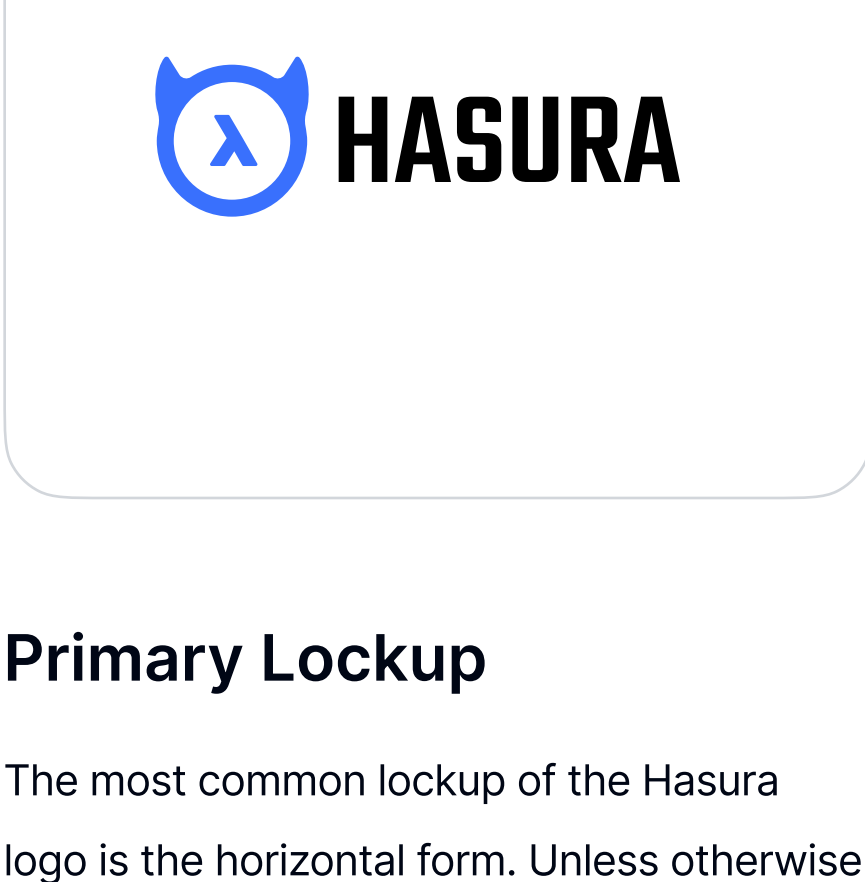
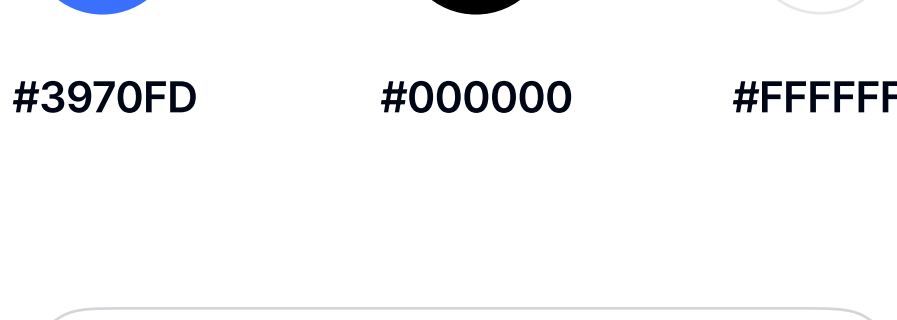


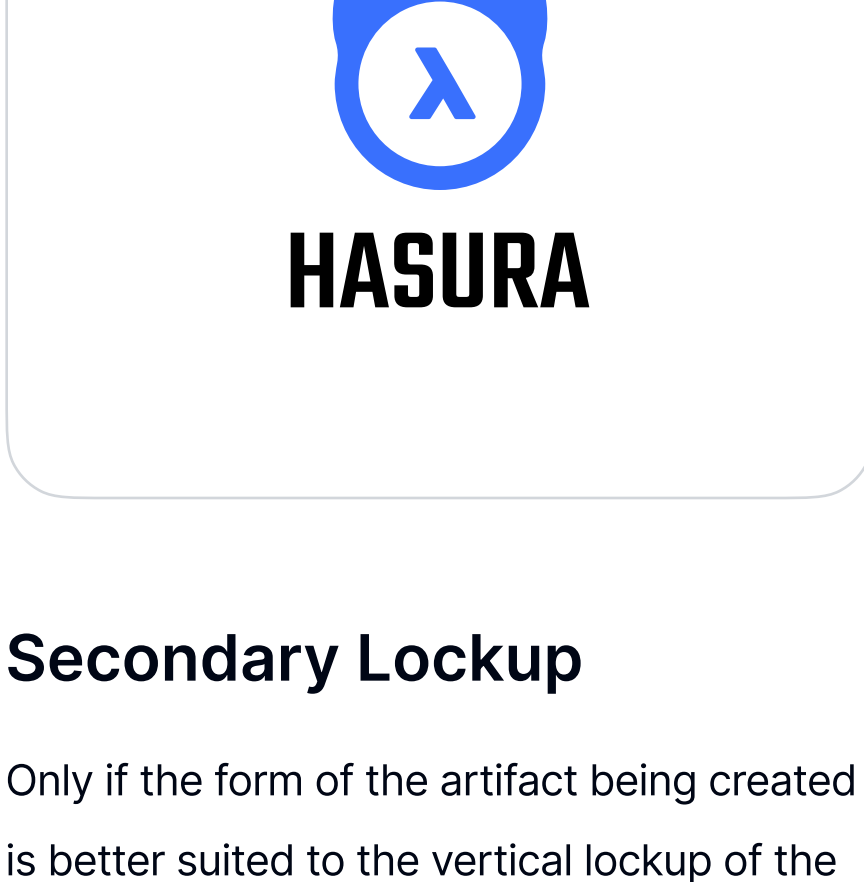
## The Logo

The Hasura Logo is comprised of 2 components. 'The Pendant' and 'The Wordmark'. Please follow the construction guidelines to maintain consistent use of the Hasura logo.



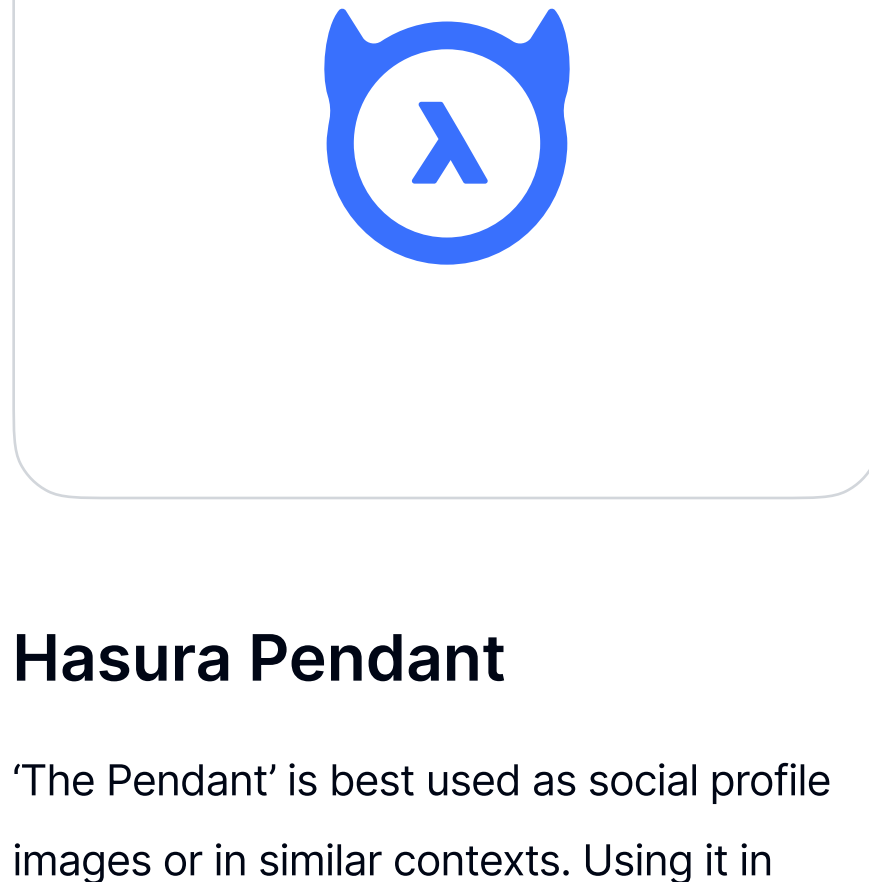
### Primary Lockup

The most common lockup of the Hasura logo is the horizontal form. Unless otherwise specified, and context/format permitting, this should be the default logo to use.



### Secondary Lockup

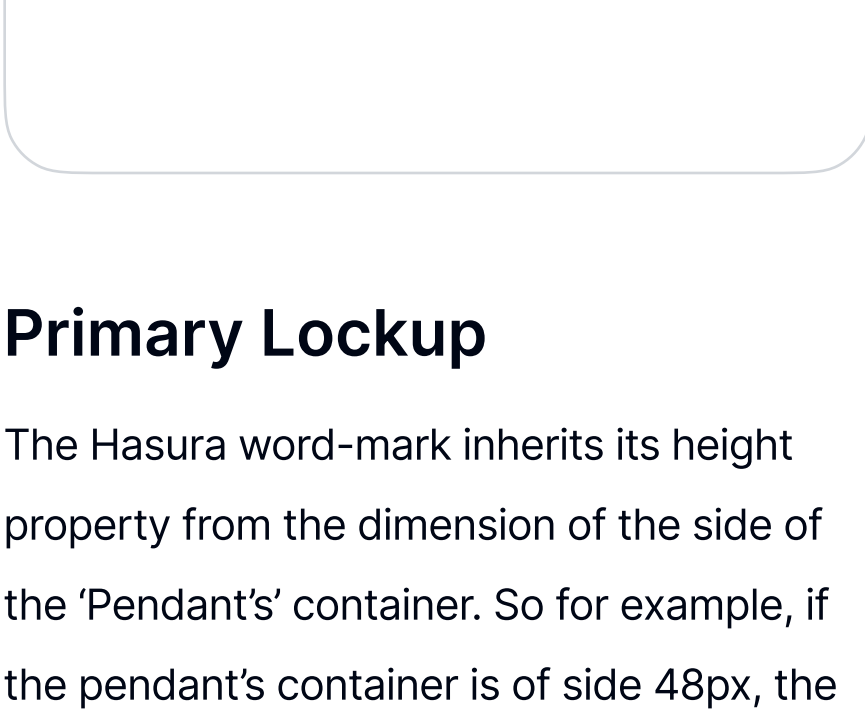
Only if the form of the artifact being created is better suited to the vertical lockup of the Hasura logo, should this be used. Square logo-spots are likely better for this form.



### Hasura Pendant

'The Pendant' is best used as social profile images or in similar contexts. Using it in collaterals may only be advisable if the target audience is acquainted with Hasura.

## Construction Notes



### Primary Lockup

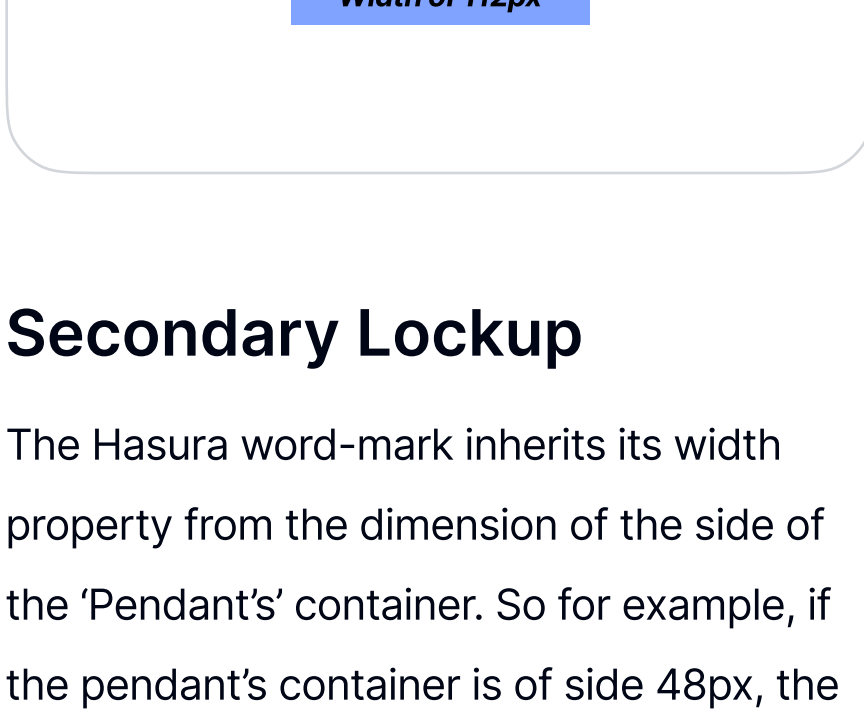
The Hasura word-mark inherits its height property from the dimension of the side of the 'Pendant's' container. So for example, if the pendant's container is of side 48px, the height of the container would also be 48px. The width would scale appropriately.

The word-mark's is placed 29% above the base of its container. To illustrate better,

Height of the container = 80px

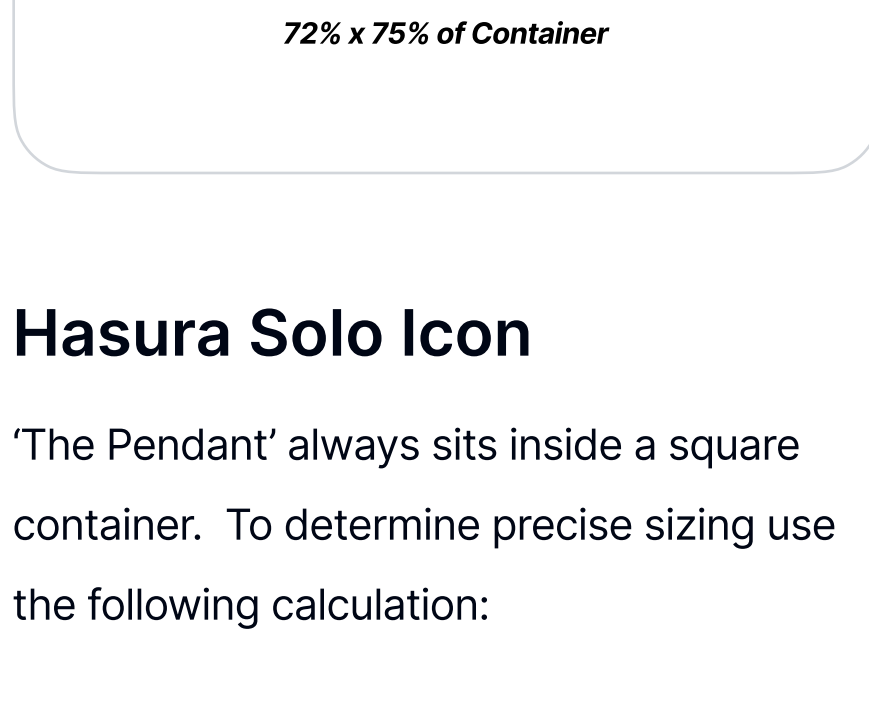
29% of 80px = 23.2px

Therefore, bottom padding = 23px



### Secondary Lockup

The Hasura word-mark inherits its width property from the dimension of the side of the 'Pendant's' container. So for example, if the pendant's container is of side 48px, the width of the word-mark would also be 48px and the height would scale appropriately.



### Hasura Solo Icon

'The Pendant' always sits inside a square container. To determine precise sizing use the following calculation:

Pendant Container Side = 128px

Pendant w x h = 72%(PCS) x 75%(PCS)

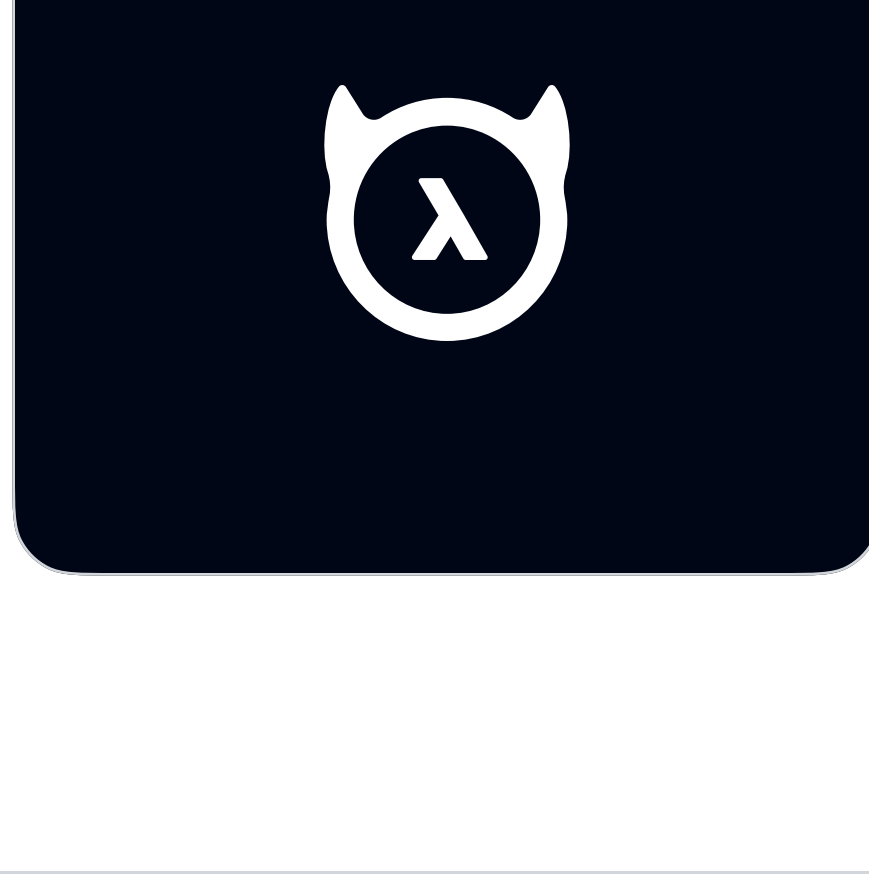
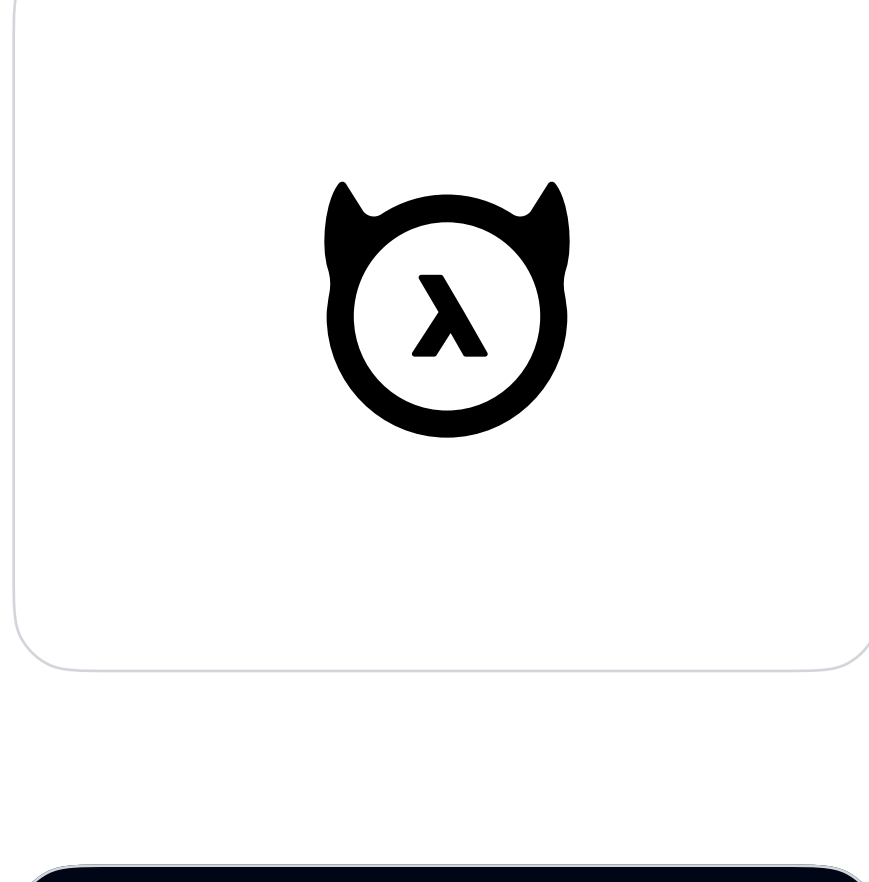
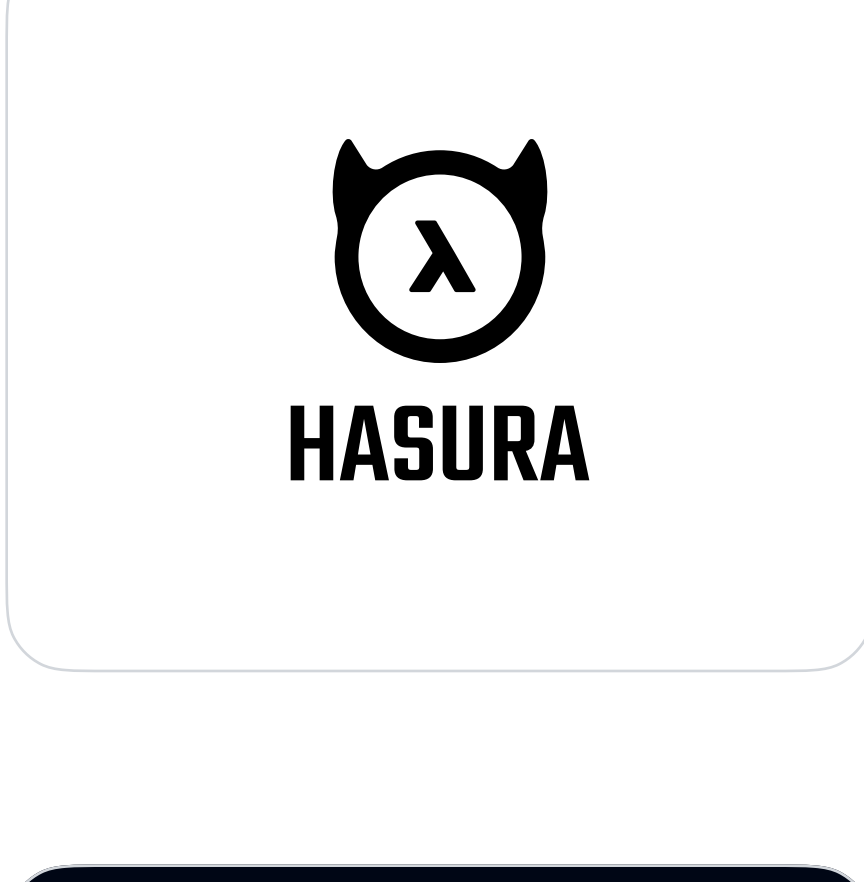
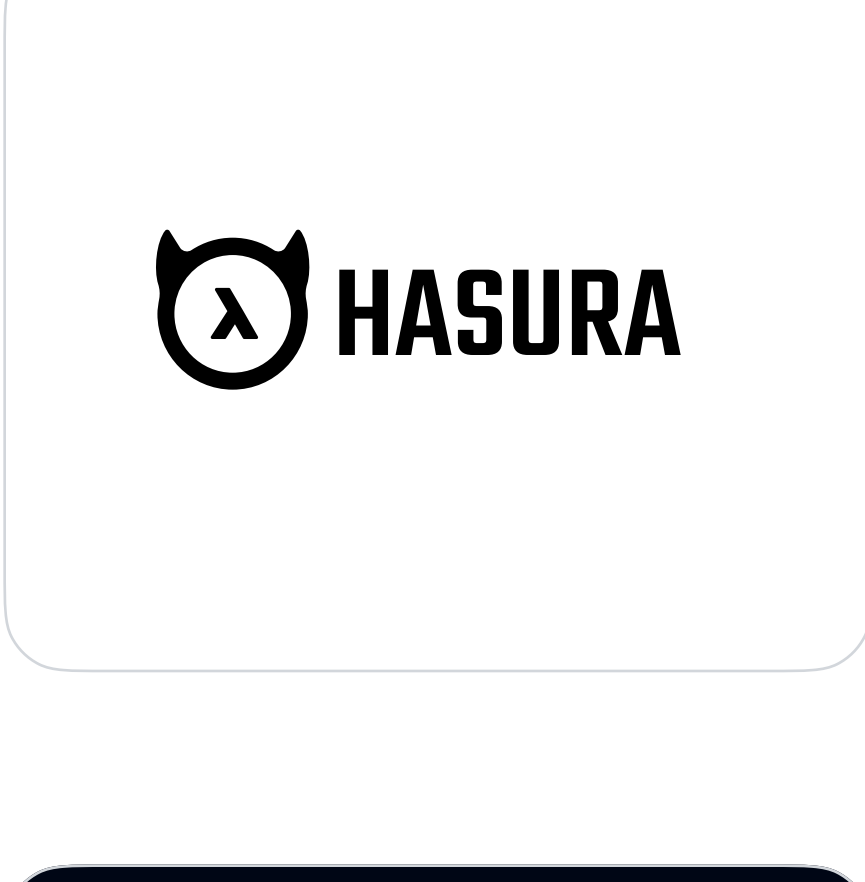
ie, Pendant w x h = 92px x 96px

## Monochrome Versions

The full color logo may not be appropriate for all collaterals. Use the monochrome logo when it is a better visual fit. To determine visual fit, ensure:

Large Text (above 18px) - Contrast Ratio > 3.5:1

Small Text (below 18px) - Contrast Ratio > 4.5:1

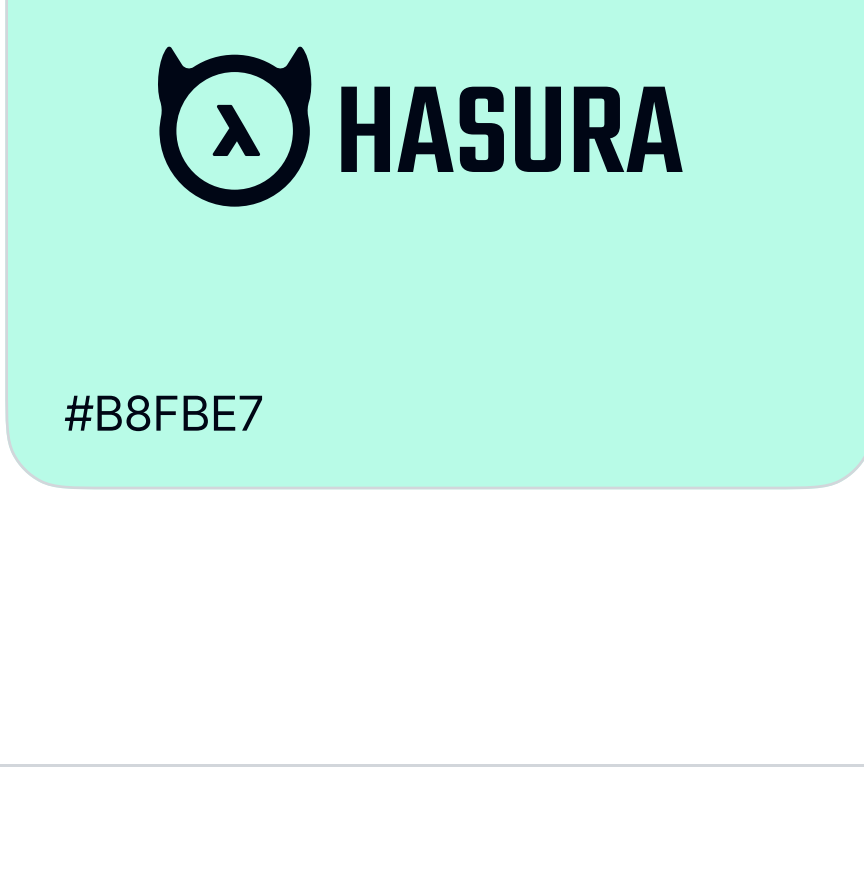
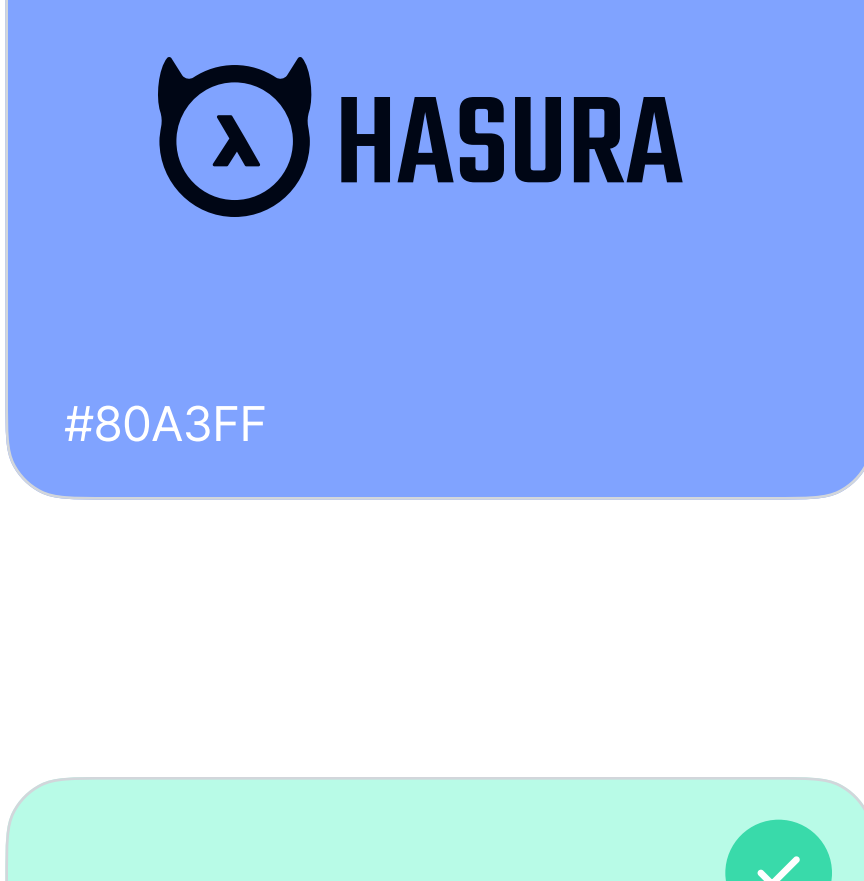
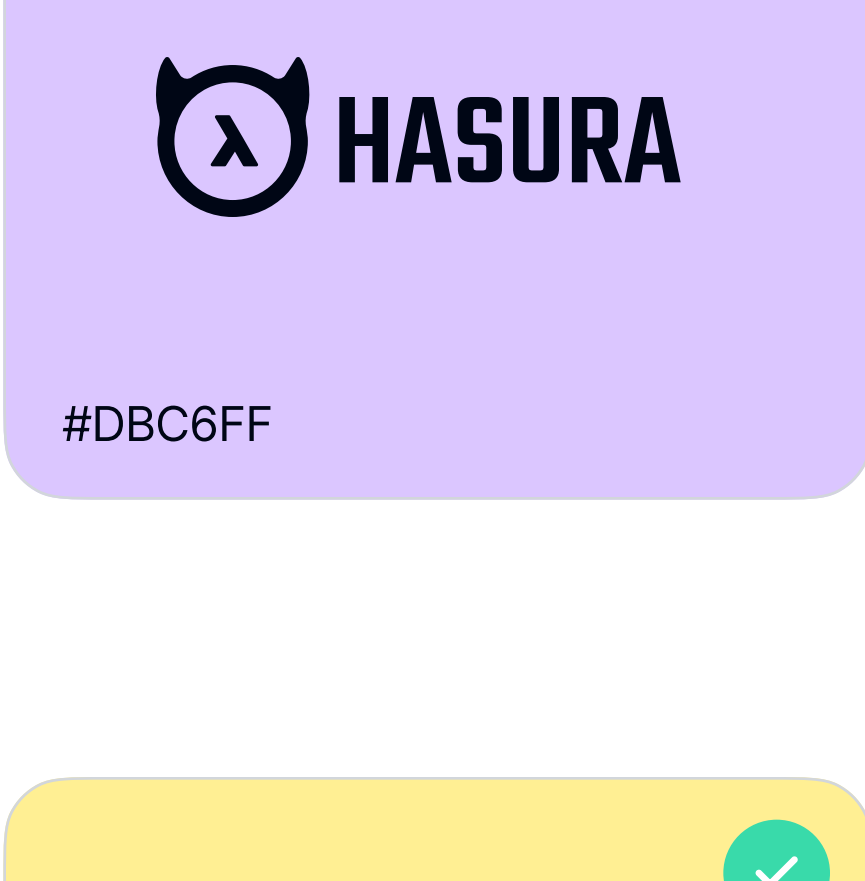
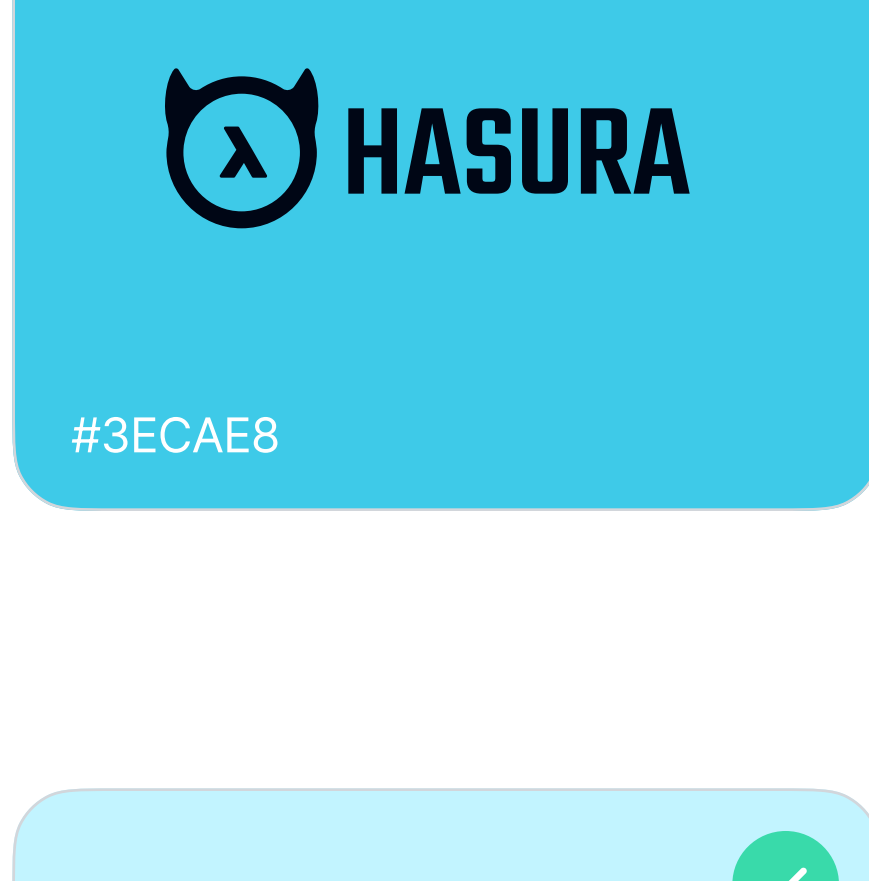
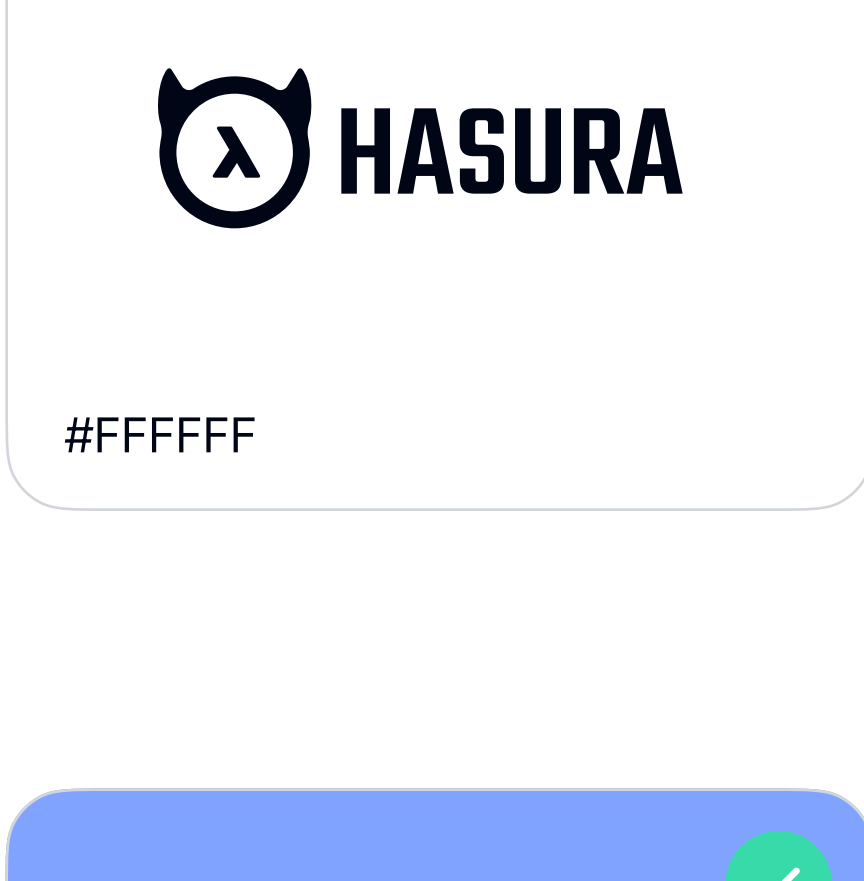
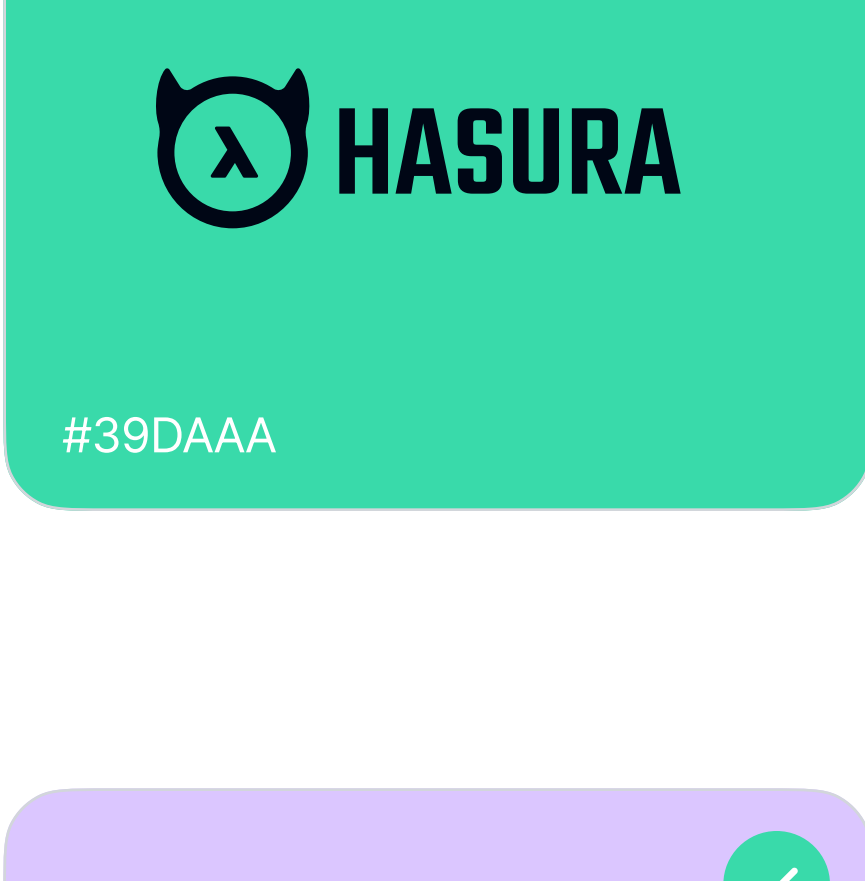
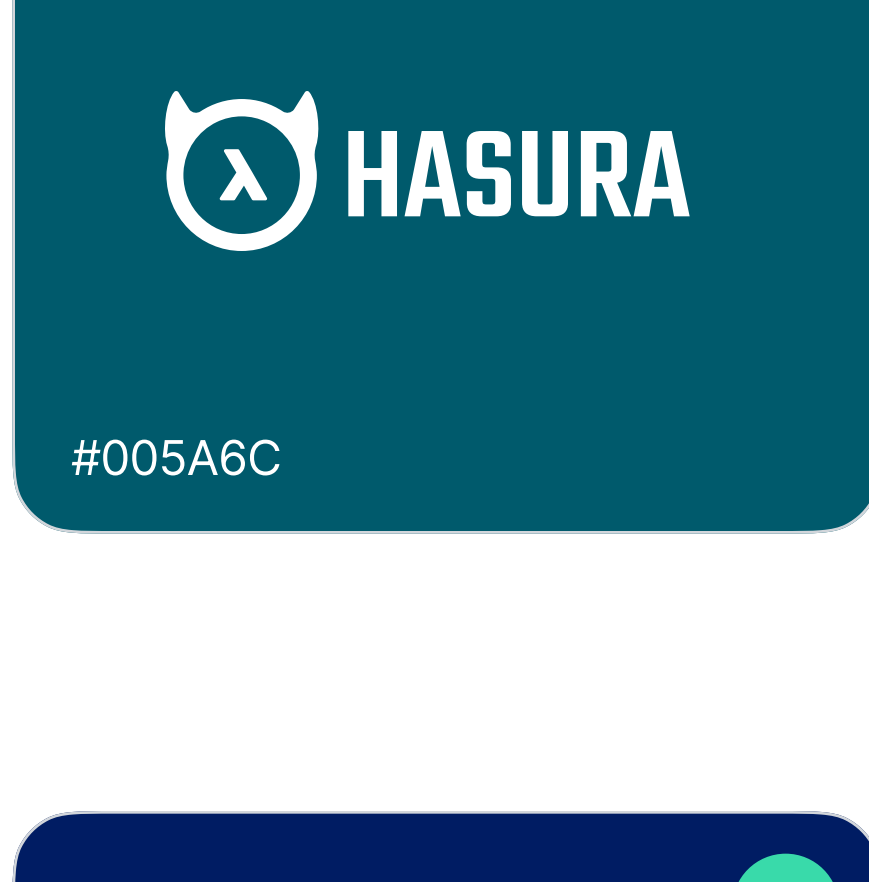
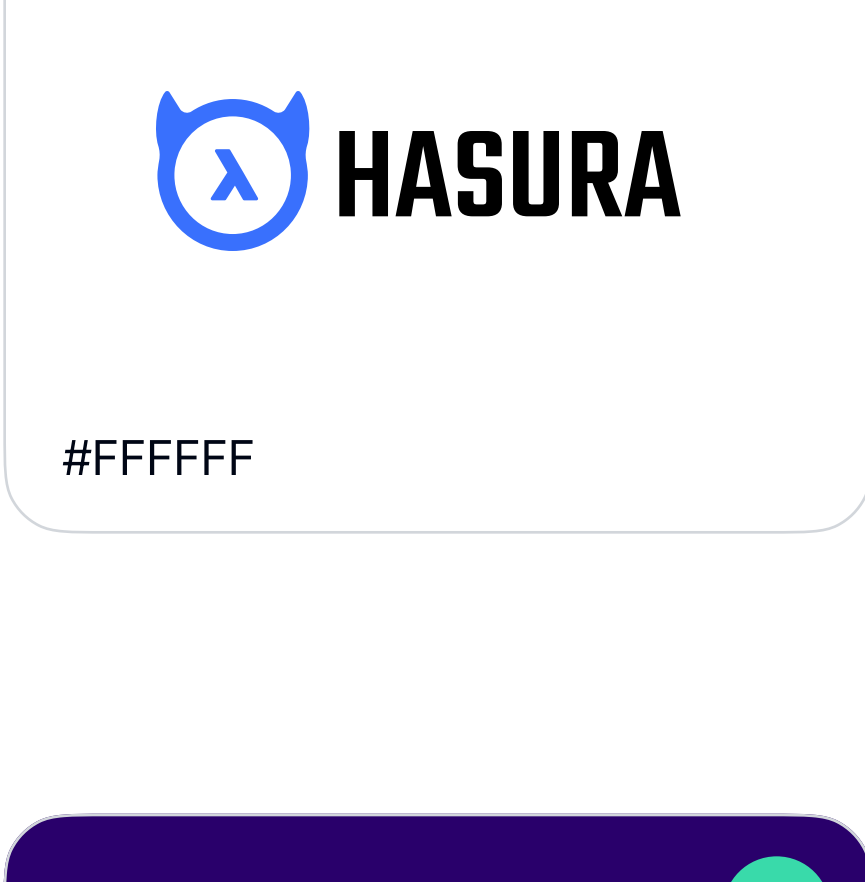


## Logo Usage Guide

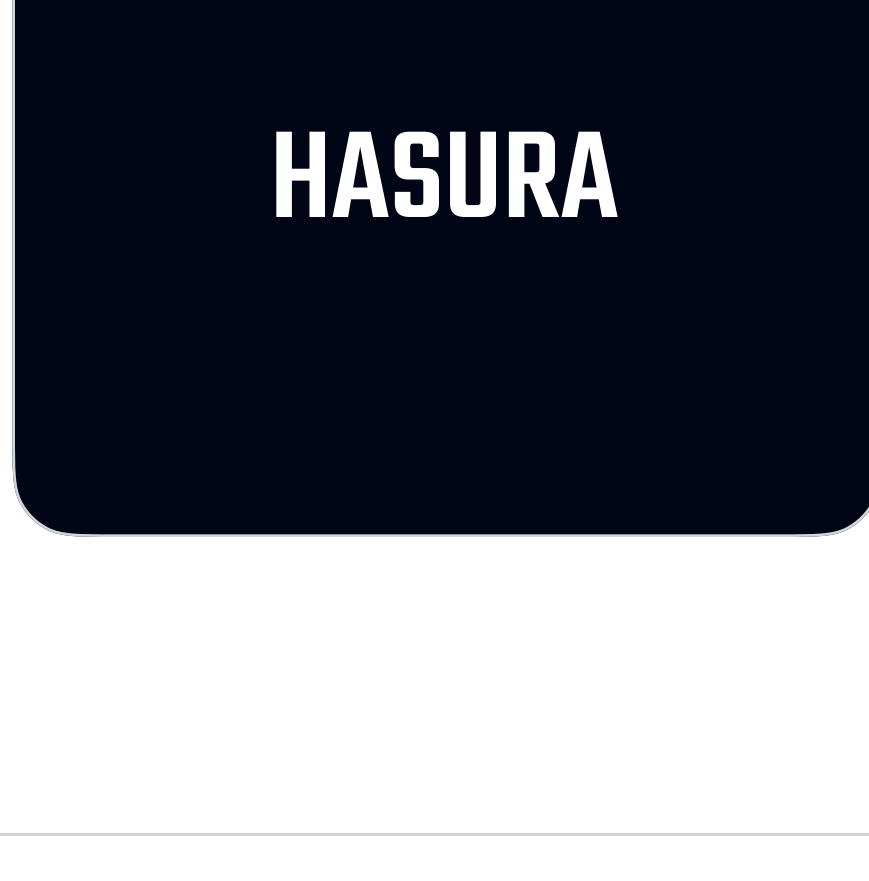
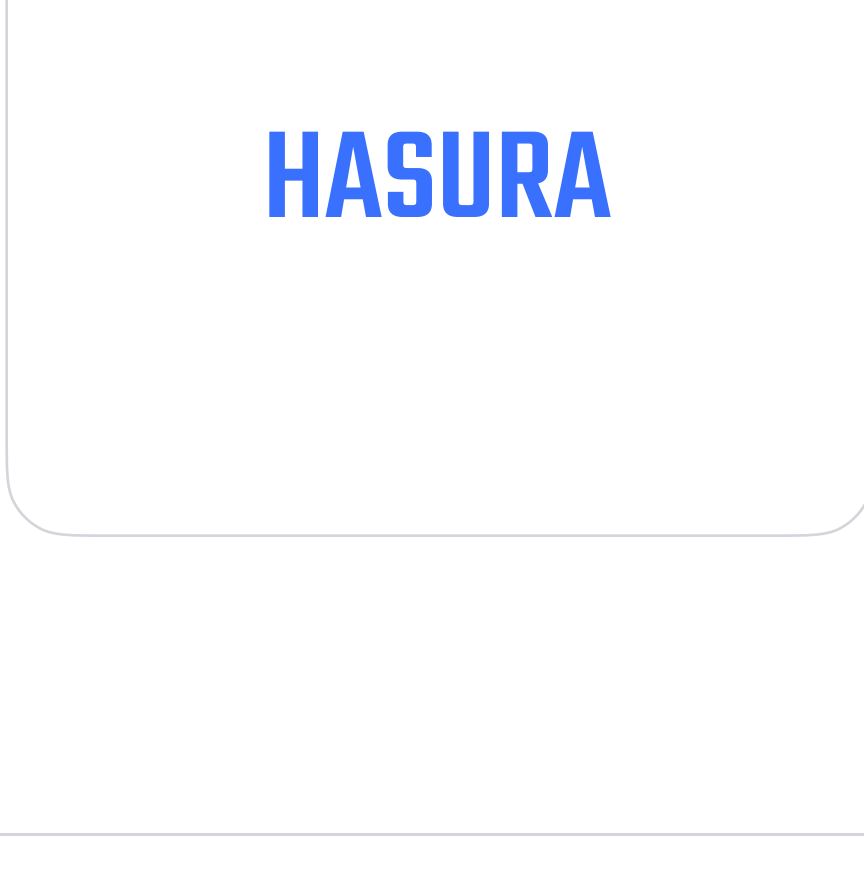
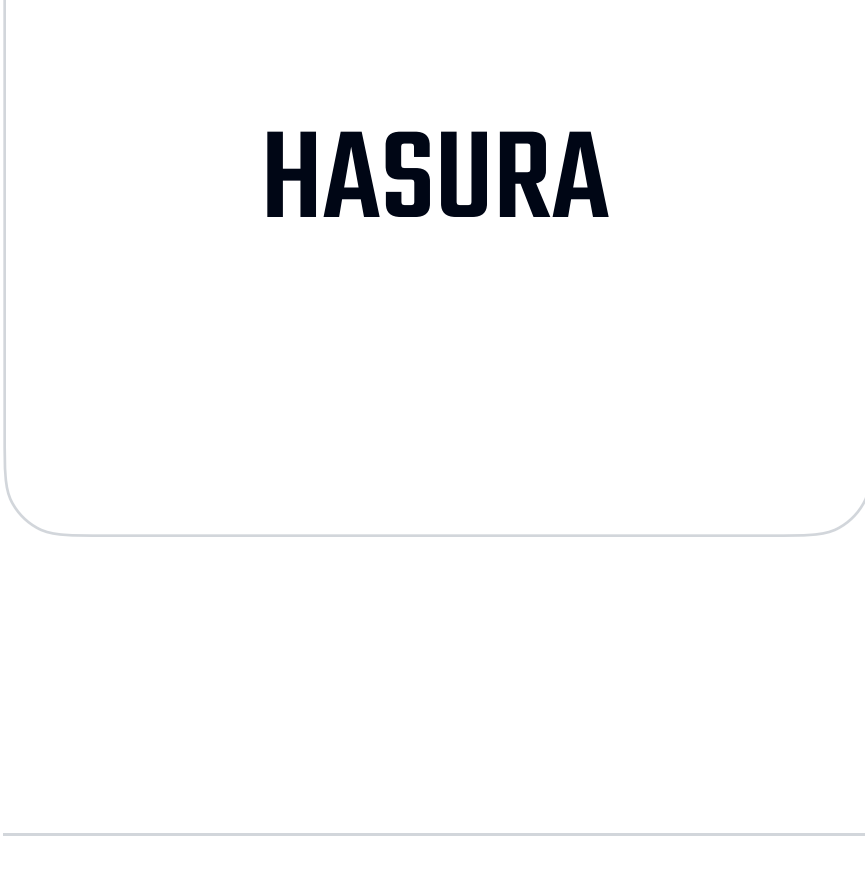
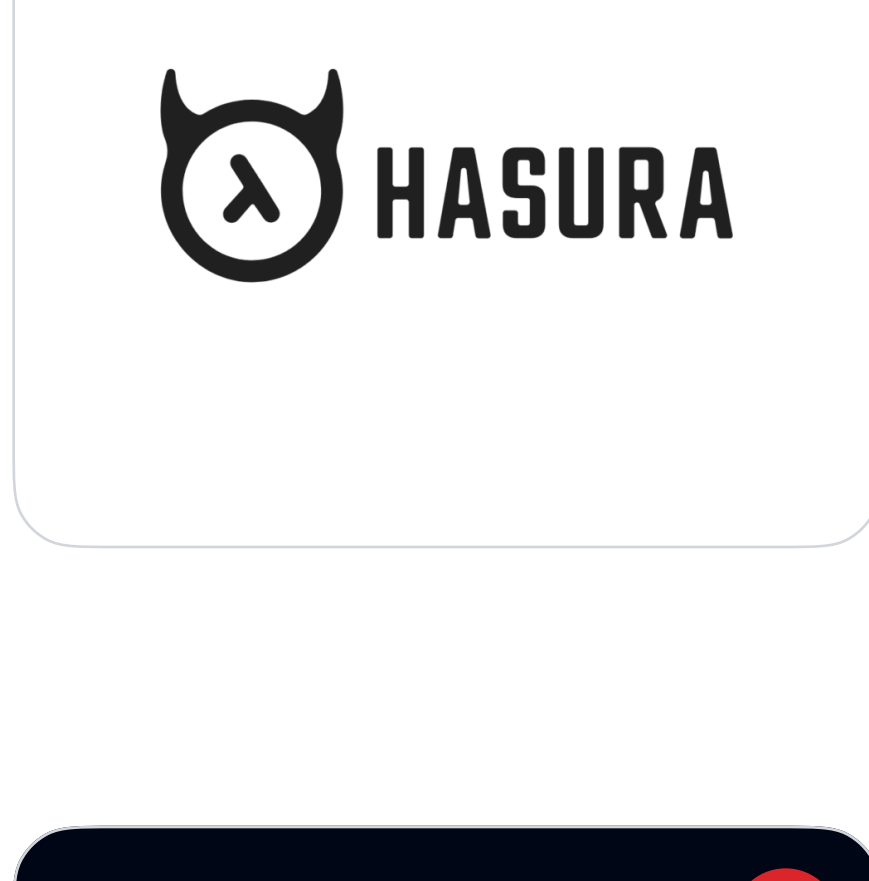
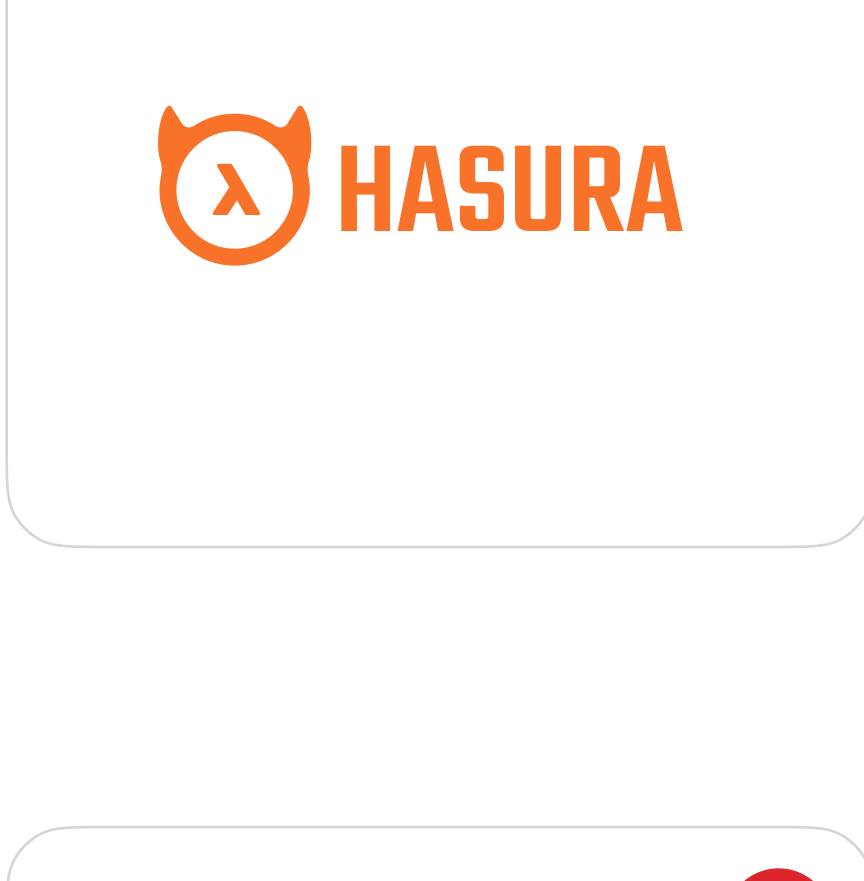
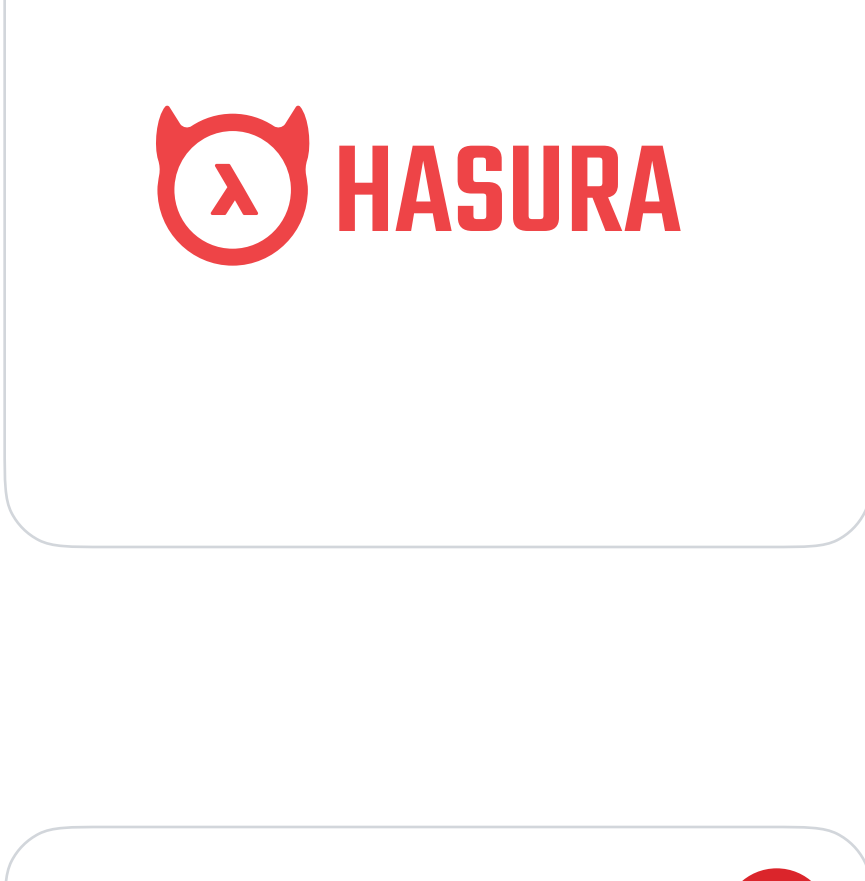
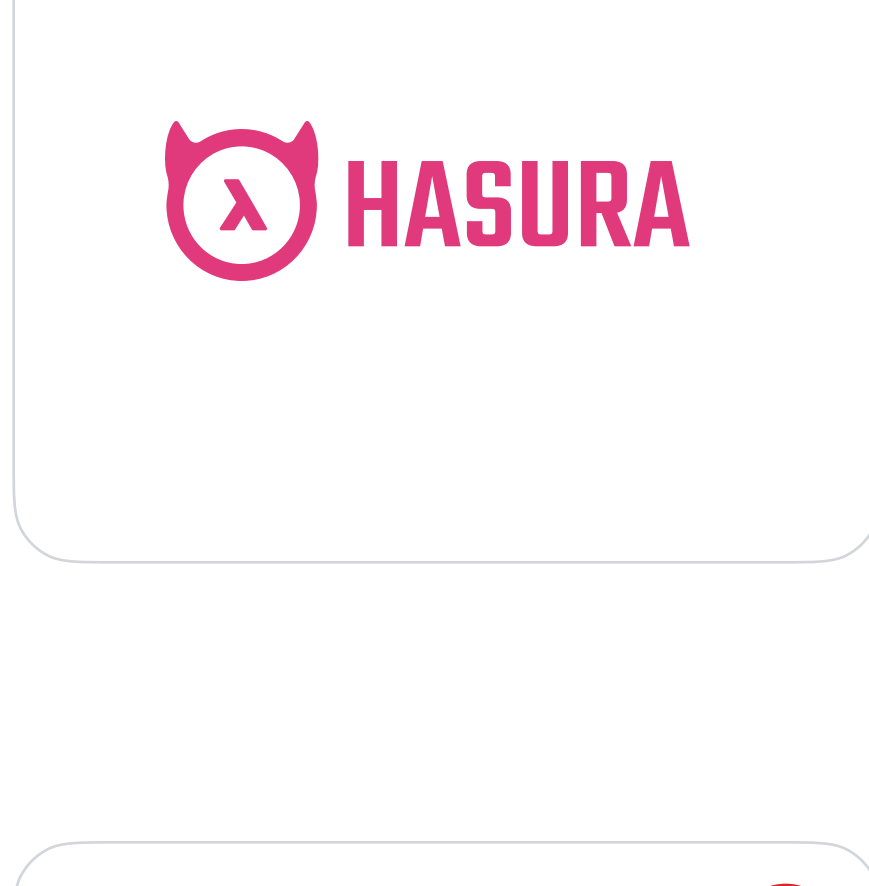
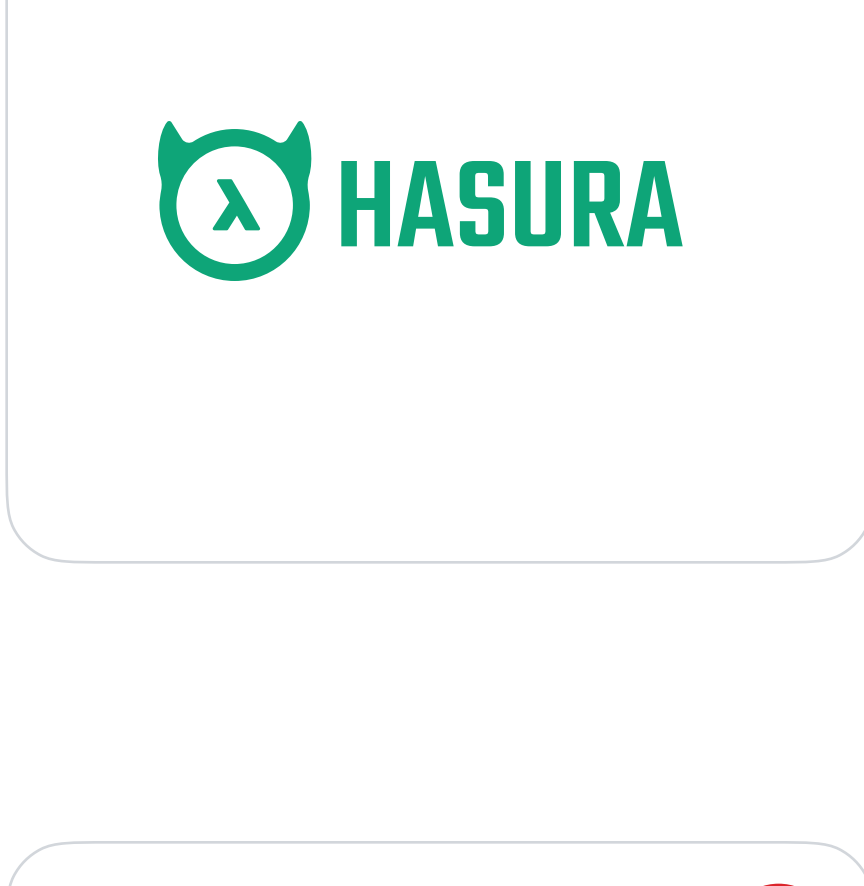
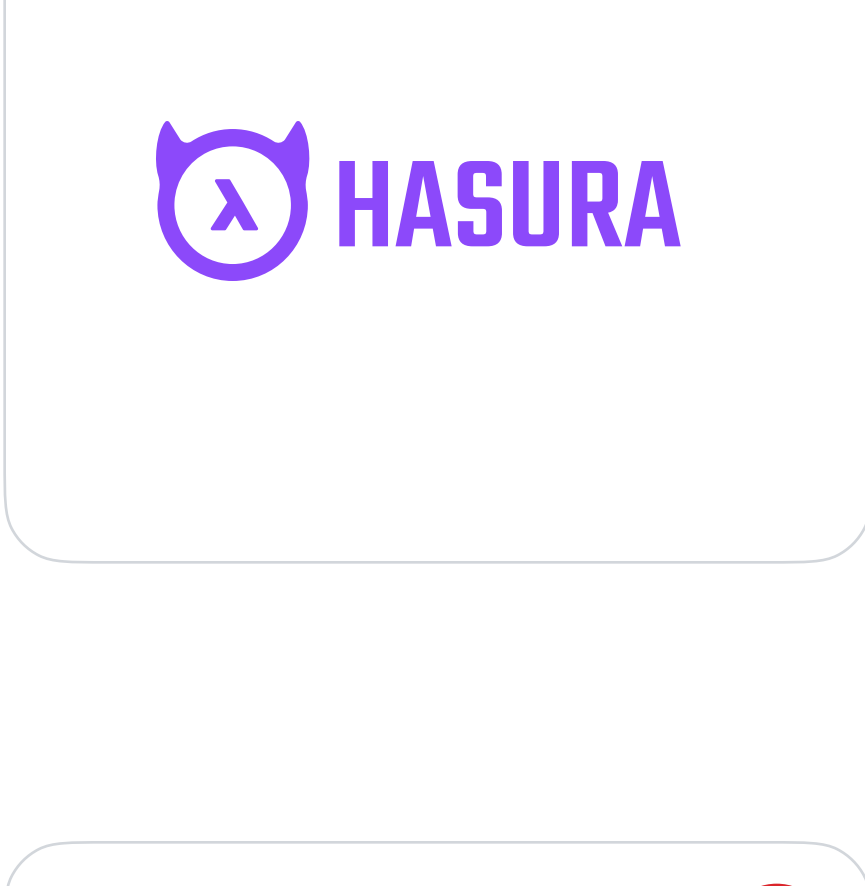
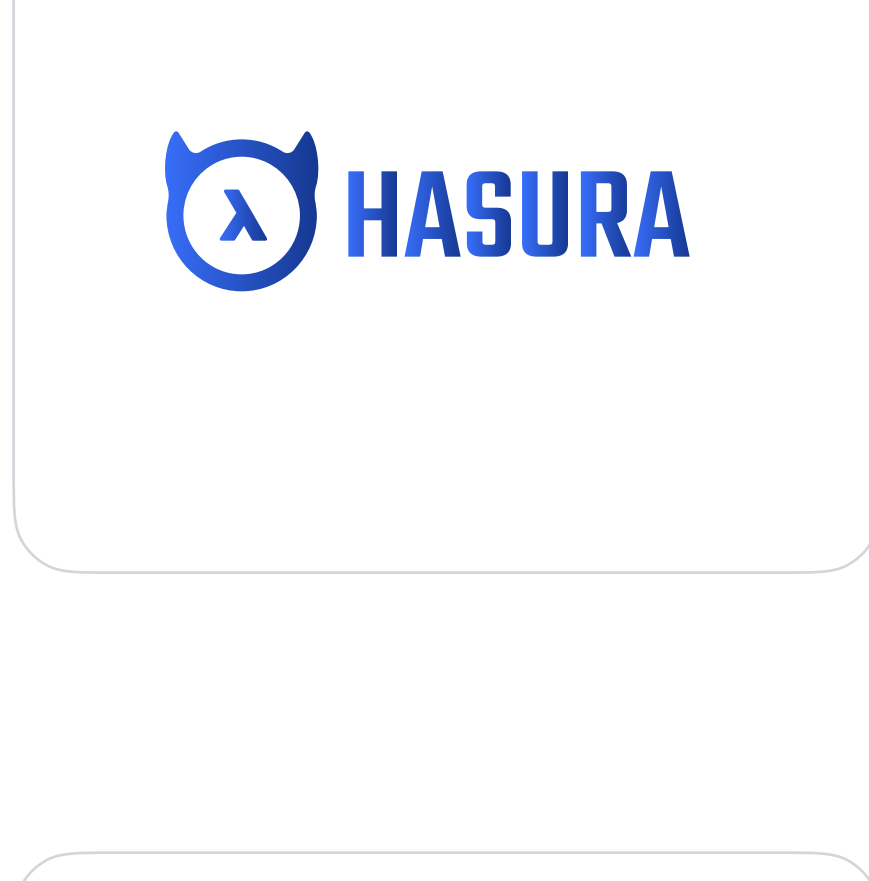
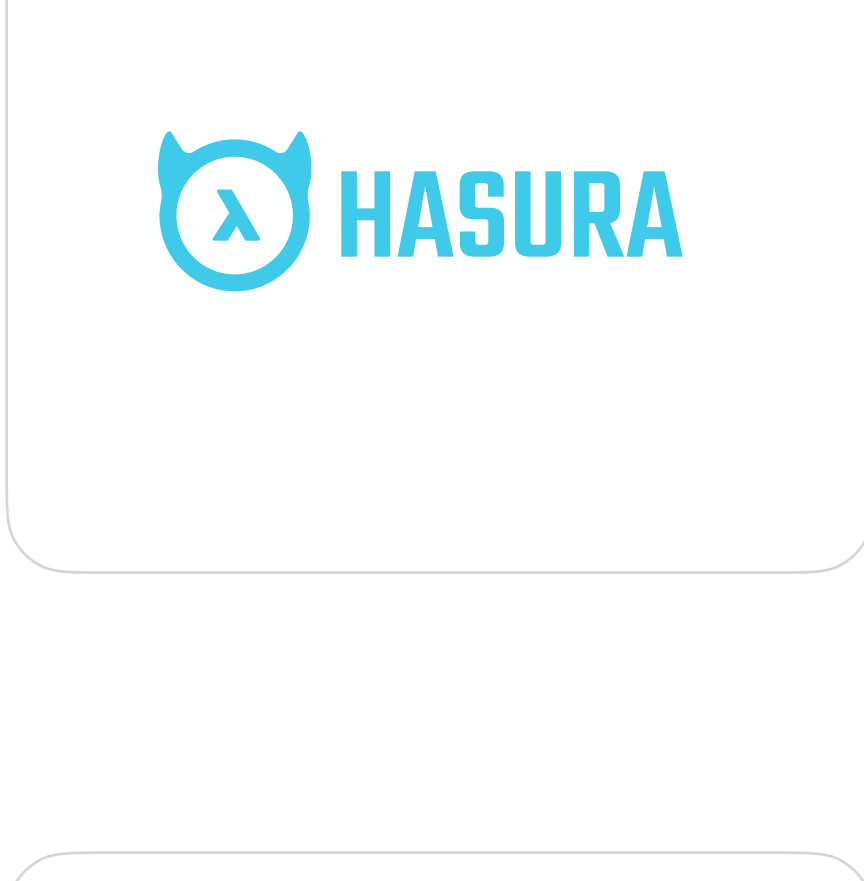
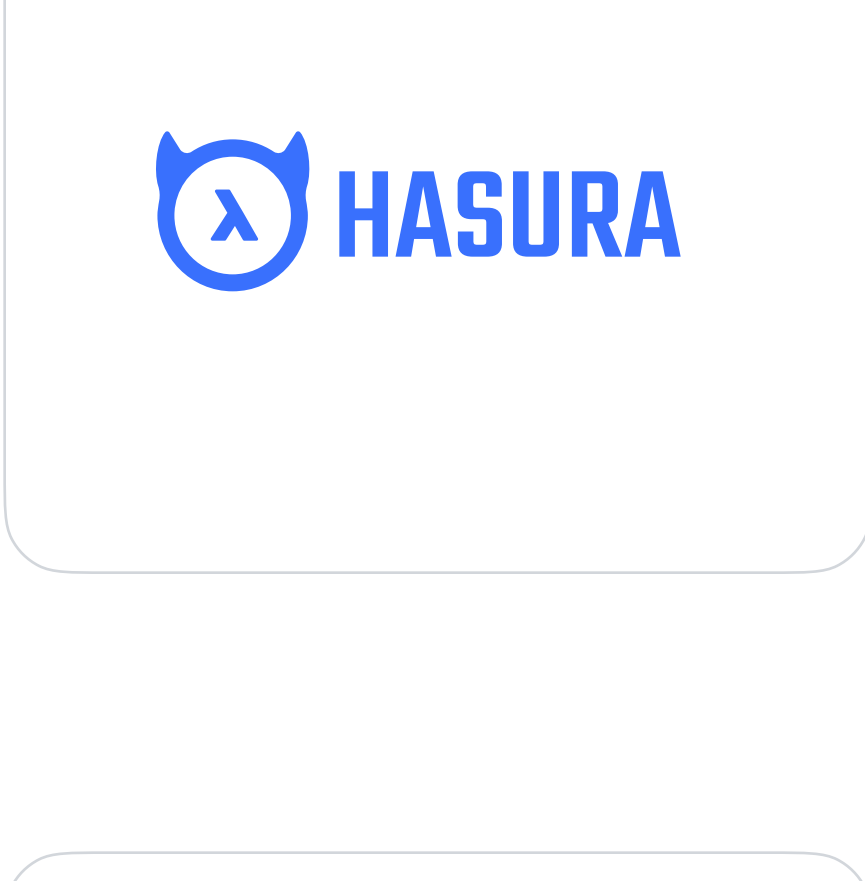
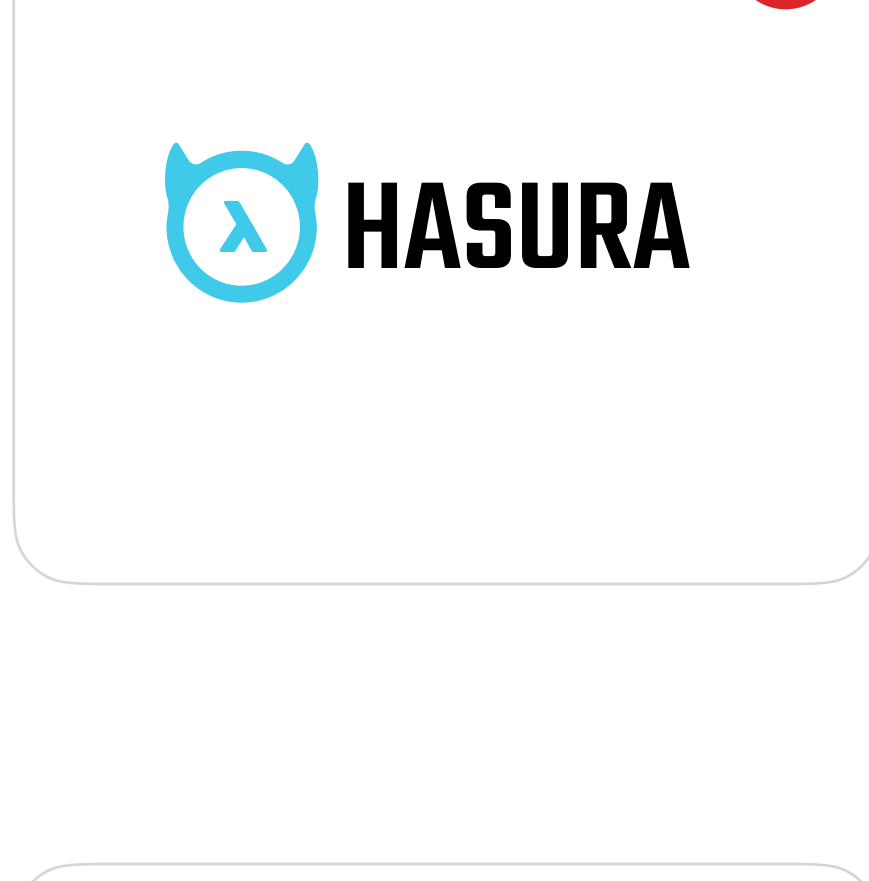
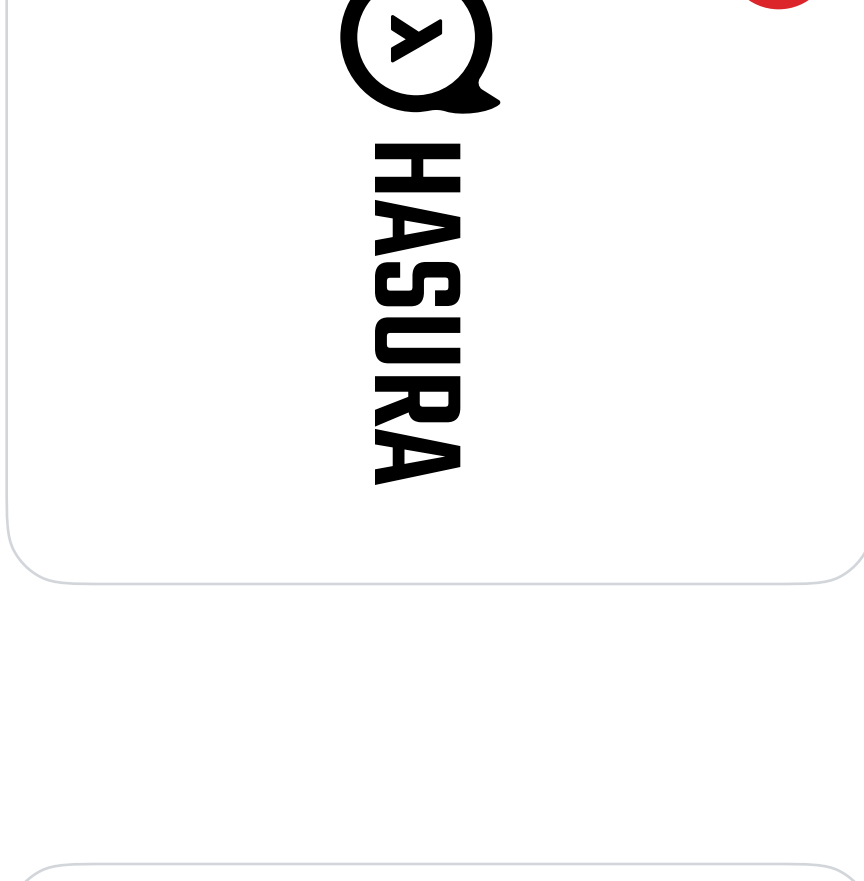
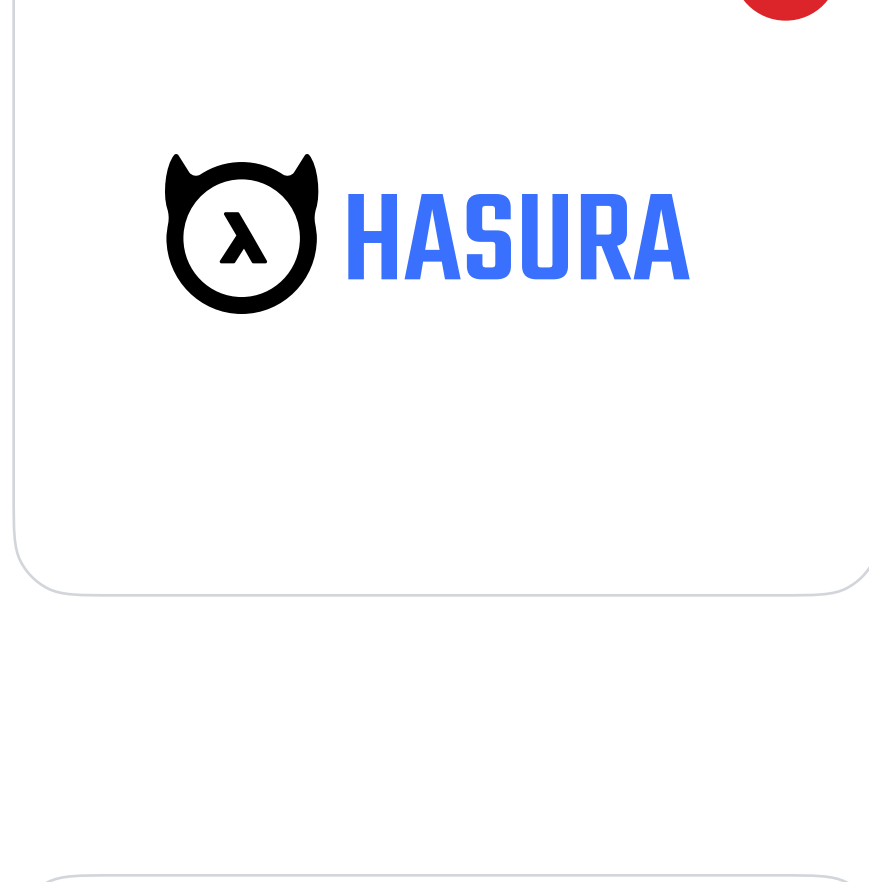
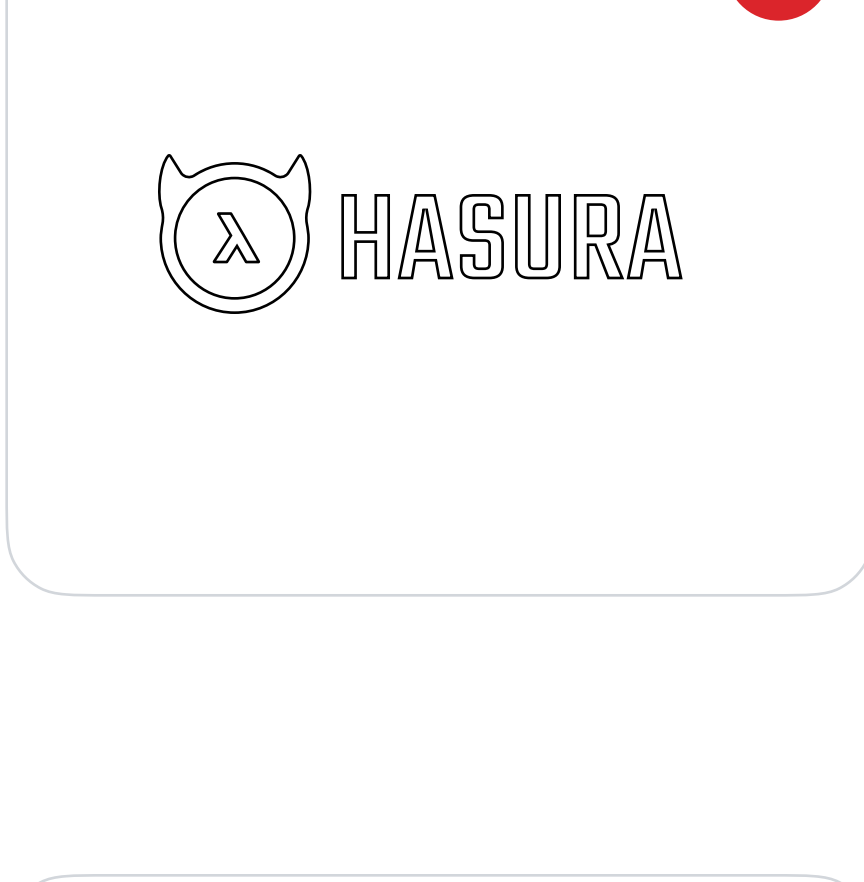
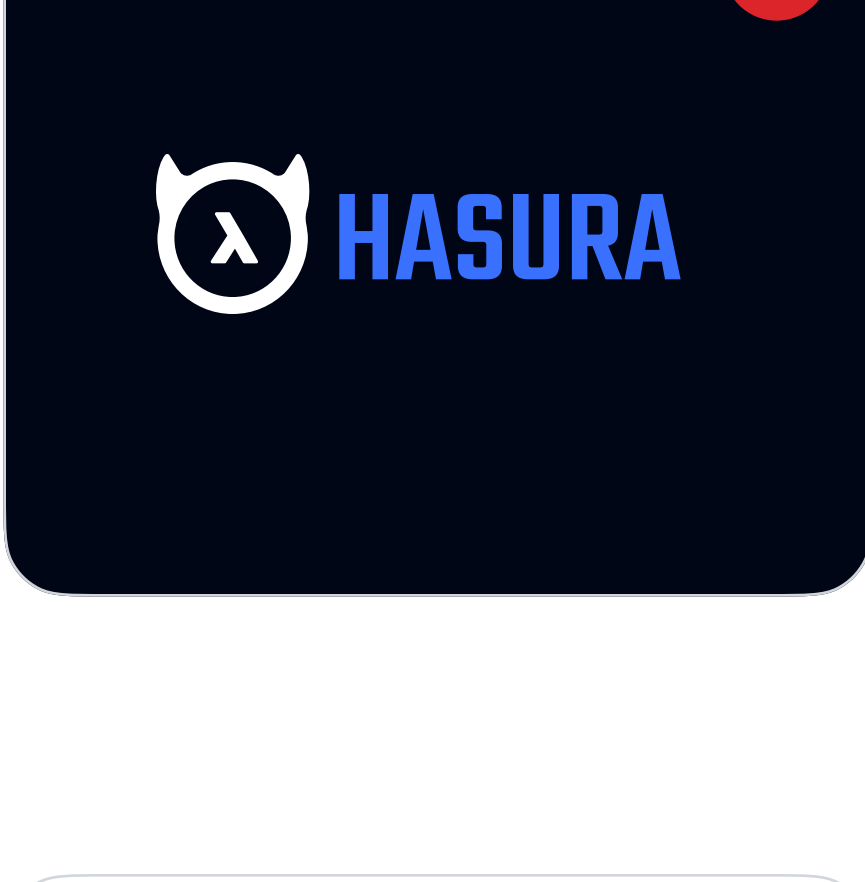
We've tried to cover the many Do's and Don'ts of our logo usage. These are the approved colors as of 2024.



### Do's

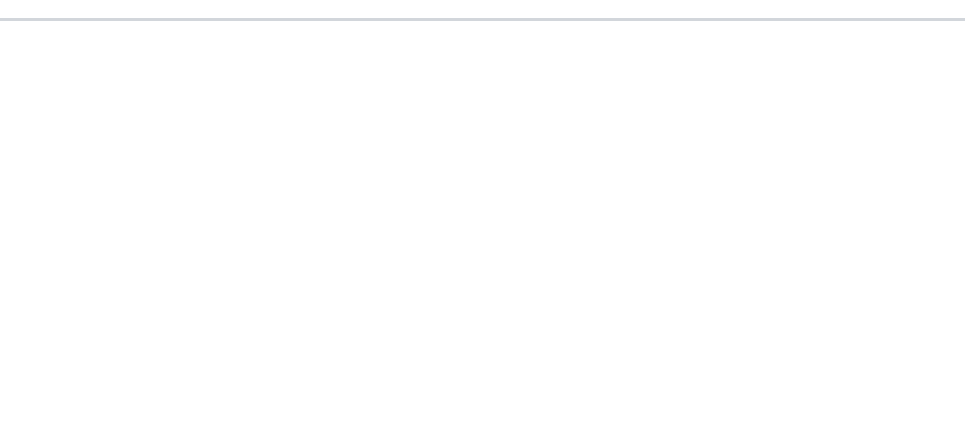
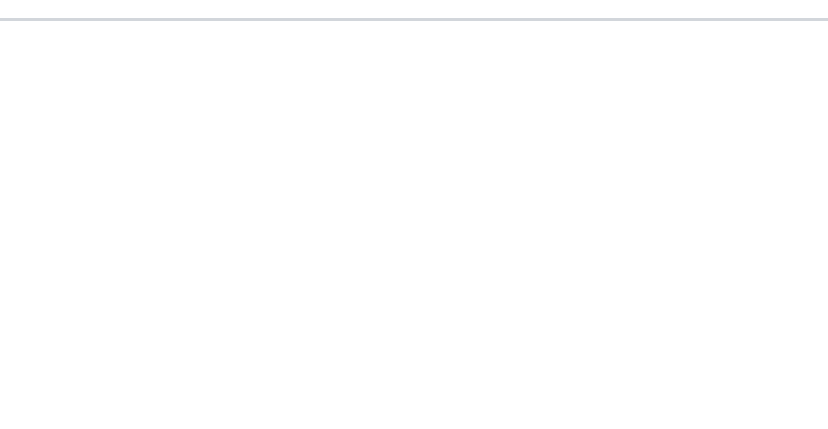
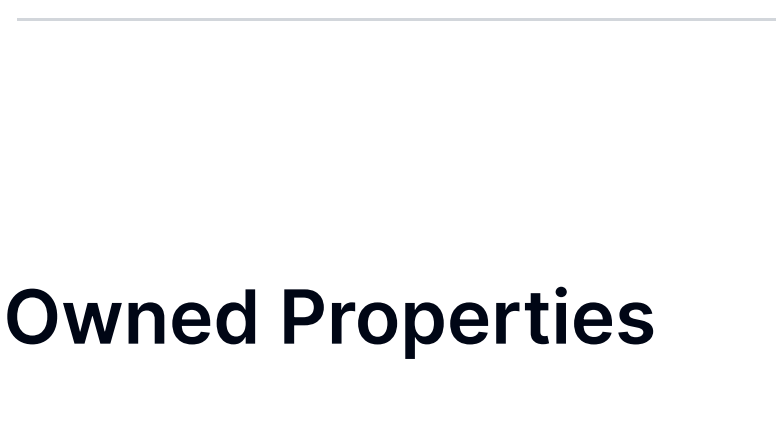


### Don'ts

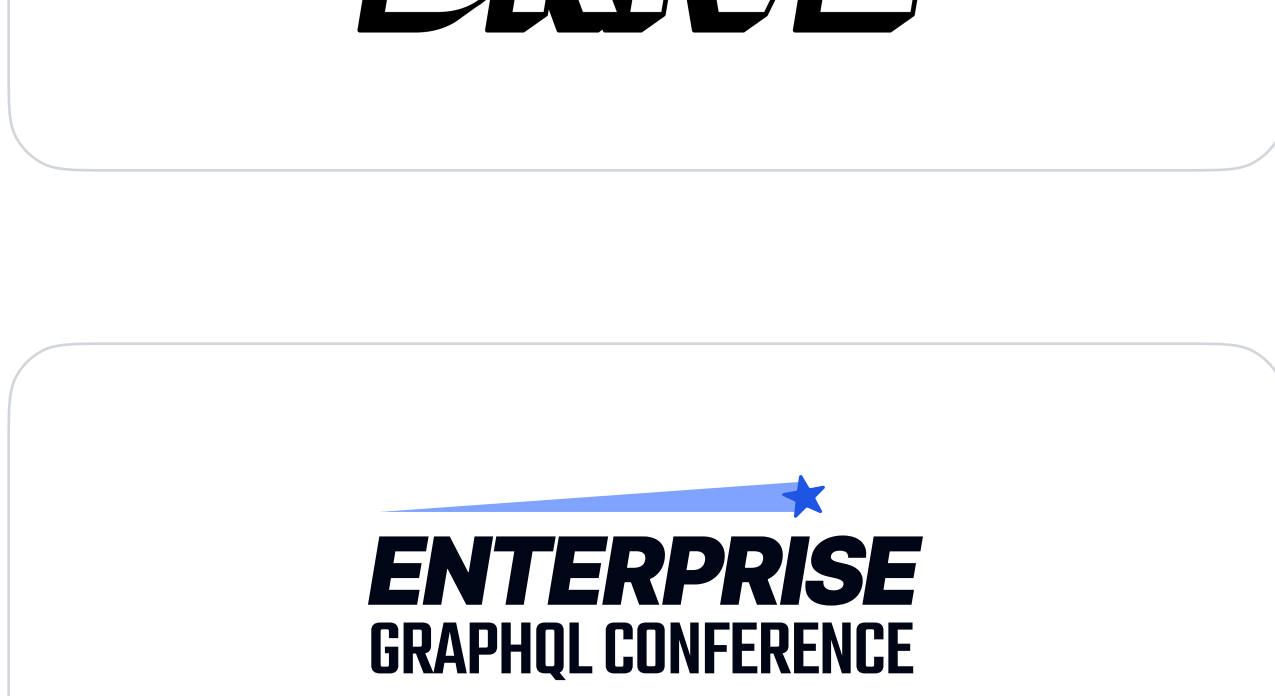
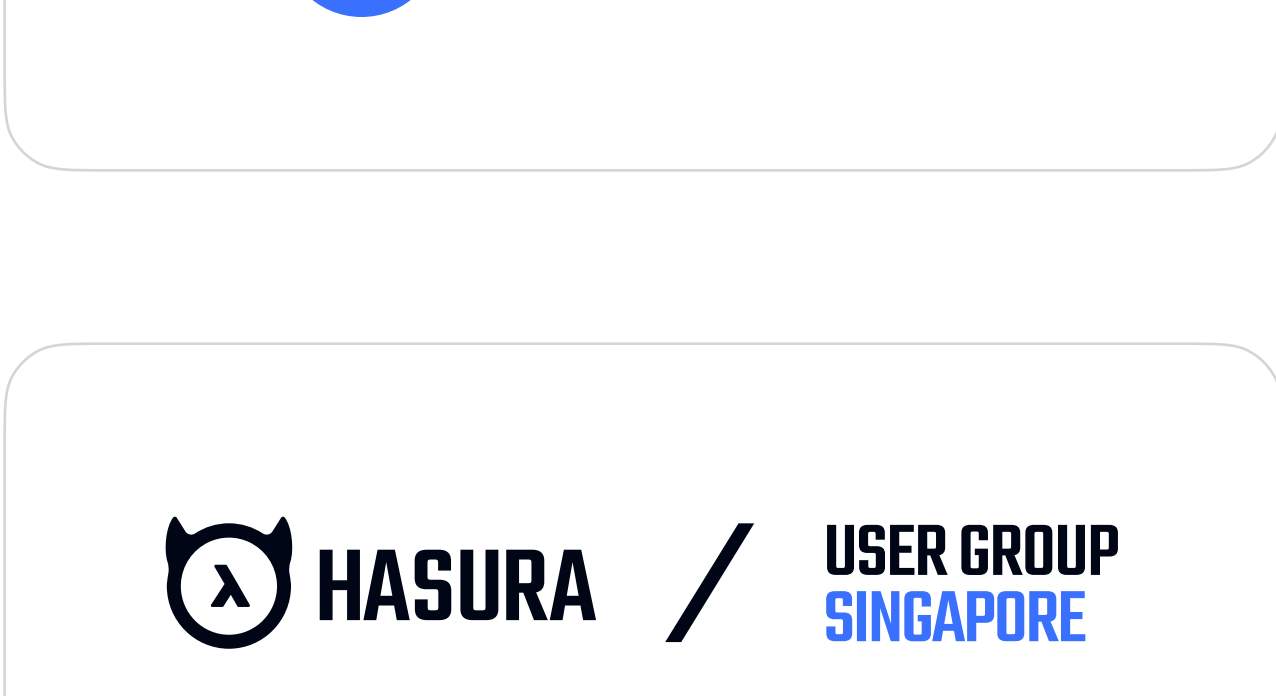


## Logo Extensions

As we expand and add more facets to our brand, we need a simple and scalable way to create an extension for the new entity. Here's how we're thinking of this.



## Owned Properties



## Partnerships

