



ROBOTICS AND
AUTOMATION
SOLUTIONS

BRAND KIT

FOR CREATIVITY AND CONSISTENCY

LOGO

MAIN LOGO FEATURES



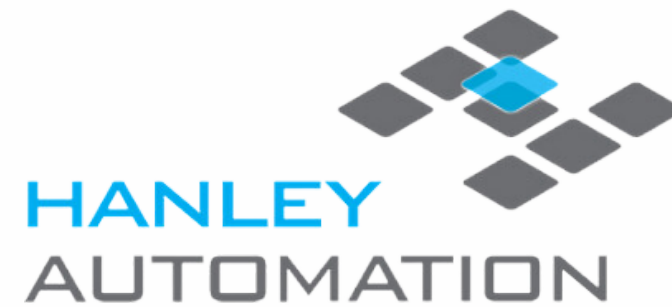
THE MAIN LOGO

Use for most pieces of content

Usually positioned in the top left or top center

Place on white background to ensure it gets full visibility

LOGO VARIATION



RULES OF APPLICATION

Do's and Dont's

Make sure logo is clearly visible

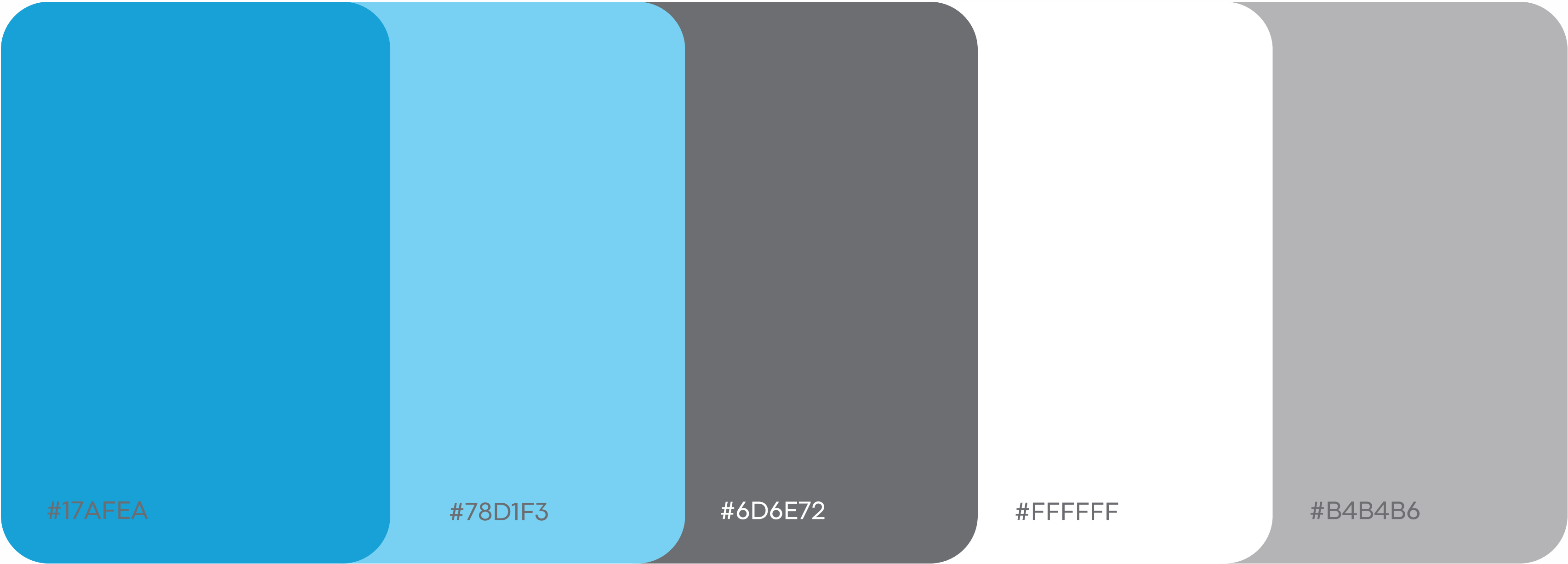
Logo must not be grainy

Do not add anything to the logo

Do not change colours on or behind the logo

COLOR PALETTE

THESE COLORS REFLECT THE HANLEY BRAND'S IDENTITY AND PERSONALITY



CONTACT INFORMATION

HANLEY AUTOMATION
WEBSITE QR



We haven't used this yet - but
could be useful when the website is
re-structured

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