

HAOG

BRAND BOOK



“In branding, you either have control of your brand, or someone else does.”

ASHLEIGH
HANSBERGER



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HAOG is a pioneering platform designed to open up the classic car investment market to a broader audience. As the intersection of luxury and innovation, we leverage blockchain technology to offer fractional ownership in iconic vehicles, making traditionally exclusive assets accessible to more people than ever before. With a focus on transparency and security, \$HAOG provides an engaging and trusted environment where automotive enthusiasts and investors can own a piece of history.

The story of \$HAOG began with a vision to break down the walls of exclusivity in the classic car market. Our founders, driven by a passion for both cars and blockchain technology, recognized that the world of luxury automotive assets needed a modern approach. They created \$HAOG to offer a more inclusive and transparent way to invest in iconic vehicles, using blockchain to provide visibility, security, and liquidity. Today, \$HAOG stands at the forefront of a new era, where tradition meets technology, and innovation unlocks new possibilities for investors.

HAOG changes the game for classic car enthusiasts and investors. Instead of needing millions to own an iconic vehicle, you can now buy a share and be part of its journey. Our platform uses blockchain technology to make this possible, giving people a chance to buy, sell, and trade shares of rare cars with ease. We're opening the doors to a world that used to be out of reach, making it simple for anyone to share in the value and excitement of owning a piece of automotive history.



BRAND CORE





VISION

Bring the legacy of classic cars and the power of blockchain to every collector in the world.



MISSION

Our mission is to democratise luxury car ownership by providing a secure, transparent platform for fractional ownership, empowering investors to participate in a historically exclusive market while preserving and appreciating the legacy of classic cars.

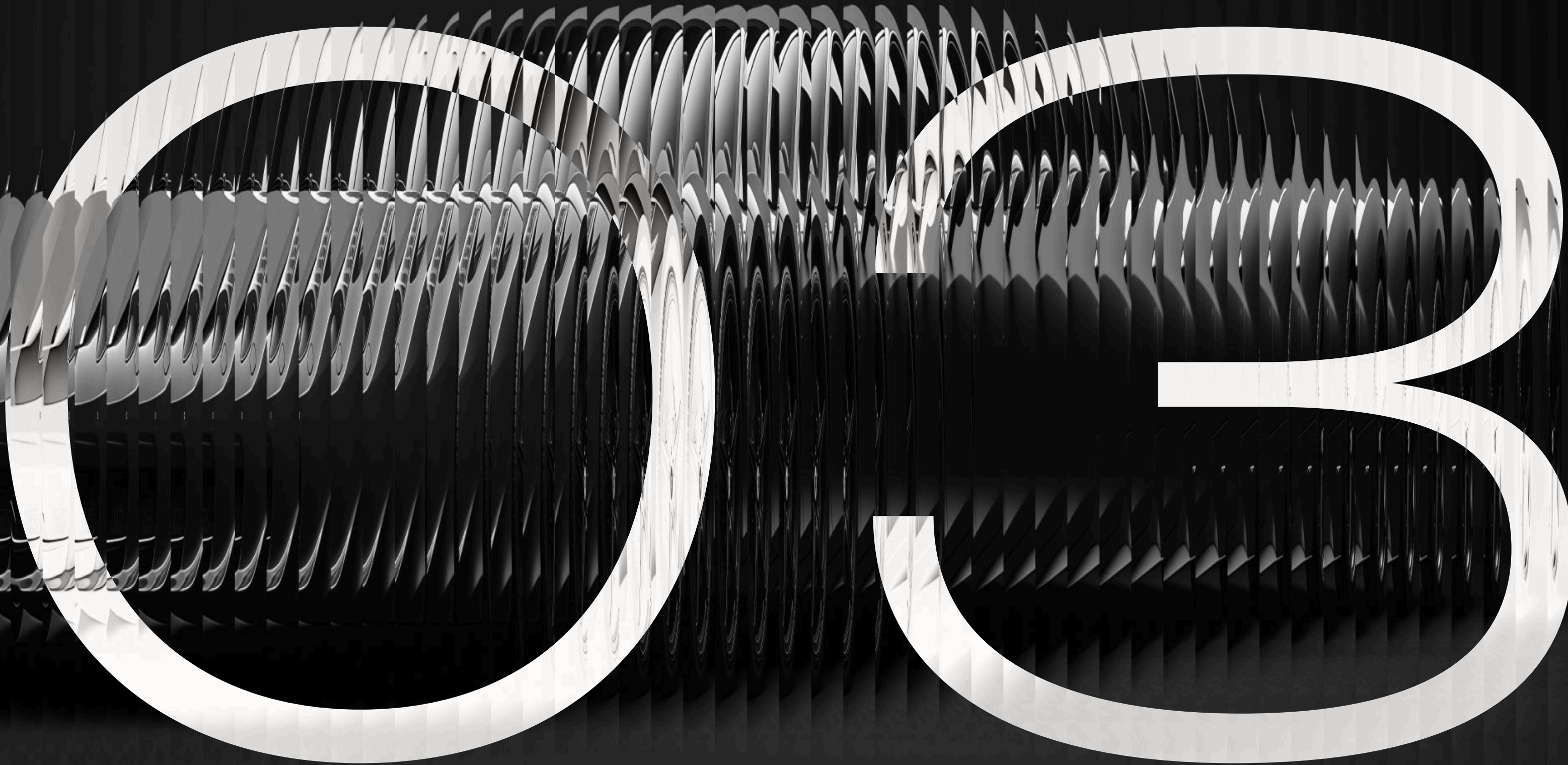


VALUES

We're all about giving people the opportunity to be part of something truly special—making iconic cars more accessible and allowing investors to share in the legacy of these treasured assets. Our approach brings a sense of luxury and exclusivity to every investment, delivering the prestige of ownership that's usually reserved for the elite. We never stop pushing the boundaries, using innovative technology to transform the way people invest in and experience classic cars. And through it all, we remain committed to being fully transparent, ensuring that every decision and transaction is clear and trustworthy for everyone involved.



tone & voice





AUTHORITATIVE

We lead with deep expertise and knowledge, setting the standard for excellence in the classic car investment market. Our platform combines blockchain technology and automotive heritage, establishing HAOG as a trusted authority in the space.



EXCLUSIVE

We offer access to high-value, rare vehicles that are typically out of reach for most investors. HAOG provides a chance to own a share of these iconic cars, creating a sense of prestige and exclusivity that resonates with our community.



INNOVATIVE

We redefine traditional car ownership by using dynamic multi-chain NFTs, creating new opportunities to invest in and trade classic cars. Innovation is at the heart of everything we do, pushing boundaries and providing new ways to experience automotive investments.



TRANSPARENT

Transparency is key to building trust. HAOG ensures that every transaction is visible and verifiable through blockchain technology, giving investors full confidence in their investments and decisions.

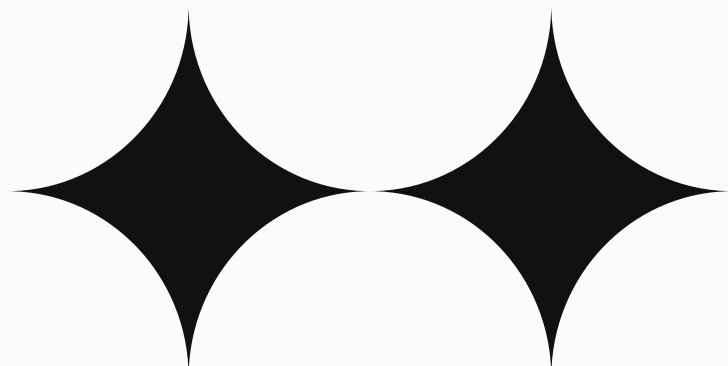


LOGO





01



LOGOMARK

02

H A O G

DESPITE THE FACT THAT THE LOGO CAN BE USED AS TWO PARTS AT THE SAME TIME OR SEPARATELY PART 01 - THERE IS AN ADDITIONAL OPTION FOR HOW THE LOGO BEHAVES DEPENDING ON WHICH OBJECT IT IS LOCATED.

THE SECONDARY PART OF THE LOGO IS A TEXT PART - LOGOTYPE



PRIMARY LOCKUP



SECONDARY LOCKUP



01 CLEAR SPACE

THE MAIN THING YOU SHOULD PAY ATTENTION TO IS THE CLEAN SPACE NEAR THE LOGO. OBSERVE THE VALUES SHOWN IN CHARTS 01 & 02.

01



02

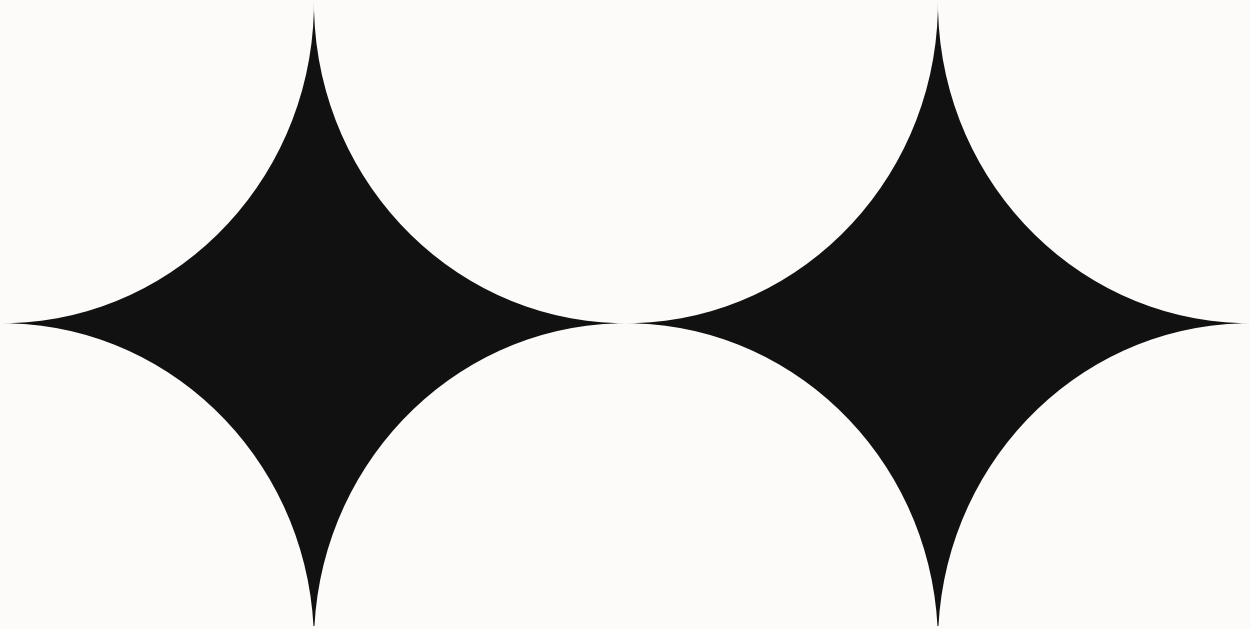


02 MINIMUM SIZE

WHEN USED IN A LOGO IN PRINTED PRODUCTS, DO NOT USE THE LOGO IN SMALLER SIZES THAN INDICATED.

THUS, YOU ALWAYS KEEP READABILITY AND RECOGNITION OF THE MARK.



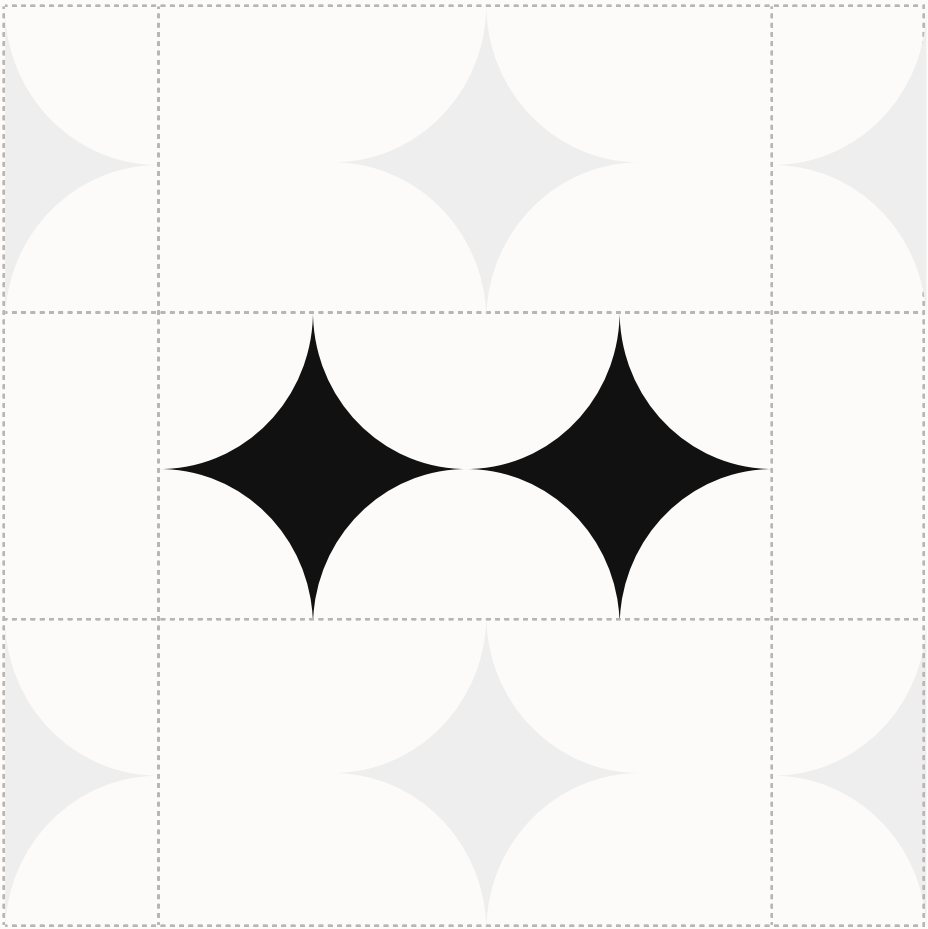


LOGOMARK



01 CLEAR SPACE

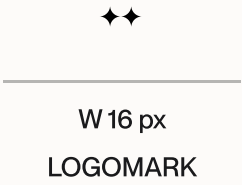
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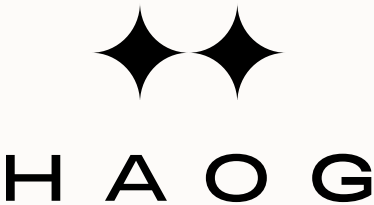
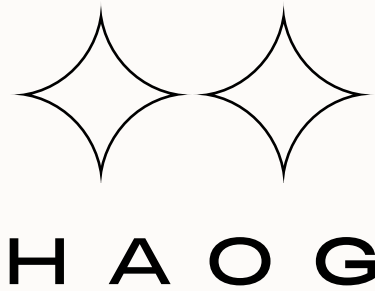




LOGO MISUSE

MOST OFTEN THE LOGO IS USED INCORRECTLY. THIS LEADS TO A NEGATIVE REACTION TO THE POSITIONING OF THE BRAND IN THE MARKET. BELOW ARE THE MAIN MISTAKES THAT MAKE WHEN USING THE SIGN IN VARIOUS SITUATIONS.

BE SURE TO CHECK IF YOU HAVE MADE SUCH MISTAKES. EVEN INSIGNIFICANT MISSING OF THE RULES OF GADLAN CAN LEAD TO A SIGNIFICANT DETERIORATION IN THE QUALITY OF THE PRODUCT.





TYPOGRAPHY

C5



TYPOGRAPHY PLAYS A PIVOTAL ROLE IN THE HAOG STYLE. USING THIS RANGE CORRECTLY ALLOWS US TO CREATE EASILY IDENTIFIABLE MESSAGING THAT IS CLEAR FROM DISTRACTION.

PP Monument Extended

PRIMARY TYPEFACE

Monument Extended is a powerful quality extended typeface with great versatility. This extended font can be used for bold statements, sophisticated look or just as a logo. This new type will definitely make your designs stand out, luxurious and unique.

↓ FONT FAMILY

[DOWNLOAD THE FONT FAMILY.](#)

NOTE: DO NOT FORGET ABOUT THE PRICE AND THE AVAILABILITY OF COPYRIGHT AND RESTRICTIONS ON THE USE OF THESE FONTS. PLEASE CHECK HERE:

[PP MONUMENT EXTENDED](#)

[PP NEUE MONTREAL](#)

PP Neue Montreal

SECONDARY TYPEFACE

A versatile Grotesque font with the spirit of a display font . Complete with 14 weights (7 Uprights, 7 Italics) and a slightly tighter kerning. This typeface was created to be your next champion font. PP Neue Montreal is recommended by Pangram Pangram Foundry as an excellent pairing with the primary font, PP Monument Extended."



PRIMARY TYPEFACE

Aa

SF Pro Display

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£\$%^&*()_+[]""{}«\

SECONDARY TYPEFACE

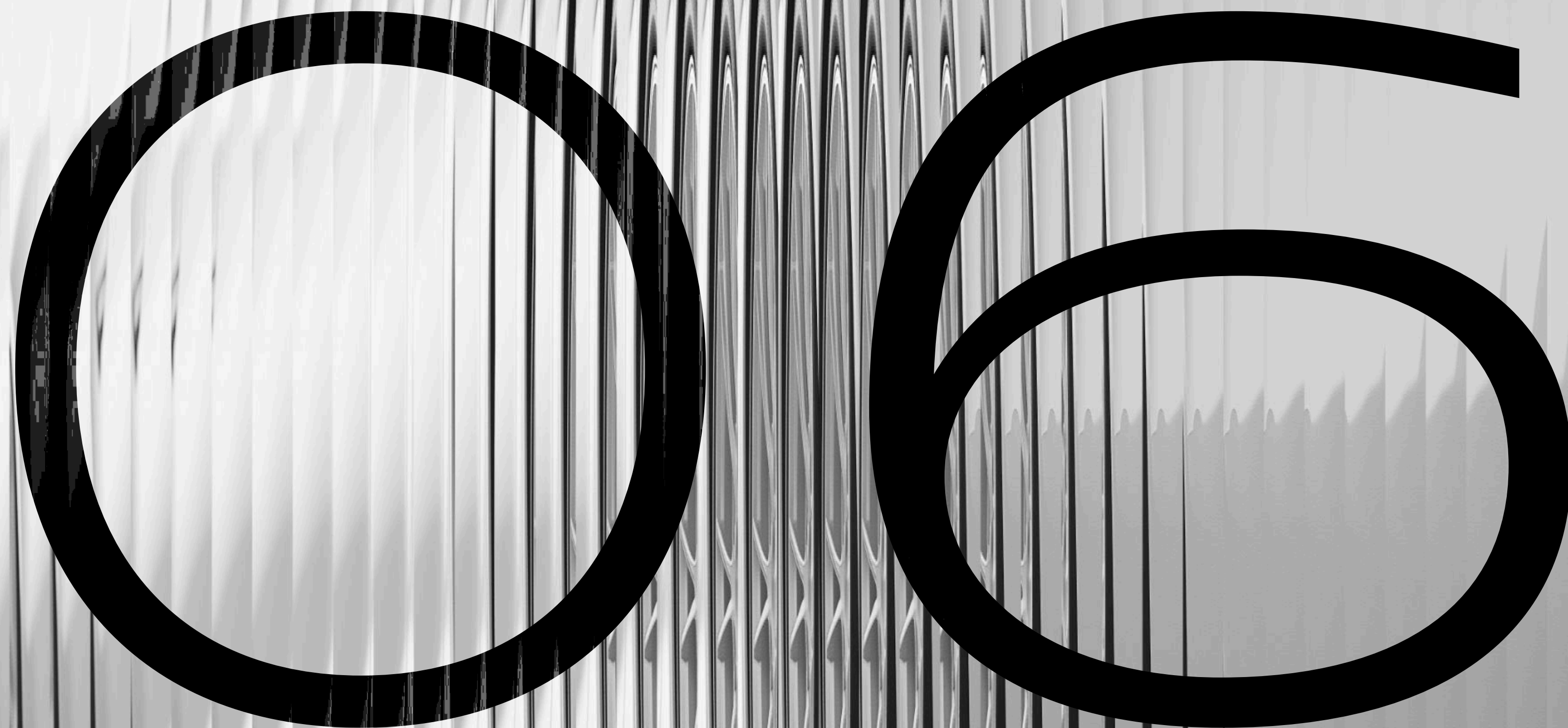
Aa

PP Neue Montreal

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£\$%^&*()_+[]""{}«\



COLOUR PALETTE





PRIMARY COLOURS



**CHARCOAL
GRAY**

**HEX 121212
RGB 18 18 18 100%**

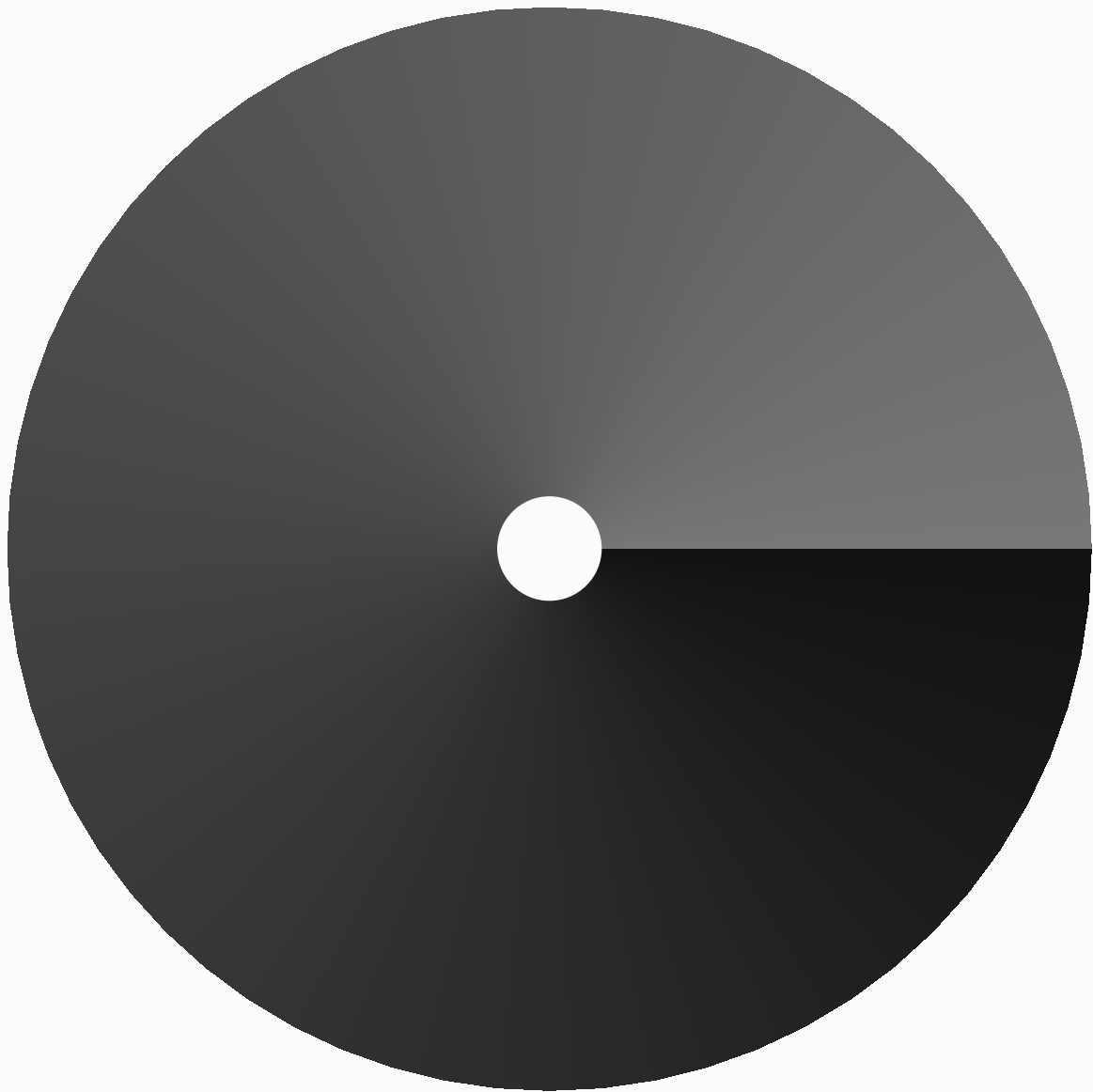


**POWDERED
SUGAR**

**HEX FDFCFA
RGB 253 252 250 100%**



SHADES



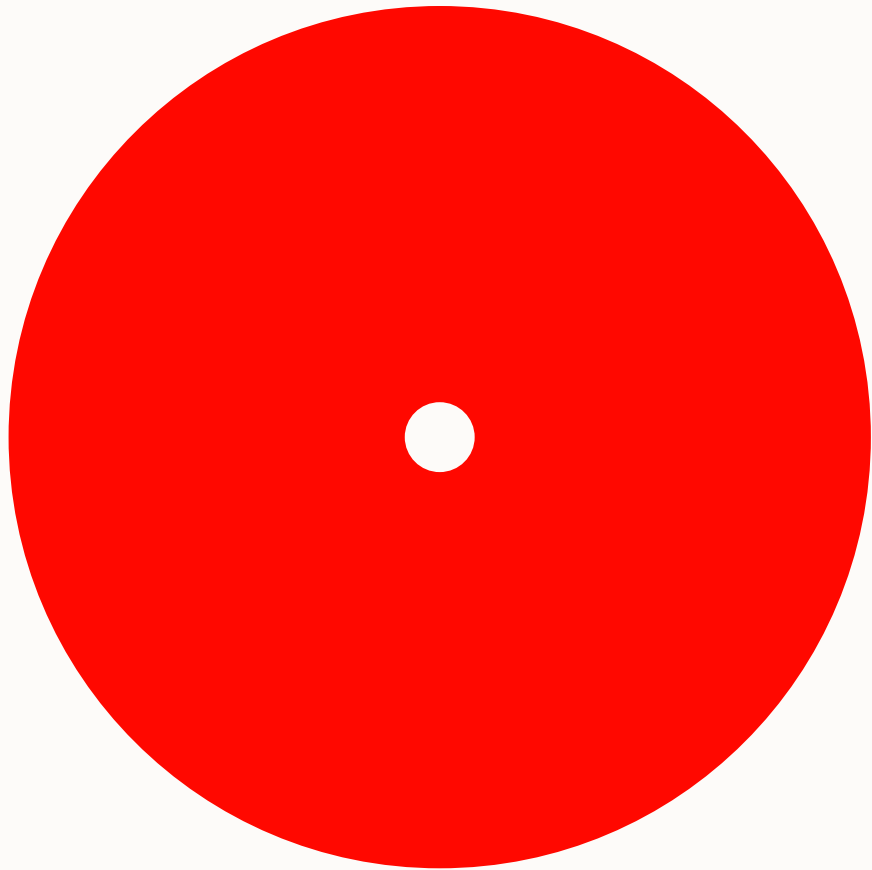
**CHARCOAL
GRAY**



**POWDERED
SUGAR**



ACCENT COLOURS



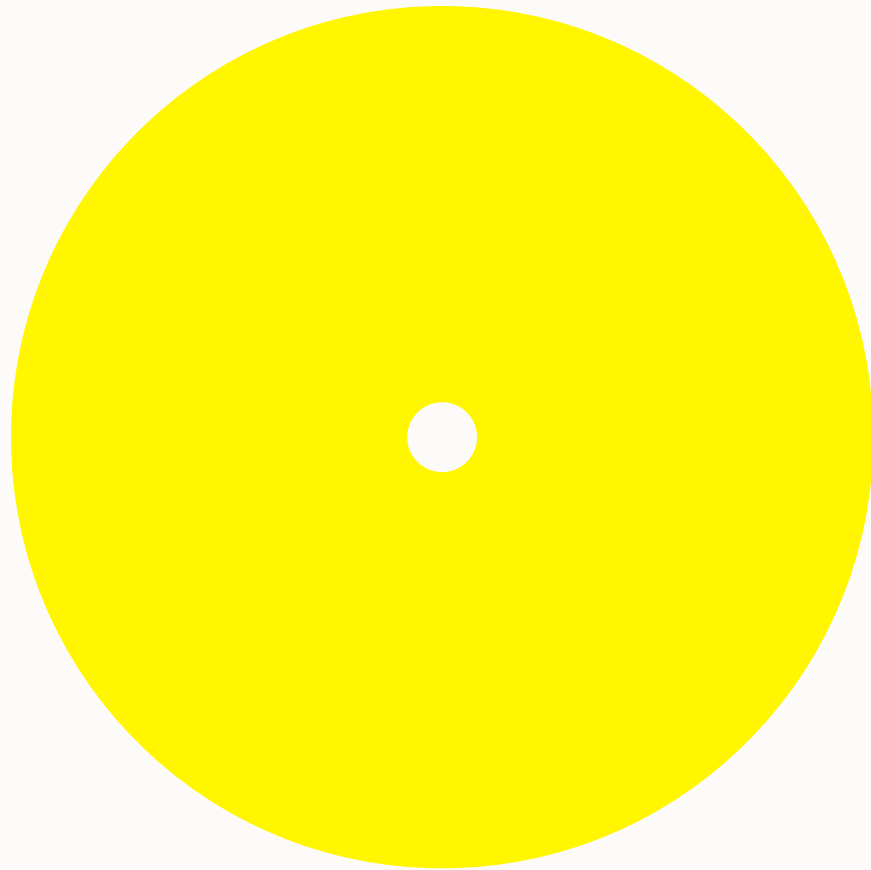
**RED
CANDY APPLE**

HEX FF0800
RGB 255 8 0 100%



**PURPLE
ELECTRIC**

HEX 8F00FF
RGB 143 0 255 100%

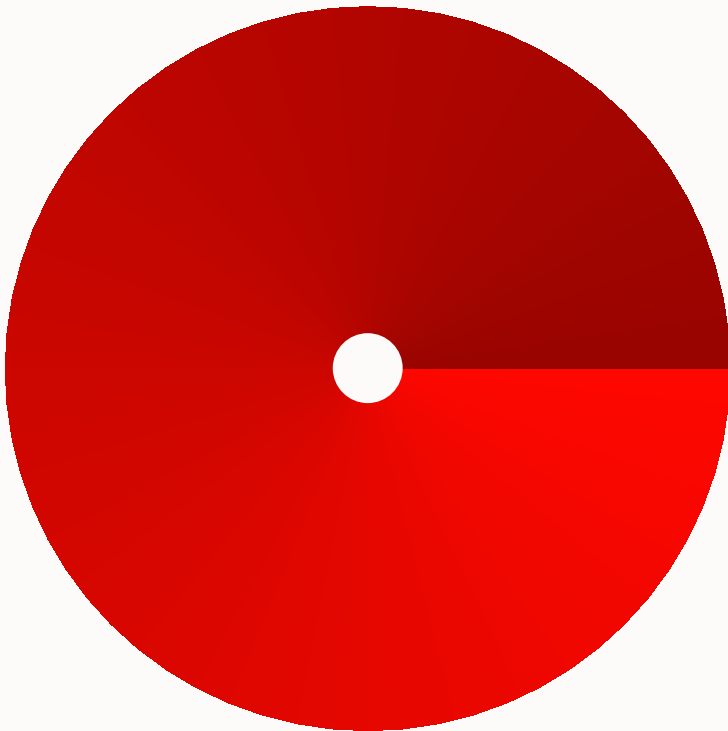


**YELLOW
CADMIUM**

HEX FFF600
RGB 255 246 0 100%



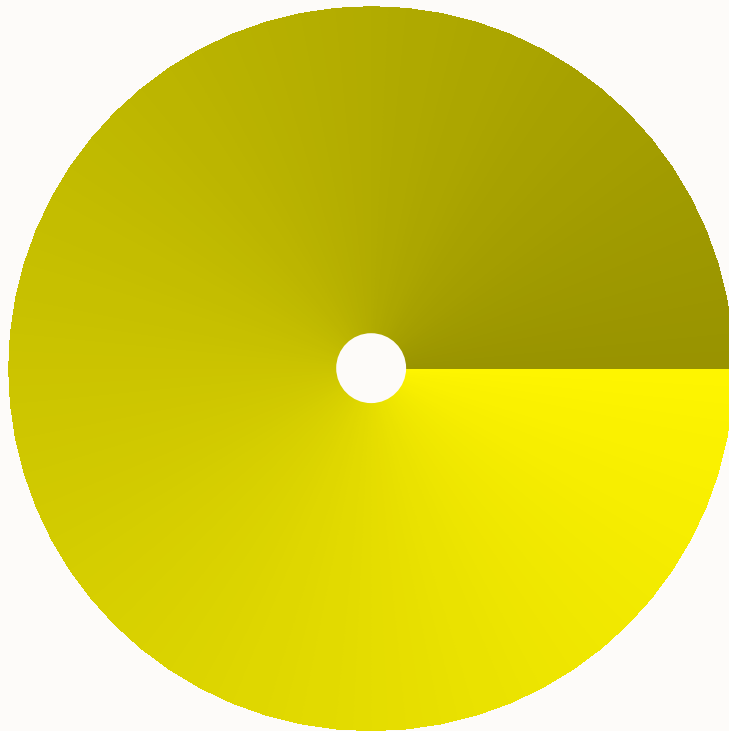
SHADES



RED
CANDY APPLE

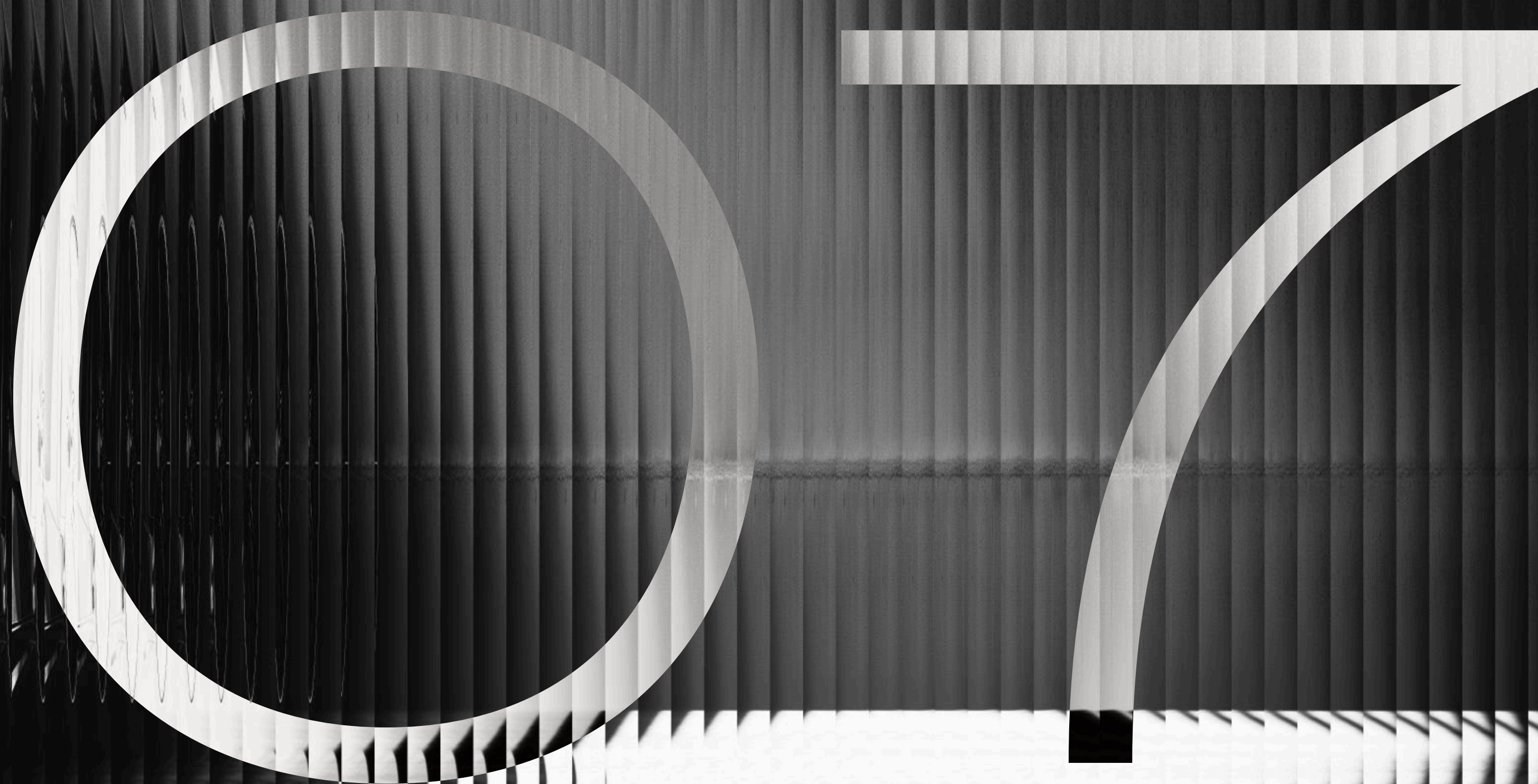


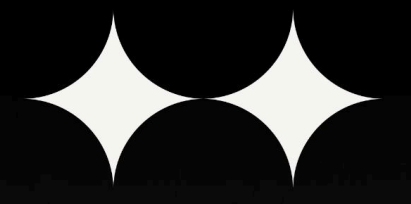
PURPLE
ELECTRIC



YELLOW
CADMIUM

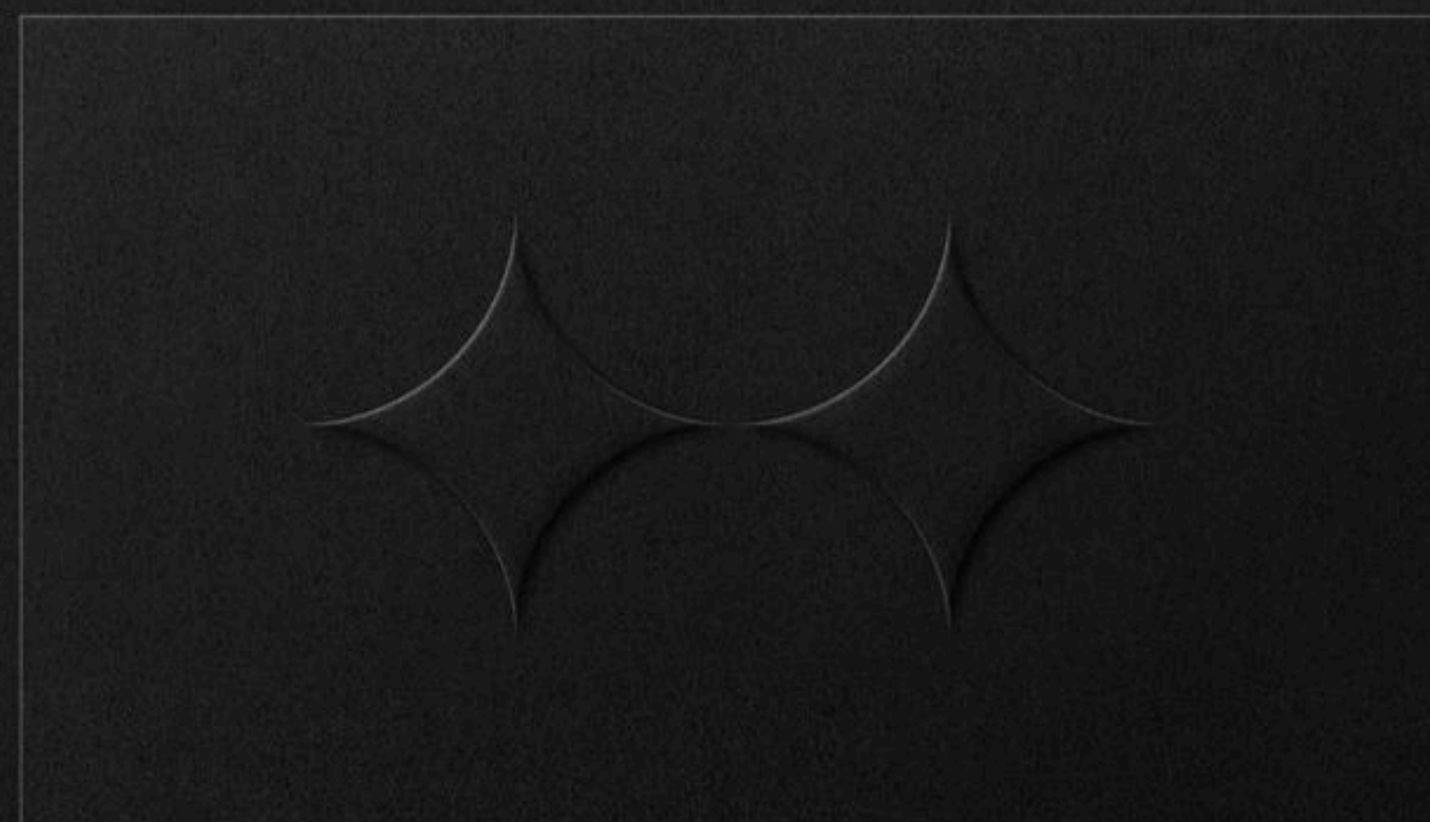
STATIONERY





**FRANZ
HAHNL**
GRÜNDER UND CEO



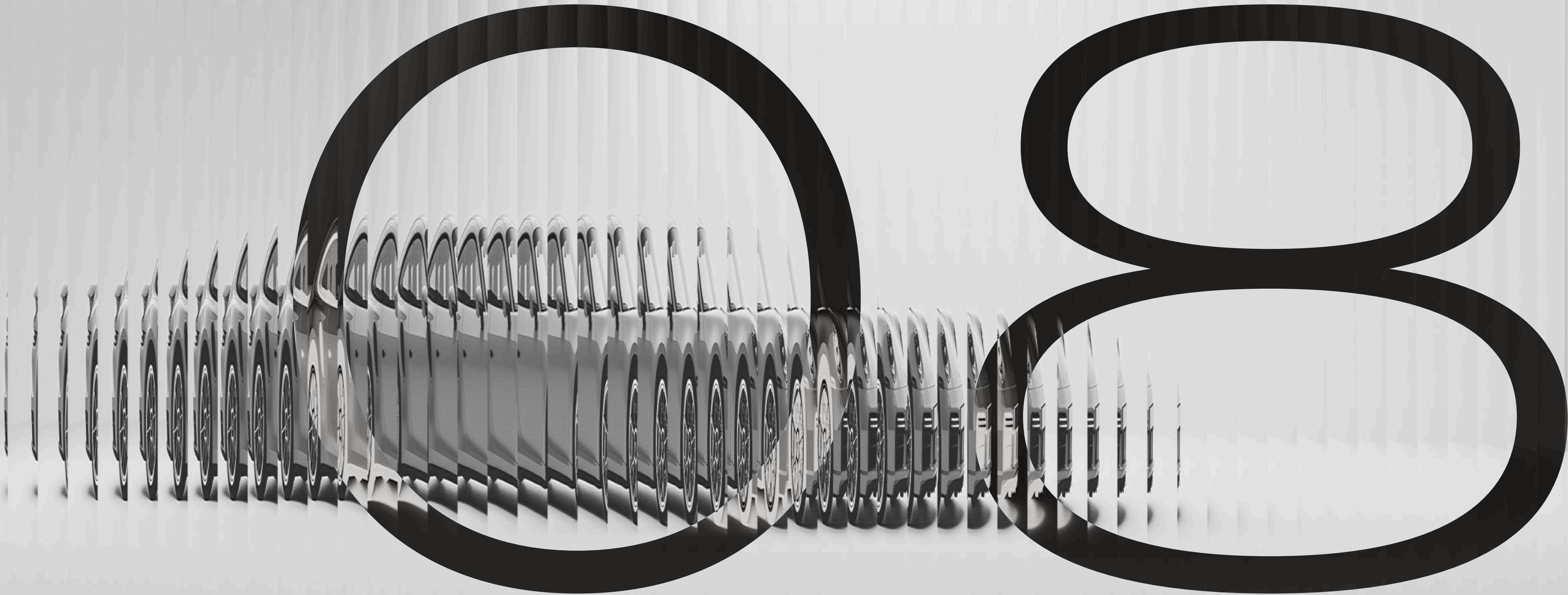


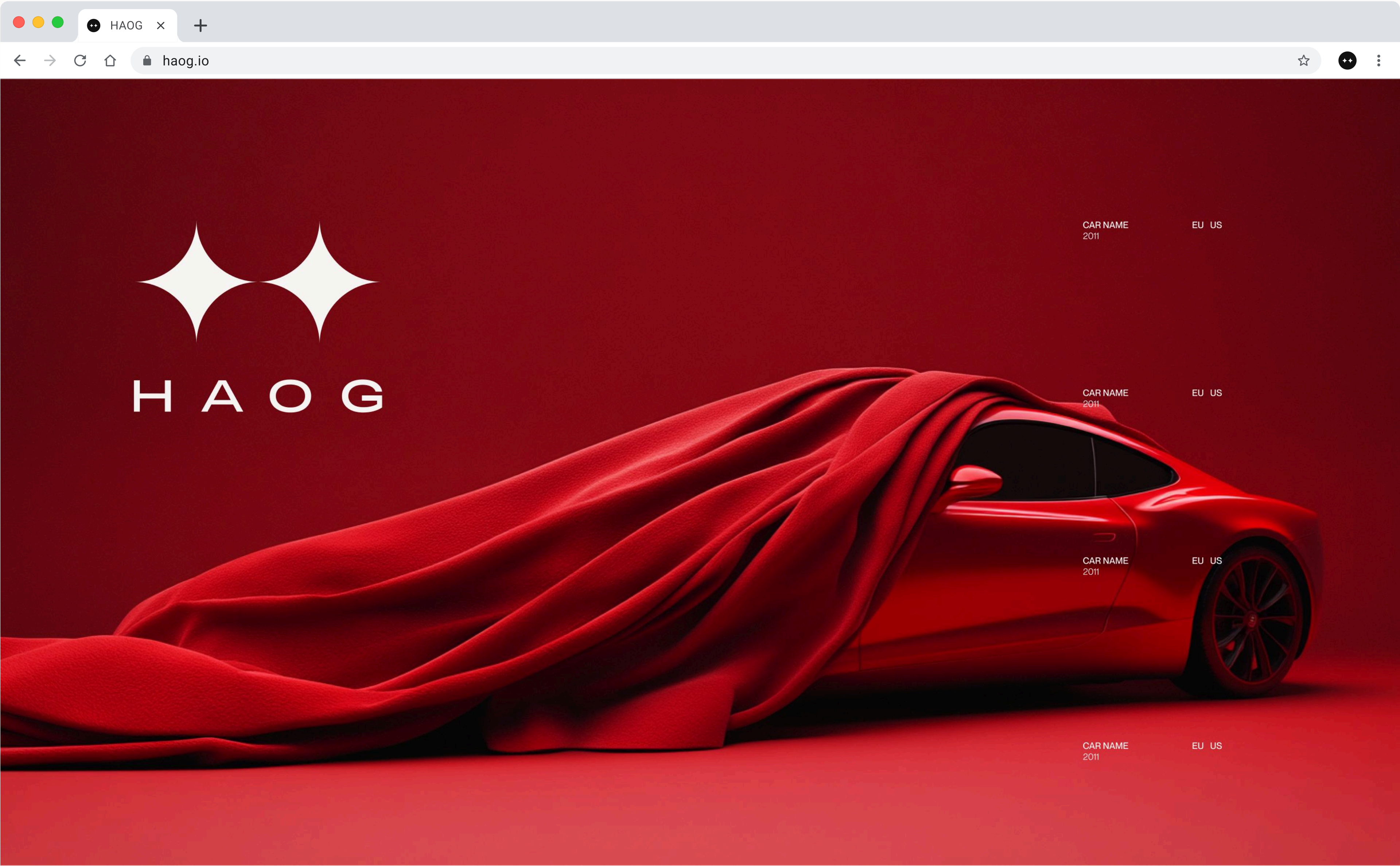






DIGITAL





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haog.io

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✦ ✦

CONSULTANT

(012) 12345678


☰


2011


/09


SELECT COUNTRY OF ORIGIN ▼


2 US











CAR NAME
2011

EU US

CAR NAME
2011

EU US

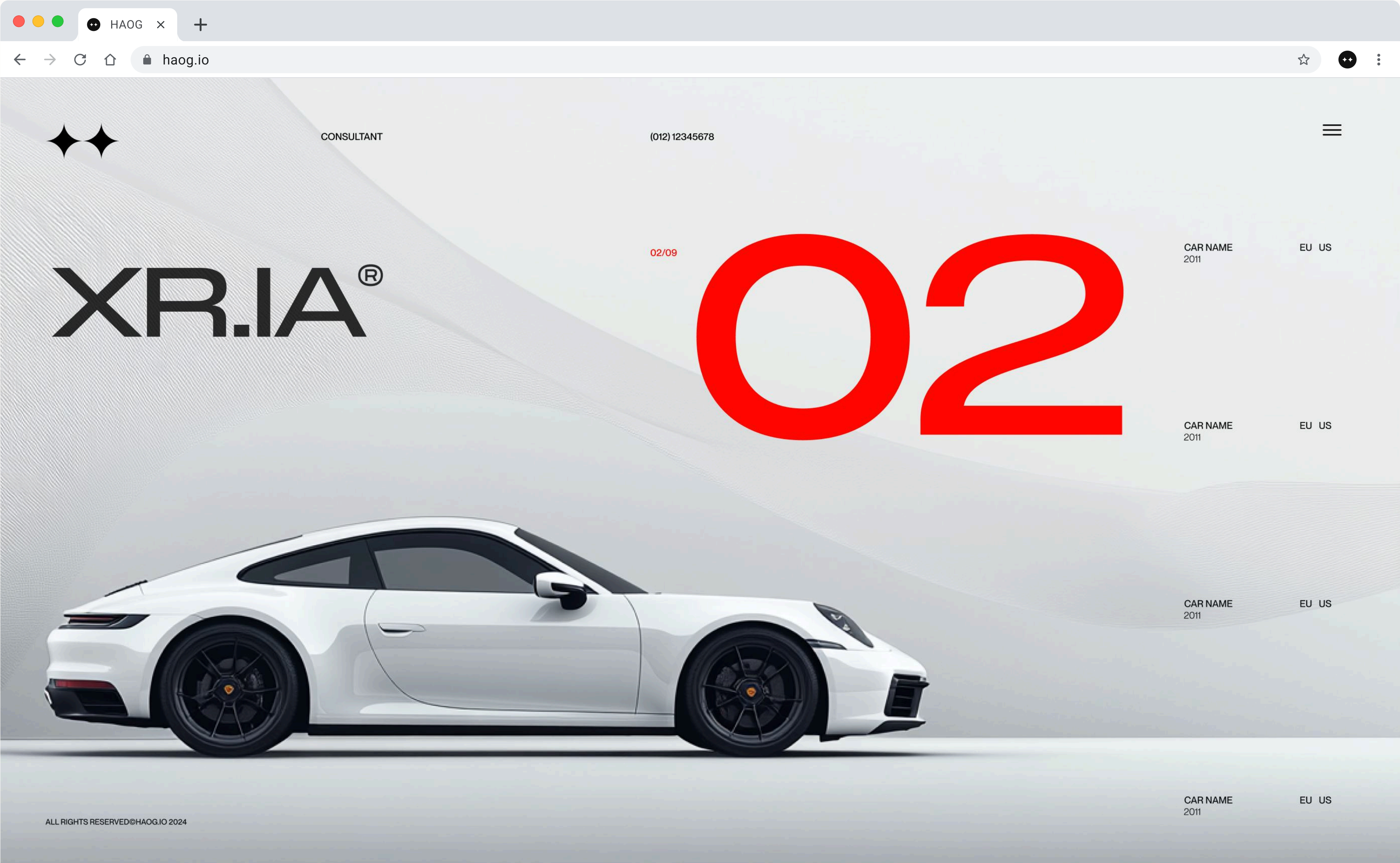
CAR NAME
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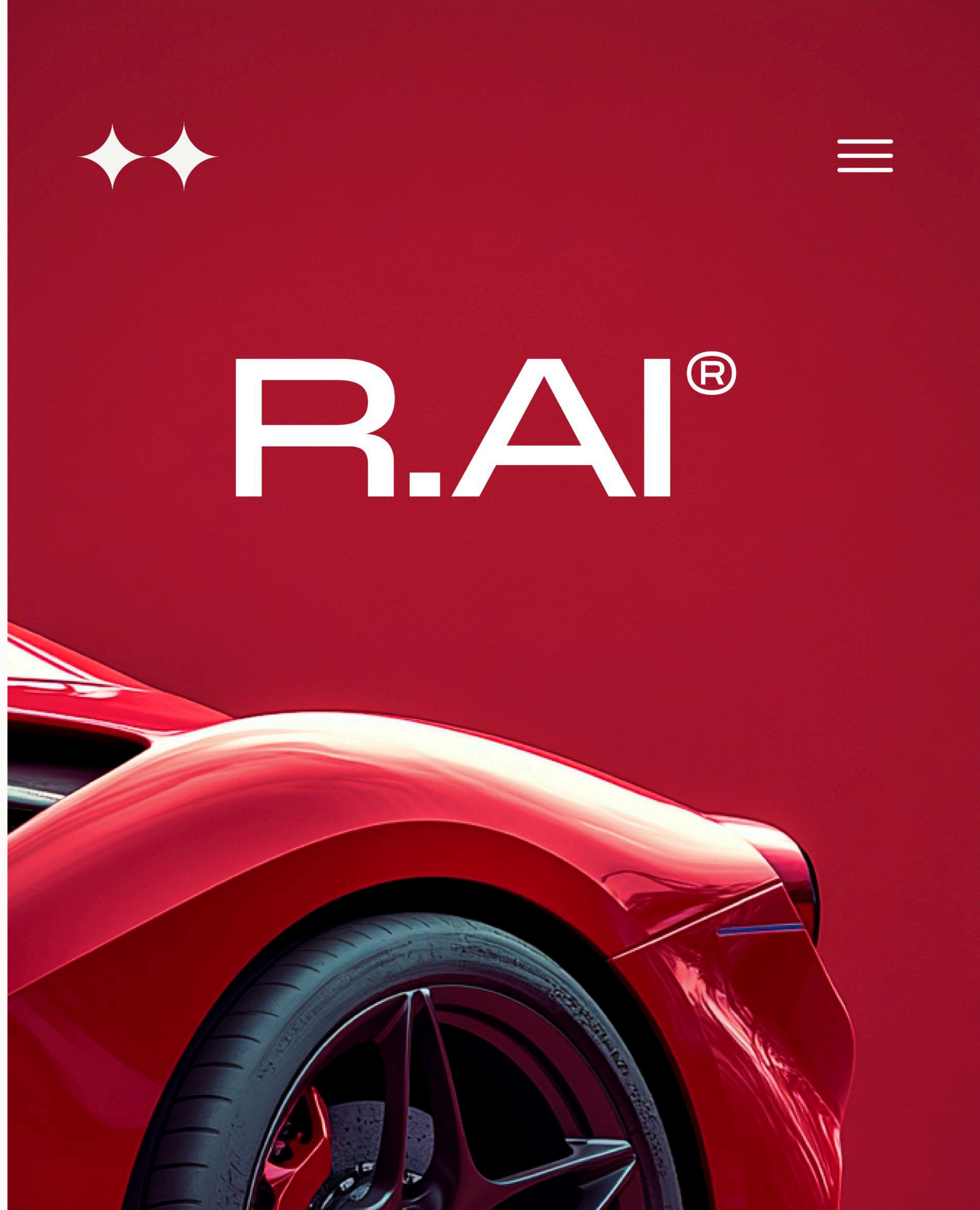
R.AI®

FR



/09

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Bookmarks



Communities



Verified Orgs



Profile



More

Post



HAOG

23 post



HAOG.IO

@HAOG

Designing Products that Users Love

Entrepreneur Earth haog.io Joined November 2024

143 Following 149 Followers

Posts

Replies

Highlights

Media

You reposted



Modest Mitkus @ModestMitkus · Nov 20, 2023

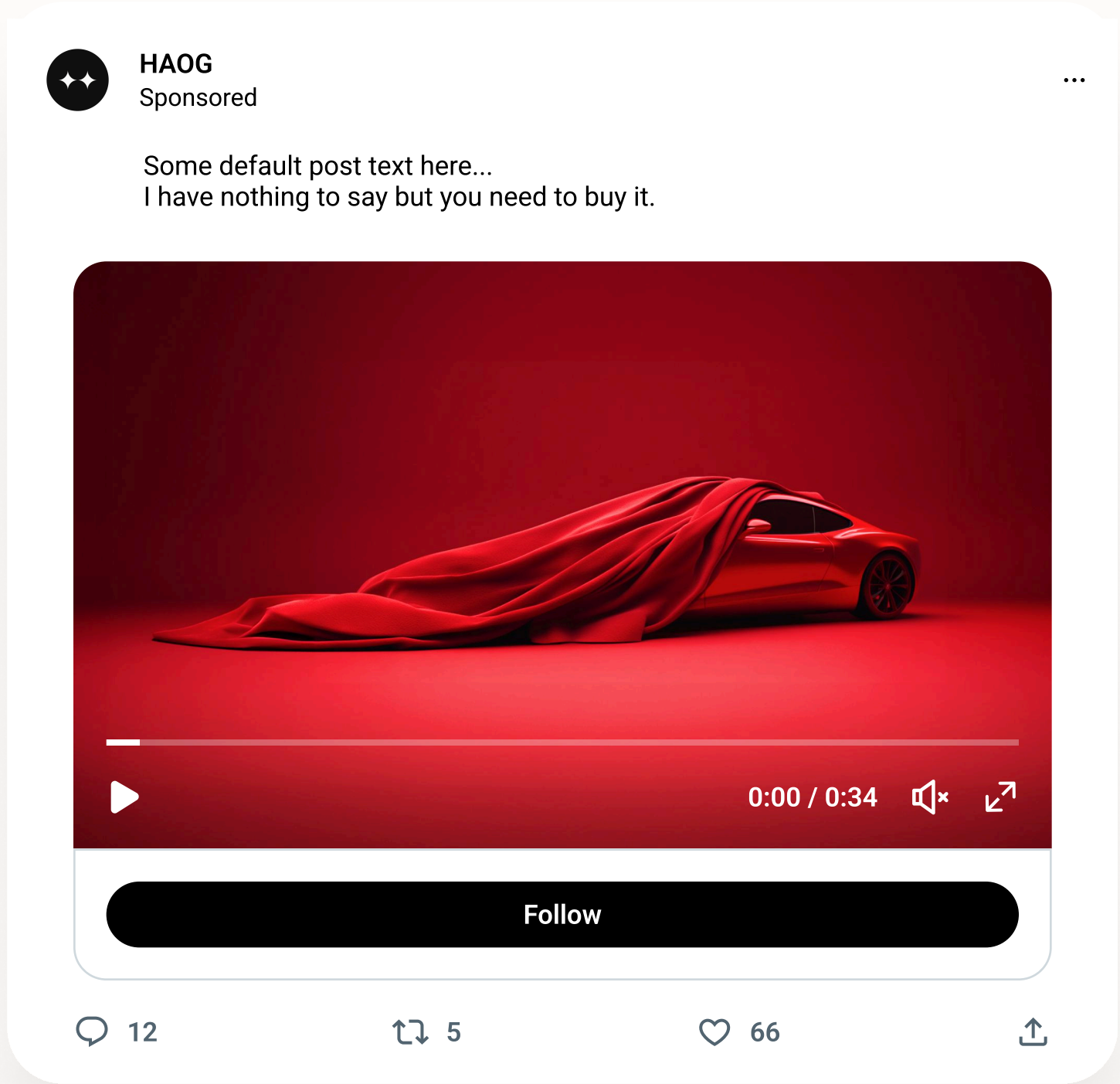
Everyone should own products that earn \$10,000/month.

Unfortunately, most people have no idea how...

Here's my tested blueprint to go from \$0 → \$10,000/month:



X / EX TWITTER POST



INSTAGRAM POST



INSTAGRAM STORY





AD BANNESRS / HORIZONTAL

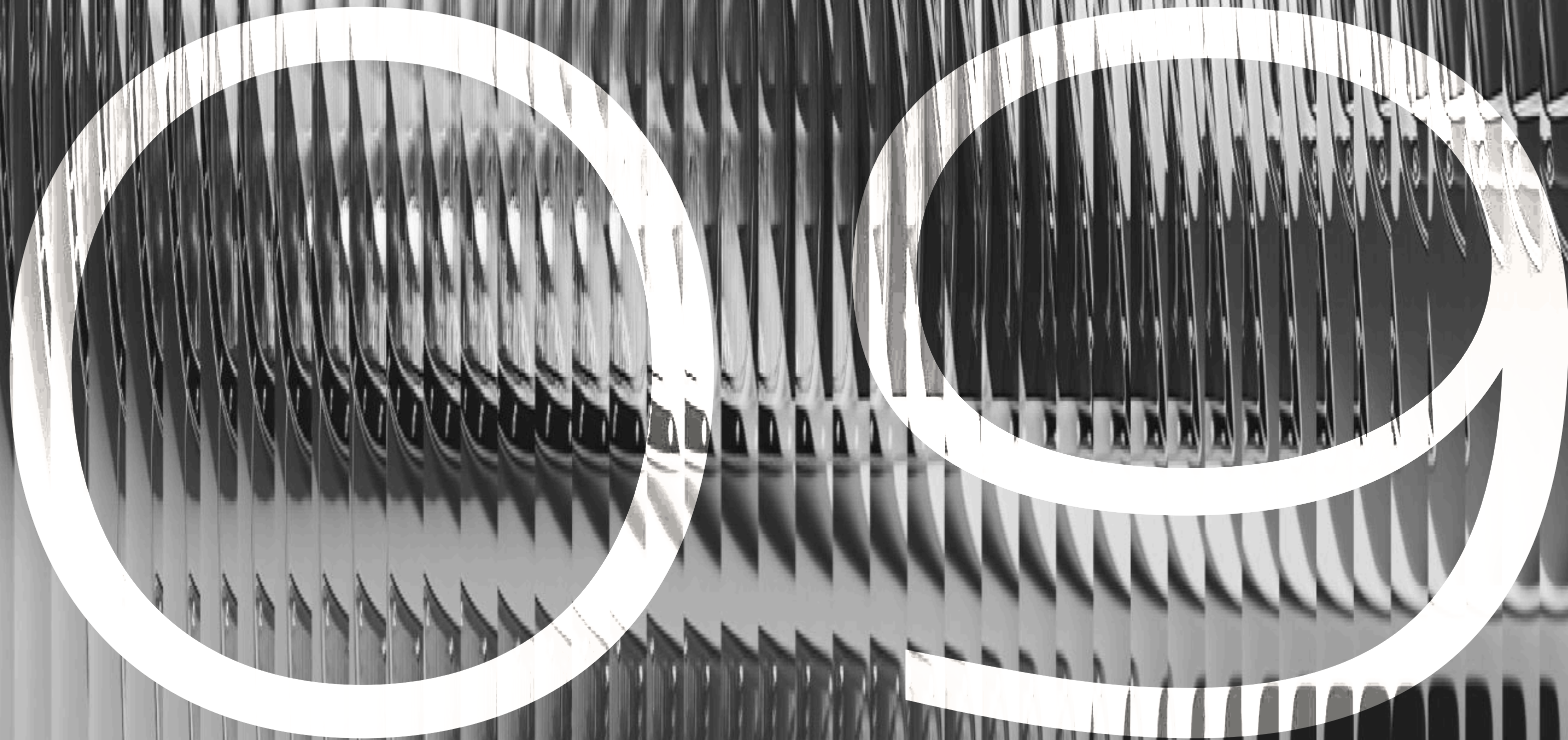


AD BANNESRS / VERTICAL





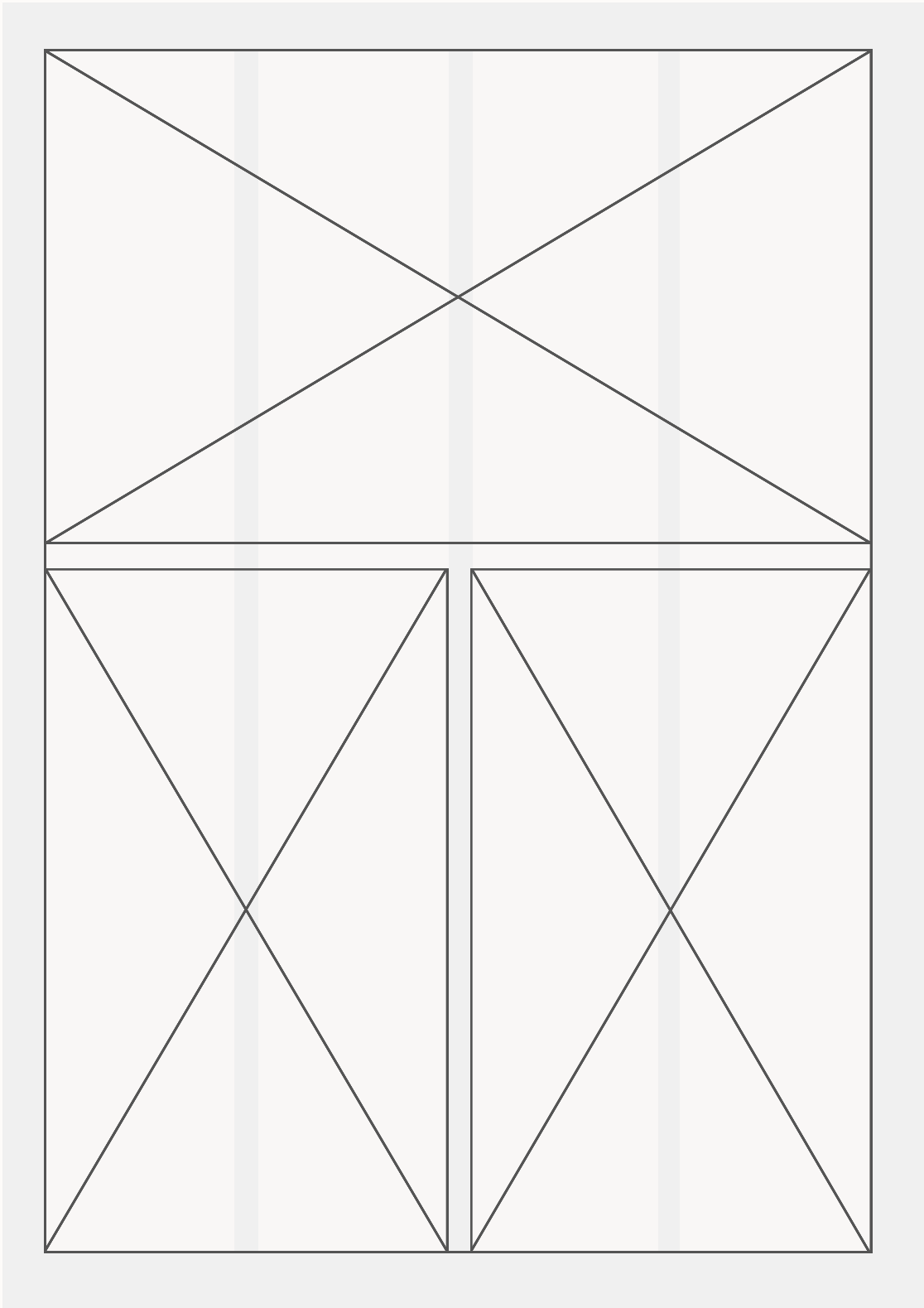
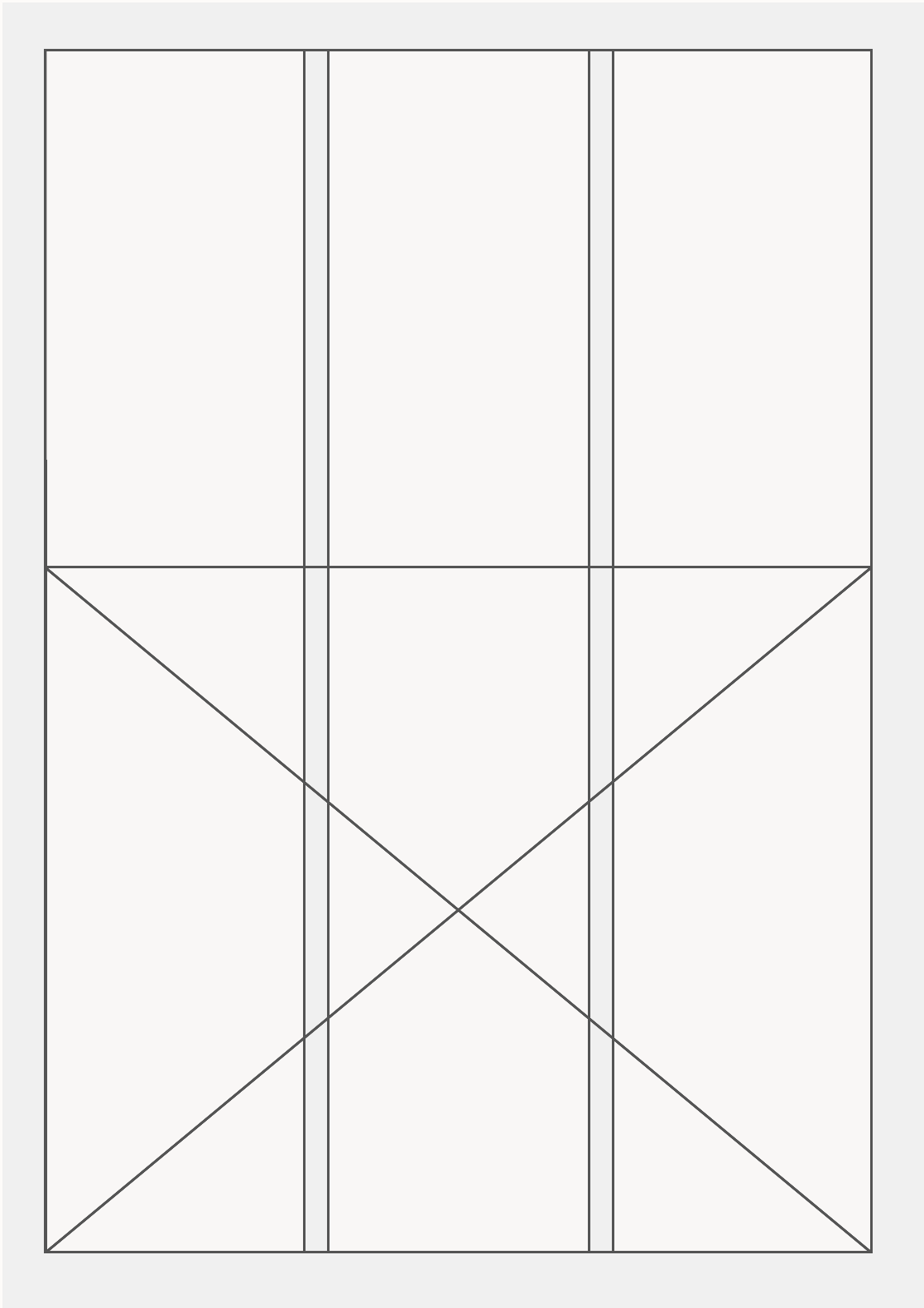
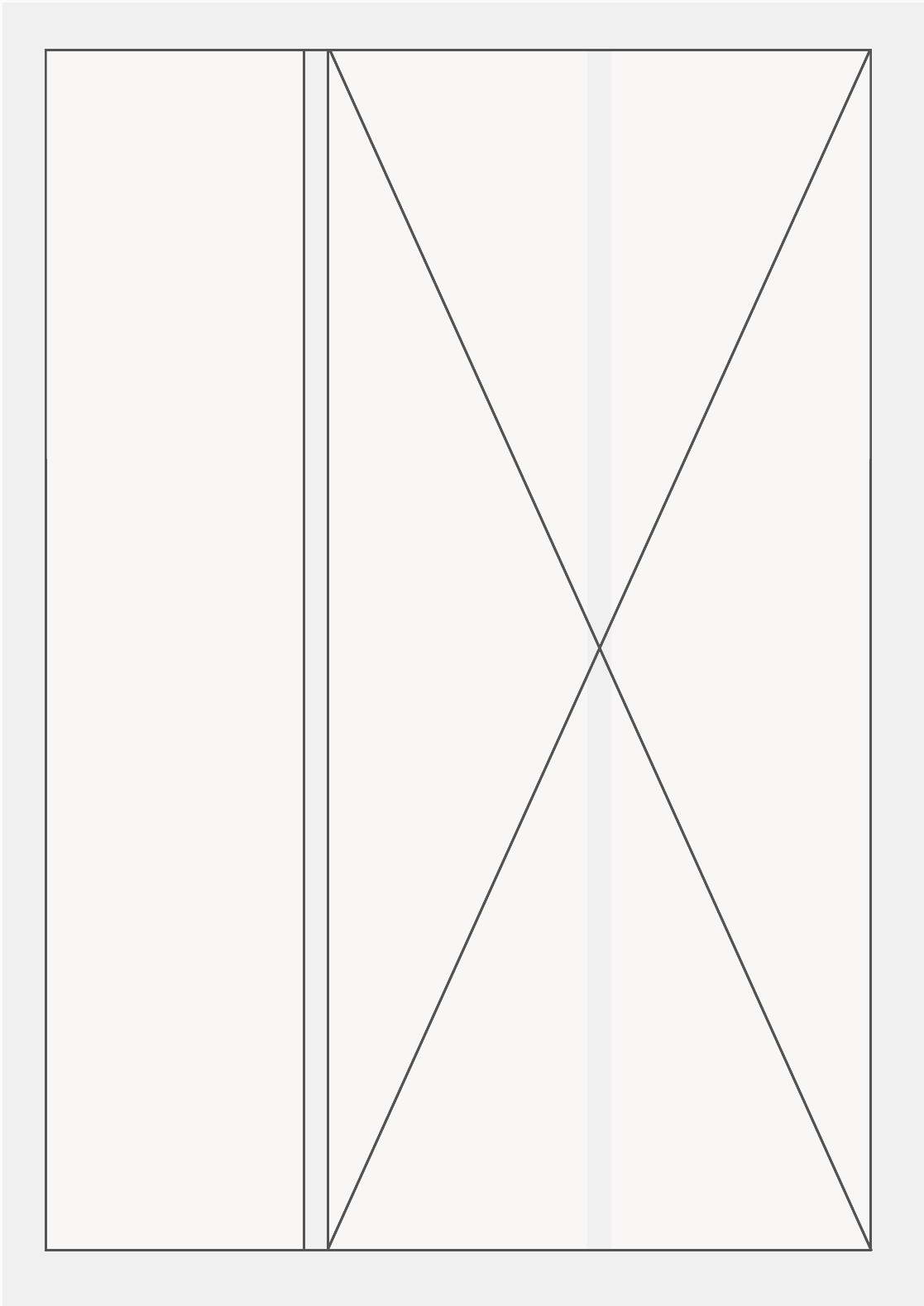
GRID SYSTEM





01

THE ACTION OF THE GRID IS DISTRIBUTED NOT ONLY TO PRINTED MATERIALS, BUT ALSO TO DIGITAL MATERIALS, SUCH AS A WEBSITE AND MOBILE APPLICATIONS. BELOW ARE THE PREFERRED LOCATION OF ELEMENTS FOR A WEBSITE OR LANDING PAGE.

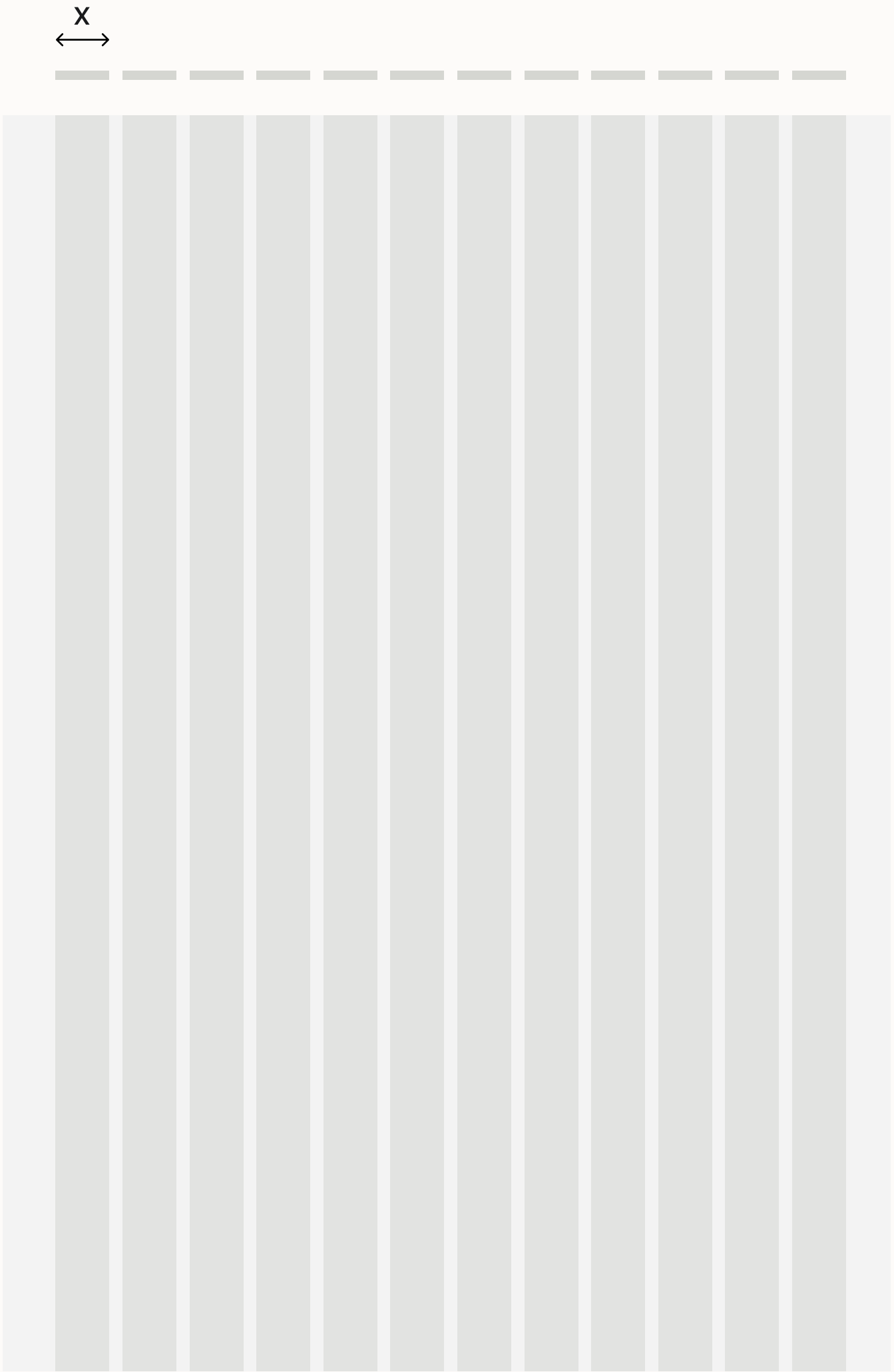
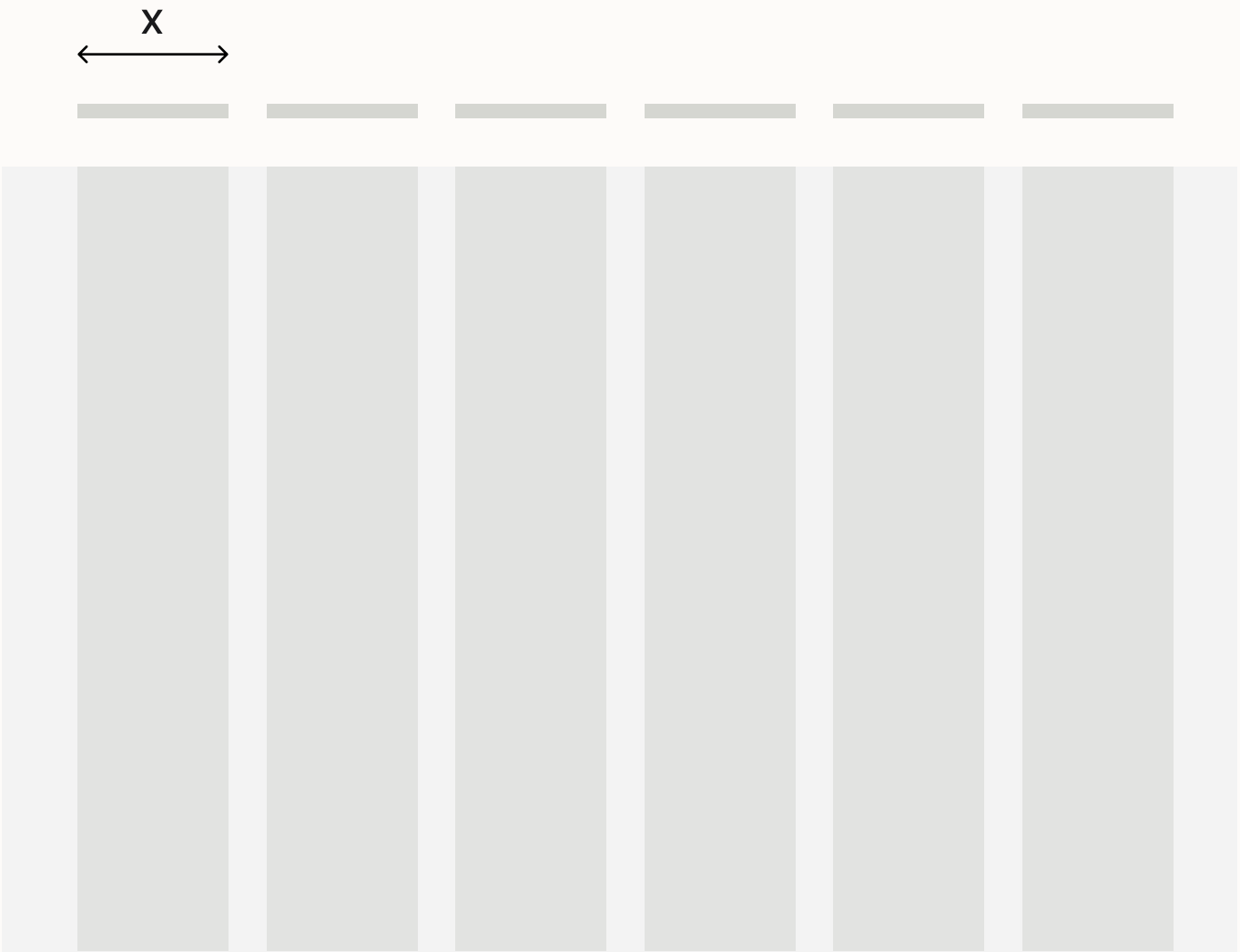




LAYOUT

ALL ELEMENTS OF CORPORATE IDENTITY ARE ARRANGED IN ACCORDANCE WITH THE SELECTED GRID SYSTEM. OUR MATERIALS USE 6 DIFFERENT TYPES OF COLUMNS, WHICH ARE USED DEPENDING ON THE TASKS.

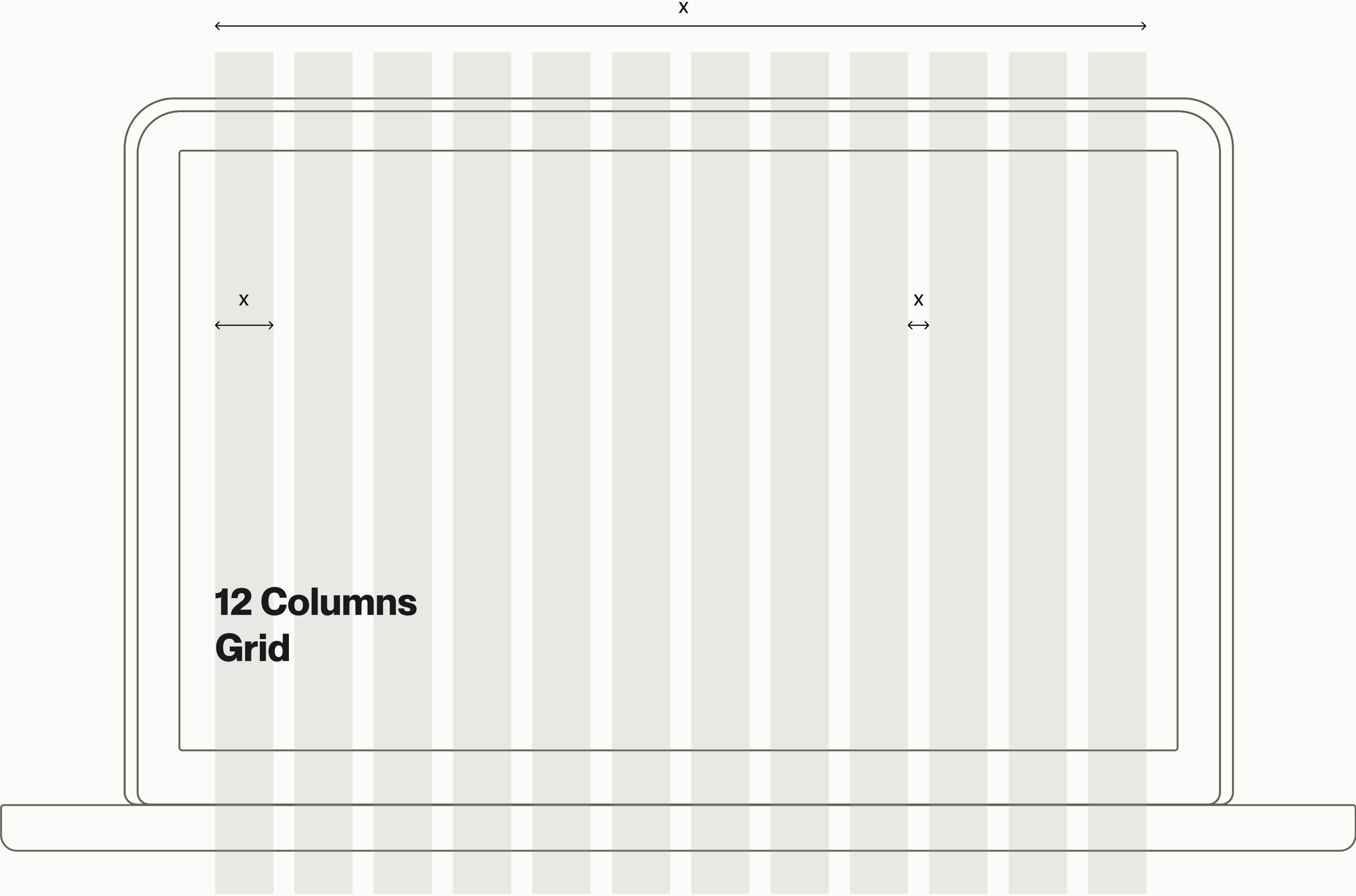
IMAGES, LOGOS, TABLES AND OTHER ELEMENTS SHOULD BE UNDERLINED GRID. THIS WILL ENSURE THE PURITY AND HIERARCHY OF THE FINAL PRODUCT.





WEB

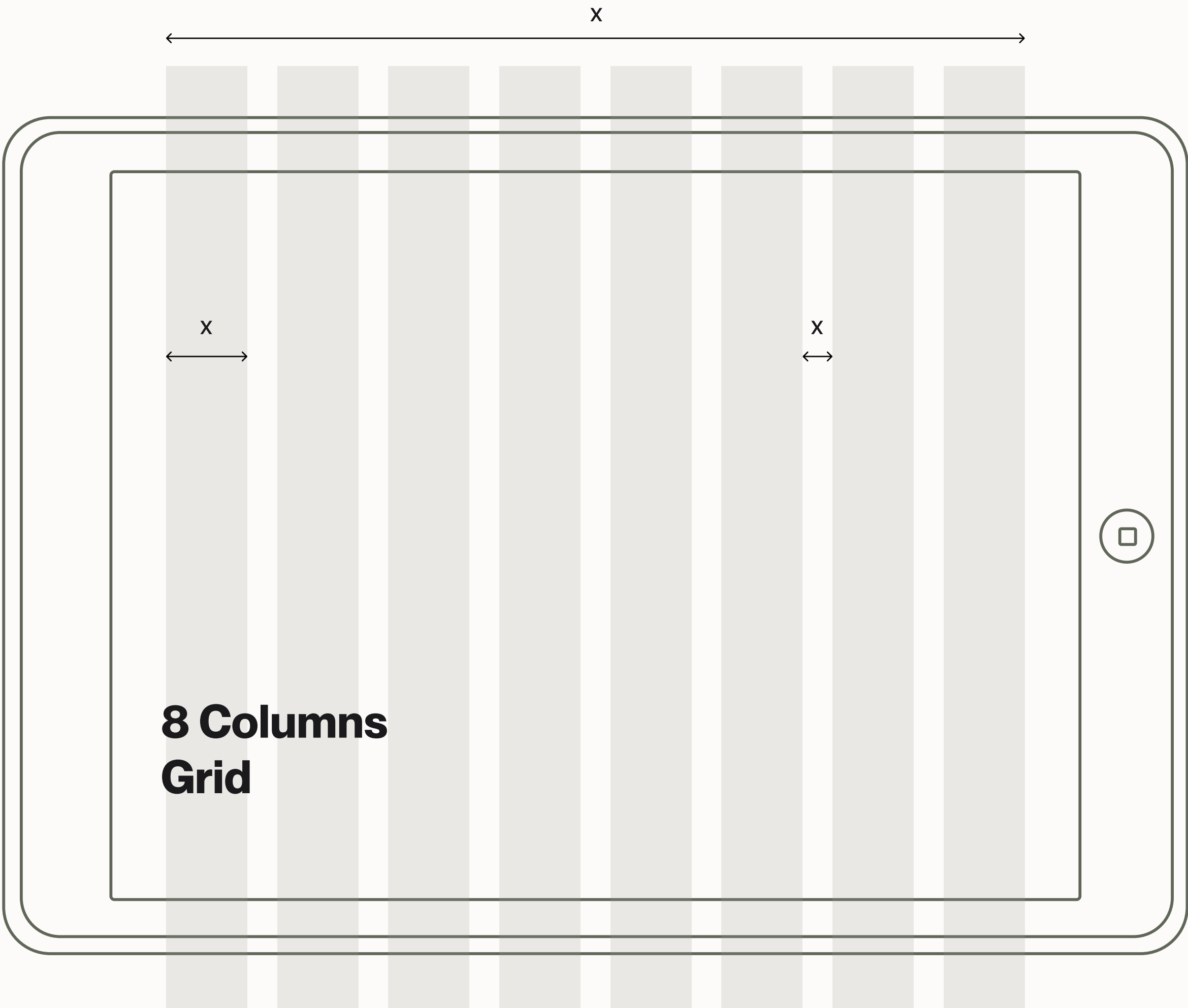
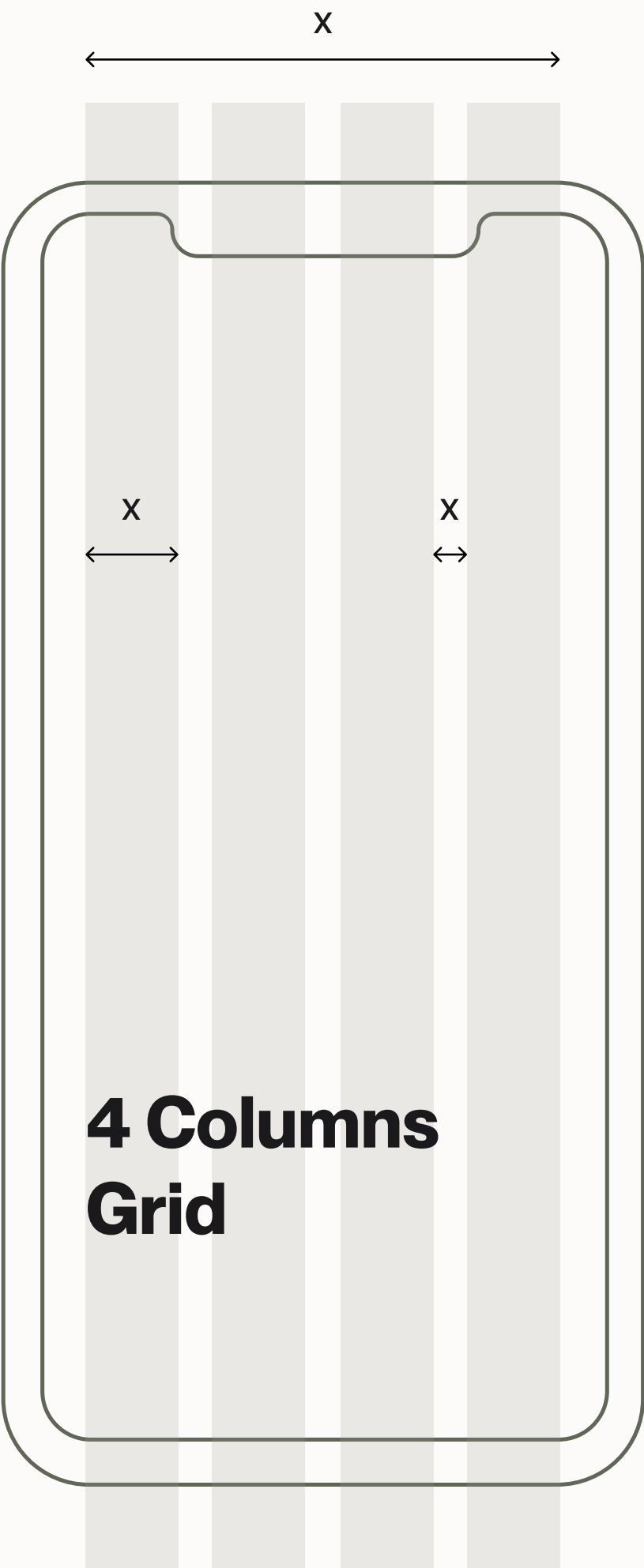
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TABLET & PHONE

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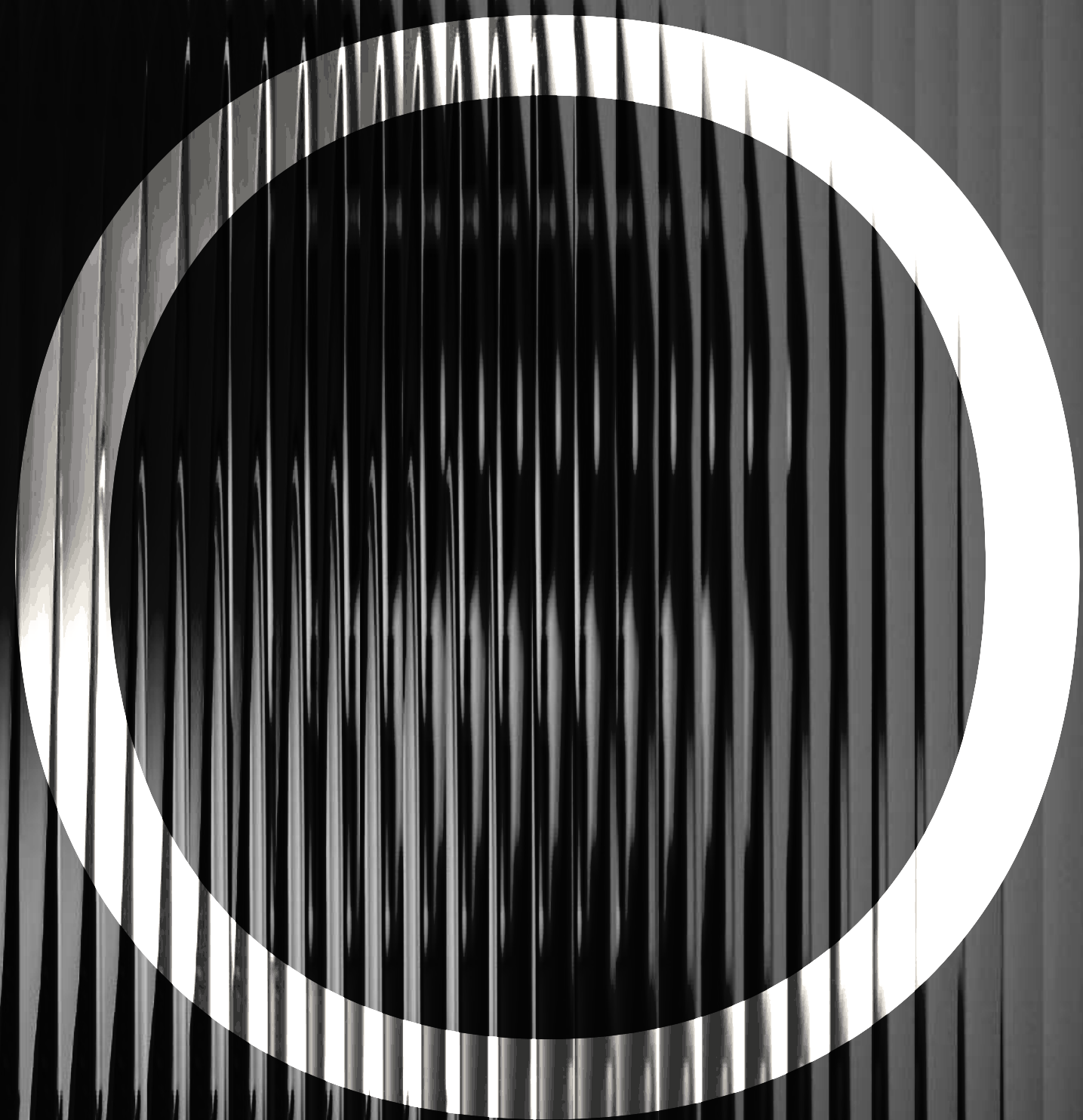
GRID OPTIONS



GRID OPTIONS

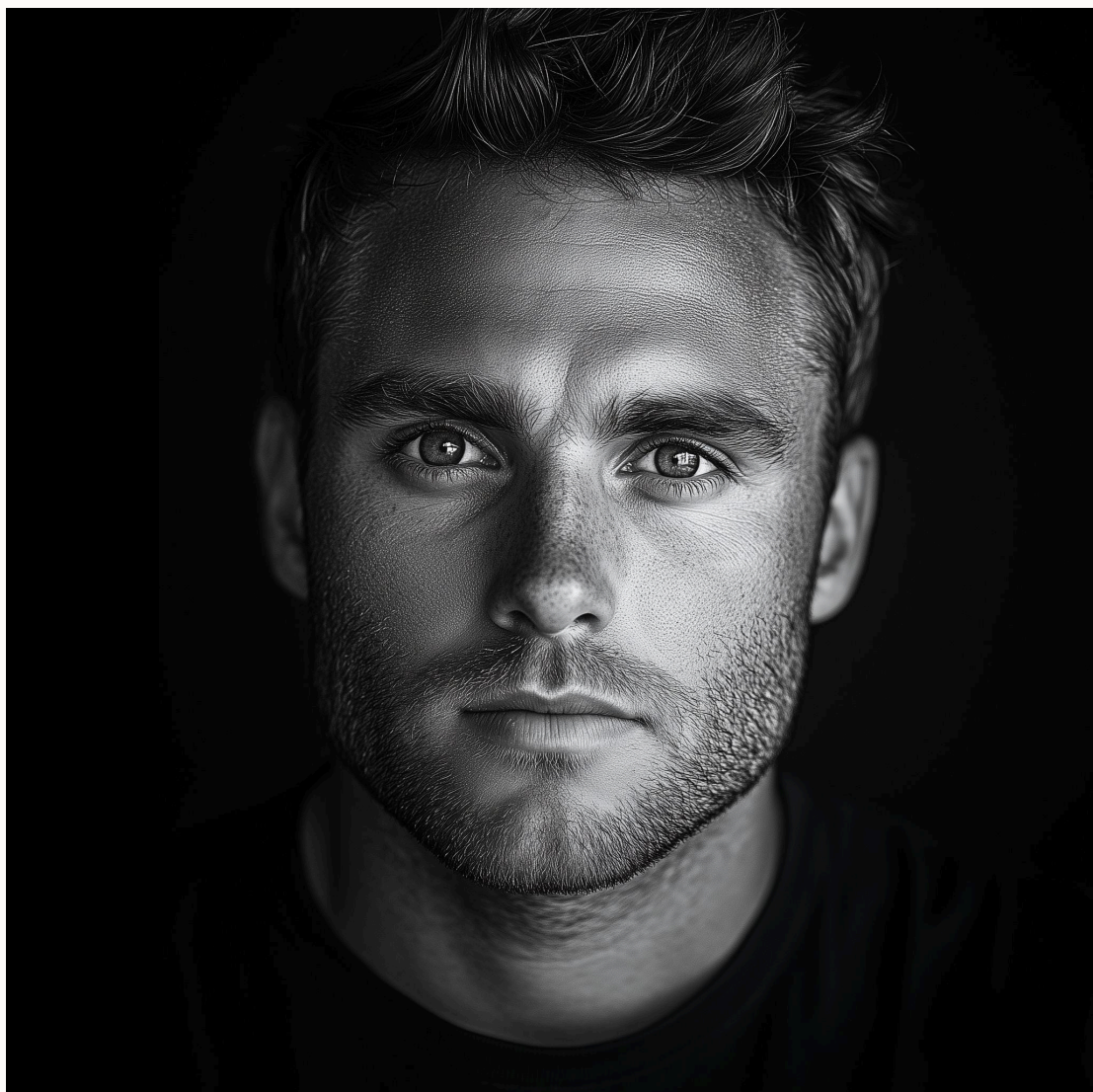


IMAGES





TEAM MEMBERS PHOTO STYLE





TEAM PHOTO STYLE



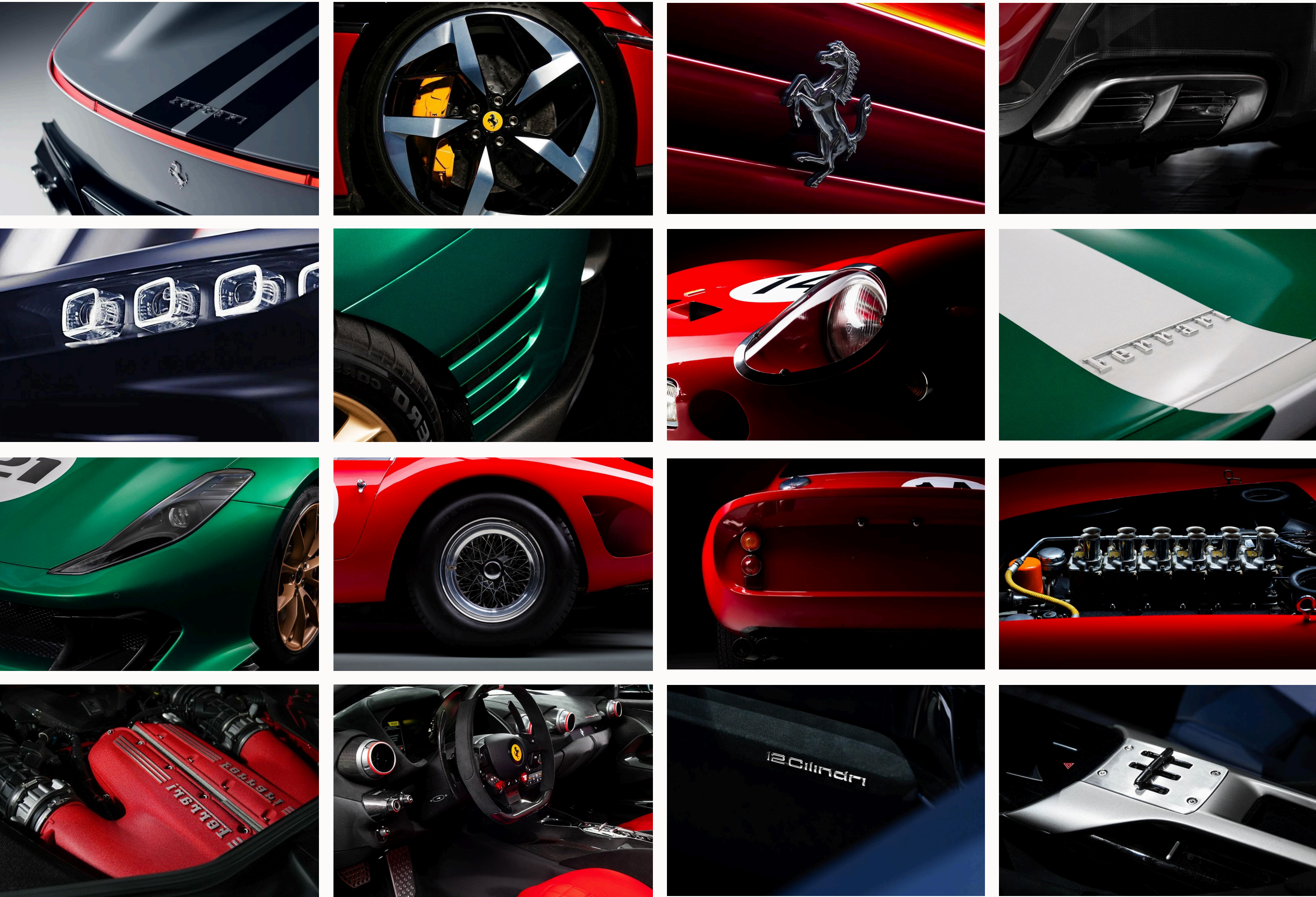


INDOOR CAR PHOTO SHOOTING





INDOOR CAR PHOTO SHOOTING / MACRO





OUTDOOR CAR PHOTO SHOOTING





OUTDOOR CAR PHOTO SHOOTING / MACRO





OUTDOOR CAR PHOTO SHOOTING / MACRO





VERSION 1.0

THANK YOU!

NOVEMBER 2024