

About Us

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 favorite **celebs, influencers**, in all positive way. On this platform, fans have unrestricted access to their favorite celebs who can join in celebrating loved ones. Conversely, talents have a more intuitive way to genuinely bond with their fans in Africa/diaspora.

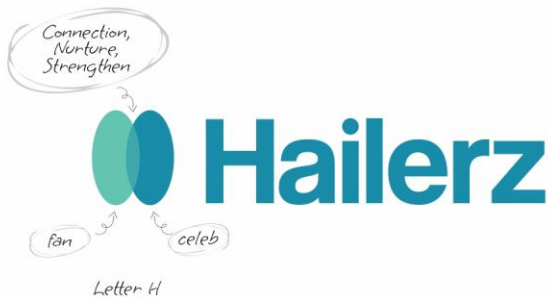
Our mission is simply to provide good cheer for all.



CURRENT LOGO

PROPOSED LOGO





Logo Rationale

In redesigning the Hailerz logo, a combination mark was created to embody the brand's essence. The logomark features two overlapping ellipses: the first representing the fan, the second representing the celebrity. Their intersection symbolizes the core values of connection, nurturing, and strengthening relationships. The whole logomark forms letter 'H' representing the brand initial.

A sans serif typeface was chosen for the name to convey a modern, approachable feel, while maintaining the original color palette to ensure continuity and recognition. This redesign reflects Hailerz's commitment to bringing people together and fostering meaningful connections.





Hailerz



Hailerz

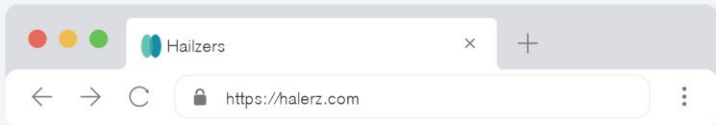


Hailerz

Typography

Coolvetica Rg

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789!@#%&^*~()



1900 Members | 1 Online | 50 Challenges

Hello Hailerz! 🙌

Welcome to Hailerz Challenges



@myhailerz



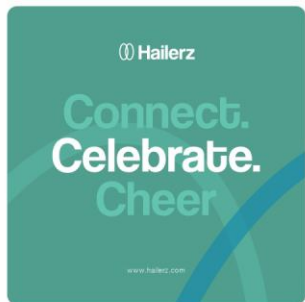
@myhailerz



@myhailerz



@myhailerz



 **Hailerz**

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The logo consists of two overlapping ovals: a light teal one on the left and a darker teal one on the right, both with a slight gradient.

Hailerz