

**HEXONET**

BRANDING GUIDELINE

## CONTENTS

- 1 Our Identity
- 2 Core Elements
- 3 Positive Logo Usage
- 4 Negative Logo Usage
- 5 Colour Palette
- 6 Clear Space
- 7 Usage & Positioning
- 8 Minimum Logo Size
- 9 Clear Space of our “X”
- 10 Usage & Positioning of our “X”
- 11 Minimum “X” Sizing
- 12 Typefaces

# Our Identity

HEXONET's logo is bold, strong, and confident. It is meant to inspire trust and security. From the capitalized wordmark to the stylized "X" element, every component of the identity captures the history and current thinking of HEXONET.

# CORE ELEMENTS

The core elements make the HEXONET brand instantly recognizable. They create the basis for the visual identity.

These elements consists of:

- Logo
- Colour palette
- Typeface

---

Logo



---

Colour palette



---

Typeface

**Gotham Medium**  
Gotham Book  
Gotham Light

## POSITIVE LOGO USAGE

Our logo is simple yet distinctive.

The preferred way to use our logo is over white or light background with the colour logo as shown here.

---

Colour logo  
Scale: 100%  
Size: 3"



---

Greyscale logo  
Black logo  
Scale: 100%  
Size: 3"



Note: These versions of the logo are to be used only on black and white documents and ads.

## NEGATIVE LOGO USAGE

Use the negative version of the logo if it is intended to be reversed. This version of the logo can have a higher visual impact.

If the negative logo is used, the images or background colours must be dark so the logo is easily readable and recognizable.

---

Colour: White (paper)

Scale: 100%

Size: 3"

The logo consists of the word "HEXONET" in a bold, white, sans-serif font. The letter "X" is stylized with a diagonal slash through it, creating a geometric, digital appearance. The letters are closely spaced and have a clean, modern look.

Note: These versions of the logo are to be used only on black and white documents and ads.

# COLOUR PALETTE

A colour palette has been selected to support the trust and quality associated with the brand identity. Navy and White are our primary colours or applications.

The colours are provided in PMS, RGB and HEX for proper usage.

---

## NAVY



PANTONE 295C  
CMYK 100/89/36/35  
RGB 24/42/84  
HEX #172A54

---

## GREYSCALE



PANTONE ---  
CMYK 0/0/0/80  
RGB 35/31/32  
HEX #231F20

---

## BLACK



PANTONE ---  
CMYK 100/100/100/100  
RGB 0/0/0  
HEX #000000

---

## WHITE



PANTONE ---  
CMYK 0/0/0  
RGB 255/255/255  
HEX #FFFFFF

# CLEAR SPACE

Our logo needs to be clearly recognizable and readable wherever it appears. Maintaining a clear space around the the logo is a helpful way to ensure this. Clear space is an area that is kept free from any other text, graphic elements or other visuals distractions. This rule also applies to the edge of a sign, page, booth, label, etc when it is used.

There should be a minimum amount of space between the logo and all other elements of a design.

---

Colour logo  
Scale: 100%  
Size: 3"



## USAGE & POSITIONING

We protect our brand like we protect our customers.  
Here are few things NOT to do with our logo.



HEXONET

- ✘ **Do not** ignore our logo clear space, the logo should not be positioned on the edge of the letters.



HEXONET

- ✘ **Do not** apply graphic effects such as drop shadows on our logo.



HEXONET

- ✘ **Do not** change the color of our logo.



HEXONET

- ✘ **Do not** distort or stretch our logo in any way.



HEXONET

- ✘ **Do not** flip or change the colour of the "X" in our logo in any way.



HEXONET

- ✘ **Do not** create, retype or redraw our logo.



HEXONET

- ✘ **Do not** rotate or flip our logo.



HEXONET

- ✘ **Do not** outline our logo.

# MINIMUM LOGO SIZING

Our logo is restricted to 1" for print and 72px for digital applications.

Violating this standard compromises the integrity and legibility of the logo.

---

Print



---

Digital



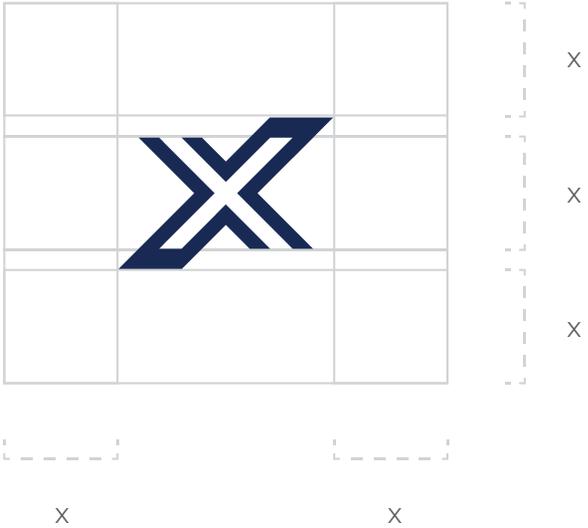
# CLEAR SPACE OF OUR “X”

Our logo needs to be seen and understood as quickly as possible wherever it appears. Maintaining a clearspace around the the “X” is a way to ensure this. Clear space is an area that is kept free from other text, graphic elements, or other visuals distractions.

There should be a minimum amount of space around the logo. This also applies to the edge of a sign, page, booth or label where it is used.

---

Colour “X”  
Scale: 100%  
Size: 1”



# USAGE & POSITIONING OF OUR “X”

Please observe these rules when placing our “X”.

This “X” usage is only valid if a proof is provided to the HEXONET Creative Designer for approval.



✘ **Do not** ignore our “X”’s clear space, the “X” should not be positioned on the edge.



✘ **Do not** apply graphic effects such as drop shadows on our “X”.



✘ **Do not** use the “X” near with our logo.



✘ **Do not** distort or stretch our “X” in any way.



✘ **Do not** flip the “X” in our logo in any way.



✘ **Do not** create, retype or redraw our “X”.



✘ **Do not** rotate our “X”.



✘ **Do not** outline our “X”.

# MINIMUM “X” SIZING

Our “X” is restricted to 1” for print and 72px for digital applications.

Violating this standard compromises the integrity and legibility of the logo.

---

**Print**



---

**Digital**



# TYPEFACES

Typography is a key element to communicate a unified personality for our brand. We have selected Gotham as our typeface.

Gotham is strong, yet not overbearing. When writing headlines use Gotham in caps along with the weight of medium. When using Gotham for body copy, use sentence case. Mixing weights in headlines is fine.

These three selected font weights of the typeface allow for flexibility and the creative expressions to communicate through all documents and media.

Note: A different typeface can be used along with our logo on special occasions. This is only valid if a proof is provided to the HEXONET Creative Designer for approval.

---

## GOTHAM MEDIUM

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
0123456789

---

## GOTHAM BOOK

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
0123456789

---

## GOTHAM LIGHT

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
0123456789