

# HERO BRAND GUIDELINES



**Hero**

### IDENTITY COMPONENTS

The Hero Brand Identity is made up of two elements.

- The Icon
- The Wordmark

### THE ICON:

The Icon is the modern abstract representation of the letter H. By highlighting the negative space The Icon communicates a sense of engineering and intelligence.



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### THE WORDMARK:

The Wordmark is a uniquely crafted modern typeface. The combination of clean lines and open letterforms adds a warmer more human element to the Brand identity.

**Hero**

### IDENTITY LOCKUPS

The static elements of the symbol and the wordmark can be locked in two ways:

- Primary Horizontal Identity
- Primary Vertical Identity

### PRIMARY HORIZONTAL LOCKUP

The Primary Horizontal Lockup is utilized on all applications where vertical space is limited. See Identity Placement.

Always use approved master artwork and do not attempt to recreate any artwork.



### PRIMARY VERTICAL LOCKUP

The Primary Vertical Lockup is utilized on all applications where horizontal space is limited. See Identity Placement.

Always use approved master artwork and do not attempt to recreate any artwork.



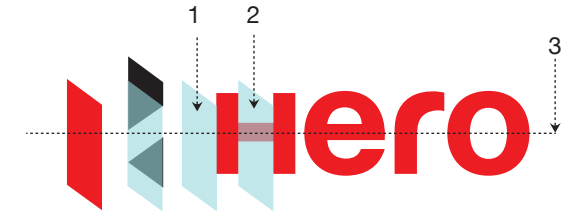
## IDENTITY LOCKUP RATIO

The Primary Lockups of the Brand Identity are provided as artwork files along with this guidelines document. Wherever Possible always use the approved artwork files. DO NOT attempt to recreate elements of the Brand Identity.

The Primary Lockups of the Brand Identity are created using ratios of the Icon and wordmark. In cases such as die-casting the Identity elements separately, these ratios can be determined by the following rules.

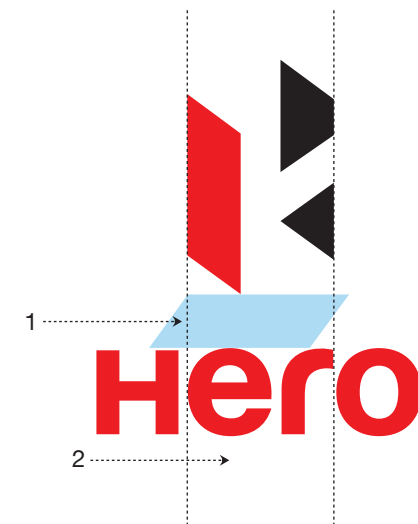
## PRIMARY HORIZONTAL LOCKUP RATIOS

1. Distance from Icon to wordmark is determined by the width of one full Icon.
2. Size of the wordmark is determined by the width of one vertical element of the Icon aligned to the space within the letter 'H'.
3. Wordmark is centered horizontally with the Icon.



## PRIMARY VERTICAL LOCKUP RATIOS

1. Distance from Icon to the wordmark is determined by the width of one vertical element of the Icon rotated 90 degrees.
2. Size and positioning of the wordmark is determined by the width of the Icon aligning to the letters 'er' from the wordmark.



## IDENTITY MINIMUM SIZE

The Hero Brand Identity should never be reproduced at a scale smaller than the specified minimum sizes. This will ensure the legibility of the Brand Identity at all times.

## PRIMARY HORIZONTAL LOCKUP MINIMUM SIZE

The Hero Primary Horizontal Lockup must never be reproduced at less than 20mm in width.

Where possible, carry out production testes on alternative materials to ensure legibility.



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## PRIMARY VERTICAL LOCKUP MINIMUM SIZE

The Hero Primary Vertical Lockup must never be reproduced at less than 12mm in width.

Where possible, carry out production testes on alternative materials to ensure legibility.



## MINIMUM CLEAR SPACE

A minimum clear space must always be present when applying the Brand Identity. Clear space prevents the Identity from appearing too close to the edge of an application or coming into contact with other design elements, therefore protecting the integrity and legibility of the Brand Identity at all times

## CLEAR SPACE - PRIMARY HORIZONTAL LOCKUP

Always allow a minimum clear space equal to width of one element of the icon



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## CLEAR SPACE - PRIMARY VERTICAL LOCKUP

Always allow a minimum clear space equal to width of one element of the icon



## IDENTITY PLACEMENT

It is crucial when placing the identity that the overall size be considered. The identity should be used at its maximum scale within space available whilst following clear space rules.

### HORIZONTAL LOCKUP PLACEMENT

The Primary Horizontal Lockup MUST be utilized when vertical space is limited. See CORRECT Horizontal Lockup Placement. The Primary Horizontal Lockup MUST NOT be utilized when horizontal space is limited. See INCORRECT Horizontal Lockup Placement

## CORRECT HORIZONTAL LOCKUP PLACEMENT

Example 1



Placement area available

Example 2



Placement area available

## INCORRECT HORIZONTAL LOCKUP PLACEMENT

Example 1



Example 2



## IDENTITY PLACEMENT

It is crucial when placing the identity that the overall size be considered. The identity should be used at its maximum scale within space available whilst following clear space rules.

### VERTICAL LOCKUP PLACEMENT

The Primary Vertical Lockup **MUST** be utilized when horizontal space is limited. See **CORRECT** Vertical Lockup Placement.

The Primary Vertical Lockup **MUST NOT** be utilized when vertical space is limited. See **INCORRECT** Vertical Lockup Placement

## CORRECT VERTICAL LOCKUP PLACEMENT

Example 1



Placement area available

Example 2



Placement area available

## INCORRECT VERTICAL LOCKUP PLACEMENT

Example 1



Placement area available

Example 2



Placement area available



# HERO BRAND GUIDELINES / BRAND IDENTITY

## INCORRECT USAGE

Always use approved master artwork. Never alter or recreate the Brand Identity. Opposite are examples of incorrect use of the Brand Identity.

NEVER ALTER THE SPACIAL RELATIONSHIP BETWEEN THE BRAND IDENTITY ELEMENTS



NEVER CHANGE THE COLORS OF THE BRAND IDENTITY



NEVER CHANGE THE PROPORTIONS OF THE BRAND IDENTITY



NEVER PLACE THE BRAND IDENTITY ON A COLOUR WHICH COMPROMISES THE LEGIBILITY OF THE BRAND IDENTITY



NEVER PUT A KEY-LINE AROUND THE BRAND IDENTITY



NEVER SET THE BRAND IDENTITY AT ANY ANGLE



NEVER PLACE THE BRAND IDENTITY ON AN IMAGE WHICH COMPROMISES ITS LEGIBILITY



NEVER CHANGE THE FONTS OF THE BRAND IDENTITY WORDMARK



NEVER OVERLAY THE BRAND IDENTITY ELEMENTS OVER EACH OTHER



# HERO BRAND GUIDELINES / BRAND IDENTITY

## PRIMARY COLOUR PALETTE

Always use approved master artwork. Never alter or recreate the Brand Identity. Opposite are examples of incorrect use of the Brand Identity.

### Colour Breakdowns

Shown opposite are the colour breakdowns for the primary colour palette.

The following values should be used with the following applications:

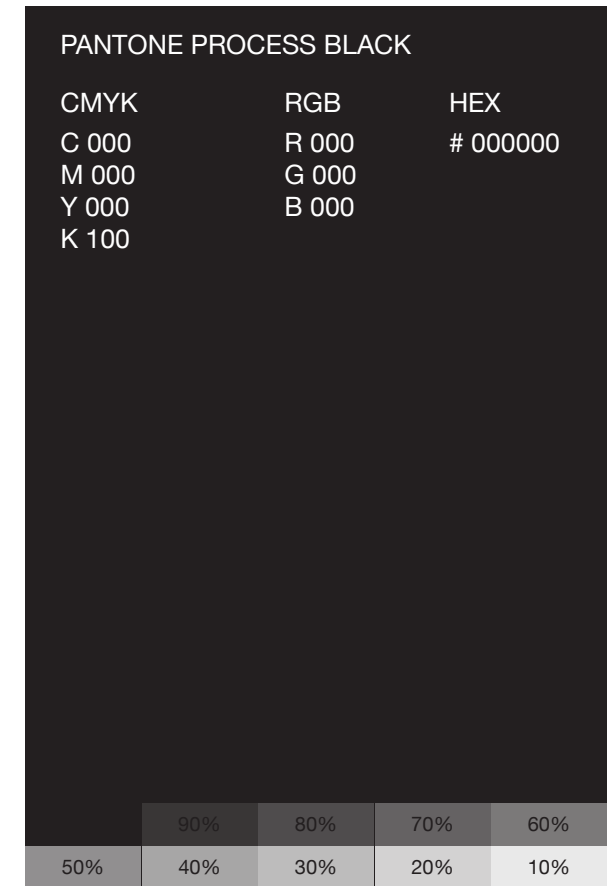
Pantone - offset printing

CMYK – offset/digital printing

RGB – on screen

HEX – web

Pantone standards are shown in the current editions of the Pantone Colour Publications. The colours shown here are not intended to match the Pantone colour standards and are an indication only. Pantone is a registered trademark of Pantone, Inc.



## PRIMARY TYPEFACE

The primary English typeface is TStar. It is modern and solid whilst communicating with confidence and assurance. TStar's distinctive letterforms offer gravitas at larger sizes whilst retaining simplicity and legibility at smaller sizes. TStar should be used predominantly on all English communication.

TStar is available to purchase from [www.fontshop.com](http://www.fontshop.com)

For digital applications such as Microsoft Word, the system font Arial should be used.

### TSTAR HEADLINE

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

### TStar 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  
0 1 2 3 4 5 6 7 8 9**

### TStar Medium

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

### TStar Light

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

**THE ICON**



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**THE WORDMARK**

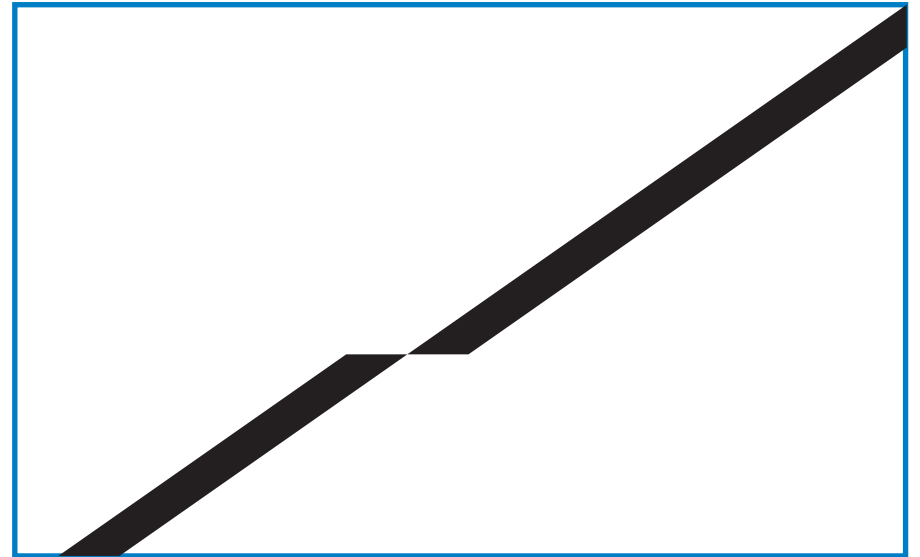
**Hero**

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**THE HERO LOGO**



**THE CLIMBER**



**THE HERO LOGO TEMPLATE**



## HOW TO CREATE THE HERO LOGO TEMPLATE

- The width of one vertical element of the icon must be the measurement used for all alignments and the width of the climber.
- One vertical element of the icon will be referred to as A.



## ALIGN THE LOGO TO THE LAYOUT

- 1) Rotate one vertical element of the icon (A) by 90 degrees and place it below the icon as shown (A1) to define the distance between the icon and the bottom of the layout.



- 2) Place A against the right side of the layout to define the space between the wordmark and the right hand side of the layout as shown (A2).



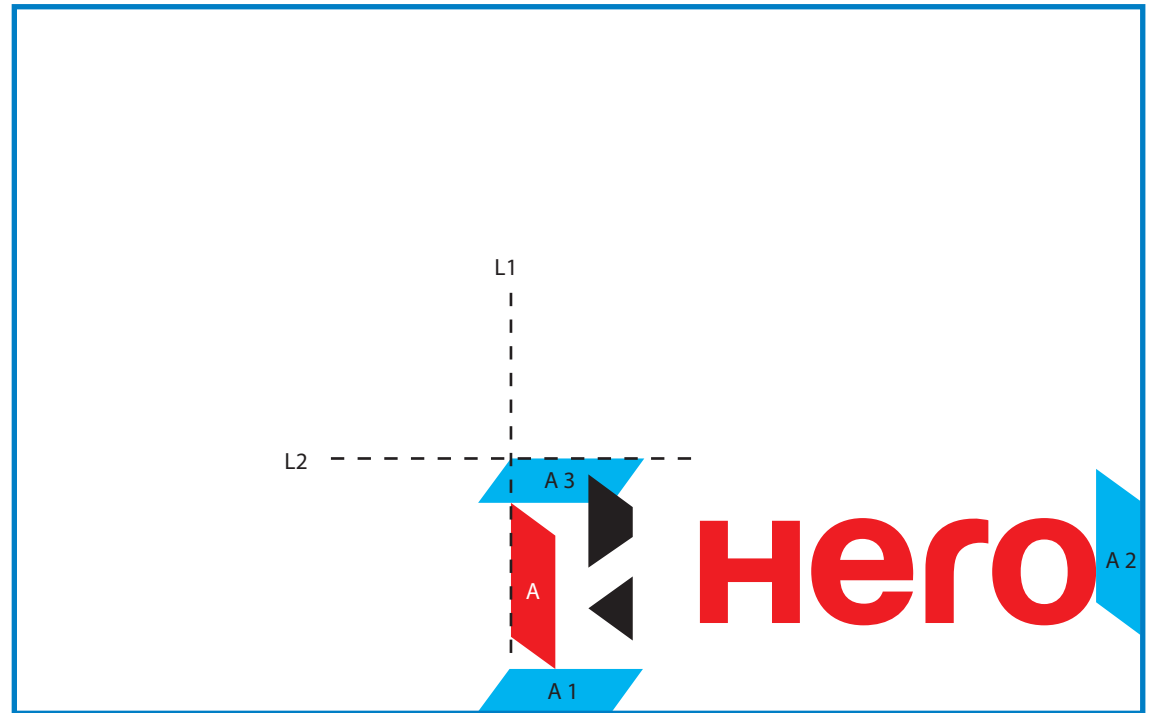


- 3) Element A must be rotated 90 degrees and placed on the top left corner of the icon as shown.
- Element A3 must be placed such that the top left corner of A3 is aligned with the left side of the icon.



## CONSTRUCTING THE CLIMBER

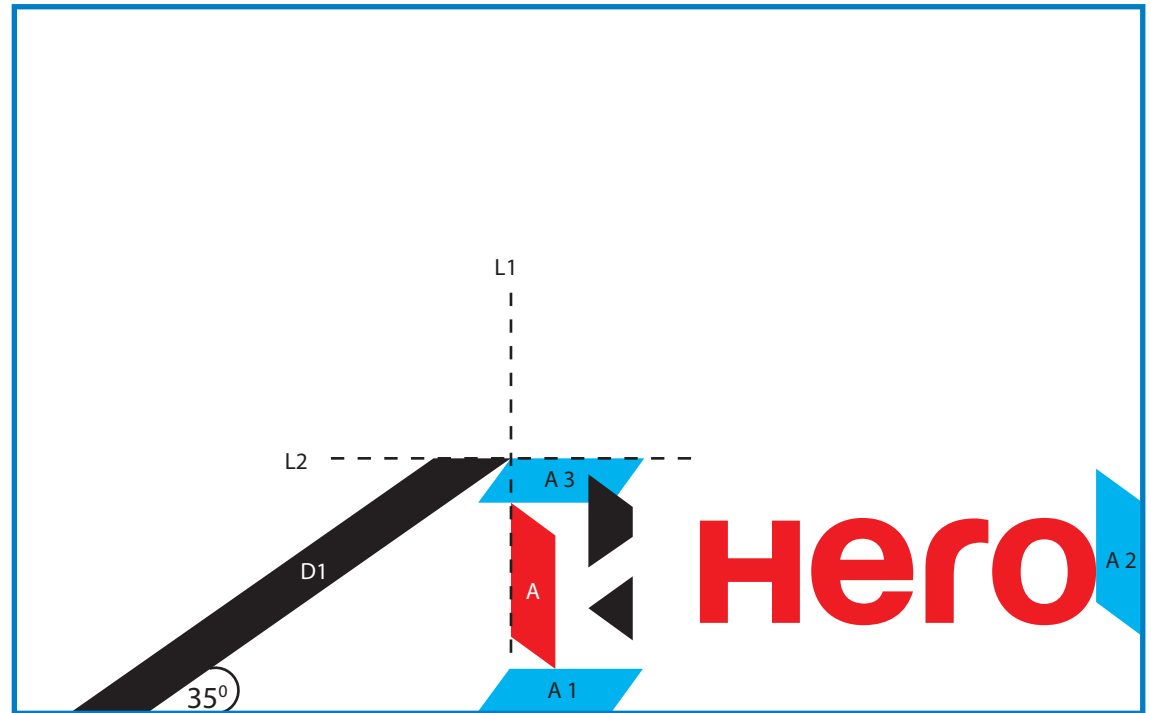
- 1) Extend a dotted line L1 from the icon upwards as shown through the top left corner of A3.
- 2) Extend a second line L2 from A3 as shown.



The climber consists of two bands that are both of the same width as A.

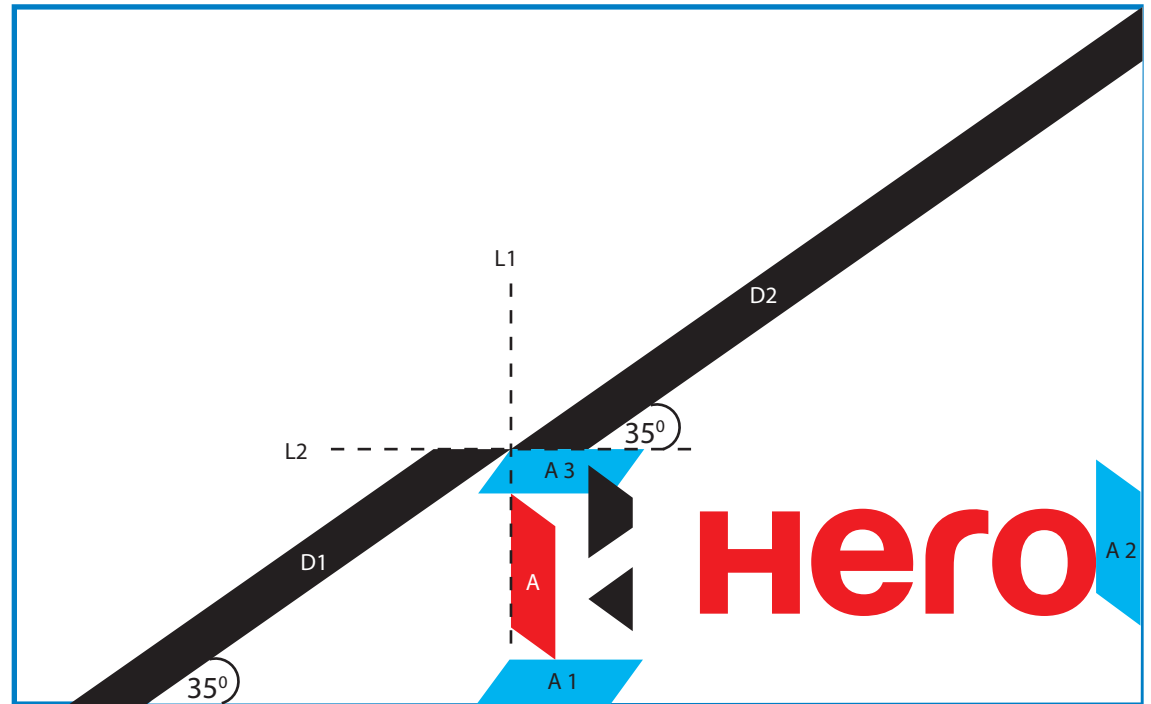
3) Extend the band D1 from the bottom of the layout till the point of intersection of L1 and L2 as shown, at an angle of 35 degrees.

- The width of D1 must be equal to the width of A.
- D1 must be at an angle of 35 degrees from the bottom of the layout.
- The top right corner of D1 must be at the point where L1 and L2 intersect
- No part of D1 must extend past the bottom left quadrant of L1 and L2.

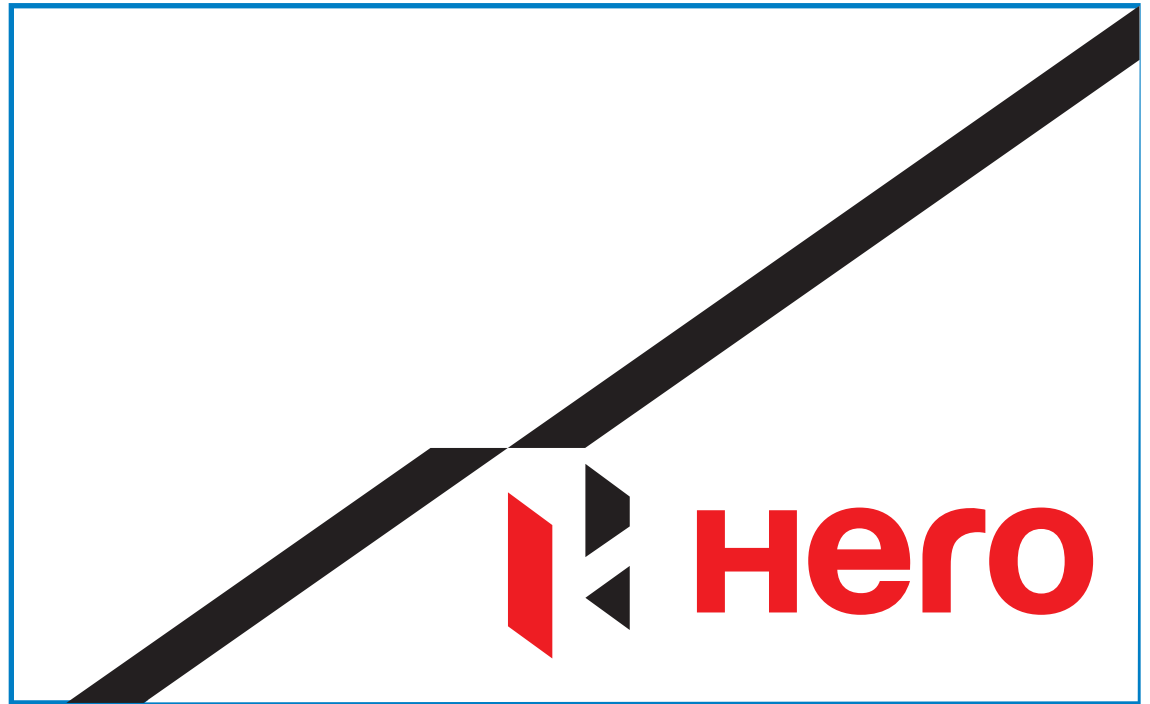


4) Extend a second line D2 from the intersection of L1 and L2

- The width of D2 must be equal to the width of A
- D2 must begin from the intersection of L1 and L2
- The bottom left corner of D2 must be at the point where L1 and L2 intersect
- D2 must be at an angle of 35 degrees from the intersection of L1 and L2.
- D2 should run parallel to D1 towards the end of the layout.
- No part of D2 must extend below the top right quadrant of L1 and L2.

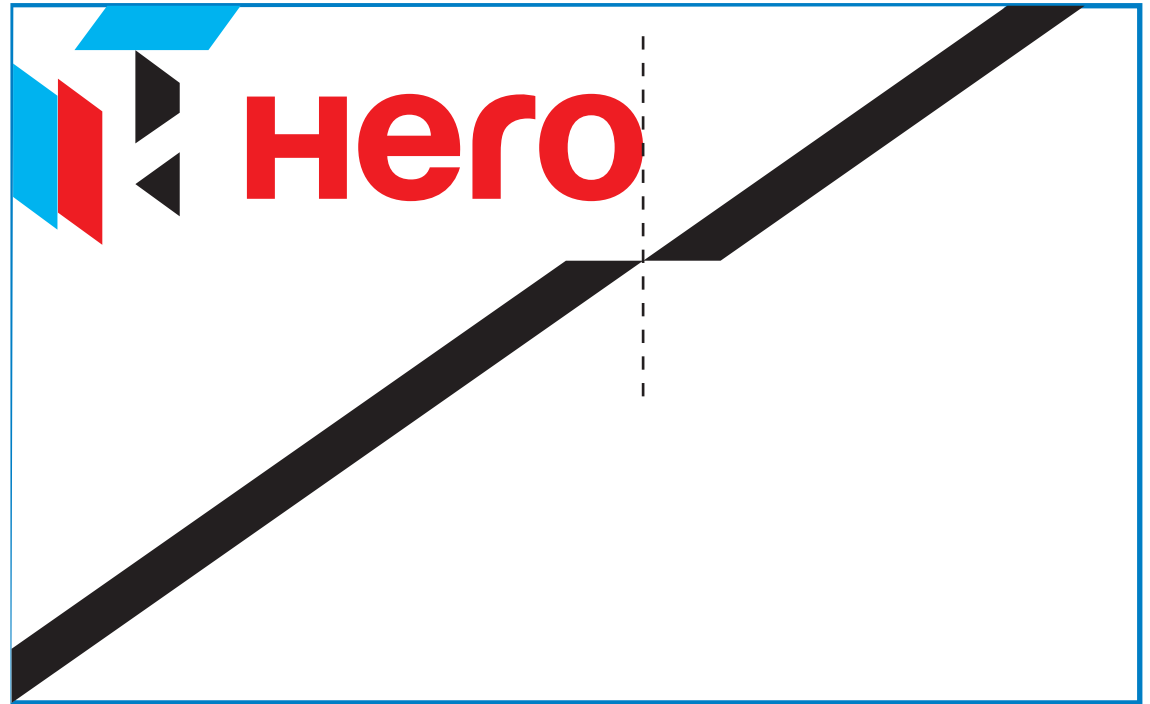


**HOW IT SHOULD LOOK**



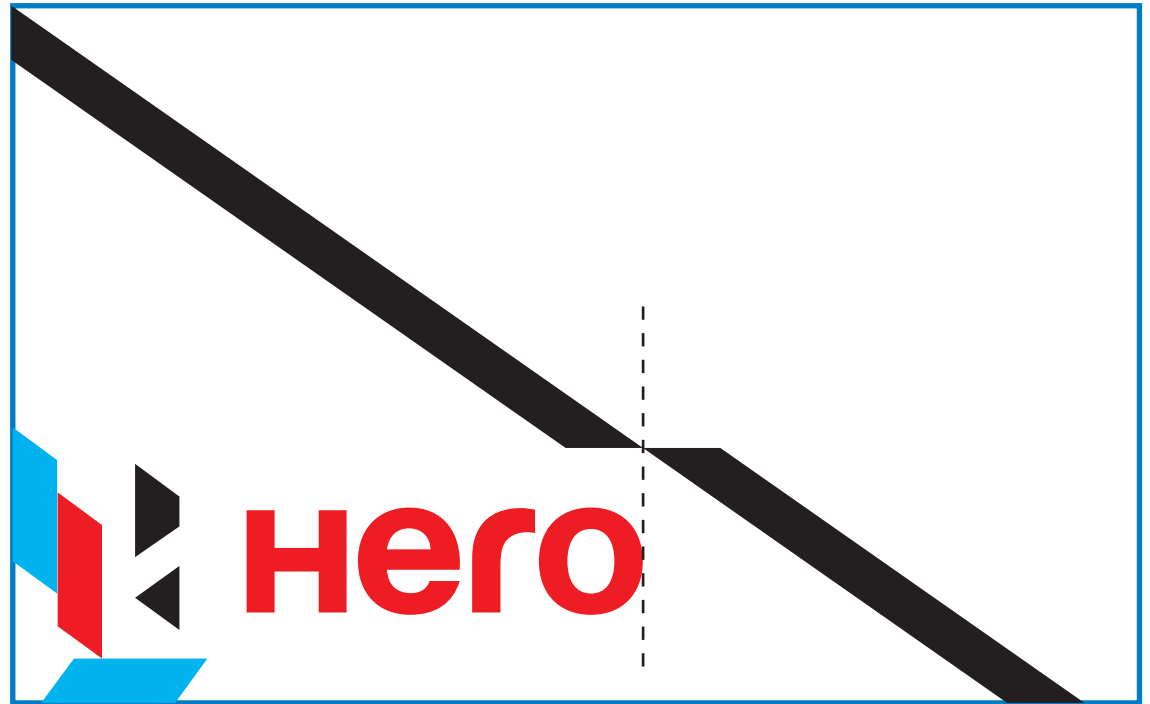
**HERO LOGO TEMPLATE ON  
TOP LEFT OF LAYOUT.**

- 1) Rotate the entire Hero logo template by 180 degrees.
- 2) Ungroup the Hero logo from the template and then rotate it also 180 degrees.
- 3) Check that the alignment is as shown.



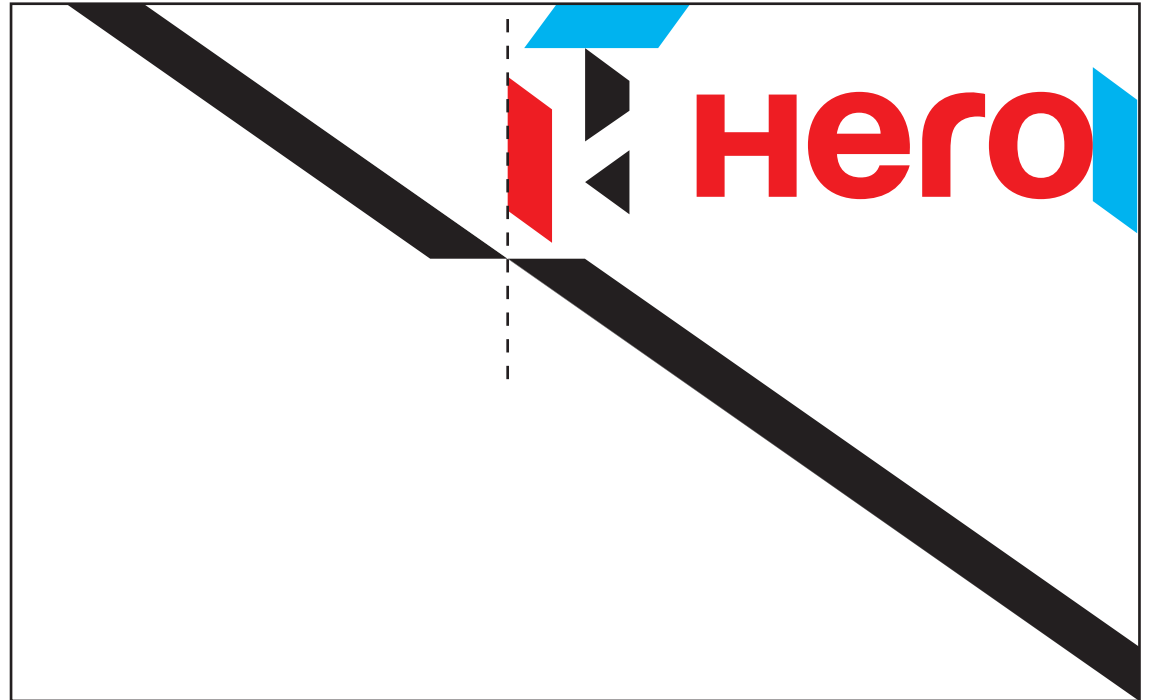
## HERO LOGO TEMPLATE ON BOTTOM LEFT CORNER

- 1) Reflect the entire Hero logo template vertically as shown.
- 2) Ungroup the Hero logo and reflect it vertically.
- 3) Check that the alignment is as shown.



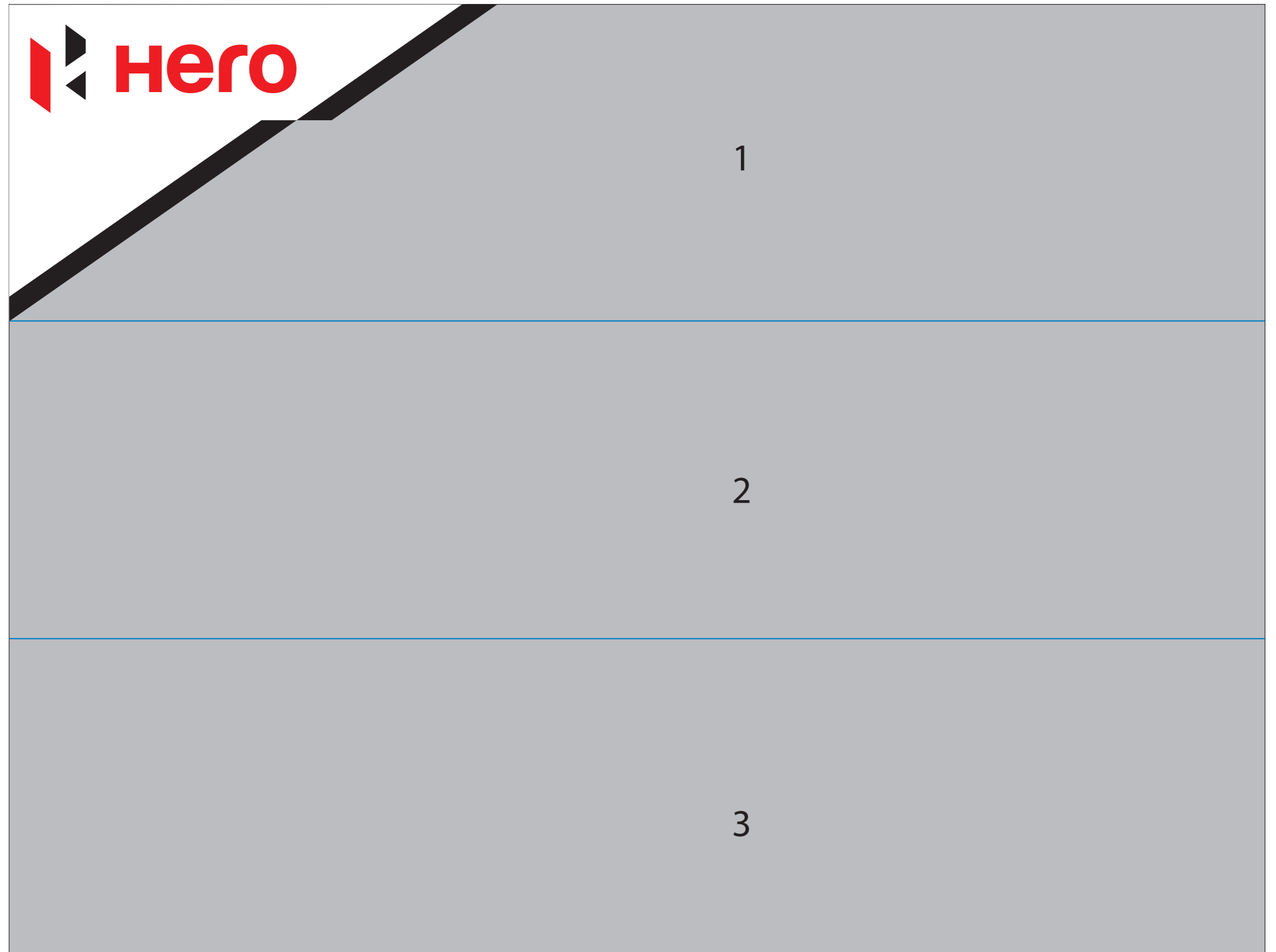
**HERO LOGO TEMPLATE ON  
TOP RIGHT CORNER**

- 1) Reflect the entire Hero logo template horizontally as shown.
- 2) Ungroup the Hero logo and reflect it again horizontally.
- 3) Check that the alignment is as shown





200 cc



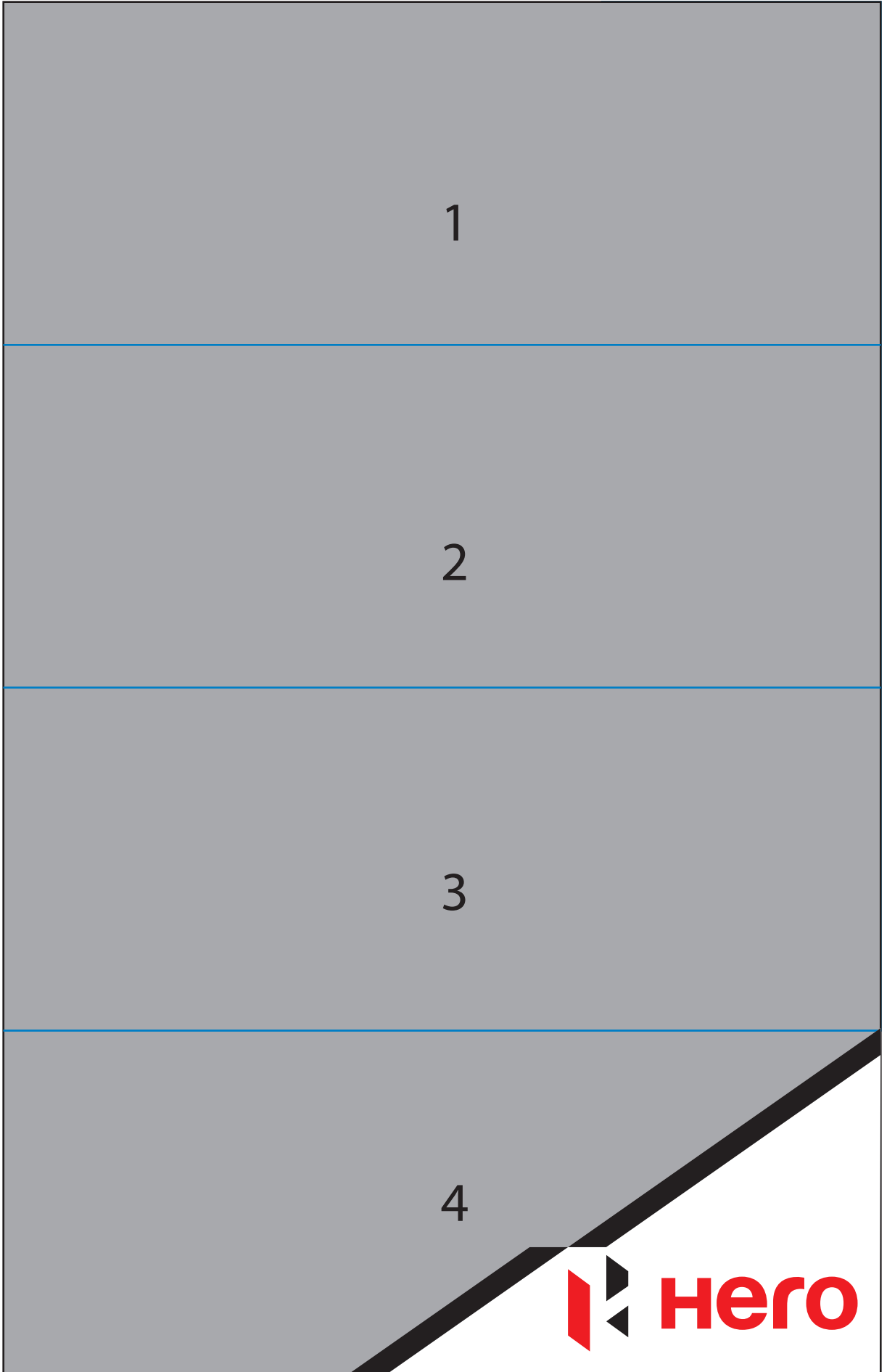
**200cc (logo at top):** The page must be divided into 3 equal parts. The bottom corner of the Hero logo template must be placed at the bottom left corner of the 1<sup>st</sup> division. Keeping the original proportion it must be re-sized in 1/3<sup>rd</sup> of the layout in as shown.

200 cc



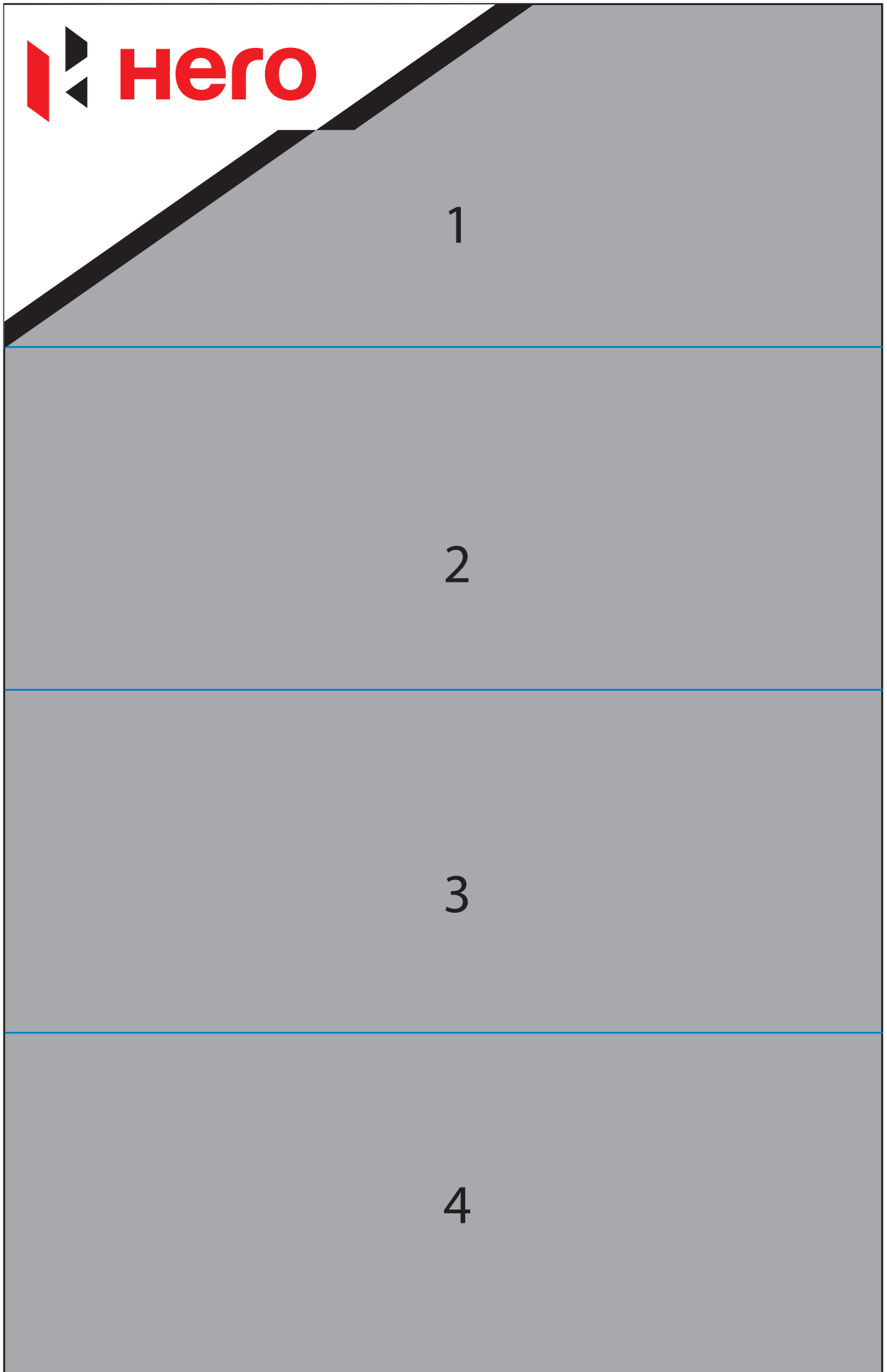
**200cc (logo at bottom):** The page must be divided into 3 equal parts. The top corner of the Hero logo template must be placed at the top right corner of the 3<sup>rd</sup> division. Keeping the original proportion it must be re-sized in 1/3<sup>rd</sup> of the layout as shown.

100 cc



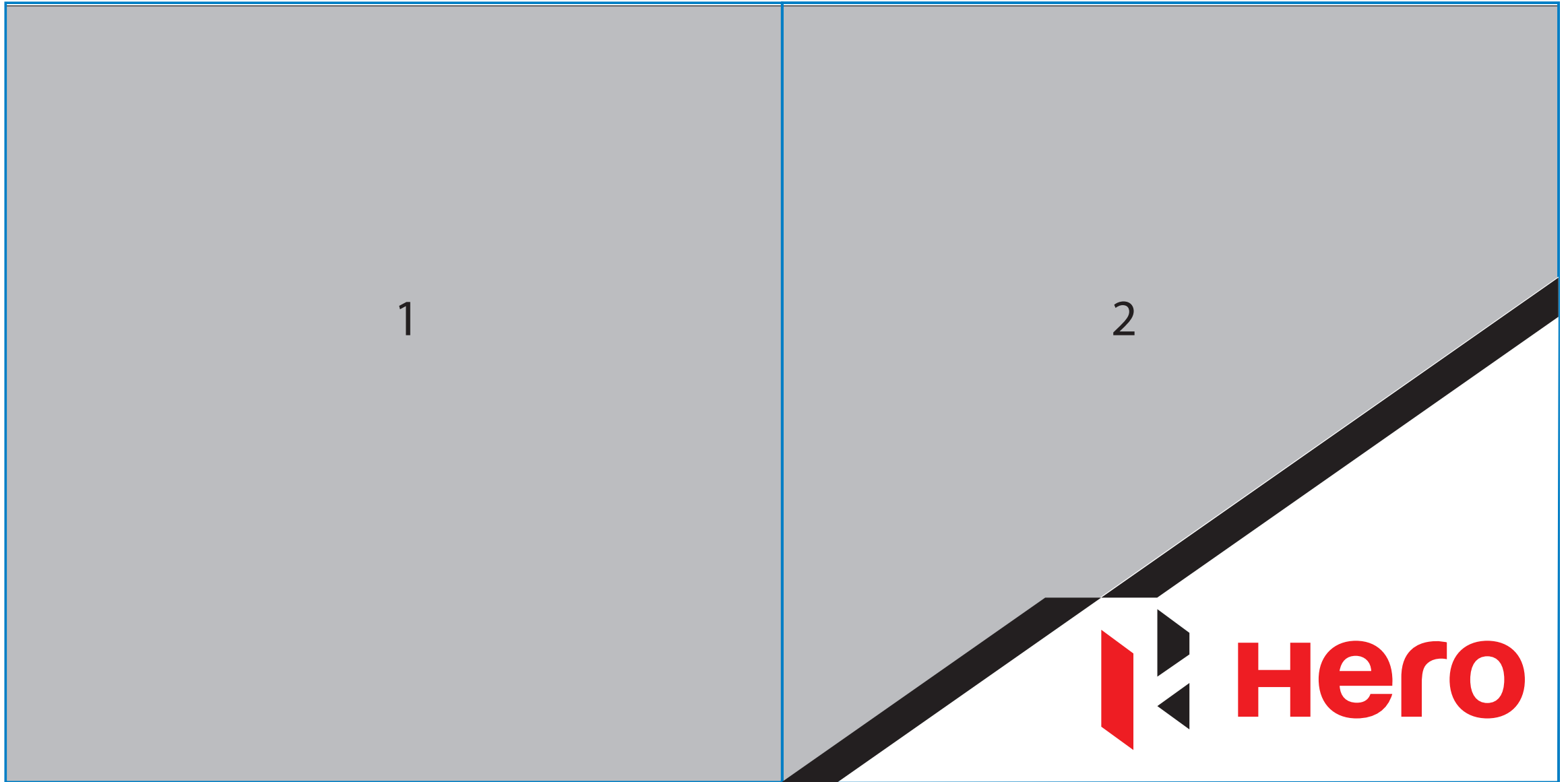
**100cc (logo at bottom):** The page must be divided into 4 equal parts. The top corner of the Hero logo template must be placed at the top right corner of the 4<sup>th</sup> quarter. Keeping the original proportion it must be re-sized in 1/4<sup>th</sup> of the layout as shown.

100 cc



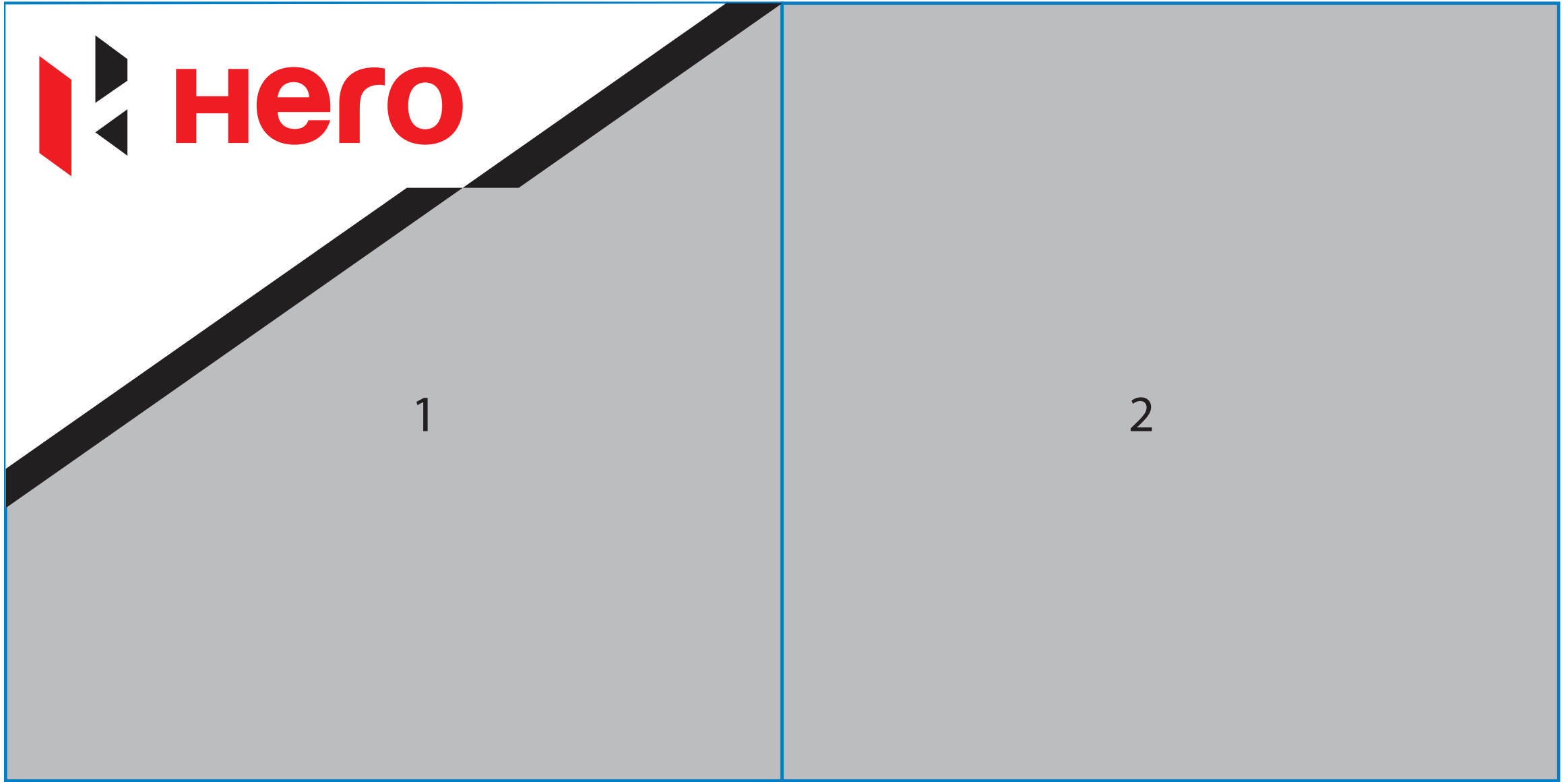
**100cc (logo at top):** The page must be divided into 4 equal parts. The bottom corner of the Hero logo template must be placed at the bottom left corner of the 1<sup>st</sup> quarter. Keeping the original proportion it must be re-sized in 1/4<sup>th</sup> of the layout as shown.

1:2



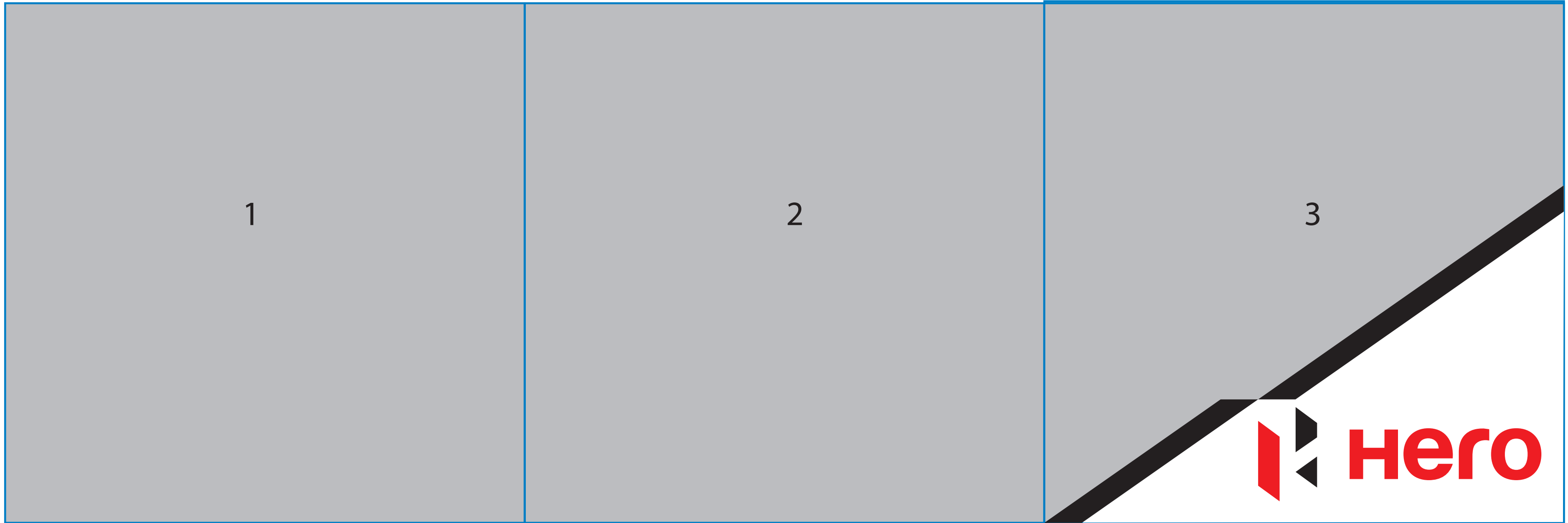
**1:2 (logo at bottom):** The page must be divided into 2 equal parts. The bottom left corner of the Hero logo template must be placed at the bottom left corner of the 2<sup>nd</sup> half. Keeping the original proportion it must be re-sized in 1/2 the layout as shown.

1 : 2



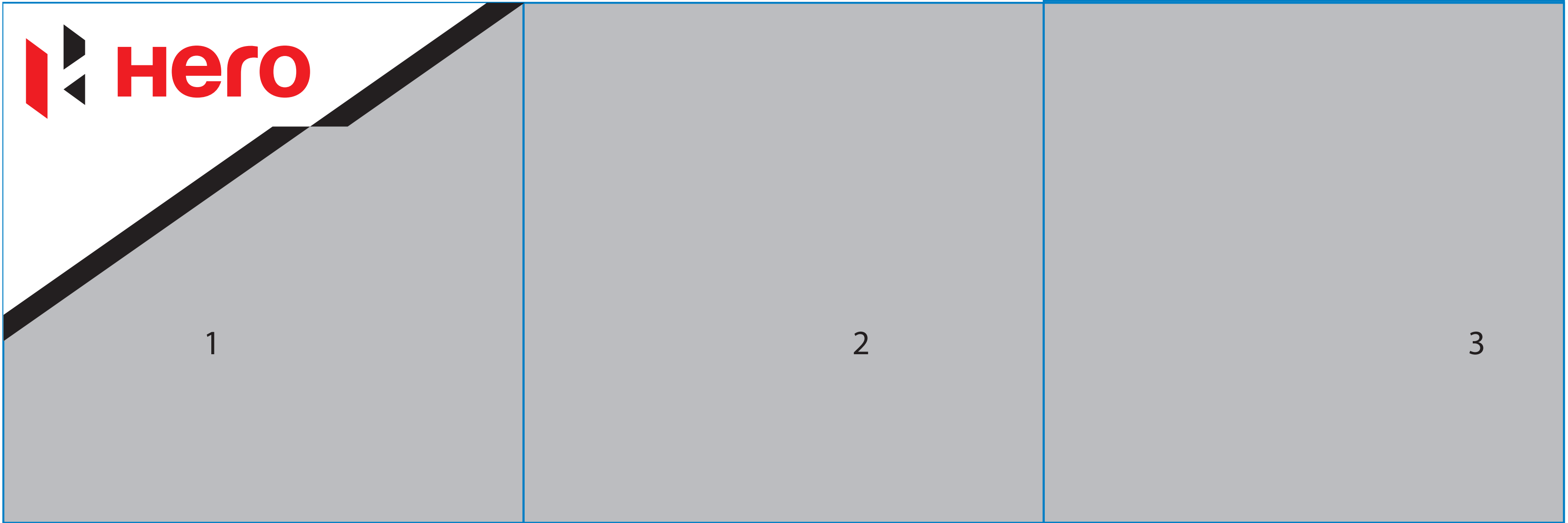
**1:2 (logo on top):** The page must be divided in 2 equal parts. The top right corner of the Hero logo template must be placed at the top right corner of the 1<sup>st</sup> half. Keeping the original proportion it must be re-sized in 1/2 the layout as shown.

1:3



**1:3 (logo at bottom):** The page must be divided into 3 equal parts. The bottom left corner of the Hero logo template must be placed at the bottom left corner of the 3<sup>rd</sup> division. Keeping the original proportion it must be re-sized in 1/3<sup>rd</sup> of the layout as shown.

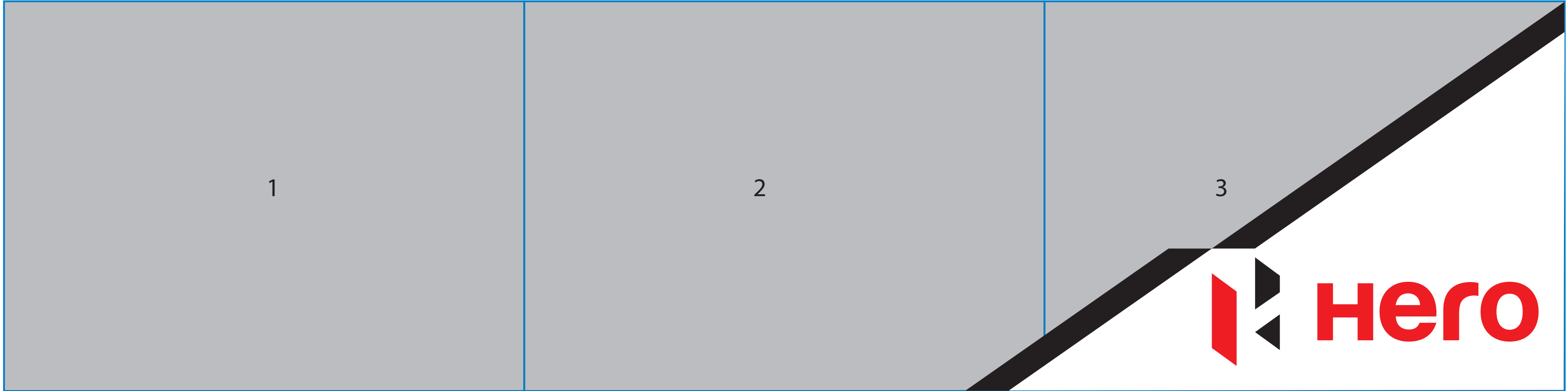
1:3



**1:3 (logo on top):** The page must be divided into 3 equal parts. The top right corner of the Hero logo template must be placed at the top right corner of the 1<sup>st</sup> division. Keeping the original proportion it must be re-sized in 1/3<sup>rd</sup> of the layout as shown.

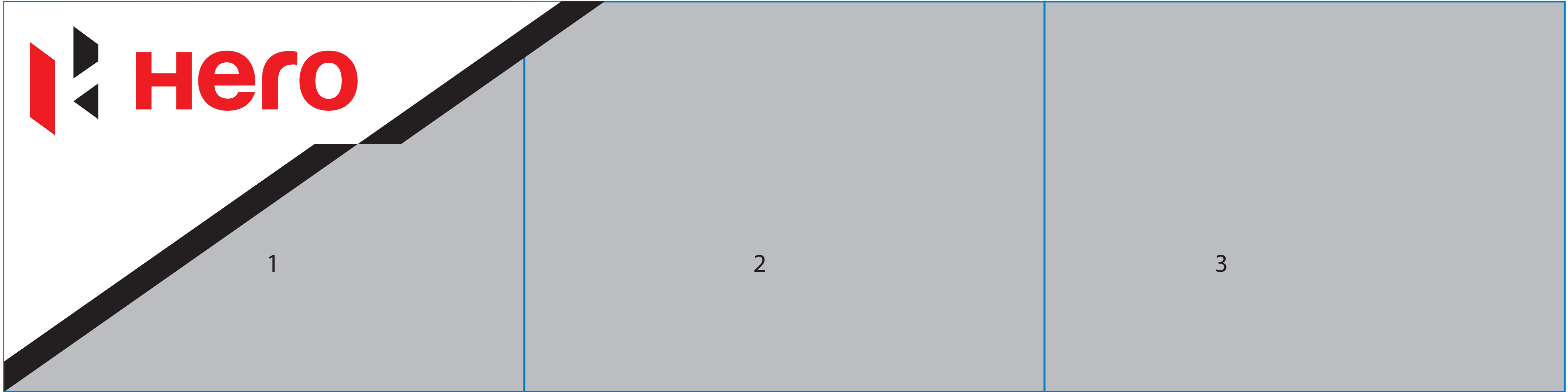


1:4



**1:4 (logo at bottom):** The page must be divided into 3 equal parts. The top corner of the Hero logo template must be placed at the top right corner of the 3<sup>rd</sup> division. Keeping the original proportion it must be re-sized in the layout as shown.

1 : 4



**1:4 (logo on top):** The page must be divided into 3 equal parts. The bottom corner of the Hero logo template must be placed at the bottom left corner of the 1<sup>st</sup> division. Keeping the original proportion it must be re-sized in the layout as shown.

1:1



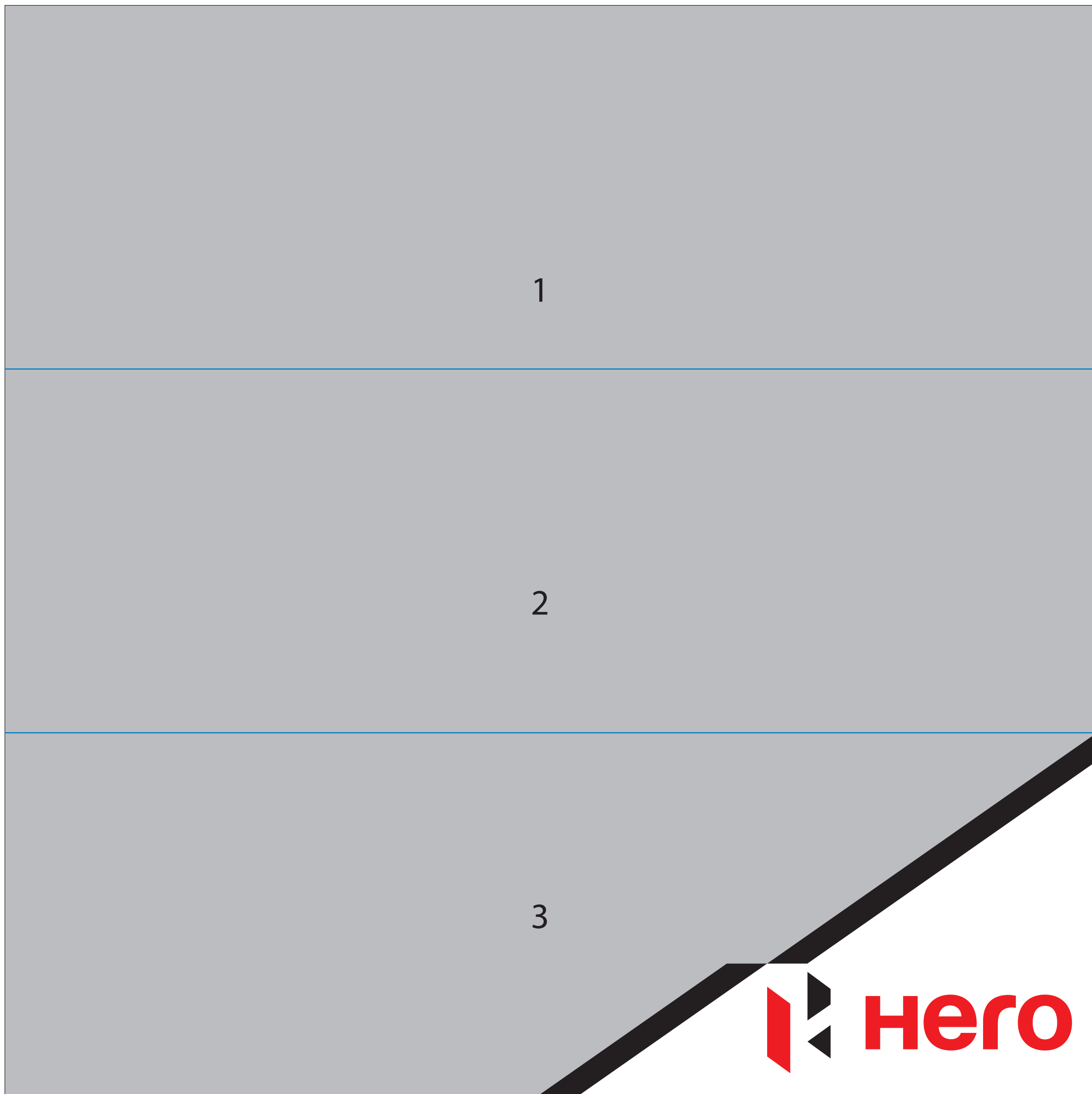
1

2

3

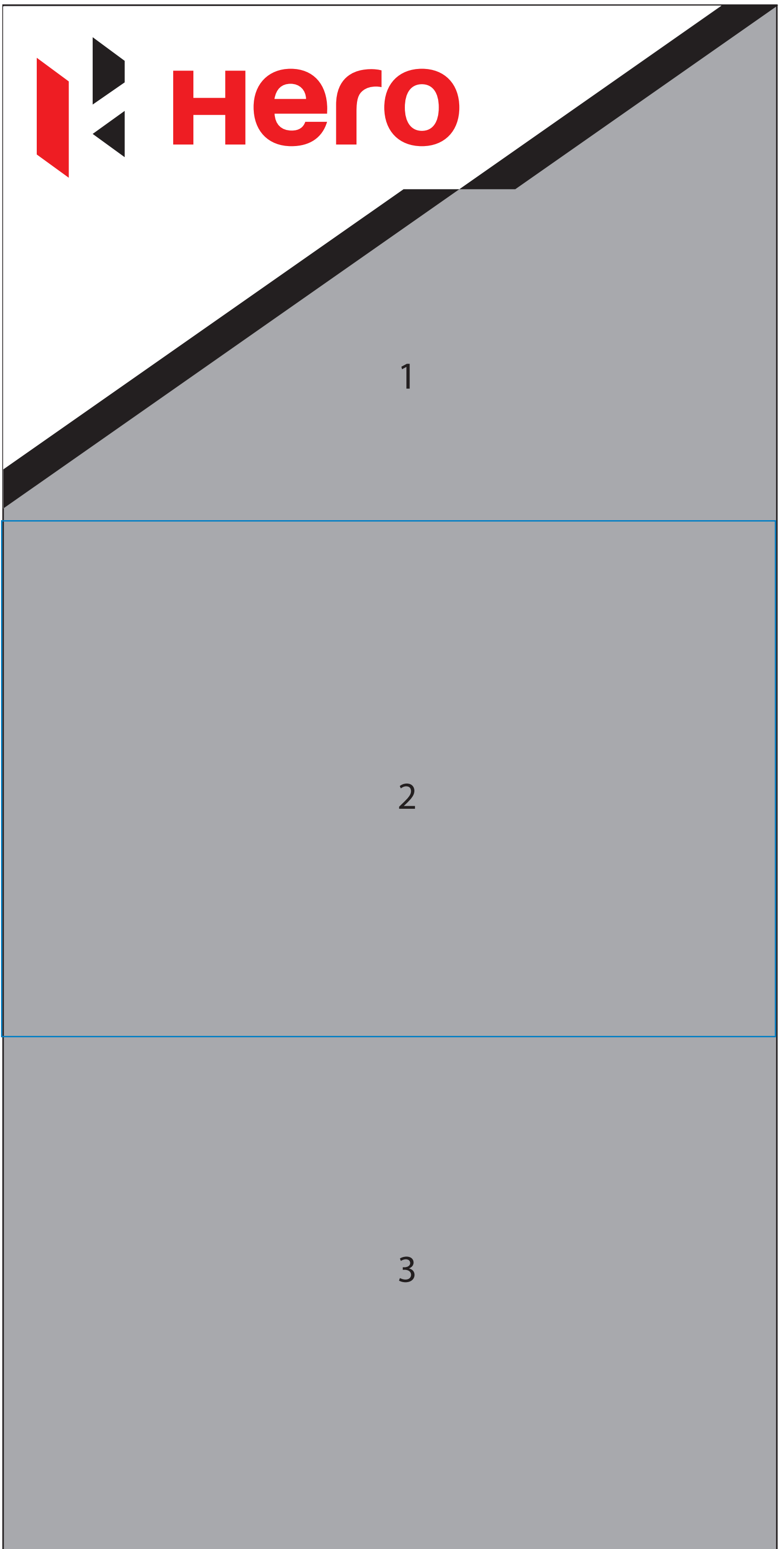
**1:1 (logo on top):** The page must be divided into 3 equal parts. The bottom corner of the Hero logo template must be placed at the bottom left corner of the 1<sup>st</sup> division. Keeping the original proportion it must be re-sized in 1/3<sup>rd</sup> of the layout as shown.

1:1



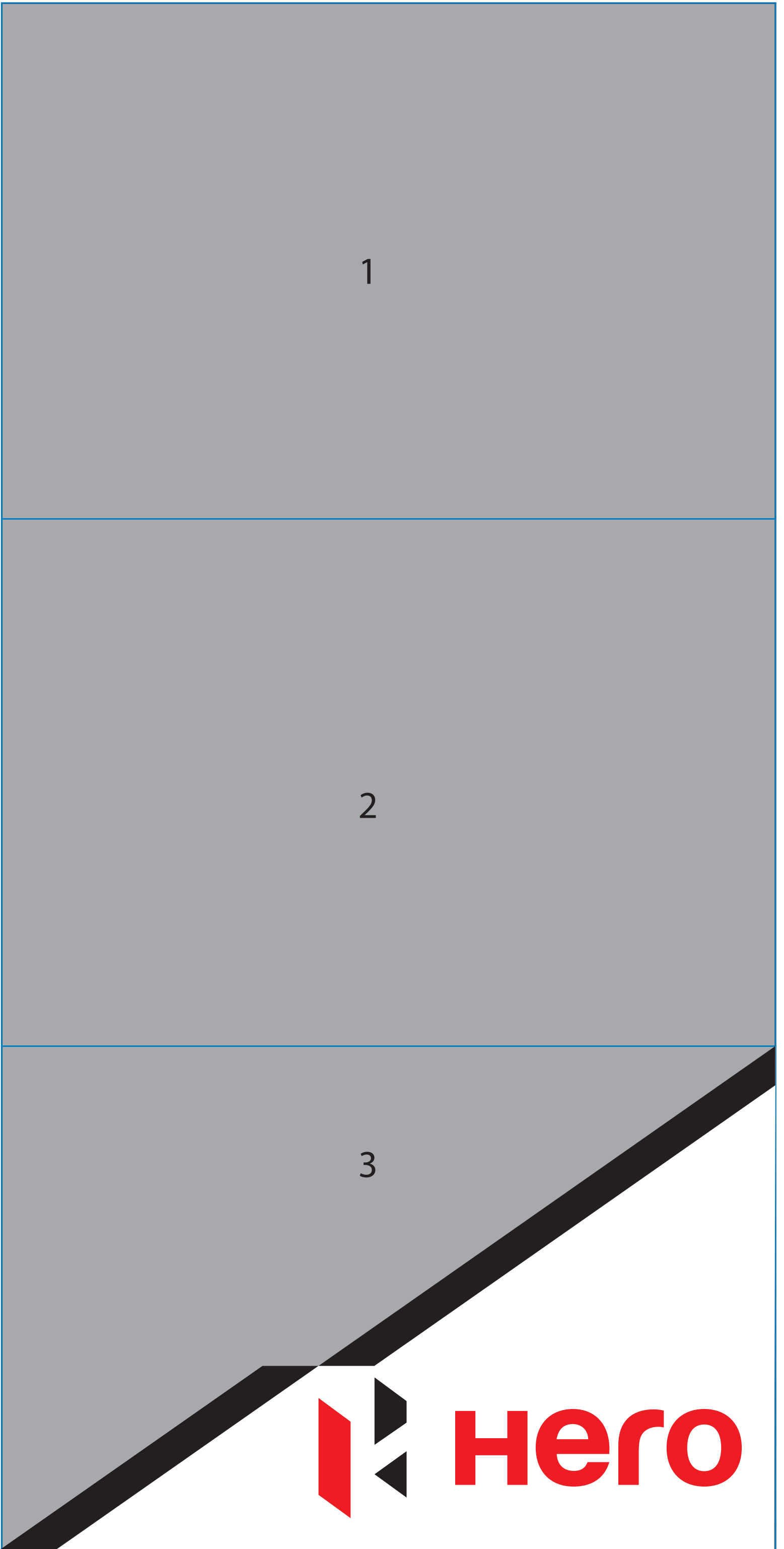
**1:1 (logo at bottom):** The page must be divided into 3 equal parts. The top corner of the Hero logo template must be placed at the top right corner of the 3<sup>rd</sup> division. Keeping the original proportion it must be re-sized in 1/3<sup>rd</sup> of the layout as shown.

2:1



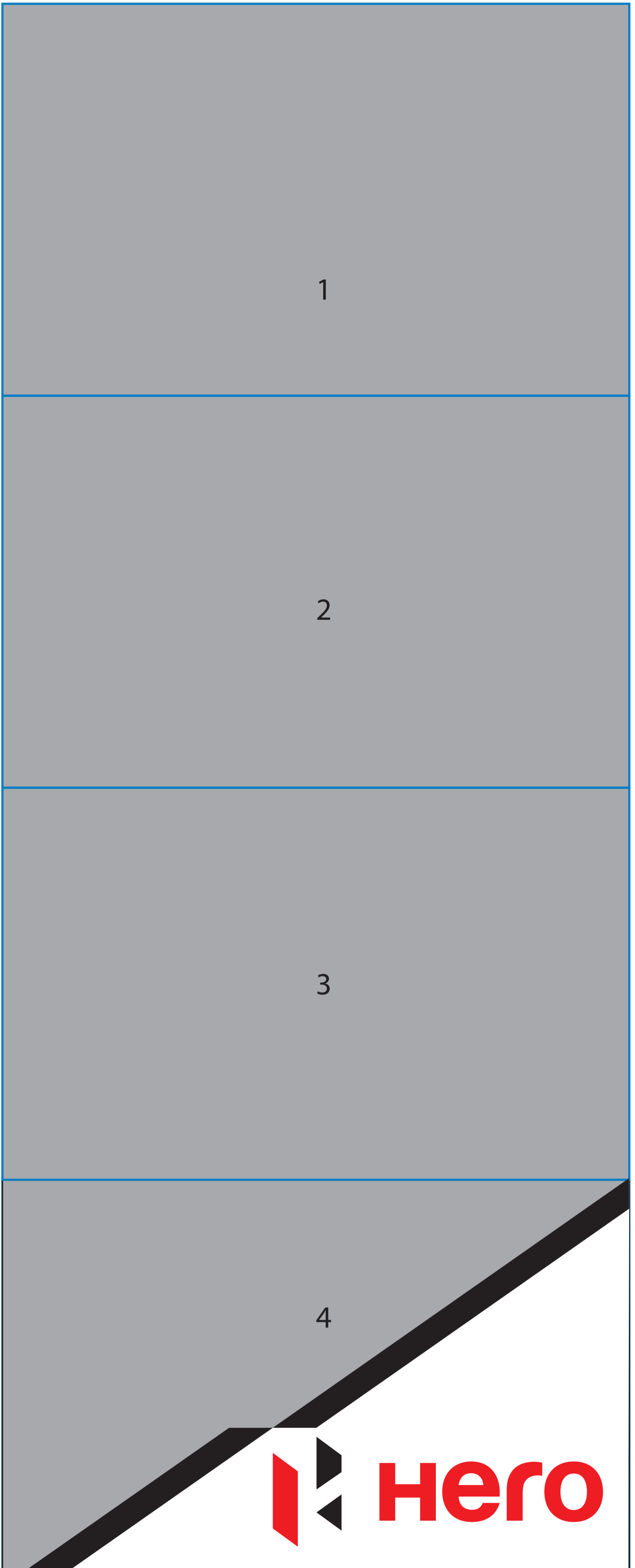
**2:1 (logo on top):** The page must be divided into 3 equal parts. The top right corner of the Hero logo template must be placed at the top right corner of the 1<sup>st</sup> division. Keeping the original proportion it must be re-sized in 1/3<sup>rd</sup> of the layout as shown.

2:1



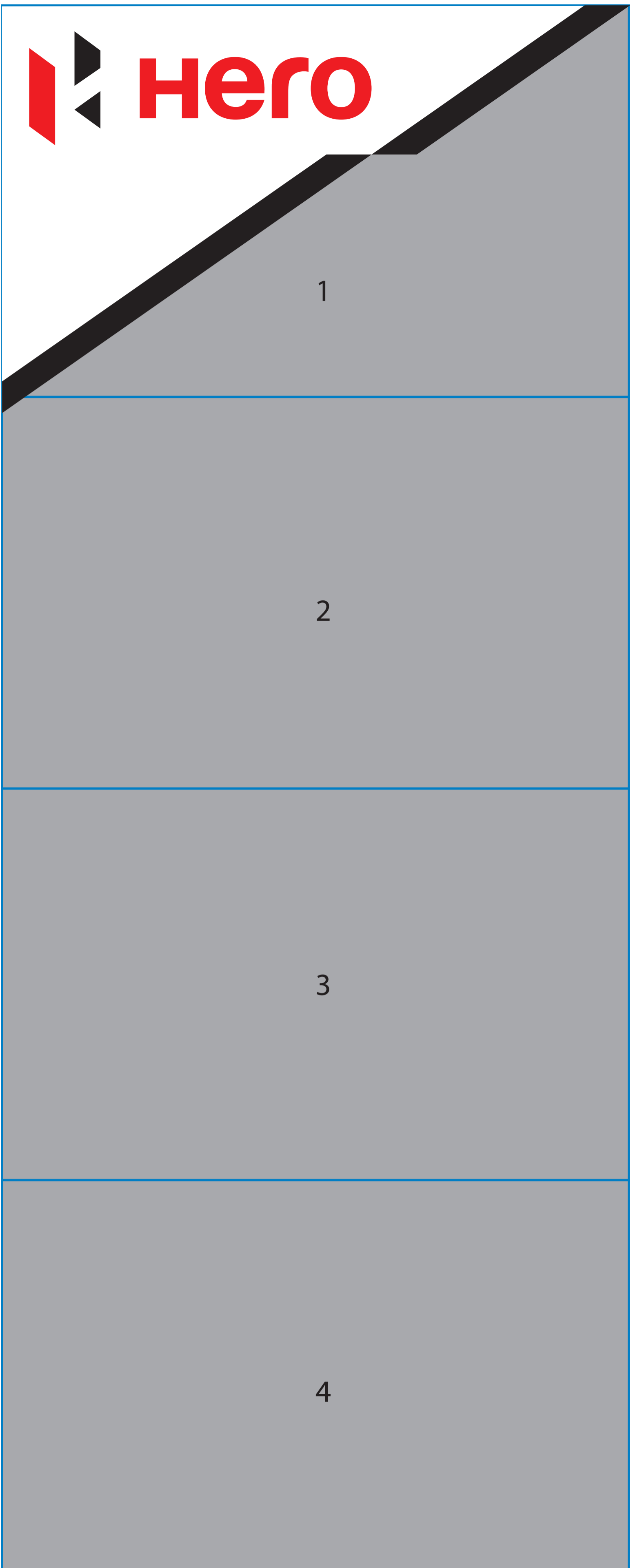
**2:1 (logo at bottom):** The page must be divided into 3 equal parts. The bottom left corner of the Hero logo template must be placed at the bottom left corner of the 3<sup>rd</sup> division. Keeping the original proportion it must be re-sized in 1/3<sup>rd</sup> of the layout as shown.

8 x20



**8x20 (logo at bottom):** The page must be divided into 4 equal parts. The top corner of the Hero logo template must be placed at the top right corner of the 4<sup>th</sup> quarter. Keeping the original proportion it must be re-sized in 1/4<sup>th</sup> of the layout as shown.

8 x20



**8x20 (logo at top):** The page must be divided into 4 equal parts. The top right corner of the Hero logo template must be placed at the top right corner of the 1<sup>st</sup> quarter. Keeping the original proportion it must be re-sized as shown.