

Hauptwerk Identity Style Guide

Standard Identity Mark

The standard identity mark should be used for most applications, reserving alternative representations for special circumstances.



Clear Space

To ensure that other graphic elements do not crowd or weaken the impact of the Hauptwerk identity mark, leave a minimum clear space around the mark. If it is resized, it should be done proportionately.



Alternatives



Additional Standards of Reproduction:
Compliance with the following standards will ensure quality reproduction and maximum visual impact.
The logo master films must be used as supplied and should not be manipulated or altered.
The logo should not be scanned into a computer from a hard copy.
Printers should only be supplied with the logo in the form of a high-resolution master electronic file.

Color

Always reproduce the identity mark only in the colors illustrated and specified here. Use the Pantone colors indicated for accurate colour matching.

Use in combination with photography or imagery which complements this color scheme. Alternatively, a grayscale or solid-color representation may be used.

Butternut	Black	Med. Gray	Light Gray
PANTONE®	PANTONE®	PANTONE®	PANTONE®
122 C / U	Black	Black 60%	Black 35%
C 0 R 255 M 18 G 204 Y 75 B 102 K 0	C 0 R 0 M 0 G 0 Y 0 B 0 K 100	C 0 R 130 M 0 G 130 Y 0 B 130 K 60	C 0 R 166 M 0 G 166 Y 0 B 166 K 35
Web #ffc666	Web #000000	Web #828282	Web #a6a6a6