

Brand Guidelines

Logo Usage and
Graphic Standards



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LOGO COMPONENTS



Wordmark: HITEX

Wordmark/Title: A simple mark, HITEX in Geogrotesque



Graphic

Graphic: Red and Black contours with an indication of Tusks and Bond

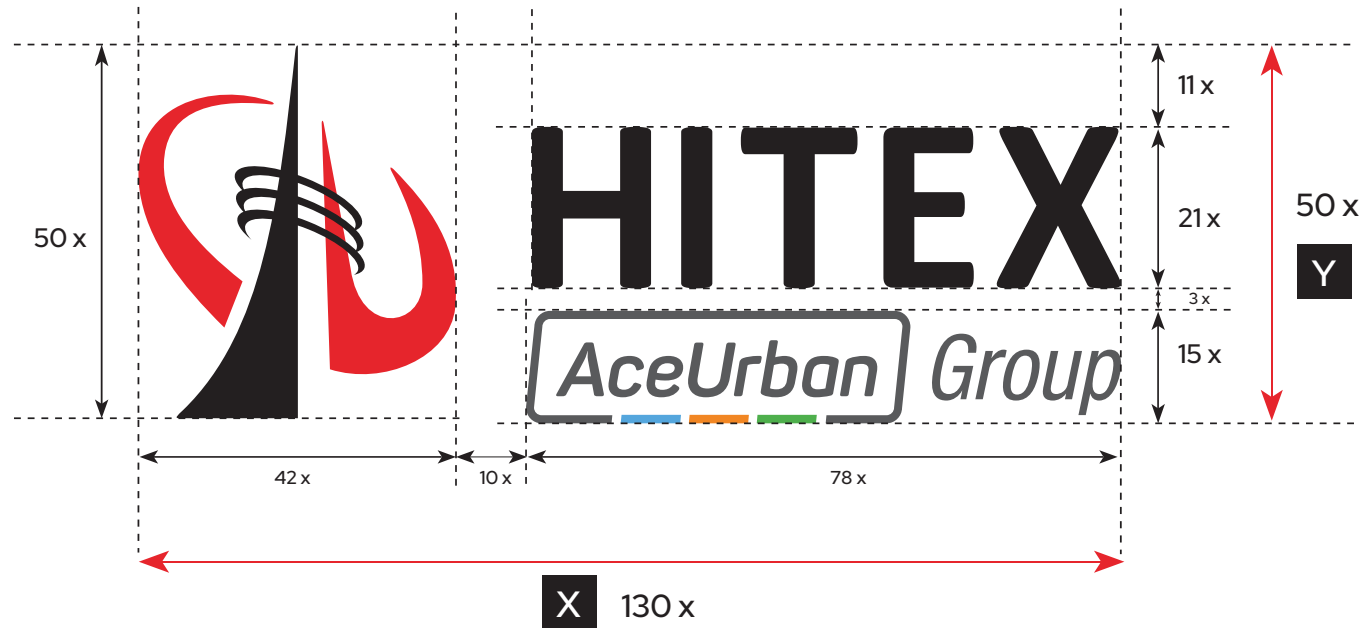


Graphic

Group: AceUrban Group

Graphic: Color Used Blue, Orange and Green contours.

LOGO PROPORTIONS AND CLEAR SPACE

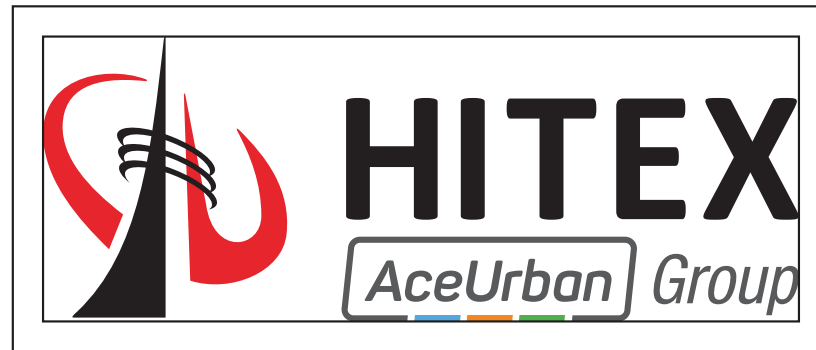


Width & Height Ratio: 2.6:1

Clear Space: Minimum clear space around the logo should be 0.04 per unit (length or width in mm)

Graphic Occupancy: 68 % space occupied on the character and 32% on Logo space

LOGO MINIMUM SIZE



Width & Height Ratio: 2" x 0.7"

Including clear space the minimum size of full logo should be 2 Inch in width to show all details legibly

USAGE FULL LOGO

Horizontal Logo in color



Grayscale



Vertical Logo in color



White



Outline



The whole logo, the official mark of HITEX, is nicely constructed utilizing an appropriate font that forms a Linear shape throughout. It should, however, always be in vector format and should never be typed or copied.

AceUrban Group and the three-color lines should be incorporated into the logo at all times. When positioning the logo in any creative, an imagined box with bleed surrounding it must be considered. There should be no graphic from the creative that overlaps the box.

The preferred version is the horizontal HITEX mark, which should be utilized whenever possible. Vertical display is also acceptable for the sake of simplicity and when space limits prevent the use of a logo. In this scenario, the horizontal logo is rotated 90 degrees anticlockwise.

LOGO UNACCEPTABLE USE

Gradient background



Only character without Logo



Proportions Distorted



Only character and Logo without Ace Urban Group



The HITEX logo must never be altered in order to protect the equity and value of our brand. Here are some examples of common mistakes.

NOTE: The HITEX symbol should not be used alone unless specifically allowed by branding personnel.

GRAPHIC USAGE

Unacceptable Usage

Acceptable Usage



*Graphic Logo without
Red and Black color*



*Do not alter the position of
graphic elements*



Gradient colors



Graphic without rings



LOGO COLORS



Black: #231F20

R 25 G 24 B 28
C 0 M 11 Y 9 K 86



Red: #e5252c

R 229 G 37 B 44
C 0 M 84 Y 81 K 10



Grey: #595a5c

R 89 G 90 B 92
C 3 M 2 Y 0 K 64



Blue: #54a6dd

R 84 G 166 B 221
C 62 M 25 Y 0 K 13



Orange: #f18623

R 241 G 134 B 35
C 0 M 44 Y 85 K 5



Green: #4daf4c

R 77 G 175 B 76
C 56 M 0 Y 57 K 31

SUPPORTING ELEMENTS GRAPHICS - APPLICATION

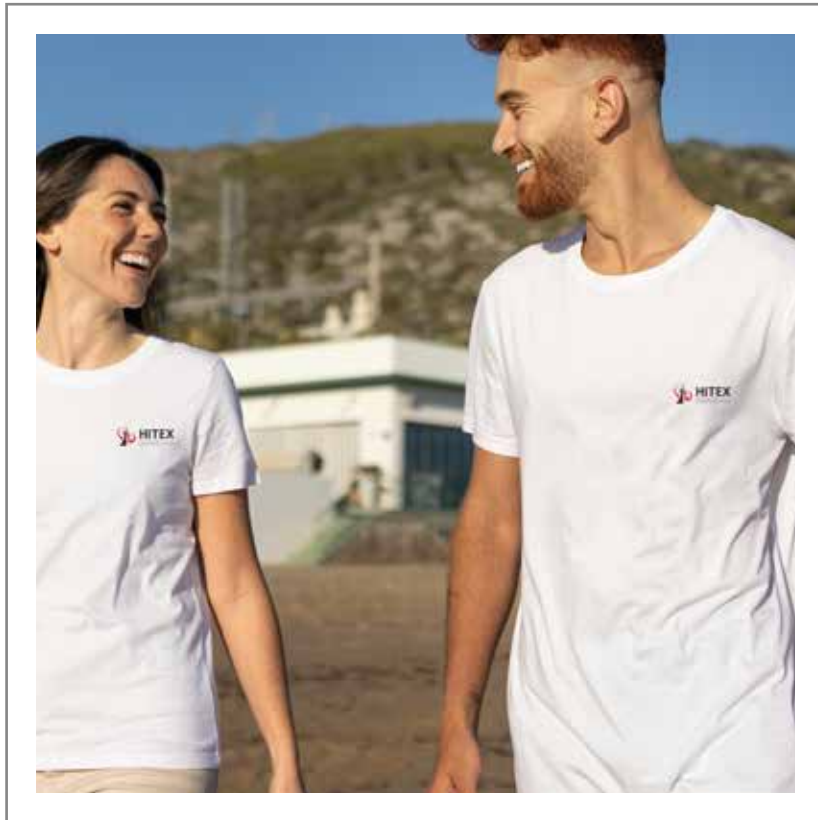


SUPPORTING ELEMENTS GRAPHICS



Dimensions: 5.3 :1

SUPPORTING ELEMENTS GRAPHICS - APPLICATION





SUPPORTING ELEMENTS

Graphics on circular objects



The use of supporting graphics enables the HITEX signature to be presented in a highly recognizable environment that reinforces its elements.

However, omnipresence of one or more supporting graphics should be avoided where a HITEX logo is already present.

In instances where an application requires a margin space free of printing, the graphic treatment may be avoided.

SUPPORTING ELEMENTS - TYPOGRAPHY

POPPINS-BOLD: HEADINGS NUNITO-REGULAR: BODY TEXT

Weight of font is shown here to provide creativity and flexibility to your layouts. Such usage will promote a consistent brand message. To maintain consistency across all applications HITEX marks, a consistent typographic style must be in place. Shown here are the proportions which should be used for all communications in which type style can be controlled.

Heading 1

HITEX is an ideal venue for B2B exhibitions.

Font Size : 18px, Font Weight: Bold

Heading 2

HITEX is an ideal venue for B2B exhibitions.

Font Size : 14px, Font Weight: Bold

Body 1

HITEX is an ideal venue for B2B exhibitions

Font Size : 12px, Font Weight: Normal

Body 2

HITEX is an ideal venue for B2B exhibitions

Font Size : 10px, Font Weight: Normal

Body 3

HITEX is an ideal venue for B2B exhibitions

Font Size : 8px, Font Weight: Normal

Heading 1

**HITEX is an ideal venue for
B2B exhibitions.**

Font Size : 18px, Font Weight: Bold

Body 1

HITEX is an ideal venue for B2B exhibitions

Font Size : 12px, Font Weight: Normal

SUPPORTING ACCENT COLORS

PRIMARY

#151e3d		
#1c2750	#223163	#293a76

ACCENT

#ed1c24		
#ef343b	#f14b52	#f36368

SECONDARY

#f2f2f2		
#e5e5e5	#fefefe	#ffffff

WEBSITE **BUTTON VARIATIONS**

Primary

Type 1

Learn more →

Learn more →

Type 2

Get In Touch To Know More →

Get In Touch To Know More →

Accent

Type 3

Learn more →

Learn more →

Type 4

Get In Touch To Know More →

Get In Touch To Know More →

TERMS OF USE **AUTHORISATION**

HITEX Marks may only be used in accordance with the Brand Use Guidelines with respect to specifications such as color, style, palette, typography, size and spacing. Use includes the creation and distribution of all commercial material, advertising, promotion, domain names, Internet commercial use and any use in alignment with commercial ventures or licenses.

1. Except as otherwise specified in the Brand Use Guidelines, HITEX Marks may not be incorrectly spelt or depicted or altered, animated, morphed, or otherwise distorted in any manner, including their proportions, colors, elements or dimensional appearance.
2. Only officially licensed things may be printed with the HITEX Marks on them. The HITEX Marks should always be used only in those circumstances where a direct relationship exists between HITEX and the third party with the objective of describing the projects and services provided by the Company.
3. Use of HITEX Marks should in no manner create an impression that the Company is affiliated with or endorsing, approving, certifying or sponsoring such third party services. HITEX Marks may not be included in or used or combined with any nonHITEX business name, domain name, project name, logo, design or slogan.
4. Third parties shall not challenge or dispute the ownership, validity or enforceability of HITEX Marks in any manner. Any use of the HITEX Marks shall endure to the benefit of HITEX. The Marks cannot be sub-licensed or transferred to others by third parties. All such parties desirous of using the HITEX Marks must seek their own independent License Agreement with the Company
5. HITEX Marks shall not be used in any manner that dilutes or tarnishes the reputation and goodwill of the HITEX Marks or for any defamatory, derogatory, discriminatory, parody or satirical purposes. HITEX Marks must stand alone. A minimum amount of empty space must surround the HITEX Marks separating it from any other object, such as type, photography, borders, edges, etc.

TERMS OF USE **THIRD PARTY WEBSITES**

Additional requirements that third parties must follow when using HITEX Marks on websites are:

1. Third parties must not adopt any primary or secondary level domain name which is identical or similar to the HITEX Marks so not as to cause confusion or imply that the third party is in any manner affiliated to or sponsored or endorsed by HITEX.
2. The use of HITEX Marks on third party websites (if permitted) should provide a direct link to the HITEX homepage or to particular content.
3. The third party's website should display a legal notice that contains the disclaimer: " [Insert HITEX sign] are service marks of HITEX or its affiliates. [Insert third party's name] is an independent entity and HITEX does not sponsor or endorse the services, products or view of this website."
4. Only licensed websites can have meta-tags utilizing the HITEX Marks to bring Internet users to their site through search engines.
5. Third parties shall not use the HITEX Marks for key-word advertising or as a sponsored link

TERMS OF USE **CO-BRANDING**

Third Parties shall not use HITEX Marks in association with any company name, trademarks, service marks, or product names in a manner that suggests co-branding or otherwise creates potential confusion as to ownership of HITEX Marks.

As a general policy, HITEX does not endorse any service. However, they may be used in conjunction with a third party's corporate name or mark, only with the approval of the Company and in accordance with the terms of an executed license agreement providing for such co-branding.

The Company has the right to prohibit such use when it is deemed to be in bad taste or in violation of Company's Brand Policy

TERMS OF USE **GRAMMATICAL RULES**

1. Never use the title HITEX as a verb.
2. Third parties may never capitalize the name of the Company (except when it is used as the signature HITEX complying with the standards), underline, italicize, or bold the HITEX Marks.
3. HITEX Marks should never be used in the possessive or plural form.

APPLICATION AND **APPROVALS**

CONTACT US

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