

Hine Automation Branding Guidelines 2020

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Branding Guidelines

The Hine Automation brand identity is a combination of all of the visual and verbal elements. It has a dual purpose of reflecting the character of Hine Automation to customers – history, strength, and values – and it fosters an internal sense of commitment to a common mission and purpose.

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Section 1

Introduction

The visual identity is the cornerstone of all communication efforts and represents the image and strategy of a company. While the main focus of a brand tends to be the logo, a firm's identity is much more than the utilization of a single logo.

A comprehensive visual identity system includes colors, fonts, photos, icons, language, tone, etc. All these elements form the framework for communicating information logically, clearly, and with distinction — forming the brand.

It's important for the entire Hine Automation team to abide by the standards and brand guidelines presented in this manual. Best-in-class marketing only happens when the visual identity is applied consistently across all media. This includes not only marketing and promotional pieces but also reports, presentations, meeting agendas, etc.

Embracing and following the brand guidelines and visual identity standards will enhance Hine Automation's vision and mission and create a unique image that stands out from competitors.

Section 2

The Hine Automation Brand Identity

Hine Automation is dedicated to providing unprecedented partnerships with original equipment manufacturers (OEMs) in collaboration, design, and manufacturing of high-quality, versatile robotic components and automation systems in the semiconductor, solar, panel level packaging, and related industries worldwide.

Our culture is to be the human behind the robot: we provide exceptional customer support whether it's to service a product or create something innovative that meets their needs – thus *moving their technology forward*.

Hine Automation provides:

- ▶ **Unprecedented quality in manufacturing** performance-driven solutions that focus on reliability, versatility, and innovation.
- ▶ **Collaborative customization in design**, leveraging proven methodologies, deep domain knowledge, and technological expertise.
- ▶ **Trustworthy and dependable support** where customers receive quick responses with an individual they know, trust, and feel confidently about working with.

Section 2

Key Messages

- ▶ Hine Automation has long standing relationships with OEMs due to manufacturing and delivering unprecedented, reliable, high-quality products.
- ▶ Hine Automation's experience-driven designs helps customers stay current and innovative with state-of-the-art technology.
- ▶ Hine Automation's collaborative spirit helps customers customize technology in a flexible and cost-effective manner, meeting their needs and improving efficiency.
- ▶ Hine Automation focuses on partnerships, quickly responding to support requests and providing knowledgeable, helpful, and friendly professional customer service.

Section 2

Brand Persona

Attributes that reflect our belief system and brand personality. The impression you want people to have about us.

- ▶ Trustworthy
- ▶ Reliable
- ▶ Knowledgeable
- ▶ Collaborative
- ▶ Skilled
- ▶ Innovative

Message Tone

How does it sound and feel?

- ▶ Genuine
- ▶ Intelligent
- ▶ Clear and concise
- ▶ Relevant and current

How does it look?

- ▶ State-of-the-art
- ▶ Technical
- ▶ Innovative

Section 3

Logo

Our logo is the key building block of our Hine Automation identity. It's the leading visual element on all collateral.

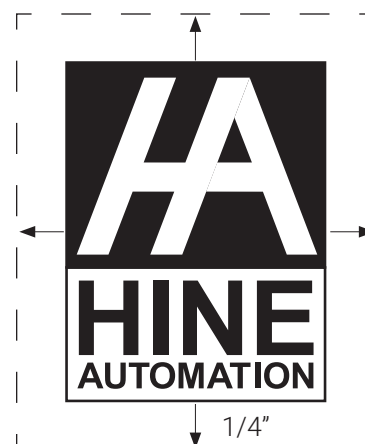
The logo should appear in color whenever possible. When color is not possible, use the black and white logo. While logo size varies, the logo should be larger and stand apart from all other copy elements on the page.

The logo should not be embellished, rotated, stretched, shadowed, nor embossed.



Clearspace

Surround the logo by empty space to ensure visibility and impact. A minimum of 1/4" to 1" of space should be present all the way around the logo



Section 3

Logo

Sizing

The logo may be resized; however, proportions must be maintained. The logo should never be smaller than one inch in width.

Placement

Ideally, the logo appears on a white background for legibility and clarity. When separation from a background is needed, the logo may appear in a white box on top of a dark blue background only.



Section 4

Font

Font sets the overall tone, adds personality, and ensures clarity in all communications.

Roboto is the main Branding font. Headlines should be in Black, Subheads can be in Medium, although the family has a Bold which is acceptable, Light or Thin can be used as body copy.

Cardo is to be used sparingly to help breakup big blocks of copy that might be used in brochures, manuals, etc.

Roboto Black
Roboto Medium
Roboto Light

Roboto was created by an in-house designer at Google, Christian Robertson, who had previously designed for his own type foundry Betatype. Google wanted a font suitable for use with Android devices, and Roboto was born.

Cardo Bold
Cardo Regular
Cardo Italic

Cardo is an Old Style serif typeface designed by David J. Perry. Perry released the first version of Cardo in 2002 with the purpose of creating a free typeface for "classicists, biblical scholars, medievalists, and linguists." The design is an interpretation of the work of Aldus Manutius, a Renaissance printer.

Section 5

Naming

Naming convention

Hine Automation uses the full name of the company when it appears in any document.

Contact information

Hine Automation prefers to include the firm's website and phone number in the footer of each document.

Section 6

Color Palette

Color is key to delivering a brand to customers. Consistent use of color creates a cohesive look across all media.

Primary Color Palette



HINE DARK BLUE:

CMYK 100 / 24 / 0 / 64
RGB 0 / 68 / 106
PMS 548
HEX #00446A



HINE LIGHT BLUE:

CMYK 38 / 4 / 0 / 19
RGB 126 / 176 / 204
PMS 550
HEX #7EB0CC



HINE GREEN:

CMYK 24 / 1 / 43 / 0
RGB 196 / 212 / 164
PMS 580
HEX #C5D5A5



BODY COPY:

CMYK 85% BLACK

Headlines 100% solid black, body copy in 85% black. Hine Green can be used as a small accent color as you see in this guide book, along with light tones of black (30%, 20% 10%).

Design Elements

Additional design elements could consist of angles that reflect the angles in the H & A of the logo without distracting from the content, like the bottom of a page in a corner. These should be used sparingly.

- • • • • Bullet points like the ones shown here compliment the angles of the logo, the font is called *Arrows ftb* and is a free download. These could also be in the accent green color.

Hine Automation elects to use the Oxford comma in its copy.



Section 8

Imagery

Combine visual elements to paint the customer's view of Hine Automation. Consistent use of these elements makes the brand memorable. You could convert some images to black and white and use the design elements mentioned to create more attention.

