

HORSEPOWER



BRANDING MANUAL

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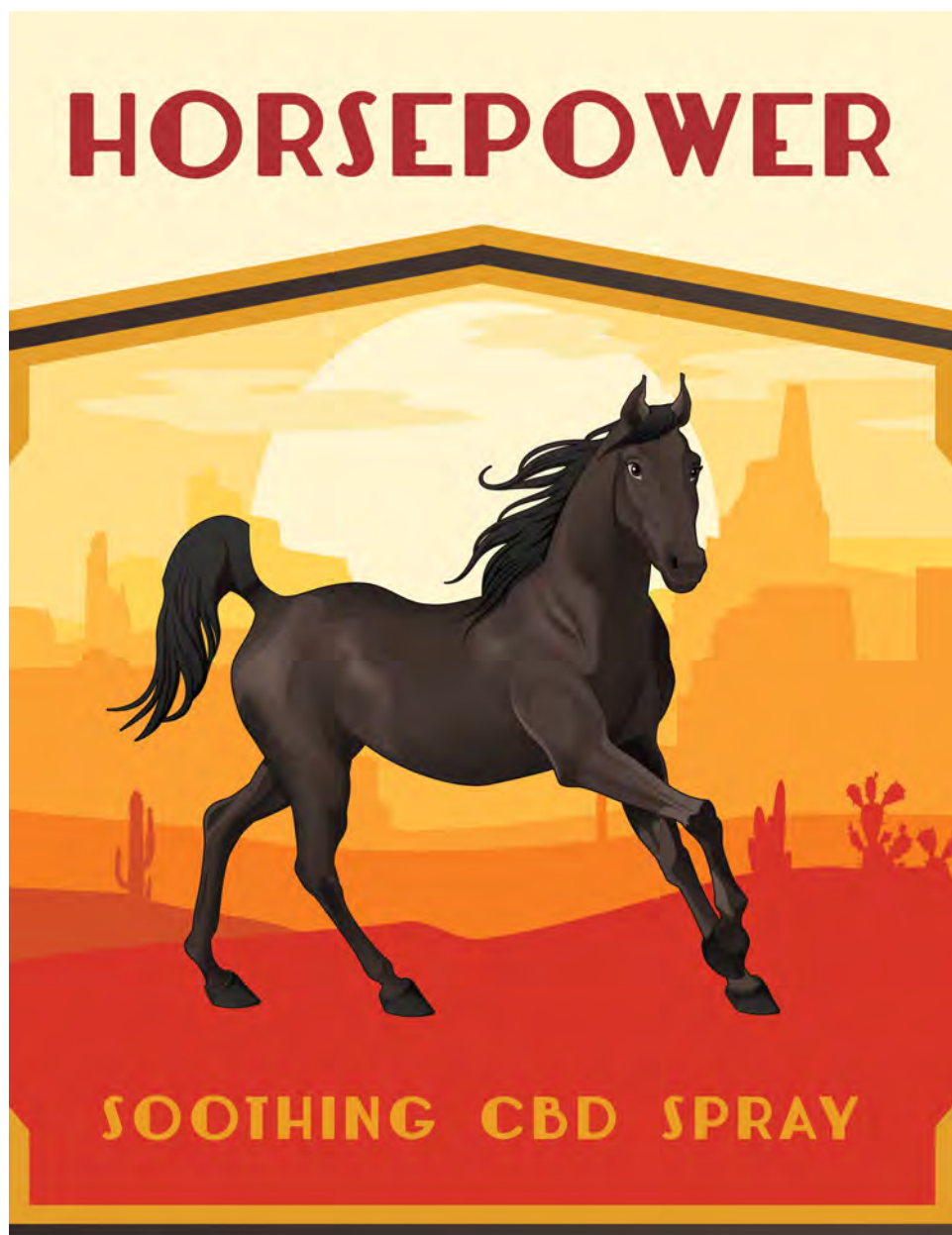
INTRODUCTION

- Thanks for taking the time to read and follow this guide.
- These guidelines describe the visual and verbal elements that represent the HORSEPOWER unique corporate identity. This includes our name, logo and other elements such as color, type and graphic elements.
- Sending a consistent and controlled message of who we are is essential to present a strong, unified image of our company.
- These guidelines reflect the HORSEPOWER commitment to quality, consistency and style.
- THE HORSEPOWER brand, including the logo, name, colors and identifying elements are valuable company assets.
- Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the HORSEPOWER name, marks and design motifs.



THE BRAND

- Our logo is the key building block of our identity, the primary visual element that identifies us and enables us to remain distinctive and immediately recognizable.
- Any graphics that accompany the main logo or its variants must use the same style, with the same colors and fonts as defined in this guide.



LABEL EXAMPLES

- Brand Usage Sample-Medium Spray Bottle.



LABEL EXAMPLES

- Brand Usage Sample-
Large Refill Bottle.



OFFICIAL FONTS

- Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all HORSEPOWER communications. We have selected Lemondrop as the primary font because of its nostalgic Art Deco style, elegance, and bold emphasis.
- Our secondary font is Transat, an elegant font that is very readable yet complimentary to the headline Lemondrop font, and is for use in body text and descriptions.
- Only these fonts should be used for all public purposes, except for the „fine print“ on regulated labeling, etc.

LEMONDROP

For Main Logo and Headline usage.

REGULAR **A B C D E F G H I J K L M**
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

FIGURES **0 1 2 3 4 5 6 7 8 9 0**

OFFICIAL FONTS

TRANSAT

For all secondary usage.

BLACK **A B C D E F G H I J K L M**
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

BOLD **A B C D E F G H I J K L M**
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

MEDIUM **A B C D E F G H I J K L M**
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

FIGURES **0 1 2 3 4 5 6 7 8 9 0**



PRIMARY COLORS

- These are the official HORSEPOWER colors. These colors have become a recognizable identifier for the company.
 - Use them as the dominant color palette for all internal and external visual presentations for the company.
- Color plays an important role in corporate identity. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the “One Voice” color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the HORSEPOWER brand identity across all relevant media. Check with your designer or printer when using the corporate colors so they will be always be consistent.

RED LEATHER

COLOR CODES

CMYK : C037 M098 Y095 K000
RGB : R172 G048 B053
WEB : #AC3035

80% 60% 40% 20%

GOLD BUCKLE

COLOR CODES

CMYK : C011 M041 Y098 K000
RGB : R226 G157 B040
WEB : #E29D28

80% 60% 40% 20%

CREAM

COLOR CODES

CMYK : C000 M003 Y021 K000
RGB : R255 G343 B040
WEB : #FFF3D0

80% 60% 40% 20%

SECONDARY COLORS

- The Secondary colors are complementary to our official logo colors, but are not recognizable identifiers of the HORSEPOWER brand. Secondary colors should be used sparingly, that is, in less than 10 percent of the palette in one piece.
- Use them to accent and support the primary color palette of the HORSEPOWER brand.

DARK GREY

COLOR CODES

CMYK : C061 M066 Y066 K065
RGB : R056 G043 B040
WEB : #382B28

WARM RED

COLOR CODES

CMYK : C011 M093 Y100 K000
RGB : R214 G055 B039
WEB : #D63727

LIGHT GOLD

COLOR CODES

CMYK : C000 M031 Y084 K000
RGB : R253 G194 B067
WEB : #FDB843

80% 60% 40% 20%

80% 60% 40% 20%

80% 60% 40% 20%

BUSINESS CARD

HORSEPOWER



MARIA ORTIZ

Production Supervisor



1229 Creek Road
Building #5
Lancaster, PA 17602

717-555-2344
maria@hpcbdspray.com
hpcbdspray.com

FORMAT OVERVIEW

WEB

- .JPG Good for web photos. 80% compression recommended for fast load speed.
- .PNG Good for web photos. Can have transparent background.

PRINT

- .EPS Supports vector files for infinite adjustment without pixelation.
- .AI Illustrator's proprietary file format. Supports vectors and transparency.
- .TIFF Recommended CMYK print image format.
- .PDF Collected images and text for printing and emailed presentations.

COLOR SETTINGS

- RGB Suitable for web images.
- CMYK For printed material. 300dpi

We hope that you found this guide helpful. If you have any questions or need more information, we would be more than happy to assist you. Please contact us through one of the methods below.

CONTACT

1229 Creek Road
Building #5
Lancaster, PA 17602

717-555-2344
maria@hpcbdspray.com
hpcbdspray.com