

פעילות המותג

האתגר המיתוגי

מה אומרת הלקוח.ה?

הליוס היא חברת הזנק ישראלית שמפתחת שני פתרונות מבוססי טכנולוגיה שהינם קריטיים להמשך החיים על פני האדמה, פתרונות שישנו את העולם (על אמת):

+ כור היתוך שמייצר מתכות ללא פליטת פחמן כלל, ההליך עצמו מייצר חמצן וניתן ליישום מהיר בקני"מ תעשייתי
+ מוצרי כריית חמצן ירחי

מאז הקמתה פועלת החברה כדי ליישם את חזונה - שיפור החיים על פני כדור הארץ ומעבר לו. החברה פונה לשוק הבינלאומי וכבר עכשיו מושכת תשומת לב והשקעות מענקי תעשייה כגון תאגיד תיסנקורפ.

מטרת העל של התהליך היתה לחדד את מהות המותג בסיפורו כלפי קהליו המקצועיים, הן בקהיליית המדע והחלל והן מול עסקי תעשיות המתכת - וזאת, בדרך מרגשת, ישירה ומבדלת.

האתגר העיקרי התקיים בכך שהחברה פועלת בשני מישורים שעל פניו אינם מתחברים, כל מישור פונה לקהל שונה ודורש תקשורת מסוג אחר. לאחר למידת החומר כתבנו סיפור מותגי שמאחד בין שני המישורים ומאפשר צמיחה עתידית לכיוונים חדשים תחת מותג מאוחד, בנינו מותג בעל אישיות ומסר אחד מוביל. שורת האסטרטגיה שהשיקה את הליוס היא Existence Matters, כפל המשמעות מרמז על חשיבותם של אלמנטים קריטיים בקיום האנושי.

עוד בתהליך:

+ סדנת מיתוג מרתקת + לוגו רספונסיבי
+ גופן וגליפים
+ הפקת סרטונים, צילומים
+ איפיון, עיצוב ופיתוח אתר
+ ביתני תערוכה

אתר החברה

heliosmatters.com

"מה הקשר בין הפקת חמצן על הירח ויצירת ברזל ירוקה בכדור הארץ? אלו תחומי העיסוק של הליוס.

יצירת הסיפור המאחד בין השניים, הצליחה בזכות התהליך המדויק, החד, והמקצועי שבוצע. אחד האתגרים המשמעותיים בתהליך המיתוג האסטרטגי, היה לספר את הסיפור המורכב, באופן מושך וקולע לכלל קהלי היעד שלנו המדברים "בשפות" שונות לחלוטין. התוצאות של התהליך חדרו ישר ללב וריגשו אותנו.

השפה הויזואלית מדגימה בצורה מושלמת את החזון המחודד המעודכן שלנו ומעביר את המסרים שלנו בבהירות בקרב העובדים, הלקוחות הפוטנציאליים והמשקיעים כאחד. התהליך עצמו היה חד, מדהים ומרגש, התוצר מדויק, מושלם."

This is Helios

Helios is a forward-thinking company that develops **novel technologies that empower humanity** to reduce its impact on the planet by optimizing resource utilization on **earth and beyond**.



The Helios Vision →

Securing the Elements of the Future

Helios has set out to empower humanity to reduce its impact on the planet by optimizing resource utilization on earth - and beyond.

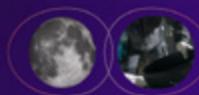
Helios Mission →

Leveraging the power of novel technology and our passion for humanity to ensure viable and sustainable life on earth and beyond.

The Helios Brand Strategy →

Helios is a company that started with an inspired idea and evolved into a technology-based innovator.

As such, it is important to incorporate both short and long term pipelines into a longstanding and substantial identity that will serve diverse audiences and **facilitate solid relationships** on the one hand - while remaining true to the evolutionary nature of the company on the other.



In order to define the brand identity, there is no need to "choose" one (decarbonizing steel) or the other (oxygen on the moon, and mining critical metals). The brand will express the approach and assets of the company - which is **focused on creating true impact** - today, and tomorrow.

Brand Values: Our 6R's
These values define our thoughts and actions.



Brand Essence (DNA)

Resourcing the Future

We care about today, and understand the impact our current actions have on tomorrow.

We are focused on securing the resources required for maintaining pragmatic and prosperous life systems on earth and beyond. Refining, resourcing and renewing the elements to ensure life is promised.

Our Story →

Respecting the Source

There's always the sun. And the moon. And the stars. And the earth.

There's always an opportunity to remind ourselves about the value of life and the valuable resources we have been granted in the solar system we live in.

Helios is a technology-based company that is committed to optimizing processes in order to enable positive impact on the environment and mankind. We are part of the universe and just like the sun - have a powerful effect on people, the planet and the entire solar system. Each step along the way is paved with a deep sense of respect and responsibility, guided by human integrity and intelligence - and a commitment to a better future for ourselves and for the next generations to come.

Brand Personality →

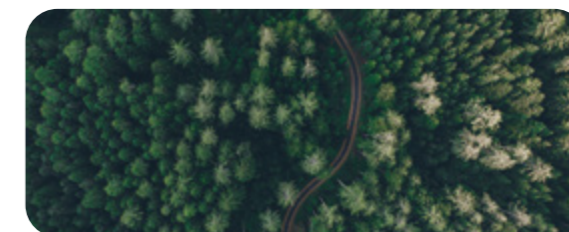
The Mindful Maverick

Helios is about bringing light to life; insightful and inspired, this company uniquely combines mind and matter. It creates and delivers smart solutions that are driven by a passion for people. Helios is a caring, considerate and confident company that maintains a broad view of the world, while considering each and every detail.

The mindful maverick thinks with his heart and feels with his mind - and guided by his clever mind and kind spirit - is able to find a path, with drive and dedication.

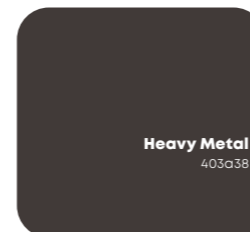
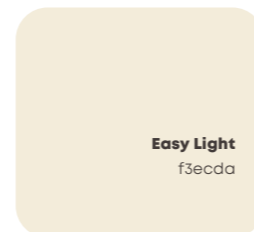
שפה צילומית

בהתאמה לכך שהמותג רואה תמונה כללית רחבה מלמעלה - יעשה שימוש בצילומים עיליים - ממעוף הציפור (חללית במקרה הזה) - ראייה של תמונה כוללת + יכולת מיקוד בגורם הקיומי הקטן ביותר.



שפה צבעונית

השפה הצבעונית תשקף מותג טכנולוגי ותעבוד בהלימה עם הסגנון הצילומי המנוכס למותג.



נרטיב ויזואלי בלוגו

מאחורי הלוגו עומד הרעיון "כדור הארץ ומעבר לו" - הוא משלב את שני הגורמים בהם עוסק המותג, האדמה והירח. בנוסף הצורניות, אותה גם פיתחנו לגופן, בנויה על התוצר המתכתי הירוק - בריקטות המתכת.



Earth and beyond

Logo should portrait the relationship between the earth and the moon



Brickets - green steel

Logo should relay to the final production outcome - a brick of O² free metal



Helios

Our brand

Let's try to incorporate a **brick shaped** typography - a **correlation between the two celestial bodies**

An aerial photograph of a dense, green forest with a winding asphalt road that curves through the trees. The road has yellow lines on either side. The overall tone is dark and moody.

Helios Existence
Matters.



The Moon

The Product

Helios Existence Matters.

The Earth

Our Logo

Our logo is one of the most important assets in maintaining our brand presence.

It should be used properly, consistently and carefully. Please only use approved files.

Behind our logo is the idea of "Earth and beyond" - two linked bodies that affect one another. Vector parts of the logo symbolize material elements and like the Earth and the Moon, our logo has the ability to rotate and move.

Full Version



Responsive



Brand Symbol



Exclusion Zones, weights and measures



Strategy

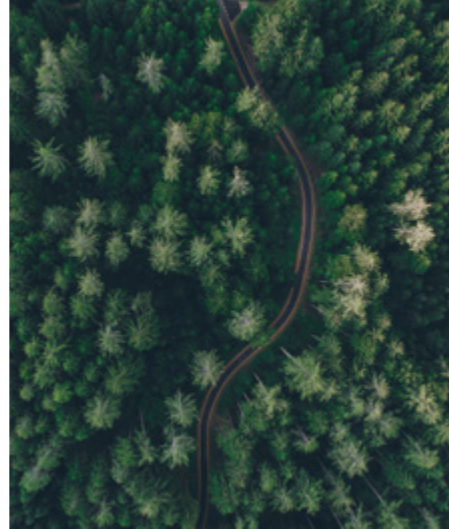
Quick view

Guides

Apply

Color pallets

Our brand colors stem from our diversified areas of activity. The colors that will be used come from the green in nature, the warming sun, metallic gray and other colors that complement our artwork and complete one full system that represents us.



Serious Green

187F1C
24 127 28
85 25 100 10
362c

Punchy Green

3cff96
60 255 150
50 0 60 0
353c

Heavy Metal

403a38
64 58 52
50 50 50 60

Sunny Yellow

ffcb66
255 203 102
0 20 70 0
135c

Easy Light

Hexa
f3ecda

Lite Gray

Hexa
5d5d5d

Our Type

Mont Light

We express our identity by using visual means such as logo, typography, color and photographic language. This document is a source of guidance and a toolbox for our production of marketing and communications. Consistent use of the brand language will make our brand stand out in a unique and expressive manner.

Mont Reg/Book

We express our identity by using visual means such as logo, typography, color and photographic language. This document is a source of guidance and a toolbox for our production of marketing and communications. Consistent use of the brand language will make our brand stand out in a unique and expressive manner.

Mont Heavy/Bold

We express our identity by using visual means such as logo, typography, color and photographic language. This document is a source of guidance and a toolbox for our production of marketing and communications. Consistent use of the brand language will make our brand stand out in a unique and expressive manner.

Mont Black

We express our identity by using visual means such as logo, typography, color and photographic language. expressive manner.

Our Type

Helios Shaped Glyphs

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



Helios
Existence
Matters.



Existence
Matters.

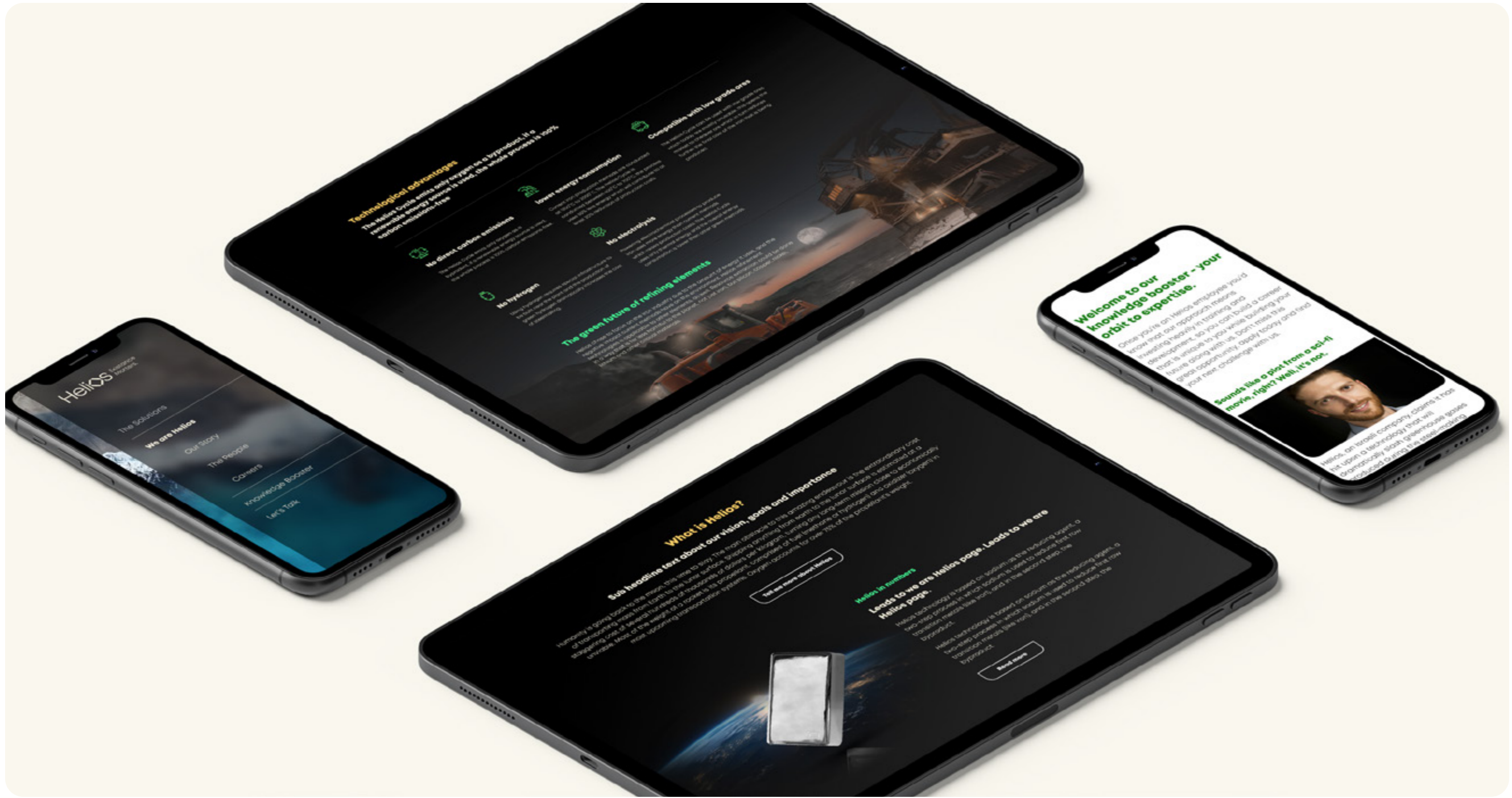




Helios

Right Now
Coffee
Matters





Technological advantages

The Helios cycle emits only as much as a hydrogen. It is renewable energy source is used, this means process is zero carbon emissions free



No direct carbon emissions
The Helios cycle emits only as much as a hydrogen. It is renewable energy source is used, this means process is zero carbon emissions free



Lowest energy consumption
Compared to traditional methods, Helios cycle uses 10% less energy to produce the same amount of hydrogen. This is due to the use of low grade ores and the use of a catalyst.



Compatible with low grade ores
The Helios cycle can use low grade ores, which are not suitable for traditional methods. This is due to the use of a catalyst.



No hydrogen
The Helios cycle does not require any hydrogen. This is due to the use of a catalyst.

The green future of refining elements

Helios is going to help us to get a better look at the future of refining elements. Helios is going to help us to get a better look at the future of refining elements. Helios is going to help us to get a better look at the future of refining elements.

What is Helios?

via headline text about our vision, goals and importance

Learn more about Helios

Helios in numbers

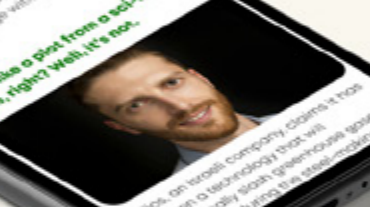
Leads to we are Helios page. Leads to we are Helios page.

Learn more

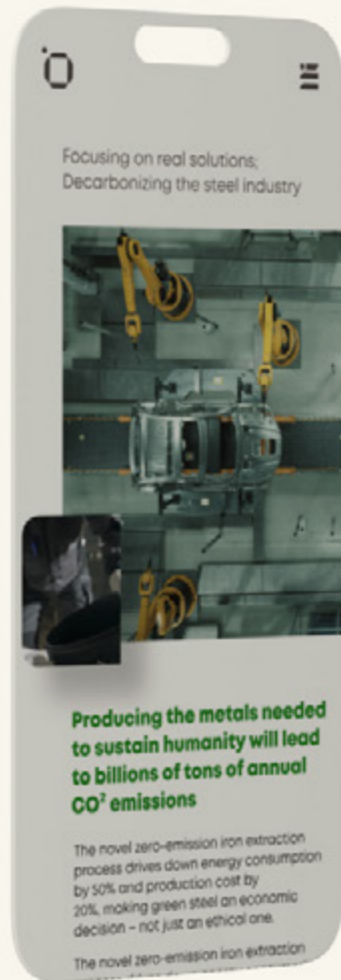
Welcome to our knowledge booster - your orbit to expertise.

Once you're an Helios employee you'd know that our approach means investing heavily in training and development, so you can build a career that is unique to you while building your future goals with us. Don't miss this great opportunity. Open! Today and read your next challenge with us.

Sounds like a plot from a sci-fi movie, right? Well, it's not.



Helios, an Israeli company, claims it has the upper hand in technology that will supersede lithium-ion batteries. It's based on using low-grade materials.



Technological advantages of the Helios Cycle™



No direct carbon emissions

The Helios Cycle™ emits only oxygen as a byproduct. When powered by a renewable energy source, the entire process is free of carbon emissions.



Lower energy consumption

Whereas current iron production methods necessitate temperatures of 1,200°C to 2,000°C, the Helios Cycle™ uses temperatures of between 250°C to 350°C. The process uses 30% less energy and reduces production costs by 30%.



Compatible with low grade ores

The Helios Cycle™ allows for the utilization of low-grade ores which are largely unusable today, thereby lowering the overall cost of iron production.



No hydrogen

Hydrogen use necessitates the construction of specialized infrastructure near the plant. Additionally, the production of green hydrogen significantly raises the cost of steelmaking.

Iron is only the beginning

Helios targeted the iron industry because of its high energy consumption and significant environmental impact. However, Helios' refinement technologies extend beyond iron. We offer a greener approach to extracting other critical elements, including silicon, copper, nickel, and lithium. Our technology offers a more sustainable method for resource extraction, benefiting the planet across multiple industries.



Refueling in space

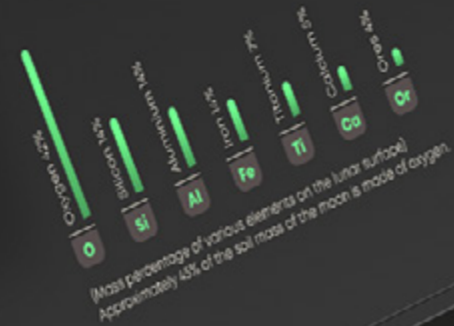
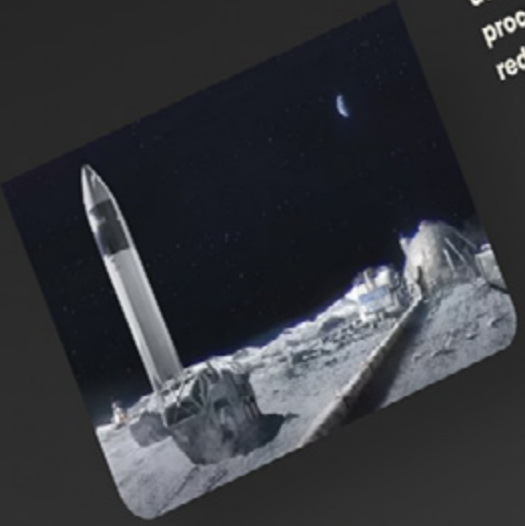
Oxygen mining on the Moon

Oxygen directly on the Moon is a game changer for space exploration. That's because transporting materials from Earth costs hundreds of thousands of dollars per kilogram, rendering long-term missions economically impractical. This is due to the tyranny of the rocket equation which refers to the exponential increase in fuel needed for a rocket as it makes space travel extremely challenging and inefficient. Due to the need to carry additional fuel to propel the extra oxygen on the Moon which makes up 75% of the total rocket mass, we can drastically reduce these expenses and make sustained lunar missions feasible.



Oxygen mining on the Moon

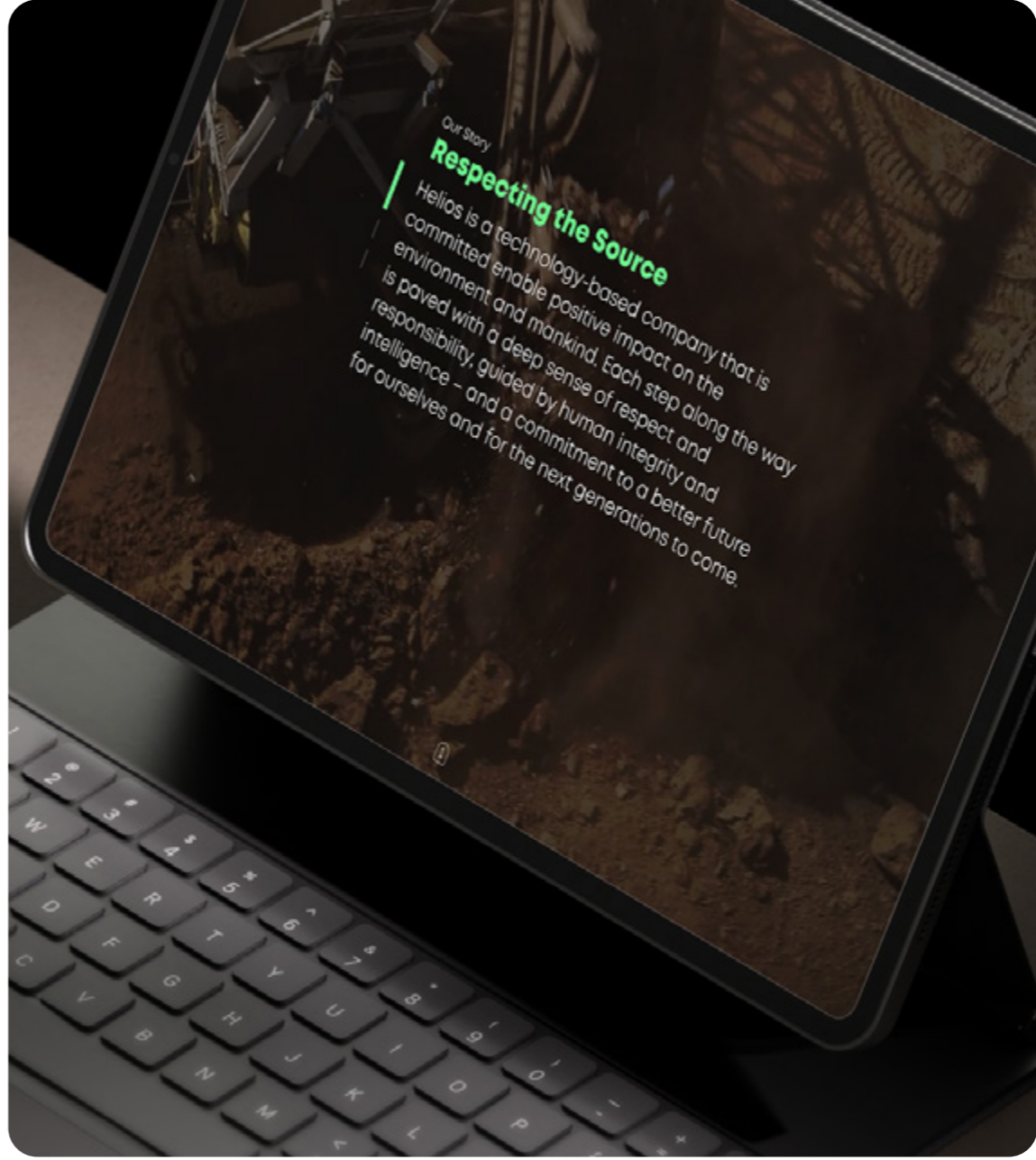
Helios is developing technologies to extract oxygen from lunar regolith, the mixture of powdery dust and broken rock on the moon's surface. This process provides rocket fuel oxidizer, dramatically reducing the cost of future space activities.



Our Story

Respecting the Source

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More at:

<https://youtu.be/Ml1khUHf9Ek>

heliosmatter.com

Toda & Bye