



Brand Architecture

Comprehensive Guideline

Version 1.0 | Aug, 2025





01. Brand Story

Some connections define who we are, the warmth of a mother's touch, the safety of a familiar home, the comfort of knowing we belong. But when life takes those away, a child's world can feel like an endless, empty sky.

HugsHeaven was created to fill that emptiness to be a place where love is rebuilt, trust is nurtured, and every child is embraced with care. Here, a hug is more than a gesture; it's a language of healing, safety, and belonging. Every hug becomes a bridge connecting past pain to future hope, whispering, "You matter. You are loved. You are home."

We believe that even broken connections can be repaired, one hug at a time. Each embrace mends invisible threads torn by loss, transforming loneliness into trust, fear into safety, and emptiness into joy. One hug may feel small, but moments build into bonds, and bonds restore the sense of connection every child deserves.

At HugsHeaven, children don't just find shelter, they find open arms, laughter, courage, and the chance to dream again. Here, love is tangible. Here, broken hearts are gently mended. This is more than a home. This is **where love lives on.**



02. Brand Assets

Logo



2.1. Logo Introduction

The HugsHeaven logo is a visual embodiment of the brand's mission: even broken connections can be repaired, one hug at a time. It consists of two key components: the symbol mark and the logotype, each thoughtfully designed to reflect the brand's emotional and philosophical core.

The symbol mark combines a cloud, an infinity symbol, and hugging hands. The cloud represents hope, protection, and the idea of "heaven," while the infinity symbol conveys endless love, care, and the ongoing process of emotional healing. At the center, the hugging hands symbolize comfort, trust, and the bridging of broken connections. This symbol mark was developed using the Golden Rule, ensuring that all proportions, curves, and placements feel naturally balanced, harmonious, and visually pleasing. This mathematical harmony mirrors the brand's philosophy of restoring wholeness, safety, and belonging in children's lives.

The color palette of sky blue and soft pink reinforces

feelings of warmth, care, optimism, and emotional safety. The logotype is set in a single Avenir font, chosen for its clean, modern, and approachable appearance, conveying clarity, trust, and simplicity.

Together, the symbol mark and logotype create a cohesive, memorable identity that communicates HugsHeaven's promise: a safe, nurturing, and loving environment where every child can heal and reconnect. Every design decision from proportions and colors to typography is rooted in the brand's emotional philosophy and visual storytelling, making the logo not only aesthetically appealing but deeply meaningful.



2.2. Logo Symbol Mark

The symbol mark combines a cloud, an infinity symbol, and hugging hands. The cloud represents hope, protection, and the idea of “heaven,” while the infinity symbol conveys endless love, care, and the ongoing process of emotional healing. At the center, the hugging hands symbolize comfort, trust, and the bridging of broken connections. This symbol mark was developed using the Golden Rule, ensuring that all proportions, curves, and placements feel naturally balanced, harmonious, and visually pleasing. This mathematical harmony mirrors the brand’s philosophy of restoring wholeness, safety, and belonging in children’s lives.



Represents protection, hope, and the idea of “heaven”, symbolizing a safe and uplifting space for every child.

+



Symbolizes endless love, care, and emotional healing, reflecting the belief that compassion has no limits.

+



Depicts comfort, trust, and reconnection, embodying the core idea that even broken bonds can be repaired through love.



The overall shape of the HugsHeaven symbol mark is inspired by a cloud icon.



Cloud



Infinity



Hug

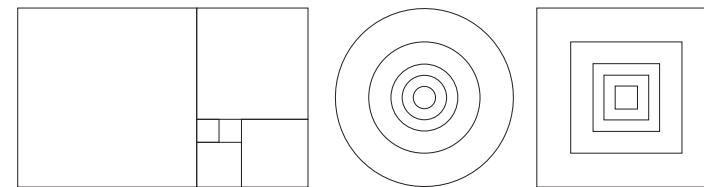


2.3. Logo Propotions

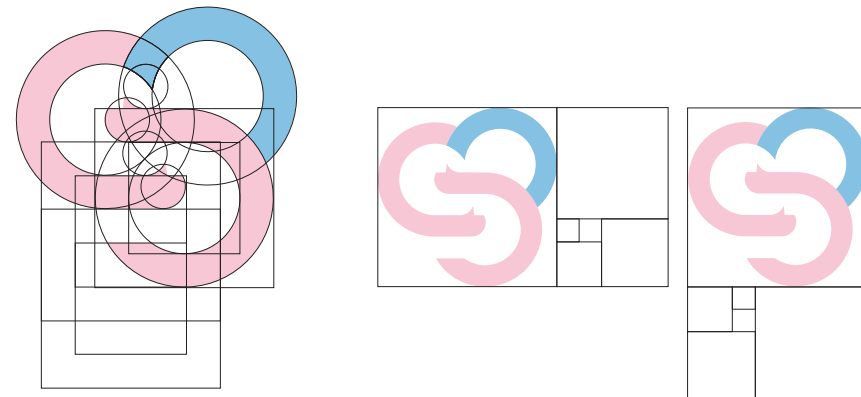
The HugsHeaven logo symbol mark was meticulously developed using golden circles derived from the Golden Rule (also known as the Golden Ratio). This mathematical principle, found throughout nature, art, and architecture, is renowned for creating forms that feel naturally balanced, harmonious, and timeless.

For HugsHeaven, this harmony is more than just aesthetics, it reflects our mission. Just as the Golden Rule creates perfect proportion from seemingly separate parts, HugsHeaven exists to bring together broken pieces of a child's life into a whole again. The golden proportions embody the idea that love, when given with care and balance, repairs what loss has taken away.

By using the Golden Rule, the cloud, infinity, and hug elements in the logo flow seamlessly into each other, symbolizing continuity, unity, and emotional connection. The result is a mark that feels instinctively warm, trustworthy, and complete just like the feeling of a true hug.



Golden Ratio : Golden Circles and Golden Squares





2.4. Logotype

The HugsHeaven logotype is set in Avenir Medium, a modern sans-serif typeface designed for clarity, warmth, and timelessness. The word Avenir means “future” in French, a fitting reflection of the brand’s mission to give children a brighter tomorrow.

Its balanced letterforms, clean curves, and humanist touch create a feeling of openness and trust. Avenir Medium strikes the right tone, not too heavy to feel harsh, yet bold enough to convey stability and safety. This typographic choice complements the soft, harmonious shapes of the logo symbol mark, ensuring the overall identity feels unified and approachable.

To further enhance its visual harmony, the letters are set with tight character spacing of -50, allowing the words to feel more connected a subtle nod to the brand’s philosophy that even broken connections can be brought closer together.

By pairing the emotional storytelling of the symbol with the clarity of Avenir Medium, the HugsHeaven identity communicates both heart and hope a safe home grounded in love.

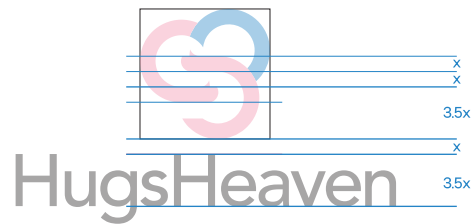
HugsHeaven

Font : Avenir Medium
Character Spacing : -50



2.5. Logo

Heavenly Stack Logo



Heavenly Line Logo





HugsHeaven



HugsHeaven



HugsHeaven



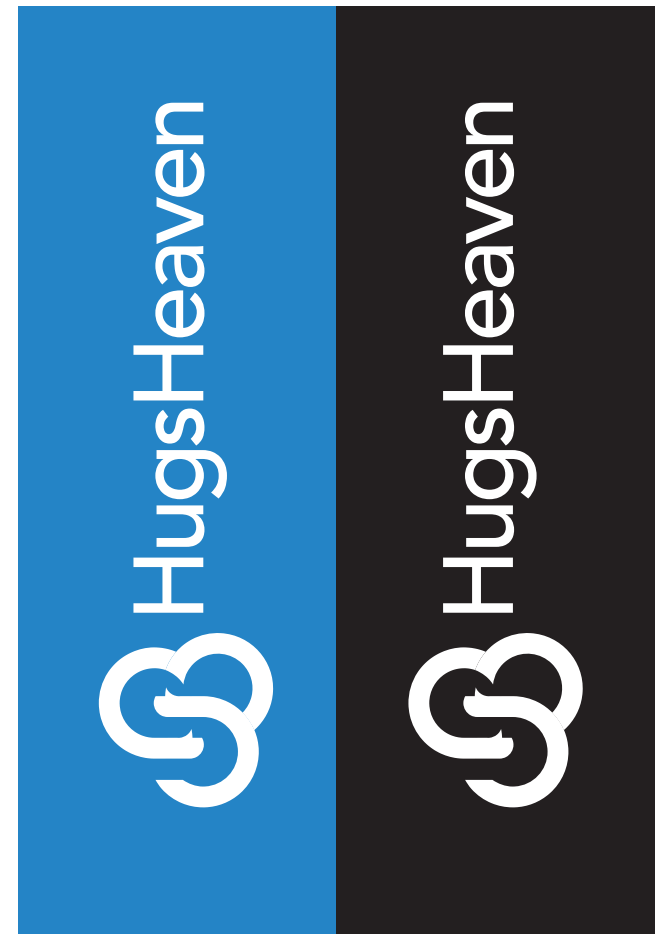
HugsHeaven



The Heavenly Line Logo can be used in a vertical layout if needed.

Do not rotate the symbol mark.

The hands within the symbol mark must always remain horizontal to preserve the intended visual meaning and emotional impact.





2.6. Logo with Tagline

The HugsHeaven logo can be paired with the tagline **“Where Love Lives On”** to strengthen the emotional message in specific applications. This combined lockup should be used selectively, primarily for stationery, certificates, event backdrops, and other brand touchpoints where the full sentiment enhances the context.

In most design applications, the logo and tagline should remain separate. This ensures flexibility, prevents visual clutter, and allows the symbol and logotype to stand strongly on their own. By keeping the tagline as a standalone element when appropriate, we preserve both the clarity of the logo and the impact of the message.

The tagline’s placement, spacing, and typography should always respect the proportions of the main logo to maintain a unified brand identity.

Always set the tagline in Avenir Book font with character spacing of –25 to ensure visual harmony and consistency.



For the Heavenly Stack Logo, set the tagline at a height of 1.5x, centered beneath the logotype with a 2x gap.



For the Heavenly Line Logo, set the tagline at a height of 1.5x, centered beneath the logotype with a 2x gap.



2.7. Logo Clear Space and Minimum Size

Minimum Clear Space:

Always maintain a clear space of $3.5x \times 3.5x$ square around all sides of the logo (Heavenly Stack Logo and Heavenly Line Logo). This applies to both the logo alone and the logo with tagline.

Minimum Symbol Mark Size:

The symbol mark should never be smaller than 1 cm in width to ensure visibility and legibility.





2.8. Logo Improper Usage

The following rules apply to Heavenly Stack Logo, Heavenly Line Logo, and Logo with Tagline.

X



The logo cannot occur with any effects, drop shadows, shadows, glows and reflections.

X



The logo cannot occur in terms of strokes.

X



The logo cannot occur in any other colours or gradients

X



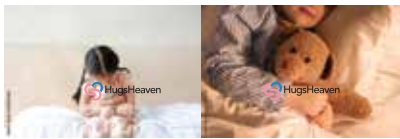
The logo cannot be stretched, lengthened or resizing any way than the given.

X



The logo cannot occur vertically in any other way than the specified way.

X



The logo cannot occur in busy backgrounds.

X



The logo cannot be repeated without the relevant spacing around.



02. Brand Assets

Typography



2.9. Typography

Primary Font Family - **Avenir**

HugsHeaven uses the Avenir font family as its primary typeface, with Avenir Medium for the logotype and Avenir Book for the tagline and supporting text.

Why Avenir is selected:

Clarity & Readability: Its clean, balanced letterforms make text easy to read across all applications.

Warmth & Approachability: The humanist design adds subtle softness, reflecting the brand's caring and nurturing personality.

Timeless & Modern: Avenir's timeless style aligns with HugsHeaven's mission to provide lasting emotional support and hope.

Consistency: Using a single typeface family ensures visual harmony across all brand touchpoints, from logos to stationery.

Usage:

Avenir fonts are mandatory for all headlines, taglines, and body text across HugsHeaven stationery, branding, posters, banners, signage, and communications to maintain brand consistency and recognition.



Avenir Light

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Avenir Book

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Avenir Medium

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Avenir Black

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1234567890**



Secondary Font Family - Helvetica Neue

Helvetica Neue is used as the secondary font for HugsHeaven. It is suitable for subtopics, subheadings, body text, paragraphs, and supporting information in stationery, billboards, banners, posters, and other communications. It must never be used for main headings, which are reserved exclusively for Avenir to maintain brand consistency and recognition.

Helvetica Neue UltraLight

Lorem ipsum dolor sit &

Helvetica Neue UltraLight Italic

Lorem ipsum dolor sit &

Helvetica Neue Thin

Lorem ipsum dolor sit

Helvetica Neue Thin Italic

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Helvetica Neue LT Pro 95 Black

Lorem ipsum dolo



02. Brand Assets

Colours



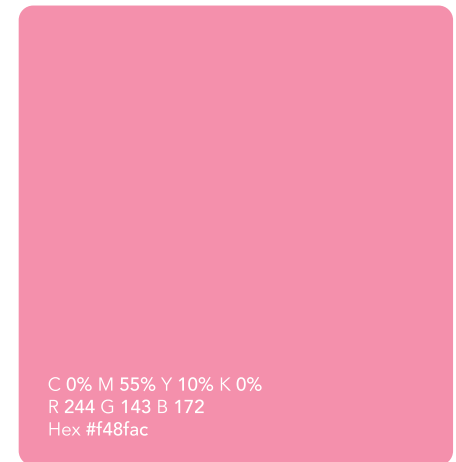
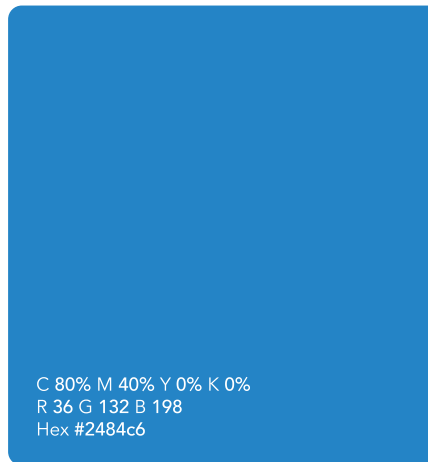
2.10. Colours

Primary Colours

The HugsHeaven brand uses a soft blue and pink as its primary colors, chosen to convey warmth, care, and emotional connection.

Heavenly Blue: Applied to the cloud element of the logo symbol mark, blue evokes calmness, trust, and a sense of safety — reflecting the “heavenly” protective embrace the brand represents.

Infinity Pink: Used for the infinity and hug elements, pink symbolizes love, compassion, and nurturing — highlighting the emotional core of HugsHeaven, where every hug repairs broken connections.





Secondary Colours

The secondary color palette supports the brand's core identity while allowing for creative flexibility across different applications. These colors are carefully chosen to complement the Heavenly Blue and Infinity Pink, adding warmth, depth, and versatility without overshadowing the main brand elements.

Common Uses

Backgrounds – Add variety while ensuring primary colors remain the focus.

Illustrations & Icons – For supporting visuals, not primary branding marks.

Patterns & Decorative Shapes – In stationery, merchandise, and social posts.

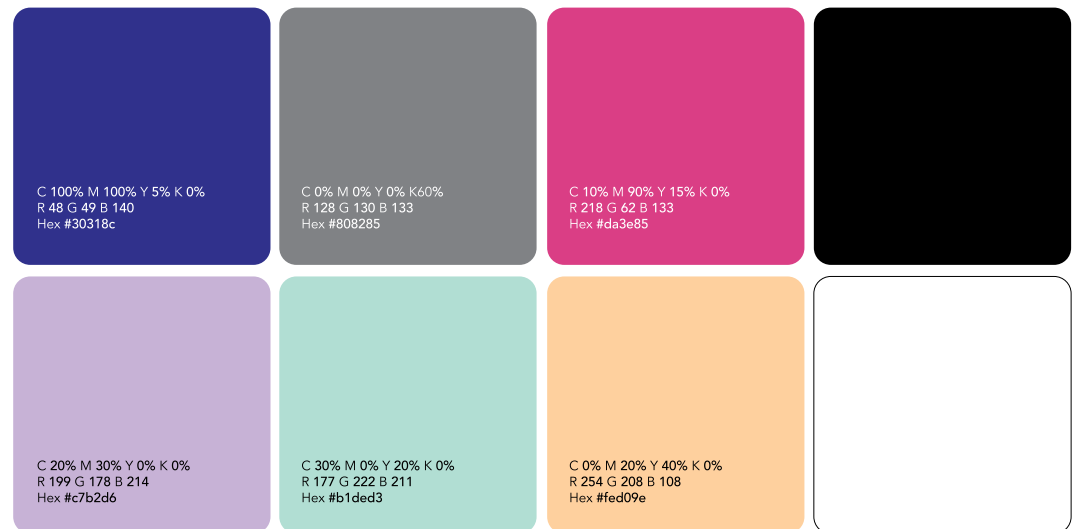
Highlighting Elements – Call-to-action buttons, statistics, or keywords.

Event Materials – Banners, signage, or décor for special occasions.

For color balance across designs:

Primary Colors – 70%

Secondary Colors – 30%





Logo in Action

OOH

A large billboard is set against a bright blue sky with scattered white clouds. The billboard's image shows a child with brown hair, wearing a pink shirt and blue jeans, sitting inside a large, soft, white heart-shaped cloud. The child is hugging themselves. The billboard is supported by a black metal frame with several light fixtures mounted on top. The background of the billboard is a sky with soft, pinkish-white clouds. The billboard is positioned over a cityscape with various buildings and a clear horizon.

Loved,
all the way from heaven

 HugsHeaven



Love
that finds them

Wherever
they are

At Hugsheaven, every hug is a gift of hope. By joining our donation programme, you're not just giving, you're sharing your love, warmth, and kindness with a child who needs it most. Together, let's create a world where every child feels safe, cared for, and embraced with love.

www.hugsheaven.lk



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that finds them

Wherever
they are

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www.hugsheaven.lk





Buy a Hero,
Share a Hug.



~~Rs.2000/-~~
Hugs.1500/-

Bring love to a child at

 HugsHeaven

070 75 29 799

www.hugsheaven.in

Buy a Teddy,
Share a Hug.



~~Rs.2000/-~~
Hugs.1500/-

Bring love to a child at

 HugsHeaven

070 75 29 799

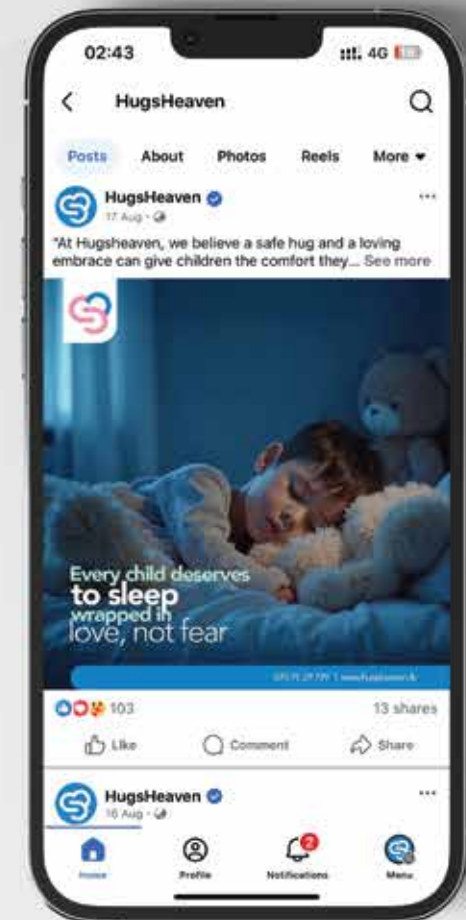
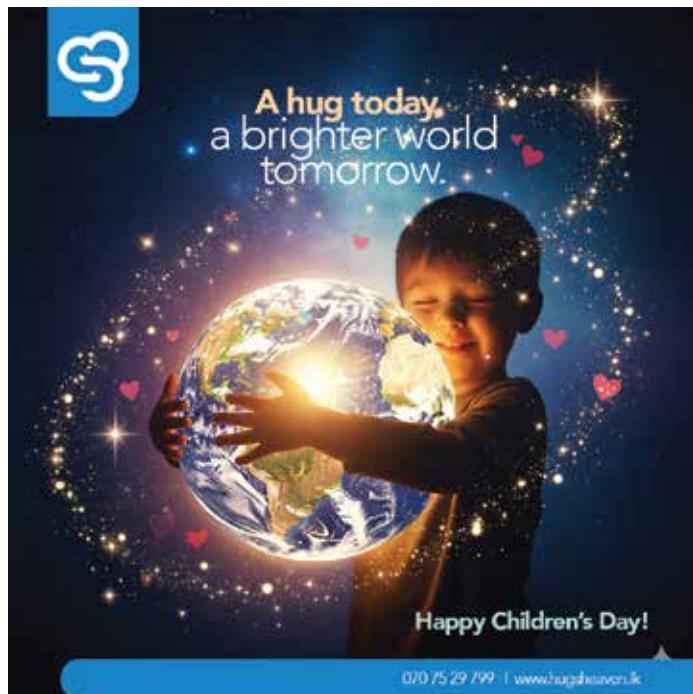
www.hugsheaven.in





Logo in Action

Digital





Every child deserves
to sleep
wrapped in
love, not fear

070 75 29 799 | www.hugsheaven.co.uk



Where there's a hug,
every child is a hero.

070 75 29 799 | www.hugsheaven.co.uk



Your hug can
change a life

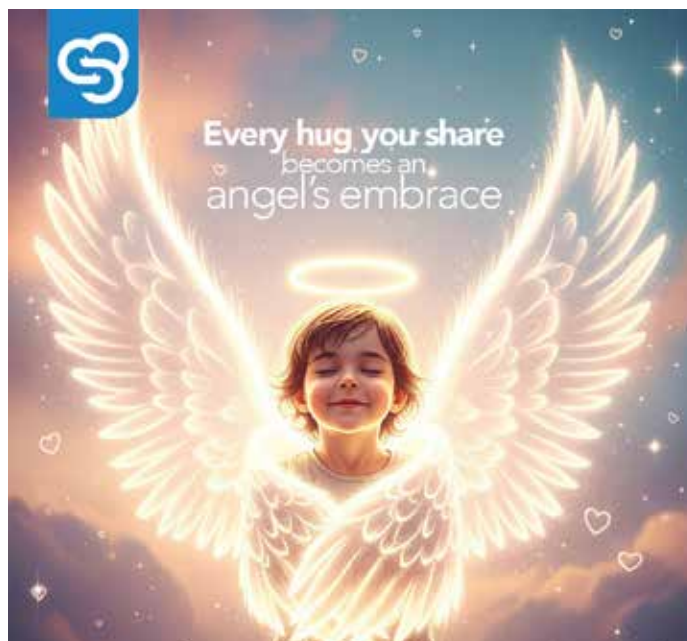
070 75 29 799 | www.hugsheaven.co.uk



**Buy a Teddy,
Share a Hug.**

Hugs. 500/- onwards
Bring love to a child at Hugsheaven

070 75 29 799 | www.hugsheaven.co.uk



Every hug you share
becomes an
angel's embrace

070 75 29 799 | www.hugsheaven.co.uk



Where love lives on.

070 75 29 799 | www.hugsheaven.co.uk



Logo in Action

Press

 HugsHeaven

**Buy a toy,
Share a hug**
Every child deserves one.

Conditions Apply



Toy cars



Hugs. 999/-
onwards

Teddy Bears



Hugs. 1499/-
onwards

Remote Cars



Hugs. 1799/-
onwards

Costumes



Hugs. 2499/-
onwards

School Bags



Hugs. 5699/-
onwards

Shoes



Hugs. 7499/-
onwards

Guitars



Hugs. 8499/-
onwards



Island Wide Delivery

070 75 29 799 | www.hugsheaven.lk

Designed by
Sahan Hewagama
070 75 29 799 | www.360bysaan.lk