



# Brand Guidelines

---

# Table of Contents

---

Logo History	03
About the Logo	04
Colour Palette	05
Fonts	06
Exclusion Zones	07
Logo Positioning	08
Photography Application	09
Photography Guide	10
Logo Rules	11
Logo Sizes	12

---

# Logo History

## The Evolution of the House of hard hats logo



# About the Logo



Our logo is crafted to represent community, structure and the connecting of people.

# Our colour palette



**PRIMARY** - Dark slate grey

#1E3443  
CMYK: 55, 22, 0, 74  
RGB: 30, 52, 67



**SECONDARY** - Steel blue

#528FBA  
CMYK: 56, 23, 0, 27  
RGB: 82, 143, 186



**ACCENT 01** - Sandy brown

#DAA45C  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255



**ACCENT 02** - Rainee

#DAA45C  
CMYK: 14, 0, 20, 21  
RGB: 172, 201, 160



**Gradients** - Dark slate as top left to any other brand colour @ 45 degrees.

**OR**

White as top left to any other brand colour @ 45 degrees.

# Our fonts

---

## Design collateral font ▶

---

Standard font for emails and other - Arial  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

---

All font types (regular, italics, bold, light etc.) in Open Sauce and Arial may be used.

## Open Sauce Font Family

---

Light: ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz - 1234567890

Regular: ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz - 1234567890

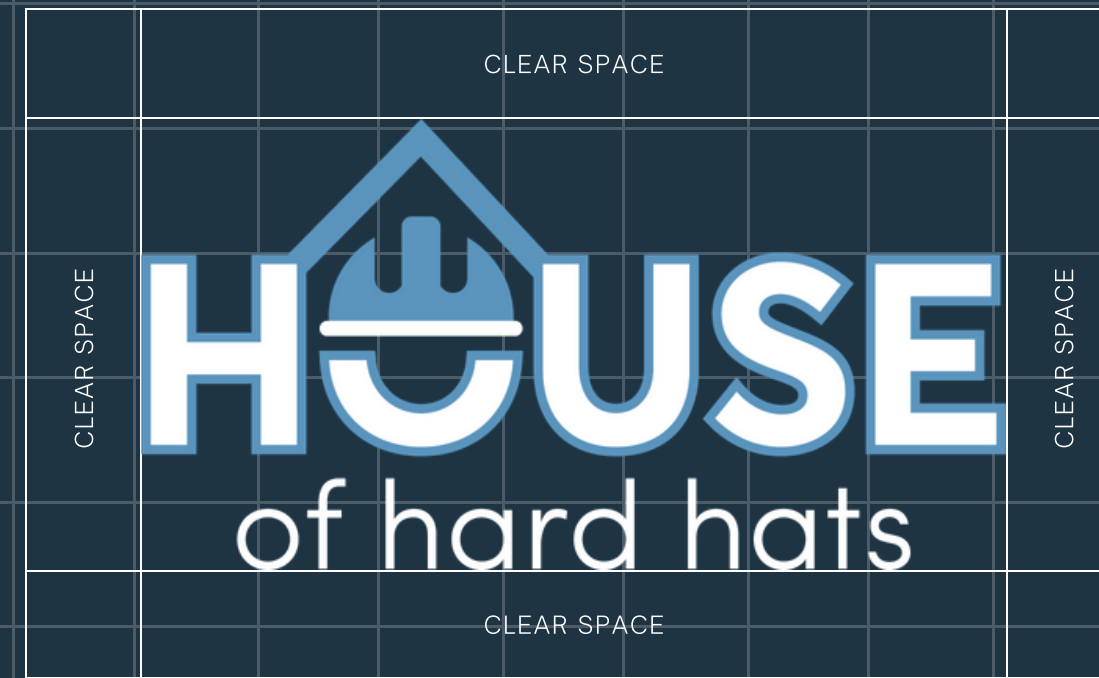
**Bold: ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz - 1234567890**

*Italics: ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz - 1234567890*

---

# Exclusion Zones

The safe distance to put your logo in



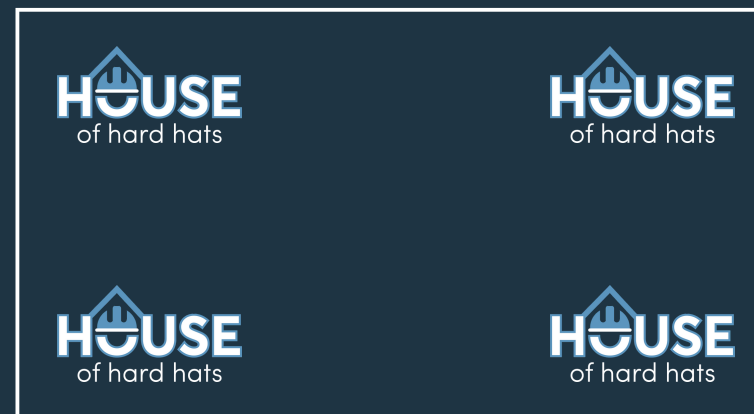
# Logo Positioning

## The safe distance to put your logo in

This is where the logo can be placed, based on where it is best suited depending on application and tone.



Square



Landscape



Portrait



# Logo Application

## The rules on proper positioning on photography

The logo may be used over photography in places where there are light (the dark logo version should be used) or dark colours (the light logo version should be used). Always make sure that there is enough blank areas to ensure that the logo has enough space around it.

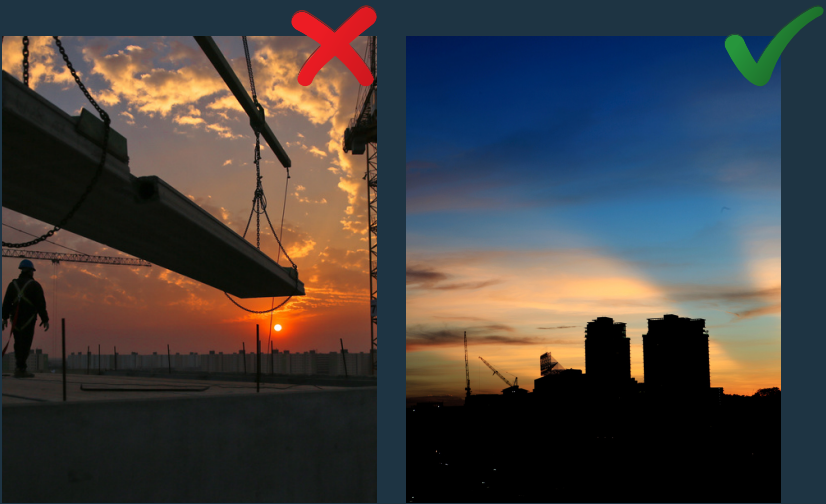
# Photography guide



Avoid staged photos of people staring at the camera. Use realistic images. Also avoid clutter, leave space for the logo.



For desaturated photography - control the tone so that the image has a single focal point.



For silhouette photography - Only use sunset with darker blues to purples with only a hint of orange at the bottom instead of a full orange / red sunset.



Overlays (when needed) - Must be #1E3443 (Primary colour) at 70% opacity or lower.



Gradient overlays (when needed) - Must be used at 60% opacity or lower.

# Logo rules



**DO NOT** change the color.  
Use only the colors in the palette.



**DO NOT** crop  
the logo.



**DO NOT** add shadows or  
effects.



**DO NOT** rotate  
the logo.

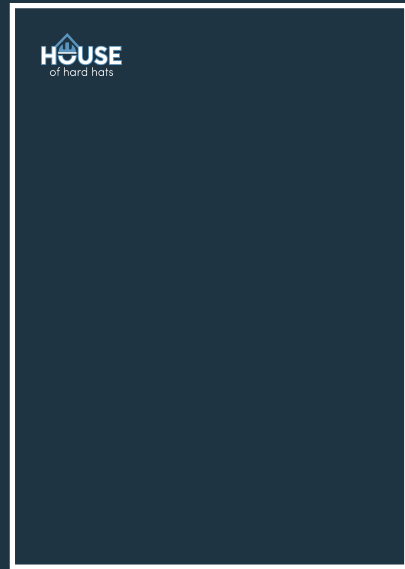


**DO NOT** put over another  
illustration.



**ALWAYS** scale the logo  
proportionately.

# Logo sizes



Print - 15mm wide



Web - 125 px wide

This is the minimum sizes that the logo can be printed (mm) or placed on the web (px).



[www.houseofhardhats.co.za](http://www.houseofhardhats.co.za)