Logotype

Use black text version on bright backgrounds and white text version on dark backgrounds.

Use the monochrome versions in situations where the coloured one can't be used.

And remember, different background colours can be used in creative ways as long as Hector and the text is clearly visible!









Safe Zones

Hector is semi-claustrophobic and really dislikes being enclosed in small spaces. This is why you need to give the logotype a bit of extra space in all directions if placed next to other stuff.

A good way of easily see what's enough is simply taking one of the O's and placing it along the edges of it.



Symbol

From time to time Hector needs his moments of personal alone time in order to be able to focus on stuff. Especially when he's just a little avatar on for example social networks and in dashboard UI's.

When those moments arrive, use only the symbol!

