

ENGINEERING EXCELLENCE FOR ENTERPRISE

# Brand guidelines & assets

How we look, write and present Haijahr, from the wordmark to the way we speak.



# Haijahr builds software that is **owned, understood and made to last**: engineering with the precision of a senior team and the purpose of a company that started to help businesses do good.

This document is the single source of truth for the Haijahr identity. It exists so that everything carrying our name, whether a proposal, a product screen, a job advert or a social post, looks and sounds unmistakably like us.

The system is deliberately tight: one wordmark, a disciplined palette built on a dark, considered base, one typeface, and a clear voice. Used consistently, the parts compound into a brand that feels senior, trustworthy and human.

Our name comes from how the founder's son, Luca, greets him each morning. It is a daily reminder that real change starts with people, and that belief sits underneath the whole identity.

When a decision is not covered here, return to the promise: **from purpose to precision**. If a choice serves both, it is on brand.

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## IN THIS GUIDE

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# 01 IDENTITY

## Logo & wordmark

haijahr  
Live Kind.

### The mark

The wordmark sets “haijahr” in lowercase: approachable, never shouting. In place of the dots, a small orange square rests on a yellow bar, a stamp that signals precision and the mark of work we stand behind. The primary lockup carries the “Live Kind.” signoff beneath. Always use the supplied artwork. Never redraw or re-typeset it.

### Clear space & minimum size

haijahr  
Live Kind.

Keep clear space of at least the cap-height of the wordmark on all sides. Minimum width: 24 mm in print, 120 px on screen.

### DO & DON'T

haijahr  
Live Kind.

✓ Use the white wordmark on the dark base.

haijahr  
Live Kind.

✗ Don't stretch or distort.

haijahr  
Live Kind.

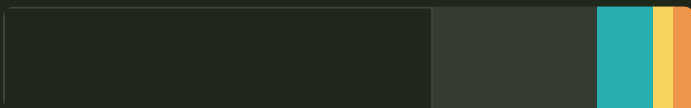
✗ Don't place on busy or clashing colour.

# 02

## SYSTEM Colour

<b>BASE</b>  <b>FOUNDATION</b> <b>Haijahr Dark</b> #1F271B rgb(31, 39, 27)	<b>SURFACE</b>  <b>FOUNDATION</b> <b>Haijahr BG</b> #343C31 rgb(52, 60, 49)	<b>PRIMARY</b>  <b>PRIMARY ACCENT</b> <b>Haijahr Teal</b> #28AFB0 rgb(40, 175, 176)	<b>TEXT</b>  <b>FOREGROUND</b> <b>Haijahr White</b> #FFFFFF rgb(255, 255, 255)
<b>ACCENT</b>  <b>ACCENT</b> <b>Haijahr Yellow</b> #F4D35E rgb(244, 211, 94)	<b>ACCENT</b>  <b>ACCENT</b> <b>Haijahr Orange</b> #EE964B rgb(238, 150, 75)	<b>ACCENT</b>  <b>SUSTAINABILITY</b> <b>Haijahr Green</b> #64957E rgb(100, 149, 126)	<b>ACCENT</b>  <b>TERTIARY</b> <b>Haijahr Bluey</b> #19647E rgb(25, 100, 126)

### Balance



Lead with the dark base and let it breathe. Surfaces lift content off the page; teal does the work of guiding the eye. Yellow, orange, green and bluey are seasoning. Used sparingly, they keep their impact.

### Rules

- Teal is the only colour used for primary actions and links.
- Reserve green for sustainability content.
- Never set body text in an accent colour.
- White or Haijahr Dark for all running text. Keep contrast high.

# 03 SYSTEM Typography

One typeface does the work. **Readex Pro** carries both our headings and our body copy; hierarchy comes from weight and size, not from a second face.

## PRIMARY TYPEFACE

Readex Pro

Aa

ABCDEFGHIJKLMN  
OP  
abcdefghijklmno 123

Light 300   Regular 400   Medium 500

SemiBold 600   Bold 700

## FOR CODE ONLY

SF Mono

```
const ship = () =>
  'quality';
```

SF Mono, falling back to Fira Code and then a system monospace, is used only for code, technical UI and data. Never for prose.

## DISPLAY

From purpos

Readex Pro · Bold · 48 to 60pt

## HEADING

Engineering that las

Readex Pro · Bold · 28 to 36pt

## SUBHEAD

Senior engineers, built to las

Readex Pro · Medium · 18 to 22pt

## BODY

Software should outlive the invoice.

Readex Pro · Regular · 10 to 11pt /  
1.6

## EYEBROW

ENGINEERING EXCELLENCE

Readex Pro · SemiBold · 8pt · +260  
tracking

# 04 EXPRESSION Voice & tone

We sound like a **senior engineer you trust**: clear, direct and quietly confident. Never salesy, never buzzword-heavy.

01

## Plain over clever

Say what we do in words a client would use. Specific beats slick. If a sentence needs a buzzword to stand up, rewrite it.

02

## Human, then technical

Lead with the person and the outcome; bring in the stack when it earns its place. People come first. It is where our name comes from.

03

## Quality as a stance

We have a point of view about how software should be built, and we are not shy about it. Confident, not arrogant.

04

## Accountable & honest

Real numbers, not estimates. We name what we commit to and hold ourselves to it, in public.

### WE WRITE

- + Ship faster with senior engineers who build to last.
- + Software should outlive the invoice.
- + Real, verified numbers, not estimates or averages.
- + Inclusive by design, not by obligation.

### WE AVOID

- × Synergistic, best-in-class, world-class solutions:
- × We're passionate about leveraging cutting-edge tech:
- × Disrupting the paradigm with next-gen innovation:
- × Cheap, fast and easy, at the cost of lasting quality:

# Messages we lead with

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Engineering excellence **for enterprise.**

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From **purpose** to **precision.**

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Ship faster with senior engineers who **build to last.**

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Software should **outlive the invoice.**

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## CONTACT

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## ASSETS PACK

Logo (PNG) · favicons  
colour tokens (CSS)  
this guide (PDF)