

**:hager**

# **Basic branding elements**

## **Mini guideline**

October 2016

# Basic branding elements

## Mini guideline

---

<b>01 Colours</b>	<b>03</b>
Print media	04
Digital media	06
Gradient	07

---

<b>02 Logo</b>	<b>08</b>
Logo & Exclusion zone	09
Positioning	10
Sizes	11
Colours	12
Files	13
Do's & Don'ts	14

---

<b>03 Typography</b>	<b>15</b>
Primary typeface	16
Secondary typeface	17

Oluptatqui non  
consedissi de  
ibus quodiasdis  
exeos sa etur.  
Mu edost  
Ostis citext.

Lenon iparui antessei  
arcture delect.



Lenon exillessi  
Ostis quon et phosio delectu  
conessei arcture delectu delectu  
parit latit venipari alior delectu  
suarit nupit apertio.

Dolesest  
valiset



03



02



# 01 Colours

# 01 Colours

## Print Media

### CMYK

100 / 50 / 0 / 50

Hager blue 01

0 / 70 / 100 / 0

Hager orange

0 / 0 / 0 / 80

Hager grey

100 / 15 / 0 / 15

Hager blue 02

85 / 0 / 0 / 0

Hager blue 03

### Pantone Coated/Uncoated

7693 C/U

Hager blue 01

021 C/U

Hager orange

425 C/U

Hager grey

7461 C/U

Hager blue 02

2995 C 306 U

Hager blue 03

Hager's colour scheme is based on a range of 3 blue tones that is augmented by the accent colour orange.

For basic elements like copy text or graphical lines a dark grey tone is used.

If printed on coated paper (e.g. brochure) the Pantone Coated colours should be used. For print production on uncoated paper (e.g. stationary) the Pantone Uncoated colours should be used.

Recommendation: if you would like to print extensive areas on uncoated paper you should generate the colours in CMYK.

# 01 Colours

## Print Media

---

### RAL Design



Hager blue 01



Hager orange



Hager grey



Hager blue 02



Hager blue 03

# 01 Colours

## Digital Media

### RGB

0 / 71 / 126

Hager blue 01

0 / 133 / 195

Hager blue 02

0 / 170 / 225

Hager blue 03

228 / 101 / 41

Hager orange

Hager grey

### Hex

#00477e

Hager blue 01

#0085c3

Hager blue 02

#00aae1

Hager blue 03

#e46529

Hager orange

Hager grey

### Additional grey tones, only for digital

115 / 115 / 115

Digital grey 01

175 / 175 / 175

Digital grey 02

230 / 230 / 230

Digital grey 03

247 / 247 / 247

Digital grey 04

### Additional grey tones, only for digital

#737373

Digital grey 01

#afafaf

Digital grey 02

#e6e6e6

Digital grey 03

#f7f7f7

Digital grey 04

# 01 Colours

## Gradient

### Gradient



### CMYK

100 / 50 / 0 / 50	100 / 15 / 0 / 15
Hager blue 01	Hager blue 02

Part of the Hager colour system is a blue gradient generated from brand colours as depicted in the graphic beside.

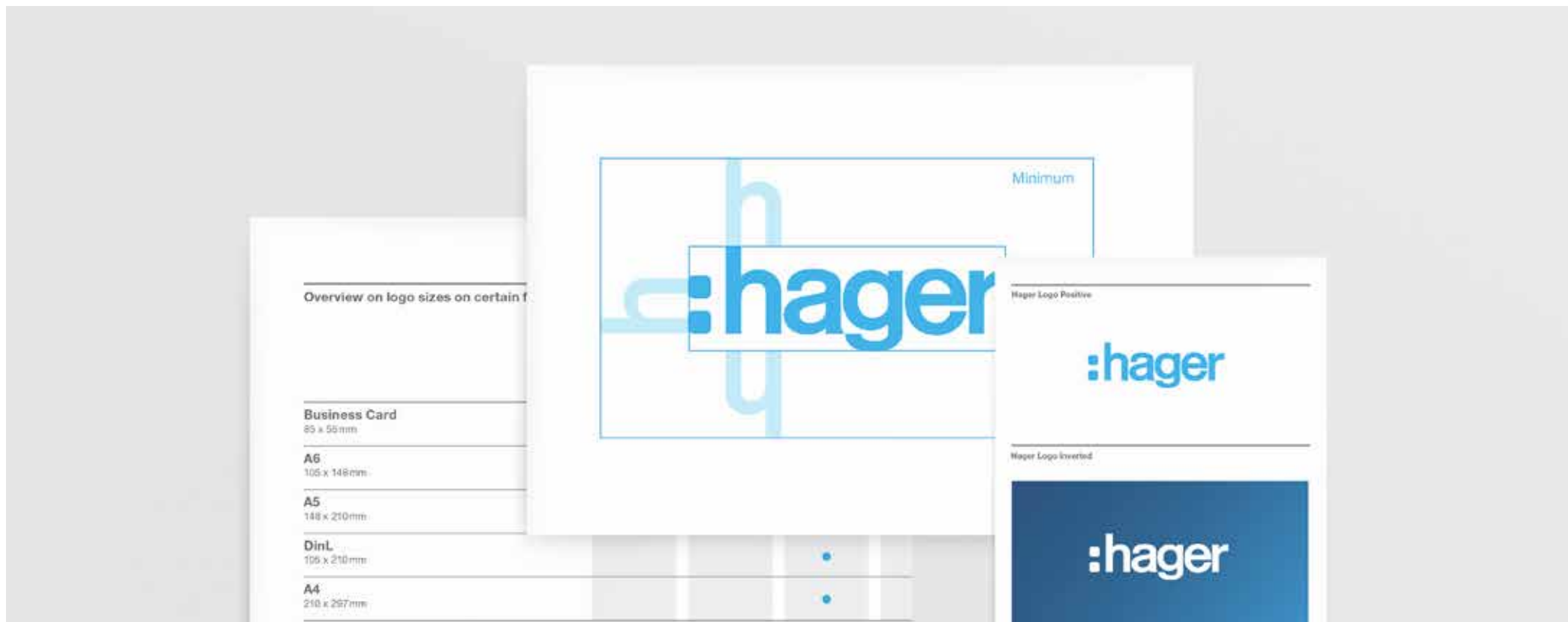
Parameters for Adobe InDesign to generate always the same look of gradient:

- position: 60 %
- angle: diagonal of the object



If gradient is not possible due to production method, please use Hager blue 01 as background colour (see page 4-6).

Recommendation: if you would like to print the gradient you should generate it in CMYK.



## 02 Logo



## 02 Logo

### Logo & Exclusion zone

---

#### Hager logo

The Hager logo is displayed in a large, bold, blue sans-serif font. It consists of a double colon followed by the word "hager".

#### Logo

The Hager logo consists of two elements: **wordmark** and a **double dot**.

These two elements are always used together.

---

#### Exclusion zone



#### Exclusion zone

There is a minimum exclusion zone defining the smallest distance from logo elements to other layout elements.

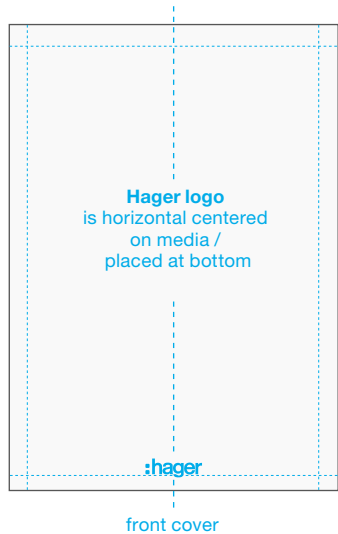
It is recommended to apply this exclusion zone to ensure a standalone appearance.

# 02 Logo

## Positioning on media

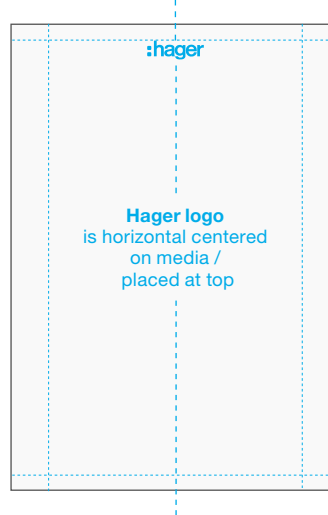
### Position of logo on brochure (front cover)

Size of DIN A4 is shown in 20%



### letterhead

Size of DIN A4 is shown in 20%



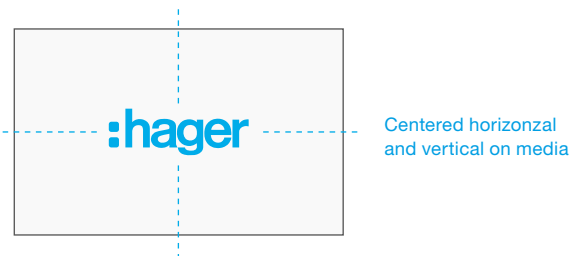
### Positioning of logo

There are six rules defining the usage of the Hager logo:

1. Use logo size defined for certain media
2. Position logo elements according to exclusion zone
3. Usually logo is centered horizontally on media
4. Both wordmark and double dot must be used together
5. Hager logo is always placed at bottom, only in some exceptions it is placed otherwise (e.g. letterhead and business card)
6. The original logofiles should always be used

### business card (back cover)

Size of business card is shown in 50%



# 02 Logo Sizes

## Hager logo (print media)



Original size (100%) Minimum size (30%)

### Logo size

There is a predefined logo size of 100%, which is scaled in relation to certain print media formats.

### Minimum size

Due to insufficient legibility the smallest logo size to be used is 30%.

## Overview on logo sizes on certain formats (print media)

	30% 13.5 x 4.5mm (Minimal size)	60% 27 x 9mm	80% 36 x 12 mm	100% 45 x 15 mm (Original size)	150% 67.5 x 22,5mm	200% 90 x 30 mm
<b>Business Card</b> 85 x 55 mm			•			
<b>A6</b> 105 x 148 mm		•				
<b>A5</b> 148 x 210 mm			•			
<b>DinL</b> 105 x 210 mm			•			
<b>A4</b> 210 x 297 mm			• (e.g. stationary)	•		
<b>A3</b> 297 x 420 mm					•	
<b>A2</b> 420 x 594 mm						•

## 02 Logo Colours

---

### Positive logo



### Blue logo

In principle the positive blue Hager logo is used for most institutional applications (e.g. letterhead, envelope) on white background.

**CMYK** 85/0/0/0

**RGB** 0/170/225

**Pantone** 2995 C / 306 U

---

### Inverted logo



### White logo

In general on promotion and communication media (e.g. catalogue, brochure) the Hager logo is used in the inverted white version on a defined blue gradient background or on photographs.

Generally consider contrast and legibility when positioning logo on colours or pictures.

# 02 Logo Files

## Logo files print media

CMYK



Used for standard print media



Used for standard print media

Pantone C



Used for special print media

Pantone U



### Logo files

There is a range of logo files for the usage on print or digital media.

Only use the defined logo files.

## Logo files digital media

RGB



Logo files for digital media and office applications  
(e.g. website, Microsoft Word, PowerPoint)

## Logo files for office application

CMYK



Particular applications  
(e.g. fax, stamp)

RGB



## 02 Logo

### Do's & Don'ts

#### Colour



Do not change the colour of Hager logo.

#### Image



If placed on images or coloured background the Hager logo should always be used in the inverted version.  
Legibility should be guaranteed.  
The positive version is only used on white or light background.

#### Form



The logo should never be changed in form/proportion or spelling.

#### Black



The black Hager logo should only be used in exeptions and always on a white area.

#### Do's & Don'ts

There are some norms to use the logo in the correct way. Here are some examples of right and wrong usage.

# Zählerplatz- Innenausbaussystem univers Z

Damit machen Sie überall einen guten Eindruck.

Mit dem univers Z-Zählerplatzsystem fallen Sie sich positiv vom Wettbewerb ab und verbessern an Ihre Marktposition. Denn dieses System hat es tatsächlich in sich: Sein Innenausbau ist die modulare Komplettlösung für den Bau zukunftssicherer Zählerplätze. Zudem erfüllt es höchste Ansprüche an Qualität, Sicherheit und Wirtschaftlichkeit. Ihre Vorteile: Geringer Aufwand bei Planung sowie Bestellung und ein garantiert professionelles Einbaumontagebild – nicht zuletzt deshalb ist Hager die Nummer eins bei den Zählerplätzen.



02

Seite

Übersicht Einbaumontage 012

Zählerfelder für vHZ 024

Vorteilsteiler

Zählerfelder mit 3-Phasen-Bo

Einbauteile und Zubehör

Technik

# 01

Energieverteilung  
& Zählerplatz-  
systeme  
Katalog  
2016/2017

## 03 Typography

# 03 Typography

## Primary Typeface

Helvetica Neue LT W1G 75 Bold

Aa Bb Cc 01 02 03  
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyzß&0123456789  
\*#@+<=>”÷±%£\$€ƒ¢,.;…“”‘’«»‹›,.,! ?¿¡( / ) [ \ ] { } ® © § ¨ ¯ ° ~ ^ ^ ?

Helvetica Neue LT W1G 55 Roman

Aa Bb Cc 01 02 03  
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyzß&0123456789  
\*#@+<=>”÷±%£\$€ƒ¢,.;…“”‘’«»‹›,.,! ?¿¡( / ) [ \ ] { } ® © § ¨ ¯ ° ~ ^ ^ ?

The typeface “Helvetica Neue LT W1G” is beside logo and colours an important element of Hager’s visual identity.

**Helvetica Neue LT W1G 75 Bold**  
Used for headlines, teaser text and for highlighting.

**Helvetica Neue LT W1G 55 Roman**  
Used for copy text.

The usage of colour for typography is based on general colour specifications mentioned on Chapter 01 Colours (page 3-7).

*Helvetica Neue LT W1G 55 Roman and Helvetica Neue LT W1G 75 Bold can be purchased here: [linotype.com](http://linotype.com)*



# 03 Typography

## Secondary Typeface

Arial Bold

Aa Bb Cc 01 02 03  
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyzß&0123456789  
\*#@+<=>’’÷±%£\$€ƒ¢,.,:…“”‘’«»<>.,,!,?¿¡( / ) [ \ ] { | } ® © § ª ¯ ˆ ˜ ° ~ ^ ^ ?

Arial Regular

Aa Bb Cc 01 02 03  
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyzß&0123456789  
\*#@+<=>’’÷±%£\$€ƒ¢,.,:…“”‘’«»<>.,,!,?¿¡( / ) [ \ ] { | } ® © § ª ¯ ˆ ˜ ° ~ ^ ^ ?

When use of “Helvetica Neue LT W1G” is not possible due to technical or legal issues, please switch to typeface “Arial”.

**Arial Bold**  
Used for headlines, teaser text and for highlighting.

**Arial Regular**  
Used for copy text.

The usage of colour for typography is based on general colour specifications mentioned on Chapter 01 Colours (page 3-7).