



Hepworth
Building Products

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Hepworth Building Products

Brand Guidelines

Brand Guidelines



Hepworth
Building Products

1. Logo

1. Logo

1.1. Logo design

1.2. Logo colour

1.3. Logo use



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1.1. Logo

1.1. Logo design



The minimum size

35mm minimum size

It is not recommended that the logo be used smaller than 35mm in width.



Exclusion Zone

It is important that there is clearance space around the logo to ensure visibility. The dotted lines show an absolute minimum exclusion zone and where possible it should be increased.

The X measurement shown on the diagram should always be taken from the cap 'H' in Hepworth. This ensures the exclusion zone can be calculated proportionally to the size of the logo.

This exclusion zone is to be applied to all versions of the 'Hepworth' brand.

The Hepworth brand should never be separated into 2 elements*. 'Hepworth' and the 'h' device should be as one, except on promotional materials such as golf balls etc.

* See separate instructions for logo use on literature.

The relationship between the 'h' device and 'Hepworth' must be such that the 'h' device is twice the height of the cap height of 'Hepworth'. However, the logo should never be redrawn and original files should always be sought from the marketing department.



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1.1. Logo

1.1. Logo design cont.



Logo positioning

On printed literature and price sheets, the minimum requirement is for the logo to appear at the top left hand side of page 1 and at the top or bottom left hand side of the back page – when the logo is used on the blue band.

When the logo is used in isolation, it should sit in the top right hand corner using the 'x' space specification from section 1.1.

The same rules apply to binders and folders but, where appropriate, the logo should also appear on the spine.

Dual branding

When using a customer brand with the Hepworth brand, always refer to the exclusion requirements in section 1.1.

The customer logo height should **never** exceed 2 x the 'X' height of the Hepworth logo.



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1.2. Logo

1.2. Logo colours



Where possible, the logo should be printed as a 'special' in the specified Pantone colour to ensure accuracy.

Yellow: Pantone 123

Red: Pantone 193

Blue: Pantone 287

When printing from 4 colour process, the following percentage values should be used:

Yellow: C: 0% M: 24% Y: 94% K: 0%

Red: C: 0% M: 100% Y: 66% K: 13%

Blue: C: 100% M: 68% Y: 0% K: 12%

Preferred options



Colour logo for use on white background.



Black logo for use on white background.



Blue logo for use on white background.

First choice permitted options



White-out logo for use on black background.



White-out logo for single colour print.



White-out logo for single colour print.



Black logo for use on a light coloured background.



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1.2. Logo

1.2. Logo colours cont.

Secondary permitted options



White-out/colour logo for use on a dark coloured background.



White-out/colour logo for use on a coloured background.



White-out/colour logo for use on a 4 colour background.



Colour logo on a light coloured background.



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1.3. Logo

1.3. Logo use

1. Do not redraw the logo.

The logo is made up of two elements, which have been created in Freehand MX.

2. Do not stretch or distort the logo.

3. Never separate the word 'Hepworth' from the words 'Building Products'.

4. Keep the word 'Hepworth' and the 'h' device together; do not separate, except for promotional items and stationery.

5. Do not place the logo on a background which renders it illegible.

