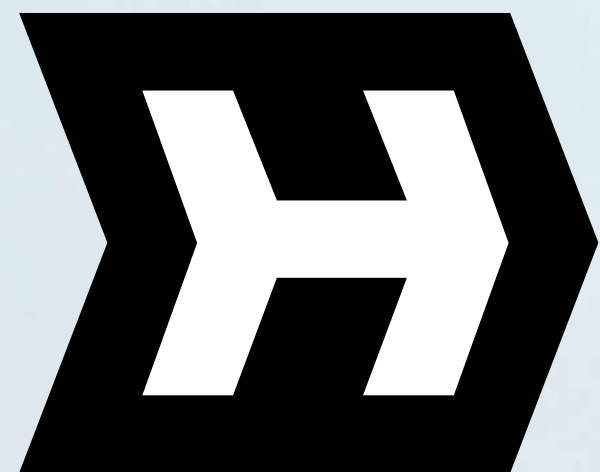




HEMINENT

Performance **Unfiltered.**



BRAND & LOGO STORY

HEMINENT is built for the modern man who values strength, style, and authenticity. The name combines

HEMINENT combines “He” (Menswear) with “Eminent” (Distinguished)

reflecting a brand that champions confidence and performance without compromise. Every piece is designed to merge premium craftsmanship with functionality, making it the choice for men who live bold and move free.

The Forward Drive (Progress + Power)

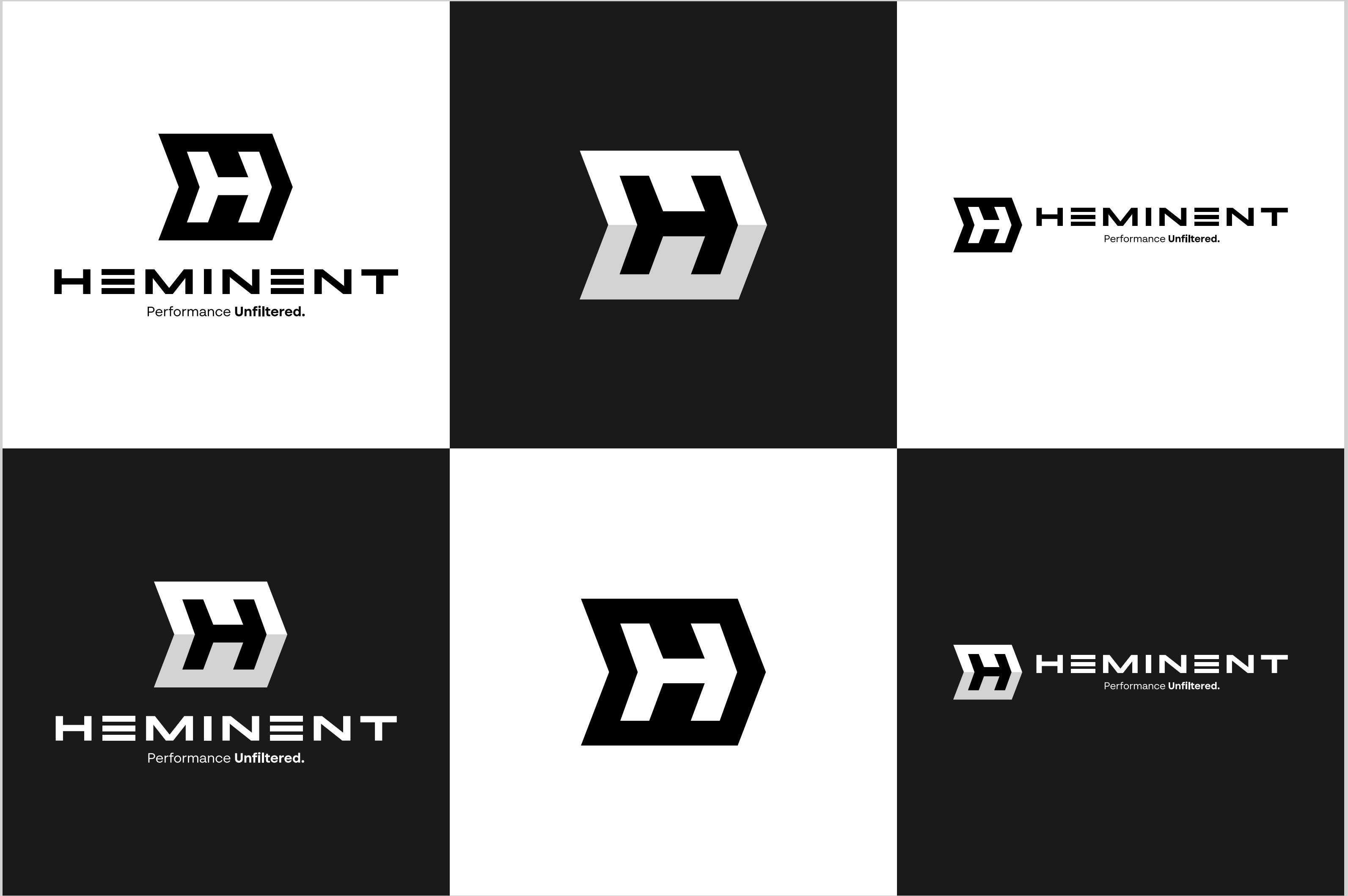
The “H” in Hement is more than a letter — it’s a symbol of motion. Its forward-leaning form represents men who move ahead, constantly evolving and shaping their own path.

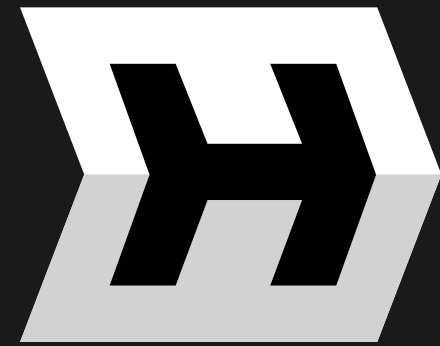
The bifold edges signify balance and duality — strength with style, confidence with class, ambition with elegance.

That’s what Hement stands for not just looking good, but moving forward with purpose.



LOGOS

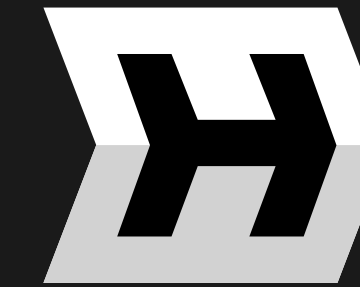




Performance
Unfiltered.



Performance **Unfiltered.**



HEMINENT
Performance **Unfiltered.**



HEMINENT
Performance **Unfiltered.**

COLOUR PALETTE



TYP0 | PRIMARY FONT

Montserrat

Regular
Medium
Semi Bold
Bold
Extra Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYP0 | SECONDARY FONT

Jost

- Regular
- Medium
- Semi Bold
- Bold**
- Extra Bold**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

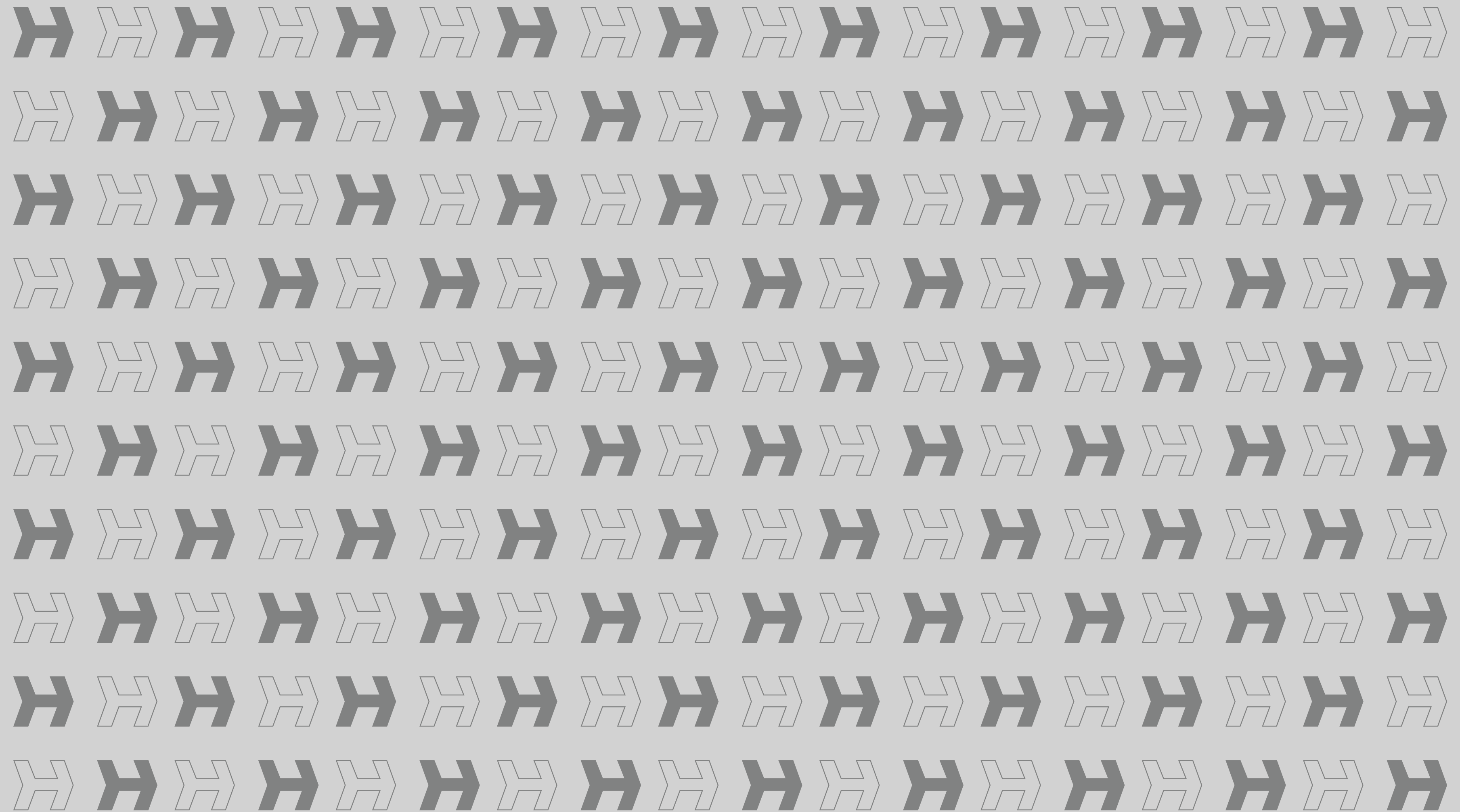
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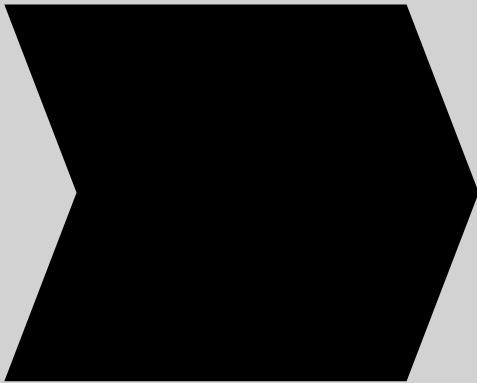
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1234567890

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1234567890

PATTERN

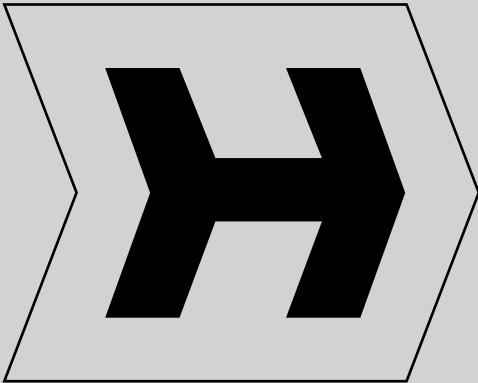


LOGO MISUSE



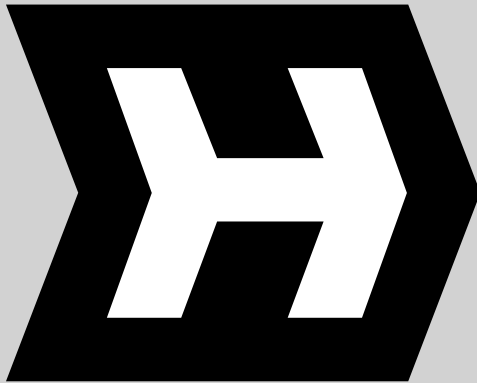
HEMINENT

Performance **Unfiltered.**



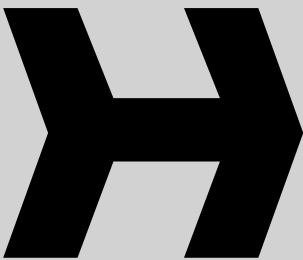
HEMINENT

Performance **Unfiltered.**



HEMINENT

Performance **Unfiltered.**



HEMINENT

Performance **Unfiltered.**

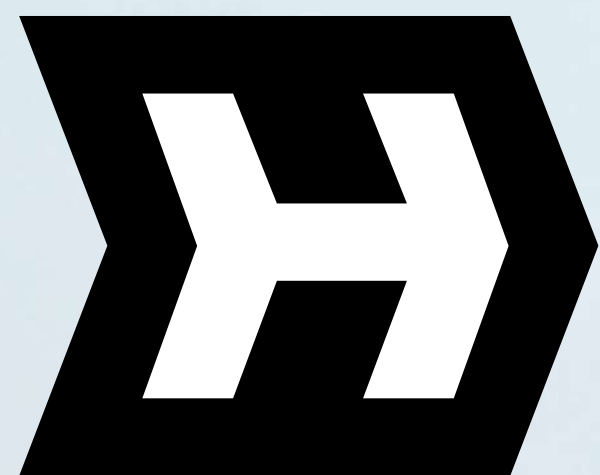


Performance
Unfiltered.





HEMINENT
L 38
100% COTTON
Made in India



THANK YOU

