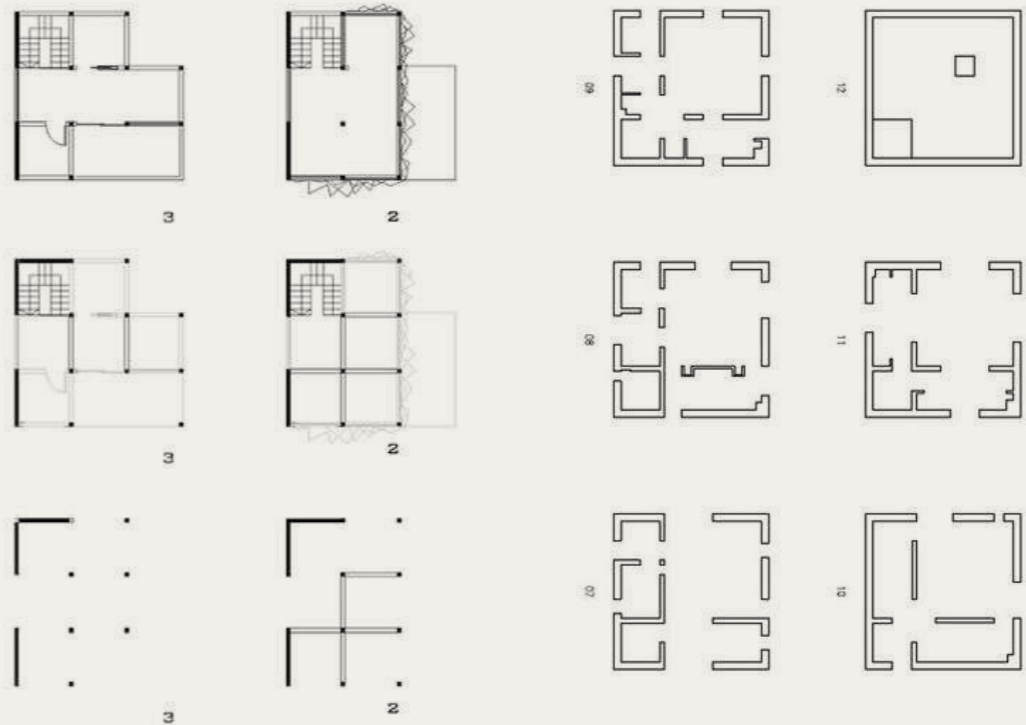


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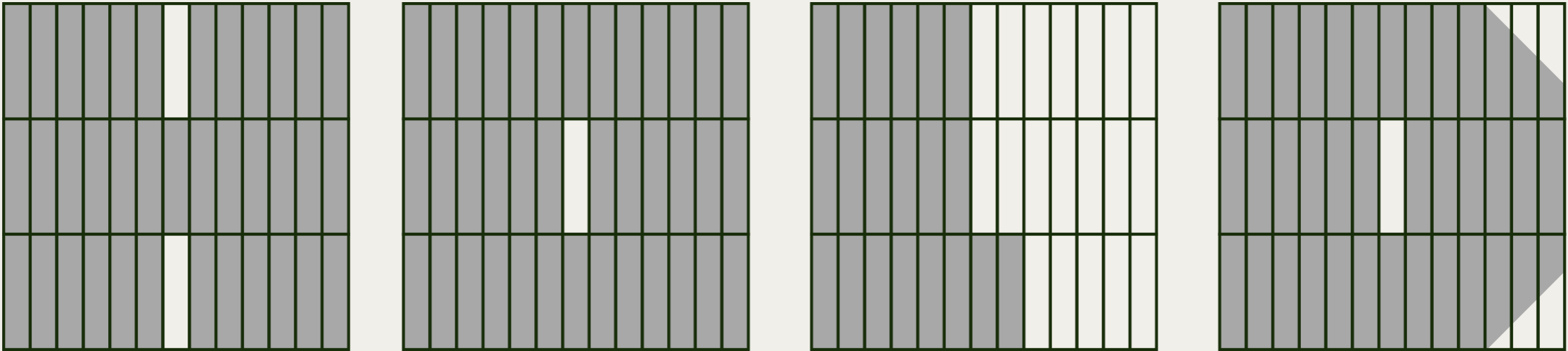
# LOGOTYPE

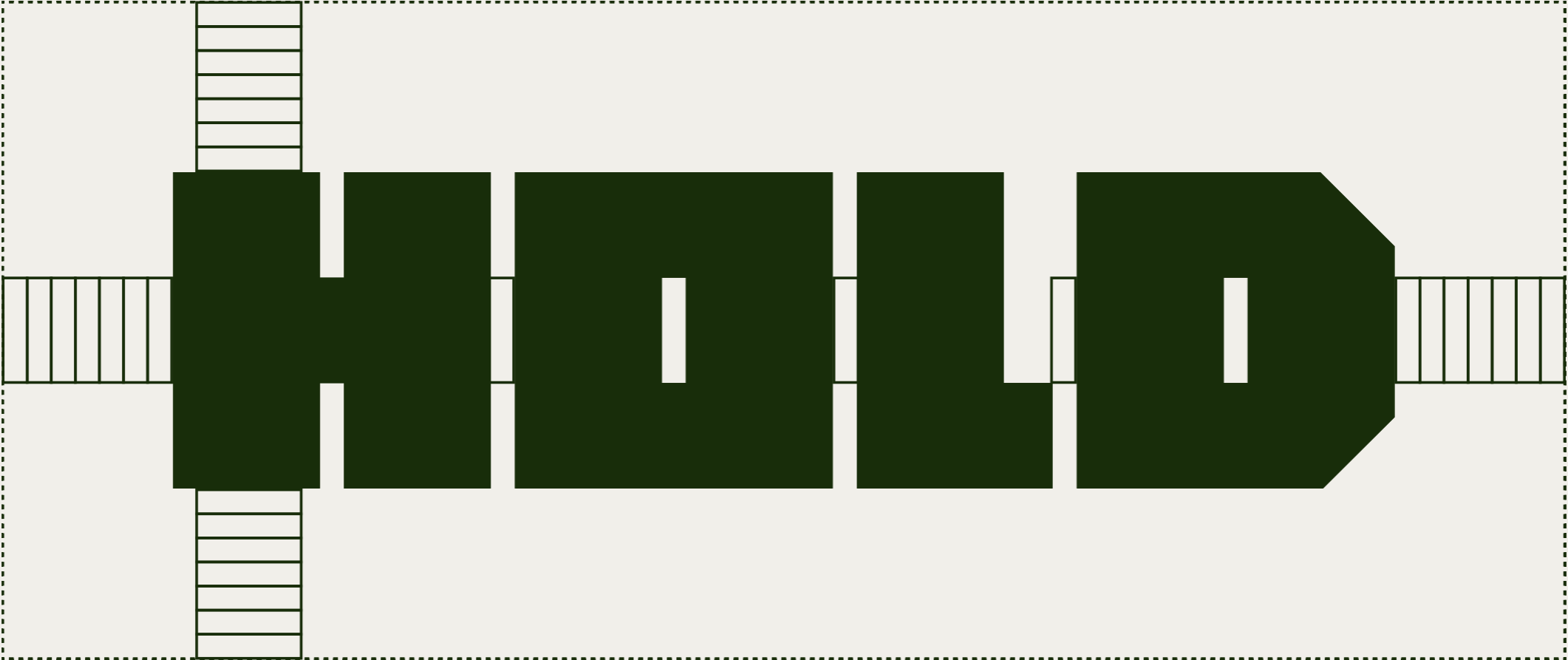
Brand Identity





Our logotype is derived from the structure of architectural plans. A grid creates a distinct and organized space for each letter, giving the shape a crisp and orderly look that embodies the concept of the design.



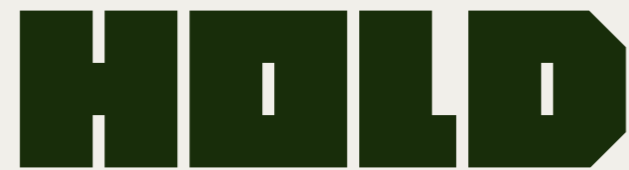


**HOLD**

**HOLD**

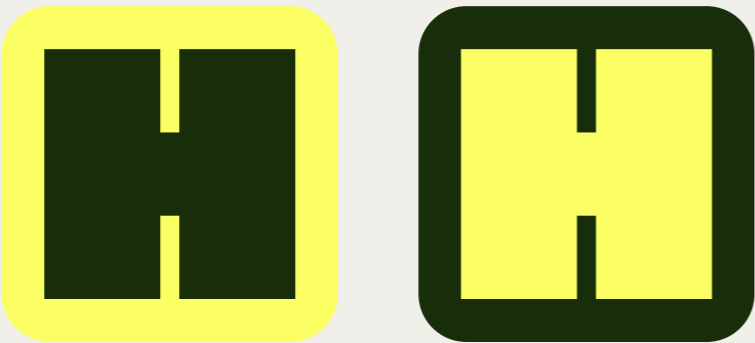
**HOLD**

**HOLD**



## MINIMUM SIZES

The minimum size of the logo across all materials is 3cm / 100 px.



## ICON PURPOSES

The logo can be reduced to H for the icon purposes in the social media images and favicons.



HOLD

✘ Don't Tilt the logotype



HO  
LD

✘ Try not to change the order of the letters



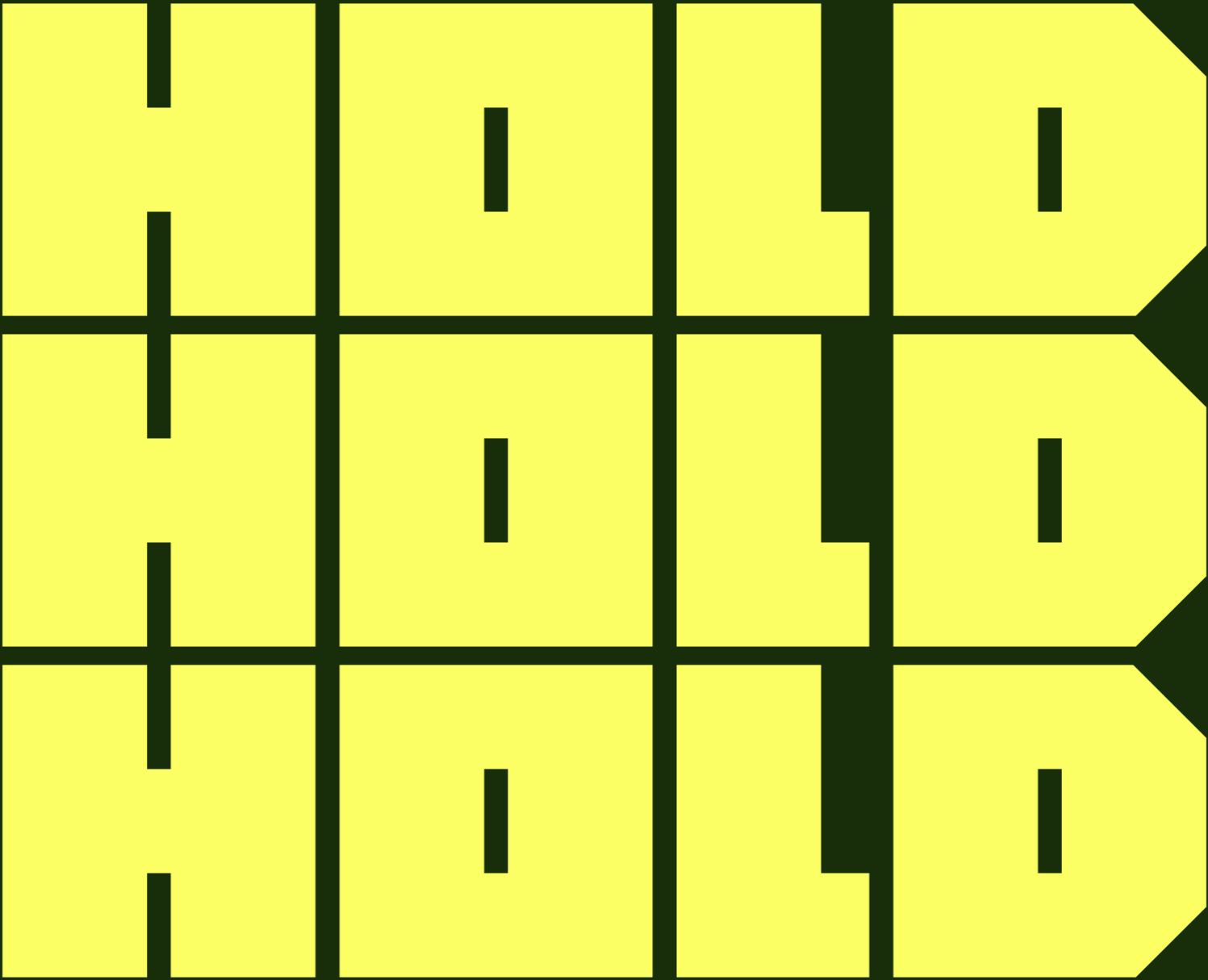
HOLD

✘ Respect the Grid imposed



H L  
O D

✘ Don't get playful with the letters



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# TYPOGRAPHY

Brand Identity

Söhne is the memory of Akzidenz-Grotesk framed through the reality of Helvetica. It captures the analogue materiality of “Standard Medium” used in Unimark’s legendary wayfinding system for the NYC Subway. Söhne is the main brand typography that is used in the branding and web assets.

Söhne Regular  
**Söhne Bold**

**Söhne**

AaBbCc

**AaBbCc**

# FALL BACK FONT

Arial (also called Arial MT) is a sans-serif typeface and set of computer fonts in the neo-grotesque style. Fonts from the Arial family are included with all versions of Microsoft Windows from Windows 3.1 on, some other Microsoft software applications, Apple's macOS and many PostScript 3 computer printers. Arial should only be used as the fall back font and in the materials where only default fonts are allowed.

Arial Regular  
**Arial Bold**

**Arial**

AaBbCc

**AaBbCc**

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# COLORS

Brand Identity

**DARK GREEN**

#182D0A

C75 M55 Y85 K70

**BEIJE**

#F1EFEA

C5 M5 Y5 K0

**LIGHT YELLOW**

#FBFF64

C5 M0 Y70 K0

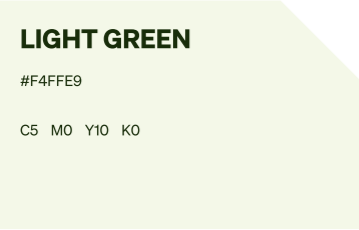
**LIGHT GREEN**

#F4FFE9

C5 M0 Y10 K0



On the green background either brand yellow or light green can be used.



We use brand green on the light and accent background.



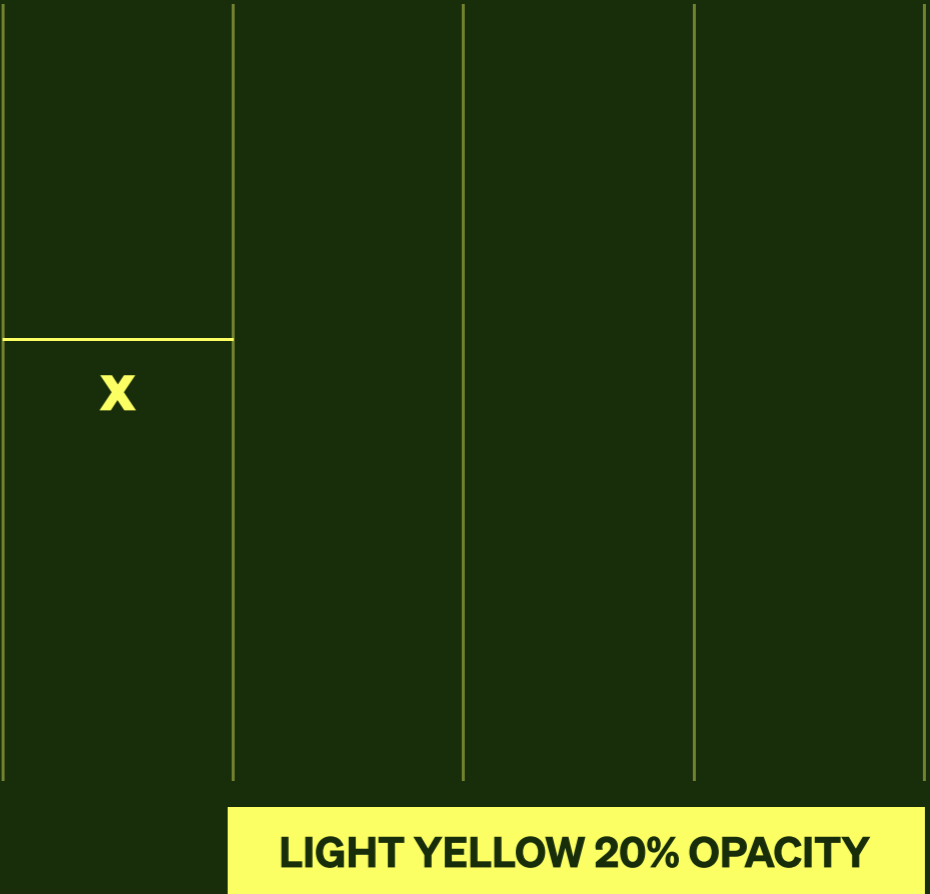
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# GRAPHICS

Brand Identity



We use a visible grid as the base for the identity. It helps to order the content and the visuals: the text and the graphics are grid-aligned. The grid has uniform indents and is coloured in green with 20% opacity on the light background and yellow with 20% opacity on the green background.



GRID



# HOLD

HOLD is a tech-enabled general contractor for circular wooden office buildings. We combine a modular building system, with cutting-edge technology, and smart construction to construct future-proof office buildings.

# WE REDEFINED BUILDING SUSTAINABLY



**HOLD**

**WE CREATE FUTURE-PROOF  
OFFICE BUILDINGS FOR THE  
NEXT GENERATION OF WORK.**

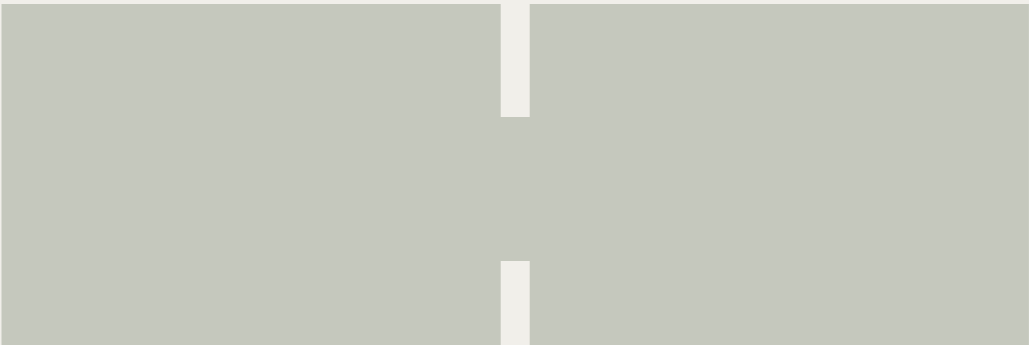
@holdbuildings

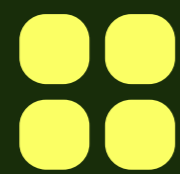


“H” HAS A GRAPHIC

H - one of the stylistic elements of the identity. It is resembling the post and beams that are the basis of our product and the brand.

We use the shape that the H forms as photo masks, text boxes, and patterns. The inner spacing of the letter should not be too far from the shape and should be very wide.



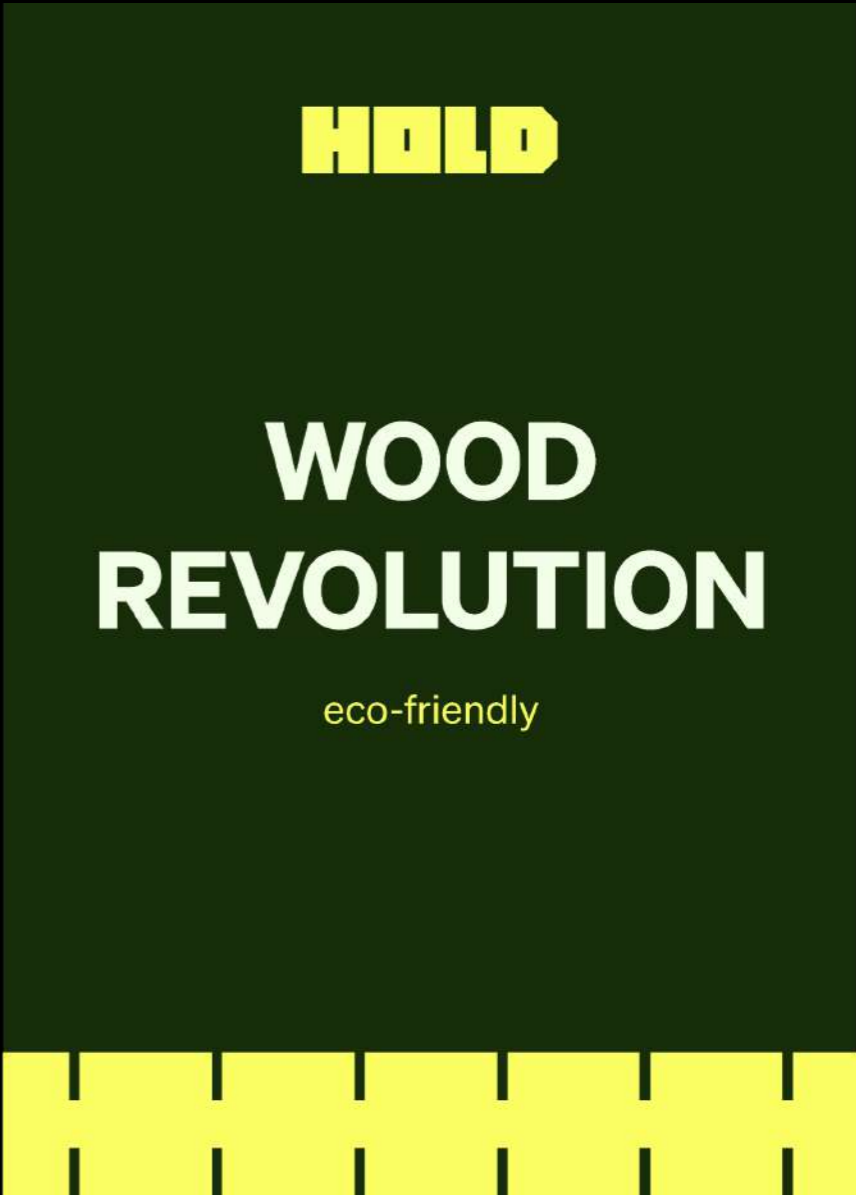


With the icons we illustrate the main benefits of the company. The icons are made in a minimalist style: filled in the main brand color.

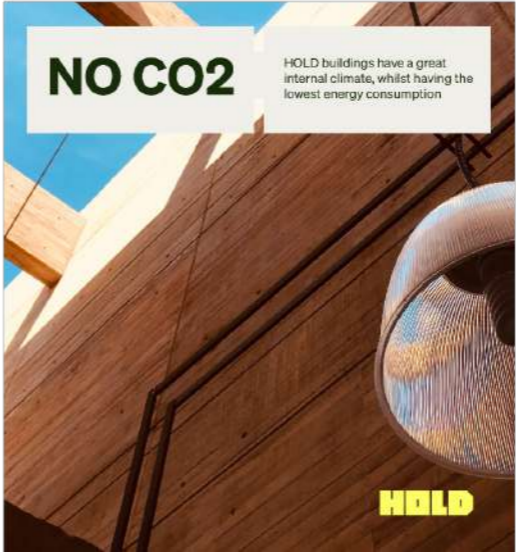
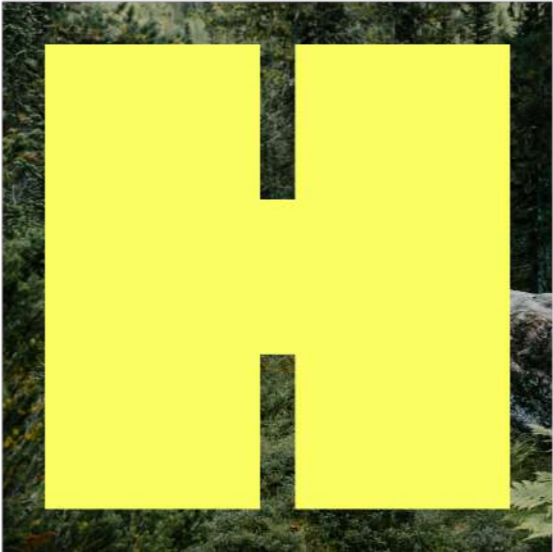
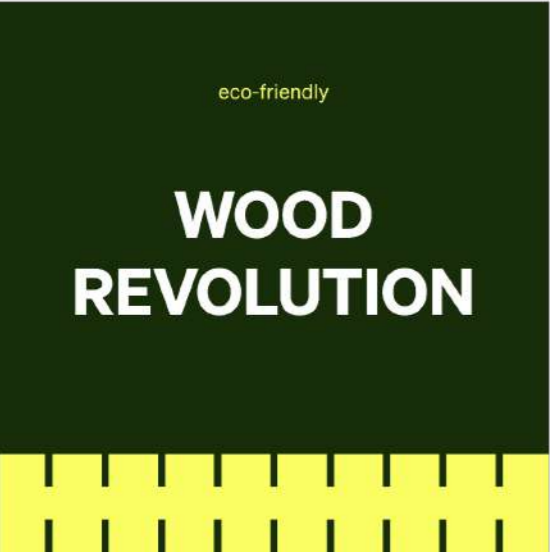
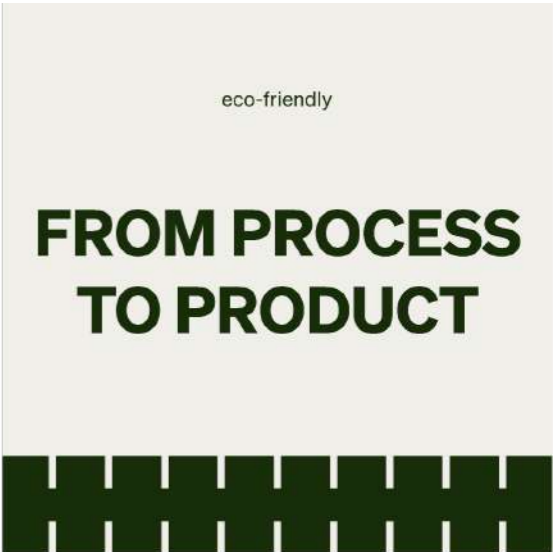
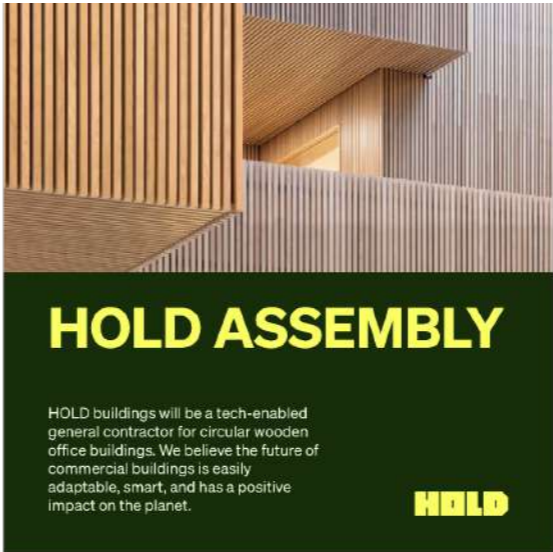
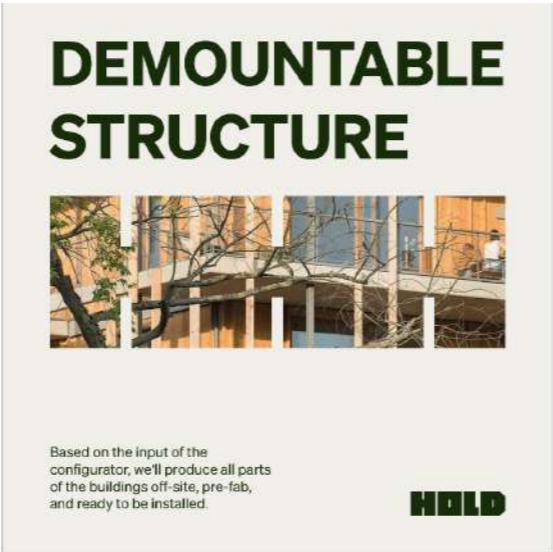
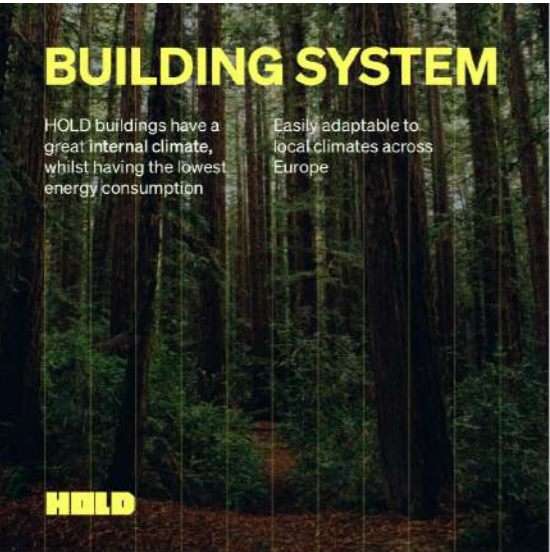
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# FORMATS

Brand Identity









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**HOLD**

[www.holdbuildings.com](http://www.holdbuildings.com)

**FROM PROCESS  
TO PRODUCT**

All Right Reserved.

# QUESTIONS?

[hello@creativemules.com](mailto:hello@creativemules.com)

# HOLD