



 **HANDY**



BRAND GUIDELINES
PREPARED BY C&I AN IDEA AGENCY

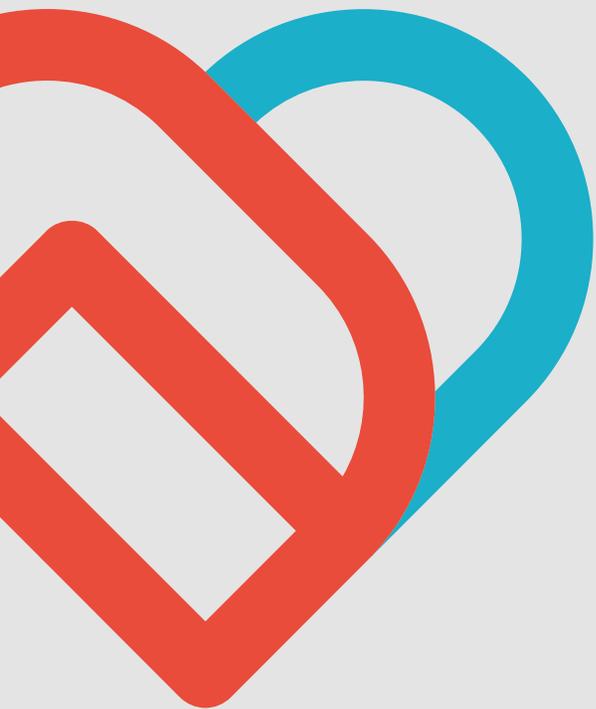


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1.0 LOGO SPECIFICATIONS

PRIMARY LOGO



PRIMARY LOGO



PRIMARY LOGO

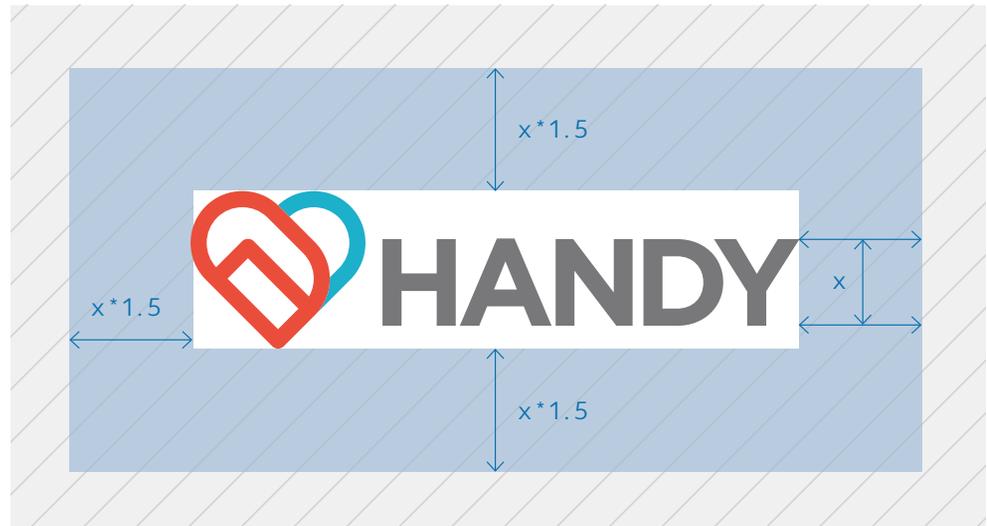


LOGO CLEAR SPACE

Gray striped area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining blue area.

Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.

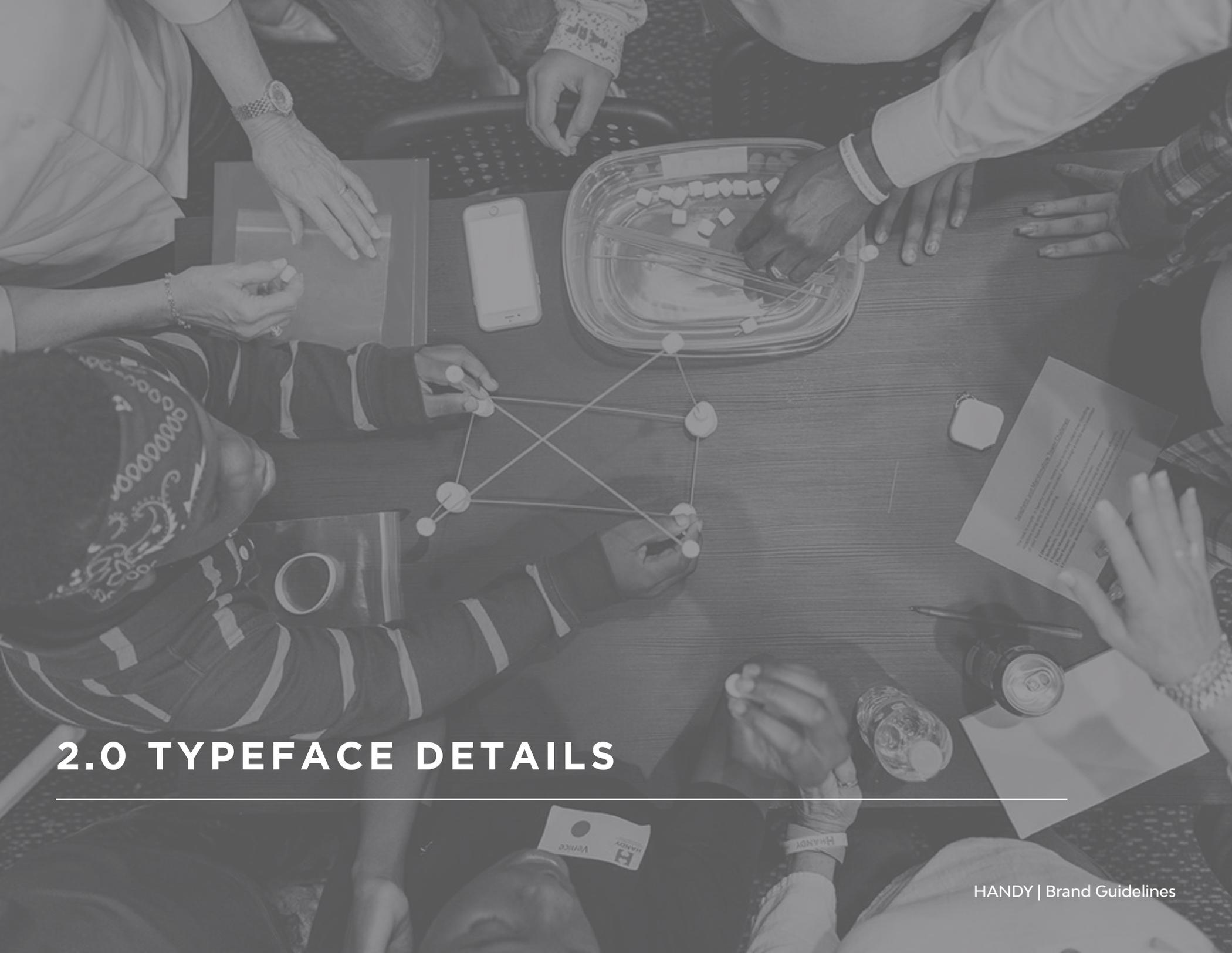
The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the word "HANDY") multiplied by 1.5.



GRAPHIC ELEMENTS

The following graphic elements adds onto the branding for HANDY, which can be used throughout marketing and editorial materials.





2.0 TYPEFACE DETAILS

THE TYPEFACE FAMILIES

Only two font styles are used in the branding for **HANDY**, from two different families: Gotham and Museo.

PRIMARY TYPEFACE

Gotham Bold Regular serves as the typeface for primary headlines for online and printed materials.

SECONDARY TYPEFACE

Museo serves as a supporting typeface for subheadlines and body copy in online and printed materials. The huge variety of weight and style of this font will allow for flexibility for future growth of HANDY's brand identity.

BODY COPY TYPEFACE

Gotham Book Regular serves as the body copy typeface throughout marketing and editorial materials.

GOTHAM BOLD REGULAR

WHEN TO USE

The font family features 8 different weights plus italicized versions. This variety will allow for adequate options for primary headlines on printed and online pieces.

MUSEO 700

WHEN TO USE

Museo 700 is the sole typeface in the tagline. Its style allows for bold application, and it can also be used as an option for secondary headlines on printed and online pieces.

GOTHAM BOOK REGULAR

WHEN TO USE

Gotham is a versatile font that can be used for all forms of standard body text, ranging from stationery, website design, brochures, and all forms of general correspondence.

HEADLINE

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

SUBHEADLINE

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

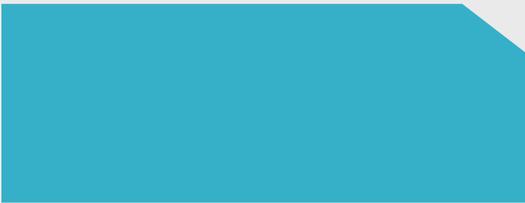
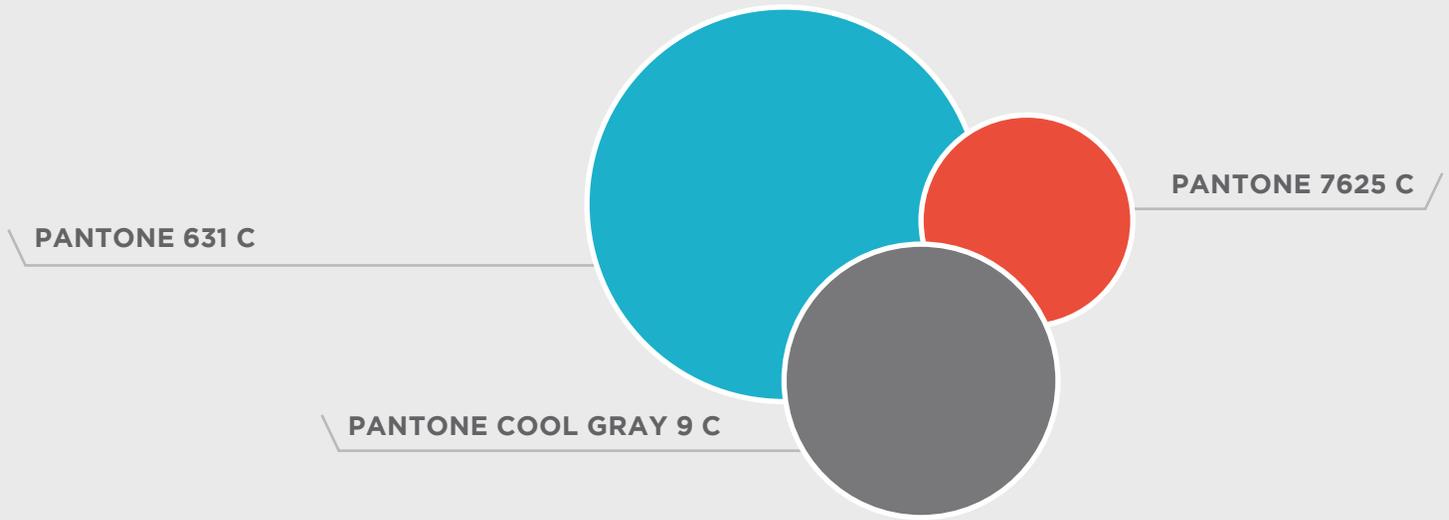
BODY COPY

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz



3.0 COLOR SPECIFICATIONS



PANTONE 631 C

PROCESS C69 M10 Y18 K0

SCREEN R58 G176 B200

WEB HEX 3AB0C8

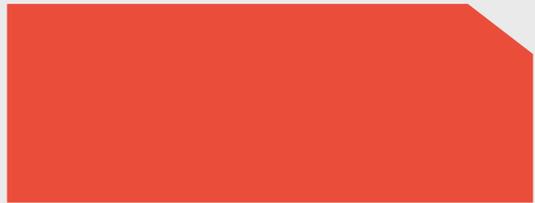


PANTONE COOL GRAY 9 C

PROCESS C55 M47 Y44 K10

SCREEN R119 G119 B122

WEB HEX 78787A



PANTONE 7625 C

PROCESS C3 M84 Y82 K0

SCREEN R232 G79 B61

WEB HEX EB4F3D



4.0 LOGO STYLES

PRIMARY LOGO

This version of the logo is appropriate for most applications in print and digital media. The logo can be applied vertically or horizontally.



LOGO WITH TAGLINE

If desired, this logo can be displayed with the tagline, “Embrace. Educate. Empower.” The tagline is displayed in Museo 700.



SOCIAL MEDIA ICON

As social media platforms include company name in text, only a glyph is necessary to represent HANDY.





5.0 LOGO BEST PRACTICES

LOGO

To ensure your brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, or modify any part of the logo. Some examples of logo misuse are shown below.

DO NOT: LOGOMARK

Do not resize or change position of any elements of the logomark.



DO NOT: FONTS

Do not use any other font, no matter how close it might look to the original logo.



DO NOT: SIZING

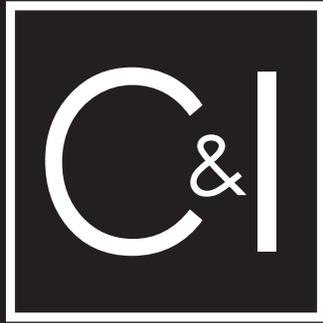
Do not squish or stretch the logo. In most programs, holding down the SHIFT key allows for proportional resizing.





6.0 APPLICATION





AN IDEA AGENCY