

HORSEPOWER

identity guidelines

introduction

These guidelines have been created to introduce and coordinate the appearance, personality and appropriate implementation of our identity. They are meant to provide a technical understanding of the structure of our new identity and to inform all future brand communication decisions.

contents

1. the horsepower logo
2. clear space
3. minimum size and hp brand
4. color applications
5. improper use
6. file formats
7. color palette
8. typography

the horsepower logo

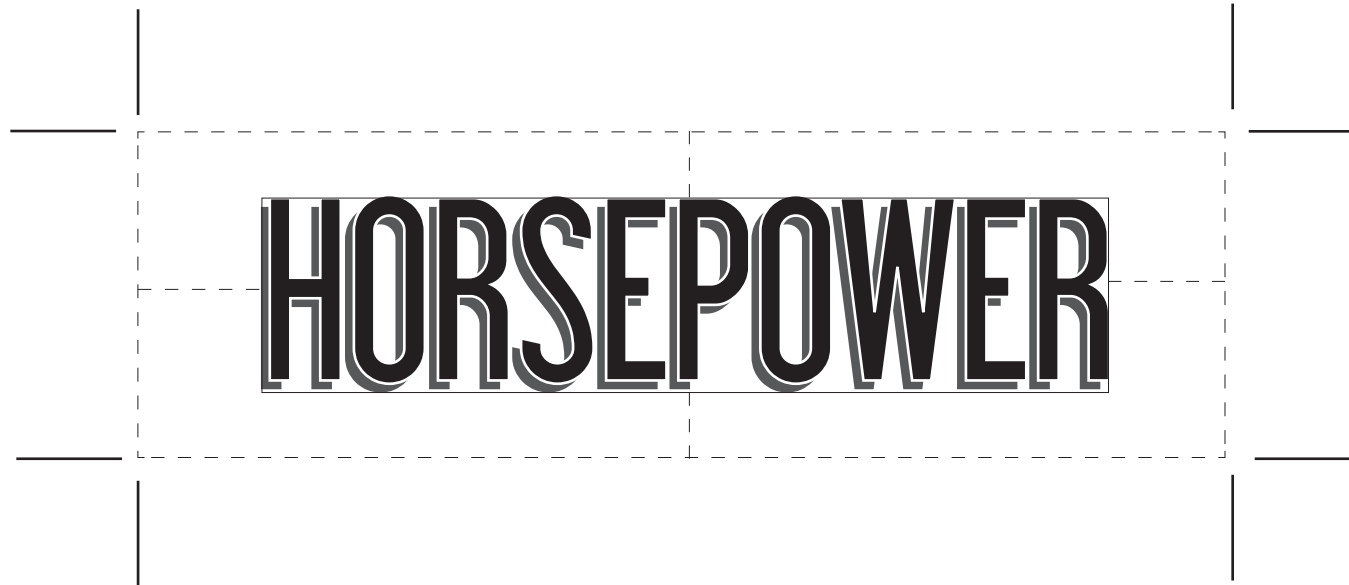
The Horsepower logo is the primary expression of the company's new identity. It's proper application is essential for promoting, maintaining, and protecting the value of our brand. Adhere to the specifications outlined in these guidelines and use high quality vendors and reproduction methods to ensure consistent representation.

The logo consists of the word "HORSEPOWER" in a bold, uppercase, sans-serif font. Each letter is constructed from multiple parallel vertical lines, creating a sense of depth and a mechanical or industrial feel. The letters are closely spaced, and the overall effect is a strong, modern typographic mark.

HORSEPOWER

clear space

The logo must be clearly separated from other elements, including type, illustration and photography. Clear space is the appropriate amount of unviolated space around the logo.



HORSEPOWER

minimum size and hp brand

Minimum size that the Horsepower logo may be reproduced is 1.50 in.

For smaller sizes than 1.50 in, we recommend using our hp brand instead.



HORSEPOWER

color applications



HORSEPOWER

Reverse



HORSEPOWER

Red barn background



HORSEPOWER

Original

HORSEPOWER

improper use

- Do not substitute with colors other than the approved ones.
- Do not alter color application within logo.
- Do not substitute fonts.
- Do not use the logo on colors that make it illegible.
- Do not stretch or distort the logo.
- Do not create a text version of logo. Use custom artwork.

~~HORSEPOWER~~

~~HORSEPOWER~~

~~HORSEPOWER~~

~~HORSEPOWER~~

~~HORSEPOWER~~

~~HORSEPOWER~~

HORSEPOWER

file formats

A variety of file formats have been produced for both MAC and PC platforms. They are stored in Google Docs.

Please refer to the following table for usage guidelines.



| | Printer | Print production | Web |
|-------------------|------------|------------------|-------------------|
| Adobe Illustrator | AI/PDF | AI/PDF | |
| Adobe Photoshop | 300dpi TIF | 300dpi TIF | |
| Microsoft Word | 300dpi TIF | 300dpi TIF | |
| | | | 72dpi JPG/GIF/PNG |

color palette





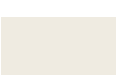
The chart at the right provides color specifications for a variety of color systems.

- For print production, use CMYK
- For Web applications use the Hexachrome system.
- The Web RGB specifications represent red, green, and blue video components that represent the closest approximation of the Hexachrome colors. These will provide the most consistent colors on display monitors for applications such as Web, interactive presentations, and PowerPoint presentations.

PRIMARY COLORS

| | HEX | RGB | CMYK |
|---|--------|-----------|-------------|
|  | 771F17 | 119,31,23 | 31,94,96,41 |
|  | 1B1B1B | 27,27,27 | 72,66,65,78 |

SECONDARY COLORS

| | HEX | RGB | CMYK |
|---|--------|-------------|------------|
|  | F2C980 | 242,201,148 | 4,21,57,0 |
|  | A29E8B | 162,158,139 | 38,36,46,2 |
|  | 8B8FA2 | 139,143,162 | 49,40,26,1 |
|  | B3C5B5 | 179,197,181 | 31,13,30,0 |
|  | EEEEBE | 238,235,226 | 6,5,10,0 |

typography

Typography and consistent use of typefaces is a key element in creating a cohesive look across all communications.

- **PT Sans.** This is the main typeface family we use in our website. It must be used in all promotional materials for print.
- **PT Serif.** It is a complementary font for PT Sans. Use it only in promotional materials for print.
- **Arial** (PC & Google Docs). This is a resident font in virtually every desktop PC. Use it for daily internal and external communications.
- **Helvetica** (Mac). This typeface family is interchangeable with Arial on Macs.

PT Sans Regular
PT Sans Italic
PT Sans Bold
PT Sans Italic Bold
PT Sans Narrow
PT Sans Narrow Bold
PT Serif Regular
PT Serif Italic
PT Serif Bold
PT Serif Italic Bold
Arial Regular
Arial Italic
Arial Bold
Arial Italic Bold