



HAO HAO CHI

Graphic Chart
2017



Summary



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The logo & Baseline

Logo



Logo with Baseline



Logo Declinaisons



Graphic
Elements

好好吃
HAO
HAO
CHI



HAO HAO CHI



Typography & Colors



CMYK: 0,95,100,0
RGB: 253,39,12
HEX: #FD270C
RAL: 3024



CMYK: 0,0,0,100
RGB: 0,0,0
HEX: #000000

#1 - Galette Medium:

1234567890

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

!@#%&?*()_+i@f€∞ {}[]|~<>^°`~"':;"

#2 - Nothing You Could Say:

1234567890

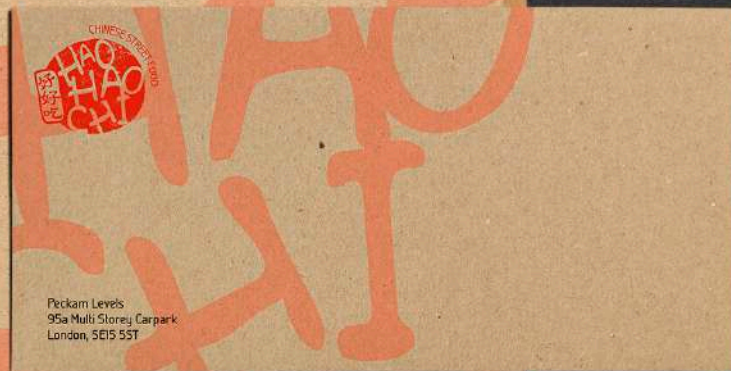
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

!@#%&?*()_+ @ ∞ {}[]|<>^ ~"':;"



Identity example



HAO HAO CHI / GRAPHIC CHART / 2017

Website example



Apron
example



T-shirt
example





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