

Brand Guidelines

Hayes Air & Electrical

Contents

01	Logos.....	Page 3
02	Icon.....	Page 6
03	Colour Palette.....	Page 8
04	Typography.....	Page 10
05	Application.....	Page 12

Logos

Each logo variation has been designed to fit specific layouts and proportions. Always use the version that best matches the available space to ensure the logo remains balanced, legible, and visually consistent.

Stacked logos work well in more compact or square areas, including signage and social images.

Horizontal logos are best suited to wide, narrow spaces such as website headers, email signatures, and banners.

Script logos should be used for more casual applications, such as the back of apparel or merchandise.

Avoid stretching, cropping, or altering the proportions of any logo. Select the appropriate logo variation based on the shape and size of the available space to maintain a consistent brand identity.



Primary Logo



Script Logo



Secondary Logo



Spacing

The borders indicate the logo's construction, alignment, and safe spacing to help maintain consistency across all applications. Always leave a space the size of half of the icon on all sides of the logo.



Icon

The icon has been developed to create a clear and consistent way of identifying the business.

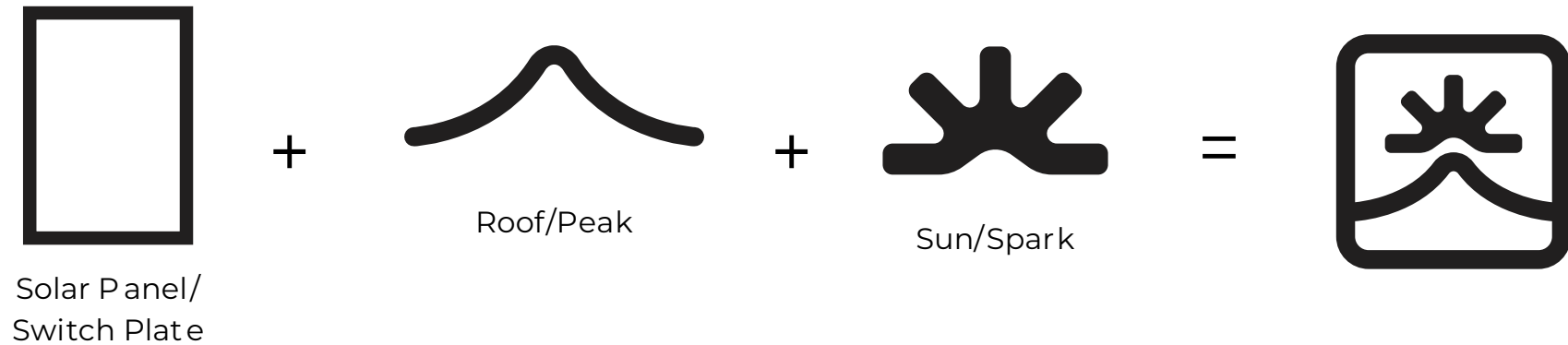
The standalone icon is best suited to spaces where the full logo cannot be displayed clearly. Use the icon on its own for social media profiles, favicons, merchandise details and other small-scale applications.

The icon may be used independently as a secondary brand element, provided the full logo is used elsewhere within the same application or communication.

02

Icon Rationale

How the icon was created and the strategy behind it.



Icon Colours

The icon can be used in any of the brand colours.



Colour Palette

This colour palette is inspired by vintage logos and trusted brands, creating a friendly and approachable feel. The combination is designed to create a timeless visual identity that feels both professional and welcoming.

03

Navy

#243851

C90 M75 Y44 K38

R40 G51 B74

PMS 2380 C

Tangerine

#E6482D

C4 M87 Y93 K0

R224 G60 B49

PMS 179 C

Cool White

#E6DFD8

C9 M9 Y12K0

R65 G45 B19

PMS 7604 C

Chocolate

#331E17

C55 M71 Y73 K74

R49 G38 B29

PMS Black 4 C

Ocean

#6FB9C0

C56 M9 Y24 K0

R113 G186 B183

PMS 6135 C

Typography

The typography has been carefully selected to create a strong, approachable, and professional brand identity.

Festivo is used for headings to create impact and personality. Its bold, handcrafted style reflects the brand's connection to the outdoors while giving the identity a distinctive and memorable presence.

Proxima Nova Bold is used for subheadings to establish a clear visual hierarchy and guide the reader through content. Its clean, modern appearance complements the display font without competing for attention.

Proxima Nova Regular is used for body copy, offering excellent readability across both print and digital applications. Its simple, versatile design ensures longer passages of text remain clear and accessible.

Together, these typefaces create a cohesive system that is confident, approachable, and easy to navigate, reinforcing the brand's natural and professional character.



HEADING

Ballega

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Subheading

BICYCLETTE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body

BICYCLETTE LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Application

A consistent brand experience is created through the thoughtful application of the brand across every customer touchpoint. Whether it's displayed on uniforms, signage, vehicles, packaging, or promotional materials, each application should reflect the same visual identity and professional standard.

By consistently using the approved logo variations, colours, typography, and icon system, the brand remains recognisable, builds trust, and reinforces a strong presence in every environment. The following examples demonstrate how the brand elements can be applied across a range of physical and digital assets while maintaining a cohesive and impactful identity.

05

Mock Ups

How the brand could look applied to uniforms, car decals, signage and merchandise



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