

PART 1

BRAND VISUAL IDENTITY



CORPORATE MARK

Colored version



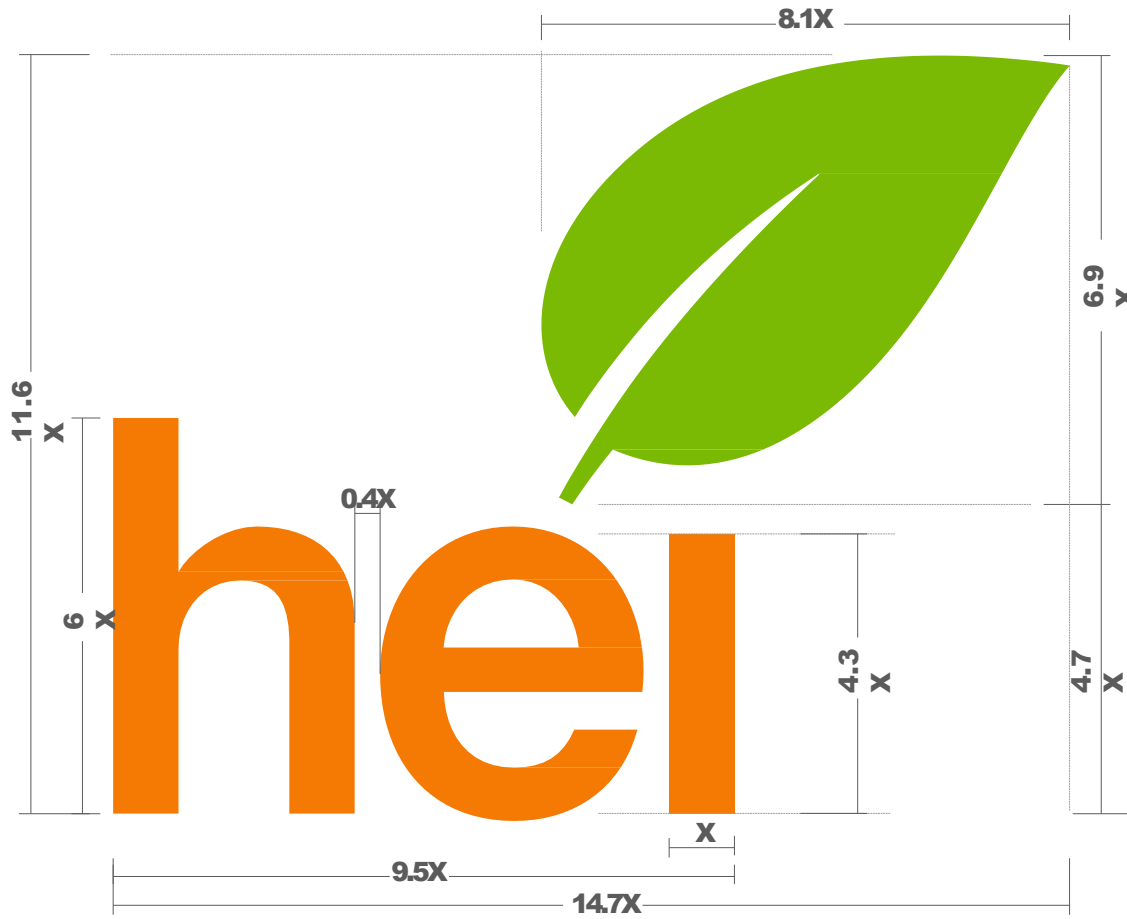
**«hei» corporate mark
has two components:**

- «hei» symbol;**
- «hei» wordmark.**

**The two elements
always have to be
used together without
interventions of any
kind. The font for
writting the wordmark
is Trade Gothic
Extended Bold.**

CORPORATE MARK

Construction



CORPORATE MARK

Clear space around



CORPORATE MARK

Monochrome version



«hei» corporate mark has two components:

- «hei» symbol;
- «hei» wordmark.

The two elements always have to be used together, without interventions of any kind.

Wordmark :

grey - RGB 124/124/124

- CMYK 58/48/47/40

Leaf symbol :

grey - RGB 95/95/95

- CMYK 49/40/39/25

CORPORATE MARK
Size and Measurement



no maximum size
restriction



Minimum size

The «hei» corporate mark, in minimum size has the restriction of 8 mm width and upwards

Maximum size

The «hei» corporate mark, in maximum size size has no restrictions.

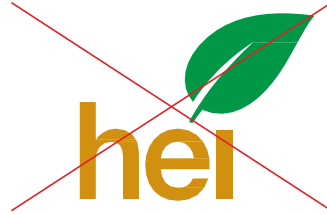
The given examples are placed to illustrate the logo proportions when increasing it size.

CORPORATE MARK

Don't's



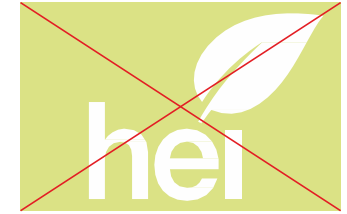
1. do not use the old corporate mark or colors



2. do not recreate the corporate mark colors



3. do not use the monochrome version of the corporate mark on a dark background



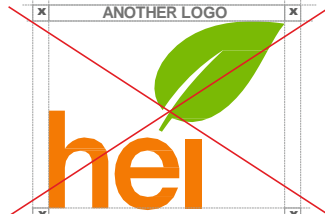
3. do not use the lighter version of the corporate mark on a light background



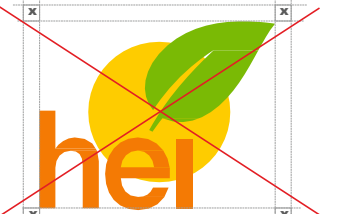
4. do not stretch the corporate mark



5. do not rotate the corporate mark



6. do not place another logo within the clear space zone



7. do not place any other element behind the corporate mark

CORPORATE MARK

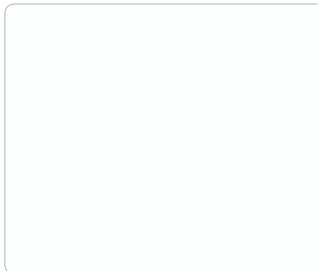
Colors Primary Color Palette



pantone 151 C
CMYK - 0/48/100/0
RGB - 255/133/0
RAL 2011



pantone 376 C
CMYK - 54/0/100/0
RGB - 117/255/0
RAL 6018



pantone white
CMYK - 0/0/0/0
RGB - 255/255/255
RAL 9010

CORPORATE MARK

Not Recommended Usage Corporate Mark Colored Version



1. do not use the corporate mark color version on orange backgrounds.



2. do not use the corporate mark color version on green backgrounds.



3. do not use the corporate mark color version on yellow backgrounds, as this backgrounds do not express freshness.



4. do not use the corporate mark color version on a distracting part of photographs that doesn't provide enough contrast.



5. do not use the corporate mark color version on a dark or black background.

TYPOGRAPHY

Print Primary Font

Print Secondary and On Screen

PRIMARY / PRINT

Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

z 1234567890

Century Gothic Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Century Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Century Gothic Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

SECONDARY / PRINT

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Arial Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Z

abcdefghijklmnopqrstuvwxyz

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Arial Bold Italic

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Verdana Regular

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Verdana Regular Italic

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