

# Brand Guidelines

## Our Vision

To become a global leading solution provider for intelligent retail.

## Our Mission

Hanshow always focuses on the customer-centric insights, and provides competitive solutions to clients to facilitate their business successes.

## Our Values

Customer Oriented Innovation

Strive To Be The Best

Sharing, Integrity, Excellence, and Openness

# Reimagine Intelligent Retail



**The Hanshow identity is a seal of approval and a promise of excellence. When you are authorized or certified in your area of business or expertise, you also represent Hanshow. By following these guidelines, you reap the benefits of the Hanshow identity and contribute to its strength.**

### **Hanshow requirements**

The Hanshow channel signatures and graphics described in these guidelines are for use only by current Hanshow channel affiliates who have signed the Hanshow Authorized Reseller Agreement and by individuals with a current Hanshow certification. Hanshow channel affiliates and Hanshow-certified individuals must follow these guidelines when publicizing their relationship with Hanshow in communications.

Hanshow reserves the right to withdraw permission to use an Hanshow channel signature at any time if the use of the signature is inconsistent with these guidelines or is otherwise deemed inappropriate by Hanshow. Hanshow channel signatures cannot be used in connection with any communications that do not meet the criteria outlined in the Hanshow Authorized Reseller Agreement or Hanshow Certification Agreement.

**Hanshow**

This logotype is the central element in Hanshow's visual communications system. Through consistent and repetitive use as a signature device and design element in all of Hanshow's visual communications, the logotype becomes a visual shorthand which identifies the Products, and Services embodies its activities, achievements and goals.

## The Hanshow Logotype



## Primary Logotype

The first way we signify the presence of Hanshow is with our Primary Logotype. It's the clearest way we can identify our company visually. We should be signing off all of our communications with the logotype; our partner messages must be identified as coming from us, and you!

## Clearspace

In order to preserve the integrity of the Primary Logotype, it is important that no other logos, type or other graphic elements infringe on its space. The minimum clearspace around the logotype is equivalent to 1/2 of the width of the “H”.

## Smallest size use

The minimum size the Primary Logotype may be used for print applications is 30mm wide. Include the registration mark for this measurement.

For digital applications, the minimum size is 55 pixels wide.

## Logotype artwork

**Do not** attempt to redraw or recreate any element of the logotype. Use the approved digital files of the artwork.

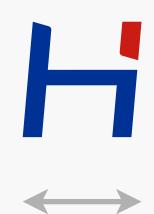
## Clearspace



## Primary Logotype



## Minimum size



Minimum print size 10 mm wide.  
Minimum digital size 25 pixels wide.



### Monochromatic Logotype

The monochromatic logotype should only be used when there are not enough colors to properly reproduce the Primary Logotype.

### Clearspace

The minimum clearspace around the logotype is equivalent to 1/2 of the width of the “H”.

### Smallest size use

Primary Logotype should never be smaller than 30mm wide.  
Include the registration mark for this measurement.

For digital applications, the Primary Logotypes' minimum size is 55 pixels wide.

### Logotype artwork

**Do not** attempt to redraw or recreate any element of the logotype.  
Use the approved digital files of the artwork.

### Minimum size Horizontal

**H** Minimum print size 10 mm wide.  
Minimum digital size 25 pixels wide.

### Clearspace



### Monochromatic Black Logotype



### Monochromatic White Logotype





## Using the Tagline without the Logo

Always maintain clear space around the "Reimagine Intelligent Retail" tagline to protect it from distracting graphics or typography.

### Clearspace



### Tagline ClearSpace

- A. For the horizontal tagline, measure clear space by the height of the "R" in "Retail" all the way around.
- B. Never allow typography or other elements to "invade" the signature or the symbol.

### Monochromatic Black Tagline

**Reimagine Intelligent Retail**

### Smallest size use

The Hanshow tagline reproduces well at almost any size. Going too small, however, can damage the tagline's integrity – and effectiveness.

**So please: Never reproduce the tagline smaller than 10mm wide, measured from the "R" to the right side of the "I".**

### Monochromatic White Tagline

**Reimagine Intelligent Retail**



### The Logotype Incorrect Uses

The logotype must not be altered or distorted in any way. The effectiveness of the logotype depends on consistently correct usage as outlined in this manual.

To make sure our logotype appears as consistently as possible throughout our communications, we've identified a few ways we don't want our logotype to appear.



**Only use** specified colors to represent the logotype.



**Avoid** stylizing the logotype with outlines, glows, or any other techniques.



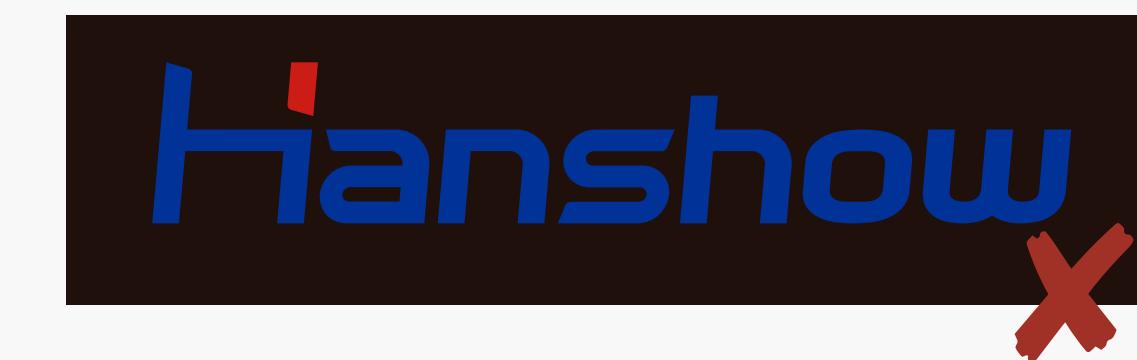
**Don't use** our logo a rotate, skew, redraw, repropportion, or otherwise alter the logo, or its elements in any way.



**Respect** the distance guidelines so that each logo has enough breathing room.



**Don't use** our color logo on a color background or a busy background.



**Don't use** our logo against a color more fuscous background.

**Hanshow**

**Color is a critical component of the Hanshow.** The swatches shown below are to be focused in achieving a visual match for Hanshow Blue and Hanshow Red in any medium of reproduction.

For best print-quality reproduction, print as solid Pantone® colours. If a Pantone® colour is not available, logos may be printed in 4-colour process to match.

The secondary palette is used exclusively for marketing materials.

In 4/color process printing,

The for Blue for Hanshow is C 100 M 91 Y 5 K 1, PANTONE 661c, the Red for Hanshow is C 23 M 94 Y 98 K 18, PANTONE 2350c.

## **The Hanshow color**



## Primary Colors

Three basic assent text color, which are used in most cases.

C3 M3 Y3 K0  
R248 G248 B48

HANSHOW BLUE

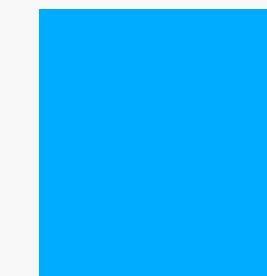
C82 M78 Y76 K59  
R35 G35 B35

**Hanshow Blue PANTONE 661c**  
**C 100 M 91 Y 5 K 1**  
**R 0 G 53 B 148**

#F8F8F8

#003595

#232323



#0047B4

#003595



#003595

#00097F



#00097F

#232323



#00ACFF

#017EDE



#017EDE



#015AC5



#015AC5

#0047B4

## Additional colors and gradients colors and their gradients

Complementary color shades that are used in illustrations

**Hanshow Red PANTONE 2350c**  
C 23 M 94 Y 98 K 18  
R 175 G 35 B 28



HANSHOW RED



C7 M27 Y87 K0  
R250 G200 B30



C5 M55 Y90 K0  
R234 G140 B33



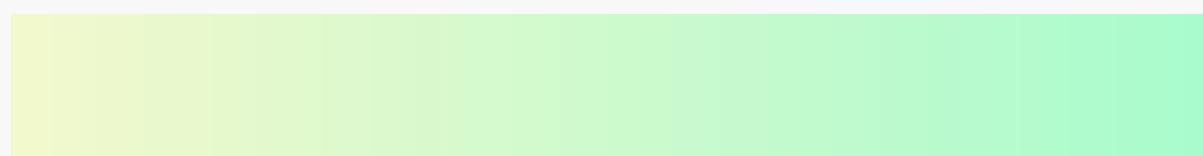
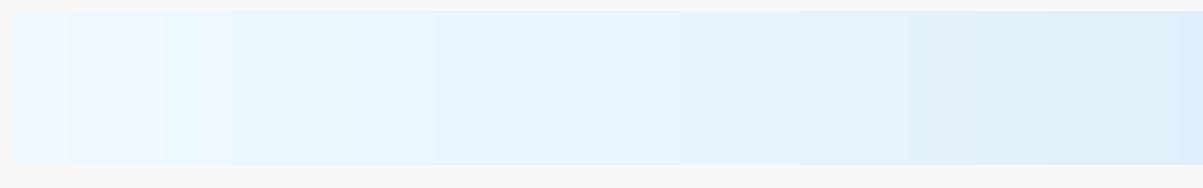
C55 M0 Y36 K0  
R100 G230 B200

#AF231D

#FAC81E

#E9973C

#64E6C8



Hanshow

Type is a powerful brand tool when used carefully and consistently.  
To help establish a consistent and credible brand style, three families of type styles have been selected.

## Fonts & Typography

## Primary Font

**Montserrat / 1946 Glyphs**  
Designed Made by Julieta  
Ulanovsky  
From SIL Open Font License.

**Do not use Montserrat  
ExtraLightIt and Light**

# Aa

Thin	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
ExtraLight	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Light	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Regular	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Medium	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Semi Bold	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Bold	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Extra Bold	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Black	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## Secondly Font

### SOURCE SANS PRO / 1942 Glyphs

Designed by Paul D. Hunt.  
From Adobe Originals.

**Do not use SOURCE SANS PRO  
ExtraLightIt and Light**

ExtraLightIt

~~Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz~~

LightIt

~~Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz~~

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

**Bold**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

**Pro Black**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

# Aa

## Arrangement of text

Hanshow typography is always ranged left. This provides the eye with a constant starting point for each line, making text easier to read.

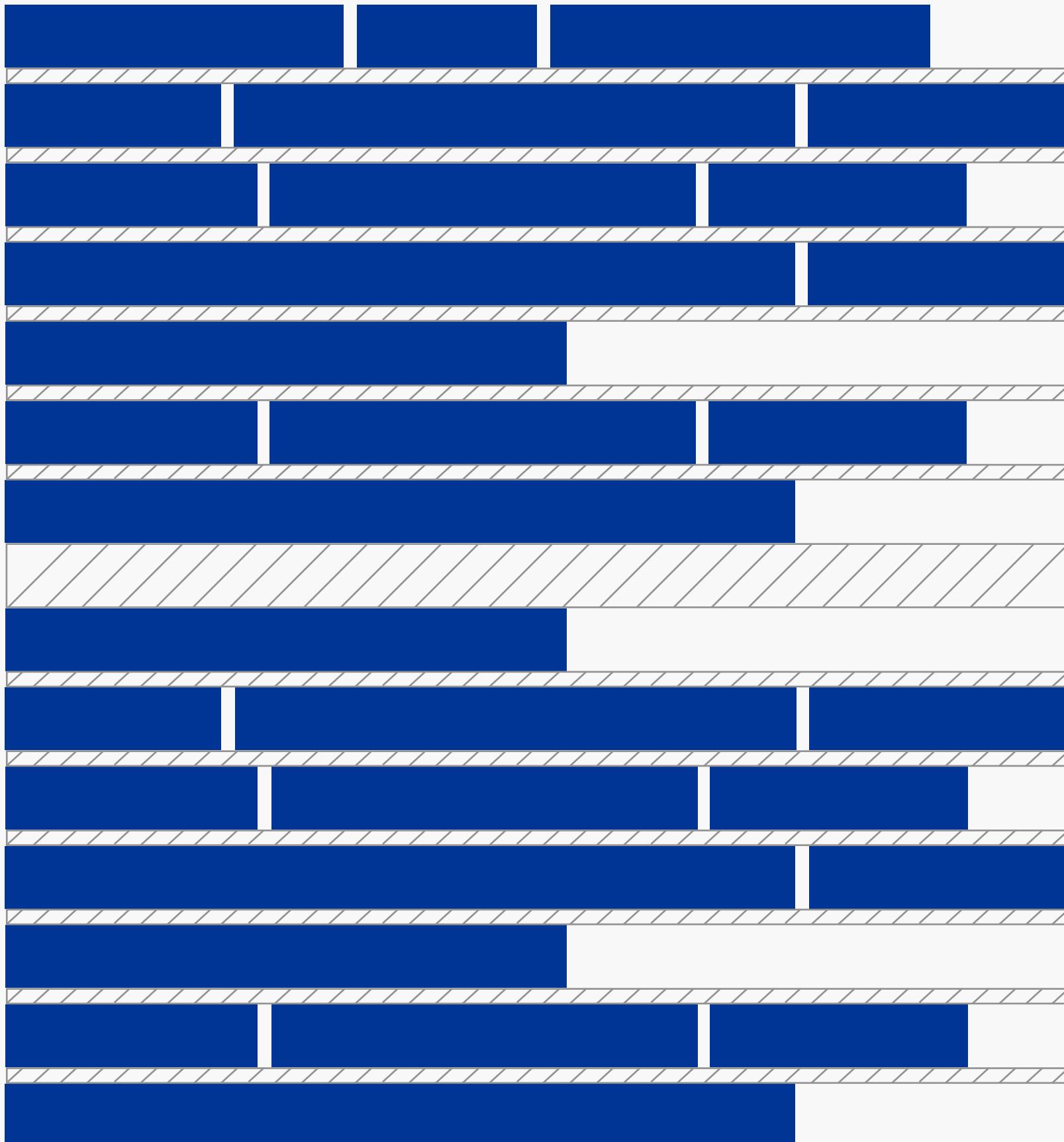
When setting ranged left typography, it's important to take the time to balance the ragged edge of the text as effectively as possible. This improves the legibility and neatness of the block of text.

## Line spacing

Line spacing has a major effect on legibility and influences the look of the final piece. It should be carefully considered and well executed to achieve a clean result.

Line spacing (also called leading) refers to the spaces between lines of type. It is set in points and sometimes half points. If space is neither added nor deleted the type is said to be set solid.

The Hanshow leading is usually set loose than default.



## In electronic documents

**Hanshow suggests that the minimum font size of the text should not be less than 20pt.**

If the body text is between 20pt ~ 90pt, Hanshow recommends that you use a single space.

If the font size of the title text is bigger than 90pt, Hanshow recommends that you use 0.8 times of single space to ensure the visual appeal.

## About speech ppt

**Hanshow requires that the actual space shall prevail (screen size, scale and actual distance from the audience, etc.)**

The minimum font size of the text should not be less than 30pt, and the font size above 40pt is usually selected.

## In printed documents

**Close sight distance: within 30cm.**

Hand held promotional materials (including but not limited to business cards, single pages, folding pages, invitation letters, lookbooks, etc.)

Hanshow suggests that you choose 10pt ~ 14pt

**Medium sight distance: within 300cm** (including but not limited to posters, display rack, product packaging ,etc.).

Hanshow suggests that you choose the font size above 2cm.

**Long sight distance: I the distance of 300cm and farther** (large publicity materials, wall posters, commercial building body advertisements, etc.).

Hanshow suggests that you choose a larger font size, but ensure the visual appeal.

## **Comfortable Viewing Distance for Text on Presentation Visuals 16:9 or 4:3 screens (widescreen TVs, monitors & projectors)**

### **Assumptions:**

- Visual acuity of 20/40 (about the same that is used for highway road signs)
- Projected image fills the screen
- Screen and image have a 16:9 width to height ratio (the standard ratio for most widescreen TVs, monitors & projectors)
- Screen and image have a 4:3 width to height ratio (the standard ratio for most projectors and screens)

### **How to use the table:**

- Locate the row that corresponds to the diagonal measurement of the screen you are using (the typical way to measure these screens)
- Locate the column corresponding to the smallest font used for text on your slides
- The intersection of the row and column is the maximum distance from the screen that an audience member should be seated in order to be able to easily read the text .
- For example, Text on Presentation Visuals 16:9 screens , if you are using a 32 inch TV and have 28 point text on your slides, the farthest that someone should be is 18 feet from the screen; Text on Presentation Visuals 4: 3screens , if you are using a 60 inch screen and have 32 point text on your slides, the farthest that someone should be is 57 feet from the screen.

## On Presentation Visuals 16:9 screens (widescreen TVs, monitors & projectors)

	<b>Font size (in points)</b>							
	<b>18</b>	<b>24</b>	<b>28</b>	<b>32</b>	<b>36</b>	<b>40</b>	<b>44</b>	
<b>Diagonal screen size (in inches)</b>	<b>32</b>	11	15	18	20	22	24	27
	<b>36</b>	12	17	20	22	25	27	30
	<b>42</b>	15	20	23	26	29	32	35
	<b>47</b>	16	23	26	29	32	36	39
	<b>52</b>	18	25	29	32	36	40	43
	<b>60</b>	21	29	33	37	41	46	50
	<b>72</b>	25	35	40	45	50	55	60
	<b>80</b>	28	39	44	50	55	61	66

## Comfortable Viewing Distance for Text on Presentation Visuals 4:3 screens (projectors, older monitors)

	<b>Font size (in points)</b>							
	<b>18</b>	<b>24</b>	<b>28</b>	<b>32</b>	<b>36</b>	<b>40</b>	<b>44</b>	
<b>Diagonal screen size (in inches)</b>	<b>36</b>	19	27	31	34	38	42	46
	<b>48</b>	25	36	41	46	51	56	61
	<b>60</b>	32	44	51	57	64	70	76
	<b>72</b>	38	53	61	69	76	84	92
	<b>84</b>	44	62	71	80	89	98	107
	<b>96</b>	51	71	81	92	102	112	122
	<b>120</b>	64	89	102	114	127	140	153

# Hanshow

Hanshow imagery is a direct reflection of the way we see the world around us and ourselves in it. Our photography should set the scene or create context for the transformational conversations we want to have. It should demonstrate our interest in the world around us, and the positive effects we're working to deliver as Hanshowers.

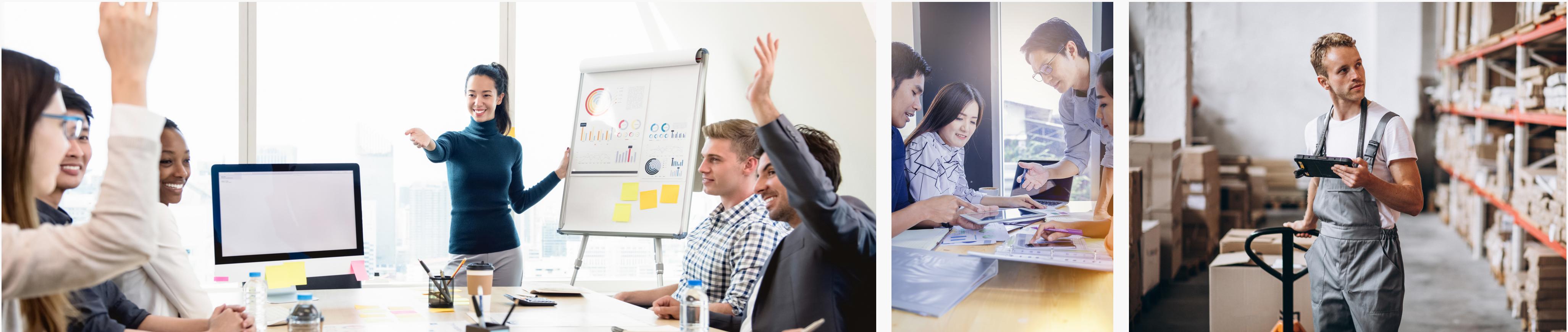
## Photography and Image

## Photo types

Everything communicates, and our use of imagery is no exception. The care and craft we put into our imagery choices demonstrates our commitment to best-in-class communication and a celebration of the work we do.

### Portraiture: Progress partners

We champion professionals. Portraiture allows us to isolate individual Hanshowers, clients and/or teams, to capture their character, and focus on the unique personalities and perspectives they provide.



## Still-life: Exhibiting excellence

Great imagery is both an art and a science, equal parts expression and engineering. Still life photography is best suited for celebrating the beauty and creativity of things, showing how things work, conveying concepts, and displaying details. We always try to objectify the idea or object so that it can be appreciated for its authenticity. This approach is primarily used when presenting hardware or software products, but can also be a creative way to convey concepts that aren't easily rendered in real life.



## Image types

Hanshow marketing has picture bank, if you need to use your own pictures, please make sure you will modify the colors similar to the brand colors. To maintain Hanshow brand identity.



**Primal graphic**



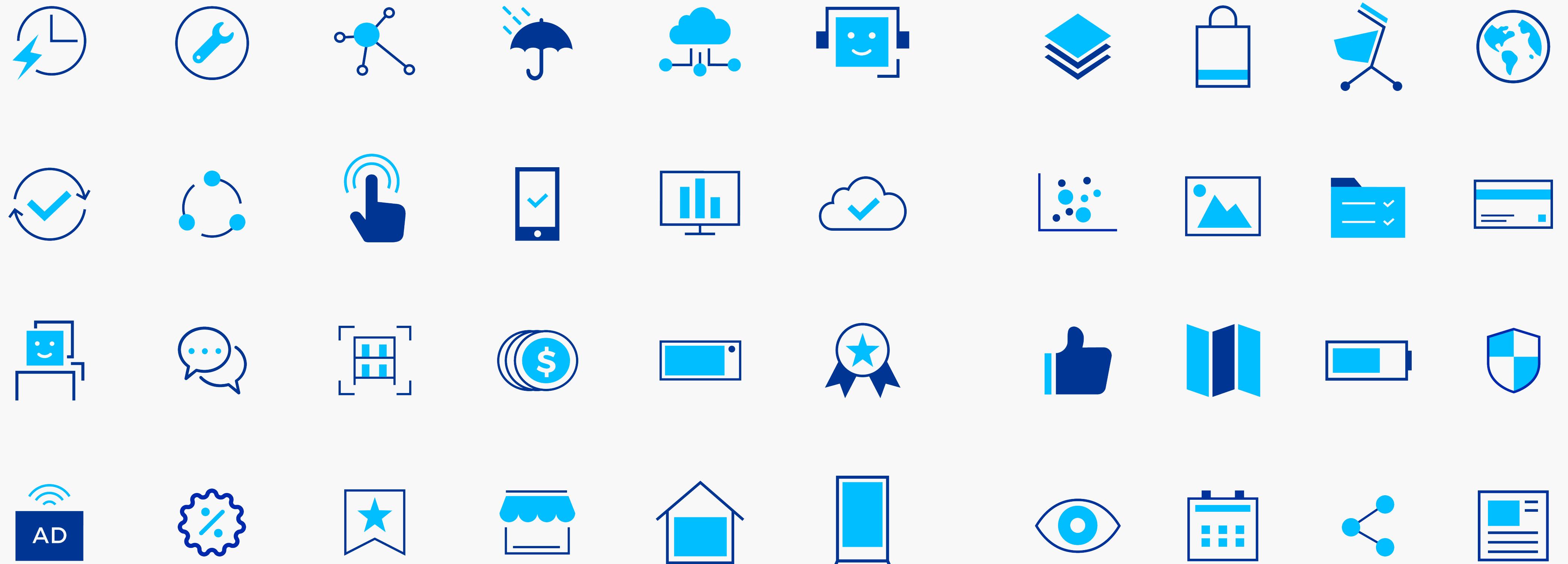
**After**

**Hanshow**

In order to use the Brand Guideline more clearly, here are some preset application scenarios have been provided.

## **Application scenarios**

## Application scenarios

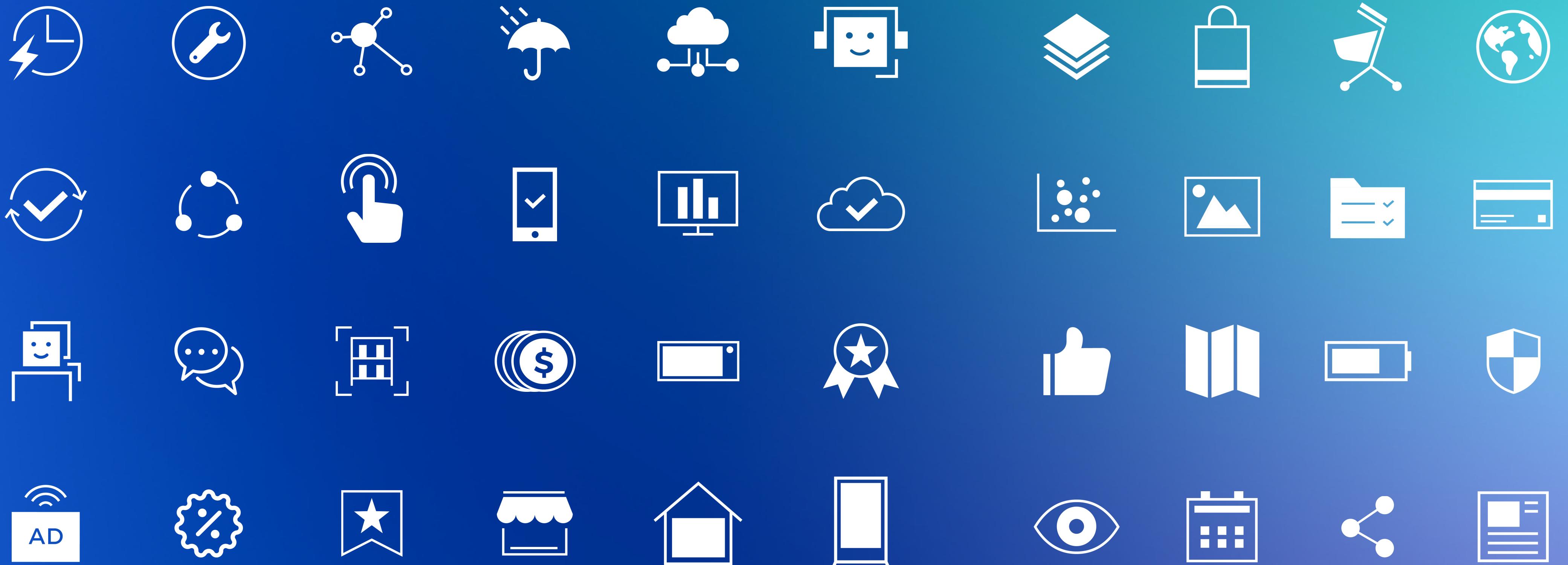


ICON

## Application scenarios



ICON





# Guidelines for Using Hanshow Trademarks and Copyrights

These guidelines are for Hanshow licensees, authorized resellers, developers, customers, and other parties wishing to use Hanshow's trademarks, service marks or images in promotional, advertising, instructional, or reference materials, or on their web sites, products, labels, or packaging. Use of Hanshow trademarks may be prohibited, unless expressly authorized.

We are quite serious about protecting our reputation and brand identity. To help us achieve this goal, you must follow these guidelines.

If you are a licensee of an Hanshow trademark or logo and have been provided with special trademark usage guidelines with your license agreement, please follow those guidelines. If your license agreement does not provide usage guidelines, then follow these guidelines. If you are an Hanshow Authorized Reseller or member of an Hanshow program, you may be subject to additional restrictions.

Hanshow's trademarks, service marks, trade names, and trade dress are valuable assets. In following these guidelines, you help us protect our valuable trademark rights and strengthen our corporate and brand identities. By using an Hanshow trademark, in whole or in part, you are acknowledging that Hanshow is the sole owner of the trademark and promising that you will not interfere with Hanshow's rights in the trademark, including challenging Hanshow's use, registration of, or application to register such trademark, alone or in combination with other words, anywhere in the world, and that you will not harm, misuse, or bring into disrepute any Hanshow trademark. The goodwill derived from using any part of an Hanshow trademark exclusively inures to the benefit of and belongs to Hanshow. Except for the limited right to use as expressly permitted under these Guidelines, no other rights of any kind are granted hereunder, by implication or otherwise. If you have any questions regarding these guidelines, please talk to your Hanshow representative or submit your query to **Hanshow's Marketing Department**.



# Authorized Use of Hanshow Trademarks

**1. Advertising, Promotional, and Sales Materials:** Only Hanshow and its authorized resellers and licensees may use the Hanshow Logo in advertising, promotional, and sales materials. Such authorized parties may use the Hanshow Logo only as specified in their agreement with Hanshow and any associated Guidelines and such use must always be in conjunction with the appropriate terms that define the relationship authorized by their contract with Hanshow. For example:

Authorized Reseller / Authorized Value Added Reseller / Authorized Service Provider / Authorized Wholesaler

**2. Publications, Seminars, and Conferences:** You may use an Hanshow word mark in connection with book titles, magazines, periodicals, seminars, or conferences provided you comply with the following requirements:

The use is referential and less prominent than the rest of the title.

The use reflects favorably on both Hanshow and Hanshow products or technology.

Your name and logo appear more prominent than the Hanshow word mark on all printed materials related to the publication, seminar or conference.

The Hanshow logo or any other Hanshow-owned graphic symbol, logo, icon or image does not appear on or in the publication or on any materials related to the publication, seminar, or conference without express written permission from Hanshow.

A disclaimer of sponsorship, affiliation, or endorsement by Hanshow, similar to the following, is included on the publication and on all related printed materials: "(Title) is an independent (publication) and has not been authorized, sponsored, or otherwise approved by Hanshow Technology."

A trademark attribution notice is included in the credit section giving notice of Hanshow's ownership of its trademark(s). Please refer to the section below titled "Proper Trademark Notice and Attribution."

**3. Web Sites:** Web sites that serve only as noncommercial electronic informational forums concerning an Hanshow product or technology may use the appropriate Hanshow word mark.



## Unauthorized Use of Hanshow Trademarks

**Do not** incorporate our Hanshow Logo or any other confusingly similar Logo into your domain names, screen names, website names, or trademarks.

**Do not** alter or modify the Hanshow Logo, including adding other terms to the Hanshow Logo to create new words or changing a single element of the Hanshow Logo.

**Do not** use the Hanshow Logo as part of a name of a product or service of a company other than Hanshow, except as otherwise expressly provided in a written agreement by Hanshow.

**Do not** use the Hanshow Logo in a modified form, including an abbreviated form or in the plural or possessive form.

**Do not** use the Hanshow Logo in any manner that merges the Hanshow Logo with other words, symbols, or numbers, either as one word or used as a modifier (with a hyphen).

**Do not** use or display the Hanshow Logo in a way that implies a relationship or affiliation with, sponsorship, or endorsement by Hanshow.

**Do not** use any trademarks, service marks, trade dress, designs or logos that are confusingly similar to the Hanshow Logo or the look and feel of the Hanshow ® application or website.

**Do not** use our Hanshow Logo in any manner that otherwise violates applicable law or regulation.