BRAND
Manual

HiRef

Innovators above
the standards

2021
rev. 01

Indice

Introduction

The new HiRef brand guidelines are the tool with which the brand is implemented and is presented to users and partners.

Each element of these guidelines has a specific and precise use – to ensure that the integrity and balance of the brand remains unchanged.

Please follow all the rules carefully and thoroughly..

INNOVATORS

above the standards

Payoff

The "HiRef team" includes innovators who won't stop at, and will go beyond, pre-packaged solutions. HiRef goes beyond the standards, overcoming critical barriers on the strength of innovation and scientific data, challenging stagnating, standardized scenarios.

HiRef has come up with a new concept of future: flexible, hands-on service that leaves no room for error, but focusses on innovation exclusively.

HiRef

Innovators above
the standards

Logo

The HiRef logo consists of 3 elements: The pictogram has been revised so as not to lose its heritage link and recognizability with respect to the previous brand.

The lettering has been completely redeveloped in a more contemporary perspective; curved lines have been added to inspire a sense of growth and innovation.

The last element is the payoff which, according to specific uses, may or may not be added to the logo.

Logos overview

This page offers a complete overview of the elements that make up the new HiRef brand identity.

Specifically, there are three main make-ups: the logotype, the logotype with the payoff and the logotype with the icon and payoff.

The following pages supply details on their use.

1. Logotype + icon + payoff

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2. Logotype + icon

3. Logotype

Complete brand: logotype with icon and payoff

The first use of the logo is the "complete" use: logotype, icon and payoff. The three elements are designed to give balance and legibility to the brand as a whole.

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Application on turquoise

HiRef

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Negative application

HiRef

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Alternative brand: logotype with icon

Another element that characterises the new HiRef logo is the icon.

Based on the historical version, the icon has been revised to give continuity to the new logo.

Application on turquoise

Negative application

Alternative brand: logotype only

The new HiRef logo has been created starting from a contemporary font, revised with the addition of curved, smooth lines to inspire a sense of continuous movement and innovation.

HiRef

Application on turquoise

HiRef

Negative application

HiRef

Safe zone and minimum reproduction size

The logotype, reproduced together with the icon and payoff, must have some space (margin) around it to ensure its legibility and visibility. The space around the logo (X) is the height of the logo.

The main logotype can be used down to a minimum dimension of 20mm for printing purposes, 50px for web/digital applications.

x   x

x   x   1/3 x
          1/2 x

x   x

> 45 mm
> 400 px

> 20 mm
> 50 px

Safe zone and minimum reproduction size

The logotype, reproduced with the icon, must always have some space (margin) around it to ensure its legibility and visibility. The space around the logo (X) is the height of the logo.

The main logotype can be used down to a minimum dimension of 20mm for printing purposes, 50px for web/digital applications.

> 25 mm
> 300 px

Safe zone and minimum reproduction size

The logotype, reproduced without the icon, must always have some space (margin) around it to ensure its legibility and visibility. The space around the logo (X) is the height of the logo.

The main logotype can be used down to a minimum size of 10mm.

HiRef

x   x   x
x   x
x   x   x

HiRef

> 15 mm
> 180 px

Incorrect uses

This page shows all the instances of incorrect use of the logo.

A. Do not compress

B. Do not rotate

C. Do not use outlined

D. Do not use elements that are too close together

E. Do not use inside a box

F. Do not use wrong colours

G. Do not use gradient colour effects

H. Do not use a cut logotype

A

B

C

D

E

F

G

H

Typeface

A harmonious use of typeface is an integral part of the brand voice. Correct use gives the brand straightforwardness and consistency.

Primary font

Object Sans will be used for all types of text.

Although very similar to and based on Helvetica, this font has been redesigned with small differences that give it a more contemporary feel.

It will be used in Regular or Bold versions according to needs and applications.

Object Sans
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890€(&?!%.,:;-—)

Object Sans
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890€(&?!%.,:;-—)

Font:
uses

Object Sans can also be used in slanted (italic) and underlined versions for some title and text types.

In this way, communication can be differentiated while using the same font.

Object Sans Regular

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890€(&?!%.,:;--)

Object Sans Bold

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890€(&?!%.,:;--)

Object Sans Slanted

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890€(&?!%.,:;--)

<u>Object Sans Underlined</u>

<u>ABCDEFGHIJKLM NOPQRSTUVWXYZ</u>
<u>abcdefghijklmnopqrstuvwxyz</u>
<u>1234567890€(&?!%.,:;--)</u>

Web font

Work Sans was chosen
as an alternative to
Object Sans as a
typeface for web use.

Work Sans Regular
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890€(&?!%.,:;-−)

**Work Sans
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890€(&?!%.,:;-−)**

Use of colour

Colour conveys a message, feeling or mood quickly and effectively. For this reason, the colour range must be consistent and recognizable.

Colours

For trademark applications according to special printing techniques (e.g. screen printing), a full colour option of the chosen logo version is available; printing of letter envelopes on pulp coloured paper is done with a screen printing technique to be able to cover the underlying colour, and in a completely white version.

PANTONE 5395C

RGB R9 G31 B44
CMYK C100 M44 Y10 K91
HEX/HTML . . . #091F2C

White

RGB R255 G255 B255
CMYK C0 M0 Y0 K0
HEX/HTML . . .   #FFFFFF

PANTONE 2200C

RGB R5 G169 B199
CMYK C5 M10 Y18 K0
HEX/HTML . . . #05A9C7