



# Hedgebook

**Brand Guide**  
**10.10.2011**

Logo

Primary logo  
Primary colours



HedgeBook 'leaf' symbol  
In some cases the 'leaf' symbol can be used as a separate icon for the HedgeBook brand.



Primary Logo and Tagline



Minimum size	BW	Reversed	BW reversed
<div><div>20mm</div><div>The logo at its minimum size, showing the blue leaf icon and the word 'Hedgebook'.</div></div>	<div>The logo in black and white, with a black leaf icon and the word 'Hedgebook' in black.</div>	<div><div>The logo reversed on a dark background, with a blue leaf icon and the word 'Hedgebook' in white.</div><div>The logo reversed on a dark background, with a blue leaf icon and the word 'Hedgebook' in white.</div></div>	<div><div>The logo in black and white, reversed on a dark background, with a white leaf icon and the word 'Hedgebook' in white.</div><div>The logo in black and white, reversed on a dark background, with a white leaf icon and the word 'Hedgebook' in white.</div></div>

# Colour, Type and Pattern

## Colour

### Primary colours

CMYK: 50, 0, 0, 0  
RGB: 108, 206, 245

CMYK: 85, 50, 0, 0  
RGB: 27,117,186

White.  
Primary base colour

Gradients of black  
Second base colour

### Secondary palette (use sparingly)

CMYK: 80, 0, 0, 0  
RGB: 102, 205, 245

CMYK: 46, 14, 0, 69  
RGB: 54, 82, 105

CMYK: 0, 100, 70, 0  
RGB: 235, 23, 70

CMYK: 81, 0, 38, 0  
RGB: 0, 180, 174

CMYK: 100, 0, 70, 18  
RGB: 0, 143, 108

## Type

### Print

Helvetica Neue Bold

Headlines/intro - Helvetica Neue Bold  
abcdefghijklmnopqrstuvwxyz  
1234567890

Fonts can be purchased from [www.fonts.com](http://www.fonts.com)

Body text - Helvetica Neue Roman  
abcdefghijklmnopqrstuvwxyz  
1234567890

### On screen

1. Helvetica neue 2. Helvetica, 3. Arial

Headlines/intro - Bold  
abcdefghijklmnopqrstuvwxyz  
1234567890

Body copy - Regular  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Pattern

The HedgeBook 'hb' symbol can be used to create patterns if needed.  
Care should be taken not to distort the shape of the 'h' and 'b' forms.



# Branded examples

Business cards (indicative design only)

