



## About the Brand

During the heat of Covid lockdown, we became fascinated with the idea of bringing people closer together and providing good cheer. The pandemic had confined people to a space and deprived them the opportunity to reach out and celebrate special days with loved ones like they used to, so we thought about a way of navigating this new reality.

Hailerz was born out of necessity to build, nurture and strengthen relationships. We connect people to their favourite celebs, influencers, in all positive way. On this platform, fans have unrestricted access to their favourite celebs who can join in celebrating loved ones. Conversely, talents have a more intuitive way to genuinely bond with their fans in Africa/diaspora.





## What We Stand For

**Help Talents Grow**

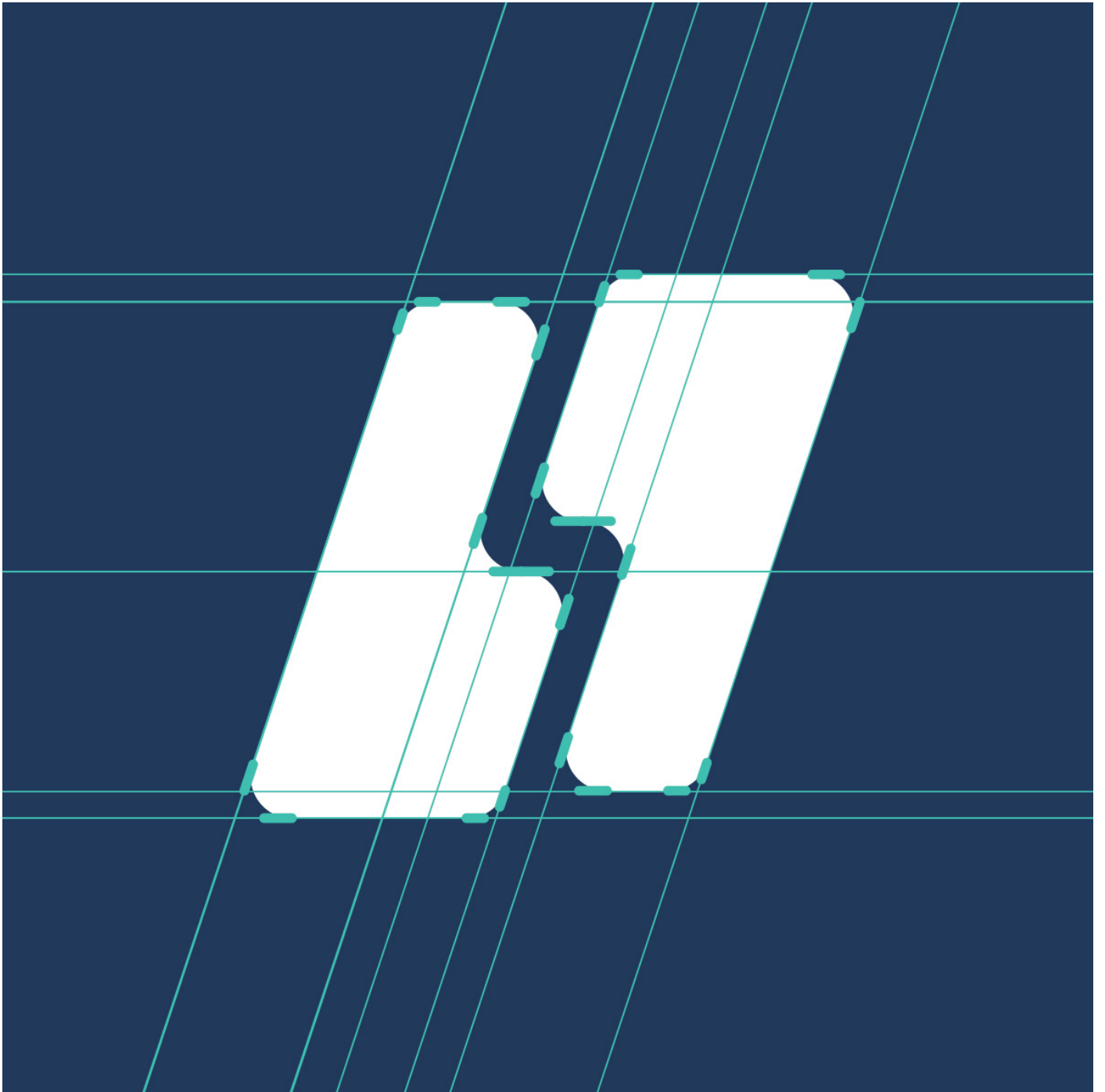
**Help Talents Learn**

**Build A Talent Community**

**Providing Good Cheer**

**Rewarding Talents**

**pilors**



## Logo Rationale

**Thumbs Up:** This icon symbolises “Gbayi,” a nigerian lingo that depicts an instance or gesture of approval or encouragement. Hailerz helps talent learn and grow by creating different challenge to celebrate and provide good cheer to the best participant. this helps encourage them to keep updating their skills and strive to be the best.



**Talents Community:** The icon represents unity, togetherness and likeminds ( talents ) coming together to form a community. Hailerz is a platform where talents have a more intuitive way to genuinely bond with their fans in Africa/diaspora



**Growth Icon:** Hailerz is focused on developing, helping talents grow. This is done through different challenge and quiz that serves as growth plans for different talents to help boost their professional performance.



**Letter H:** All elements used in the logo was carefully infused to form the brand initial letter H









**Montserrat**



# Ghanyi













5:12



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Hailerz



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