



# Brand identity guidelines

Version 4.0 - 2023



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## Preface

Hydraulicco's credibility as a strong and credible business partner is without doubt dependent of the company's overall brand credibility.

A strong and consistent brand can only be ensured through a consistent visual identity – clearly visible to existing and potential customers, partners, and present and future employees.

These Design Guidelines provide basic guidelines for handling the Hydraulicco brand, and for the use of basic design elements (logo, typefaces, color, etc.).

# Colors



## Corporate color palette

PANTONE, RAL, CMYK and RGB color values may differ slightly due to differences in paper color, monitor calibration, ambient light, etc. When in doubt, consult a CMYK (Euroscale) color table for optical reference.

### Hydraulic Blue

CMYK: 100, 60, 0, 10  
RGB: 0, 66, 125  
HEX: #00427D  
RAL 5010 (Enzianblau)

Coated paper: PANTONE 647 C  
Uncoated paper: PANTONE 2945 U

### Hydraulic Light Blue

CMYK: 50, 20, 0, 0  
RGB: 108, 170, 228  
HEX: #6CAAE4  
RAL 5012

Coated paper: PANTONE 284 C  
Uncoated paper: PANTONE 284 U

### Hydraulic Orange

CMYK: 0, 40, 100, 0  
RGB: 227, 139, 27  
HEX: #E38B1B

Coated paper: PANTONE 143 C  
Uncoated paper: PANTONE 142 U

### Hydraulic Light Grey

CMYK: 3, 2, 2, 0  
RGB: 244, 244, 244  
HEX: #F4F4F4

PANTONE n/a (use white)

### Metal

# Hydraulic logo

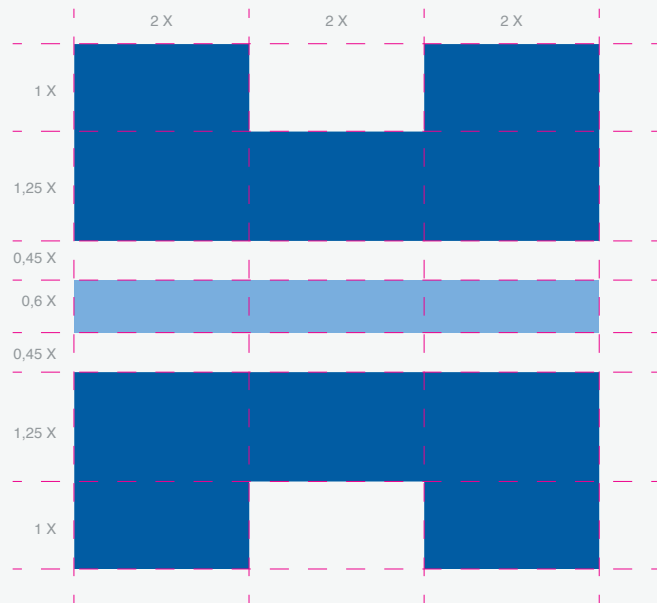
# Helvetica Neue 95 Black

<b>Aa</b>	<b>Bb</b>	<b>Cc</b>	<b>Dd</b>	<b>Ee</b>	<b>Ff</b>	<b>Gg</b>	<b>Hh</b>
<b>Ii</b>	<b>Jj</b>	<b>Kk</b>	<b>Ll</b>	<b>Mm</b>	<b>Nn</b>	<b>Oo</b>	<b>Pp</b>
<b>Qq</b>	<b>Rr</b>	<b>Ss</b>	<b>Tt</b>	<b>Uu</b>	<b>Vv</b>	<b>Ww</b>	<b>Xx</b>
<b>Yy</b>	<b>Zz</b>	<b>Ææ</b>	<b>Øø</b>	<b>Åå</b>	<b>01</b>	<b>02</b>	<b>03</b>
<b>04</b>	<b>05</b>	<b>06</b>	<b>07</b>	<b>08</b>	<b>09</b>		

## Logotype

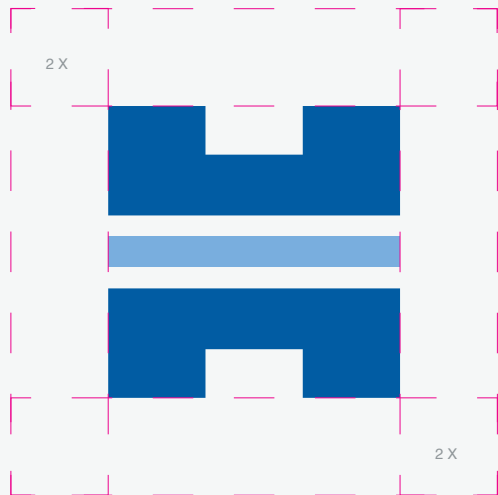
The typeface of the Hydraulicco logo/logotype is Helvetica Neue 95 Black.





## Logo mark

Logo geometry and proportions.  
How the Hydraulicco logo is constructed.

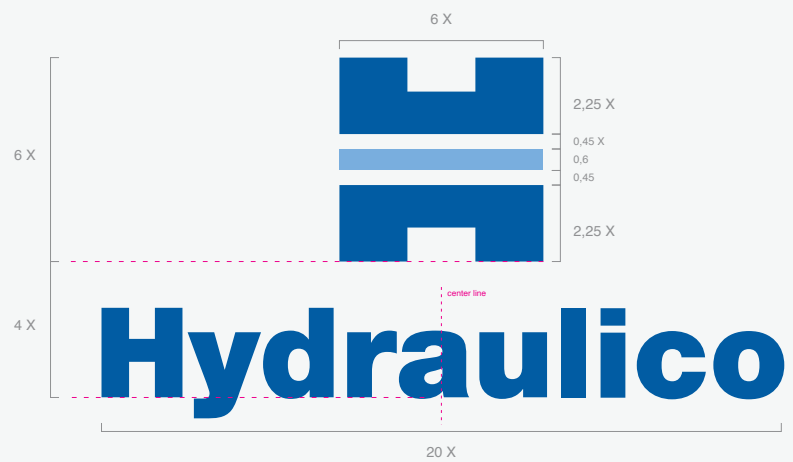


 Minium size: 3x3 mm

## Logo mark size and spacing

To ensure that the logo mark stays clear of visual distracting elements, a minimum of 2x whitespace is required.

The logo mark must be at least 3x3 mm in size.



## Centered logo

Logo and logotype, geometry and proportions.



Minium size: 7 mm high

## Centered logo size and spacing

To ensure that the logo stays clear of visual distracting elements, a minimum of 2x whitespace is required.

The logo must be at least 7 mm high.



Minium size: 20 mm high

## Centered logo with byline size and spacing

To ensure that the logo stays clear of visual distracting elements, a minimum of 2x whitespace is required.

The logo including byline must be at least 20 mm high.



## Left-aligned logo

Logo and logotype, geometry and proportions.

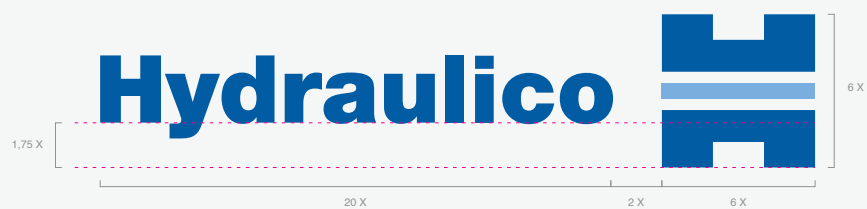


 **Hydraulic** Minimum size: 4 mm high

## Left-aligned logo size and spacing

To ensure that the logo stays clear of visual distracting elements, a minimum of 2x whitespace is required.

The logo must be at least 4 mm high.



## Right-aligned logo

Logo and logotype, geometry and proportions.



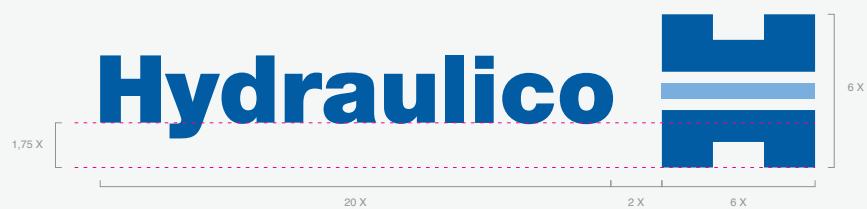


Hydraulic  Minimum size: 4 mm high

## Right-aligned logo size and spacing

To ensure that the logo stays clear of visual distracting elements, a minimum of 2x whitespace is required.

The logo must be at least 4 mm high.



## Right-aligned logo

Logo and logotype, geometry and proportions.



### All white logos

The Hydraulicco may be used in an all white version on black or dark-color backgrounds. Geometry and proportion guidelines apply unchanged.

# Hydraulicco sub-brand logos



Minium size: 7 mm high

## Hydraulic Inc. centered logo size and spacing

To ensure that the logo stays clear of visual distracting elements, a minimum of 2x whitespace is required.

The logo must be at least 8 mm high.



 **Hydraulicco Inc.** Minium size: 4 mm high

## Hydraulicco Inc. left-aligned logo size and spacing

To ensure that the logo stays clear of visual distracting elements, a minimum of 2x whitespace is required.

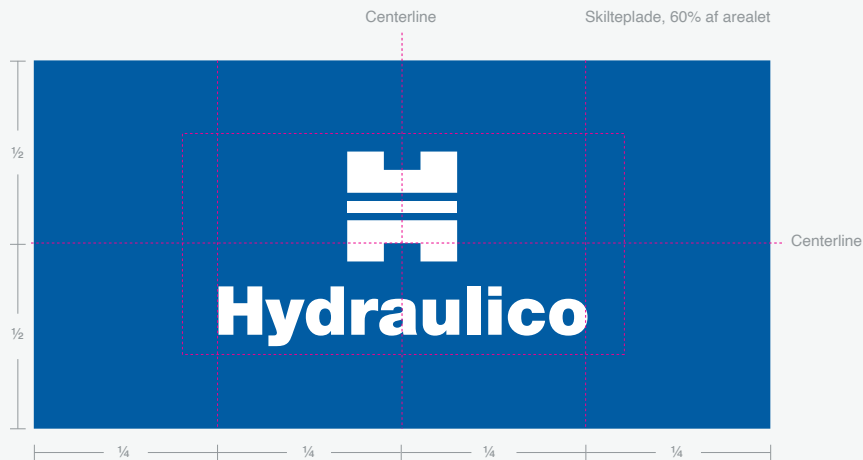
The logo must be at least 4 mm high.

# Logo in action



## Logo for presses

Proportional guidelines for sizing and placement of logo on presses.

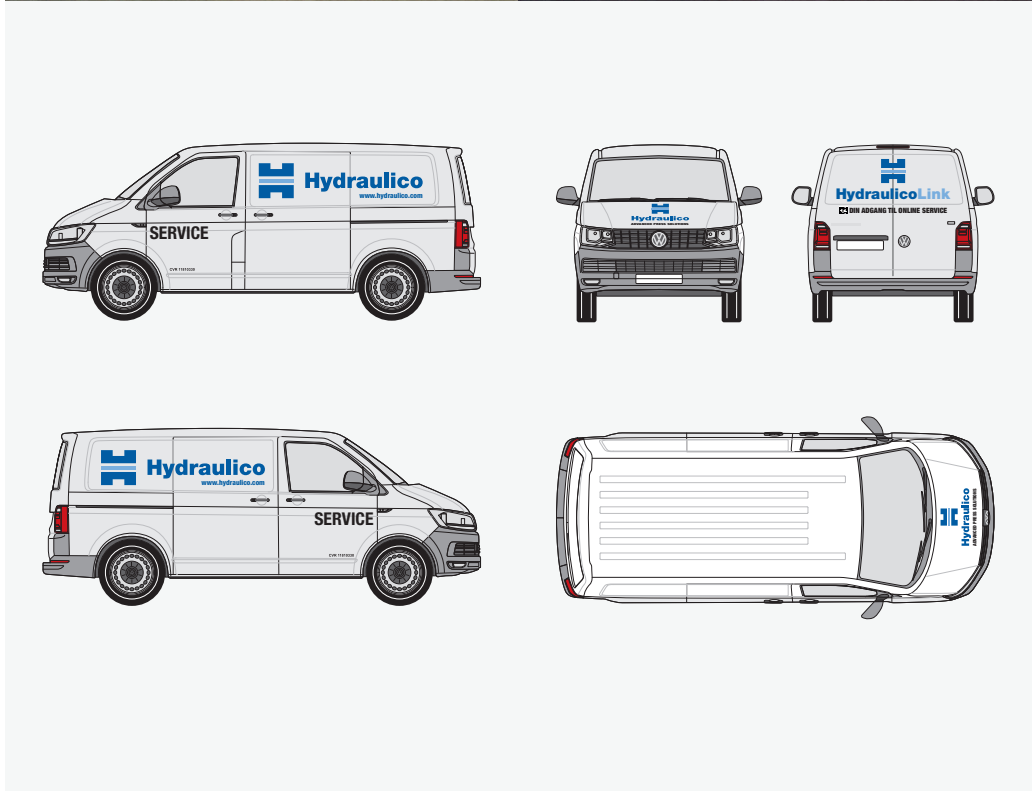


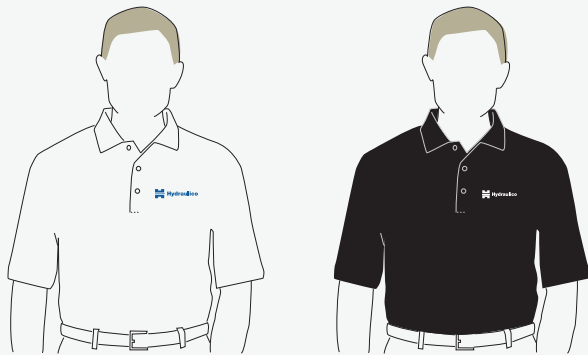




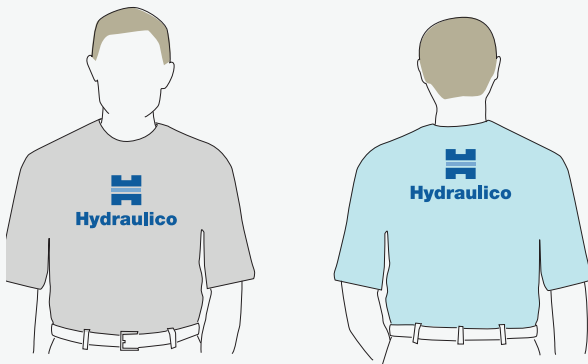
## Signs

Examples of logo use in signs.





On buttoned shirts, the left-aligned Hydraulicco logo should be used, positioned at the “heart side”.



On button-less shirts, the centered or left-aligned Hydraulicco logo may be used. On the back, always use the centered Hydraulicco logo.

## Clothing

Examples of logo use in signs.



# Stationary



## Letterhead

Business letter, A4.

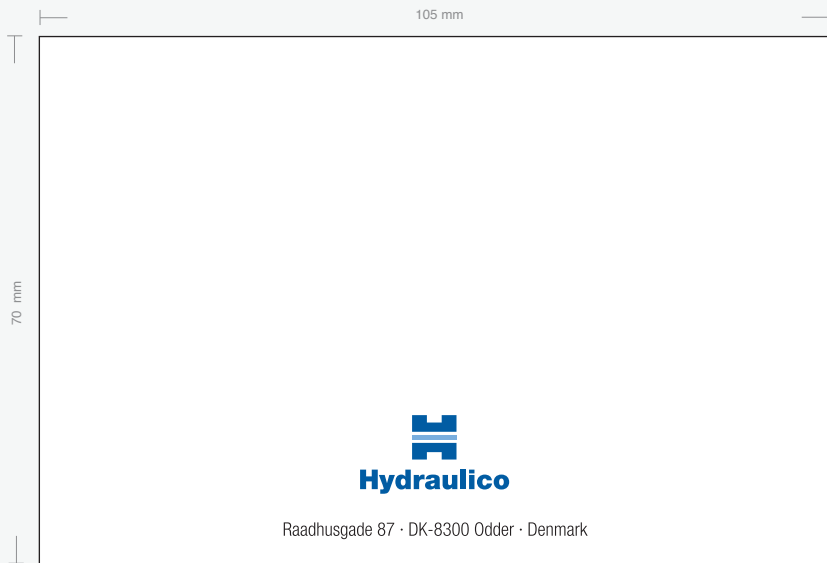
The information at the bottom is set with Helvetica Neue Condensed at 7 pt size, with a leading of 12pt.

Shown here in 50% size.



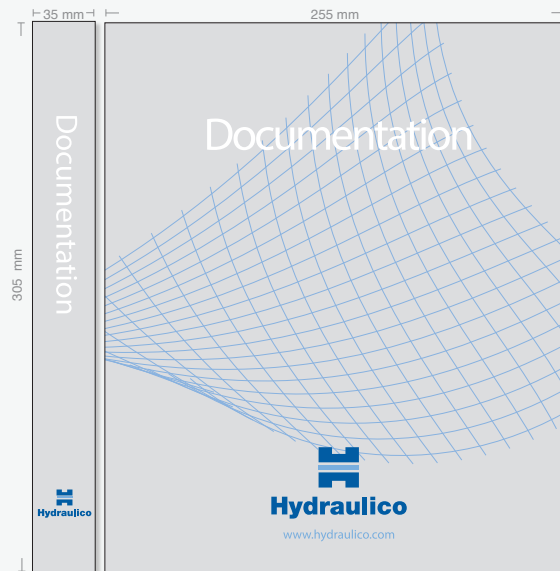
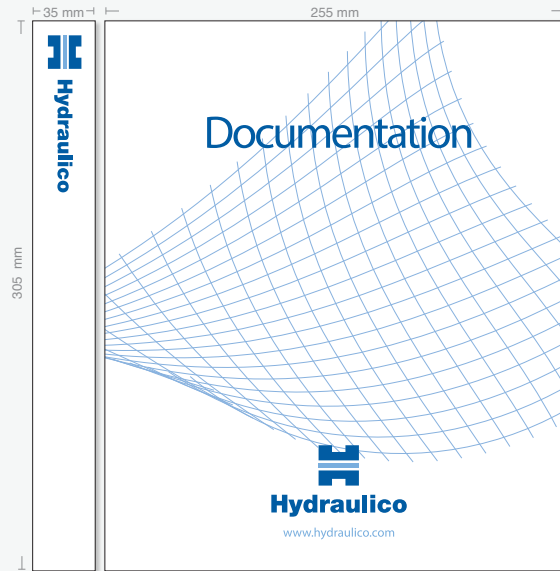
## Business Cards

Business Card, 85 x 55 mm, front and back.



## Address labels

Address label, 105 x 70 mm.  
Helvetica Neue Condensed Light.  
Displayed in 100% size.



## Documentation Front and Back

Documentation Front Page and Back  
Helvetica Neue Condensed Light.  
White and silver.



