



# Visual Style Guide



## Brand Identity

- \* Logo Guide - Guide for size, coloration, and proper placement.
- \* Color Scheme - Specific primary and secondary colors and combinations.
- \* Font Guide/Typography - What type styles to use,  
and when they are appropriate.
- \* Icons and Photography - Preferences; stock imagery use guide,  
team photography, social media images, etc.
- \* Company Template Design - Positioning of logo, address information on  
letterhead, business cards, press releases, etc.

## Communication Tools

- \* Voice & Style Guide - Guides the tone of company communications.
- \* Advertising & Communications Guide - Guidelines for creating advertising collateral and use of company assets across media platforms.

# Logos

## A logo is the image that identifies a company

Most of us know by now that a logo is an integral part of branding. A logo helps the public learn about our brand through different types of marketing and brand communication materials.

Consistency is key to truly with brand recognition. The consistent look, familiar shape, recognizable color(s) and defined style of materials leave a lasting impression on partners and clients.

This is why it is important to create a visual style guide our brand so that no matter who is working on a project whether a new team member, third party consultant, an affiliate, etc. have a set of rules and guidelines to follow.

We've created this template to help illustrate some of the main characteristics that go into a visual style guide.

Since we'll be using the logos across many different platforms, we have two alternate versions of the HERC logo. However, you want to limit these variations and make sure there is consistency when you have to use these logos.

## Logo Best Practices

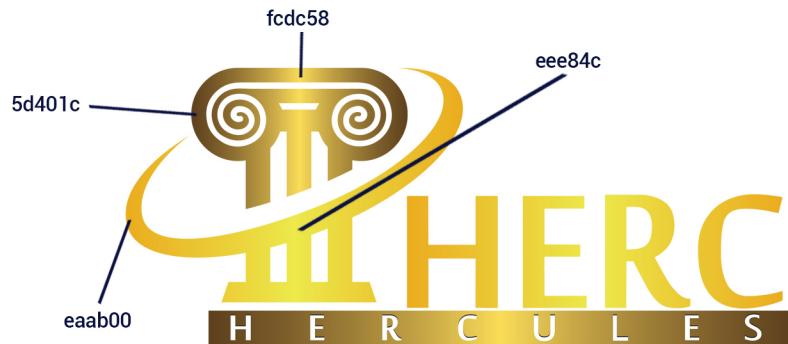
### Standard:

- \* This is the appropriate logo for all external communication materials that may have legal implications.



### Alternate:

- \* This is the Main HERC icon logo.
- \* Appropriate for internal communications and non-legal docs.



# Logo Best Practices Cont.

## Standard Logo Do's and Don'ts

- \* Always scale proportionately.
- \* Must NEVER be flipped, turned upside down, or rotated.
- \* The colors must NEVER be changed.



## Alternate Logo Do's and Don'ts

- \* Must be used as an icon in digital apps or otherwise.
- \* Must only be used AFTER the main logo has already been introduced.
- \* Always scale proportionately.
- \* Must NEVER be flipped, turned upside down, or rotated.
- \* The colors must NEVER be changed.



# Colors, Backgrounds, & Typography

The Color scheme for HERC materials is detailed below



**Gold**  
For various uses



**Dark Blue**  
Mainly used as  
background



**Deep Royal Blue**  
Used as an alternate  
color for print material

## Fonts

Like color, typography can tell us a lot about how we want something to be perceived. In order to give the audience the right impression of our brand, it's vital to choose a set of typeface(s) that display the right message.

**Montserrat** Main font

Medium for Headings

Light for body text

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

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

**Din Pro** App and User-interface

Regular for Headng

Medium for body text

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

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

# Other Elements and Uses

## Image Styles and Sizes

- \* No stock images with other brand logos.
- \* Only use original HERC stock images, or royalty-free images full credits given as appropriate.
- \* Use of graphic elements and company brand assets should always be consistent on all communication channels incl. social media platforms.

**For video - 1920x1080 pixels**

**For print materials - 210 x 297 millimeters**

**For other sizes, check with Key Management**

## Language Use

- \* US English is the main language used on communication materials; however, other materials will be translated and tailored to specific markets.
- \* Use present tense to avoid coming across as “forward-selling”.
- \* Always check with Key Management regarding appropriate use of ambiguous or controversial words, or words with legal implications.

## Voice & Style Guide

- \* Language should be simple and straight forward.
- \* Avoid ambiguity or use of complicated terms.
- \* Do not use controversial, confusing, or misleading language, terms, phrases, or references.
- \* Communications should always be professional, respectful, and lawful.
- \* Tone of comms should be personable, friendly, and always professional.
- \* Avoid using official company communication channels or assets for non-work related communications.