

## Chapter two

# Logo

Construct & spacing

Colour

Usage

H-dot logo

Tagline logo

Flow device logo

Internal logo's

The small print

Grid system

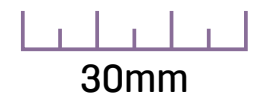
Our logo is our best foot forward and our not-so-secret handshake. It's is a bit like that shiny trophy you won in primary school - we don't shy away from it and we never miss an opportunity to show it off. It needs a prime space on the bookshelf. We always let it shine!

Our logo was born for the spotlight. So, when placing our logo on any media, please give it some breathing room to ensure visibility, impact and space to shine. When you are working in a small format, leave at least the minimum clear space around the logo. If you're feeling generous, you may leave more, but never less!

### Breathing space



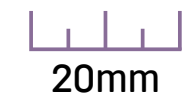
Hollard.



30mm

Minimum size for printed collateral

Hollard.



20mm

Minimum size for promotional collateral  
e.g. pen

### Location, location, location:

Our logo is always placed bottom right, or top right if the bottom is not available. The only exception to this rule is use on TVCs / End Screens.



### Our logo colours

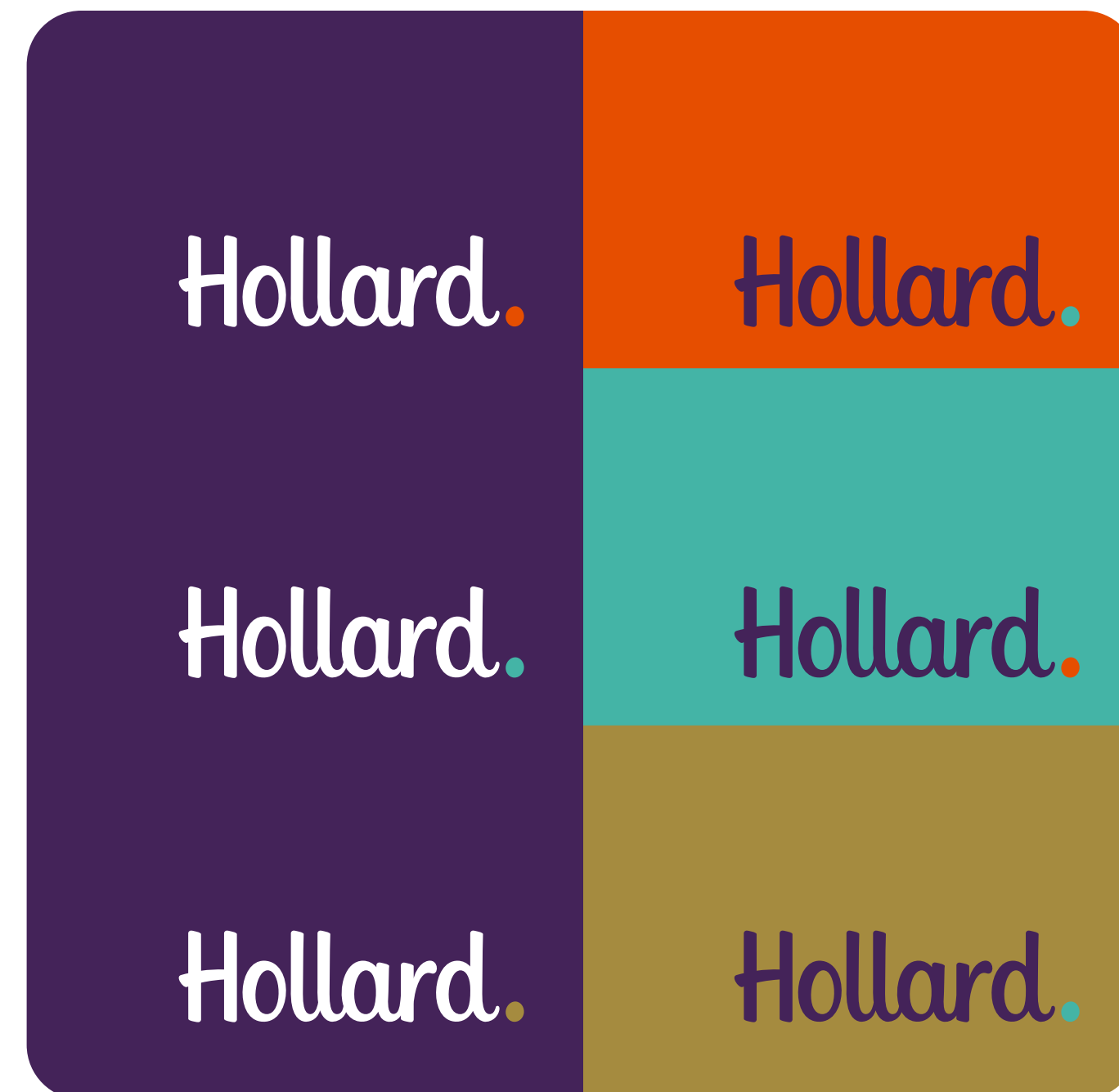
The colour of our dot is allowed to change. When our logo is used in purple or white, you can use any of our colours for the dot, but when our logo is used on orange, aqua, and gold it gets a bit more tricky.



### Our logo in secondary colours

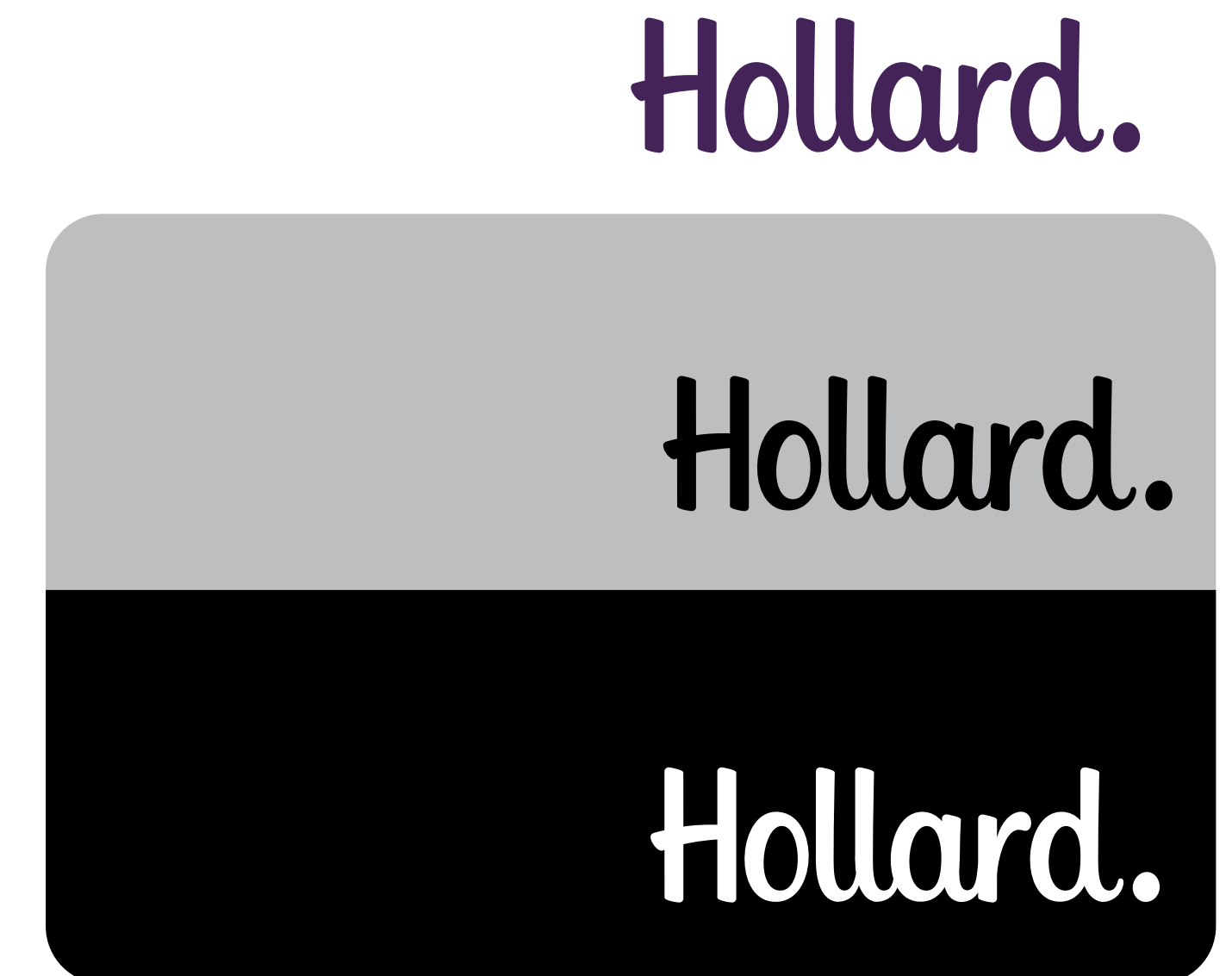
When the word mark is placed on secondary brand colours (orange, aqua or gold), it should be purple with the dot to change as seen below.

Please note the below is for visual reference only, we are never boxed in a holding shape.



### Our logo in single colours

Our single colour logo is only used when printing specifications do not allow for a two colour or a CMYK print. Purple is our primary colour, but if the print is in black and white, our logo can be printed in full black or white for dark backgrounds.



### No. Just, no.



Our logo should not be used in a block or holding shape.



Our logo should never be used without our primary brand colour, purple, being present.



Don't distort, squash or stretch our logo in any way. This includes: Altering the size of the full stop, removing it or changing it's position.



Do not use low resolution logo, always ensure you are using the right file format.



Don't use our logo in any other colour combination except the approved colours.



Don't use our logo in tints of our brand colours only full colour.



Don't add effects like a drop shadow or strokes to our logo

### Visibility is everything

When it comes to using our logo on an image, try not to compromise the visibility of it. On a light/subtle background use the full colour logo.



On a busy background or a dark background add a purple strip behind the logo. Consider a transparency of between 80 - 90% for the purple strip behind the logo, in order for the background image to still come through.



### Vertical? Get it spot on

We understand that space is sometimes tight, we therefore allow our logo to be used vertically, but with a twist. Our logo should be positioned reading from bottom to top, so our dot is always at the top.

