

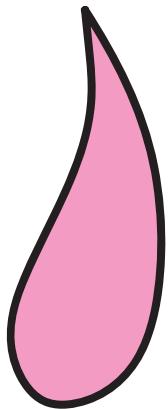


# Graphic Standards Guidelines

**Titouan JOURY**

## We are Hurluberlu

This publication has been developed to guide users of Hurluberlu's visual identity on how to use the company's logos and graphic material. This reference guide aims to guarantee consistency with the corporate image conveyed internally and externally that Hurluberlu has been building.



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# Logo

A company's logo expresses its identity, personality and values. This identity is accentuated by the quality of the various graphic elements that reinforce it.

To preserve the integrity of the **HURLUBERLU** brand, its use must be managed through the standards set out in this guide.

## Colour – positive version



X

### Proscribed uses

The core components of the logo form an indivisible whole: symbol, colours, proportions and positioning of its different elements must not be modified in any way.

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### Black – positive version

The **HURLUBERLU** logo must be used in black only when production constraints do not allow the use of colour.



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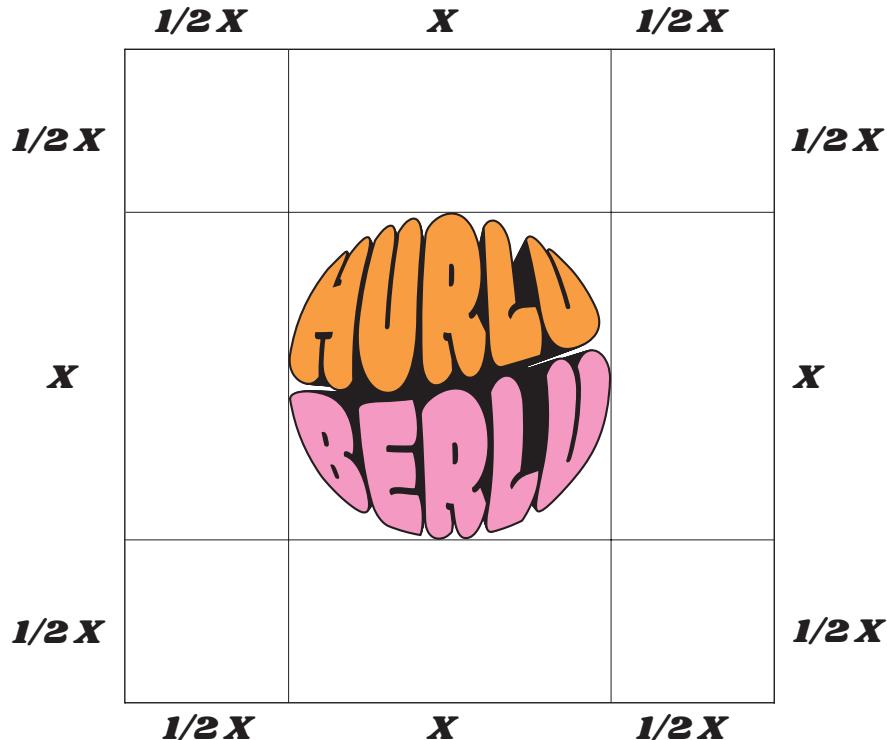
### Negative version



## Buffer zone

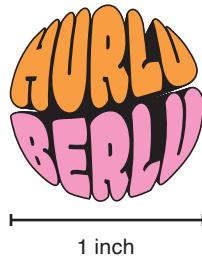
To optimize its presence in any given space, the logo must include a buffer zone, i.e., a minimum area of protection, free of external graphic or textual elements.

The size of this area is based on a relative measurement, which can be applied in any context, and is equal to half the height of the letter "X" inside the word "**HURLUBERLU**".



## Minimum size

A minimum size for usage of the logo must be determined to ensure optimal visibility. The **HURLUBERLU** logo must measure at least 1 inch wide (2.5 cm).



# Colours

The official corporate colours for the visual platform, i.e., for all graphic elements used in support of the logo, are Orange and Pink. Technical specifications are detailed below.

#FF8C2B  
RVB 255 - 140 - 43  
CMJN 0 - 45 - 83 - 0  
PMS 1495 C

#FF82FF  
RGB 255 - 130 - 255  
CMJN 0 - 49 - 0 - 0  
PMS 210 C

#000000  
RVB 0 - 0 - 0  
CMJN 0 - 0 - 0 - 100  
PMS Neutral Black C

#FFFFFF  
RGB 255 - 255 - 255  
CMYK 0 - 0 - 0 - 0  
PMS Black 6 U

# Typography

## Corporate and marketing communications

The official typefaces to be used in corporate and marketing communications, for printed or electronic documents, are Modak and Shrikhand. Produced by XXX.

# Modak

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 æ œ  
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 æ œ œ œ œ  
0 1 2 3 4 5 6 7 8 9 ! ? # € \$ ¢ £ ¥ & § % @  
{ ( \ < - + = — > / ) } \* ™ ® a o “ ” ” ” < > : ; . . . ,

**Regular**

# Shrikhand

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 æ œ  
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 æ œ œ œ œ  
0 1 2 3 4 5 6 7 8 9 ! ? # € \$ ¢ £ ¥ & § % @  
{ ( \ < - + = — > / ) } \* ™ ® a o “ ” ” ” < > : ; . . . ,

**Regular**

# Graphic elements

Shape, Photography, illustration



## Application exemples







GOURAO  
BEARLY

***Titouan JOURY***