



**HAISUE**

Brand Guidelines

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## INTRODUCTION

Haisue is a Canadian online retailer and wholesaler specialized in Asian groceries offering a variety of food products, kitchenware, as well as health and wellness items. After a strategic relocation from Montreal to the GTA, Haisue now serves its customers from its headquarters and distribution centre located in Markham, Ontario.

Our founders who come from completely different backgrounds share one common belief: **the importance of family**. This belief transcends in everything Haisue stands for. Whether it's the name itself which is a play on words using the names of the founders' parents, our focus on offering products of the highest quality to our customers and their families, or making grocery shopping so convenient that our customers can spend more time on what really matters, family, are all examples of what drives us.



# HAISUE

## LOGO EXPLANATION

To always uphold the vision of the founders which is summarized by our logo. The symbol “H” is a Chinese character meaning “to rise” while the colour red represents power, leadership and courage. The Octagon and its 8 corners represent infinity through 8 components.

- Maintaining a **reputable** and ethical business organization
- Caring about our families and their **health**
- Offering **creative** solutions and novel ideas to online grocery shopping
- **Helping** people get access to groceries faster and easier
- Forging lasting and fruitful **partnerships** with our vendors
- Making **wise** decisions to grow the business
- Having a **positive impact** on our employees' **careers**
- Building **wealth** to create a positive impact on the community



LOGO

## PRIMARY LOGO



Portrait Logo



Landscape Logo



Icon only Logo

## MINIMUM SIZE

These measurements are set to maintain the legibility of the logo symbol and wordmark in various on-screen applications.



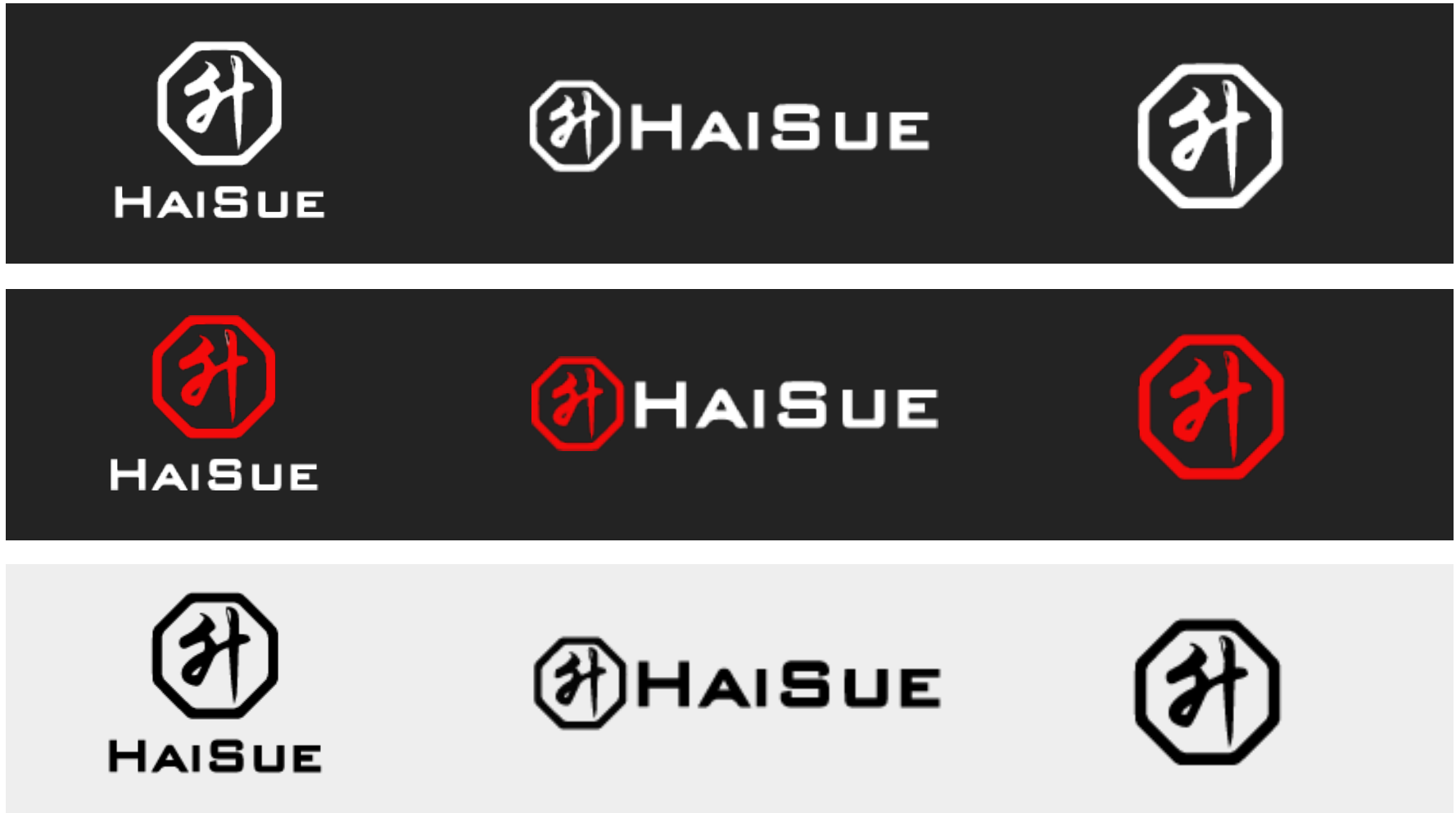
Desktop minimal size: 250px by 90px



Mobile minimal size: 150px by 50px



## ALTERNATIVES



## CLEAR SPACING & TYPOGRAPHY



The clear space around the logo on all sides should be equal to the space in between the text and stroke border.



The logo typography uses Bank Sans Caps Medium.

TYPOGRAPHY

# TYPOGRAPHY

# Lato

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# Inter

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

48px  
SemiBold

# H1 Heading

36px  
SemiBold

## H2 heading

32px  
SemiBold

## H3 Heading

24px  
Regular

## H4 Heading

22px  
Regular

## H5 Heading

20px  
Regular

## H6 Heading

18px  
SemiBold

## Small Text

18px  
Regular

## Small Text

16px  
Regular

## Body Text

14px  
Light Italic

## *Caption*

COLOUR

# COLOUR

## PRIMARY

**F30B0B**

"POWER RED"

**FFB800**

"POWER GOLD"

## SECONDARY

**DD2400**

**BB1E00**

**0F834D**

**3BB54A**

## NEUTRALS

**323232**

**B7B4B4**

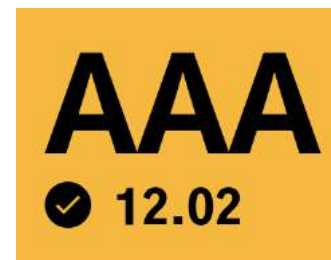
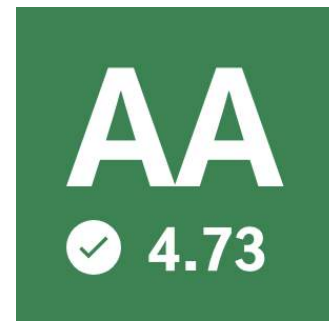
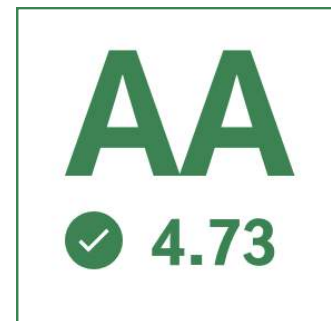
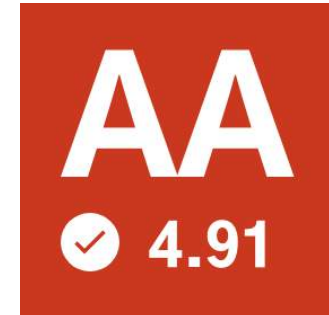
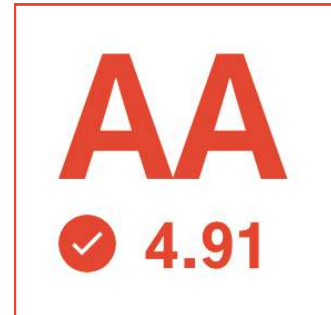
**EEEADC**

**707070**

**FFFFFF**

## COLOUR CONTRAST

Colours used for elements such as text, buttons and links will comply with the WCAG as set forth by the W3C.



VOICE & TONE



## VOICE & TONE

- Honest
- Resilient
- Amicable
- Perseverant
- Ambitious
- Kind-hearted



**UI ELEMENTS**

# UI ELEMENTS

## BUTTONS - PRIMARY



## BUTTONS - SECONDARY



## ERROR



## SUCCESS



## TEXT

Text CTA

## ICONOGRAPHY

ADD



SUBTRACT



ICONS



## TEXT FIELDS

Email \*

ACTIVE


Email \*

SELECTED

Email \*

FILLED

Email \*

 Please include an '@' in the email address. 'john' is missing an '@'.

ERROR

**IMAGERY**

## IMAGERY

Background images with text or buttons on top will have a dark overlay for optimal contrast and readability.



Background image size:  
1200px by 800px



Background overlay colour: #707070

## PRODUCT SPECIFICATIONS

Product images will follow a minimum size guide for consistency and viewing quality.



Featured brand size:  
150px by 150px



Product image size:  
150px by 150px

# THANK YOU

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