CONTACT
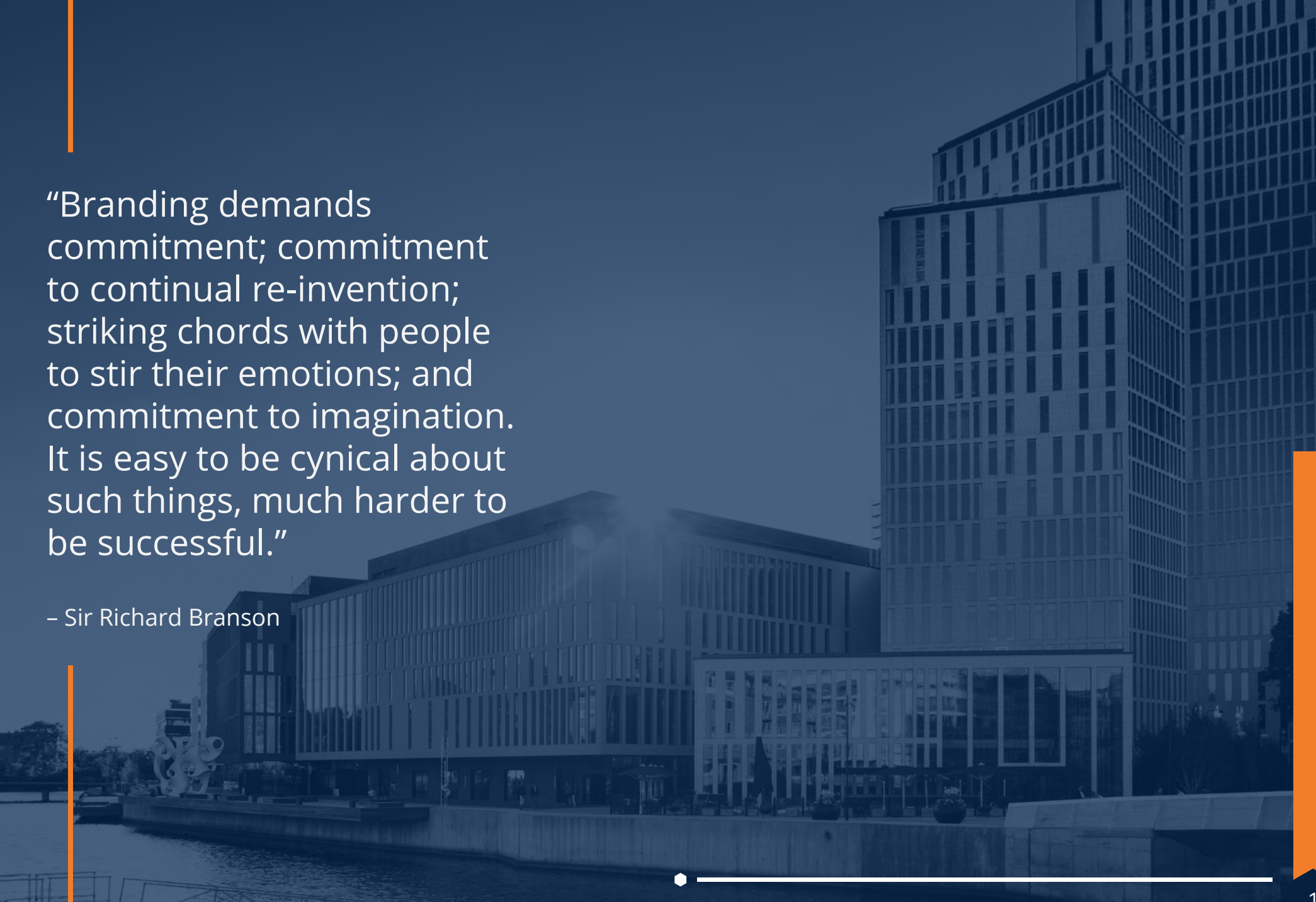
#101-2525 Acland Road
Kelowna, BC, Canada
V1X-7J4
info@hexcore.ca

HEXCORE
INDUSTRIES

"Branding demands commitment; commitment to continual re-invention; striking chords with people to stir their emotions; and commitment to imagination. It is easy to be cynical about such things, much harder to be successful."

– Sir Richard Branson

INTRODUCTION

One of our key goals as a company is to be instantly recognizable through a consistent presentation of our brand. Regardless of where our brand is encountered, whether it's our website, print materials, packaging, digital advertising, video etc. - we strive to have the consumer reaction be "That's Hexcore". The way we present our brand represents us as a company in a split-second snap judgement. That presentation must always fulfil these key tenets:

- It must appear consistent
- It must give the appearance and feeling of innovation.
- It must give the appearance and feeling of luxury.
- It must lend credibility to our mission and message.
- It must differentiate us from others in our industry.

The following guidelines show how to create and design for the Hexcore brand. Our identity as a brand is built from certain key parts, which when used together in the correct way form the distinctive aesthetic of Hexcore. This document outlines how to blend those key elements together to create the desired relationships. The goal of this document is not to restrict your creations and designs, but instead to give you a starting point and visual representation of our brand, so that you can apply our branding consistently across all communications.

If you have any questions along the way, please e-mail the Brand Team at info@hexcore.ca or call +(123) 456 7890

TABLE OF CONTENTS

BRAND VALUES

Our brand values reflect our core ideologies and drive the decisions we make. Our branding captures these characteristics which helps bring our brand to life. These values should be apparent everytime a consumer looks at a piece of Hexcore collateral. Under no circumstances should any piece of work ever contradict one of these values.

INNOVATION

Creative problem solving outside the conventional solutions.

LUXURY

High-end products, not competing on price but on quality.

TECHNOLOGY

Implementing new-era products for a modern age.

CLEAN

Crafting products with sustainable resources that create their own renewable energy.

BESPOKE

Hyper-specialized solutions solving specific issues in targeted industries.

OUR VOICE

Using dedicated and consistent language in the written form is a key element to strengthen our brand. The following are some guidelines on how to best phrase your copy to have the proper tone for the Hexcore brand. Getting the tone correct will be the difference between a message succeeding or a message failing.

Our approach is to use industry-standard language that is sophisticated enough to prove we know what we're talking about, while remaining simple and grounded enough to ensure that our copy is free of unnecessary jargon.

It's our belief that while using engineering-focused language may sound impressive, it will confuse and alienate a portion of our audience. Of course, we'll be as technical as we need to when explaining the finer details of our products, but standard explanations shouldn't be dominated by overly technical terminology.

We are serious but not stodgy. We don't tell jokes, but we are fairly casual with our tone, and we use modern, everyday language that is easy to understand. Contractions are also perfectly acceptable. We present as a luxury brand but that doesn't mean we want to use language to seem 'above' other companies, as our product lines do that for us. It is our belief that those at the top of their class don't need to outwardly tell everyone that, as it should be apparent from our work and our aesthetic.

That being said, we like to use language that appeals to those with finer sensibilities. Our target market contains a large number of people with which elegant, ornate vocabulary resonates well. We don't overdo flowery language, but we do recognize that it serves a purpose in our overall brand.

COMPANY LOGO

Our name, company logo, colours and typeface are the pillars of the Hexcore identity. The combinationmark logo is very clean and modern, and emphasizes the values of the brand. The lettering is created using the NEON typeface, and the symbol is both a two dimensional hexagon and a three dimensional cube, which is a reflection on how when things are given a second thought and a deeper look, we often uncover additional intelligence. The symbol also has a surrounding orbit representing how we pull in new solutions and industries to our ever-evolving product lines.

HEXCORE
INDUSTRIES

LOGO PLACEMENTS

The combinationmark is the primary mark, and should be used in most projects to emphasise the brand. Space-permitting, the combinationmark should be the logo selected for your design. The symbolmark should be used if the combinationmark would be shrunk beyond legibility or cannot fit proportionally, as the symbolmark alone fits better into some applications and is still recognizable at a smaller scale. The symbolmark should also be used in larger documents and applications where either the combinationmark or numerous other brand assets have already been featured, as a supplemental piece.

PRIMARY

HEXCORE
INDUSTRIES

SECONDARY

EXCLUSION ZONE

We've defined an exclusion zone that prevents other graphic elements interfering with the HexCore logo and ensures the logo is easy to read and has room to breathe. This exclusion zone has been carefully developed and must not be altered or encroached in any way. For quick calculation, the x height of any letter in the HEXCORE lettering matches the exclusion zone. You will notice the exclusion zone is based upon the hexagon shape within the symbol and not the full symbol itself. This is on purpose. An important part of maintaining a consistent presentation is keeping a clear space around the logo from other text, graphics or illustrations. Crowding the logo detracts from its legibility and impact.

HEXCORE
INDUSTRIES

LEGIBILITY

The logo should never be too small to read. We've set a minimum size for the cominationmark of 30mm or 60 pixels for the combinationmark, and 8mm or 16 pixels for the symbolmark.

The logo can be used as a tab for pages and imagery. There should be enough clear space at the top of the logo to allow for this in print or online applications.

It is not recommended to use the logo at less than 30mm in width in instances where the symbolmark will suffice.

Minimum Size

30mm | 60px

Minimum Size

8mm | 16px

BRAND COLORS

To align with our brand identity, we have selected a palette of 2 primary colours plus 2 secondary colours, the inspiration for these is explained in the next section. The HexCore logo can be produced only from these colors. Please select the most appropriate color version for your design. The HexCore logo can exist with a "monochromatic" colour scheme, which means that the logo is presented in either full-white or full-black. Our company colours are professional, modern and unique, expressing who we are.

EPOCH NAVY

Epoch Navy is the main colour of the HexCore identity so it has the strongest presence on our brand. Historically speaking, shades of blue have been tied to the technology industry since the early days of the internet. Darkening a traditional 'technology blue' shows how we are pushing forward on the industry standard, and adds a touch of luxury and elegance.

HEX: #17253f
CMYK: 100 | 85 | 45 | 51
RGB: 23 | 37 | 63
PANTONE: 289 C

BURNT ORANGE

Our other primary tone is Burnt Orange, which complements the navy colour and creates balance. Often utilized in construction and engineering applications, this colour ties us in with our principle industries, while offering a pop of colour and contrast that catches the eye.

HEX: #ec7719
CMYK: 2 | 63 | 95 | 0
RGB: 236 | 119 | 25
PANTONE: 158 C

BRAND COLORS CONTINUED

Our secondary colours are Midnight Blue and Aquamarine. These colours are used in the HexCore symbolmark to compliment the primary tones and provide depth to the symbolmark. They can also be used as supplemental colours while creating branded material.

HEX:	#07101b
CMYK:	100 | 84 | 55 | 81
RGB:	7 | 16 | 27
PANTONE:	BLACK 6 C

MIDNIGHT BLUE

HEX:	#0c3c5f
CMYK:	100 | 75 | 37 | 28
RGB:	12 | 60 | 95
PANTONE:	302 C

AQUAMARINE

MONOCHROMATIC

The monochromatic version has been specifically designed to meet some specific placement and printing requirements. The full-white version is meant for use on dark or complex backgrounds, and full-black is meant for use on corporate and legal documents, and for printing applications where full-colour printing is impossible or cost-prohibitive.

PRIMARY

HEXCORE
INDUSTRIES

SECONDARY

INCORRECT USAGE

The logo has been designed to be used as-is. This means in your designs, you MUST NOT:
- Rearrange elements within the logo
- Edit the colours in any way
- Apply any additional effects such as strokes, glows, etc.
- Rotate, skew or warp the logo
- Resize the logo without constraining proportions (squishing or stretching)
- Display the wordmark without the symbolmark
- Resize any elements individually
- Display the full colour logo on a 'busy' background

PHOTOS & IMAGES

Photography is as integral to our identity as our logo, voice or colours. The photos we use should not feel staged or stock, they should represent a moment in time or showcase our work. People are not the forefront of the photos, so if there will be people in the shot, they should be interacting with the environment. Photography in our brand should not show mess or clutter, and should be professionally framed, lit and provided at a useable resolution. Blurry, crooked, dark or otherwise 'poor' photography should be avoided.
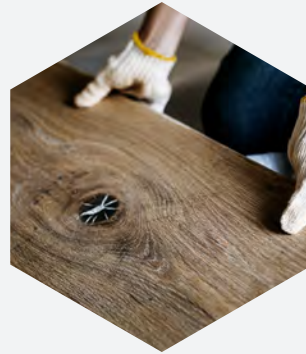
PHOTO TREATMENT

The treatment method to convert a standard photograph into a branded photograph with Epoch Navy is fairly basic, and can be achieved in most editing softwares. Simply create 2 shape layers on top of the photo, both using the Epoch Navy colour. These shape layers should cover the entire photo, no more - no less. The first shape, directly on top of the photograph should be set to a 'Hue' blending mode to flatten the various colours and make the photo monochromatic. The second shape layer should be a 'Normal' blend mode, and the opacity should be dropped anywhere from 60%-90%, whichever gives you the intended look.

Example Photo Treatment
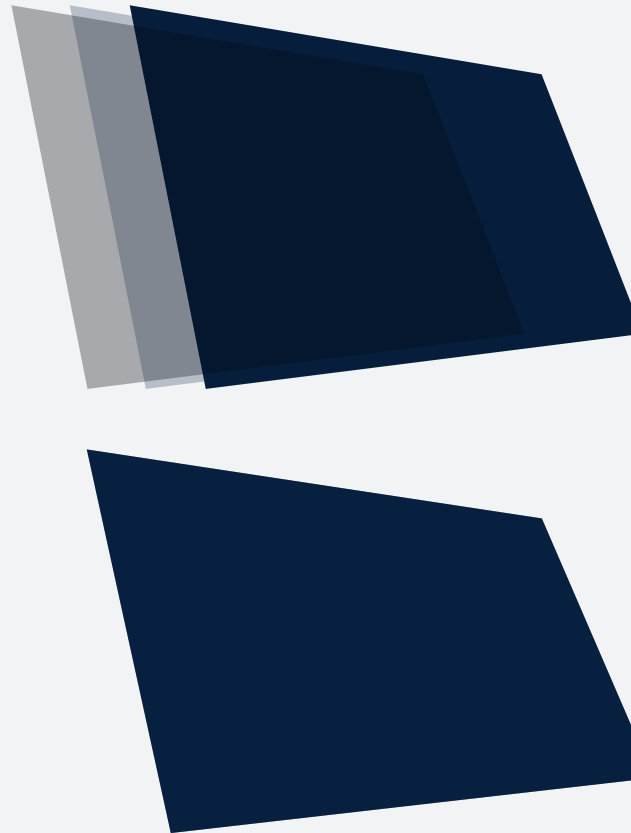
1st layer:
Photo - 100% opacity

2nd layer:
Epoch Navy layer
Blending mode - Color

3rd layer:
Epoch Navy layer
60%-90% Opacity

The result is a deep navy image that feels branded and serves as an effective background

SHAPES & LINES

Another method we utilize to create a consistent look and feel across marketing materials is the use of hexagon shapes, thin lines and rectangles. These shapes can be presented in any of our brand colours, and can be filled or outlined. Often, these elements are overlapping other pieces of the design to create the look of depth. This page has an innate 'HexCore' feel despite consisting purely of shapes and lines.
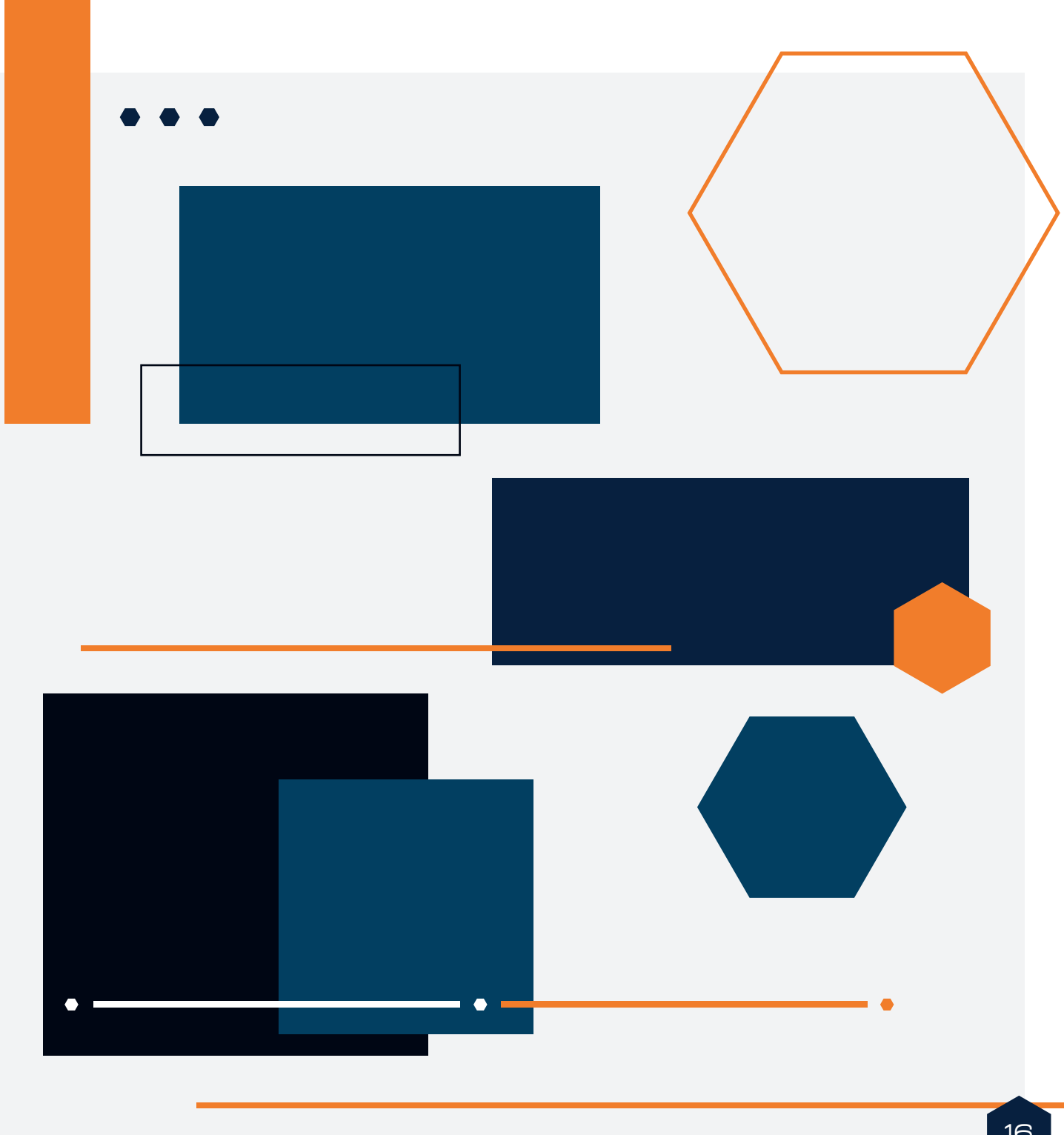
TYPOGRAPHY

Typography is a powerful tool in the development of a creative identity and is a key element to create a cohesive look across all communications. Our brand utilizes two fonts - one for headings and accents, and one for body content and type-heavy applications. The combination of these two fonts creates a clean, modern look with a touch of futuristic flair that encapsulates the brand perfectly. The heading and accent font is a display typeface called 'Neon'. We typically display headings using the 'Bold' font-weight and with 25 kerning. These settings can be adjusted to achieve desired effects.

NEON FONT FAMILY

THIN REGULAR **BOLD BLACK HEAVY**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSUTVWXYZ
0123456789 !"$%&/()=?

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
THE QUICK BROWN FOX JUMPS OVER THE LAZY
THE QUICK BROWN FOX JUMPS

TYPOGRAPHY CONTINUED

Paired with the heading font, is a sleek and simple sans-serif font called 'Open Sans'. Our typical application of this font is in written copy, which uses the 'Regular' font weight, and the natural kerning. For other applications, weights and kerning can be switched.

OPEN SANS FONT FAMILY

LIGHT REGULAR **SEMIBOLD** **BOLD** **EXTRABOLD**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrsutvwxyz
0123456789 !"$%&/()=?

The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy
The quick brown fox jumps

BRAND EXAMPLES

Displayed here are a few examples of collateral designed according to this brand manual. These examples show the versatility of the concepts you can create, while still possessing the same 'HexCore' feeling and tone.
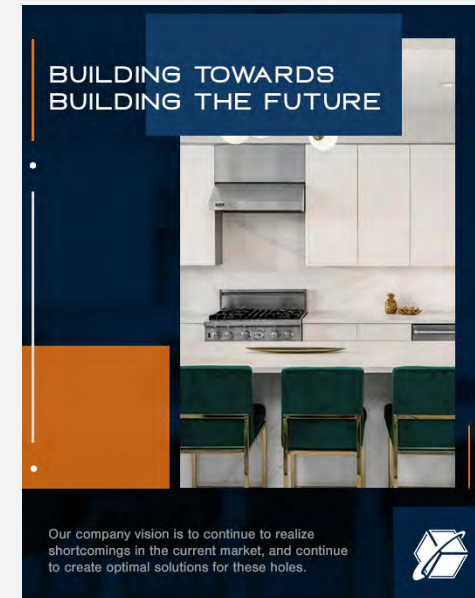
LEARN MORE

HEXCORE
INDUSTRIES

MAKING YOUR PROJECTS EASIER BY DEVELOPING INNOVATIVE PRODUCTS.

WHAT WE MEAN
By analysing current market trends, we determine gaps in the way things are being done... then we fill those gaps

BUILDING TOWARDS
BUILDING THE FUTURE

Our company vision is to continue to realize shortcomings in the current market, and continue to create optimal solutions for these holes.

HEXCORE
INDUSTRIES

PRODUCT LINES

A large fraction of what we do at HexCore is researching and developing new product lines. We've created a system that ties these new product lines together, not only to the parent brand (HexCore) but also to each other product line. The concept is simple, yet effective. The Burnt Orange in our main symbolmark is switched to a colour of your choosing that relates back to the product line, the naming convention will always begin with 'Hex', and the second portion of the name will be related to the product itself and will be colourized to match the new symbolmark. The wordmark will be written out using 'Neon' with 'Medium' font weight and 150 kerning. Below the wordmark we replace the 'INDUSTRIES' text with 'BY HEXCORE' (also Neon, Medium, 150 kerning). Please consult the 'products' area of our website www.HexCore.ca to ensure you're not using a colour that has already been used.

HEXHEAT
BY HEXCORE

HEXSTONE
BY HEXCORE

BRAND IDENTITY GUIDELINES

HEXCORE
INDUSTRIES