



HP ENGINEERING

Brand Style Guide

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Logo

Primary Logo

The HP Engineering logo is meant to be a reflection of and integral to the company's overall brand. It is simple, bold, precise, and clean. Following are usage guidelines for the logo.



HP ENGINEERING

Logo Color

The logo is a combination of Pantone 287C (dark blue), Pantone Cool Gray 9C (medium gray), and white. The white is a function of the negative space. The logo is best used on white. The same color scheme may also be used on black backgrounds. On light neutral backgrounds, use dark blue and white.



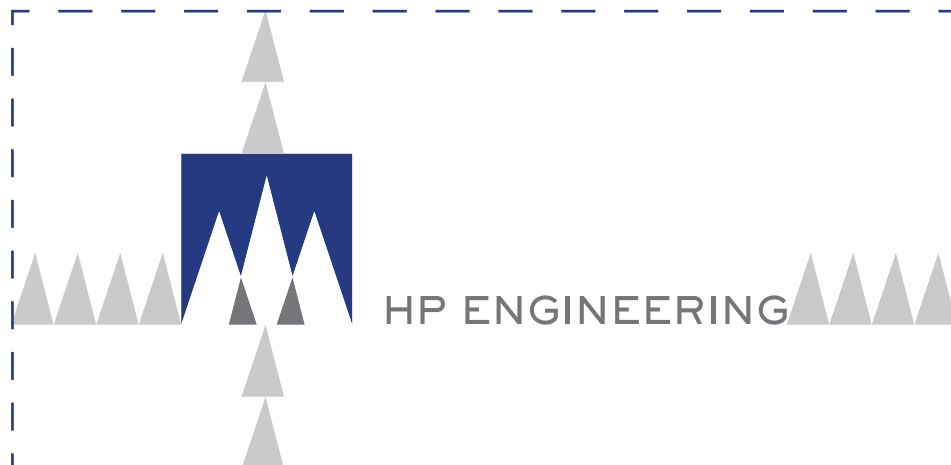
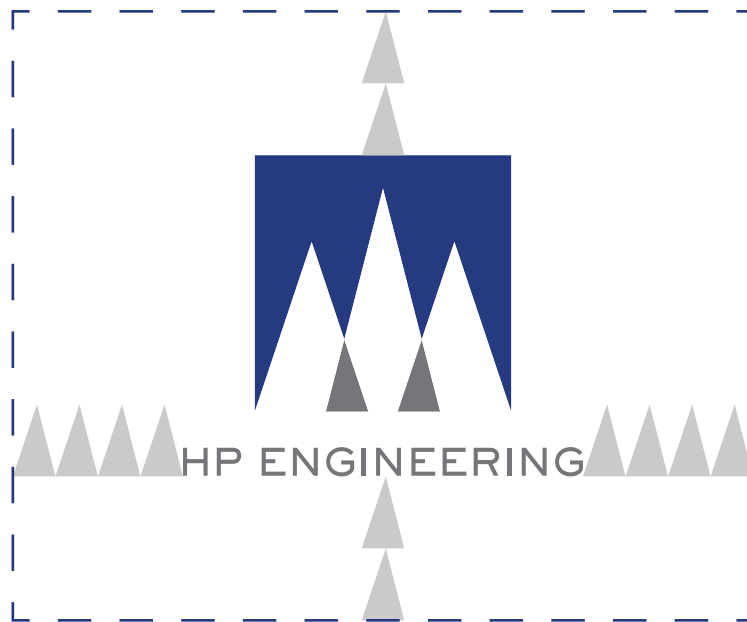
Separating Logo Mark and Type

Rarely, but when appropriate (as in the case of apparel), use the logo mark and company name (as logo type) separately. However, do not alter the recommended color schemes as mentioned in the “Logo Color” section.

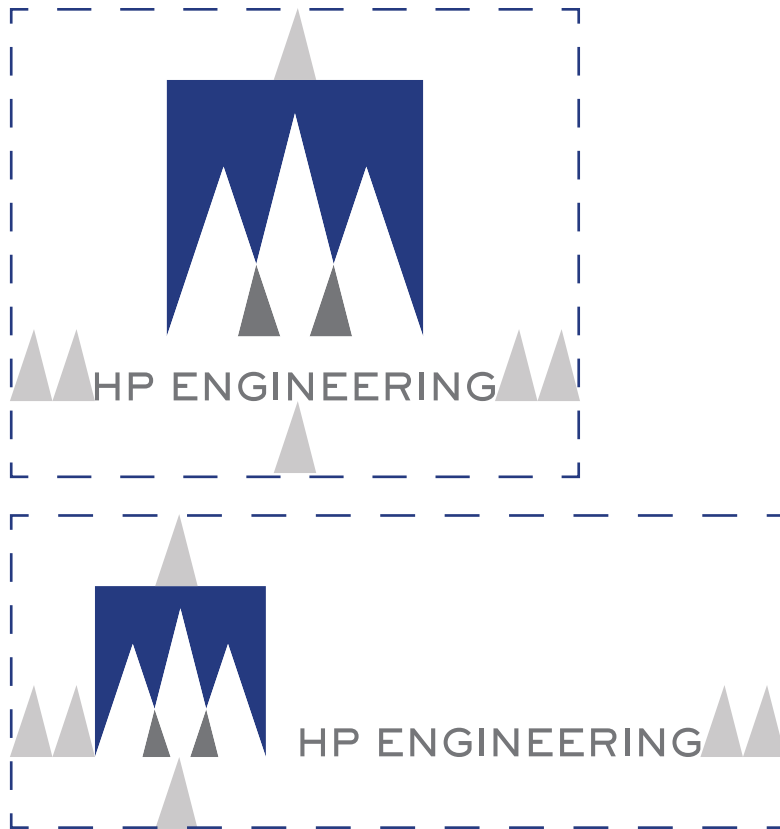
Logo Clearance

Ample white space is the rule for the logo. Ensure that its usage is not cluttered or visually hampered by graphics, copy, or other imagery.

Best Clearance



Minimum Clearance



Logo Misuse

Because the logo is part of the overall HP Engineering brand, inconsistent or intentionally abusive usage is prohibited. Following are instances (though not an exhaustive list) of misusing the logo.

DO NOT RECOLOR.



DO NOT ADD DROP SHADOW.



DO NOT STRETCH.



Color

The color of the HP Engineering brand is important. It is another component of the brand that, when used consistently, will reinforce and ingrain the overall tone conveyed by other brand components.

Focal Colors



Dark Blue
Pantone 287C

C: 100
M: 75
Y: 2
K: 18

R: 0
G: 48
B: 135

Hex: 003087



Medium Gray
Pantone Cool Gray 9C

C: 30
M: 22
Y: 17
K: 57

R: 117
G: 120
B: 123

Hex: 75787B



White

R: 255
G: 255
B: 255

Hex: FFFFFFFF

Secondary Colors

Use the secondary colors when creating complementary graphics, calls-to-action, or any supportive elements. However, do not permit the proportions of the secondary colors to exceed the dominance of the focal colors in any given layout or composition.



Light Red
CMYK: 1 78 46 0
RGB: 237 95 108
Hex: ED5F6C



Light Blue
CMYK: 48 0 13 0
RGB: 115 219 229
Hex: 73DBE5

Typography - Print

HP Engineering employs a complementary type structure. All headings are sans serif (Museo Sans Condensed) and body text is serif (Adobe Caslon Pro). Following are the guidelines for typeface sizes for print and digital. The primary operating principle for typography is to establish a hierarchy that is instantly recognizable and understandable.

Heading Sizes for Print

Heading 1 - 24pt

Heading 2 - 20 pt

Heading 3 - 18 pt

Heading 4 - 14pt

Use Adobe Caslon Pro 12pt for body text size. For body text color, use either by Pantone Cool Gray 9C, or rich black (CMYK: 40 30 30 100).

NOTE: Coordinate with printers to ensure the best rich black recipe for coverage and production on a given substrate.

Typography - Digital

For digital use, the most important aspect is using a sans serif typeface for the headings and a serif font for the body text. Not all browsers render typefaces the same, so any digital or web-based development should include font stack that accounts for headings as sans serif and body text as serif.

The following hierarchy is suggested. Use best practices for web development for both size and color, and ensure that the end result is as close as possible to the desired brand visuals for HP Engineering, while also creating the strongest possible user experience.

Heading Sizes for Digital

H1: 36 - 54px

H2: 24 - 30 px

H3: 18px

Body text: 16 px. Use black for digital interfaces for maximized contrast.

Logo File Usage

There are two primary orientations of the logo: square (as the primary) and horizontal (as a supplemental, but still acceptable, orientation). In the folder structure, the following formats are supplied:

- Digital
- Print
- Source

Digital

There are two file types: .jpeg and .png. Also, there are two sizes. As regards size, the largest of each of those file types is recommended for use in retina device development. Otherwise, the smaller/regular sizes are intended for web development.

Use .jpeg when the logo is applied directly to a white background. It uses a compression method that enables strong visual clarity. However, .jpegs do not have transparent backgrounds, which is why it must be used directly on a white background.

Use .png when you need a digital version with a transparent background. The .png versions have a completely transparent background. This is best when applying to a background that is NOT white.

NOTE: Dimensions for digital use vary widely for various applications (web, social media, mobile, apps, etc.) The source files have been provided in case the original logo needs to be resized and exported for a particular dimension.

Print

There are three file types: .eps, .pdf, and .svg. These files do not contain a white background (similar to the .png in the “Digital” section). These are all vector-based versions and are scalable.

Use .eps for large applications - signs, banners, etc. It can also be used for smaller media, such as business cards and letterhead.

Use .pdf when developing print documentation or PowerPoint presentations. The data used to generate .pdf protects it for use across media.

Use .svg when you need a scalable image. It is vector based, but is not largely preferred for print. However, it can be reliable when sending between vector programs (such as between Illustrator and Corel).

Source

The source file is Adobe Illustrator CC. It can be directly edited, so care should be used when doing so. Preserve a master copy that is either hidden or isolated from public use.