



# **HIREWORKS**

BRAND GUIDELINES 2018

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# INTRODUCTION

The Identity Guidelines Overview provides users with a quick reference on key brand elements for the HIREWORKS brand. This tool must be used when preparing documents or other corporate communications.

In an increasingly competitive market, building a strong and distinctive brand identity is central to achieving your commercial goals. To maximise

the impact of your brand, all materials should adhere to the Identity Guidelines. This document provides the essential tools and guidance to enable anyone to ensure their materials are on-brand.

For a brand to be successful it needs to be consistent. These guidelines have been created so that all of your materials can share the same look and feel. All the design elements described here have been created to build a brand with an identity that is distinctive, making it easily recognisable.

These guidelines are 100% practical. They are designed to help you apply the brand identity effectively. If you read them carefully and apply them consistently, all the materials you produce will reflect and reinforce the distinctive essence of HIREWORKS.

# WHO ARE HIREWORKS?

HIREWORKS was launched in 2007 and soon became a major force in editing equipment rental after securing the contract to supply the latest technology and associated technical support to the 6th Harry Potter movie. A year later HIREWORKS acquired London Editing Machines, (LEM Digital), a very established rental company specialising in feature films. This allowed HIREWORKS to expand rapidly to offer dry-hire cutting rooms. In 2012 HIREWORKS provided the hired editing systems to the latest in the series of James Bond movies, Skyfall, and multiple Avid systems with shared storage for use by the BBC for their coverage of the London Olympics. Around this time HIREWORKS started to offer a support based service working on several 'live' productions integrating specialized recording technology such as EVS. Shows including 'First Dates' for transmission on Channel 4 and 'Keep it in the Family' for TX on ITV, were soon followed by live events such as the Wimbledon tennis, athletics and the BBC Proms.

In 2017, HIREWORKS expanded its cutting room capability to 60 rooms, 22 employees becoming one of the largest hire companies in the industry. HIREWORKS are proud to boast a client list of over 200 active clients, spread across many areas of the TV and Film industry, including, Production Companies, Broadcasters and Facility houses. HIREWORKS rely on a strong reputation for customer and technical support and the importance of our fast & efficient response to customer needs cannot be overestimated. HIREWORKS reputation rests on the quality of our technical & operational support and this is fundamental in winning future business as well as maintaining existing business. HIREWORKS consider it vital that they share the same commitment to customer care in all aspects of our business for us to continue to grow and enhance the HIREWORKS reputation.

# LOGO STYLE



# TWO LOGOS – MORE FLEXIBILITY

Because of the positioning of HIREWORKS, the main HIREWORKS logo has been designed in two ways. Offering more flexibility across the brand. This means that whatever material, the brand will stand strong and recognizable.

The Main logo is used predominantly in Cool Grey 11 or white. There is a secondary palette which is also reflected in the sub-section logos that can be used along side the main colours. These offer alternative colourways for exceptional usage. These colours must never be altered and the background must never compete with it. When placed on a colourful photograph, or a solid dark colour, the logo must be used in white or alternative white\*. On white backgrounds the logo may be in Cool Gray 11.



**HIRE  
WORKS**



**HIREWORKS**

\*Alternative white is only available for sub - section logos

**HIRE  
WORKS**

# POSITION, CLEAR SPACE, MINIMUM SIZE

## Position

To create a clear and consistent brand, the logo should always appear in the most prominent position. In order to adhere to this standard, the HIREWORKS Stacked logo should always appear in either the top left corners of printed materials whilst continuing to adhere to clear space (as advised below). For digital materials, the logo can appear in the top left, however, care must be taken to ensure maximum visibility for the brand. Never centre the logo on a page.

## Clear space

The HIREWORKS logo is a strategic asset that should be protected and used with care. It should never be boxed in or be confined in the space it inhabits. To ensure the logo stands out it is important to adhere to the minimum clear space set out on the following page. The minimum clear space is defined by use of the 'O' of HIREWORKS, using this width and character 'x-height' to create a consistent clear space guideline for width and height. This guideline is the minimum clear space that should be given and wherever possible, the amount of clear space should be increased to the maximum permitted on the page.

## Minimum size

Minimum size refers to the smallest size at which the HIREWORKS identity may be reproduced to ensure maximum impact and legibility of the strapline. The minimum reproduction size of the logo is 38mm wide (based on the full width of the mark).

The HIREWORKS logo is displayed in a bold, sans-serif font. The word 'HIRE' is stacked above the word 'WORKS'. A horizontal line is positioned below the word 'WORKS'.



Clear space visual guide



# CORE COLOURS

Because of the positioning of HIREWORKS, the main logo has been designed to be used predominantly in a 'Cool Grey 11' or white. There is a secondary palette which is also reflected in the sub-section logos that can be used along side the main colours. These offers alternative colourways for exceptional usage. These colours must never be altered and the background must never compete with it. When placed on a colourful photograph, or a solid dark colour, the logo must be used in white or alternative white\*. On white backgrounds the logo may be in Cool Gray 11.



\*Alternative white is only available for sub - section logos

# SUBSECTION LOGOS

HIREWORKS have 3 subsections, Post - LIVE - DATA. These have been assigned a specific brand colour. There are the 3 colourways for the HIREWORKS Stacked Sub-section logos. Two tone, White and Alternative White. These colours must never be altered and the background must never compete with it. When placed on a colourful photograph, or a solid dark colour, the logo must be used in white or alternative white. On white backgrounds the logo may be in Cool Gray 11 with the brands assigned colour.



# INCORRECT USAGE

To portray the HIWORKS brand effectively and uphold the integrity of the mark, the logo must always be used correctly. Altering the fundamental elements of the identity or distorting it in any way will weaken the brands message.

## Do not:-

1. Use a black logo on a dark coloured background
2. Crop the logo
3. Rotate the logo
4. Apply any visual effect to the logo
5. Add a drop shadow to the logo
6. Apply a stroke to the logo
7. Distort the logo
8. Remove any elements
9. Rescale any parts of the logo independently
10. Change any of the fonts
11. Change the colour. Use the specific logos supplied.
12. Place any copy over or under the logo



# HIREWORKS

# POSITION, CLEAR SPACE, MINIMUM SIZE

## Position

To create a clear and consistent brand, the logo should always appear in the most prominent position. In order to adhere to this standard, the HIREWORKS Horizontal logo can appear in the top left corner, either bottom left or right hand corner of printed materials whilst continuing to adhere to clear space (please see templates). For digital materials, the logo can appear in the top left, however, care must be taken to ensure maximum visibility for the brand. Never centre the logo on a page.

## Clear space

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**HIREWORKS**

38MM

Clear space visual guide



# CORE COLOURS

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6. Apply a stroke to the logo
7. Distort the logo
8. Remove any elements
9. Rescale any parts of the logo independently
10. Change any of the fonts
11. Change the colour. Use the specific logos supplied.
12. Place any copy over or under the logo



# BRAND ELEMENTS

A large, teal-colored abstract graphic consisting of two curved, overlapping shapes that resemble a stylized 'C' or a partial circle, positioned on the right side of the slide.

02

# FONTS

## Professional fonts

For print purposes Gotham is a full family suite with thin, extra light, light, book, roman, medium, bold, heavy and black font versions.

For digital purposes Montserrat has been chosen as a font alternative, offering a full family suite of thin, extra light, light, regular, medium, semi-bold, bold, extra-bold and black font versions,



Montserrat is a free font and should be used in all internal templates. Please contact brand manager for download link.

### GOTHAM THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz • 1234567890

### GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ • 1234567890

### GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ • 1234567890

### MONTERRAT THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz • 1234567890

### MONTERRAT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ • 1234567890

### MONTERRAT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ • 1234567890

### GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz •  
1234567890

### GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz •  
1234567890

### MONTERRAT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz •  
1234567890

### MONTERRAT BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz •  
1234567890

# TYPOGRAPHY & USAGE

As an example of document type-setting see the below for the styles used in this document.

MAIN TITLES | GOTHAM BLACK/MONTERRAT | 50PT / 51PT LEADING | UPPERCASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ • 1234567890

CALL OUT TEXT | GOTHAM LIGHT/MONTERRAT | 18PT / 16.8PT LEADING | UPPERCASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz • 1234567890

SUBHEADING | GOTHAM BOLD/MONTERRAT | 14PT / 16.8PT LEADING | UPPERCASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz • 1234567890

BODY | GOTHAM BOOK/MONTERRAT REGULAR | SENTENCE CASE| TRACKING: 10 | 95% WIDTH

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz • 1234567890



The HIREWOKS branding uses UPPERCASE through out the brand to reflect the logo and the brand positioning. It takes a confident approach that is in-line with the brands ethos

# BRAND PALETTE

**Main colour**

PANTONE Cool Gray 11  
C:44 M:34 Y:22 K:77  
R:59 G:60 B:67



The predominant usage for the HIREWOKS brand will be the use of the Cool Gray 11 mixed with the secondary palette (Also used to represent the subbrands)

**Secondary colour**

PANTONE 7711 CP  
C:98 M:0 Y:28 K:4  
R:0 G:153 B:179



PANTONE 233 CP  
C:12 M:100 Y:0 K:0  
R:212 G:0 B:127

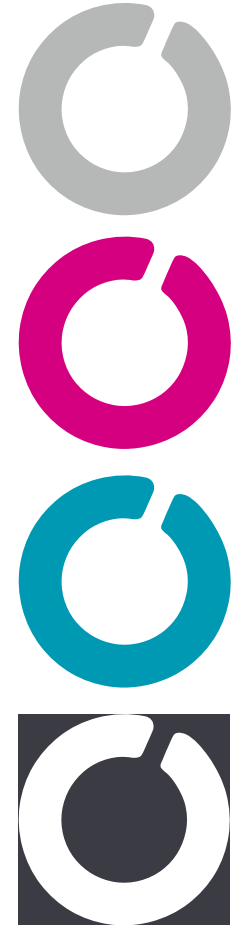


PANTONE Cool Gray 5  
C:13 M:9 Y:10 K:27  
R:182 G:183 B:183



# USE OF THE BRAND SYMBOL

The HIREWORKS 'O' has been pulled out to create a symbol and to emphasize the brands positioning. The HIREWORKS Circle creates a striking and relevant icon for all material. This symbol may be placed over photography, imagery and over solid colour but within clear and relevant space and must not be overcrowded by the image it is sitting over. When placed over solid colour, a tinted variation or white may be used. No other colour variations of this symbol can be used. When placed over an image, the opacity can be changed to keep a clear and consistent message. Full or part of the symbol may be used providing it displays the brand expression clearly. Please refer to templates for inspiration on positioning.



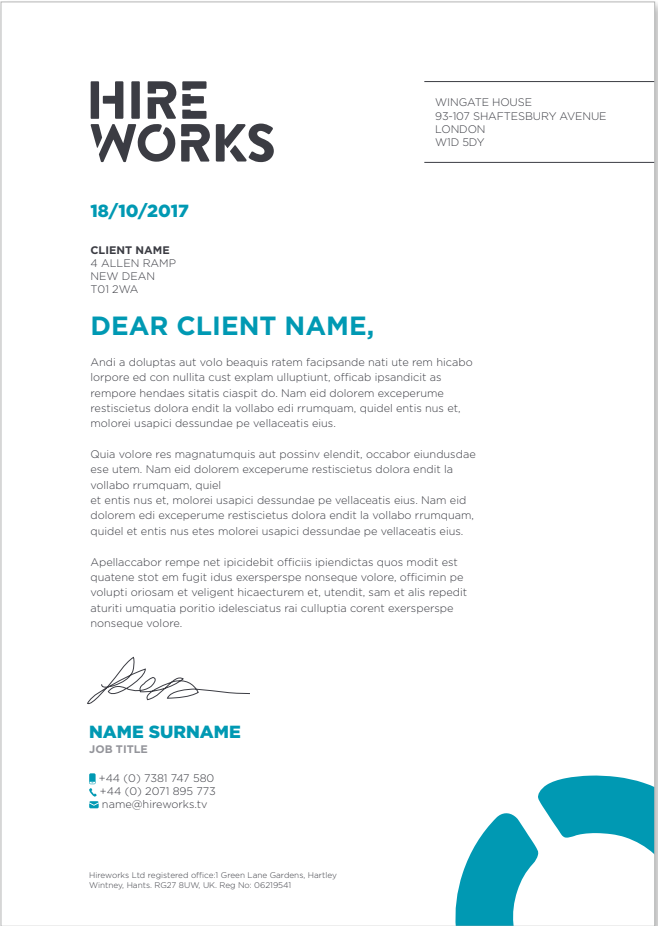
# TEMPLATES

A large, light gray abstract shape that resembles a stylized 'C' or a partial circle, framing the number '03' on the right side of the page.

03



# LETTERHEAD - STACKED



HIREWORKS branding is all about flexibility. Therefore there are two different options for the letterhead. One using the stacked logo and one using the horizontal logo.

Please contact brand manager for artwork files.

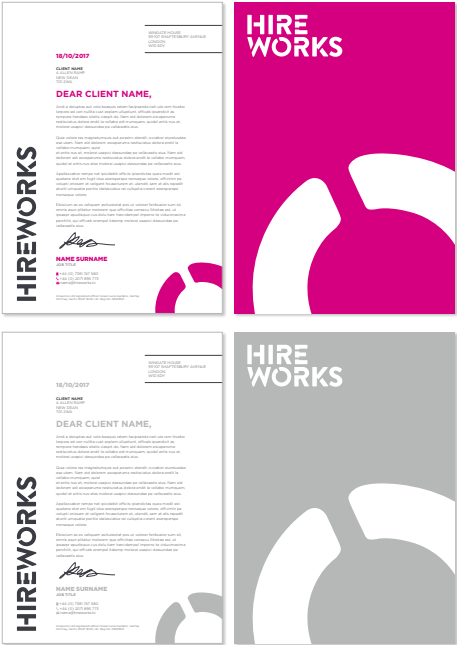


# LETTERHEAD - HORIZONTAL

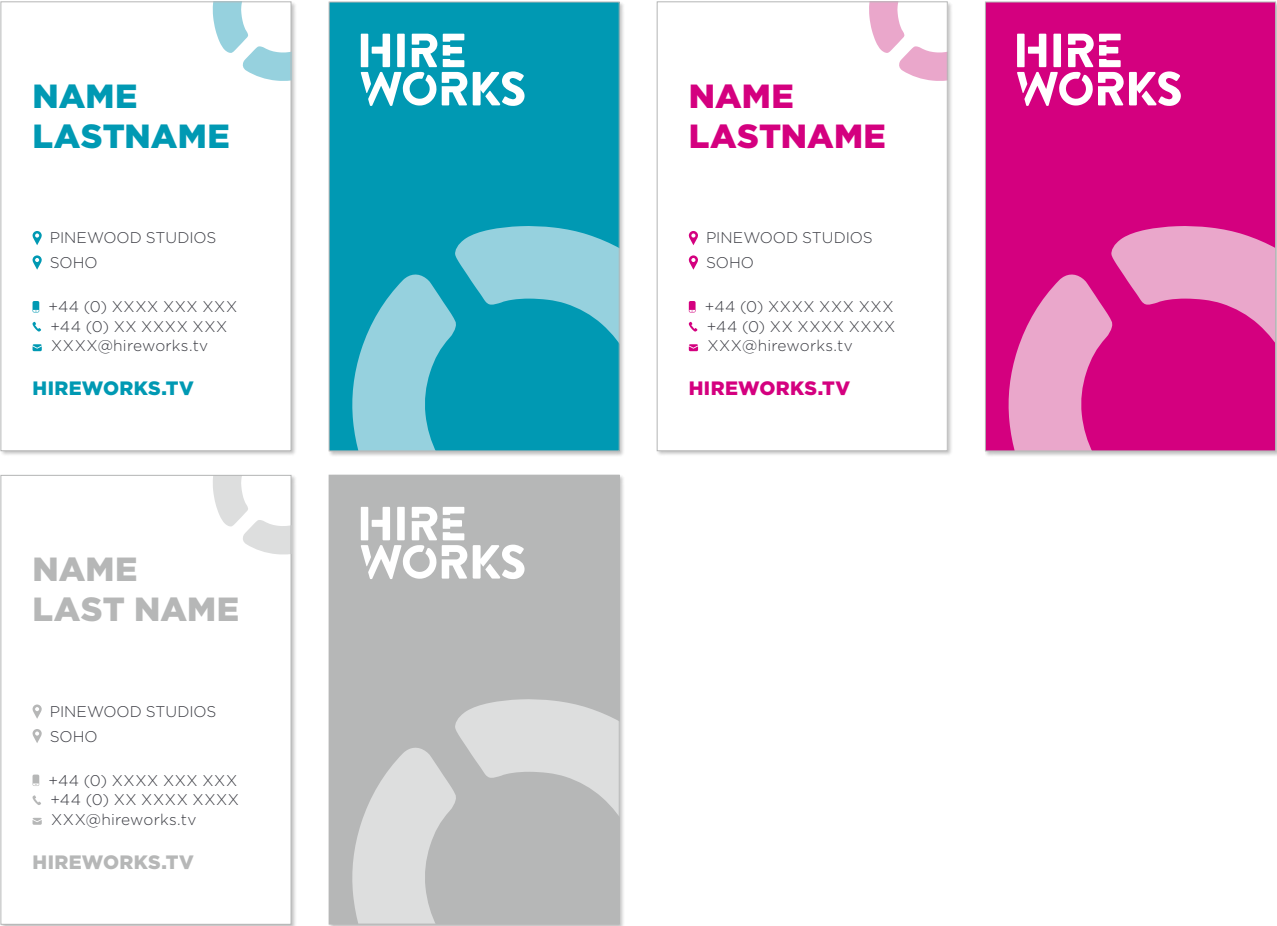


There are word templates available to use in house and on printed letterhead using the Montserrat font. Please download to use.

Please contact brand manager for artwork files.



# BUSINESS CARDS

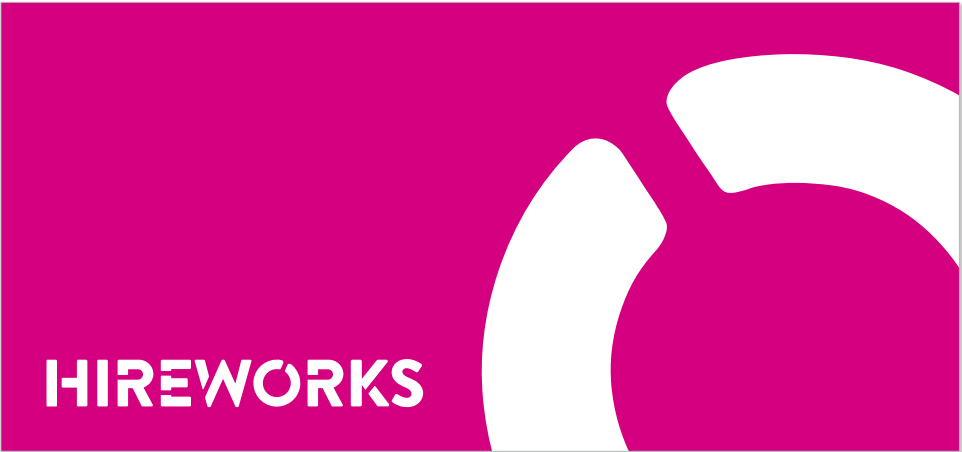


HIREWORKS business cards work best with the stacked logo and can be used in all colours.

Please contact brand manager for artwork files.

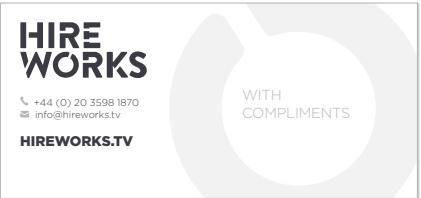
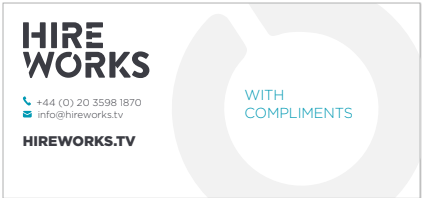
3 TEMPLATES

# COMP SLIP



To accommodate the different locations and clients HIREWORKS have, there are compliment slips to suit everybody. Some with copy, some without and some with the location specified. Please refer to the brand folder for PDF files.

Please contact brand manager for artwork files.



# QUOTE

<b>HIRE WORKS</b>	ISSUE DATE: 29/9/2017		
	JOE NOONAN ARENA TELEVISION WIMBLEDON 2016 - 2021		
ITEM DESCRIPTION	QTY	UNIT PRICE	PRICE
Company flag 3 metres			£200
IFD - VY Co-ord	2	£10,000	
EVS XT Access	10	£5,000	
Avid Media Composer suites inc: • 6x Intel i7, 16GB Super Lanks Burn CC FX Progn • SWS UBBH Card Reader • 8TBH • Loadless Hater • 2TBH • Legation	6		£20,250
Avid Media Composer production laptop based viewing stations	2	£900	
10 GB High performance vouch	1	£500	
(SS 5000 32TB (inc Force 10 switch)	1	£1,500	
(SS 5000 expansion Chassis	2	£2,700	
Avid Interplay Engine	1	£1,350	
Avid Interplay Transfer	2	£1,600	
IP Streamer - 2 x ipnet	2		
Pwr of EVOSDH Database Servers (with 3 IP Browsers)			
Nasview server (EBRC TBG)	TBA		
Avid Support 2nd July -18th July inclusive 10 hour day charged at £400	1	£400	£5,000
Avid Support (24 hour) Friday 18th & Saturday 19 July 10 hour day charged at £400 each hour over this charged at £40 per half extra	1	£400	£1,200
<b>Total as VAT</b>			<b>£64,020</b>
<b>VAT</b>			<b>£3,864</b>
			<b>£78,884</b>
<p>➤ INFO</p> <p>The above prices include full 24/7 technical support.</p> <p>➤ TERMS &amp; CONDITIONS</p> <p>Please do not include VAT Insurance is the responsibility of the customer.</p>			
		<hr/> HREWOKS LTD PINEWOOD STUDIOS, PINEWOOD ROAD, FERN HEATH, BRICKS, SLO DNH	
		+44 (0) 203 598 1870	

A quote template for each sub sector has been created in Word. This template can be obtained by contacting the brand manager.

Other templates can be set up, using the stacked version of the HIREWORKS logo in the left hand corner and should follow the branding colours and fonts.

### 3 TEMPLATES

# HTML EMAIL

HTML emails are sent out via Mailchimp.  
A specific HIREWORKS account has been setup for this. Please contact the brand manager for the login.

A template for the header image in the different colours has been setup in Powerpoint. Please change your email colour to fit your header image colour.

## HOW TO USE:

1. Please drop your image in behind the coloured block of your choice. You can choose from Pink, Blue, Light Grey and Dark Grey.
2. Crop and scale your image to fit
3. Save as JPG
4. Drop into MailChimp



# MISC

## Doorsign



## Email signature

**NAME SURNAME**  
JOB TITLE

📍 PINWOOD STUDIOS  
📍 SOHO

📞 +44 (0) 7815 781 782  
📞 +44 (0) 20 3598 1870  
📞 +44 (0) 20 3598 1870

**HIREWORKS**

f 🐦 [HIREWORKS.TV](https://hireworks.tv)

**NAME SURNAME**  
JOB TITLE

📍 PINWOOD STUDIOS  
📍 SOHO

📞 +44 (0) 7815 781 782  
📞 +44 (0) 20 3598 1870  
📞 +44 (0) 20 3598 1870

**HIREWORKS**

f 🐦 [HIREWORKS.TV](https://hireworks.tv)

Email signatures have been setup in all 3 colours and in Arial to accommodate font limitations across different platforms. These should not be changed once created unless specified to keep a consistent and unified brand presence.

Should you need an email signature, please contact the brand manager.

## DOORSIGN

A Powerpoint template of the doorsign has been created to keep the brand consistent. This template has been done in Montserrat a free font, accessible through Google fonts and should not be changed.

# IMAGERY



04



Photography is an important part of the HIREWORKS brand and only professional imagery should be used. There is an image bank available covering the Soho and Pinewood locations as well as some staff and team photography.

The following photos have been retouched to fit the HIREWORKS brand. You can find a more detailed description on how to edit the photos in the HIREWORKS style on page 40.

For more HIREWORKS pictures please  
contact brand manager for contact sheet.



# PINEWOOD

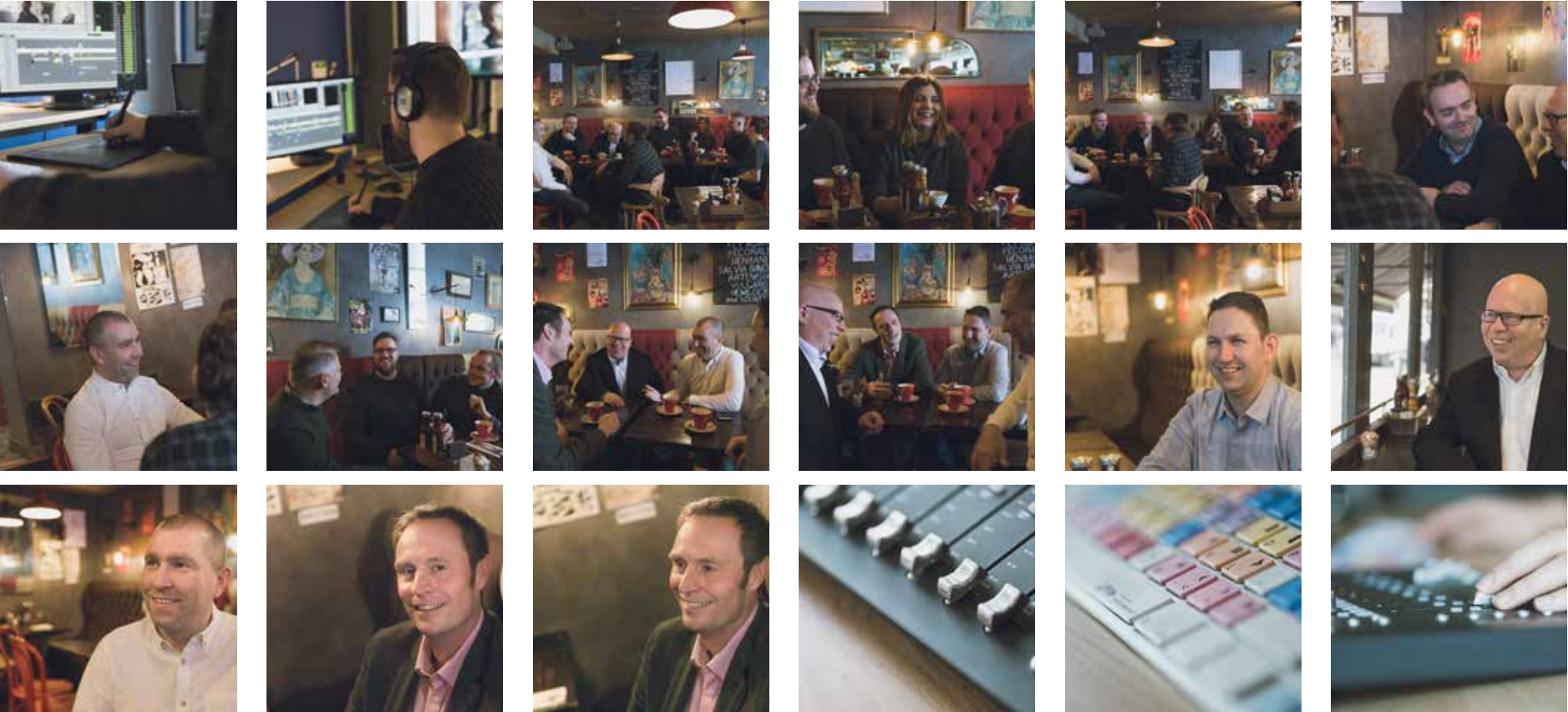


# PINEWOOD





# SOHO

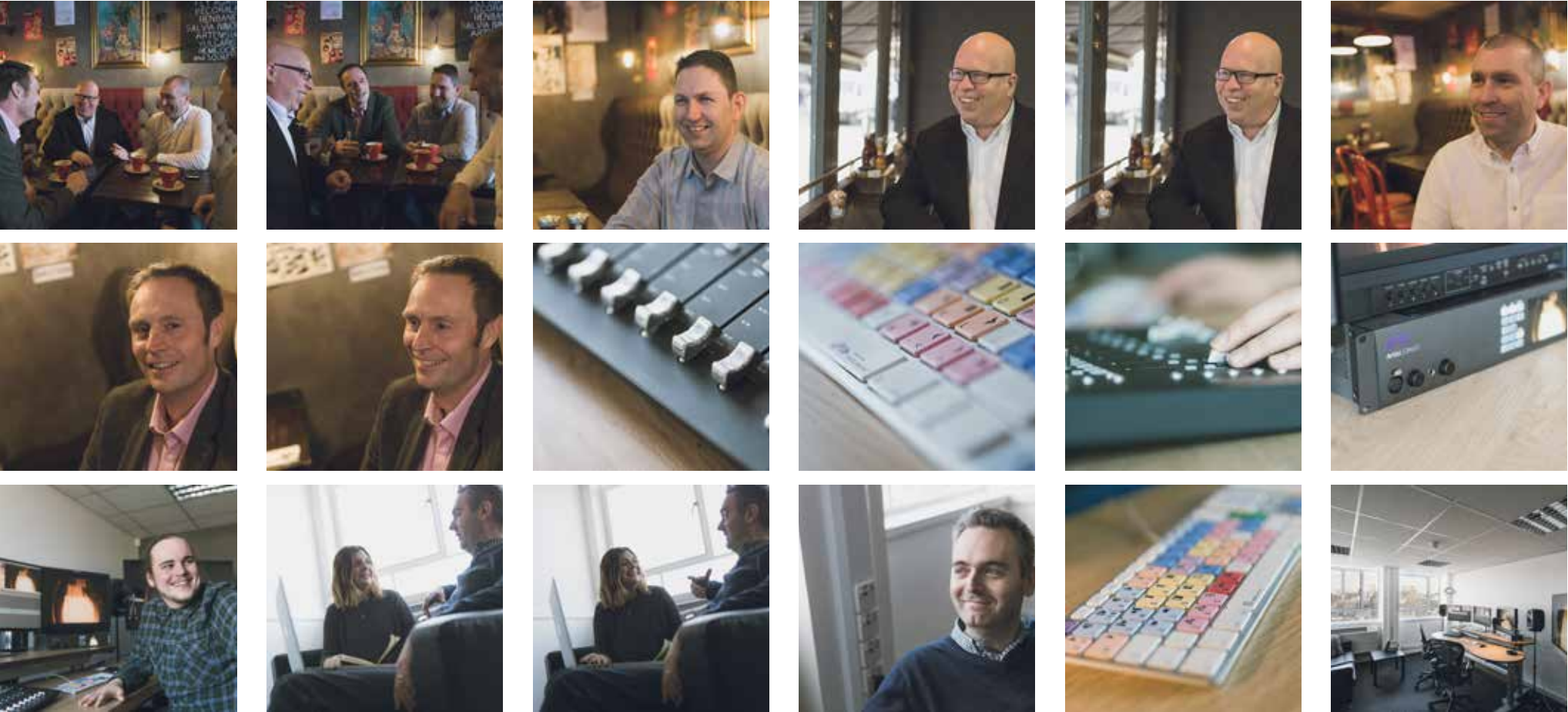


# SOHO





# SOHO



# SOHO



# SOHO STREETS





4 IMAGERY

# SOHO STREETS



# RETOUCHING

The HIREWORKS branding is consistent throughout and as such a retouching style has been introduced to the imagery as well as a how-to-guide how to achieve the HIREWORKS image look.

AFTER



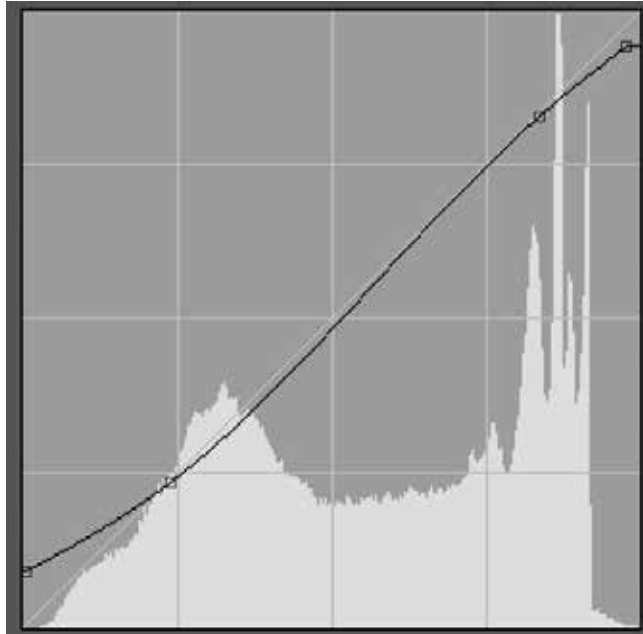
BEFORE



# RETOUCHING

## HOW TO EDIT HIREWORKS IMAGERY

1. Open up Camera Raw Filter
2. If image is dark, increase the Exposure but do not over expose
3. If there are people in the shot, reduce Clarity very slightly but if there are no people in the shot, increase Clarity slightly to create a slightly grainy texture
4. Reduce Saturation down by 10-30%
5. Increase Vibrance by 10-20%
6. Depending on the image and your preference, try increasing the Shadows and Whites slightly
7. Still using the Camera Raw filter, create an 'S' shape in the Curves panel similar to the supplied example:



8. In the Sharpening panel, Mask the image so that just the outline of the main subject focus of the image is highlighted then increase the Amount by whatever your preference is
9. Finally, in the HSL Adjustments panel, under Hue, increase the Reds, Oranges and Yellows to add a bit of warmth to the image and if necessary increase or decrease the Blues, Aquas and Greens to balance the colours and to create a two-toned effect.



Please use raw files if possible to achieve the accurate HIREWORKS LOOK

You can request RAW presets for photoshop from the brand manager

# FAQS

## **How will HIREWORKS benefit from a strong brand?**

Powerful brands increase awareness of products and services with all audiences and increase the probability of keeping at the forefront of the market, with consistent use of the identity.

HIREWORKS collateral must follow the HIREWORKS brand standards and must try not to replicate any other company brand style, colour palette or use their logo unless specifically authorised.

## **How should I spell out 'HIREWORKS' in emails or documents?**

HIREWORKS should always be spelt out with capital letters.

## **Can I edit the logo itself?**

Outside of properly adjusting the size, never try to recreate or edit the logo. All versions of the logo described in this Corporate Identity are available for all suppliers.

## **My computer doesn't have Montserrat or Gotham. How do I get it?**

These fonts are the primary typefaces used in professionally designed materials. Montserrat is a free font that can be downloaded through Google Fonts. Business materials created in Microsoft Office should always use Montserrat, the exception is the Email Signatures which are setup in Arial which is available on all PCs.

## **Do I need Montserrat to use the word templates?**

Yes. You should always export your word templates to PDF before sending them on or printing them.

## **Can the HIREWORKS logo be used on material that is being produced by another company to show a partnership?**

Yes, you are able to use the logo alongside another company logo as long as the guidelines are adhered to in respect of the positioning, clear space and minimum size. The logo must never be re-coloured to other company palettes. All requests for logos should be directed to the contact list at the back of this document.

# FAQS

## **A note on colour**

The HIREWORKS colours are fluid. This means that even though each subsector has been assigned a respective colour you can still use said colour across all material. This creates a strong, diverse brand that is in line with the HIREWORKS ethos.

# CONTACT

If you have any further questions or queries relating to the brand, or you wish to obtain the brand assets in order to facilitate creating a consistent brand for HIREWORKS, please contact:

Sarah Kloosman  
Brand Guardian

E: [sarah@nucreative.co.uk](mailto:sarah@nucreative.co.uk)  
T: +44 (0)20 7940 9911

XXXX

E: [xxxx@hireworks.tv](mailto:xxxx@hireworks.tv)  
T: +44 (0)20 XXXX XXXX

# HIREWORKS