



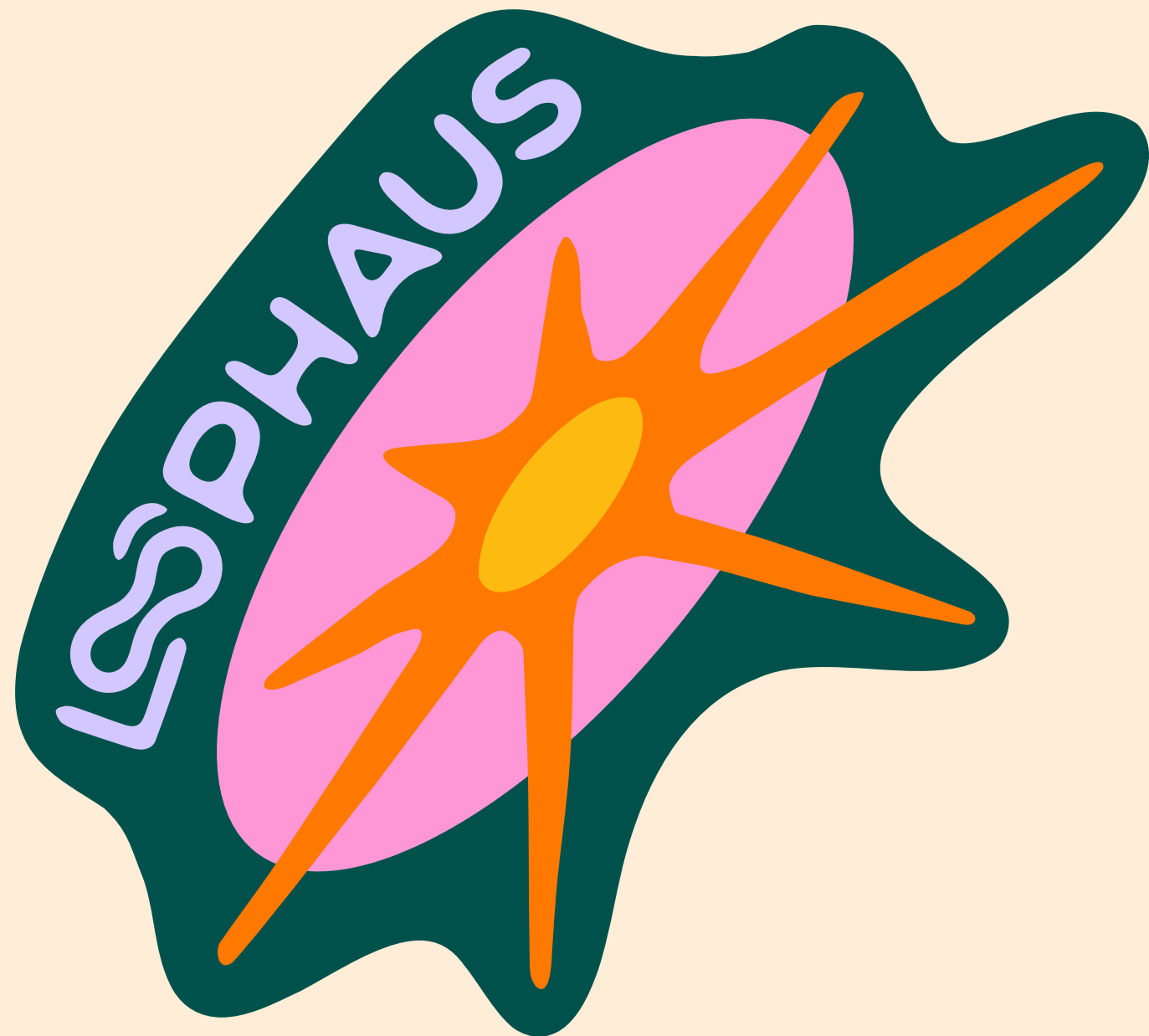
Brand guide  
May 2025



# OUR LOGO,

Our logo design centres around a playful, dynamic shape that blends the energy of a sun, the radiance of a spark, and the vibrancy of a tropical flower. It symbolises the summer vibes, freedom, and joy. Capturing that electric feeling of doing what you love under the sun, while nodding to the brand's Malaysian roots.

With a fun, sticker-like look, it fits right into surfskate culture, something you would proudly slap on your board or helmet. It's warm, cheeky, and full of good energy, just like the Loophaus spirit.



LOOPHAUS

Logo

Colour

Typography

Illustrations

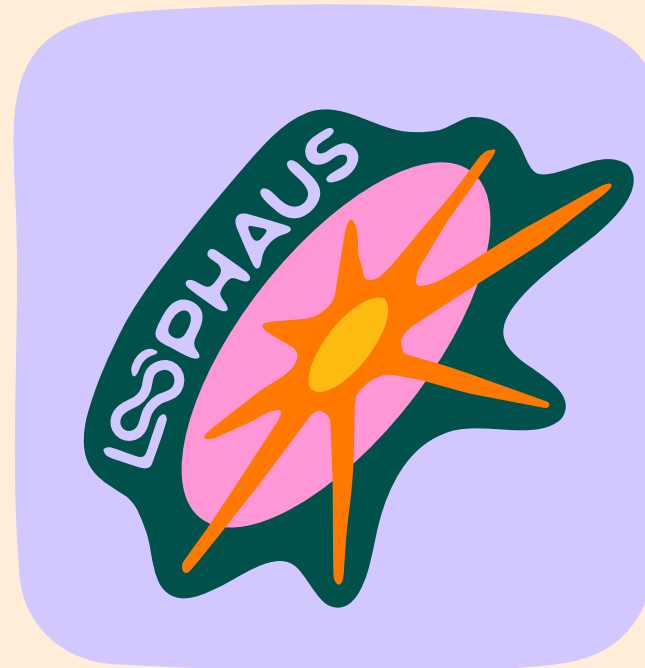
Photography

# SECONDARY LOGO,

Our primary background colour is Jungle Green, but this may shift to beige when extra clarity or contrast is needed.

A secondary logo featuring either the graphic symbol alone or just the typographic mark. This can be used selectively for watermarks, content pieces, or on products.

And whatever the setting, always keep it clean, bold, and true to the Loophaus vibe.



# LOGO, INCORRECT USE

LOSPHAUS

Logo

Colour

Typography

Illustrations

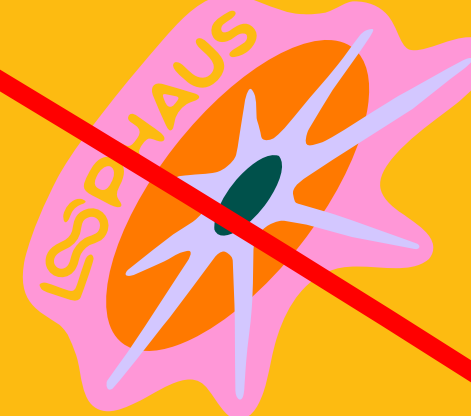
Photography



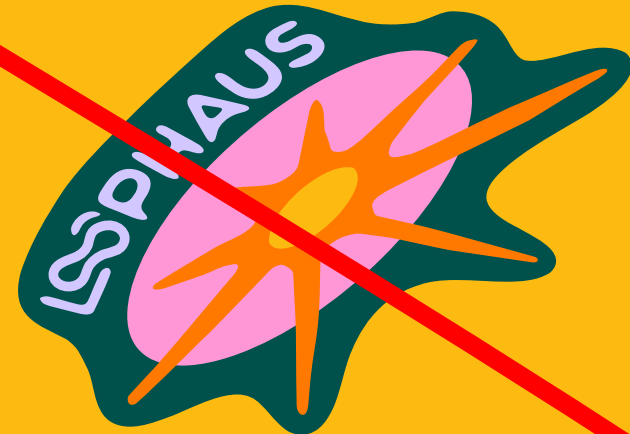
Don't rotate it.



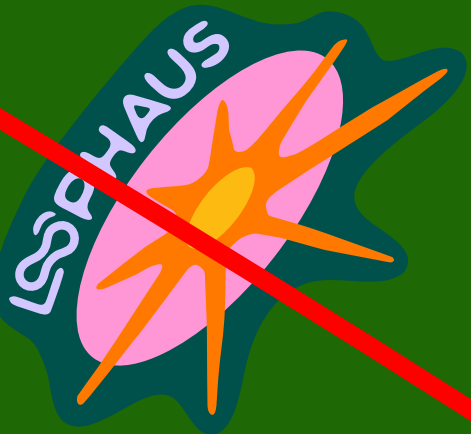
Don't add gradient.



Don't change the colour.



Don't stretch it.



Don't use low-contrast  
backgrounds



Don't make it 3D.



COLOUR

# COLOURS

Our colour palette is inspired by the warmth of the tropics—vibrant, sun-soaked, and full of life. Reflecting the spirit of the outdoors, our colours radiate energy, fun, and harmony, capturing the feeling of tropical heat, playful moments, and that sense of freedom you get when you're truly living in the moment.

Jungle  
Green

C100 M47 Y64 K37  
R00 G81 B75  
#00514B

Tropic  
Heat

C0 M67 Y100 K0  
R255 G121 B00  
#FF7900

Sunburst

C0 M29 Y100 K0  
R253 G187 B17  
#FDBB11

Sunset  
Bloom

C0 M50 Y0 K0  
R255 G151 B215  
#FF97D7

Midnight  
Lilac

C18 M24 Y0 K0  
R211 G199 B255  
#D3C7FF

Neutral  
Rush

C0 M6 Y14 K0  
R255 G237 B215  
#FFEDD7

LOSPHAUS

Logo

Colour

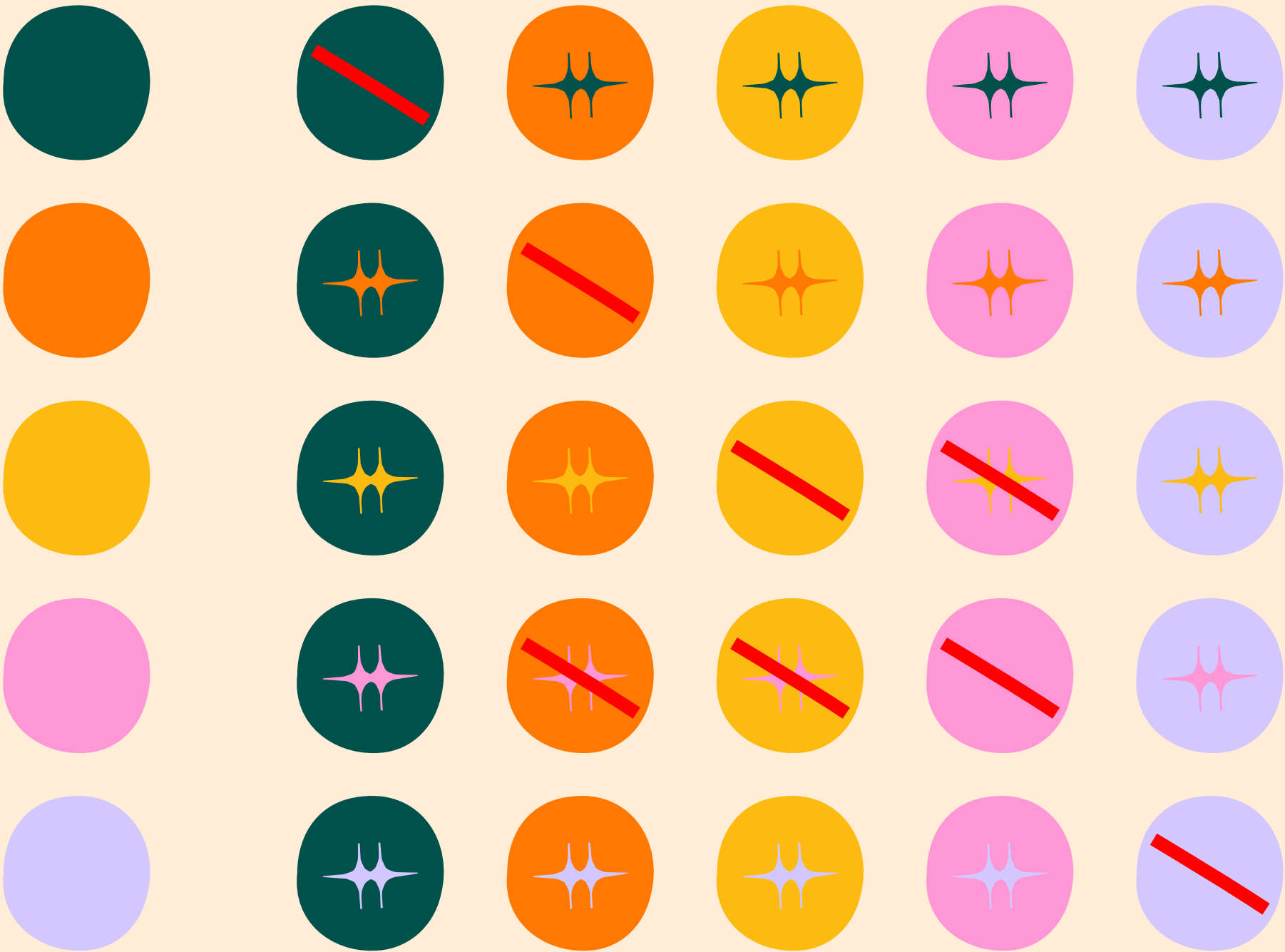
Typography

Illustrations

Photography

# APPLYING COLOURS

When combining our primary colours, always aim for clarity and cohesion. Avoid layering low-contrast colours that make text or elements hard to read. Here are a few go-to combinations to get you started.



Logo

Colour

Typography

Illustrations

Photography





TYPQ,GRAPHY

# TYPO,GRAPHY

Gracio—our primary font is an organic, beachy typeface that brings out individuality and the human touch in everything we do. The O in Gracio has a curvy stroke, symbolising the wheels rotating in surfskate, adding a playful and dynamic twist.

Paired with Hoss Round Slab as our secondary font, we strike a perfect balance between fun and approachable, setting the tone of voice to be both friendly and inviting across all designs.

## GRACIÓ

A B C D E F G H I J K L M N  
O, O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0 . , ! ?

## Hoss Round Slab

a b c d e f g h i j k l m n  
o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 . , ! ?

# TYPE HIERARCHY

Whenever we write and design copy, please ensure to use the following examples as guidance.

Headline: Gracio

YOU. ME. IN MOTION.

Subline: Gracio

RIDE THE FLOW. LIVE THE RIDE.

Body copy: Hoss Round Slab

Born under tropical skies. Raised by rhythm, flow and momentum. We're not just a surfskate brand, we're a love letter to community, to flow, to having fun wherever your wheels take you.

LOSPHAUS

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ILLUSTRATION

# ILLUSTRATION

These graphics inject vibrance, energy, and personality into the brand. Inspired by tropical warmth and the playful, diverse spirit of surfskate culture, they help bring the Loophaus world to life.

The designs feature sparks, a symbol of unity, and floral and flowing forms, all reflecting the movement, connection, and joy at the heart of the brand.



LOOPHAUS

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PHOTOGRAPHY



# PHOTOGRAPHY

LOSPHAUS

Our photography style is warm and vibrant, capturing moments that feel both spontaneous and cinematic. We use saturated tones with a slight bloom on the highlights to create a dreamy, sun-soaked atmosphere that reflects the tropical energy of the brand.

The focus is on real, joyful movement, golden-hour glows, surfskate sessions, and playful, in-the-moment shots that feel raw, human, and full of freedom.



Logo

Colour

Typography

Illustrations

Photography



You. Me. In motion.