



# *Brand & Book*





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# *Brand Book*



## The Essence Corporate Values

Our mission is to shape a world where good people and brands communicate and behave in an authentic and interactive way. Our competitive advantage is our ability to empower every person and brand to achieve more rapidly. Our values align with our culture and serve as a proclamation of how we treat each other, our clients and our partners.

***We're in the business of building and managing strong brands and solid, lifetime relationships.***  
***We empower individuals and organizations to achieve more.***

## Our Story

Strive for

*exciting possibilities*

At Haqqman, what we are most proud of and what we are really all about is the impact we make on people and businesses. Founded in 2013, we've been creating and redefining brands, driving digital transformation for businesses and empowering people to achieve more.



**We're in the business of building and managing strong brands and solid, lifetime relationships.**

**2013**

Abdulhaqq founded and registered Snazzee Interactive Company (SIC), after previous experience as a creative freelancer.

**2014**

Snazzee Interactive partners with GoDaddy to provide enterprise website hosting for business owners.

**2015**

Over 200 clients served. Introduced SME Gear monthly website plans and graphic design combos to encourage small business.

**2016**

Deploy managed cloud services in a secure, scalable and reliable network in partnership with Cloudcone and cPanel.

**2017**

Grew to seven (7) employees working from our first agency studio.

**2018**

Private launch of webstore.ng — an eCommerce developed for business owners to easily display, promote and sell products.

**2019**

SIC rebranded to Haqqman as part of the strategy to emphasize the strength of our capabilities and commitment to growth.

**2020**

Beta launch of lingman.com — a simple and interactive way for brands and creatives to create a social media landing page.

# Logos

Haqqman is more than just a trading name. It's a set of values and attributes that reflects our **strive for exciting possibilities**. Consistently adhering to our logo guidelines will reinforce our commitment to building and managing strong brands.

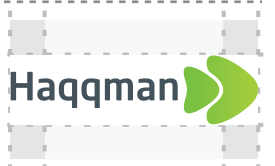
## Main Logo

Maintain the horizontal lockup. Use the main logo on solid white background.



## Clearspace

Ensure a Clearspace around the brand assets for them to be clear and uncluttered. Use assets at a legible size.



## Logomark

When the main logo style doesn't fit your composition, use the logomark lockup.



## Monochrome Logo

Use this with contents that are primarily black and white.



## Light Logo

The light logo should be used on dark or busy backgrounds.



## Dual-tone Logo

Create visual interest and aesthetic boldness, allowing the wordmark to pop more.



## Wordmark Usage

Never modify or abbreviate the name "Haqqman".

The "H" in Haqqman is always capitalized. Keep "Haqqman" as a single word.

✗ HAQQMAN

✗ haqqman

✓ Haqqman

# Typography

## Header

### Oxygen

Our primary typeface for headers is Oxygen. We adapted the Oxygen typeface family because the design is optimized for a FreeType font rendering system and works well in all graphical user interfaces, desktops and devices.

Normal      abcdefghijklmnopqrstuvwxyz  
              ABDCEFGHIJKLMNOPQRSTUVWXYZ  
              1234567890!@#\$%^&\*()\_+ -=;:"<>.,?/

---

Bold        abcdefghijklmnopqrstuvwxyz  
              ABDCEFGHIJKLMNOPQRSTUVWXYZ  
              1234567890!@#\$%^&\*()\_+ -=;:"<>.,?/

## Paragraph

### Nunito

Nunito is our official typeface for paragraph. Nunito is a well balanced sans serif typeface superfamily, with 2 versions. We love the rounded terminal sans serif with it's extended full set of weights.

Normal      abcdefghijklmnopqrstuvwxyz  
              ABDCEFGHIJKLMNOPQRSTUVWXYZ  
              1234567890!@#\$%^&\*()\_+ -=;:"<>.,?/

---

Bold        abcdefghijklmnopqrstuvwxyz  
              ABDCEFGHIJKLMNOPQRSTUVWXYZ  
              1234567890!@#\$%^&\*()\_+ -=;:"<>.,?/

---

Italics      abcdefghijklmnopqrstuvwxyz  
              ABDCEFGHIJKLMNOPQRSTUVWXYZ  
              1234567890!@#\$%^&\*()\_+ -=;:"<>.,?/

## Color Palette

Haqqman incorporates Nevada, Atlantis and other colors throughout its brand.

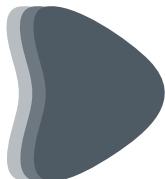
Please use the following colors accordingly.

### Primary Colors

#### Nevada

HEX #4F5B64

RGB (79, 91, 100)



#### Apple

HEX #79C142

RGB (121, 193, 66)



#### Atlantis

HEX #9CCC48

RGB (156, 204, 72)



### Secondary Colors

#### White

HEX #FFFFFF

RGB (255, 255, 255)



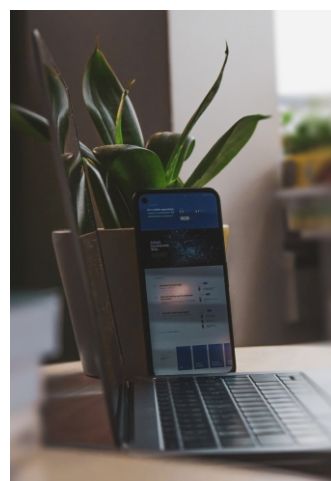
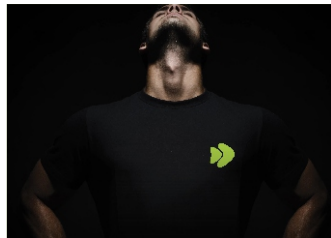
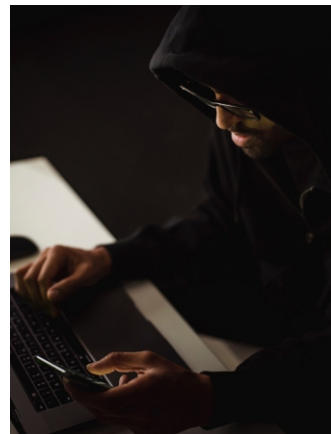
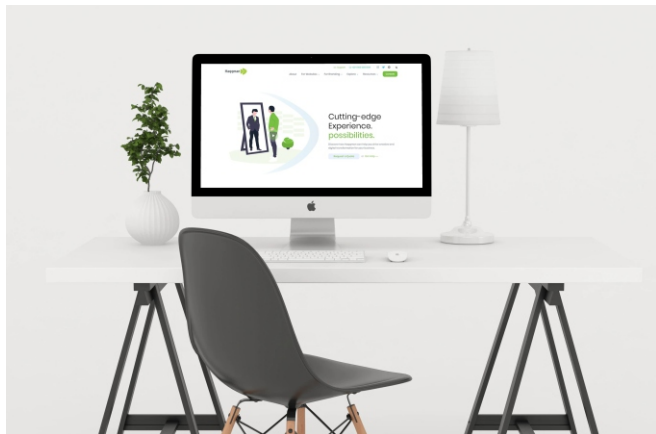
#### Limed Spruce

HEX #8B8B8B

RGB (139, 139, 139)



## Imagery







## Writing Style & Voice

***The Haqqman brand voice is clear, authentic and with a bit of humor.***



Clear means that Haqqman strips away all that jargon, overblown language and value clarity above all.



Authentic voice helps to communicate with an audience in a straight-forward and easy to understand way.



Haqqman's tone is usually informal, with a bit of humor that is usually a supporting tone of voice, mostly expressing the brand's essence.



The Haqqman content style guide also advises that if you want to make a joke — forced humor can be worse than none at all, so if you're unsure, it's better to keep a smiling face.



*Strive for Exciting Possibilities*

## Company



<https://haqqman.com>



[contact@haqqman.com](mailto:contact@haqqman.com)

## Agency

<https://haqqman.agency>



[agency@haqqman.com](mailto:agency@haqqman.com)



