

BRAND
manual

 **HiRef**
Innovators above
the standards

2022

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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.

In case of doubt or for further information, please write to marketing@hiref.it



Logo

The HiRef logo consists of 3 elements:

The pictogram, revised without however losing its heritage background and recognizability with respect to the previous trademark, conveying the idea of synergy and continuous exchange.

The lettering is created with a customised font for HiRef: modern, dynamic, with curved lines added to sans serifs to inspire a sense of movement towards continuous growth and innovation.

The last element is the payoff – expressing our DNA and market promise. Depending on uses, the trademark may or may not be added.

I N N O V A T O R S

above the standards

Payoff

The “HiRef team” includes innovators who won’t stop at, and will go beyond, prepackaged 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.

Logos overview

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

Specifically, there are three main makeups: 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



2. Logotype + icon



3. Logotype



Note

The HiRef trademark, similarly to the HiRef S.p.A. company name in writing, must always follow these guidelines: the root “Hi” (where the “H” must be in capital letters) is invariable. The “R” of “Ref” next to it is always in capital letters. The use of a lowercase “R” is not allowed.

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.



Application on turquoise



Negative application



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**

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.



1. Logotype + icon + payoff



- > **45 mm** printing purposes
- > **400 px** digital application

2. Logotype + icon



- > **20 mm** printing purposes
- > **180 px** digital application

3. Logotype



- > **20 mm** printing purposes
- > **180 px** digital application

The main logotype can be used down to a minimum dimension of 45mm for printing purposes, 400px for web/digital applications.

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

PP 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.

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

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

Font: uses

PP 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.

PP Object Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890€(&!%.,;:--)

PP Object Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890€(&!%.,;:--)

PP Object Sans Slanted

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890€(&!%.,;:--)

PP Object Sans Underlined

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890€(&!%.,;:--)

Web font

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

Work Sans Regular

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

1234567890€(&?!%.,:;-)

Work Sans

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

1234567890€(&?!%.,:;-)

Font for technical tables

In printed, digital or web-based technical tables, should the font PP Object Sans be not suitable for correct displaying of the data, the alternative font “Barlow Semi Condensed” may be used in order to reduce the length of the text.

Barlow Semi Condensed Regular

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

1234567890€(&?!%.,:;--)

Barlow Semi Condensed Bold

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

1234567890€(&?!%.,:;--)

Font for technical tables

In the specific case in which not even the use of the “Barlow Semi Condensed” font were sufficient to reduce the length of the text in the target technical tables, an even more condensed font variant of the same family may be used, namely “Barlow Condensed”.

Barlow Condensed Regular

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

1234567890€(&?!%.,:;--)

Barlow Condensed Regular

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**

Bianco

RGB**R255 G255 B255**

CMYK**C0 M0 Y0 K0**

HEX/HTML**#FFFFFF**

Pantone 2200C

RGB**R5 G169 B199**

CMYK**C93 M0 Y23 K0**

HEX/HTML**#05A9C7**

