HuddleCamHD

Brand Style Guide

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BRAND OVERVIEW

Brand overview

HuddleCamHD is a U.S-based company with headquarters in Downingtown, Pennsylvania. We manufacture professional products for video conferencing markets such as corprate, education, and government.

HuddleCamHD manufactures a variety of professional USB conferencing solutions. We offer a wide array of devices that feature ease of use, quality of product and competitive pricing.

02

VISUAL IDENTITY

Standard logo

Our standard Logo is a symbol that defines us to the market.

We must remain consistent to maintain the integrity of our identity.

Consistent use of the logo with supporting elements helps in building brand quality and character.

HuddleCamHD

Click Here for EPS Version

Click Here for PNG Version

Reversed logo

The reversed logo is used when the logo appears in white/ light colors on a solid background/ dark background, such as the dark blue color demonstrated here. The reversed logo may consist of white and other light colors on a dark background.

HuddleCamHD

Click Here for PNG Version

Click Here for Ai Version

Logo on color variation

Color variation of the logo refers to the different colors used with our logo's elements. Primary colors are most important to our brand icon, but in some optional uses, secondary colors may be used on logo.

Supported background

The following represents ideal logo-background matching. The main rule is that the logo must be clearly readable, and the primary color set should be used whenever possible, the designer has the freedom of choice with respect to these rules.

03

LOGO
SPECIFICATION

Clear space & exclusion zone

The clear space has been established to ensure logo visibility and impact. Always maintain a clear space zone between the logo and other graphic elements such as: type, images, other graphics and symbols etc.

It is important to keep brand marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the brand mark. This exclusion zone indicates the closest any other graphic element or, message should be positioned in relation to the mark.

Here,
X is the height of **H** (Huddle)
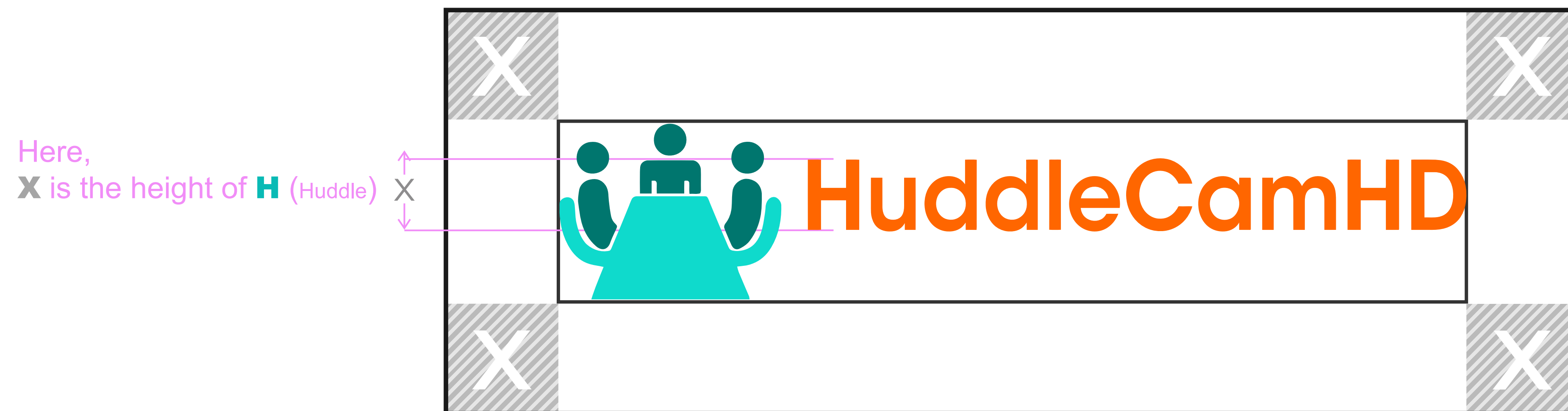
Please allow adequate spacing at all times.

Minimum size

The brand should always appear in the approved brand colors, which are present below. The colors are meant to evoke the values and attributes of our brand identity. They are eye-catching and diverse. Altering colors or changing color combinations are prohibited. The standard logo must be always use the primary and supportive color.

ON SCREEN

HuddleCamHD

80 pixels

(Primary Full Logo)

20 pixels

(Just Mark/ icon)

IN PRINT

HuddleCamHD

28 mm

(Primary Full Logo)

7 mm

(Just Mark/ icon)
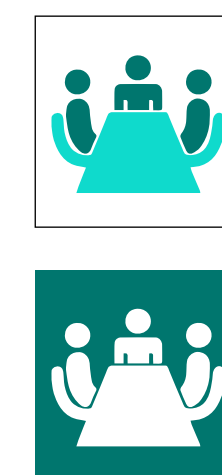
Logo other versions

If necessary to use an alternative logo, it can be use these folloing versions. You can use our brand mark/ icon on social profile or, other places. Also we have favicon for website use.

Vertical logo

Just mark/ icon

Favicon/ social profile

04

LOGO USAGE

Don't misuse our logo

01. Do not distort

02. Do not stretch

03. Do not rotate

04. Do not blur

05. Do not use shadow

06. Do not use incorrect color

07. Do not give any filter effect

08. Do not delete anything from our logo

09. Do not use very light Background

10. Do not use very busy Background

01 HuddleCamHD

02 HuddleCamHD

03 HuddleCamHD

04 HuddleCamHD

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07 HuddleCamHD

08 HuddleCamHD

09 HuddleCamHD

10 HuddleCamHD

06

COLOR
SYSTEM

Primary color

The brand should always use the approved brand colors, which are presented below. The colors are meant to portray the values and attributes of our brand identity. They are meant to evoke the trusted and friendly feeling of our brand. Altering colors or changing color combinations is prohibited. Maintaining the consistent use of these colors will create recognition and strengthen our identity. The standard logo must always use the primary and supportive colors.

WHITE

HEX	#FFFFFF
RGB	255, 255, 255
CMYK	0, 0, 0, 0

ORANGE

HEX	#FF6600
RGB	255, 102, 0
CMYK	0, 74, 100, 0

90%
80%
70%
60%
50%
40%
30%
20%
10%

TEAL BLUE

HEX	#00766E
RGB	0, 118, 110
CMYK	88, 35, 58, 14

90%
80%
70%
60%
50%
40%
30%
20%
10%

Secondary color

Our secondary colors are a distinct and crucial part of our identity as they compliment our main palette and make us more recognizable. The colors below are recommendations for various media.

HEX #3587A4

HEX #FF9C39

HEX #00766E

HEX #1F5673

BRAND TYPEFACE

Heading font (H1)

Clear communication is an essential part of our brand. Used consistently, font typefaces play a significant role in reinforcing the brand.

Typography is the art and technique of arranging type to make written language legible, readable, and appealing when displayed. The arrangement of type involves selecting typefaces, point sizes, line lengths, line-spacing, and letter-spacing, and adjusting the space between pairs of letters.

NEXA

VERSIONS: Bold, light.

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

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

0 1 2 3 4 5 6 7 8 9

+ - * / , . ‹ › ? ; ' \ : " | [] {} - = () & ^ % $ # @ ! ` ~

Subheading font (H2)

LATO

VERSIONS: Hairline,Thin, Light, Regular, Medium, Semi Bold, Bold, Heavy & Black with all italic form.

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

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

0 1 2 3 4 5 6 7 8 9

+ - * / , . < > ? ; ' \ : " | [] {} - = () & ^ % $ # @ ! ` ~

Body font

OPEN SANS

VERSIONS: Regular, bold, semi-bold.

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

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

0 1 2 3 4 5 6 7 8 9

+ - * / , . < > ? ; ' \ : " | [] {} - = () & ^ % $ # @ ! ` ~

08

BRAND
INFORMATION

Brand history

HuddleCamHD was founded in 2014 by Hugh Richards and is headquartered in Downingtown, Pennsylvania. HuddleCam offers a wide variety of high defitinition USB 2.0 and 3.0 pan-tilt-zoom conferencing cameras. They serve the corporate, small business, education, government industries, and more. HuddleCamHD's mission is to enable people and organizations of all sizes to better realize their own mission by bringing innovative, feature rich, high performance, affordable, technology-based solutions to the world, for video based communications. They provides highly customer-centric and solutions-based systems backed up by first class warranties and systems support infrastructure, including live phone and chat-based technical assistance.

Brand tagline

OUR
TAGLINE

For Meetings That Matter

Brand vision & mission

VISION

Assist customers in achieving high-quality, reliable video communication.

MISSION

To be a valued technology partner for our customers.

Brand values

QUALITY

We aim to establish quality content surrounding our brand to correlate with the quality of our products.

INTEGRITY

Maintain the trust and loylaty of our customer base through our brand messaging.

COMMUNITY

Create a community of dedicated members willing to advocate for our brand.

TEAMWORK

Develop a positive relationship within our organization and with partners surrounding our brand.

Do
You
Want to
Reach Us?

Our contact details:

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PA 19335

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📞 610-518-2211

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HuddleCamHD