

HUGO HYGIENE LIFE

Brand Guidelines



Logo Construction



Logo design Overview



Hygiene Life

The HUGO Hygiene logo communicates cleanliness, eco-friendliness, and trust. The upward swoosh resembles both a leaf (nature, eco-consciousness) and a pathway (progress, growth, forward motion). The bold “HUGO” typography conveys confidence, while the tagline “Hygiene Life” reinforces the brand’s mission of sustainable and healthy living. “HUGO” in uppercase, modern sans-serif font, emphasizes clarity and strength. The white curve and tagline provide balance against the bold green, ensuring strong visibility across digital and print platforms.

Typography

Roboto
Aa

Manage your work with patience

H1 34pt Roboto **ExtraBold**

Manage your work with patience

H2 22pt Roboto **Bold**

Manage your work with patience

H3 18pt Roboto **SemiBold**

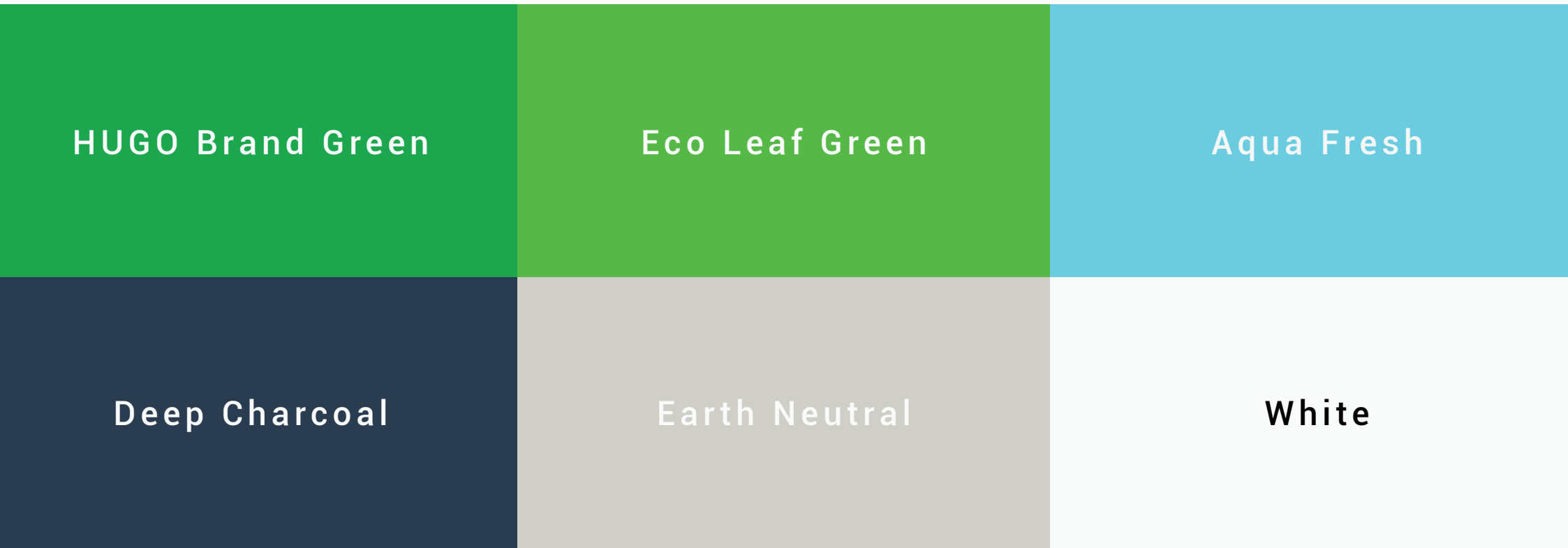
Manage your work with patience

Body Text 14pt Roboto *Medium*

Manage your work with patience

Description 14pt Roboto *Regular*

Color scheme - Palette



Color scheme - Palette



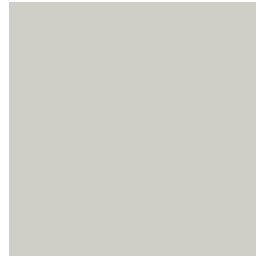
HUGO Brand Green

HEX #00A651
RGB 0, 166, 81
HSB 149, 100%, 65%
CMYK 83, 6, 96, 0
INKTYPE Spot



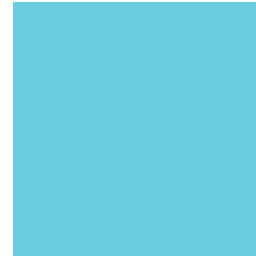
Eco Leaf Green

HEX #58B947
RGB 88, 185, 71
HSB 111, 62%, 73%
CMYK 68, 0, 100, 0
INKTYPE Spot



Earth Neutral

HEX #D0CFC7
RGB 208, 207, 199
HSB 53, 4%, 82%
CMYK 18, 13, 19, 0
INKTYPE Spot



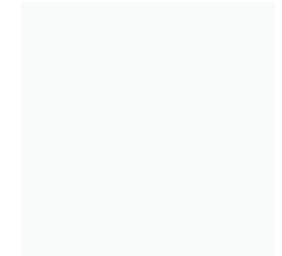
Aqua Fresh

HEX #6AD1E3
RGB 106, 209, 227
HSB 189, 53%, 89%
CMYK 52, 0, 11, 0
INKTYPE Spot



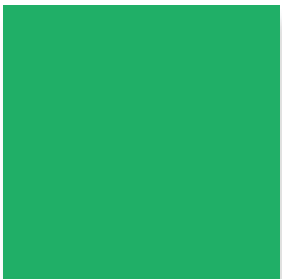
Deep Charcoal

HEX #2C3E50
RGB 44, 62, 80
HSB 210, 45%, 31%
CMYK 85, 69, 47, 39
INKTYPE Spot



White

HEX #F7F7F7
RGB 247, 247, 247
HSB 0, 0%, 97%
CMYK 2, 1, 1, 0
INKTYPE Spot



PANTONE®
PQ-3405C



PANTONE®
360 C



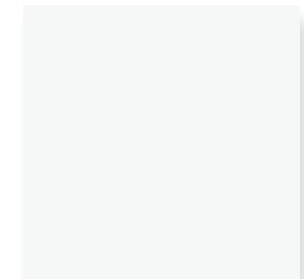
PANTONE®
Warm Gray 3 XGC



PANTONE®
PQ-3242C



PANTONE®
432 C



PANTONE®
11-0601 TPG
Bright White

Logo Correct Usage

All Color Variants



Must have null object with equal spacing



Website Favicon
Mobile App



Social Media



care@hugohygienelife.com

www.hugohygienelife.com