

2020  
EDITION

# Hummingbird

SENSING TECHNOLOGY

## BRAND GUIDELINES



# EXECUTIVE SUMMARY

The Hummingbird brand guidelines provide a reference for marketing practitioners and third-party marketing communications. They ensure Hummingbird is always represented in a consistent, readily identifiable way.

The guidelines establish Hummingbird as world leaders in gas sensing technology, operating to the highest standard of business ethics.

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They convey our commitment to transparency, accountability, and long-term collaboration, and are designed to communicate the key product messages for our sensor range, including:

- **Improved product reliability**
- **Lower cost of ownership**
- **Environmental compliance**

The brand guidelines also establish the core strategic messaging for Hummingbird, based around dependability, superior performance, trust, and innovation.

Hummingbird's offer to business partners is themed around a message of 'total assurance' and promises:

- **Ease of integration**
- **A consultative approach**
- **Long-term partnerships**
- **Ongoing engineering support**

Design guidelines for logos, corporate colors and typography are also included to ensure a cohesive brand identity is maintained at all times.

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These brand guidelines should act as a reference for all associated Hummingbird marketing practitioners and third party marketing communications agencies across the group.

In addition to our products and services, people also know Hummingbird because of the way we present ourselves to the world. Our logotype, colors, typeface, images, and the design of our website form an extremely powerful tool.

The brand guide reflects our identity and personality and makes the company instantly recognizable by customers, partners and suppliers. It ensures our brand is easily identifiable and that messages are consistently communicated.

The following guidelines are designed to be easy to follow and should be applied to all online and offline communication. In doing so, we can ensure Hummingbird is always represented as a unified, cohesive and attractive company.

Should you have any questions or require more information, please contact the marketing department.

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## MARKET PROPOSITION ▪

World leaders in gas  
sensing technology

# Our ethics

Hummingbird operates to the highest standard of business ethics, ensuring we show each customer transparency and accountability in how we manage our customer relationships.

## We are committed to:

- Long-term partnerships
- Collaborative developments
- Full client and product confidentiality

# The sensor range

Hummingbird products are designed to meet the exacting requirements of industrial and medical applications.

Our product development is focused on designing sensors that deliver lifetime cost-of-ownership benefits to the end customer.

- Improved product reliability
- Lower cost of ownership
- Environmental compliance including RoHS

Technology you can depend on,  
wherever it is needed

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Performance in partnership

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We don't just build your sensors,  
we build your trust

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Innovative technology, consistently  
superior performance, exceptional reliability

We deliver total  
assurance to  
your business



EASE OF  
INTEGRATION



CONSULTATIVE  
APPROACH



LONG-TERM  
PARTNERSHIPS



ONGOING  
ENGINEERING  
SUPPORT

# Logo mechanics

LOGO – LANDSCAPE



## LOGO – LANDSCAPE

.....

The logo must always be used correctly and consistently in all communication materials.

It should never be redrawn, redesigned, modified or altered.



Maintain a clear area of space around the logo by using  
the 'H' of Hummingbird as a minimum distance.



.....

.....

□ Minimum size: W = 30mm / H = 5mm

## LOGO – PORTRAIT



**Hummingbird**  
SENSORS



**Hummingbird**  
SENSORS

## LOGO – PORTRAIT



Maintain a clear area of space around the logo by using the 'Hu' of Hummingbird as a minimum distance.



LOGO – MONO



## PRODUCT LABELLING



Correct use:

- White bird
- Cutout bird
- Orange square



Incorrect use:

- Rounded edges
- Circle
- Reversed colors



# Visual identity

# CORPORATE COLOURS

## HB ORANGE

**Pantone:** 173 PC

**Web Hexadecimal:** #E74D1C

**CMYK:** 0C 80M 94Y 1K

**RGB:** 230R 78G 29B

## HB DARK GREY

**Pantone:** 424C

**Web Hexadecimal:** #878787

**CMYK:** 0C 0M 0Y 60K

**RGB:** 102R 102G 102B

## HB LIGHT GREY

**Pantone:** Cool Gray 1 C

**Web Hexadecimal:** #dadada

**CMYK:** 0C 0M 0Y 20K

**RGB:** 218R 218G 218B

People identify colors before shapes or names, which is why a distinctive color scheme is extremely valuable to a brand.

### Pantone

An international color system with solid colors.

Used for screen printing of t-shirts and mugs.

### HEX

Designers and developers use HEX colors in web design.

### CMYK

The most common offset printing system, based on the four Pantone process colors. Used for magazine advertisements, brochures, etc.

### RGB

The screen color system. Used for all screen presentations, both on monitors and projectors.

# Helvetica Neue LT Std

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 Ä Ö Ü

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 ä ö üß

0 1 2 3 3 4 5 6 7 8 9

! @ £ \$ % ^ & \* ( ) \_ + ¡ € # ¢ ∞ § ¶ • aº oº – ≠

75 Bold

65 Medium

*65 Medium Italic*

55 Roman

*55 Roman Italic*

45 Light

35 Thin

ENHANCED DOT DIGITAL – ?

Set the tracking to 20 in for all font families

SC  
STD  
SC  
STD  
SC  
STD  
SC  
STD  
SC  
STD

# Arial

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 Ä Ö Ü  
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 ä ö üß

0 1 2 3 3 4 5 6 7 8 9

! @ £ \$ % ^ & \* ( ) \_ + i # ¢ ® § ¶ • ª º – ≠

Bold  
Light

Medium  
*Medium Italic*

Roman  
*Roman Italic*

# Fira Sans

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 Ä Ö Ü

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 ä ö ü ß

0 1 2 3 3 4 5 6 7 8 9

! @ £ \$ % ^ & \* ( ) \_ + ; € # ¢ ∞ § ¶ • ª º – ≠

**Bold**

Medium

*Medium Italic*

Roman

*Roman Italic*

Light

Thin

# TYPOGRAPHY EXAMPLES

## PRODUCT DESCRIPTIONS

75 Bold ..... □ Ir1520 series □ 35 Thin

55 Roman ..... □ Highly accurate Photometric measurements of carbon dioxide, methane and carbon monoxide.

## INFOGRAPHICS

55 Roman ..... □ Gas: Measures: Sensing Technology:



%

INFRARED



## BODY COPY

45 Light ..... □ Hummingbird's advanced single-beam, single-wavelength Infrared sensor technology offers accurate and reliable measurements. The Photometric technology uses specific wavelengths of Infrared energy to cause the bonds within the gas molecules to vibrate.

## APPLICATIONS

55 Roman ..... □ Key applications include:

65 Medium ..... □ Vehicle exhaust testing, safety applications, gas storage

## BULLET POINTS

- 65 Medium ..... □
- Long life
  - No moving parts for high reliability
  - Excellent long-term stability
  - Compact and rugged

(The bullet points themselves are square)

## CTA

45 Light ..... □

65 Medium ..... □

Download the brochure at:  
[hummingbirdsensing.com  
/ir1520-brochure](http://hummingbirdsensing.com/ir1520-brochure)

# TYPOGRAPHY EXAMPLES

## QUOTES

65 Medium Italic

*"Hummingbird can now demonstrate how Paracube sensors meet all prevailing standards for biocompatibility, strengthening our offer to the OEM market and increasing customer confidence."*

Chris Edwards, Technical Manager –  
Hummingbird Sensing Technologies



## DIMENSIONS

55 Roman

(Shear copy to the angle of the product)

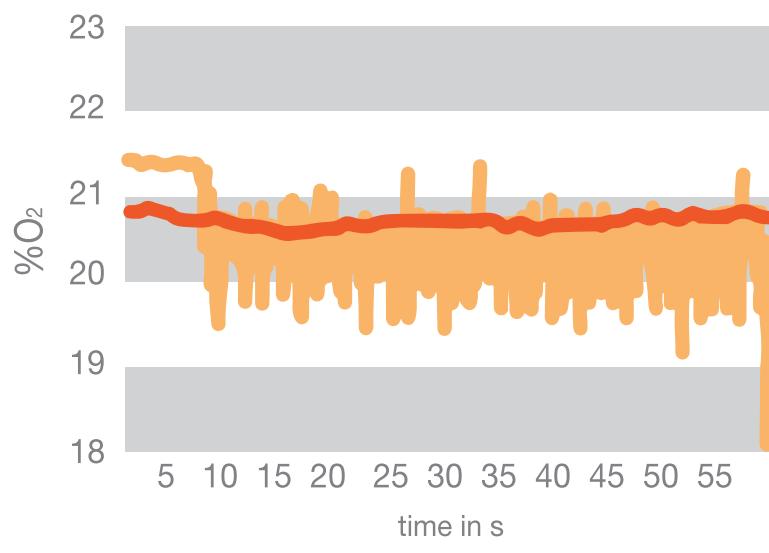
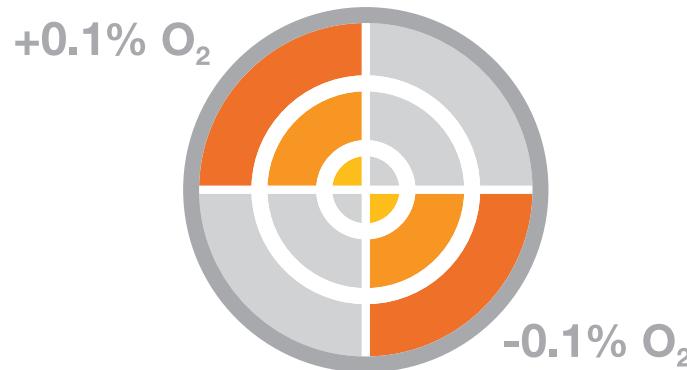
SHOWING AT  
ACTUAL SIZE

## TABS

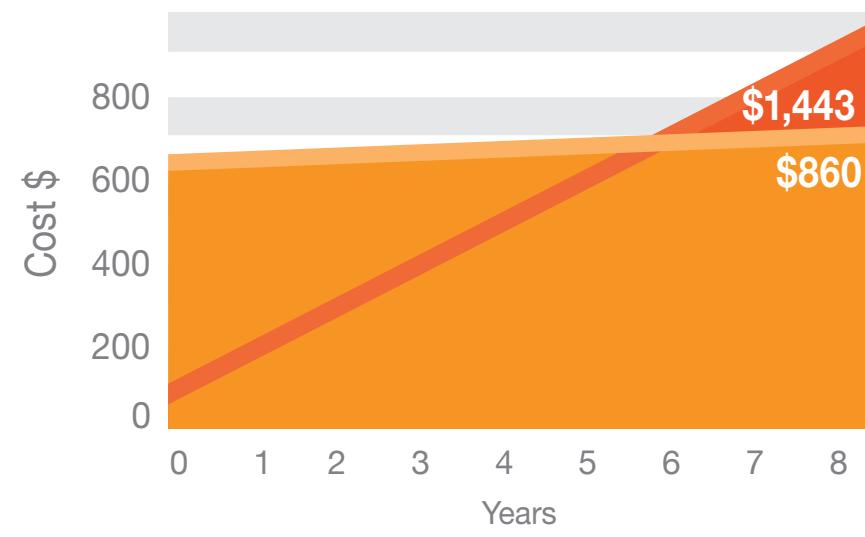
Enhanced Dot  
Digital-7

# Brand assets

## ILLUSTRATION EXAMPLES

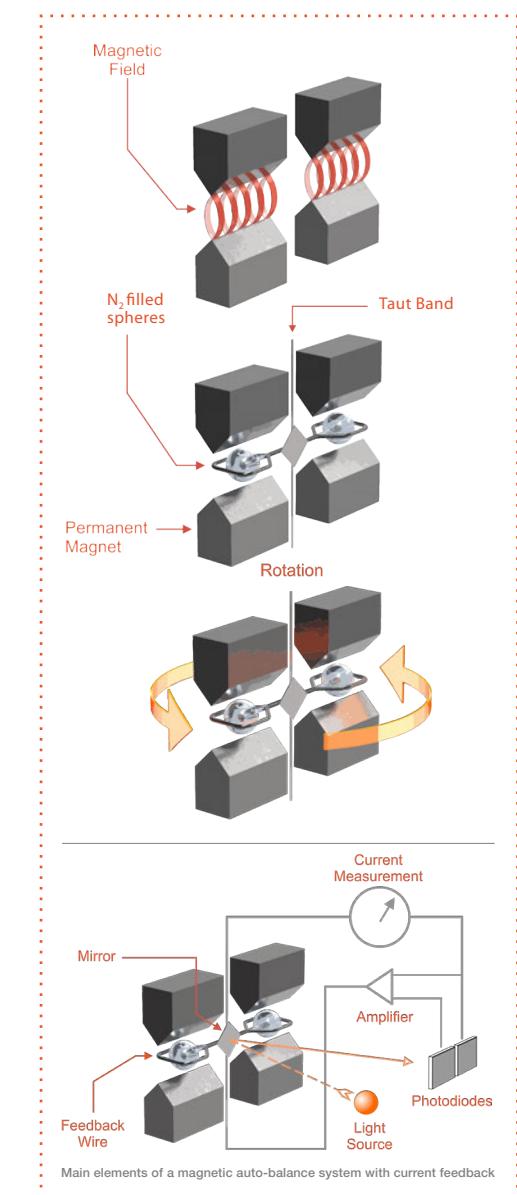
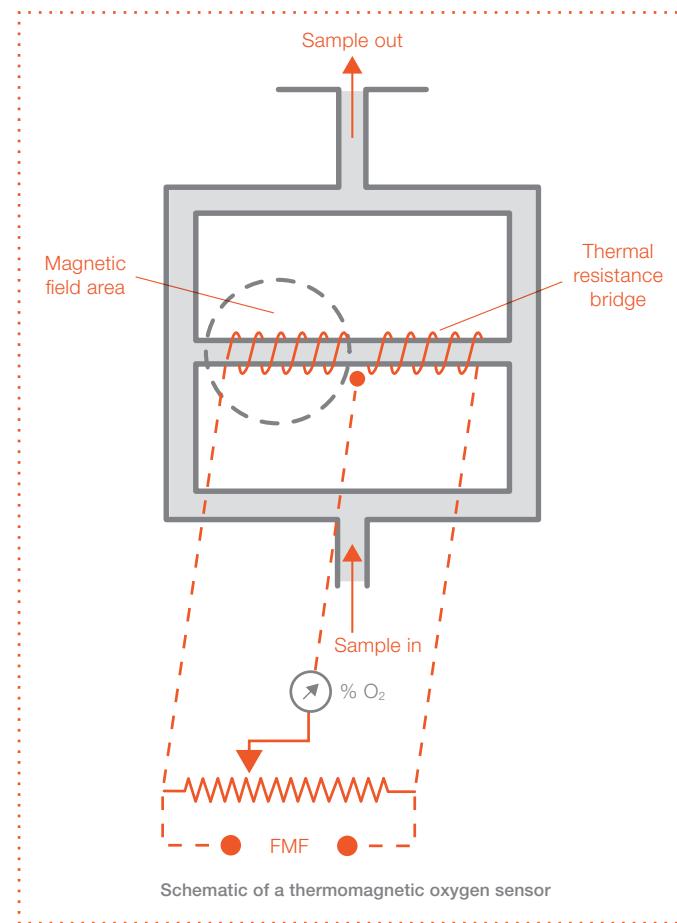
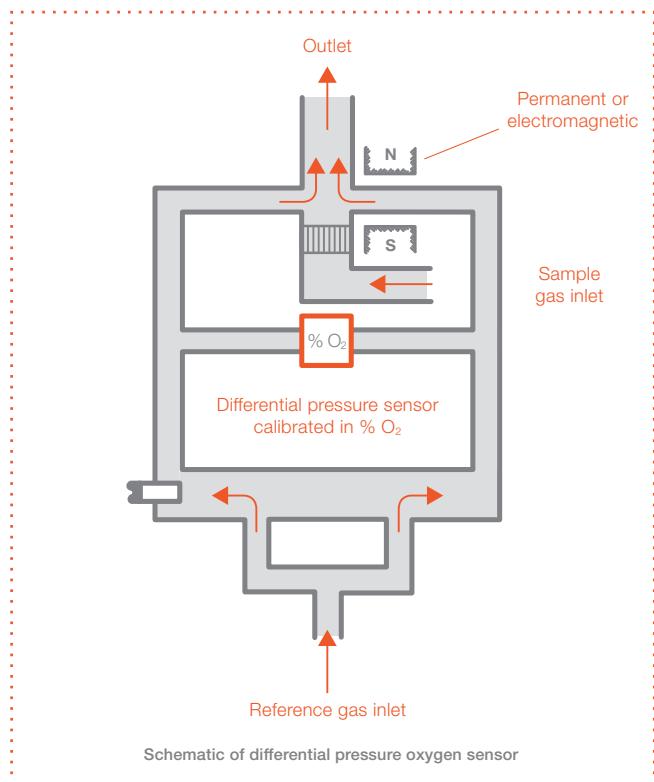


Paracube® Micro    Electrochemical   



Paracube® Micro    Electrochemical

# DIAGRAM EXAMPLES



## PRODUCT RENDERS



Comet series



Ir3107



Paracube Micro



Paracube Modus



Paracube Premus Alpha



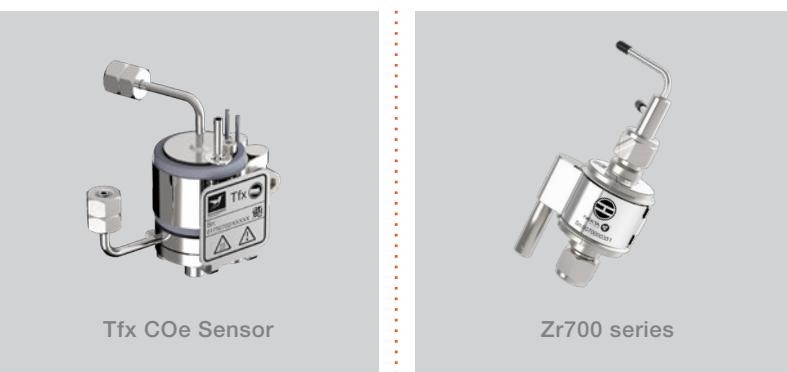
Paracube Premus Delta



Paracube Sprint



Pm1111E



Tfx COe Sensor



Zr700 series

NEKTA  
quick connect



NEKTA quick connect allows system engineers to re-use software modules across multiple measurements and platforms. ‘Plug and play’ configuration gives OEM customers the benefits of shortened product design cycles and reduced time-to-market.

# GLOBAL MAP

Our global team is ready to help you find the right solution

Hummingbird's international team covers the world's industrial and medical markets.



## BACKGROUND ASSET

For use as a Hummingbird corporate background.

Page dividers in PowerPoint or Word and call to actions.

Contact us at [info@hummingbirdsensing.com](mailto:info@hummingbirdsensing.com) or visit us at [hummingbirdsensing.com](http://hummingbirdsensing.com)

02

# Imagery

Environmentally  
protected

All our sensors are  
RoHS 2 compliant.

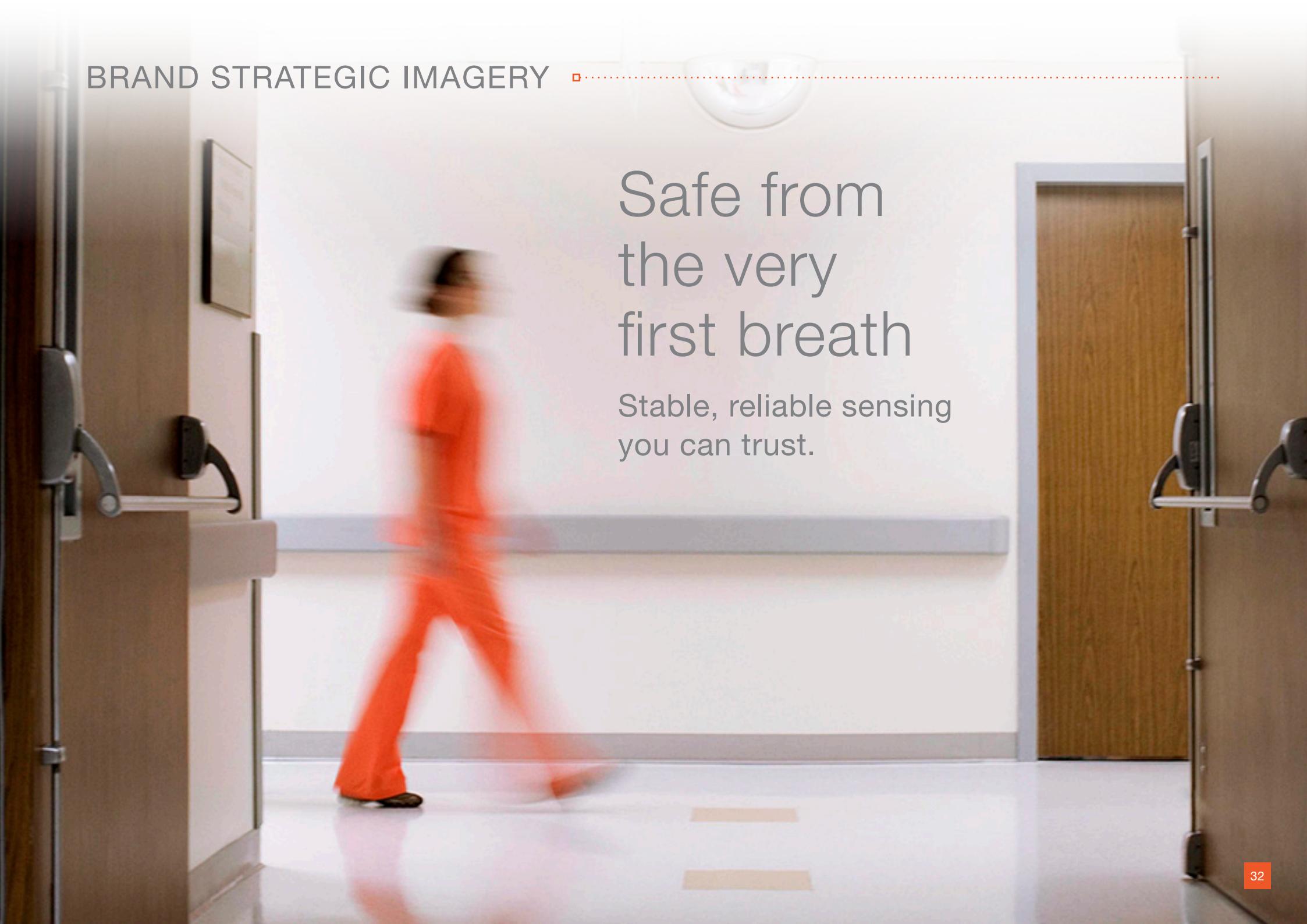




Enjoy a  
longer life

Our non-depleting  
technologies keep  
on working.





Safe from  
the very  
first breath

Stable, reliable sensing  
you can trust.



# Performance in partnership

The world's leading industrial and healthcare device manufacturers rely on Hummingbird Sensing Technology.

# MEDICAL IMAGERY

## Tones

- Gray
- Blue
- Beige
- Orange



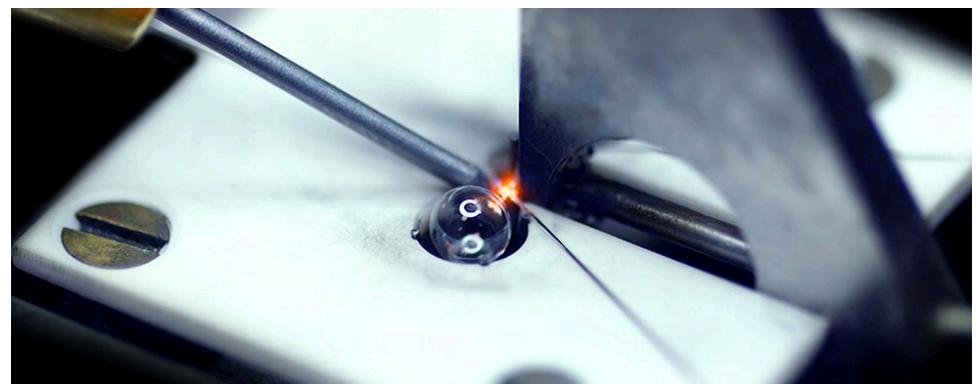
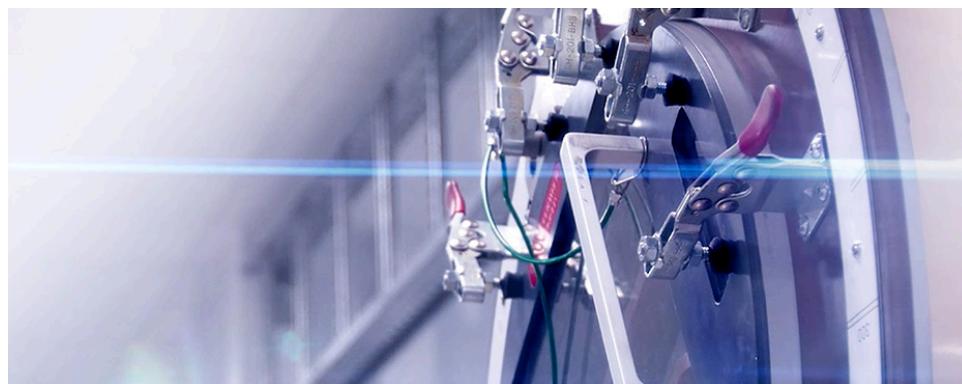
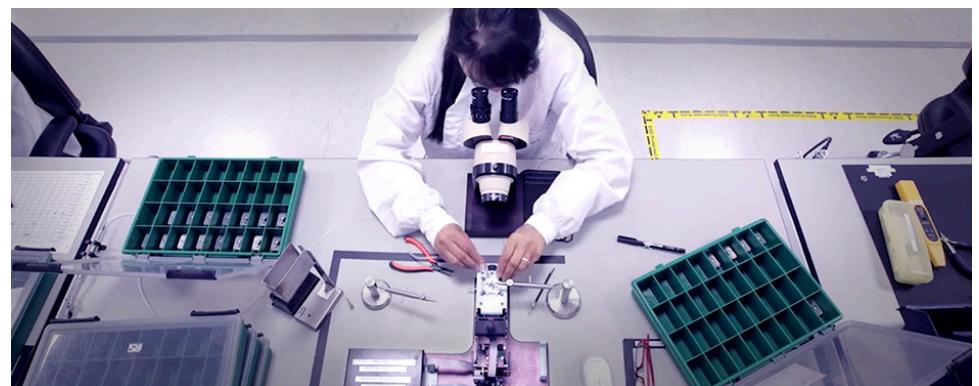
# INDUSTRIAL IMAGERY

## Tones

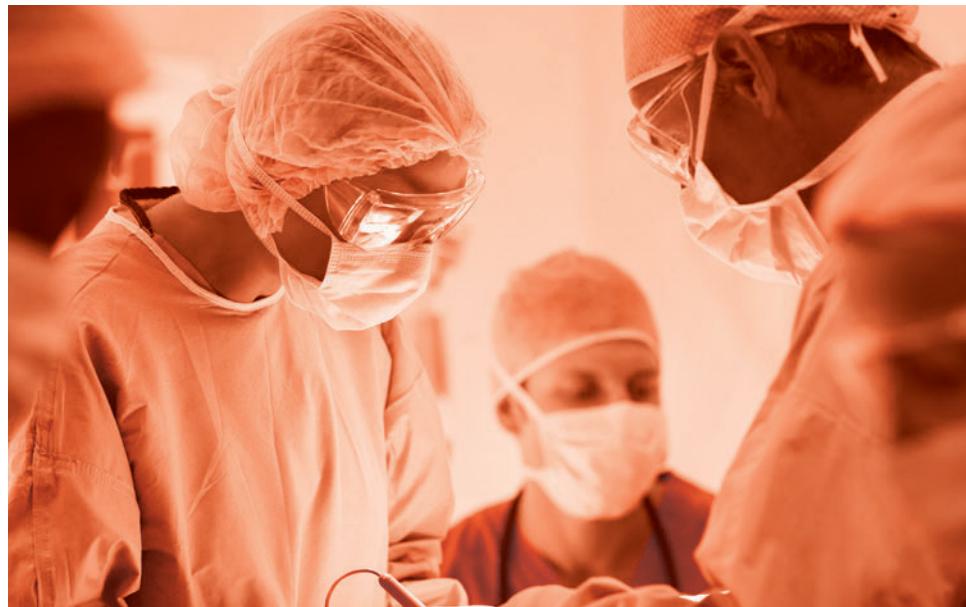
- Gray
- Blue
- Beige
- Orange



## TECHNICAL/MANUFACTURING IMAGERY



## BRAND COLORED IMAGERY



## AWARDS



Hummingbird Sensing Technology is a proud holder of the Queen's Award for Enterprise, the UK's highest accolade for business success.

The award recognizes Hummingbird's innovation in the design and manufacture of its Paramagnetic oxygen sensors for industrial and medical applications.

Minimum size: W = 17.5mm



HB DARK GRAY

60% Black



**Hummingbird**  
SENSING TECHNOLOGY

Gas sensing technologies for industrial and medical instrumentation

Sensing technology you can depend on

The world's leading industrial and healthcare device manufacturers rely on Hummingbird Sensing Technology. Optimized for easy integration through cutting-edge production techniques, Hummingbird makes reliable gas sensing easy. Our innovative technologies offer consistently superior performance and exceptional reliability - enabling OEM partners to bring substantive cost of ownership benefits to their customers.

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< 170 millisecond  
at flow rate 0.5L/min