



helène  
creative  
solutions

LABOUR OF LOVE

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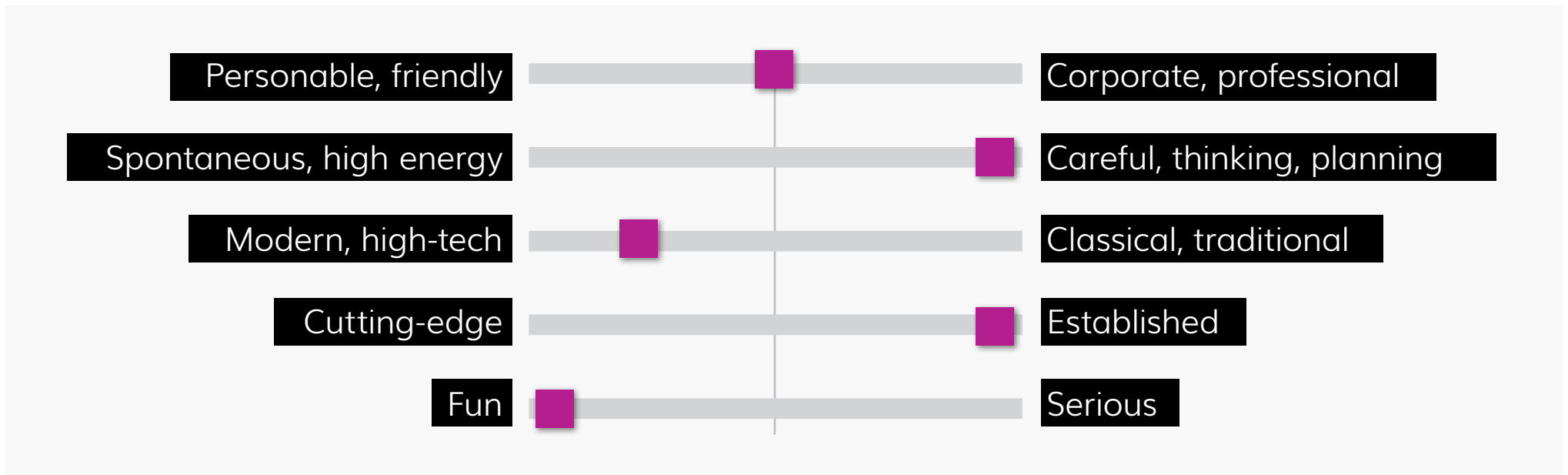
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# Brand personality

Heléne Creative Solutions voice is consistent. It's my style and point of view. Ultimately, my voice encompasses my personality.

Heléne Creative Solutions tone is specific to my messaging. It's our attitude and can change depending on the type of message conveyed.

# Personality spectrum



# Heléne Creative Solutions Personality

Personable

Friendly

Profesional

Thinking

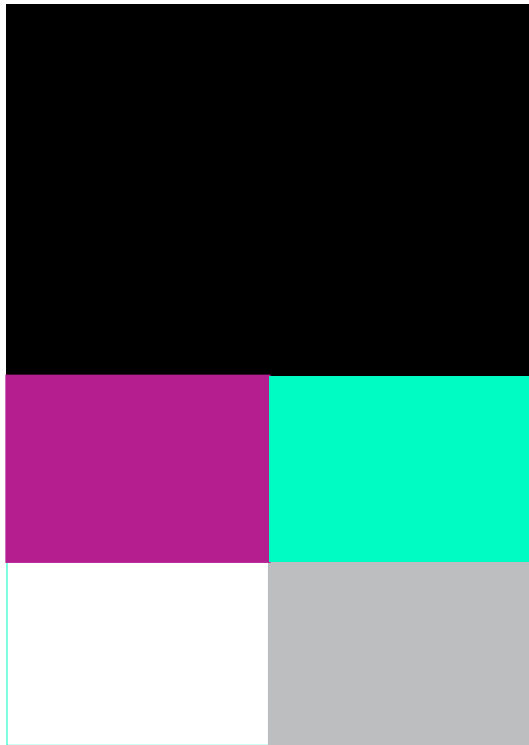
Planning

Modern

High-tech

Fun

# Colour language

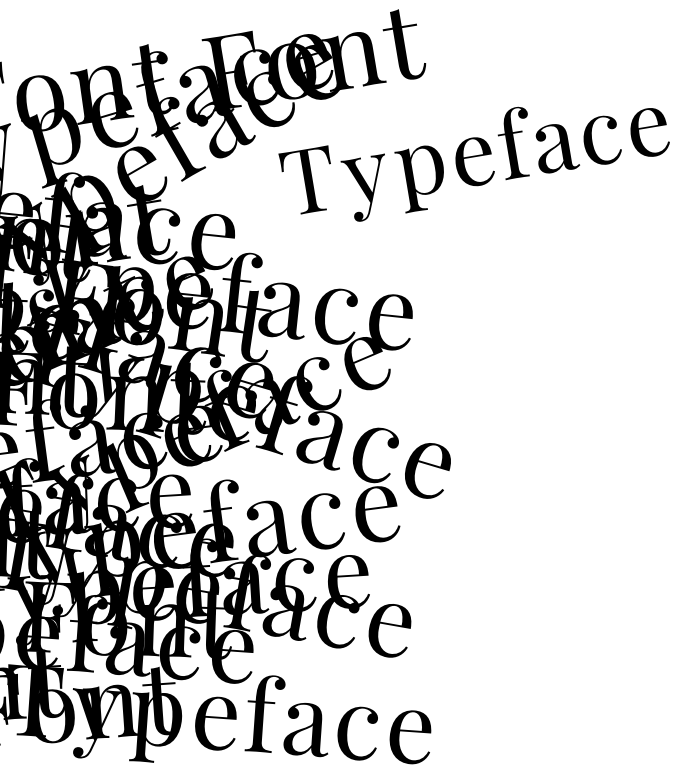


Personality: Friendly, fun, modern, high-tech

"Mere colour  
can speak to the  
soul in a thousand  
different ways."

Oscar Wilde

# Fonts language



Personality: Established, profesional

Primary font

## Playfair Display

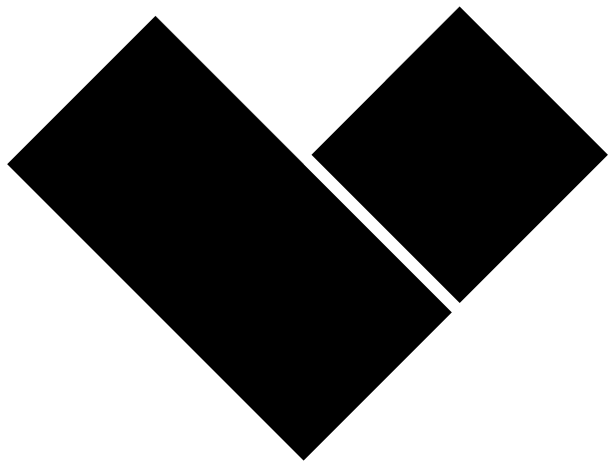
Secondary font

Muli Light is for body text. Muli Light is a geometric slab-serif typeface suited for screen and print. It is a open font distributed through the Google Font Directory . Muli Light has been designed

to be used freely across the internet by web browsers on desktop computers, laptops and mobile devices. Both Playfair Display and Muli Light are free, open source fonts optimised for the web.

# Graphic language

Personality: Thinking, planning, personable



## Square rectangle heart

The square and rectangle invite the feeling of creating, building and foundations. There are 8 sides in total representing continuation, repetition, and cycles. Such elements are seen in arenas where success is obtained simply because of dogged determination and

repetition. Also, matters of business and wealth largely depend on cycles to fulfill their manifestation. All this builds into a heart which symbolizes my soul's purpose of acting from a place of love and sending love into every project I invest in.



# Colour specs



C 70 M 50 Y 30 K 100  
R 0 G 0 B 13  
HTML 00000D

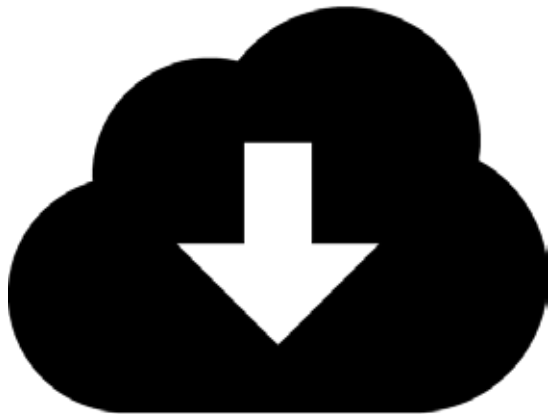
C 0 M 0 Y 0 K 30  
R 188 G 189 B 192  
HTML BCBDC0

C 30 M 100 Y 0 K 0  
R 180 G 30 B 140  
HTML B41E8E

C 65 M 0 Y 0 K 5  
R 0 G 225 B 180  
HTML 00FFB4

C 0 M 0 Y 0 K 0  
R 255 G 255 B 255  
HTML FFFFFFF

# Icons



## Font Awesome

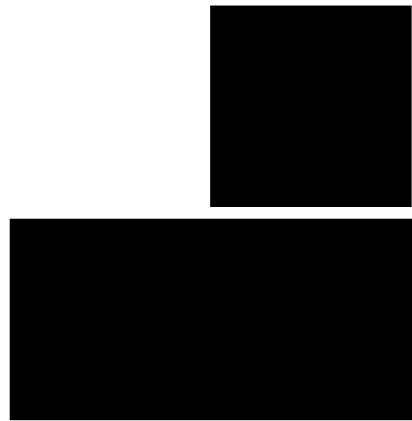
The iconic font and CSS toolkit. One font, 519 icons.

Font Awesome gives you scalable vector icons that can instantly be customised in size, color, drop shadow, and anything that can be done with the power of CSS.

Font Awesome is fully open source and is GPL friendly. You can use it for commercial projects, open source projects, or really just about whatever you want.

[CLICK HERE TO DOWNLOAD](#)

# My logo & tagline



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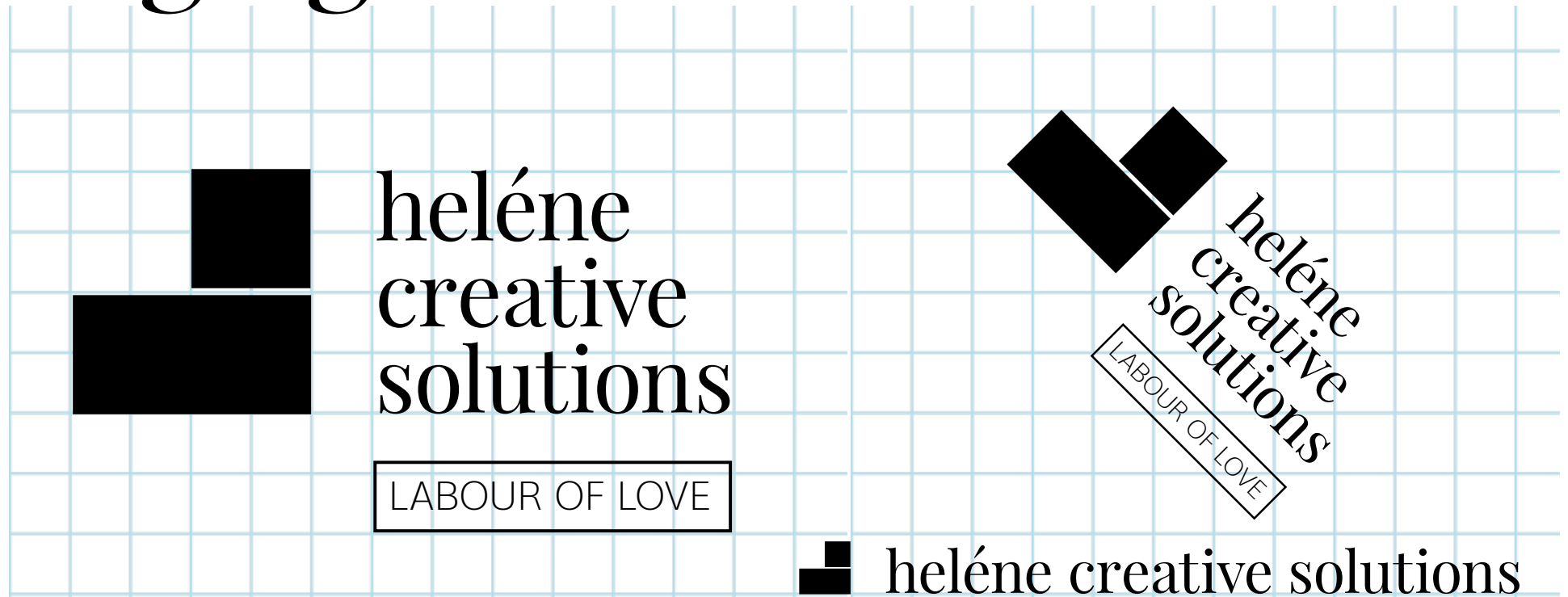
I don't do jobs. I do labours of love.  
I am passionate about my souls purpose  
to be a creative channel for peoples  
creative expressions & influence change.



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# Logo grid



# Logo ways



Landscape lock-off



Colour backgrounds



Portrait lock-off

Personable  
 Friendly  
 Professional  
 Thinking  
 Planning  
 Modern  
 High-tech  
 Fun



October 26, 2015

Mr. David Kirkland  
 Director General, Civil Aviation  
 Government of Saskatchewan  
 95 Street, York Parkway  
 Saskatoon

Dear David,

I would like to raise the opportunity to express my sincere thanks to you for your role in the grant award in the recent conference in Montreal on the "Future of Aviation". The Government and several Members have also asked me to join in their sincere appreciation for your efforts in supporting the aviation in this important and challenging industry.

On both a professional and a personal level, I truly appreciated the time that you and all of us were able to spend together for fun and reflection during our time in your beautiful city. I certainly enjoyed it as much as the conversations of aviation leaders in other parts of the world.

Again, thank you much for your enthusiastic and generous support. I hope this email finds you well and that you continue to be successful in all your endeavours. Please keep in touch and don't hesitate to let me know if I can be of any help on the other side of the world.

Love of Helène, helène

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helène creative solutions  
 GROUP OF COMPANIES



"DESIGN IS NOT JUST WHAT IT LOOKS LIKE & FEELS LIKE. DESIGN IS WHAT IT WORKS."  
 - STEVE JOBS



**IDENTITY**

This is the intellectual property of Helène. All intellectual property expressed from Helène is free for the benefit of all, please use my thought processes and formulas to prosper your purpose.



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October 20, 2015

Mr. David Kimberly  
Director General, Civil Aviation  
Government of Seychelles  
10 Island View Parkway  
Seychelles

Dear David

I would like to take this opportunity to express my heartfelt thanks to you for your very active participation in our recent conference in Montreal on the "future of aviation". The Chairman and Board Members have also asked me to pass on their sincere appreciation for your efforts in supporting the Institute in this important undertaking.

On both a professional and a personal level, I really appreciated the time that the two of us were able to spend together for fun and reflection during conference down times. I certainly learned a lot about the unique aspects of aviation operations in your part of the world.

Again, thanks so much for your enthusiastic participation in our conference. I have no doubt that it would not have been the success that it was without your presence. Please keep in touch, and drop in and visit us whenever you are in this part of the world.

Love & light, helène





Mr. David Kimberly  
Director General, Civil Aviation  
Government of Seychelles  
10 Island View Parkway  
Seychelles



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“DESIGN IS NOT JUST WHAT IT  
LOOKS LIKE & FEELS LIKE.  
DESIGN IS HOW IT WORKS.”  
- STEVE JOBS



# Love & light

PUNCH THE WORLD IN THE FACE WITH YOUR AWESOMNESS