



# Brand Guidelines

Version 1.0

Guidelines for the use and reproduction of the  
Hygiene Improvement Solutions brand identity

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# Introduction

Hygiene Improvment Solutions Pudam que verorem incit quiatur rest qui temporita sam acepudae prorat que dolupta tureicilibus excescilique blam iste de proviti berore, volupta conectem verehen iminvel ibusapiet ut et occab ilitem quat exces sequi vitaectiae vel idusam hariam faccull andae. Ut etusciis quiscia comnihi cipicteni officte mquidia core inullaborat.

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**Work in progress**



# Overview

The basic elements of the Hygiene Improvement Solutions brand make it instantly recognisable. Each element creates the basis of the visual identity and how we are seen. When these elements are applied consistently a coherent and engaging brand identity is created.

It is vital that the Hygiene Improvement Solutions brand is not diluted in anyway as this will weaken the brand in an industry where strength and trust is paramount.

The Hygiene Improvement Solutions brand experience should be established through the application of each element i.e. the size and relationship to each other, and how it best fits when applied to various communications.

The basic elements of the Hygiene Improvement Solutions brand are:

- **The Logo**
- **Colour Palette**
- **Typography**



# The Logo

The basic elements of the Hygiene Improvement Solutions brand make it instantly recognisable. Each element creates the basis of the visual identity and how we are seen. When these elements are applied consistently a coherent and engaging brand identity is created.

It is vital that the Hygiene Improvement Solutions brand is not diluted in anyway as this will weaken the brand in an industry where strength and trust is paramount.



# Master Brand Logo

The Hygiene Improvement Solutions logo is a powerful brand mark that reflects trust in the company.

The supporting graphic element is a symbol that represents hygiene ratings and the visual representation of improvement.

The logo must be clearly visible and consistently positioned on any communications which it is used on.

Master brand logo linear

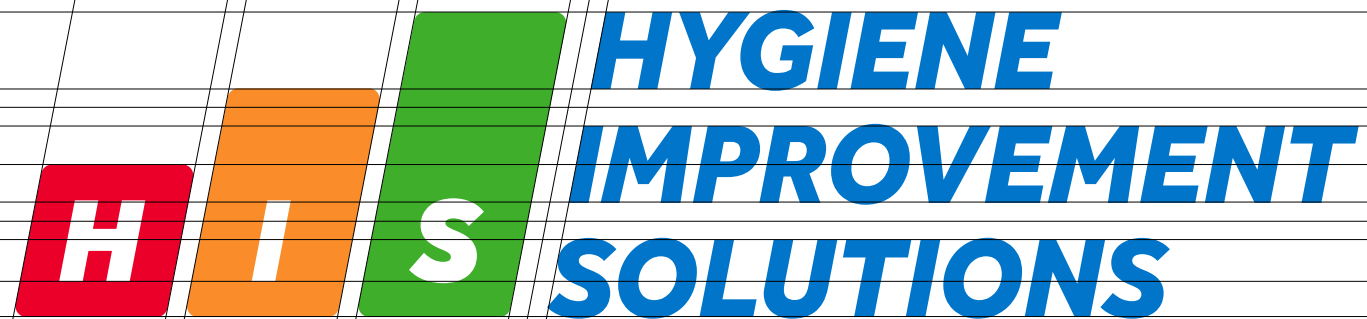


Master brand logo stacked



# Logo Construction

The logo is constructed based upon a San-serif base with calculated spacing to give each letter form and element the space it needs to breath but stay connected to its counter part.



# Logo Variants

Variants of the logo can be used where appropriate. When variants are used the whole brand ethos should still be followed as stated in this document.





## Sub Brand Logo

The logo adapts to each service by adding the official service name under the logo in the correct placement and is allocated its colour to the category it falls under.



**Work in progress**



## Stacked Logo

The logo has a stacked version to be used when appropriate. There may be occasions when the primary master logo does not fit with in the communication it is used and requires a refined fit.

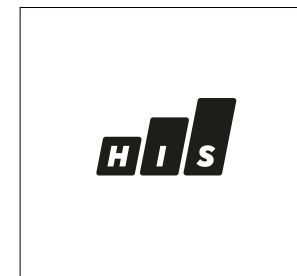
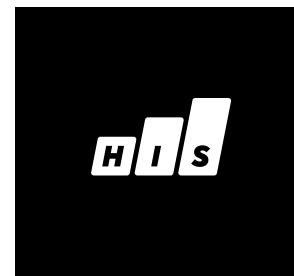
When using this version of the logo refer back to the brand guardians for approval and guidance on the usage of this version.



# Logo Icon

The supporting graphic element is a symbol that represents hygiene ratings and the visual representation of improvement.

This can be used on its own for certain applications but must be supported somewhere else with in the communication with the full master brand logo. For example it can be used as a visual graphic in a document or a profile picture in social media.



# Logo Clear Space

To maintain a distinction between the brand logo and anything nearby an exclusion zone is set in place. This is created by using the 'I' from the supporting graphic element at 100% size of the logo being used. It is indicated to the right by a dotted line which should be created around the logo to determine the exclusion area.

This is the minimum area surrounding the logo that must remain clear of any other typography or graphic devices.

This formula applies regardless of the size in which the logo is reproduced.



# Logo Sizing

To ensure the legibility of the Hygiene Improvement Solutions logo, a minimum size has been specified for each version. This is a minimum size and NOT a preferred size. The Logo must not be displayed in any communication any smaller than what is stated here.



Print

25mm

Minimum size width



Online

100px

Minimum size width



Print

15mm

Minimum size width



Online

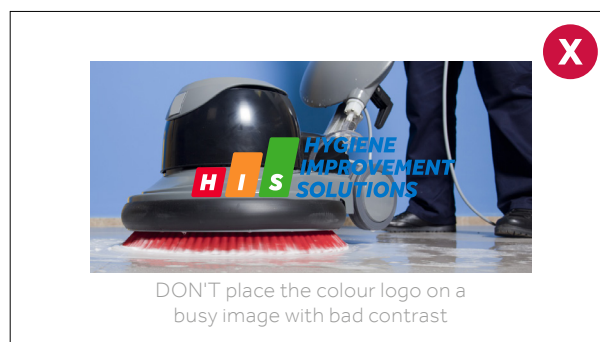
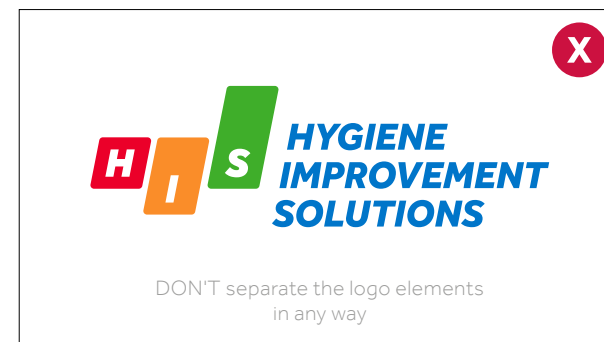
70px

Minimum size width

# The Logo Don'ts

It is essential that the logo is used correctly and consistently in all applications. Even small variations will undermine the impact of the brand. The logo should always be reproduced using the master artwork files available from the marketing department.

Opposite are examples of what you should NOT do.



# Colour Palette

Colour plays an important role in the Hygiene Improvement Solutions corporate identity program. The colours below are recommendations for various media. A palette of primary colours has been developed, which comprise the "One Voice" colour scheme.

Consistent use of these colours will contribute to the cohesive and harmonious look of the Hygiene Improvement Solutions brand identity across all relevant media. Check with your designer or printer when using the corporate colours that they will be always be consistent.



# Colours

The Hygiene Improvement Solutions primary colours are:

HIS Red (Pantone 185 c)

HIS Orange (Pantone 715 c)

HIS Green (Pantone 361 c)

HIS Blue (Pantone 3005 c)

It is important that you use the correct colour values for the specific application being considered for example use the CMYK breakdown for any four colour printing or use the RGB colour breakdown for any digital use.

HIS Red	HIS Orange	HIS Green	HIS Blue
C0 M100 Y80 K0 R228 G3 45	C0 M54 Y87 K0 R242 G139 B45	C73 M0 Y100 K0 R69 G172 B52	C100 M40 Y0 K0 R0 G117 B190
Pantone 185 c	Pantone 715 c	Pantone 361 c	Pantone 3005 c



# Typography

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information.

Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Hygiene Improvement Solutions layouts.



# The Fonts

As with the brand mark, consistent use of our corporate typefaces Effra reinforces the Hygiene Improvement Solutions brand identity. It has a wide range of different cuts and glyphs.

For print

Effra Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 £&\*?!

Effra Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 £&\*?!

Effra Medium

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 £&\*?!

Effra Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 £&\*?!

# Typographic Style

To keep consistency throughout communication a typographic style has been set. This should be adhered to as much as possible.

Feature text should be Effra light set at 36pt on 40pt with tracking set at -25

Feature text should be Effra light set at 24pt on 28pt with tracking set at -25

Body copy should be set in Effra light set at 10pt on 14pt with tracking set at 25 in sentence case.

Endantiaepel et hicillaccus, cus. Ximporu ptatestium denias dolupta imaxim eicatium eos sit adis vitem as nus nihil et untis quatiunt experum duciusam qui.

- **Bullet points should be set in Effra Semi Bold set at 10pt on 14pt**
- **Tracking set at 25**
- **Set in sentence case**
- **With a space after set at 3mm**
- **Bullet point 4 would go here**

Detail information should be set in Effra light set at 8pt on 12pt with tracking set at 25 in sentence case.

# Brand checklist

When designing anything for Hygiene Improvement Solutions it is always your responsibility to check that you have met all of the following criteria.

## **Have you:**

- 1. Delivered our key messages**
- 2. Communicated a clear message**
- 3. Reinforced our brand values**
- 4. Used each of our basic elements (logo, Imagery, Strapline) as specified**
- 5. Used only authorised images, for which Hygiene Improvement Solutions holds a licence for use**
- 6. Proof-read all copy to ensure there are no omissions and that all spelling and grammar are correct**
- 7. Sought approval (sign off) from the marketing department before proceeding to production**

If in doubt, refer to the marketing department.





# Thank You

Primary contact for any queries about the Hygiene Improvement Solutions brand

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