

DijitalPi

HeyLabs

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# BRANDMARKS

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HeyLabs | HeyKids | HeySchool




# HeyLabs

*"Personalized and Empowering Education Technologies"*



## Our Brand Story

"It all began when we looked beyond the cold codes of technology and recognized the warm human desire to learn. At Hey**Labs**, we believed that AI should not just be a machine that answers questions, but a **catalyst** ) that unlocks potential.

Our journey starts with a child's curiosity to understand the world. With Hey**Kids**, we transform that curiosity into a safe dialogue ) that guides them not to the answer, but to discovery. Because we know that intelligence lies not in the answer, but in asking the right question.

As this curiosity grows, it seeks structured guidance. With Hey**School**, we lighten the load for teachers and merge the infinite cycle of education ) with efficiency.

We are Hey**Labs**. Written in our code are not just algorithms, but the excitement of the student, the vision of the teacher, and the trust of the parent. We build technology, but our true masterpiece is the 'human!'"



## Our Core Values



### Human-Centered Learning

◆ *"Technology is for people."*

We build technology to support people. By going beyond algorithms, we make the learning experience more personal, more meaningful, and more human. Our goal is not cold software, but an experience that touches human nature.



### Build for Impact

◆ *"Not vanity, but results."*

We focus on solutions that genuinely improve learning outcomes, not just adding features. Instead of vanity features, we develop products that make measurable, tangible contributions to helping people learn better or teach better.



### Empowerment

◆ *"Our ultimate outcome: Competence."*


Every product we design must serve a single purpose: to help learners grow and help teachers thrive in their profession. For us, success is measured by the competence and power we instill in our users.



### Responsible, Safe AI

◆ *"Safety is non-negotiable."*

The AI we develop is fully aligned with real educational goals, trustworthy, age-appropriate, and transparent. We never compromise on safety while innovating; because responsible technology means a secure future.



Hey

HeyLabs

HeyKids

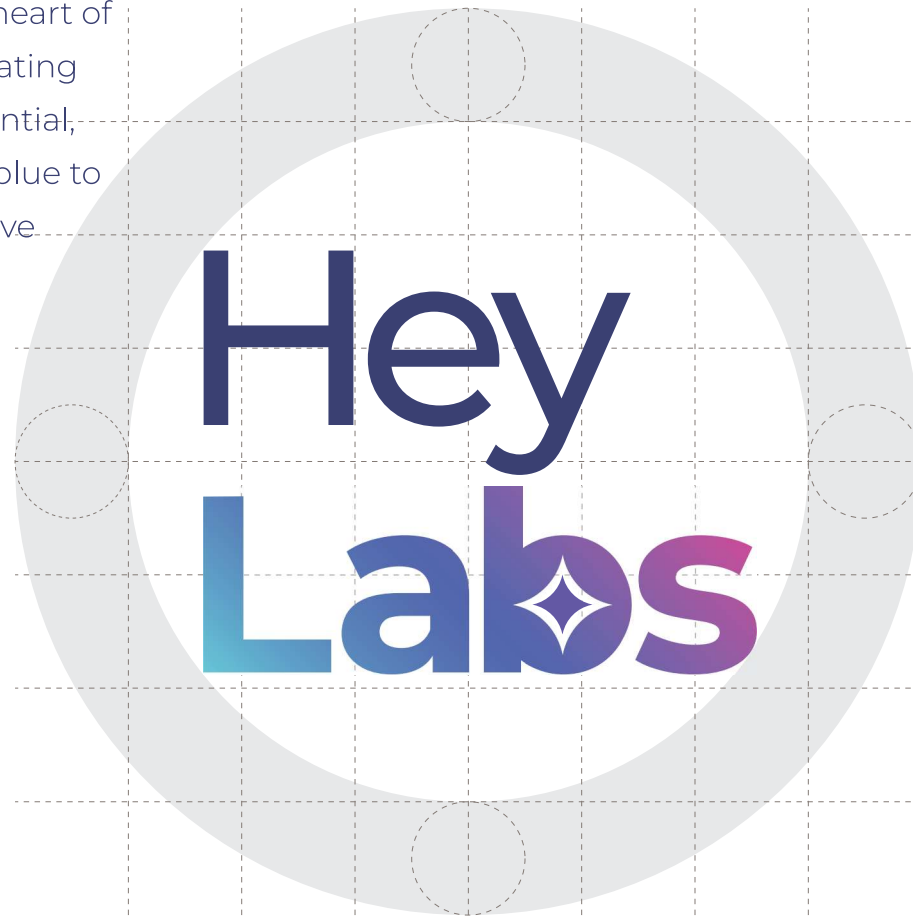
HeySchool

## Logo Architecture

The **HeyLabs** logo combines the sincerity of the word 'Hey' with the innovation of the concept 'Labs' in a modern **line**.

### The Spark That Ignites Potential

The 'Spark' symbol (◆) at the heart of our logo represents the illuminating power of AI and individual potential, while the color transition from blue to purple reflects the transformative effect of education.



HeyLabs◆



With its circular form, this symbol is also used in our corporate communication as a fundamental building block and bullet point indicating the starting point of ideas.

◆ Primary Bullet Point

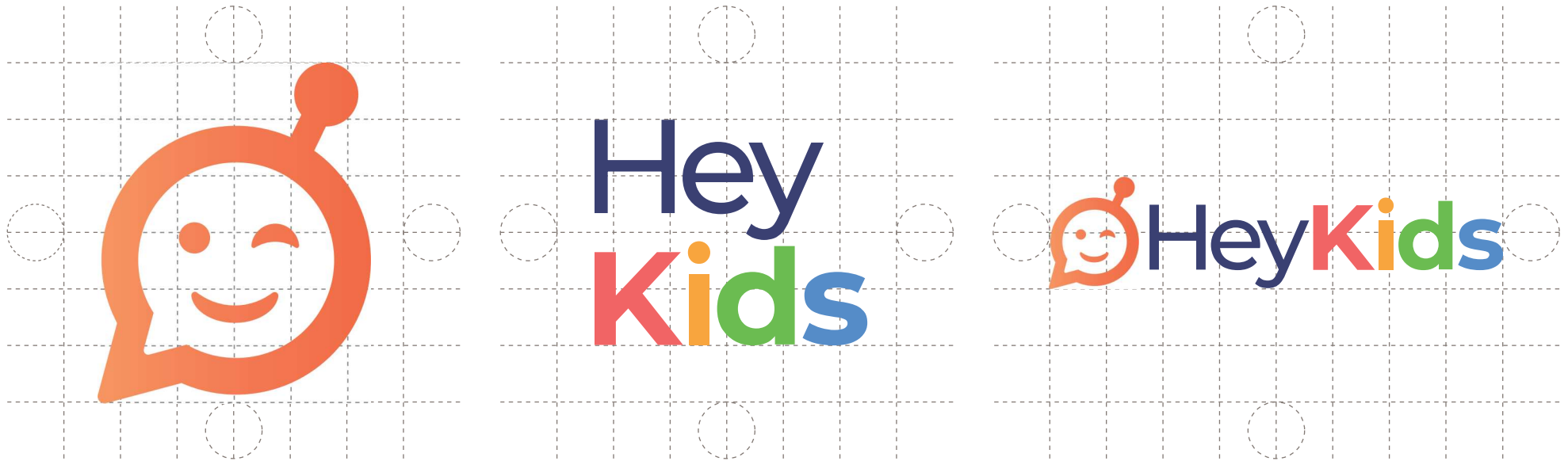
◆ Secondary Bullet Point

## Logo Architecture

The **HeyKids** logo embodies children's endless curiosity and excitement for learning in the form of a warm 'digital companion.'

### The Smiling Face of Curiosity

The speech bubble at the center and the antenna above it position AI not as a data repository, but as a communication tool based on interaction; while the winking smile makes technology sincere, safe, and accessible for children. The energetic orange tones of the symbol and the color diversity in the '**Kids**' typography symbolize that the learning process is not monotonous, but a colorful and creative adventure explored at every child's own pace.



## Logo Architecture

The **HeySchool** logo reflects the academic seriousness and continuity of education with reassuring sky-blue tones.

### The Infinite Cycle of Success

The infinity sign ( $\infty$ ) settled in the center of the word 'School' symbolizes that learning is not a journey that ends with a diploma but lasts a lifetime; while the graduation cap above it crowns the tangible success and competence at every stage of this journey. Our modern and balanced typography is a visual guarantee of the structured, clear, and sustainable technological support we offer to teachers and educational institutions.



## Color Palette

### Main Color:

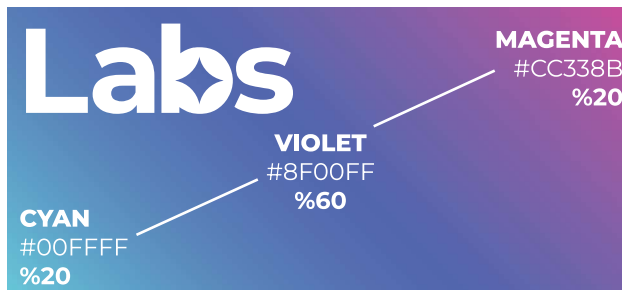


#### Midnight Blue

Emphasis on Depth and Authority.

- Hex: #191970
- CMYK: 0, 41, 100, 0

### Labs:

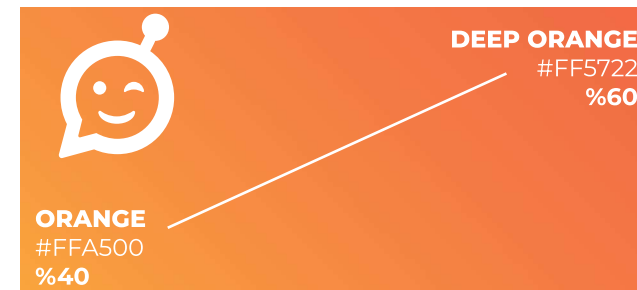


#### Gradient : Cyan - Violet - Magenta

Emphasis on Innovation and Transformation

- Hex: #00FFFF | Hex: #8F00FF | Hex: #CC338B
- CMYK: 57, 0, 15, 0 | CMYK: 76, 81, 0, 0 | CMYK: 17, 93, 6, 0

### Kids:



#### Gradient : Orange - Deep Orange

Emphasis on Sincerity and Trust.

- Hex: #FFA500 | Hex: #FF5722
- CMYK: 0, 41, 100, 0 | CMYK: 0, 76, 86, 0

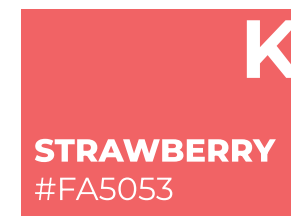
### School:



#### Light Blue

Emphasis on Clarity and Sustainability.

- Hex: #66CCFF
- CMYK: 56, 2, 0, 0



#### Strawberry

Energy and Excitement

- Hex: #FA5053
- CMYK: 0, 80, 58, 0



#### Orange

Energetic and Playful

- Hex: #FFA500
- CMYK: 0, 41, 100, 0



#### Lime

Growth and Freshness

- Hex: #00FF00
- CMYK: 63, 0, 100, 0



#### Sky Blue

Imagination and Freedom

- Hex: #82C8E5
- CMYK: 46, 5, 5, 0

## Typography (Font Family)

**Montserrat:** A modern, geometric, and highly legible sans-serif font family.

**Headline Font:**  
Modern and highly legible.

Suggested Header Font:  
Montserrat (Medium)

A Å Ä Æ B C Ç D E F  
a å ä æ b c ç d e f g ħ i j k l m  
0 1 2 3 4 5 6 7 8 9 & @ € \$ ? #

**Body Copy Font:**  
Clean and readable

Suggested Header Font:  
Montserrat (Light)

A Å Ä Æ B C Ç D E F  
a å ä æ b c ç d e f g ħ i j k l m  
0 1 2 3 4 5 6 7 8 9 & @ € \$ ? #

**Highlights/Emphasis:**  
For special announcements and key information.

Suggested Header Font:  
Montserrat (Light-Italic)

A Å Ä Æ B C Ç D E F  
a å ä æ b c ç d e f g ħ i j k l m  
0 1 2 3 4 5 6 7 8 9 & @ € \$ ? #

**Highlights/Emphasis:**  
For special announcements and key information.

Suggested Header Font:  
Montserrat (Bold)

A Å Ä Æ B C Ç D E F  
a å ä æ b c ç d e f g ħ i j k l m  
0 1 2 3 4 5 6 7 8 9 & @ € \$ ? #

## Logo Variations

### Vertical (Stacked) Usage :

Ideal for mobile apps, social media profiles, and vertical spaces. 'Hey' sits at the top, with the sub-brand (Labs / Kids / School) at the bottom.



## Logo Variations

### Horizontal (Landscape) Usage:

For website headers, corporate documents, and presentations. The logo flows in a single line from left to right.



HeyLabs

The logo for HeyLabs features the word "Hey" in a dark blue font, followed by "Labs" in a lighter blue font. A white four-pointed starburst icon is positioned between the "L" and "a" of "Labs".

HeyKids

The logo for HeyKids features an orange speech bubble icon with a smiling face and a small orange dot above it, followed by the word "Hey" in dark blue, "Kids" in red, and "Kids" in green.

HeySchool

The logo for HeySchool features the word "Hey" in dark blue, "School" in light blue, and a blue graduation cap icon positioned above the "o" in "School".

## Mobil App Icon

The standalone symbol (🌟, 😊, 🎓) or the symbol + brand name combination.

Goal: To create a noticeable, distinctive, and reassuring 'badge' effect on app stores and mobile screens.



### Dark Mode

Our color palette is optimized to ensure the clearest visibility without vibration on modern software interfaces and dark backgrounds.



## Brand Applications

### Business Card



## Brand Applications



### Brand Applications



## Brand Applications



Hey  
Labs

## Brand Applications



Hey  
Labs

The image shows a 3D logo for 'Hey Labs' mounted on a dark, vertically-paneled wall. The word 'Hey' is rendered in white, sans-serif, 3D block letters. The word 'Labs' is rendered in a gradient of colors from light blue to purple, also in 3D block letters. The letter 'b' in 'Labs' features a stylized, four-pointed starburst or spark-like graphic in its center. To the left of the wall, a glass-walled entrance to a modern building is visible, with interior lights glowing through the glass.

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Thanks.

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