



HCL BRAND GUIDE



INDEX

1. About
2. Logotype & Icons
3. Application Examples
4. Typography
5. Color Palette
6. Imagery



ABOUT HCL

HCL specialise in the design, manufacture and supply of Polymer Hose Clamps and Banding Products.

HCL are global experts in Hose Clamps – on hand to help you with your Hose Clamping needs. Providing the highest quality clamping solutions, from a wide range, delivered to your door. Our HCL-branded products include Herbie Clips & Ezyclick-P Nylon Hose Clamps, Plastic Worm Drives, Smart Band & Ties and a wide range of composite polymer Banding products.

In addition to our own product range HCL also distributes a select range of the hose clamps representing all the best manufacturers across the world including Mikalor with their ASFA & Supra ranges, Rotor in the USA who specialise in Constant Tension Clamps, and Oetiker world-reknowned for Ear Clamps & Jubilees for its Worm Drive Hose Clamps.



LOGOTYPE AND ICONS



GREY



GREY & ORANGE



WHITE OUT OF GREY

LOGOTYPE PRESENTATION

The logo construction has 2 elements:
An elliptical icon with HCL trademarked, typeface name of the brand within it.

The logo has 2 different executions, depending on context of use:

1. Dual Colors: Can be used on white background.
2. Single Color: For colored backgrounds.



LOGOTYPE USAGE



GREY



GREY & ORANGE

The logo is one of the most valuable assets of our brand, and it is extremely important. To ensure its proper usage, the HCL logo should be placed over a white or light background. If the logo must be placed on a dark background, the logo should be white only out of the background.

When background goes to lighter colors or the original blue, however, the logo should be knocked out and shown in white. Please observe and maintain the specified clear space around the logo in order to maximize visual effectiveness.

B&W for monotone only.



WHITE OUT OF GREY



INCORRECT LOGOTYPE USAGE (THE DON'TS)



Do not change the logo's orientation



Don't add extraneous effects to the logo (for example, gradient overlay, lighting effects, drop shadows, etc.)



Don't place the logo on a background of similar color



Don't change the logo colors



Don't scale the logo disproportionately



Never decrease the designated spacing and proximity around the logo if there is to place something



Don't eliminate components of the logo



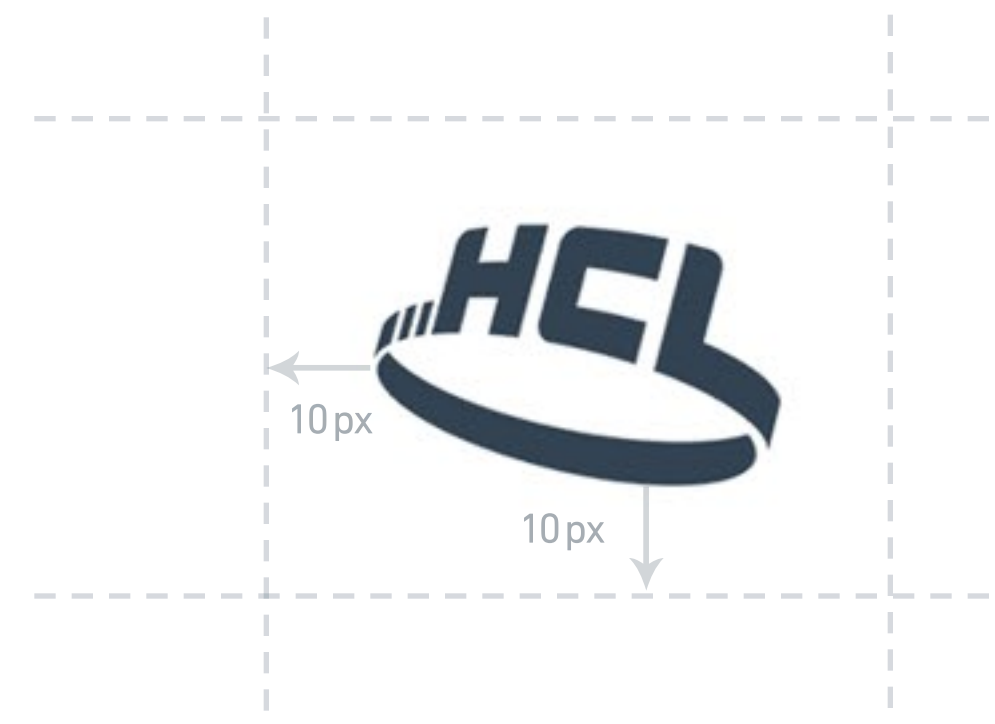
Don't place the logo on busy photography with low legibility



INCORRECT LOGOTYPE USAGE



INCORRECT USAGE



CORRECT USAGE

Always use the correct logo spacing, please
leave at least 40 pixels worth of space
around it.



| ICON USAGE

The brand icons are used throughout the website, and on all communication materials where social media icons are used. Font used is Din Next Face on the website, but Roboto for print materials and digital templates.

Two types of icons have been used - filled and outlined.

CORRECT USAGE

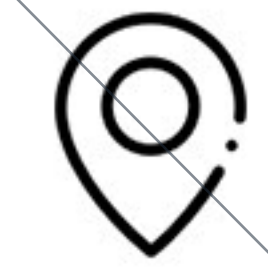


LINE ICONS



FILLED ICONS

INCORRECT USAGE



(Design not consistent)



APPLICATION EXAMPLES



BUSINESS CARD

JANEY GOODRIDGE

BUSINESS DEVELOPMENT MANAGER

Tel: +44 (0) 1761 417 714

Mob: +44 (0) 7812 070 904

pcoles@hcl-clamping.co.uk

www.hclfasteners.com



 Our Location

Clamping House, First Avenue
Westfield Industrial Estate
Radstock Bath
BA3 4BS, UK



POWERPOINT



2020 COMPANY TARGET

By John Doe



CHALLENGES FACED

Lorem ipsum dolor set amet
consectetur lorem ipsum dolor set
ameyt. Lorem ipsum dolor




MOTIVATION

Lorem ipsum dolor set amet
consectetur lorem ipsum dolor set
ameyt. Lorem ipsum dolor



LETTERHEAD



[Full Name]	Clamping House, First Avenue
[Business Name]	Westfield Industrial Estate
[Address 1]	Radstock Bath
[Address 2]	BA3 4BS, UK
[City]	
[Region]	(281) 717-1145
[Postcode]	sales@hcl-clamping.com

Subject: [Lorem elit sed do eiusmod]

Dear [First Name],

Yours Sincerely
[Employee Name]
[Job Title]



TYPOGRAPHY



PRIMARY HEADING:

BARLOW: 100 PX

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!()@#\$%^&*+--

SECONDARY HEADING:

BARLOW: 30 PX

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!()@#\$%^&*+--



TERTIARY HEADING:

ROBOTO: 22 PX

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!()@#\$%^&*+-

BODY TEXT:

ROBOTO: 16 PX

abcdefghijklmnopqrstuvwxyz

0123456789!()@#\$%^&*+-

PRIMARY/SECONDARY TYPEFACES

The HCL Brand uses Barlow and Roboto typeface.

These are licensed fonts—chosen for their legibility, freshness, cleanliness, and versatility—that must be used whenever possible.

They align well with the HCL personality.



COLOR PALETTE



PRIMARY COLORS



SECONDARY COLORS

| PRIMARY COLORS

We have assembled this palette of colours to reflect and complement the HCL colors (Main) to be used across our marketing materials (on and offline) to give a richer and consistent experience.



IMAGERY



| IMAGERY TYPE

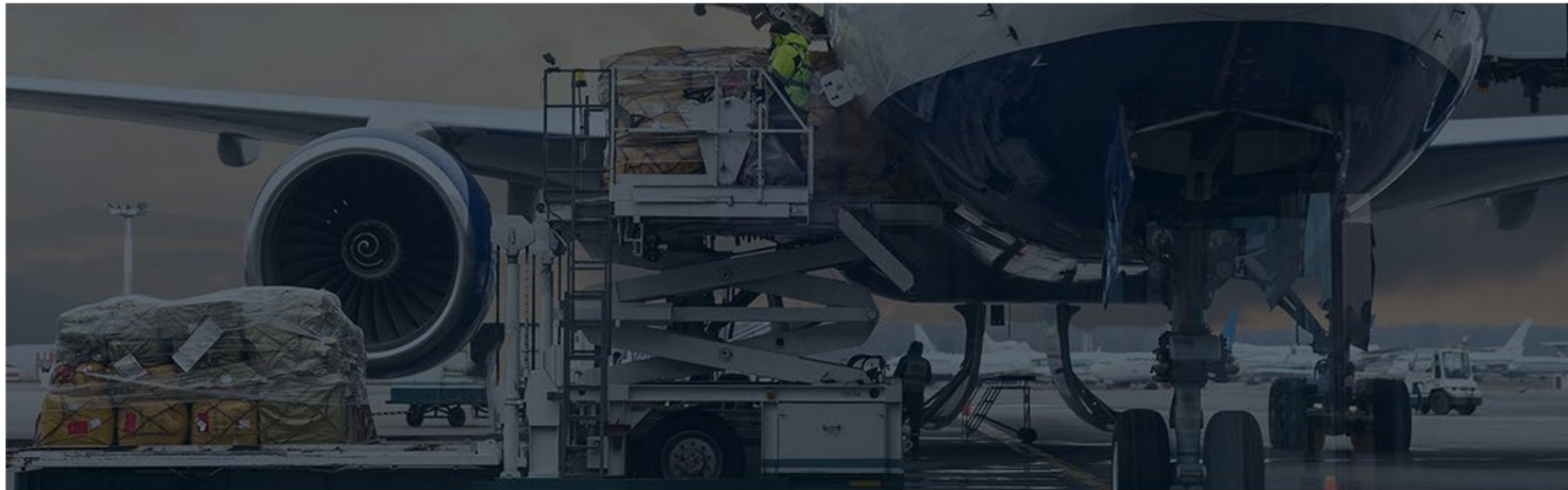
Actual imagery of the premises, products and machinery.

All images should convey a sense of proximity and authenticity.





| IMAGERY TYPE



DARK COLOR OVERLAY
FOR HEADER





| IMAGERY TYPE



INCORRECT USAGE

Overall images should not have a stock-photo appearance of people.

Images should be crisp and clear and not faded.

Never use pixelated images.

