



Hydroxatone[®]



Corporate Guidelines

BRANDMARK

- The Brandmark & exclusion zones
- Sizes
- Typeface
- Color variations
- Incorrect usage
- Positioning



Hydroxatone trademark



Exclusion Zone



BRANDMARK: THE BRANDMARK & EXCLUSION ZONES

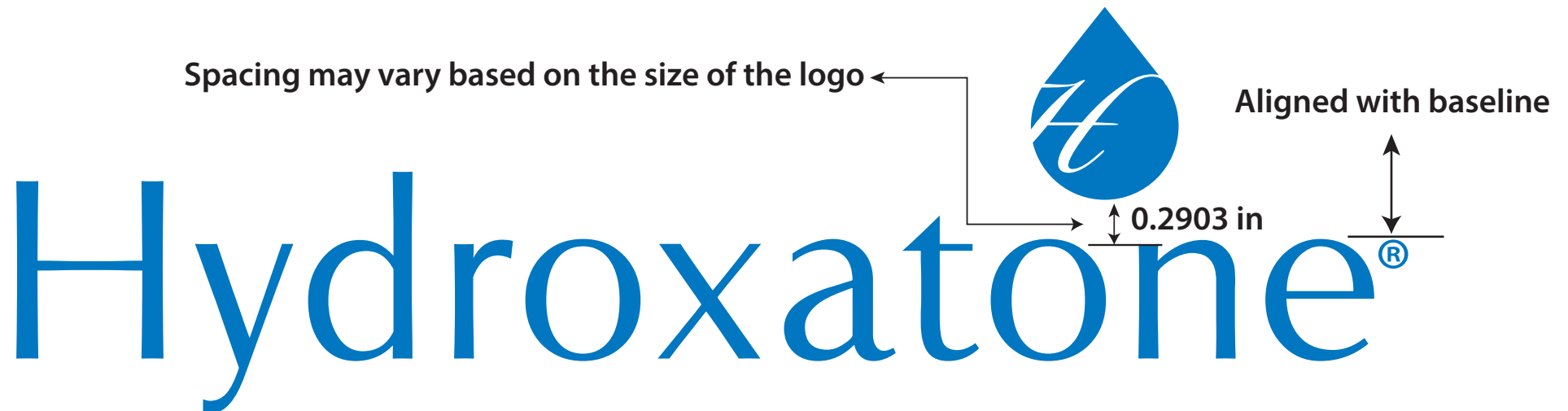
BRANDMARK

Our brandmark consists of the Water Drop – an abstraction reminiscent of a bridge – along with the typographic rendition of our name. Visually, the **Hydroxatone brandmark** complements the concept behind our unique brand name.

Do not alter the elements within the brandmark or the approved configurations in any way. Always use approved electronic artwork.

EXCLUSION ZONE

Hydroxatone brandmark is most effective when surrounded by as much open space as possible. A minimum area of unobstructed clear space, based on the height of the last letter “e” in the logotype, must surround the brandmark in all situations (see example left).



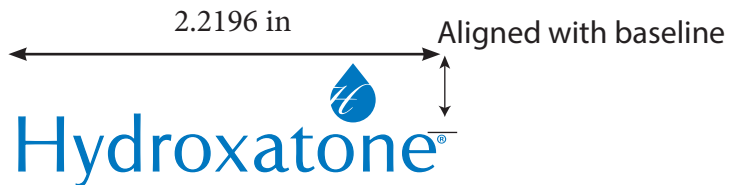
Stroke **1pt** on all Type but no stroke in ® & drop H
Font: AccentGraphic Medium

50% (Smaller)



MINIMUM SIZE

25% (Smaller)



Stroke **0.5 pt** on all Type but no stroke in
® & drop H | *Font: AccentGraphic Medium*

BRANDMARK SIZES:

MINIMUM SIZE

To ensure visibility and legibility, the **Hydroxatone trademark** should never be presented in a size smaller than the minimum shown on this page.

Do not alter the elements within the trademark or the approved configurations in any way. Always use approved electronic artwork.

MAXIMUM SIZE

Certain applications will require a larger size of trademark, e.g. signage. The current trademark has only been created for application on Letter items and smaller, larger sizes may require different letterspacing. In these instances guidance should be requested from the brand team.

THE HYDROXATONE TYPEFACES

As Hydroxatone is a national corporation, its visual identity should be globally applicable. This means that in prime areas of presentation Hydroxatone should use a typeface that is both internationally legible and available to designers and those concerned with the production of material on which the identity is to appear.

The approved Hydroxatone typefaces are Accent Graphic and Century Gothic. These typefaces have proved to be easy to read and are available almost everywhere. All versions can be used as necessary and appropriate for the specific items being produced.

For standard office software and printers the Arial typeface should be used if Century Gothic is not available. The Verdana typeface is used as a replacement font for in internet browsers.

Accent Graphic Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

Accent Graphic Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

Accent Graphic Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**

Century Gothic Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

Century Gothic Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**

Century Gothic Italic

abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*

COLOR PALETTE

- PRIMARY & SECONDARY
- ADDITIONAL COLORS

THE HYDROXATONE COLORS

The colors selected for our company's identity form an integral part of it. To ensure clear and immediate recognition, we use two main colors to represent the Hydroxatone Brand: blue and silver. These colors are generally associated with quality, value and reliability. In addition, the Hydroxatone blue is easily reproducible by a wide variety of processes onto an even wider variety of materials. Always with a consistent result.

All signal colors from the entire spectrum can be used as additional colors to distinguish a particular Business Group, product, service, Brand, etcetera in brochures, leaflets, e-media or other material. However, colors used for this purpose should preferably be chosen to harmonize with the corporate identity colors that represent our Hydroxatone

Brand: silver and blue.

- PRIMARY COLORS

PMS 2935



Hydroxatone primary colors

Blue / Silver / Black

Primary Hydroxatone colors: use wherever possible and necessary. For most applications (print, advertising and e-media).

PMS 877

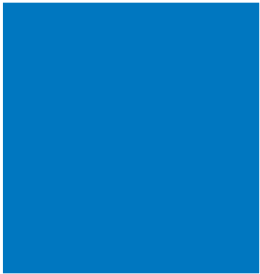


BLACK



Hydroxatone Blue for all media

PMS 2935 C (Pantone color)



CMYK = CYAN, MAGENTA, YELLOW & BLACK.



C= 100
M= 46
Y= 0
K= 0

For TV & Video always use RGB



R= 0
G= 118
B= 192

For web: Web Safe Color



#0066CC

Reproducing the Hydroxatone colors

The use of the correct colors is defined on these pages. To enable successful color matching of our corporate colors blue PMS 2935 and silver PMS 877 (the latter can be replaced by PMS Cool Gray 7, Retail uses Mylar replacing PMS 877) swatch sheets are supplied with this Brand Book. The Hydroxatone corporate identity colors should also be applied to media such as internet websites and Powerpoint presentations.