

Brand Guidelines v1.0 - June 2018



Your brand matters.

Your brand is your business identity – the image you wish to portray to the world – and one of your company’s most valuable assets. Although your visual brand identity is important, your brand is more than your logo.

Your brand communicates your business personality and shapes your clients’ perceptions of who you are. Your brand should project the expectations and promises you extend to your customers in terms of quality, service, reliability and trustworthiness and create trust and loyalty from those who do business with you.

A strong brand identity helps the audience differentiate you from your competitors and can positively influence their purchasing decisions, directly impacting your profitability.

Logo & Strapline

Always use the Hydrofinity logo along with the strapline. The strapline is removed if the logo falls below the specified minimum sizes shown on page 6. If more than one logo is used on the same piece of collateral, the second instance can be without the strapline.

We have an 'extended' variant and also a 'stacked' version. Where possible please use the 'extended' version. The 'stacked' version should be used where limited width is available or where the logo falls within a square, such as on certain social platforms.

Extended



Stacked



Logo & Variations

The non-strapline version can be used where multiple versions of the logo are within one document, or when the brand is reproduced at a small size. (See page 6).

Extended



Stacked



Logo Clearspace

This section illustrates how much clearspace should be around the logo at all times. We suggest the amount of whitespace is equal to the height of the H from the logo, as shown here.

Extended



Stacked



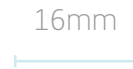
Sizing

We have set a minimum size for the logo, with and without the strapline.

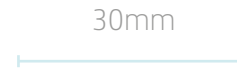
With the strapline



Without the strapline



Smaller than 30mm
we should drop
the strapline



Smaller than 55mm
we should drop
the strapline

What to avoid

Shown here are examples of bad practises and things that should generally be avoided in order to make sure the brand is consistent across all platforms and documents shared internally and externally.



Hydrofinity™

- Do not condense or alter the proportions of the logo in any way



Hydrofinity™

- Do not skew or rotate the logo in any shape of form other than the provided dimensions.



Hydrofinity™

- Make sure the logo can always be visible when presented on light backgrounds (see logo on colour section)



Hydrofinity™

- Do not replicate the logo in another typeface



Hydrofinity™
Sustained technology from
your friends at Xeros

- Do not alter or create any additional versions of the logo with incorrect straplines. The ones provided are the only valid variations.

Typography

The main font should only be used in Bold for main headlines and light for any secondary headlines that need to be included within the document or website.

Work Sans acts as the secondary font and is meant to be used in paragraph and body copy. The weight of choice is light and in cases where something highlighted it can also be **semi-bold**.

FS Joey Bold

Main
headlines.

Joey Light - For Subheadlines

Authentic and Dynamic, FS Joey is a corporate typeface that blends a serious nature with welcome and smooth lines in order to create a balance of professionalism and bold design.

Body copy with documents, both on and offline (digital and print) should be Work Sans. There's a range of weights for the body copy, so if you are pulling out any quotes of text that needs to be highlighted, this should be:

- **Work Sans Medium**
- **Especially bullet pointed text**

Work Sans
Light

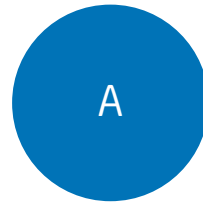
Work Sans
Medium

Colour

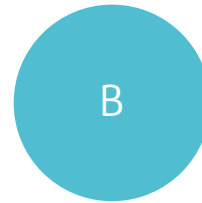
The Hydrofinity colours represent the blend of corporate and technical nature of the company. They can also merge in order to create gradients that can be used as backgrounds or to support elements for both print and digital.

The complimentary white and grey are there to create contrast with the main colours.

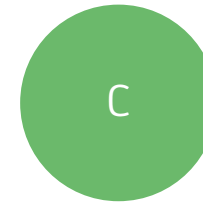
Primary



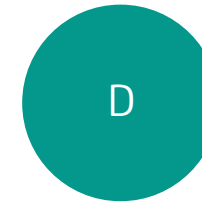
Pantone 7461 C
CMYK 90 46 4 0
RBG 0 115 183
HEX #0073b7



Pantone 297 C
CMYK 64 0 20 0
RBG 82 191 208
HEX #52bfd0



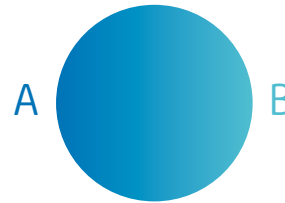
Pantone 7490 C
CMYK 62 0 72 0
RBG 108 185 108
HEX #6cb96c



Pantone 3285 C
CMYK 80 16 50 2
RBG 11 153 142
HEX #0b998e



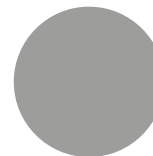
Blue Gradient



Green Gradient



Complimentary



CMYK 0 0 0 40
RBG 178 178 178
HEX #b2b2b2



CMYK 0 0 0 0
RBG 255 255 255
HEX #ffffff

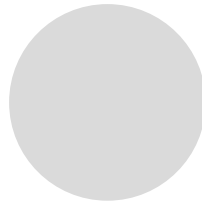
Colour



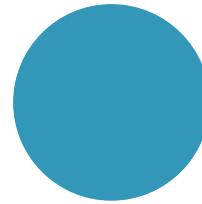
Secondary Palette

The secondary colour palette exists in order to give a more extensive range that can be used in presentations and graphs or any other material that requires more than the brand colours. These have been chosen carefully to reflect and accompany the main brand colours.

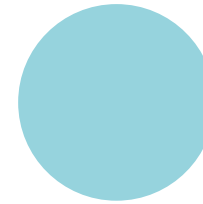
Secondary



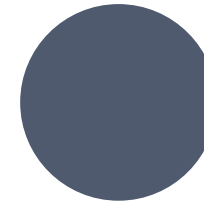
CMYK 0 0 0 20
RGB 218 218 218
HEX #dadada



CMYK 75 25 20 0
RGB 50 151 185
HEX #3297b9



CMYK 45 0 15 0
RGB 150 211 221
HEX #95d2dc



CMYK 80 66 50 2
RGB 79 90 110
HEX #4f5a6e

Logo on Colour

This selection of fonts represent the modern ideas.

On White & Light Grey backgrounds:

The logo sits in its standard form without any colour changes.

Sitting on the brand colours:

In the cases where the logo sits within the brand colours it needs to be all white. Please note that the strapline will also need to be white.

On white & light grey



On brand colours

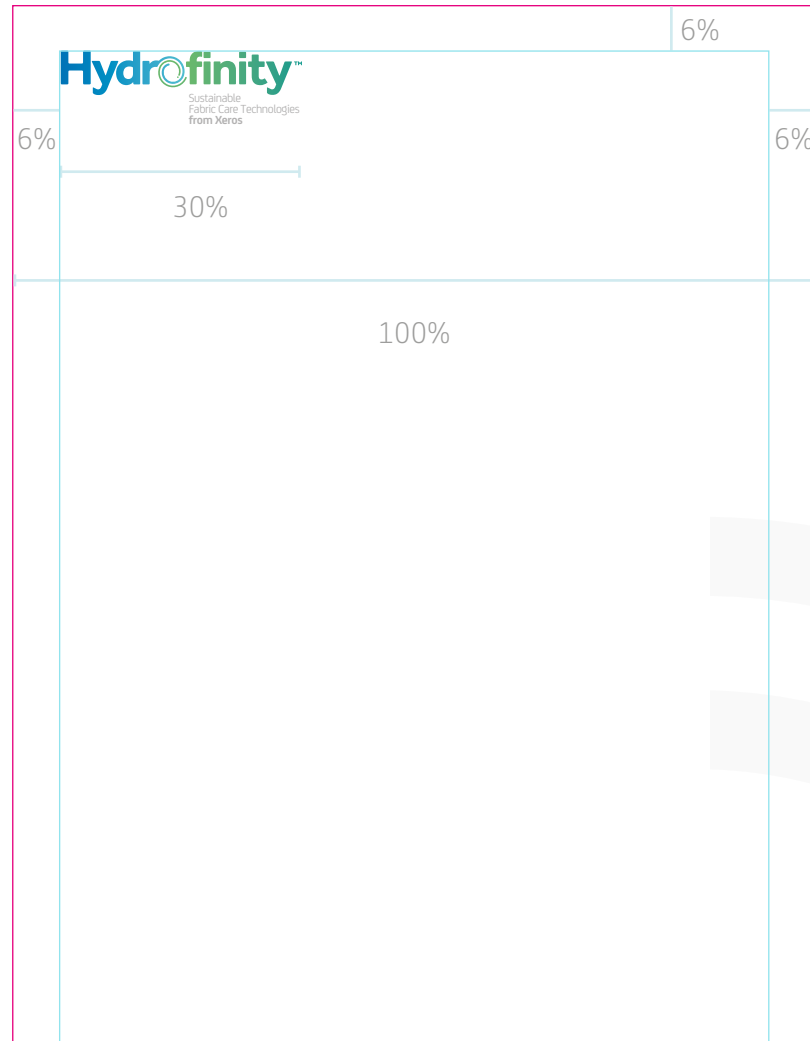


Logo on Documents

On documents the logo needs to be approximately 30% of the document and the margins for each side 6%.

In cases where the document is extremely wide with little to no height the designer can make their own judgement on the best possible sizing for the logo.

Example



Textures & Patterns

For the official pattern we have chosen to use the logo 'swirl' in order to create interesting visuals to help enhance presentations and documents.

The 'swirl' can be magnified and rotated to create varying layouts depending on the amount of elements on the page as you can see from the examples provided.

Examples



Business Cards

For the official pattern we have chosen to use the logo 'swirl' in order to create interesting visuals to help enhance presentations and documents.

The 'swirl' can be magnified and rotated to create varying layouts depending on the amount of elements on the page as you can see from the examples provided.

Examples



Vehicle Wraps

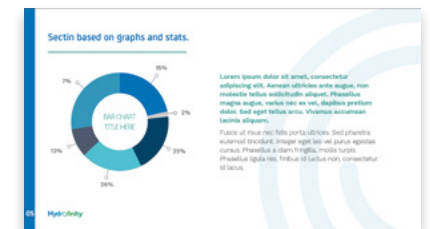
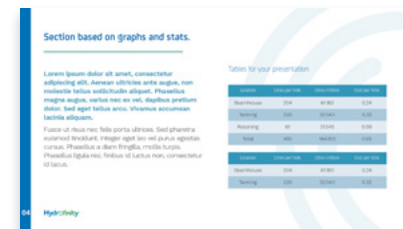
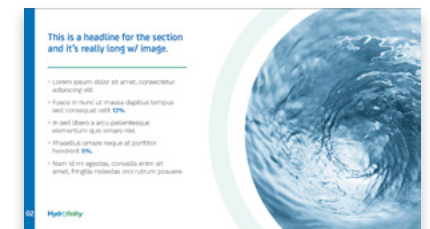
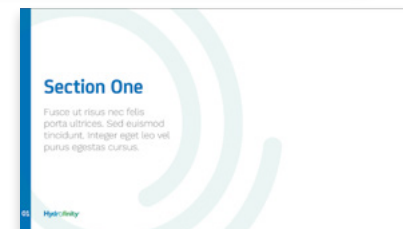
This is a visual style guide for the van design.



Presentation Style

Below you can find an example in regards to the suggested presentation style for Hydrofinity. The example uses the range of secondary and primary colours suggested as well as the correct typographic hierarchy & pattern to create a consistent result.

The presentation has been made at a FULL HD 1920x1080 Resolution using RGB Colours.



Email Signature

The email signature has been generated as an HTML template. This way the style and layout emails consistent.



Johnathan Verylongname

Managing Director

Hydrofinitly

p: 0114 269 9656 m: +0000 000 000

a: Unit 14/Evolution Advanced Manufacturing Park/Whittle Way, Rotherham S60 5BL

w: Hydrofinitly e: johnathanv@hydrofinitly.com

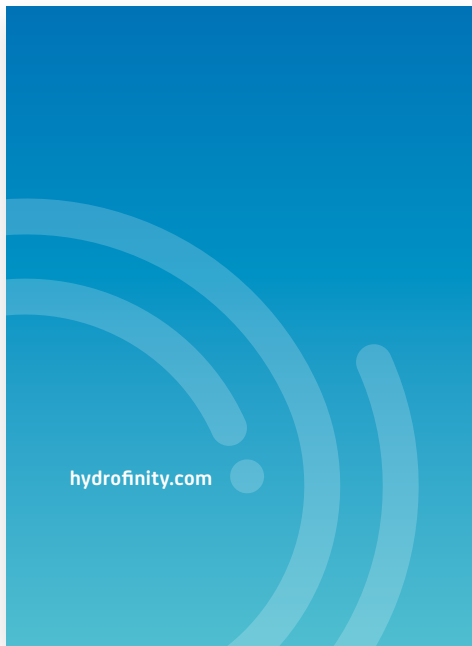
The information contained in this message is confidential and may also be privileged. It is intended only for the addressee named above. The unauthorised use, disclosure, copying or alteration of this message is strictly prohibited. If you are not the addressee (or responsible for the delivery of the message to the addressee), please notify the originator immediately by return and destroy the original message. The originator does not guarantee the security of this message and will not be responsible for any damages arising from any alteration of this message by a third party or as a result of any virus being passed on.

Think before you print!

Letterhead

The letterhead has been designed with the conversion to a Word template in mind and also the fact that the address needs to appear on the window of the envelope. In addition it also features a greyscale version of the pattern in order to help save ink.

Option to print the letterhead and have it printed doublesided. Reverse below.



Social Icons

For the social icons the decision was made to drop the strapline simply because of the limited space and resolution that this will be displayed on for the users. In addition for the favicon because of the lack of detail we have decided to use the brand 'swirl' which will be instantly recognisable.



Square Variant for Facebook



Round variant of LinkedIn & Twitter



Favicon for the website

Hydrofinity Contact: **Caroline Crossland**

Marketing Manager

caroline.crossland@hydrofinity.com
+44 (0)7977 299227

hydrofinity.com
+44 (0)114 269 9656

Rotherham, South Yorkshire,
S60 5BL United Kingdom