

HEXONET

BRANDING GUIDELINE

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Our Identity

HEXONET's logo is bold, strong, and confident. It is meant to inspire trust and security. From the capitalized wordmark to the stylized "X" element, every component of the identity captures the history and current thinking of HEXONET.

CORE ELEMENTS

The core elements make the HEXONET brand instantly recognizable. They create the basis for the visual identity.

These elements consists of:

- Logo
- Colour palette
- Typeface

Logo



Colour palette



Typeface

Gotham Medium
Gotham Book
Gotham Light

POSITIVE LOGO USAGE

Our logo is simple yet distinctive.

The preferred way to use our logo is over white or light background with the colour logo as shown here.

Colour logo
Scale: 100%
Size: 3"



Greyscale logo
Black logo
Scale: 100%
Size: 3"



Note: These versions of the logo are to be used only on black and white documents and ads.

NEGATIVE LOGO USAGE

Use the negative version of the logo if it is intended to be reversed. This version of the logo can have a higher visual impact.

If the negative logo is used, the images or background colours must be dark so the logo is easily readable and recognizable.

Colour: White (paper)
Scale: 100%
Size: 3"

The image shows the word "HEXONET" in a bold, white, sans-serif font. The letter 'X' is stylized with a diagonal slash through it. The logo is centered horizontally and occupies the right side of the page.

Note: These versions of the logo are to be used only on black and white documents and ads.

COLOUR PALETTE

A colour palette has been selected to support the trust and quality associated with the brand identity. Navy and White are our primary colours or applications.

The colours are provided in PMS, RGB and HEX for proper usage.

NAVY



PANTONE 295C
CMYK 100/89/36/35
RGB 24/42/84
HEX #172A54

GREYSCALE



PANTONE ---
CMYK 0/0/0/80
RGB 35/31/32
HEX #231F20

BLACK



PANTONE ---
CMYK 100/100/100/100
RGB 0/0/0
HEX #000000

WHITE



PANTONE ---
CMYK 0/0/0
RGB 255/255/255
HEX #FFFFFF

USAGE & POSITIONING

We protect our brand like we protect our customers.
Here are few things NOT to do with our logo.



✘ **Do not** ignore our logo clear space, the logo should not be positioned on the edge of the letters.



✘ **Do not** apply graphic effects such as drop shadows on our logo.



✘ **Do not** change the color of our logo.



✘ **Do not** distort or stretch our logo in any way.



✘ **Do not** flip or change the colour of the "X" in our logo in any way.



✘ **Do not** create, retype or redraw our logo.



✘ **Do not** rotate or flip our logo.



✘ **Do not** outline our logo.

MINIMUM LOGO SIZING

Our logo is restricted to 1" for print and 72px for digital applications.

Violating this standard compromises the integrity and legibility of the logo.

Print



Digital

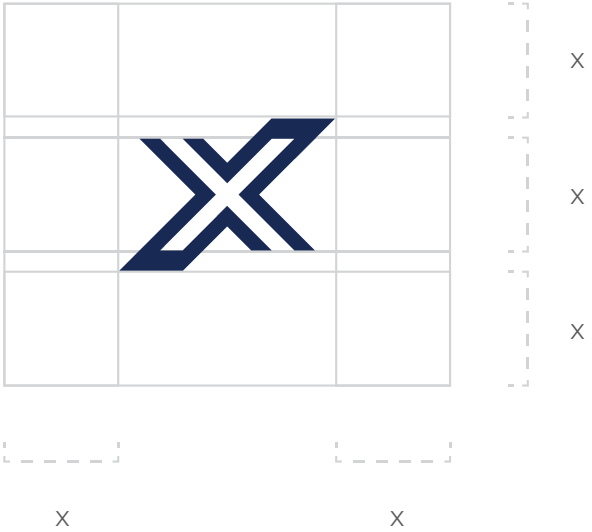


CLEAR SPACE OF OUR “X”

Our logo needs to be seen and understood as quickly as possible wherever it appears. Maintaining a clearspace around the the “X” is a way to ensure this. Clear space is an area that is kept free from other text, graphic elements, or other visuals distractions.

There should be a minimum amount of space around the logo. This also applies to the edge of a sign, page, booth or label where it is used.

Colour “X”
Scale: 100%
Size: 1”



USAGE & POSITIONING OF OUR “X”

Please observe these rules when placing our “X”.

This “X” usage is only valid if a proof is provided to the HEXONET Creative Designer for approval.



✘ **Do not** ignore our “X”’s clear space, the “X” should not be positioned on the edge.



✘ **Do not** apply graphic effects such as drop shadows on our “X”.



✘ **Do not** use the “X” near with our logo.



✘ **Do not** distort or stretch our “X” in any way.



✘ **Do not** flip the “X” in our logo in any way.



✘ **Do not** create, retype or redraw our “X”.



✘ **Do not** rotate our “X”.



✘ **Do not** outline our “X”.

MINIMUM “X” SIZING

Our “X” is restricted to 1” for print and 72px for digital applications.

Violating this standard compromises the integrity and legibility of the logo.

Print



Digital



TYPEFACES

Typography is a key element to communicate a unified personality for our brand. We have selected Gotham as our typeface.

Gotham is strong, yet not overbearing. When writing headlines use Gotham in caps along with the weight of medium. When using Gotham for body copy, use sentence case. Mixing weights in headlines is fine.

These three selected font weights of the typeface allow for flexibility and the creative expressions to communicate through all documents and media.

Note: A different typeface can be used along with our logo on special occasions. This is only valid if a proof is provided to the HEXONET Creative Designer for approval.

GOTHAM MEDIUM

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789

GOTHAM BOOK

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789

GOTHAM LIGHT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789