



HI Voltage

■ Logo Usage
Graphic Standards Manual
V. 3.5.1

Table of Contents

3	The Mark	Usage, Background, Clear space
4	Sizing	Restrictions and Limitations
5	Proportions	Logo, Tagline and Wordmark
6	Typography	Family, Type, Styles
7	Logo Do's	Color and Placement
8	Logo Don'ts	Seperation and Proximity
9	Stationary	Business card and Envelope
10	Letter Head	
11	Pomotional	Ads and Posters

The Mark

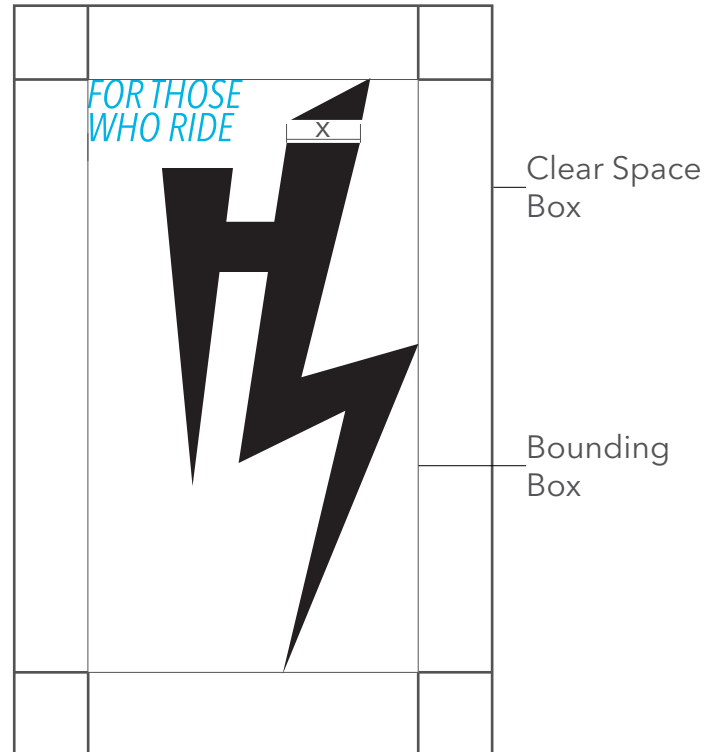
This is the corporate logo. The Hi Voltage logo design is a composition of a capital “H” and “lightning bolt,” combined in a way that maintains its energy charged features while lending a sophisticated and bold design. The entire Hi Voltage brand identity look and feel stems from this logo design and its correct use.

All versions of Hi Voltage’s logos will maintain the “lightning bolt” as it is arguably HV’s strongest visual asset. This element provides a strong link to previous and still-existing branded materials, and allows us to build on the connection which HV’s customers and constituents have with the brand. Updated style and design—will continue to play a key role in all HV’s marketing communication materials.

VERTICAL LOGO

The vertical version of the logo is the preferred High Voltage logo and should be used in color if possible for most applications.

The slogan “For Those Who Ride” or “Hi Voltage” doesn’t always have to be attached to the logo. On the other hand, the logotype must be accompanied by the logo.



Points to NOTE

- The vertical logo is the preferred usage
- The logotype (slogan) or brand name doesn’t always have to be attached to the logo, for example, shipping items, envelopes and parcels; see page 9.
- The logotype should never be used separately.

BACKGROUND

An important element in the Hi Voltage logo is its ability to stand out amongst it’s adjacent and underlying visual aesthetics. This will ensure a consistent look to the brand as well as protect the logo from distractions within a layout.

The logo, even if blended into an ad or photo treatment, should brightly and/ or boldly stand out through the use of color or applied effects, achieving a high contrast.

CLEAR SPACE

Although the HV logo will most often be applied atop backgrounds, it is still important to keep a clear space in mind when adding other logos , type, body copy etc.

The width of the top of the right side of the modified “H” in the Hi Voltage logo has been defined as “X.” There should always be at least the size of the “X” around all sides of the logos bounding box when used in conjunction of previous mentioned background or copy treatments.

Sizing

Merchandise and signage applications may be exceptions to these size guidelines—i.e. tradeshow exhibits, T-shirts, embroidery, etc.

Sizing Restrictions

Proper logo size is vital in maintaining readability, as well as ensuring a consistent look throughout the brand.

Make sure the logo is applied at a confident size. This means the logo should never be overpowering (too large or obtrusive) or understated (too small or blended) for the application. In general, for print and web materials, the logo should be sized somewhere between 1/2" (12.7mm) and 4" (101.6mm) high.

Sizing Limit

The logo should never print smaller than 1/2" (12.7mm) high.



Color

Logo Color

A full-color version of the logo and slogan should be used whenever possible. In print applications, it can be reproduced with either spot colors or 4-color process. If print colors are limited, the logo should print in black.

Spot Color

In 2- or 3-color printing applications the logo should print in the Pantone (PMS) colors listed.

4 - Color Process

In 4-color applications the logo should always print in color using the 4-color process formulas listed here.

One - Color

If printing is limited to 1-color the logo should print in black. Exceptions should always be approved by corporate.

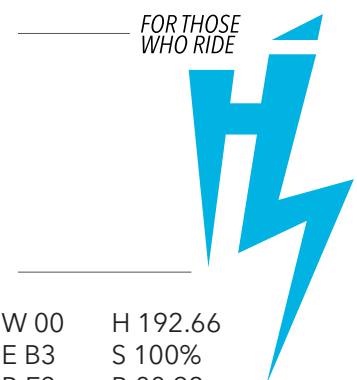


Cool black

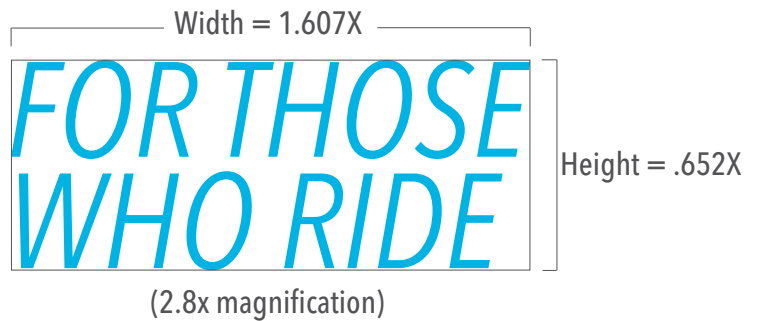
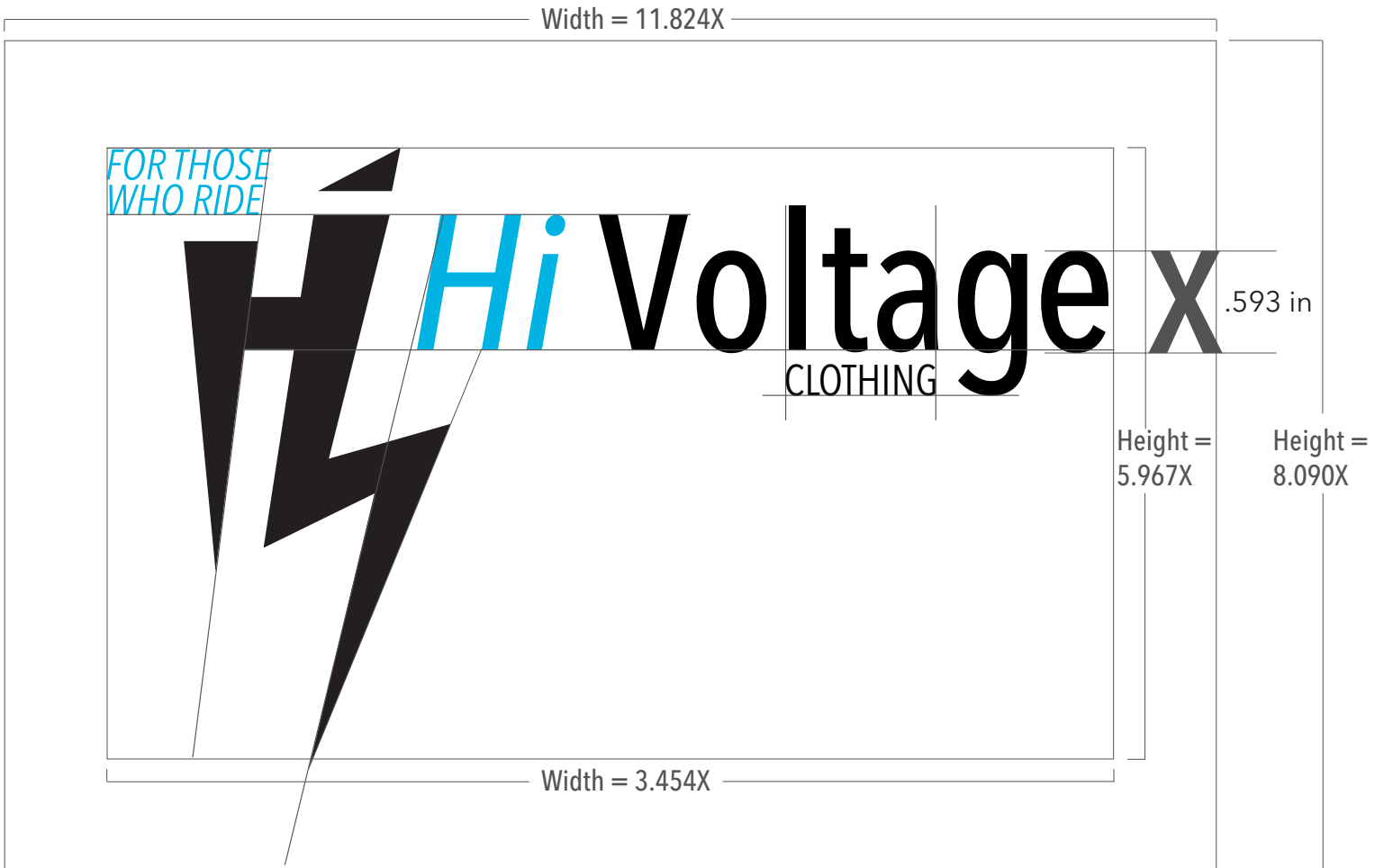
C 70 R 0
M 35 G 0
Y 40 B 0
K 100

HV Blue

C70 R 0 W 00 H 192.66
M 3.46 G 179 E B3 S 100%
Y 4.67 B 227 B E3 B 88.92
K 0



Proportion



Typography

Font Family- Avenir Next LT Pro
Font Styles- Regular, Condensed,
Medium Condensed, Condensed Italic,
Medium Condensed Italic

Avenir Next LT Pro Regular (Body Copy)
Auto leading

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The entire Hi Voltage brand identity look and feel stems from this logo design and its correct use.

Avenir Next LT Pro Condensed Italic (All Caps)
12pt / 10 leading

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FORTHOSE
WHO RIDE



Avenir Next LT Pro Medium Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Next LT Pro Medium Condensed Italic (Hi)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Hi Voltage
CLOTHING

Avenir Next LT Pro Condensed (All Caps)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Logo Do's

Color | Placement | Separation | Proximity

black on white is preferred



reverse allowed and encouraged



approved color logo on word mark



approved colored and/or outlined "Hi"



black tagline on black logo



black tagline on blue logo



blue tag line on blue logo



Log Don'ts

Color | Placement | Separation | Proximity

tagline too close to logo



tagline in wrong place



tagline color lighter than logo color



tagline bigger than specifications



seperating tagline



individual stacking



using in place of brand



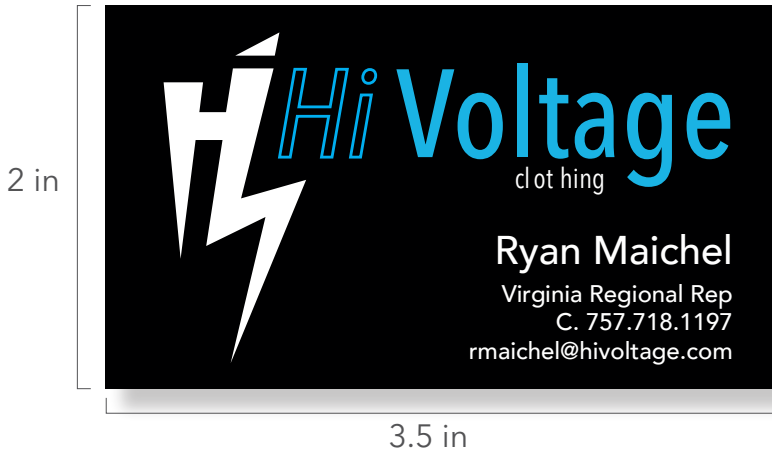
missing "CLOTHING"



tagline in place of "CLOTHING"



Stationary Business Card and Envelope



Front

Font Family- Avenir Next LT Pro
Font Styles- Regular, Condensed,
Medium Condensed, Medium
Condensed Italic

Contact information- (Regular)
Name- (15pt)
Title / Contact - (9pt)
Logo and company name should
always show regard to hierarchy.



Back

Back of card should always have the
logo with graphic or picture. Logo can
be altered for best display and always
be accompanied by website.

Web address should always be
designed in a way that lends to the
contrast between words. ie capitals,
color change, outlines etc.

Standard A4 - 8.3 x 11.7in



All types and sizes of
envelopes are to be used.
Letter mail and parcels must
include (at minimum) the
brand name "Hi Voltage,"
and the associated
companies address.

I Stationary Letter Head

Letter head and footer should be as seen here with 100% opacity and no background image or water marks. Footer is Avenir Next LT Pro 9 pt. Logo and Word Mark should be in top left corner and the footer should contain an address, website and phone number and possible fax information.



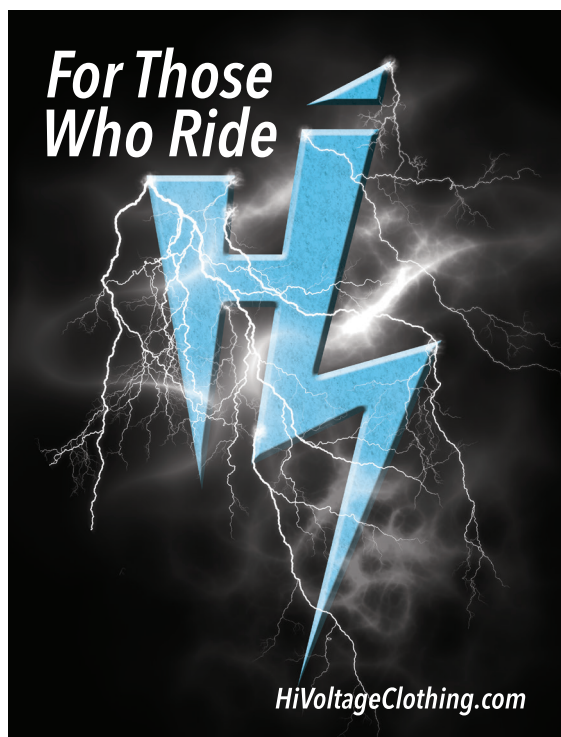
514 22nd St Va Beach VA, 23451, HiVoltageClothing.com, 757.718.1197

Ads and Posters



Posters- Logo, tagline, word mark and contact information becomes very difficult to design and place when trying to encompass all the aesthetics which Hi Voltage represents.

Here is an example of how even when the the logo is being covered by the rider, it still stands out in color and effects, while contrasting the background with it's vivid hues. This desaturation of the background lends to isolating each integral part of the design, without losing information.



Ads- This magazine ad is one of many examples our efforts to simplify design while keeping provocative visuals.

The logo has been extruded, beveled, embossed and textured to emmit a more tangeably electric, yet alienesque reality.

As you can see by the two examples on this page, the tagline, logo and contact are all that is placed, and in a descending order of hierarchy, while continueing left to right.