

HB

2021
**Brand
Etiquette
Guide**

Introduction

At HB, it is our mission to connect people to what is important to them by providing our creativity and expertise within the multitude of services that we offer.

What does a Logo Truly Represent?

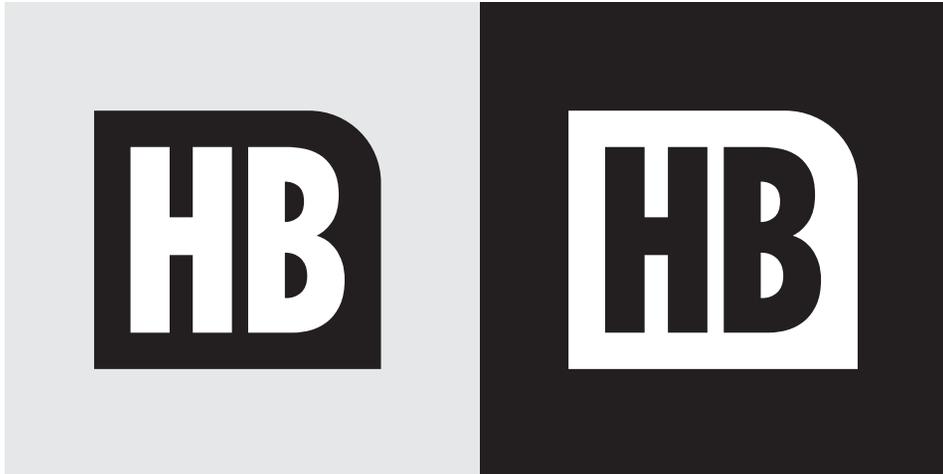
The logo symbolizes everything HB stands for, strong and versatile. Although this is a new brand look, it provides a nod to the past, yet looks towards the future with a fresh approach and look. Maintaining the integrity of our brand starts with the appropriate use of the logo, color schemes, textures and fonts. This HB Brand Etiquette Guide will help us reach our full potential as a dynamic brand and influential business in the Midwest region and beyond. We thank you for your care and support.





HB's Officially Approved Logo

Whenever possible, present the HB logo always with Preferred Format ONLY. The symbol may be reversed, black or any one of the approved brand colors. See page four for details. This gives the logo the ability to be adaptable within the brand and more flexible with styles, trends and colors which is important in our ever changing technology-driven industry.



Key Messaging Framework

Connecting People

A slogan reflects a brand's personality through words, HB is approachable and fun, yet at our core, we are professional and care deeply about our clients and their overall experience from start to finish, and continuing that relationship for years to come.

Connecting People holds an element of the people behind the product sort of vibe with versatility taking the passenger seat. Connecting People has a much deeper meaning as many of the words can be interpreted in a multitude of different ways. Our slogan's strength really lies with its adaptability to what HB is offering to a unique audience, which makes this a very flexible and a resilient slogan in an ever-changing market.

It is extremely important to utilize the correct slogan variation based on the type of campaign or marketing effort you are embarking on, and which target audience you are focusing on.



Events

Connecting People to **Performance**

Connecting People to
Purpose

(C-Level Business Leader)

Connecting People to
Philanthropy

(Facility Manager)

Connecting People to
Pros

(Top Tier Non-Profit Leader)

Connecting People to
People

(General Audience)

Installs

Connecting People to **Professionals**

Connecting People to
Prospects

(C-Level Business Leader)

Connecting People to
Protection

(Facility Manager)

Connecting People to
Play

(General Audience)

Connecting People to
Presentations

(Business Assistant)

Connecting People to
Praise

(Church Leader)

Rentals

Connecting People to **Production**

Connecting People to
Perfection

(Big Budget Brides)

Connecting People to
Producers

(Advertising Agency)

Connecting People to
Parties

(General Audience)

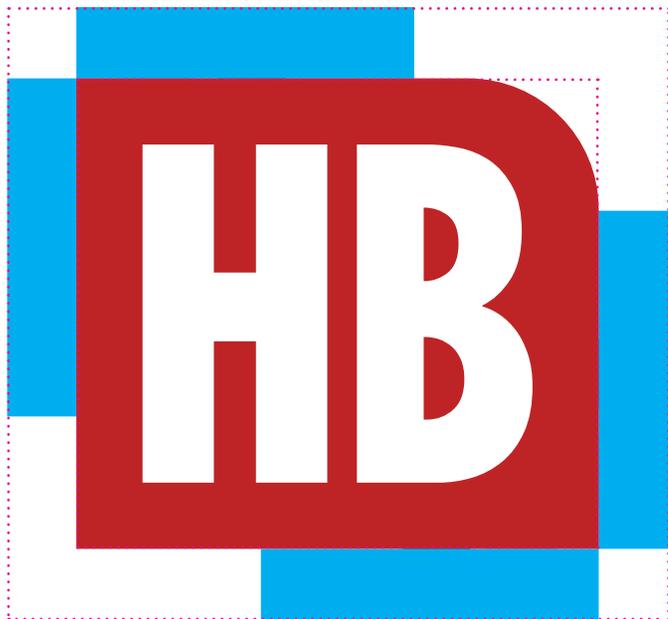


Other Permitted Logo Variations

These approved color and non-color variations may be used in situations where use of the preferred, full-color logo is not possible. The black version should be used when the background is white or a light color. If the background color is black or another dark color, the logo should be presented in white reverse on the solid color background.

Main Logo (w/ clear space)

To find the proper clear space surrounding the logo, use one of the vertical lines from the “H” in HB. Under no circumstance should any graphical element pass through the designated clear space.



Approved Variations



Reverse on Dark

Color use when color is not an option or one color applications



Black on Light

Color use when color is not an option or one color applications



Grayscale on Light Color

Use when color is not an option, mainly print applications

Non-Permitted Logo Variations

HB's chair symbol and wordmark must be used accurately at all times. Alterations to the logo weaken our message of consistency, accuracy and reliability. Strengthen our brand by avoiding these improper uses.



DO NOT
Distort the logo



DO NOT
Change the lettering or
the fonts of the logo style



DO NOT
Rearrange the name stack



DO NOT
Reconfigure the logo



DO NOT
Utilize just the logo style
of the logo



DO NOT
Utilize non permitted
colors within the logo



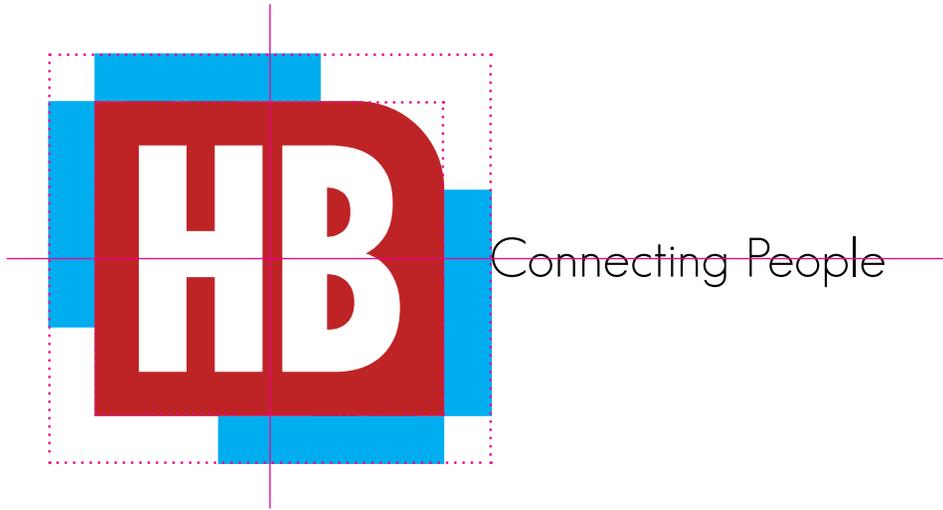
DO NOT
Put logo over loud or
distracting patterns



DO NOT
Alter the symbol

Permitted Slogan Usage

Main "Slogo" (w/ clear space)



To find the proper clear space surrounding the logo, use one of the vertical lines from the "H" in HB. Connecting People and all other key messaging must be centered, horizontally, to the "HB". Clear space must be considered when adding slogan/key messages next to the logo. The font used in the key messaging is Sans Serif Regular. Sans Serif Bold is used, along with HB Red, when focusing on specific services/target audiences



Connecting People to
Professionals



Sans Serif Regular
Sans Serif Bold



Non-Permitted Slogan Usage

Similarly to the main logo, our slogans must be used accurately at all times. Alterations to the slogan weakens our message of consistency, accuracy and reliability. Strengthen our brand by avoiding these improper uses.



DO NOT
Distort the slogo



DO NOT
Change the lettering or the fonts
of the slogo style



DO NOT
Reconfigure the slogo



DO NOT
Utilize just the logo style
of the slogo



DO NOT
Utilize non permitted colors
within the slogo

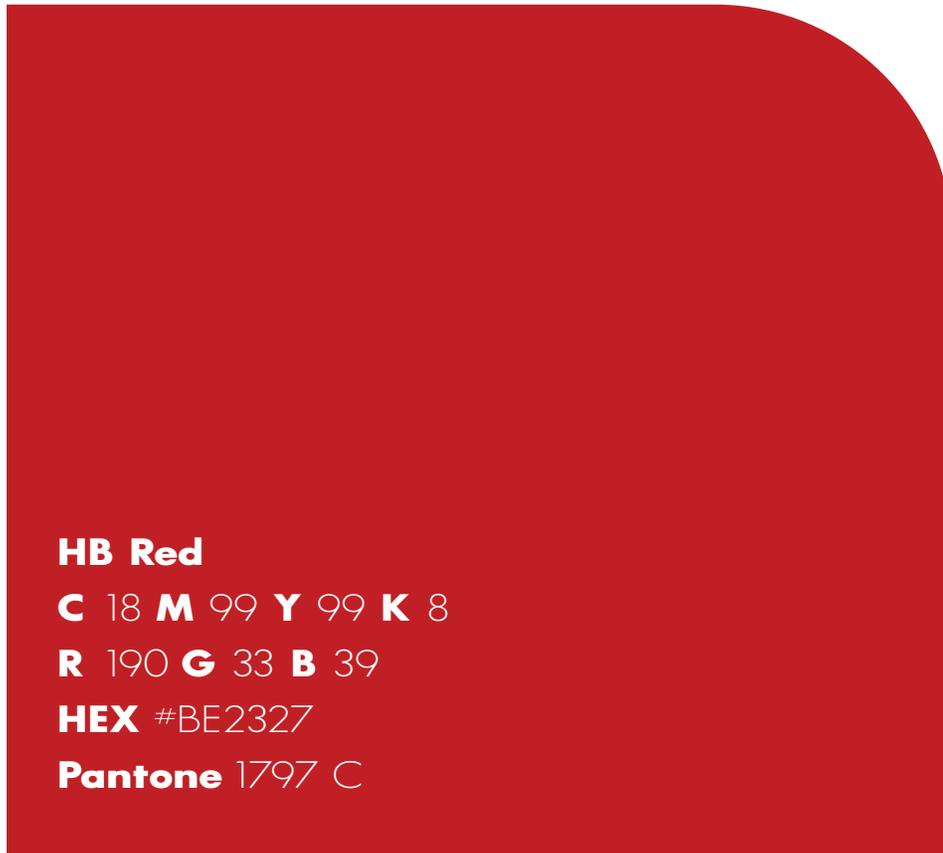


DO NOT
Put slogo over loud or
distracting patterns

Approved Color and Color Breakdowns

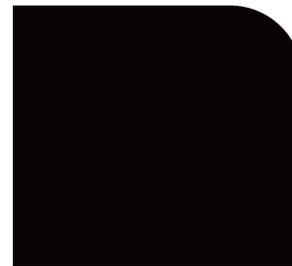
Primary Color

Used as backgrounds, headlines, etc.



Secondary + Complementary Colors

Used as backgrounds, and accents.



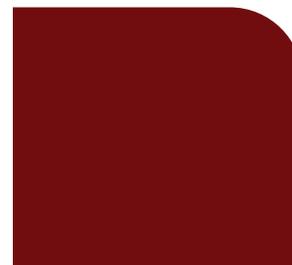
HB Black

C 30 **M** 30 **Y** 30 **K** 100
R 10 **G** 2 **B** 3
HEX #0A0203



HB Coral

C 0 **M** 86 **Y** 66 **K** 0
R 242 **G** 116 **B** 120
HEX #F27478



HB Burnt Red

C 31 **M** 100 **Y** 100 **K** 45
R 113 **G** 15 **B** 17
HEX #710F11

Approved Typography and Fonts

Special attention to the typography and fonts selected are a direct reflection to the tone of HB's business. A font with strength, boldness, and urgency reflects what HB represents.

Headlines + Emphasis

Sans Serif 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
01234567890

Body Copy

Sans Serif 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 01234567890



Headlines + Emphasis Substitute

Arial 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
01234567890

Body Copy Substitute

Arial 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
01234567890

Written Communications

In order to portray professionalism in digital communications it is necessary to design and implement a corporate email signature. Your email signature should mirror one of the following:

Email Signature



Jeremiah Johnson
Lead Engineer
p. 701.235.3695
jjohnson@hbconnects.com
hbconnects.com

Sans Serif Bold
Sans Serif Regular
Sans Serif Regular
Sans Serif Regular
Sans Serif Regular

Email Alternative (Arial)



Jeremiah Johnson
Lead Engineer
p. 701.235.3695
jjohnson@hbconnects.com
hbconnects.com

Arial Bold
Arial Regular
Arial Regular
Arial Regular
Arial Regular

This email signature was established using the default functions within the email signature builder located within Gmail. The goal is to create a signature that is easy to setup and consistent throughout the HB organization, yet reflective upon the brand rules.

Letterhead

Keep margins at .375". Use Sans Serif (or Arial) for all printed communications.



Connecting People

Jeremiah Johnson
Lead Engineer
p. 701.235.3695
jjohnson@hbconnects.com
hbconnects.com

Title of the Letter

Nobit as nossitat. At aliquis qui te iducipis dolupta sandunt faccollitam eatet fugiatis cuscuis unt occuptio. Eliquia corum con reperiatqui nobita sunt ipsandendae parchiliquos vit adite nam doluptur sunditiosti re net qui sequi verum reperibus restotatque pe expellest fugiasin nonseque volorio nseedit, omnisque volupta nitate nonsequ idipsumquae corum re latio. Olent di blaut dignima ximodit untur?

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Approved Photographic Styling

How we represent HB, whether it be through our website, brochures or personal interactions, imagery captured through professional photography must represent our brand, our people and our product at a higher level than our competitors. Images are paramount to the HB brand persona. Each photo must convey a balance between a new age style and a breath of experience. The following requirements provide the guidance necessary to select photos which portray our design and practicality. Aside from meeting the minimal requirements of high resolution photography, images must meet these requirements to be utilized for the HB's brand.





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