

Hilldrup
Brand
Guidelines



2 Visual Identity Elements

- 3 The Hilldrup Logo
- 4 Tagline Lock-ups
- 5 Clearspace, Minimum Size, and Scaling
- 6 Trademark Logos
- 7 Primary Color Palette
- 8 Secondary Color Palette
- 9 Misuse

10 Typography

- 11 Primary Typeface
 - 12 Secondary Typeface
 - 13 Typography Rules
-



Hilldrup

The primary logo is comprised of the “H” icon in Hilldrup Blue and “Hilldrup” in Hilldrup Gray.

Six treatments of the logo are available:

- color positive (preferred)
- color positive alternate
- color reverse
- color reverse alternate
- one-color black
- one-color reverse

The color positive logos should be used on white or light backgrounds. This version may also be used on aluminum, glass, chrome or any other reflective surface.

Where color application is limited, use the color positive alternate or the one-color black, at 100% (solid) saturation.

The logo should not be reproduced as a percentage of black (gray).

In situations where the logo must appear on a solid or dark background, the reverse versions of the logo may be used.

Avoid recreating or modifying the logo in any way. Avoid changing the proportions, style, spacing and color of the logo.

Only authorized copies of the logo may be used for reproduction. Where possible, the logo should be reproduced in color. For accurate reproduction in a variety of media, formulas for Hilldrup colors are specified in Pantone, four-color process and RGB on page 6.

Electronic copies of the logo are available for all applications.

Color positive (preferred)

White or light backgrounds



Color positive alternate

White background only; where print color is limited



Color reverse

Black or dark backgrounds



Color reverse alternate

Black or dark backgrounds



One-color black

White or light backgrounds



One-color reverse

Black or dark backgrounds



The Hilldrup logo may be visually paired or “locked-up” with approved taglines.

The tagline is 1/3 of the height of the word “Hilldrup” within the logo.

The space between the tagline and the logo is measured by twice the height of the tagline.

The tagline is set in Frutiger Light and the color is Hilldrup Gray. The word “Hilldrup” and the tagline are left-aligned.



Vertical



Horizontal



Clearspace

The logo must always be surrounded by a generous amount of “clearspace” to keep it free from any visually distracting elements, such as text, graphics or patterns.

For simplicity, the clearspace must be equal to, or greater than, one half (50%) the width of one “H” icon.



Minimum Size

To ensure legibility, avoid using the logo smaller than a 0.25 inch or 1p6 in height. To obtain an accurate measurement, measure the height from the top to the bottom of the “H” icon.



Scaling

When electronically scaling the logo, horizontal and vertical proportions must remain constrained.

All size alterations must be numerically executed. Avoid scaling the logo by randomly clicking and dragging the image.



Correct



Incorrect

A TM symbol serves as a notice of the trademark owner's claim of exclusive rights to use the mark.

To achieve adequate visibility at various sizes, two versions have been established for the TM symbol.

When the logo is displayed larger than 1 inch in height, the smaller TM symbol should be used.

When the logo is displayed smaller than 1 inch in height, the larger TM symbol should be used.

In instances where a TM symbol is too challenging to reproduce (such as embroidery); or when the logo must be displayed at a very small size, the TM symbol is not recommended and may be omitted.

Small TM Symbol

When the logo is displayed larger than 1 inch in height



Large TM Symbol

When the logo is displayed smaller than 1 inch in height



The primary Hilldrups color palette includes Hilldrups Blue and Hilldrups Gray. To approximate these colors, use the Pantone equivalents.

The colors may also be reproduced in four-color process or RGB.

The colors shown in this document have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE® Color Standards.

For accurate PANTONE Color Standards, refer to the current edition of the PANTONE Color Formula Guide.

PANTONE® is a registered trademark of Pantone, Inc.



Hilldrups Blue 

Pantone 293

CMYK 100 C : 68 M : 0 Y : 2 K

RGB 0 R : 70 G : 173 B

HEX #0046AD



Hilldrups Gray 

Pantone 416

CMYK 22 C : 14 M : 24 Y : 45 K

RGB 131 R : 132 G : 122 B

HEX #83847A

United brand color

The secondary Hilldrup color palette offers a range of tones to be used in a variety of Hilldrup materials. They are intended to enhance communications and may be used at the discretion of Hilldrup personnel.

To approximate these colors, use the Pantone equivalents.

The colors may also be reproduced in four-color process or RGB.

The colors shown in this document have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE® Color Standards.

For accurate PANTONE Color Standards, refer to the current edition of the PANTONE Color Formula Guide.

PANTONE® is a registered trademark of Pantone, Inc.

Residential COD

Pantone 7406



CMYK 0 C : 17 M : 100 Y : 0 K
RGB 255 R : 200 G : 0 B
HEX #FFC800

United brand color

Workplace Solutions

Pantone Orange 021



CMYK 0 C : 68 M : 100 Y : 0 K
RGB 255 R : 88 G : XX B
HEX #FF5800

International

Pantone 485



CMYK 0 C : 93 M : 95 Y : 0 K
RGB 213 R : 43 G : 30 B
HEX #D52B1E

UniGroup brand color

Pantone 7518



CMYK 21 C : 56 M : 49 Y : 60 K
RGB 109 R : 79 G : 71 B
HEX #6ED03C

UniGroup brand color

Corporate Accounts

Pantone 376



CMYK 55 C : 0 M : 100 Y : 0 K
RGB 110 R : 208 G : 60 B
HEX #6ED03C

Mayflower brand color

Government Military

Pantone 355



CMYK 95 C : 0 M : 100 Y : 0 K
RGB 0 R : 168 G : 80 B
HEX #00A850

Mayflower brand color

Relocation

Pantone 312



CMYK 100 C : 0 M : 10 Y : 4 K
RGB 0 R : 152 G : 195 B
HEX #0098C3



Pantone 556



CMYK 51 C : 5 M : 37 Y : 15 K
RGB 112 R : 164 G : 137 B
HEX #70A489



Pantone 549



CMYK 59 C : 8 M : 9 Y : 19 K
RGB 94 R : 156 G : 174 B
HEX #5E9CAE



Pantone 5285



CMYK 48 C : 39 M : 5 Y : 14 K
RGB 134 R : 131 G : 164 B
HEX #8683A4



Pantone 452



CMYK 12 C : 8 M : 35 Y : 22 K
RGB 179 R : 179 G : 140 B
HEX #B3B38C



Avoid altering the type relationship or typeface in the logo.



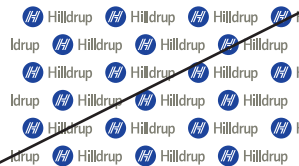
Avoid altering the logo colors.



Avoid using the logo as an unapproved outline.



Avoid busy, complex backgrounds that interfere with legibility.



Avoid constructing a pattern out of the logo.



Avoid trying to approximate the colors with a screen of black (or any color).



Avoid adding additional text to the logo.

Avoid using the Hilldrup logo to replace type.



Avoid altering the position of the type in the logo.



Avoid reproducing the logo from a computer scan or photocopy.



Avoid placing a drop shadow behind the logo.



Avoid adding elements to the logo.



Avoid violating the clearspace and don't place the logo in a shape.



Avoid rotating the "H" icon.

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
~!@#\$%^&*()_+`-
=,./<>?:':"[]\{}|

To achieve a distinctive, consistent graphic image, the Frutiger typeface has been selected to be used on all communication materials.

In cases where Frutiger is unavailable, use Arial in its equivalent weight.

Frutiger Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Frutiger Light Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

Frutiger Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Frutiger Roman Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

Frutiger Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Frutiger Bold Italic

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890***

Frutiger Black

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Frutiger Black

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Frutiger Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Frutiger Bold Condensed

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

To support the primary typeface, Minion has been selected to be used on correspondence and marketing materials that contain large areas of body copy.

In cases where Minion is unavailable, use Cambria in its equivalent weight.

Minion Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Minion Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

Minion Semibold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Minion Semibold Italic

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890***

Minion Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Minion Bold Italic

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890***

Minion Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Minion Bold Condensed

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

When preparing any document (formal or informal), please adhere to the following, typographic principles to ensure consistency across all Hilldrup communication:

- Do not underline text. Instead, use *italics* or **boldface** type for emphasis. Keep in mind that italicized and boldface copy is significantly more effective when used sparingly.
- Set all type flush left, ragged right.
- Do not center any text.
- Do not right justify any text.
- Avoid the use of indentations. Use bullets sparingly. When bullets are needed, select those that are round and filled in.
- Try to “hang” your bullets as shown. Hanging bullets create an even, flush left text line that enhances legibility.
- Always leave one full line space between paragraphs.

Instruction

Do’s

Dont’s

Set all type in upper and lower case. Avoid the use of all upper case letters. A typeface loses readability when used in all capitals.

The proper use of the company name Hilldrup in text for all business communications.

~~THE IMPROPER USE OF HILLDRUP IN TEXT FOR ALL BUSINESS COMMUNICATIONS.~~

Do not break Hilldrup in body text.

Avoid breaking Hilldrup between two lines in text for all business communications.

~~The improper use of Hilldrup in text for all business communications.~~

For most applications, all type is reproduced in Hilldrup Gray, black, or white.

For most applications, all type is reproduced in Hilldrup Gray, black, or white.

~~For most applications, all type is reproduced in Hilldrup Gray, black, or white.~~

Headlines should be executed in a single color.

**Set Headlines
In One Color**

~~**Set Headlines
In One Color**~~