



# **HITEC POWER PROTECTION DESIGN GUIDELINES**

For specific questions or other requests related to the content of this manual please contact the marketing department.



HITEC Power Protection  
Design Guidelines

Oktober 24, 2017 Rev. 0

## HITC Power Protection

# DESIGN GUIDELINES

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The HITC design guidelines book is designed to provide a complete understanding of the brand identity of HITC and its implementation across various media. This design guideline contains several chapters of design rules and is easy to carry along.

# SECTION 1 COMPANY LOGO

Clearspace and usage  
Incorrect Logo applications  
The Company Pay-off  
The Company Image Styles



## LOGO INTRODUCTION

Our logo is the key building block of our identity, the primary visual element that identifies us. The logo is a combination of the symbol itself and our company name.

The HITEC logo is straightforward and represents our business in its simplest visual form.

### THE LOGO <sup>1\*</sup>



### PRODUCT FAMILY LOGOS

**Power**PRO1000

**Power**PRO1800

**Power**PRO2700

**Power**PRO3600

#### 1) The general Logo

The main logo is the dark logo used on a white or light background. For darker backgrounds you will find an alternative below.

#### LOGO DARK VERSION



2

#### LOGO LIGHT VERSION



3

#### 2) The Logo Dark Version

Will be used when the background color is light colored.

#### 3) The Logo Light Version

Will be used when the background color is dark colored.

#### Attention:

Please do not use the HITEC logo on background images that contain too many different colors and do not modify the logo or use it in an unreadable way. If in doubt, use another background image or ask the marketing department.

# LOGO CLEARSPACE, DO'S AND DONT'S

## CLEARSPACE

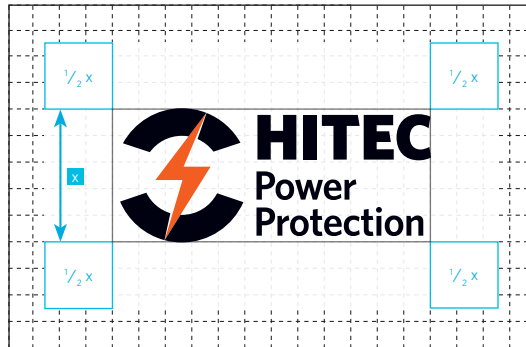
Full Logo

## DEFINITION

The logo should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this space.

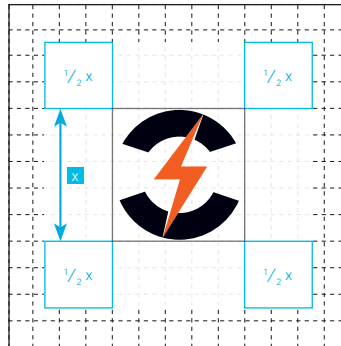
## COMPUTATION

To figure out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).



## CLEARSPACE

Logo Symbol



## INCORRECT LOGO APPLICATIONS



## DO NOT

- 1) Do not place the logo type on two lines
- 2) Do not use the logo type without symbol
- 3) Do not change the logo type font
- 4) Do not remove type from the logo type

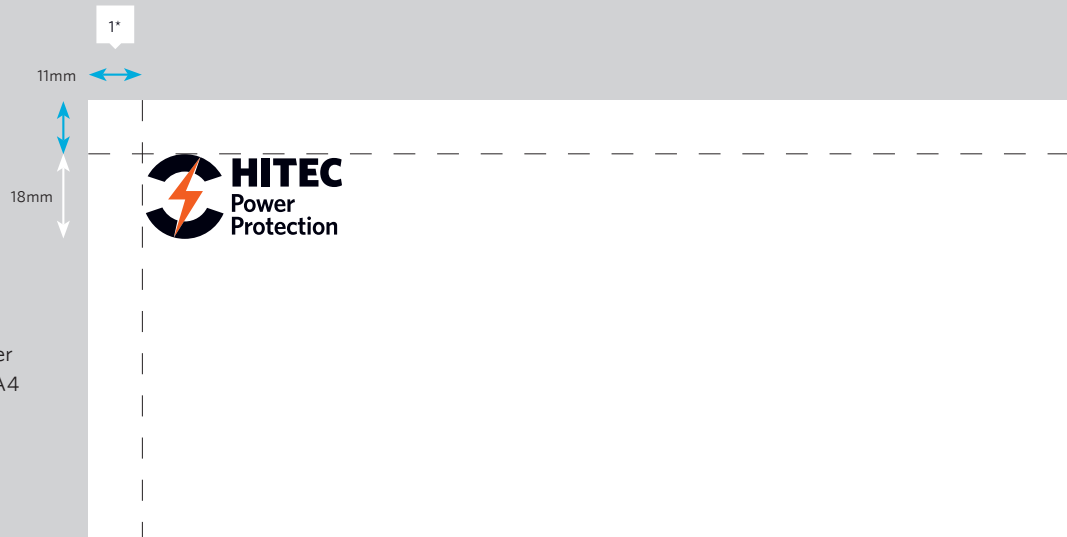
## EXAMPLE: LOGO APPLICATION ON COMPANY LETTERHEAD A4

### Usage

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact.

### 1\* Clearspace

11mm x 11mm from upper left corner when using A4 format.



## POWERPRO LOGO DARK VERSION

### DEFINITION

The logo should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

### COMPUTATION

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).

### CLEARSPACE

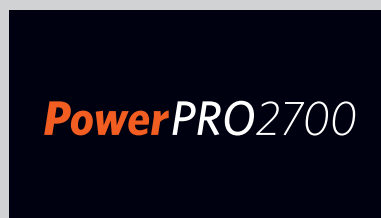
The PowerPRO2700 logotype is used on our machines and in technical brochures.



All PowerPRO product family logos have the same clearspace rules.



2



3

### 2) The Logo Dark Version

Will be used when the background color is light colored.

### 3) The Logo Light Version

Will be used when the background color is dark colored.

## THE COMPANY PAY-OFF

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### **Explanation:**

This shows the approved layouts with our pay-off and the primary elements of HITEC Power Protection.

### **Usage:**

The pay-off will be used for all official contact, communication and promotion of HITEC Power Protection.

### **Fonts & Sizes:**

On A4 Format:

**Whitney Bold - 15pt**

**Leading 11pt**

Font size scales proportional with format size.

**The pay-off will be used in white on dark backgrounds and in dark on light backgrounds.**

## CONTINUOUS POWER IN YOUR CONTROL

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## BRAND VISUALS

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Photographs are a great way to bring our brand to life. Just make sure to use the right ones. HITEC relies heavily on photographs for most of its visual communication, especially in publications, brochures and on its website. The chosen images can be requested at the marketing

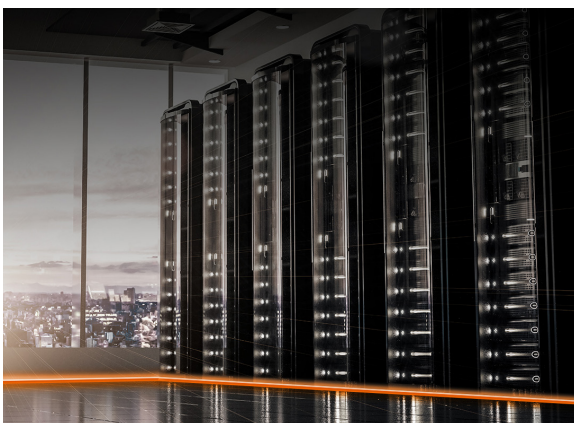
department. They have been carefully chosen by professionals. It's forbidden to use photos from any other source. Our orange continuous power beam is always visible in our images. If missing, contact the marketing department.

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### SOME OF THE MAIN HITEC POWER PROTECTION CORPORATE IMAGES

**Requirements:**

- Desaturated colors
- High contrast
- Sharp images
- Orange energy beam to identify HITEC Power Protection
- Fits in power protection solutions theme



# SECTION 2

# COLORS

Primary Color System  
Color Codes



# THE PRIMARY COLOR SYSTEM AND COLOR CODES

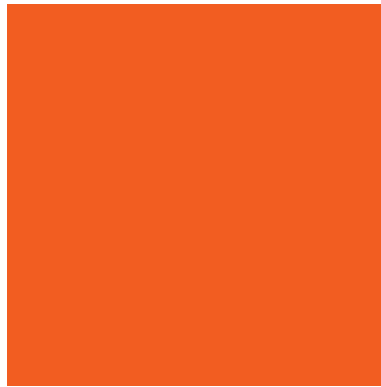
## PRIMARY COLOR SYSTEM

### Explanation:

HITEC Power Protection has two official colors: HITEC Black and Orange. These colors have become a recognizable identifier for the company.

### Usage:

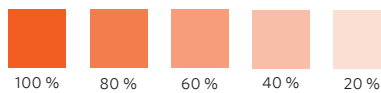
Use them as the dominant color palette for all internal and external visual presentations of the company.



## PRIMARY COLOR ORANGE

### COLOR CODES

CMYK : C000 M078 Y100 K000  
Pantone : 166C  
RGB : R224 G082 B006  
Web : #e75204  
RAL : 2009



## COLOR TONES



Orange gradient

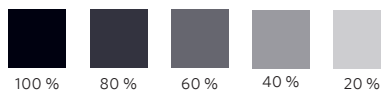
## THE GRADIENT



## PRIMARY COLOR HITEC BLACK

### COLOR CODES

CMYK : C080 M020 Y020 K100  
Pantone : 426C  
RGB : R020 G020 B020  
Web : #000000  
RAL : 9004



## COLOR TONES



HITEC Black gradient

## THE GRADIENT

# SECTION 3 TYPOGRAPHY

The Corporate Fonts

Primary Font

Font Hierachy



# THE CORPORATE FONT AND TYPOGRAPHY

Our fonts are available for free to HITEC personnel. HITEC's primary font: Whitney can be downloaded as a desktop font or a website font. Please note that neither font is available for use in apps or ebooks. The Whitney

font type is a master craftsman at every font-weight. Whitney's extensive language support, covering more than 200 languages worldwide, has made it a mainstay of our global brand.

## PRIMARY FONT WHITNEY

**W H I T N E Y**

### TYPOGRAPHY GUIDELINES

In order for all our documents to look identical and in coherence with our design guidelines, the following text hierarchy should be applied at all times.

**Bold**

**A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z**

**Regular**

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z

## TYPE FIGURES WHITNEY

**Figures** 0 1 2 3 4 5 6 7 8 9 0

**Special Characters** ! " § \$ % & / ( ) = ? ` ; :  
i " ¶ ¢ [ ] | { } 3 ÷ '  
« W ® † ff " ø © • 4 '  
æ œ @ º º © f Q , å ¥ ffi ç  
ffl ~ × a ... - M < > U ~ > < <sup>SM</sup>

## ALTERNATIVE FONT:

When Whitney is not an option, the use of Trebuchet MS and Trebuchet MS Bold is obligatory. We specifically use this font in programmes such as word documents for easy access and alterations by different parties.

**Regular**

**A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z**

## TYPOGRAPHY AND TEXT HIERARCHY

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### CONTEXT TEXT AND INNER HEADLINES

Caption Text  
HITEC Typo  
-  
Whitney Book  
8 pt Type / 11 pt Leading

---

Copy Text  
HITEC Typo  
-  
Whitney Book  
9 pt Type / 11 pt Leading

---

Headlines  
Copytext  
**HITEC TYPO**  
-  
Whitney Semibold - Capital Letters  
10pt Type / 10pt Leading

---

### HEADLINES AND TYPOBREAKS

Sublines  
Sections  
**HITEC TYPO**  
-  
Whitney Bold - Capital Letters  
16pt Type / 16pt Leading

---

Big Headlines  
and Title  
**HITEC  
TYPO**  
-  
Whitney Bold - Capital Letters  
34pt Type / 30 pt Leading

---

Sequencer  
and Title for  
Marketing  
**HITEC  
TYPO**  
-  
Whitney Bold - Capital Letters  
48pt Type / 48 pt Leading

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## TYPOGRAPHY EXAMPLE CORPORATE POSTER DESIGN

### 1\* Head title

Displays the main theme in this poster.

### 2\* Theme introduction

Explains HITEC's position in this theme.

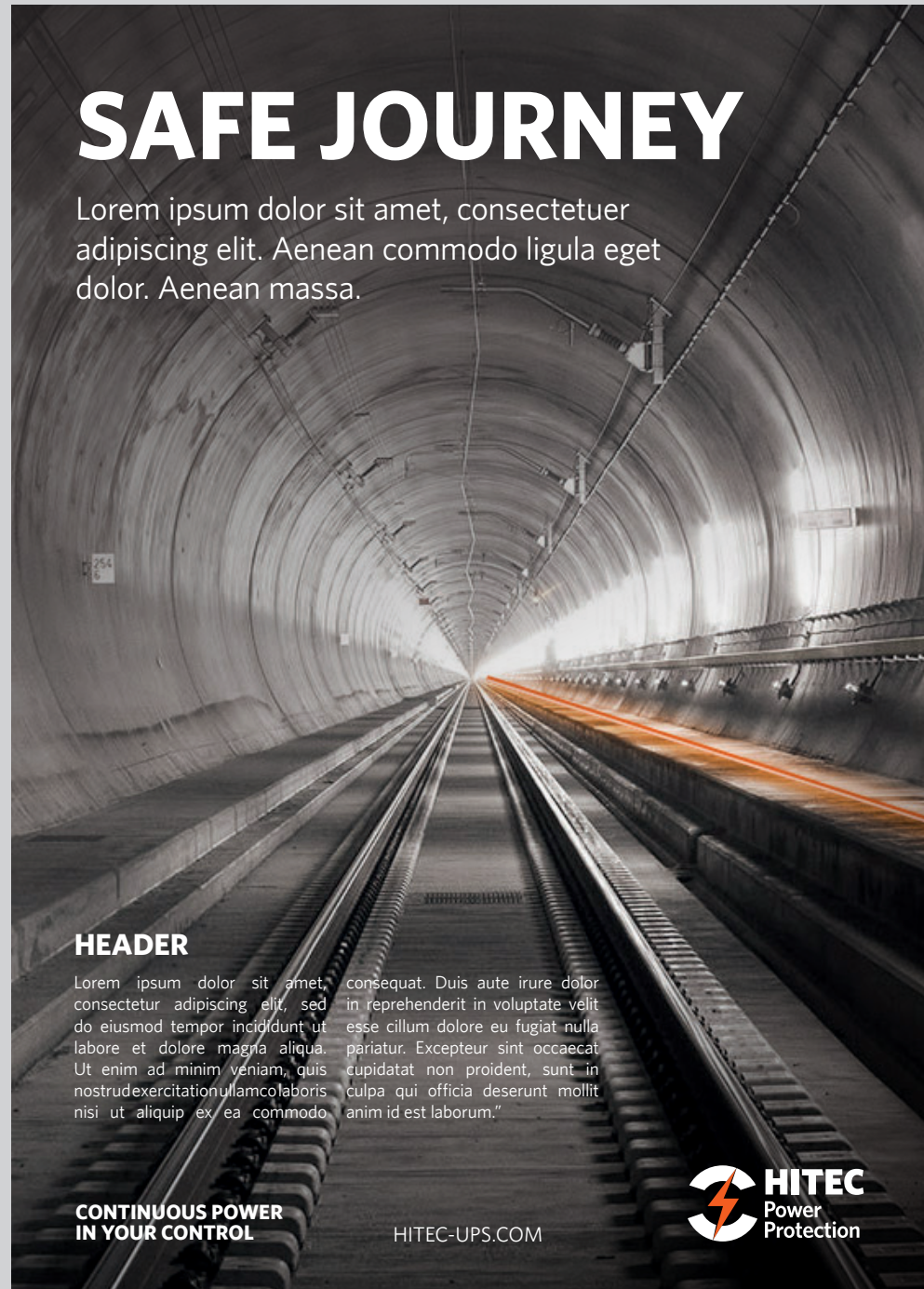
### 3\* Subtitle

Subtitle

### 4\* Body text

Body text where HITEC can be further explained

### 5\* Company Logo, Slogan & URL



1\*

2\*

3\*

4\*

5\*

# SECTION 4 STATIONARY & ELEMENTS

The Company Letterhead  
The Company Businesscards  
The Company Envelope  
The Company Engineering Leaflet



# THE COMPANY LETTERHEAD

PARAMETER	Dimensions	Print	Universal font
	297 x 210mm DIN A4	CMYK	Trebuchet MS

## 1\* Logo placement

11mm x 11mm from upper left corner. Must be a square of clearspace from upper left corner.

## 2\* Brand element, Orange bar

- Always 5mm height, from bottom up
- From left to right
- Primary color HITEC Orange
- Can **only** be placed on print material with A5 format minimum - A3 maximum.

## 3\* Company data

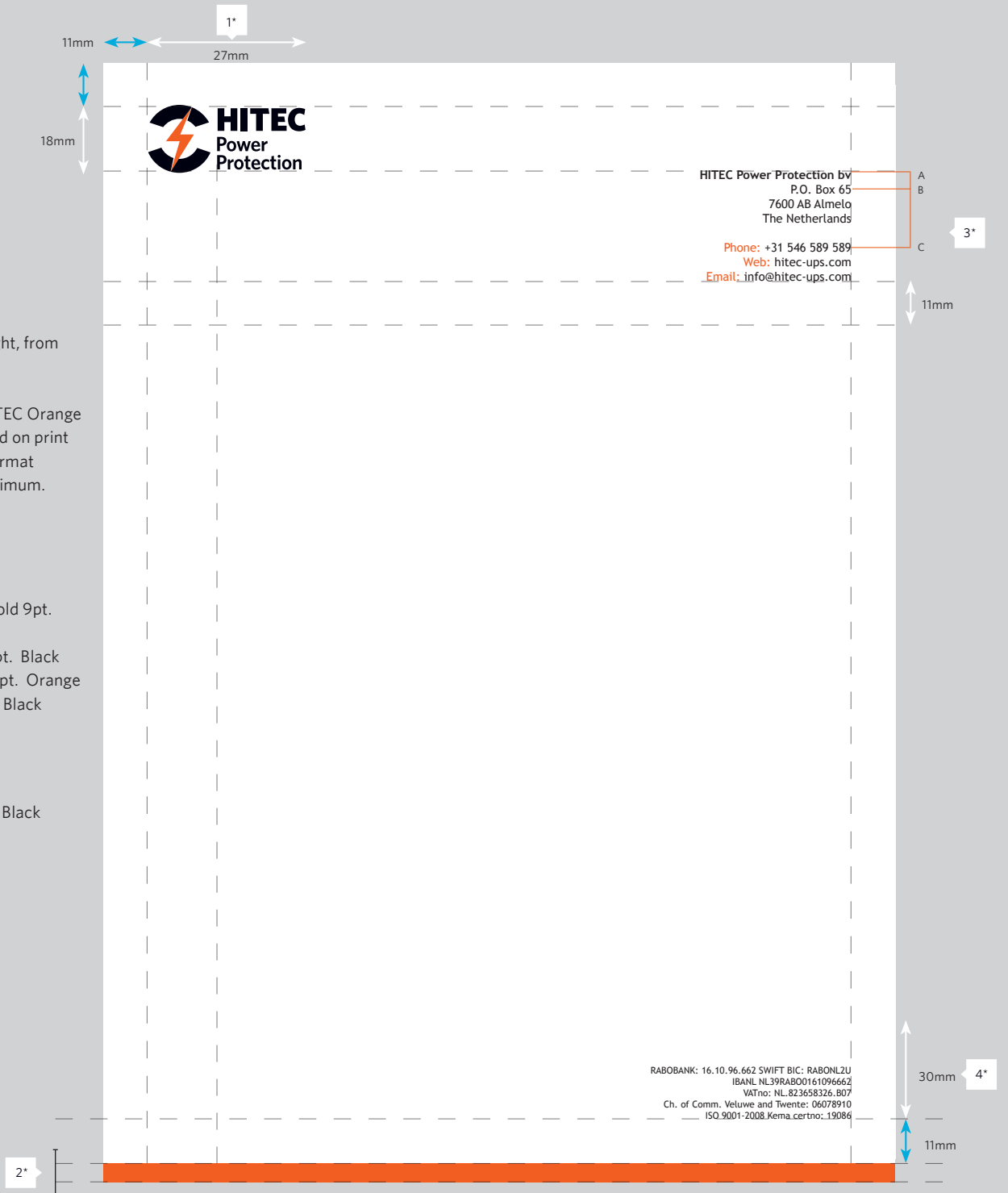
### Fonts & sizes

- A. Trebuchet MS Bold 9pt. Black
- B. Trebuchet MS 9pt. Black
- C. Trebuchet MS 9 pt. Orange
- Trebuchet MS 9pt. Black

## 4\* Bank data

### Fonts & Sizes

Trebuchet MS 7pt. Black



## THE COMPANY BUSINESS CARDS

### THE COMPANY BUSINESS CARDS

#### Explanation:

This shows the approved layouts with the primary elements of the HITEC Power Protection stationary system for business cards.

#### Usage:

The business cards will be used for all official contact and communication of HITEC Power Protection.

### PARAMETER

#### Dimensions

EU 85 x 55 mm

US 88.9 x 50.8 mm

#### Print

CMYK

Frontside (EU)



Backside (EU)



## THE COMPANY EMAIL SIGNATURE

#### Explanation:

The electronic signature should be kept as consistent as possible. Only job titles approved by your manager may be used. A request to consider the environment before printing may be used, as may a legal disclaimer.

#### Fonts & sizes

**Name:** Trebuchet MS Bold / Orange

RGB: 224R, 82G, 6B / 12pt

**Position:** Trebuchet MS / Gray

RGB: 113R, 114G, 115B / 12pt

**Address:** Trebuchet MS / Gray

RGB: 113R, 114G, 115B / 11pt

**Logo in PNG**

**Pay-Off:** Trebuchet MS Bold / Black

RGB: 0R, 0G, 0B / 14pt

**Email End:** Trebuchet MS / Gray

RGB: 191R, 191G, 191B / 10pt

**John Doe** | Job Title

Bedrijvenpark Twente 40 | 7602 KB | Almelo | The Netherlands

Phone. +31 546 589 589 | Mobile. +31 6 12 34 45 78

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**CONTINUOUS POWER  
IN YOUR CONTROL**

The contents of this email message and any attachments are intended solely for the addressee(s) and may contain confidential and/or privileged information and may be legally protected from disclosure. If you are not the intended recipient of this message or their agent, or if this message has been addressed to you in error, please immediately alert the sender by reply email and then delete this message and any attachments. Thank you

Please consider the environment before printing this email

## THE COMPANY ENVELOPE

### THE COMPANY ENVELOPE EA5

**Explanation:**

This shows the approved layout with the primary brand elements of HITEC Power Protection stationary system for envelopes.

**Dimensionsa**

EA5 220 x 156mm

**Print**

CMYK



### THE COMPANY ENVELOPE EA4

**Dimensionss**

EA4 - 312 x 220 mm

**Print**

CMYK



# THE COMPANY ENGINEERING LEAFLET

PARAMETER	Dimensions	Print	Universal font
	297 x 210mm DIN A4	CMYK	Trebuchet MS

## 1\* Logo placement

11mm x 11mm from upper left corner. Must be a square of clearspace from upper left corner.

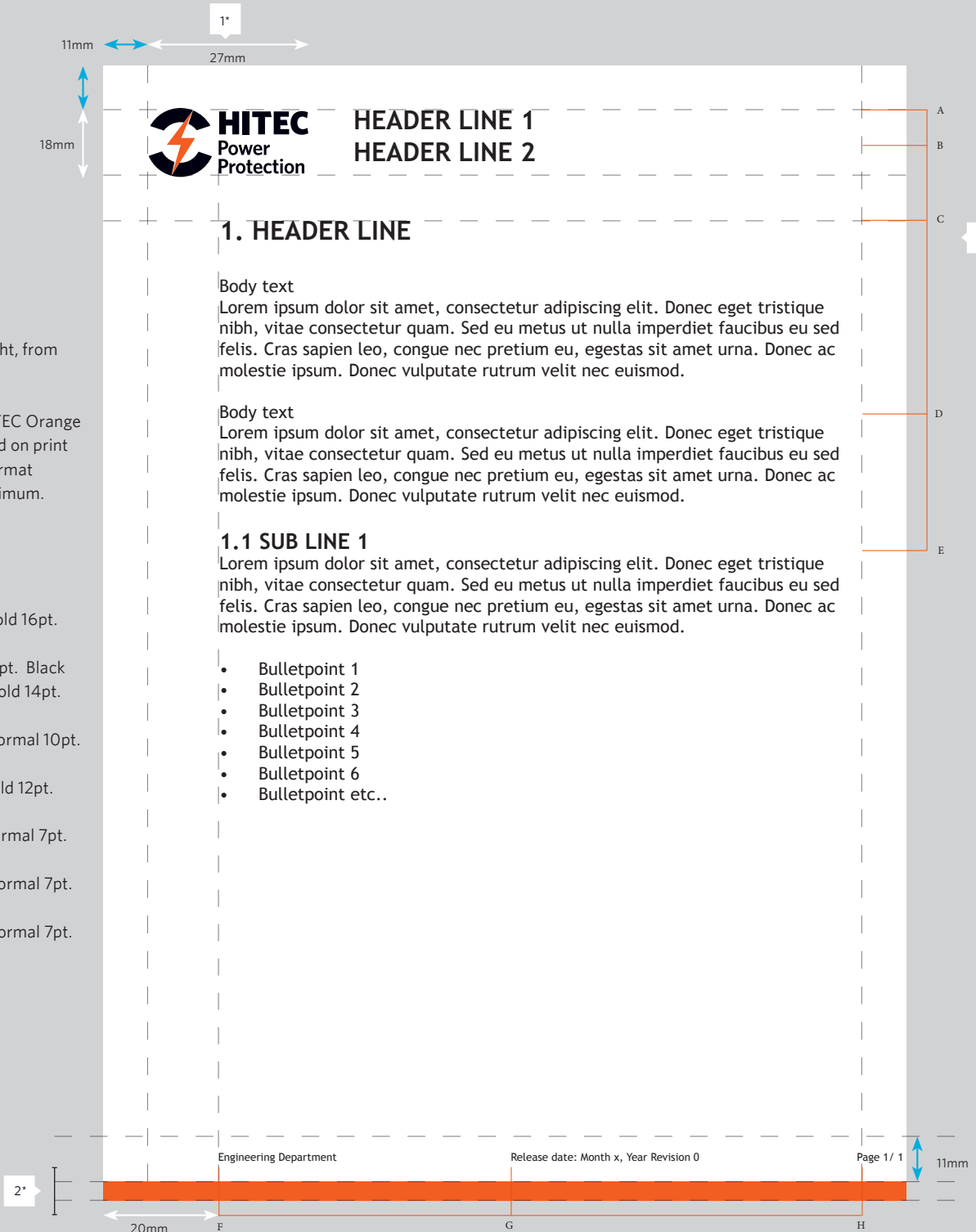
## 2\* Brand element, Orange bar

- Always 5mm height, from bottom up
- From left to right
- Primary color HITEC Orange
- Can **only** be placed on print material with A5 format minimum - A3 maximum.

## 3\* Content data

### Fonts & sizes

- A. Trebuchet MS Bold 16pt. Black
- B. Trebuchet MS 16pt. Black
- C. Trebuchet MS Bold 14pt. Black
- D. Trebuchet MS Normal 10pt. Black
- E. Trebuchet MS Bold 12pt. Black
- F. Trebuchet MS Normal 7pt. Black
- G. Trebuchet MS Normal 7pt. Black
- H. Trebuchet MS Normal 7pt. Black





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