



# Brand Guideline

# 01

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## Basic version

The logo is an essential element of visual identity. Visual identity contains everything important for creating an individual and characteristic image of the company in public.

Use the logo for all materials according to the rules given in this manual. Editing and interfering with the logo in any way is prohibited.



## Safe zone

The purpose of the protection zone is to ensure a sufficient distance from all other graphic elements that could visually disturb the logo.

The protection zone "X" is 1/3 of the height logo pictogram.



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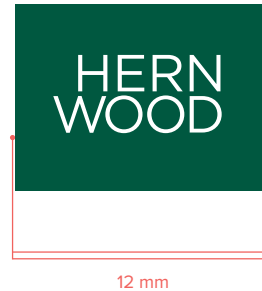
## Minimum size

The minimum size of the logo defines in which we can use the logo in printed and digital form in the smallest possible size so that all its parts are legible and clearly visible.

For smaller dimensions, the pictogram can also be used separately.

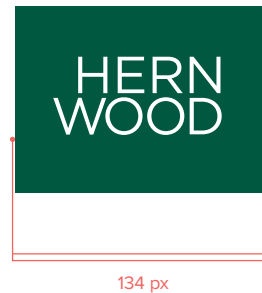
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### 01. Minimum logo size - print



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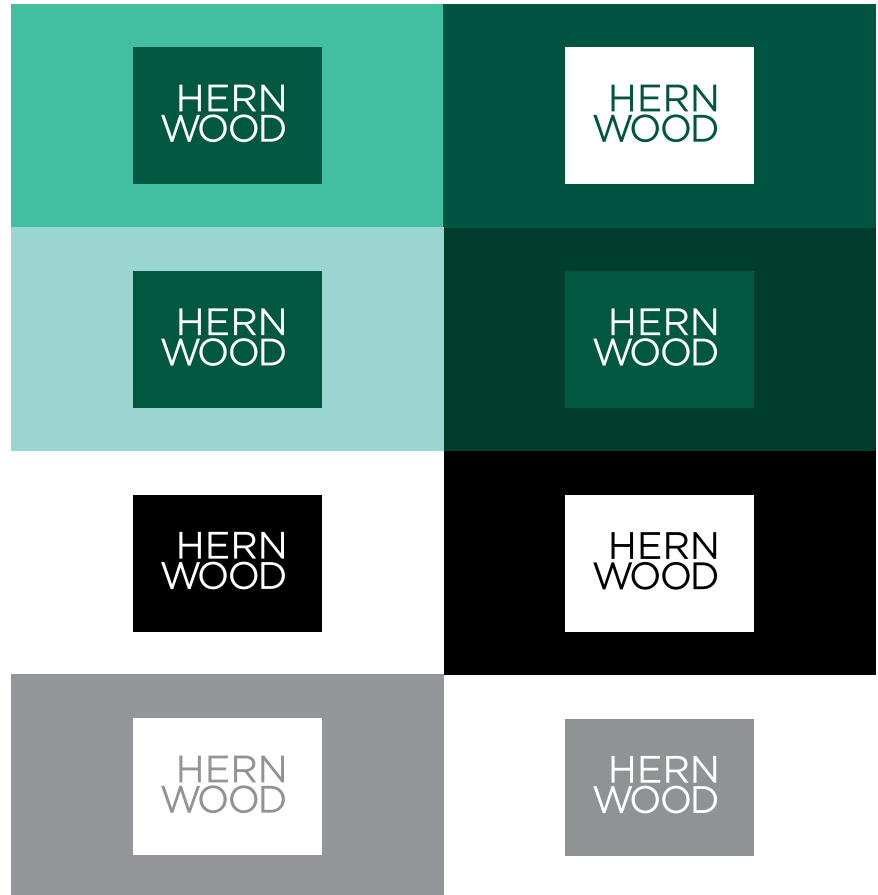
### 02. Minimum logo size - digital



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## Color variants

Examples of the use of the logo in different colors and on different color backgrounds. The color used is defined in the design section of the “Color” manual.

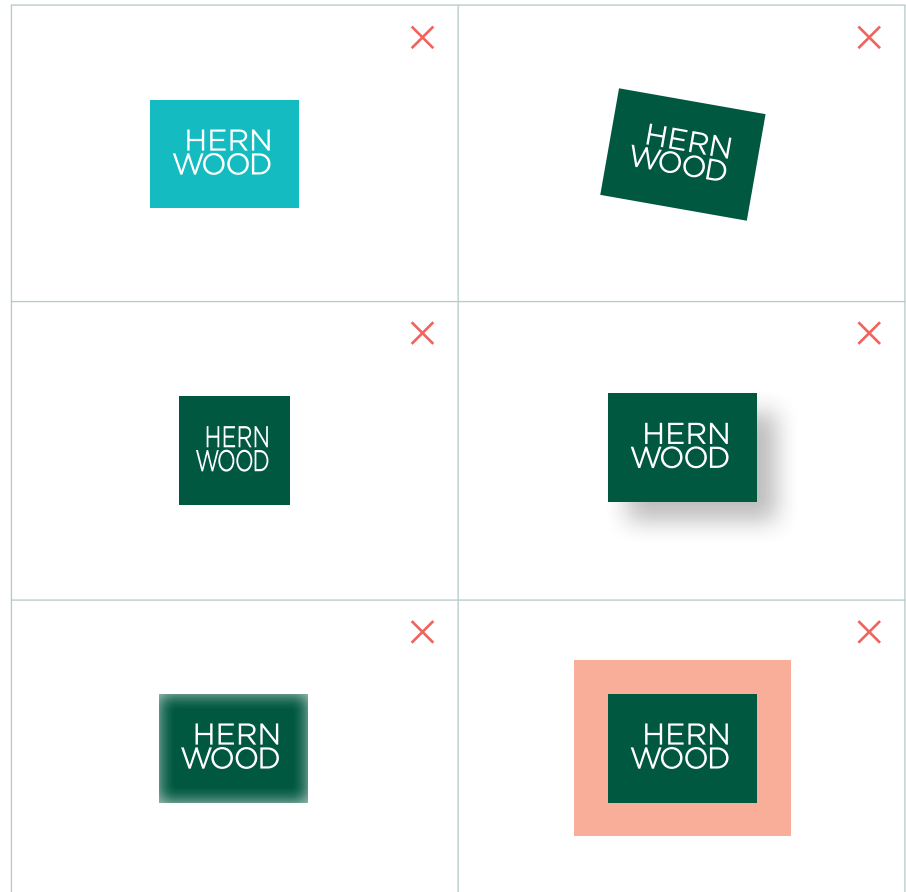




## Forbidden variants

The logo is not allowed to deform or apply in violation of the rules given in this manual. It is not allowed to tilt the logo and rotate it at different angles.

In general, never use any rotation, transparency, blur or shadow on the logo.



03

# Colors

# Primary colors

The basic color is defined corporate colors Hernwood Green, Dark Green, Shine Green and Light Green.

The basic color is complemented by secondary colors of other shades, which can be used for icons, buttons and other graphic elements.

<div>Green</div> <table><tr><td>Pantone</td><td>3425 C</td></tr><tr><td>CMYK</td><td>100.12.70.55</td></tr><tr><td>RGB</td><td>9.85.64</td></tr><tr><td>Web</td><td>#095540</td></tr></table>	Pantone	3425 C	CMYK	100.12.70.55	RGB	9.85.64	Web	#095540	<div>Dark Green</div> <table><tr><td>Pantone</td><td>3305 C</td></tr><tr><td>CMYK</td><td>92.25.70.68</td></tr><tr><td>RGB</td><td>11.64.51</td></tr><tr><td>Web</td><td>#0B4033</td></tr></table>	Pantone	3305 C	CMYK	92.25.70.68	RGB	11.64.51	Web	#0B4033
Pantone	3425 C																
CMYK	100.12.70.55																
RGB	9.85.64																
Web	#095540																
Pantone	3305 C																
CMYK	92.25.70.68																
RGB	11.64.51																
Web	#0B4033																
<div>Shine Green</div> <table><tr><td>Pantone</td><td>3395 C</td></tr><tr><td>CMYK</td><td>66.00.48.00</td></tr><tr><td>RGB</td><td>99.181.158</td></tr><tr><td>Web</td><td>#63B59E</td></tr></table>	Pantone	3395 C	CMYK	66.00.48.00	RGB	99.181.158	Web	#63B59E	<div>Light Green</div> <table><tr><td>Pantone</td><td>337 C</td></tr><tr><td>CMYK</td><td>39.0.22.0</td></tr><tr><td>RGB</td><td>190.226.217</td></tr><tr><td>Web</td><td>#BEE2D9</td></tr></table>	Pantone	337 C	CMYK	39.0.22.0	RGB	190.226.217	Web	#BEE2D9
Pantone	3395 C																
CMYK	66.00.48.00																
RGB	99.181.158																
Web	#63B59E																
Pantone	337 C																
CMYK	39.0.22.0																
RGB	190.226.217																
Web	#BEE2D9																

# Secondary colors

Secondary color is defined corporate colors Hernwood Reach Black and Gray Green.

Secondary colors can be used for paragraphs, icons, buttons, and other graphic elements.

## Reach Black

Pantone	Process Black C
CMYK	60.60.60.100
RGB	8.8.8
Web	#080808

## Gray Green

Pantone	5487 C
CMYK	51.16.35.50
RGB	101.118.114
Web	#657672

## Light Gray Green

Pantone	5517 C
CMYK	20.4.13.10
RGB	168.196.191
Web	#A8C4BF

# 04

# Typography

## Definition of typography

Basic and additional typography is defined for the logo. It is important that no other font is used that is not specified in this manual.

Additional typography is used where it is not possible to use basic typography, such as in an e-mail signature.

Argesta

Headlines

Proxima Nova

Paragraphs

Times New Roman

Headlines

Arial

Paragraphs

05

Print

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## Business card

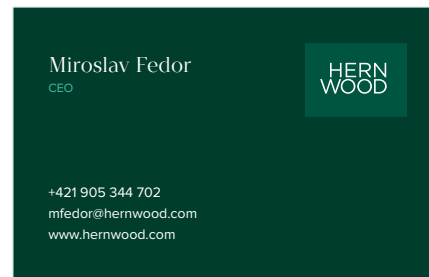
The business card is designed to be feasible double-sided printing.

Size: 85mm x 54mm

01. Front side of the business card



02. Back of the business card



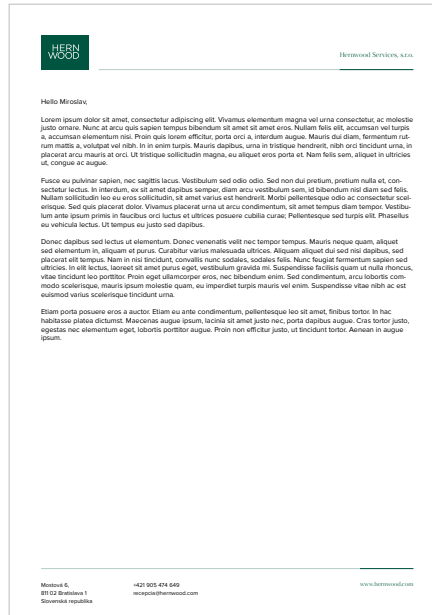


# Letterhead

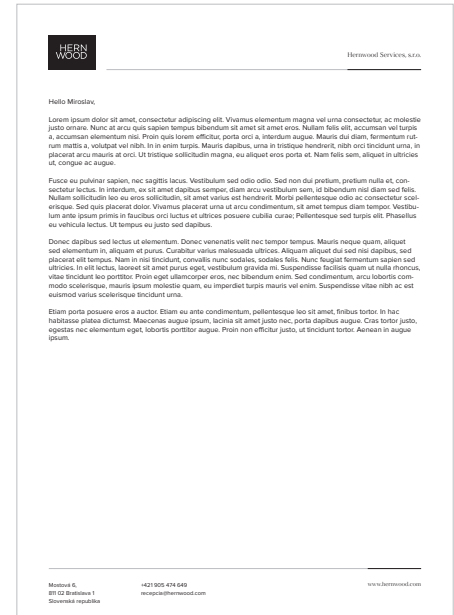
The letterhead addresses the recipients each time the company mail is opened. Therefore, it is necessary that this element also be a dignified representative of the company's visual identity. He emphasizes that the whole company is behind the information that is conveyed through it, adding to its importance and acting in a credible way.

Size: A4 - 210mm x 297mm

## 01. Color version



## 02. Grayscale version

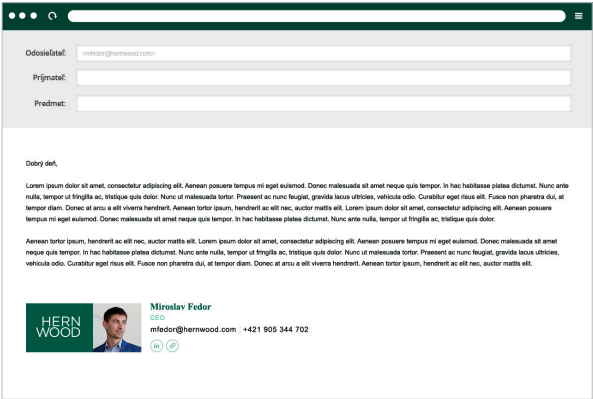
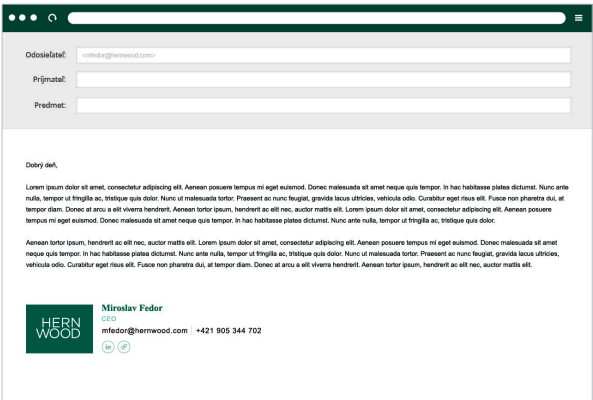


# 06

# Digital

# Email signature

Each e-mail message can represent the company and thus become known to the public. The HTML e-mail template contains corporate identity elements along with a signature business card.



## Social Posts

The design of social media posts is designed to fit in with the overall visual identity and uses graphic elements that are also used in print materials.

Pomáhame firmám  
rásť a plniť ich  
ciele.



HERN  
WOOD

Robte biznis  
s odborníkmi na  
rásť.



S nami rastiete  
rýchlejšie.



Chcete  
rozvíjať váš  
biznis?



HERN  
WOOD