



Our Brand Guidelines in **BLACK & WHITE**

...with a little red

TABLE OF CONTENTS

14 Brand Intro

4 Logo

12 Brand Color

15 Fonts/Typography

LOGO

LOGO

The logotype is a custom face which incorporates the angles of the hexagon into the end of the ligatures. These precise hexagonal angles are married with the soft rounded feel to the overall characters conveying a nice reflection of our warm, empathetic approach with our clients, blended with the sharp focus and direction of our technology and solutions.

hexure

HORIZONTAL

The Hexure logo was designed around the name, a singular word. There is only a horizontal application of the logo.

The red hexagonal logo mark symbol is used as a favicon for brand identification in browser sessions.



REVERSED & MONO LOGOS

The reversed Hexure logo (white & red) is to be used on dark backgrounds, primarily black.

The mono color Hexure logo is to be used when only one color applications are permitted such as embroidery, swag, or other special uses limiting the logo to one color. Black on white/white on black are the two approved mono color usages.

The image shows the reversed Hexure logo on a dark background. The word "hexure" is in white, with a red hexagon symbol at the end. The background is a solid dark gray or black.

hexure

The image shows the mono color Hexure logo on a dark background. The word "hexure" is in white, with a white hexagon symbol at the end. The background is a solid dark gray or black.

hexure

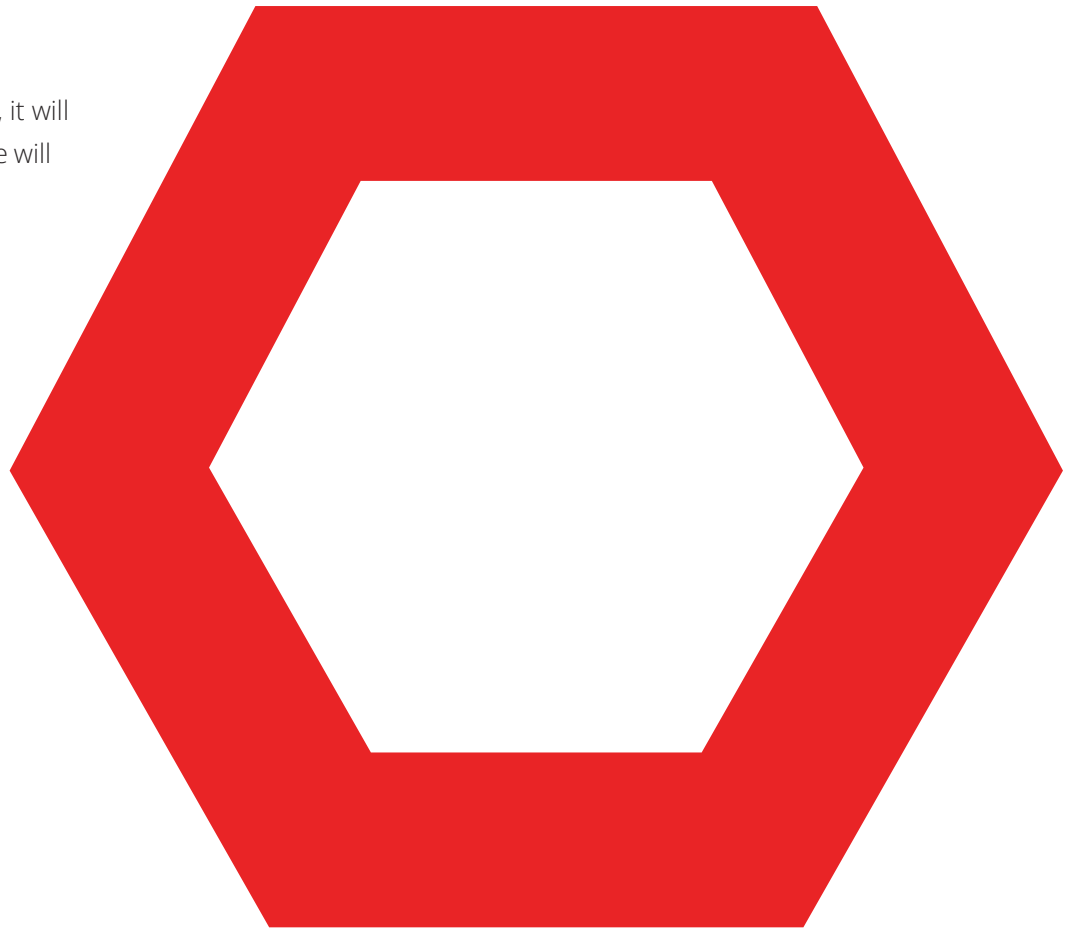
The image shows the mono color Hexure logo on a light background. The word "hexure" is in black, with a black hexagon symbol at the end. The background is a solid light gray.

hexure

SYMBOL/LOGO MARK

Our powerful red hexagon.

Used singularly as a favicon or social profile image at this point, it will gain recognition as our brand exposure broadens. Ultimately we will be recognized by this symbol alone within the industry.



”

If you don't give the market the story to talk about, they'll define your brand's story for you.

- David Brier

CORRECT APPLICATION

PRIMARY USE



SECONDARY USE



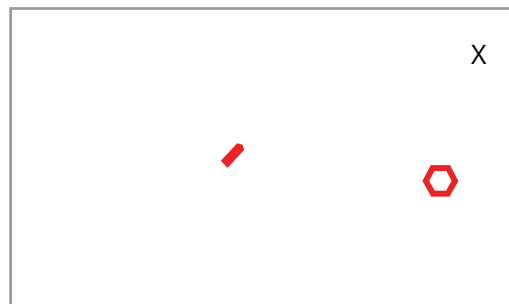
ALTERNATIVE USE



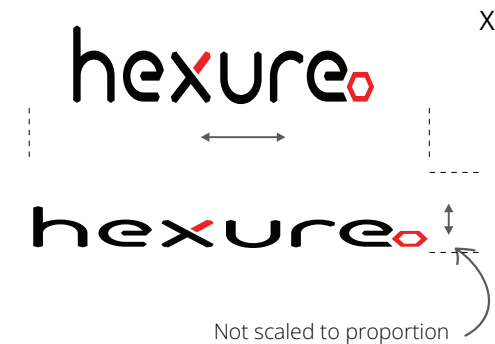
INCORRECT USE



INCORRECT USE



INCORRECT USE



LOGO COLORS



PMS 185C | 185U
RBG: 232, 3, 37
CMYK: 3 99 99 0
HEX #E82425



PMS Black 6C
RBG: 0 0 0
CMYK: 60 50 50 100
HEX #000000

”

'If people believe they share values with a company they will stay loyal to the brand'.

— Howard Schultz

PRODUCT LOGOS

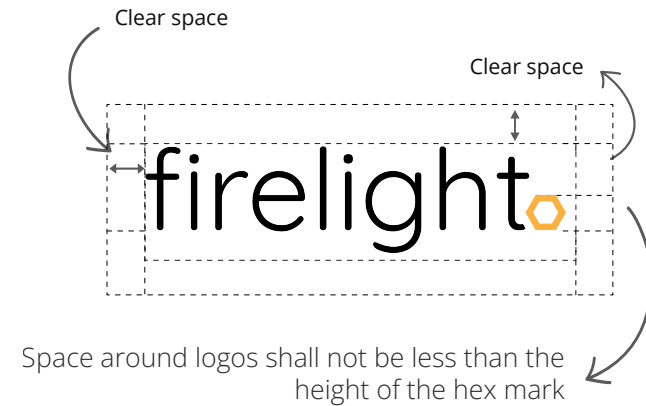
The ForeSight and FireLight logos use the Quickasand font face and incorporate the Hexure symbol in product colors.

The FireLight and ForeSight logo clear space around the logo should be at least the height of the hexsymbol.

The logo may be used in reverse (white on black) when necessary. See options on right. When used in text/copy, the FireLight® and ForeSight® names should always use an uppercase F and L (FireLight®) and F and S (ForeSight®) and be accompanied by the registered trademark in the first usage of the name per page within a document.

Product logos accompanied by the 'by Hexure' should always be used when the corporate logo is not present on the same piece or application. If the corporate Hexure logo is present, then the product logos may be used without the 'by Hexure'.

Brand Guidelines



COMPONENT LOGOS

The FireLight components and colors are available for use within three color states. Solid is active, color in the gray hex is inactive.

Pre-Sale Functions:
RGB: 242, 101, 34
CMYK: 0, 74, 99, 0
HEX: #f26522

Product Quoting:
RGB: 60, 170, 225
CMYK: 67, 16, 0, 0
HEX: #3CAAE1

Sales Illustration:
RGB: 17, 117, 188
CMYK: 86, 50, 0, 0
HEX: #1175bc

e-Application:
RGB: 252, 176, 65
CMYK: 0, 35, 84, 0
HEX: #fcb041

e-Delivery:
RGB: 104, 180, 69
CMYK: 64, 5, 100, 0
HEX: #68b445

Post-Sale Services:
RGB: 150, 74, 156
CMYK: 46, 84, 0, 0
HEX: #964a9c



COLOR

BRAND COLORS

A color has much to say. It speaks to you in many ways, and can convey feelings without saying a word.

Our brand colors paint a picture and tell a story. They lend perception to how we and others view our brand.

STRENGTH



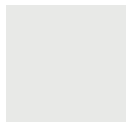
POWER



SIMPLICITY



ELEGANCE



COLOR PALETTE

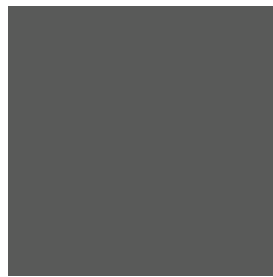
PRIMARY



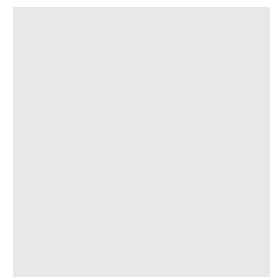
PMS 185C | 185U
RGB: 232, 3, 37
CMYK: 3 99 99 0
HEX #E82425



PMS Black 6C
RGB: 0 0 0
CMYK: 60 50 50 100
HEX #000000



PMS P-179-12C | P-179-12C
RGB: 90 90 90
CMYK: 63 55 54 28
HEX #5a5a5a



PMS P-179-2C | P-179-2C
RGB: 231 231 231
CMYK: 8 6 6 0
HEX #E7E6E6

SECONDARY



Pre-Sale Functions
RGB: 242, 101, 34
CMYK: 0, 74, 99, 0
HEX: #f26522



Product Quoting
RGB: 60 170 225
CMYK: 67 16 0 0
HEX: #3CAAE1



Sales Illustration
RGB: 17, 117, 188
CMYK: 86, 50, 0, 0
HEX: #1175bc



e-Application
RGB: 252, 176, 65
CMYK: 0, 35, 84, 0
HEX: #fcb041



e-Delivery
RGB: 104, 180, 69
CMYK: 64, 5, 100, 0
HEX: #68b445



Post-Sale Services
RGB: 150, 74, 156
CMYK: 46, 84, 0, 0
HEX: #964a9c

The primary color palette consists of the logo colors and supporting grey tones. As the brand evolves, additional gray tones may be introduced on a case-by-case basis.

The secondary color palette is built of the FireLight component colors.

FONTS

FONTS

Open Sans is the primary font of Hexure for body content and sub-headings, while Roboto Slab is used for primary headlines and titles.

OPEN SANS FONT FAMILY

AVAILABLE HERE: www.latofonts.com/lato-free-fonts/#download

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz"
1234567890

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghi jklmnopqrstuvwxyz
1234567890*

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

EXTRABOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890**

ROBOTO SLAB FONT FAMILY

AVAILABLE HERE: www.latofonts.com/lato-free-fonts/#download

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz"
1234567890

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghi jklmnopqrstuvwxyz
1234567890

BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890**

TYPOGRAPHIC HIERARCHY

HEADLINES

Headlines - Roboto Slab

SUB-TITLES & BODY

Open Sans

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Open Sans Bold

Open Sans Italic

Primary Heading

Secondary Heading

Body

Make a **Statement**

Combine weights to place emphasis on idea



**CONFIDENT
INSPIRING
PRACTICAL
MODERN
INNOVATIVE**

