

The background image shows a vast, dark, and rugged landscape, likely a mining or construction site. In the upper right, a yellow excavator with the number '107' is visible. Below it, a yellow truck with '033' on its side is parked. In the center, a red excavator with 'HITACHI' and '105' is working. The overall scene is dimly lit, with the machinery providing the primary source of color.

{Transform}

BRAND

GUIDELINES

01 LOGOS

02 TYPOGRAPHY

03 COLOR

04 BRAND

01

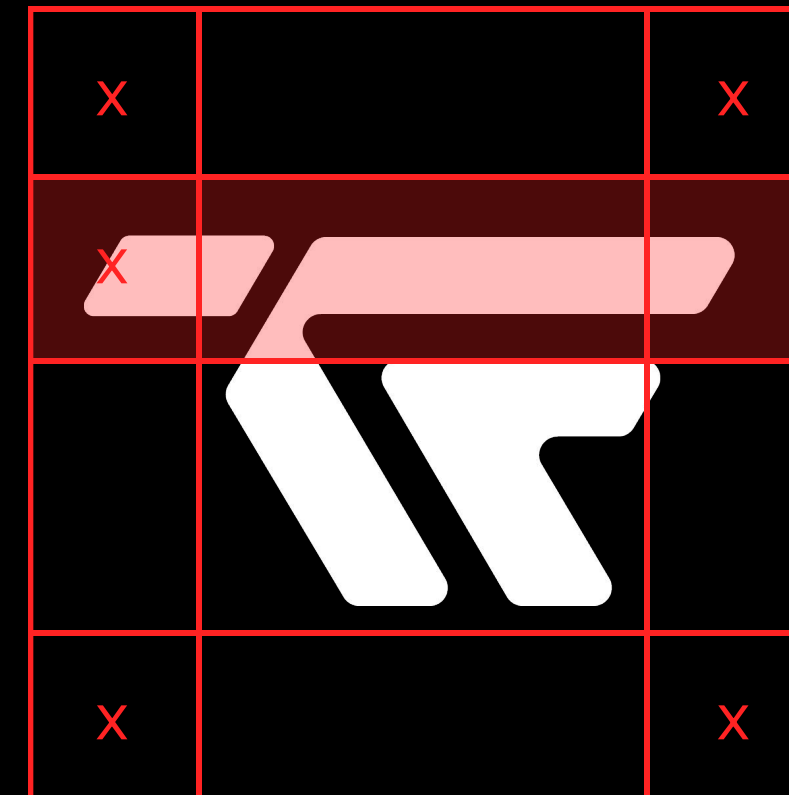
LOGO

TYPEFACE

LOGO CLEARSPACE

When designing from the original logo brand mark an intentional choice was made to maintain the arrow like design. Suited with the teams strong sense of direction and work.

Incorporating the 'T' into the logo design was initially difficult as there needs to be a sense of symmetry in the design. However the balance was maintained through the alteration of the overall spacing.



LOGO PALETTE

Portraying certain colour combinations that work with the brand mark is essential as to where these logos can go. As well as different styles that can be used, with colour conditions.

Make sure a contrasting colour combination is selected.



WORDMARK

The wordmark goes alongside the brandmark logo. The font selection that was chosen was integral in maintaining the professional styling of the brand, as well as having a strong corporate and clean image.

Transform

WORDMARK PALETTE

This is the colour palate with the different logo styles.



ARTICULAT CF BOLD

The articulat font family works nicely with this specific logos and brands.

Note that it is not required to use this font for all company documents, titles and headers as well as cover pages this font should be utilised. The major usecase of this font will be on social media. Specific to linkedIn

A large, bold, black graphic of the letters 'Aa' in a modern, sans-serif font. The 'A' is tall and narrow with a wide base, while the 'a' is lowercase and features a thick, rounded bowl. The letters are set against a solid red background.

02

DESIGN

BRAND

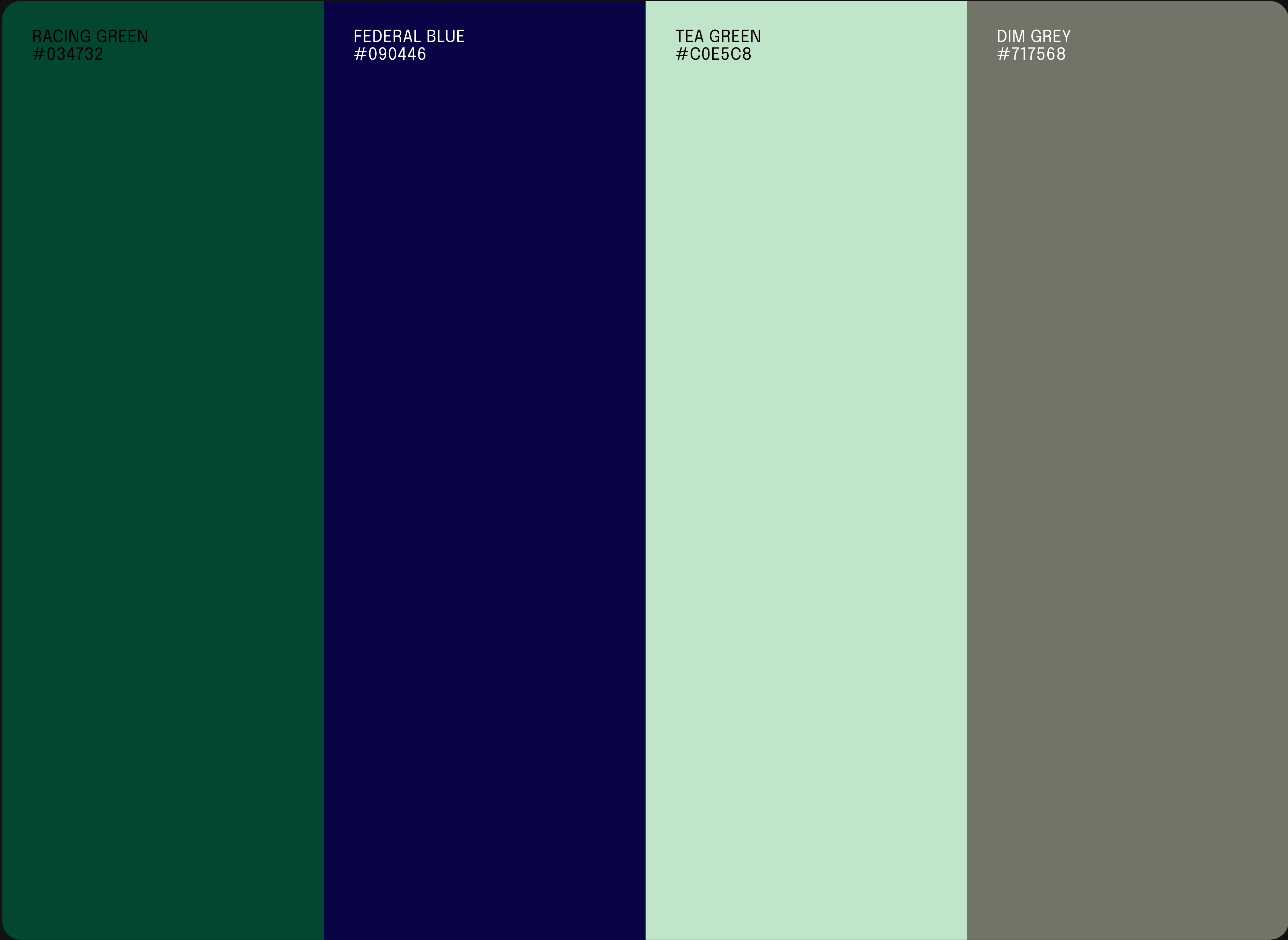
COLOR

PRIMARY PALETTE

brand colour selection is deeply rooted in how

<div>TRANSFOORM ORANGE #FF6200</div>	<div>SAFETY RED #FF2323</div>
	<div>BLOOD ORANGE #FF4400</div>
	<div>SNOW #FAF6F6</div>

COLOR



SECONDARY PALETTE

Use this slide to highlight the details behind your brand’s colors.

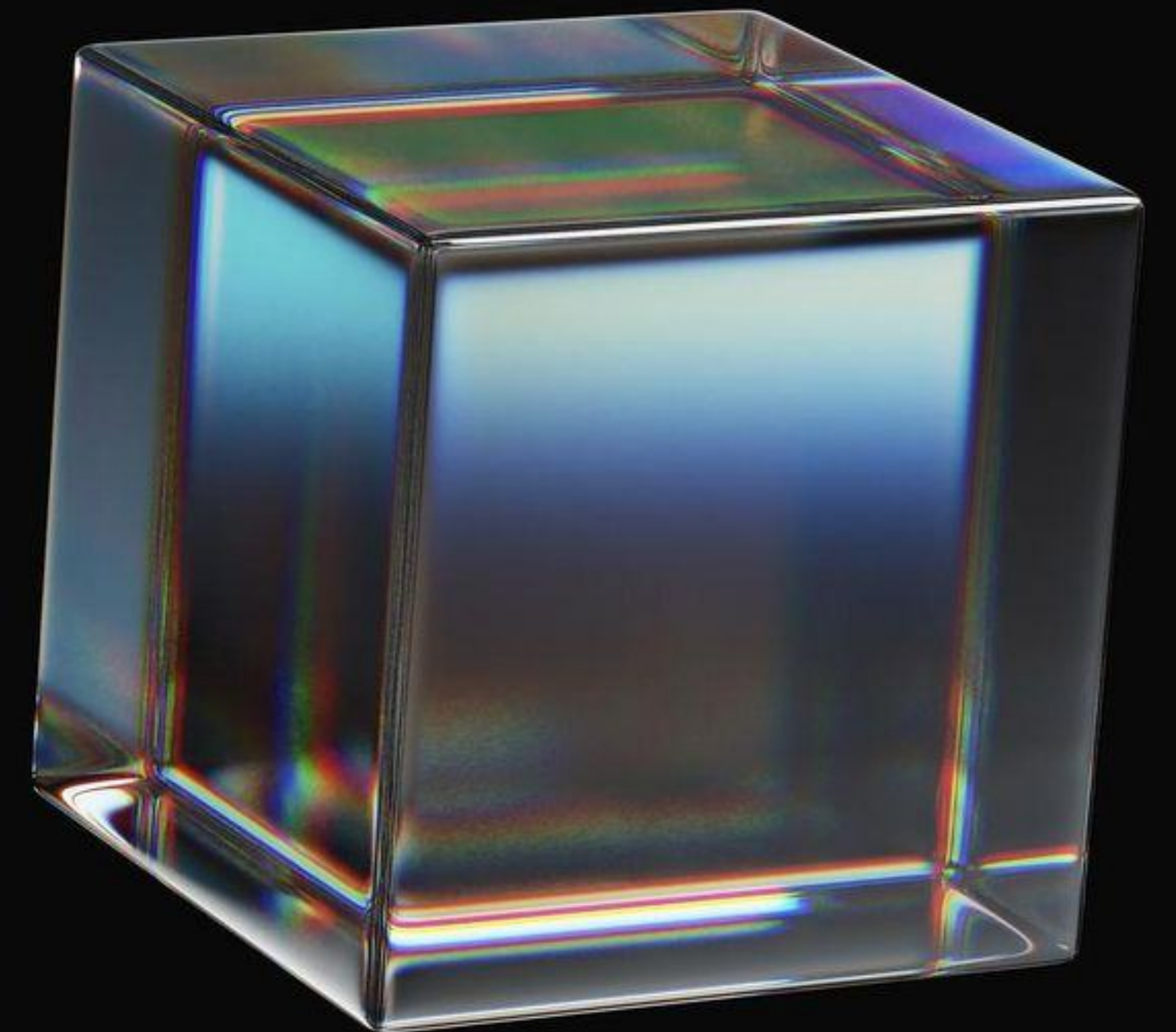
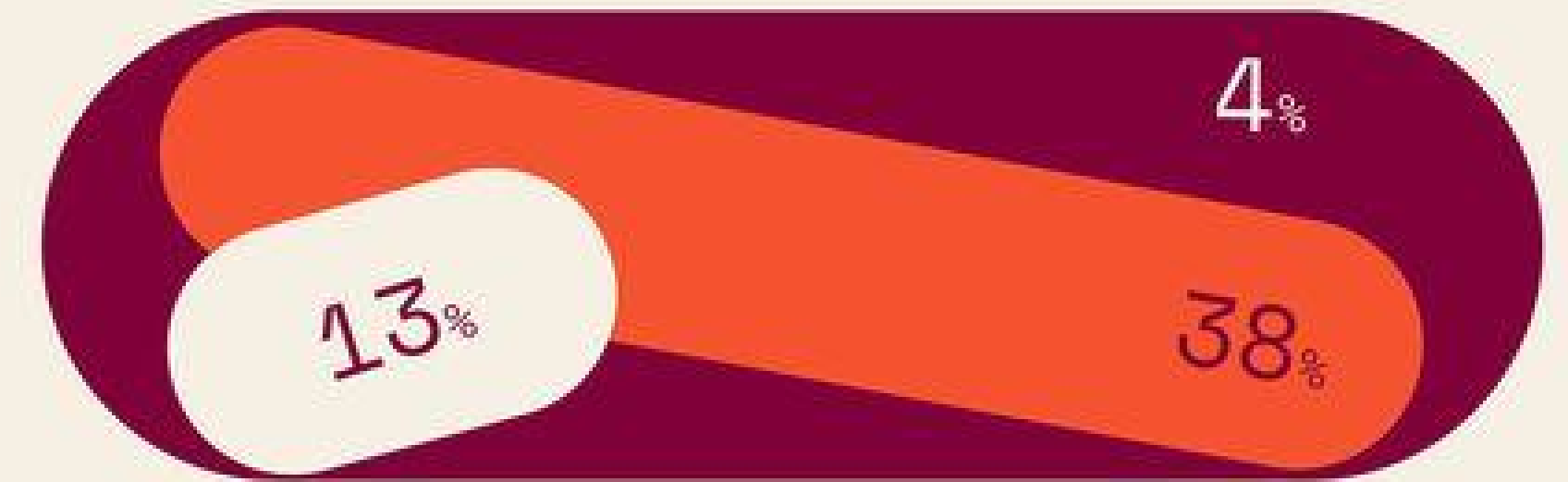
The more specific the better, so viewers know exactly what to and what not to do when using this component.

PEOPLE AND INFORMATION

A style which will separate the brand greatly from competition is the people focused essence of the brand.

Utilising engaging graphics to convey statistics and information is essential to the effectiveness of passing the brand message on.

Utilising illustrations and renders to soften the often important message behind the brand is essential for marketing and overall branding.



THANK

YOU

