

STYLE GUIDE

BRAND STYLE GUIDE Helmet Headquarters & Collectibles | CREATED November 2025

This style guide is a reference for our internal design team, vendors and others who are authorized to work with the Helmet Headquarters & Collectibles Brand.

Use this document as a guide to keep the Helmet Headquarters & Collectibles Brand consistent in all use cases.

Though all elements of the Helmet Headquarters & Collectibles Brand are outlined in this document, they all may not be appropriate in every situation. Take care in selecting the right visual element for the project.

Any logo, color, typeface or visual element that is not listed in this document requires approval from our design team. As always, please do not distort our graphic elements by changing the aspect ratio, shape, or color.

For questions concerning the content of this style guide please reach out to the Helmet Headquarters & Collectibles Brand.



HELMET
HEADQUARTERS
& C O L L E C T I B L E S

FULL COLOR LOGO VARIATIONS



Primary Logo



Secondary Logo



Icon

Primary or secondary logos should always be used unless sizing constraints prohibit legibility, in which case, use the brand icon.

Logos should be used only in colors shown here or in solid black or white.

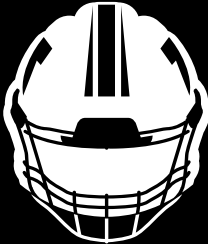
FULL COLOR REVERSED LOGO VARIATIONS



Primary Logo



Secondary Logo



Icon

For dark backgrounds, use the reversed logo variations.

LOGO CLEAR SPACE



FONTS

Arial Black

AaBbCc 123
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmn**opqrstuvwxyz**
1234567890!?**&@#\$\$%^***

Arial Bold

AaBbCc 123
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmn**opqrstuvwxyz**
1234567890!?**&@#\$\$%^***

Poppins Regular

AaBbCc 123
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmn**opqrstuvwxyz**
1234567890!?**&@#\$\$%^***

USE ARIAL BLACK FOR HEADLINES

ARIAL BOLD MAY BE USED IN ALL CAPS FOR SUB-HEADS

Use Poppins Regular for body copy. While all weights in each font family may be used, prioritize the Black weight for Arial and the Bold weight for Arial.

Your logos should have a clear space margin equal to, at a minimum, 1/2 of the x-height of letters in the logo or mark being used. No other visual elements should enter this space.

This padding around the mark ensures that the logo is highly legible and will read correctly at all sizes.

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COLOR PALETTE

BLACK: RGB: 0 0 0 CMYK: 75 68 67 90 HEX: #000000 75% TINT 50% TINT 25% TINT	GREEN VOGUE: RGB: 0 39 76 CMYK: 100 86 41 42 HEX: #00274c 75% TINT 50% TINT 25% TINT	SUPERNOVA: RGB: 255 203 5 CMYK: 0 20 100 0 HEX: #ffcb05 75% TINT 50% TINT 25% TINT	DEEP SEA BLUE: RGB: 0 83 122 CMYK: 98 67 31 13 HEX: #00537a 75% TINT 50% TINT 25% TINT	LIGHT MOSS GREEN: RGB: 131 216 123 CMYK: 49 0 70 0 HEX: #83d87b 75% TINT 50% TINT 25% TINT	CORN YELLOW: RGB: 249 248 113 CMYK: 6 0 66 00 HEX: #f9f871 75% TINT 50% TINT 25% TINT
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Brand Colors

Secondary Colors

Brand colors should always be used as the dominant colors in all use cases.

Secondary colors allow for design diversity and are used to highlight important elements in websites, social media, promotional materials, etc.

Use Black for body copy most often with white as body copy on dark backgrounds.

Color name by [colors.artyclick.com](https://www.colors.artyclick.com)

MOCKUPS

