



Brand Guidelines

What's inside

01	Brand overview	Positioning, audience, personality
02	Logo	Construction, clear space, minimum size
03	Logo misuse	What breaks the mark
04	Color	Palette, exact values, functional colors
05	Typography	Poppins & Inter, scale, hierarchy
06	Voice & tone	How Hayzr writes, say/don't examples
07	Imagery	Photography direction
08	App icon & favicon	Export sizes and safe zones
09	Co-brand, architecture & legal	Attribution mark, brand structure, trademark
10	Contact	Ownership and document history

Why Hayzr exists

Service businesses across Nepal run their front desk across five disconnected tools — a booking form here, a spreadsheet there, a payment link in a chat thread. Hayzr replaces the patchwork with one page.

For independent service businesses in Nepal, Hayzr is the booking platform that turns a phone number scrawled in a client's contacts into a real online front door.

AUDIENCE

Salon, spa, clinic, studio and independent-provider owners running their own booking desk.

MARKET

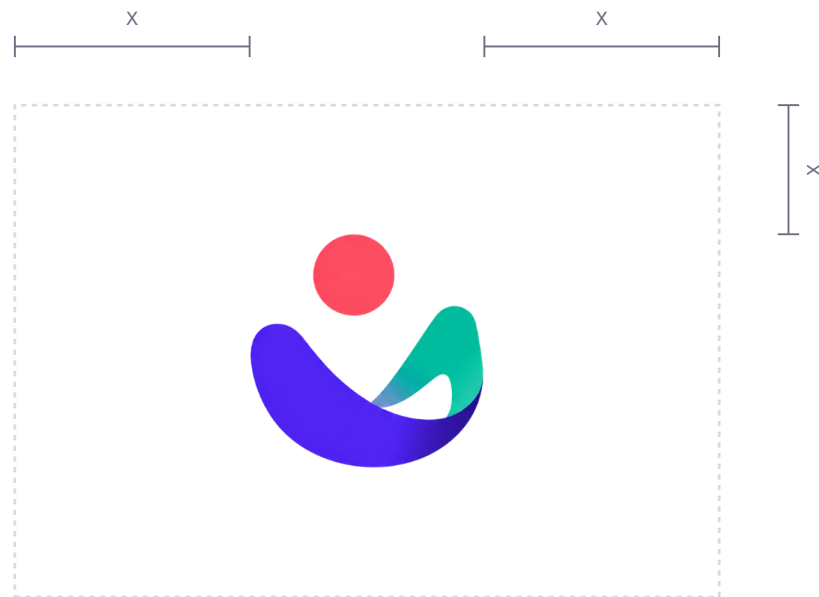
Nepal-first — NPR pricing, eSewa and Khalti at checkout.

PERSONALITY

Modern, friendly, reliable, growth-focused.

The mark

A sunrise settling into a wave. Keep the symbol and the wordmark together — the mark is not modular, and the two do not separate.



x = width of the icon. Keep this margin free on every side — no text, no edge, no other mark.

Minimum size



Below 96px wide, drop the wordmark and use the icon alone — favicons, app tiles, avatars. In print, never smaller than 22mm wide.



ON DARK OR BRAND-COLOR SURFACES



ON WHITE OR LIGHT SURFACES — DEFAULT

What breaks the mark

Four ways the lockup gets weakened in production. If a placement needs any of these, it needs a different asset — not a workaround.



Stretched or squeezed out of proportion



Rotated off its horizontal baseline



Flattened to a single, off-brand color



Given a drop shadow, outline, or bevel

Palette

Five colors, each doing one job. Purple carries the brand; the rest are used with intent.

Primary Purple	Accent Coral	Success Teal	Text / Dark	Light Gray
#6B3DFF	#FF6B7D	#00B894	#0B0B18	#F4F4F8
R107 G61 B255	R255 G107 B125	R0 G184 B148	R11 G11 B24	R244 G244 B248
C58 M76 Y0 K0	C0 M58 Y51 K0	C100 M0 Y20 K28	C54 M54 Y0 K91	C2 M2 Y0 K3
45% OF PALETTE	25% OF PALETTE	12% OF PALETTE	12% OF PALETTE	6% OF PALETTE

Purple leads

Trust and professionalism — nav, primary buttons, headlines.

Coral supports

Warmth and energy — small highlights, never large fields.

Teal confirms

Reserved for success states — paid, booked, done.

Gray grounds

Clean backgrounds that let content and color lead.

Functional colors — product UI only

Not part of the brand palette above — used only for system states in the dashboard.

	Warning #F5A623		Error #E14C4C
---	---------------------------	---	-------------------------

Accessible pairs

White text on Purple or Dark passes contrast.

Dark text on Light Gray or White passes contrast.

Coral is a fill color only — never run text in it.

Two typefaces, one job each

Poppins and Inter, confirmed from hayzr.com — Poppins carries headlines with the same soft curve as the wordmark, Inter runs body copy and the interface.

Aa

POPPINS — HEADLINES & DISPLAY

Hayzr

Regular · 400

Hayzr

Medium · 500

Hayzr

Bold · 700

Aa

INTER — BODY & INTERFACE

Hayzr

400

Hayzr

500

Hayzr

600

Hayzr

700

Hayzr

800

DISPLAY

Your page, your calendar.

Poppins Bold / 26

HEADING 1

Five tools, one canvas

Poppins Bold / 20

HEADING 2

Get paid the moment they book

Poppins Medium / 15

BODY

Take deposits or full payment at checkout.

Inter Regular / 11

LABEL

BOOKING CONFIRMED

Inter SemiBold / 9

How Hayzr talks

Voice is constant — it's who Hayzr is. Tone shifts with the moment — it's what Hayzr sounds like right now. Plain, calm, and specific either way.

Modern

Short sentences, no jargon. Reads like someone who runs a front desk, not an engineer.

Friendly

Warm without being cute. Talks to one owner, not a market segment.

Reliable

States exactly what a feature does and what it prevents — no vague promises.

Growth-focused

Frames every feature as time or revenue back in the owner's hands.

Tone by situation

NORMAL USE

Plain and direct — “Your booking page is live.”

SUCCESS

Warm, brief, no exclamation overload — “Booked. Deposit received.”

A PROBLEM

Calm and specific about what to do next — never “oops!” or blame.

MARKETING

Confident and concrete — sells the outcome, not the feature list.

Say / don't say

SAY	No more double bookings.	NOT	Real-time resource conflict prevention.
SAY	Get paid the moment they book.	NOT	Facilitates upfront payment collection.
SAY	Live in an afternoon. No code, no designer.	NOT	Rapid, no-code deployment for SMB users.

What a Hayzr photo looks like

Real businesses, real light. A photo should feel like an appointment actually in progress.

01 Shoot the real business

Salons, clinics, studios — in their own space, not a generic office or set.

02 Use the light that's there

Natural or practical light, true-to-life color. No heavy filter, no vignette.

03 Catch the moment of service

Mid-cut, mid-consult, a phone out at checkout — never a posed, camera-aware smile.

04 Crop in, not out

Tight, honest crops that keep the person and the work in frame.

Icons & illustration

Hayzr does not run a custom icon or illustration system yet. Use your interface library's standard icon set at consistent stroke weight, and hold off on custom illustration until there's a real need — a half-built system reads worse than none.

Icon, not lockup

Every platform below gets the icon alone, never the wordmark — keep the sun-and-wave centered with even padding.



Favicon

32 × 32px

Flat square, transparent bg



PWA / App icon

512 × 512px

12% safe-zone padding



iOS home screen

1024 × 1024px

System applies the rounded square



Social avatar

400 × 400px

White field, the main full-color icon

Elsewhere, on a brand-purple field, the icon is always white

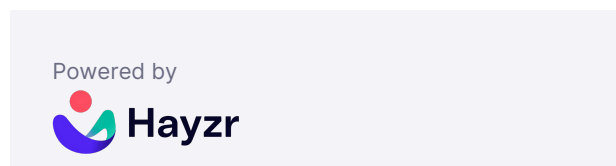
This applies to surfaces not shown above — the Android adaptive background layer, maskable PWA icons. Never the full-color version there: its own purple wave would melt straight into a purple background. The social avatar avoids this entirely by staying on white.

When Hayzr shares the page

Every client booking page carries a small attribution mark. It stays legible, stays small, and never competes with the client's own brand.

Brand architecture

Hayzr is a single master brand today — no sub-brands, product tiers, or regional names. If one is ever introduced, it sits as “Hayzr [Name]” using the primary lockup, never as a standalone mark of its own.



Minimum width 90px. Bottom-right corner of the page, 12px inset from both edges, on a plain or semi-transparent field for contrast.

Trademark & usage

- The Hayzr name and mark are the property of Hayzr Technology Pvt. Ltd., the company's registered name.
- Using the mark does not imply endorsement of a third-party product or service.
- Do not combine the mark with another company's logo to suggest a partnership without written approval.
- Add “® Hayzr Technology Pvt. Ltd.” to the footer of any material distributed outside the company.

Keeping this current

A brand guide only works if it's kept alive. Treat this as a living reference, not a one-time PDF.

Owner Simon KC — first point of contact for any exception to these rules.

Review At least twice a year, and after any logo, product, or messaging change.

Source files Kept alongside this document — never recreated from scratch.

Version history

VERSION	DATE	NOTES
v1	2026	Initial release