

2019 branding standards and guidelines

Edition 5.4



HOGAN

Introduction

This guide is designed to outline the basic elements that make up Hogan’s visual branding. Use it to familiarize yourself with our latest requirements, and as a reference for any and all marketing efforts.

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Logos

The Hogan logo is a valuable asset in the global market. It's important to follow the standards outlined here to maintain visual consistency and brand integrity in all aspects of Hogan marketing.

Following the Hogan logo that debuted in 2009, a 2013 update simplified the logo's overall look, and made provisions for increased versatility.

Logos

Hogan Primary

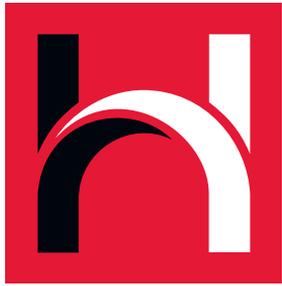
01 Vertical logo

This logo is to be used in any print, web, or presentation application that requires a vertical aspect ratio.

02 Horizontal logo

This logo may be used in any, web, or presentation application that is better suited to a horizontal aspect ratio.

01 a.



HOGAN

01 b.



HOGAN

Single color version. Use black for light backgrounds, or white for dark backgrounds.

02 a.



02 b.



Single color version. Use black for light backgrounds, or white for dark backgrounds.

Logos

04 Distributor Cobranding

Specifications are provided below for **horizontal**, **square**, and **vertical** distributor logo formats. Distributor logos should always appear in conjunction with “distributed by” text.

03 a.



DISTRIBUTED BY

1. No taller than 150% of Hogan logo height
2. No wider than area to right of left-justified “distributed by” text

03 b.



DISTRIBUTED BY

1. No taller than 150% of Hogan logo height
2. Proportional width
3. Right-justified to Hogan logo width

03 c.



DISTRIBUTED BY

1. No taller than 150% of Hogan logo height
2. Proportional width
3. Right-justified to Hogan logo width

Logos

Dos and don'ts. There are all kinds of ways the Hogan brand might be used in print or digitally branded materials. Please consider the following when deciding how best to apply our logo.

Do

Give it some space

Always leave the logo some space to breathe. Use white or neutral backgrounds.



Make it stand out

If you can't avoid placing the Hogan logo on a colored background or a photo, use a black or white single-color version.



Don't

Let it clash

Don't use the Hogan logo on colors that clash.



Let it disappear

Don't use the negative logo on backgrounds that are too light or cluttered.



Tilt or turn it

Don't rotate the logo.



Add any effects

Don't add embellishments like drop-shadows, embossings etc.



Logos

Hogan Certified

Those who have completed the Hogan Certification process may wish to display the Hogan Certified logo on business cards, print collateral, or website layouts.

As this logo is not designed or authorized to appear as a primary element, it should only be used in conjunction with a primary second-party logo. The following rules apply for usage.

Business Cards:

The Hogan Certified logo should not exceed 0.5" (12.7mm) total width when using the horizontal version, or 0.5" (12.7mm) total height when using the vertical version.

Print and interactive applications:

Along its largest dimension, the Hogan Certified logo should appear **at no more than 50%** of the largest dimension of the primary logo.



Typefaces

Print: Text (primary)

Source Sans Pro*

Source Sans Pro is the primary Hogan font for printed text. Simple and versatile in a number of languages, use Source Sans Pro for documents and reports that will be translated into other languages.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

Source Sans Pro Bold*

Source Sans Pro Bold is useful as display type for headlines and section headers.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

Typefaces

Print: Text (alternative)

Franklin Gothic

In the event that Source Sans Pro is unavailable, Franklin Gothic is the alternative Hogan font for printed text. Simple and versatile in a number of languages, use Franklin Gothic for documents and reports that will be translated into other languages.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

Franklin Gothic Bold

Franklin also comes in Bold, useful for headlines and section headers. Because the letter spacing changes as Franklin Gothic Bold gets larger, you may need to adjust kerning.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

Colors

When it comes to color, it's important to note that colors can vary greatly between computer monitors, printing processes, lighting conditions, projector screens etc.

In order to address as many of these variables as possible, the specifications in this section address print and digital applications separately.

Colors

Print

The Pantone® colors and CMYK formulas specified in this section are for use in Hogan-branded materials that appear in printed documents and marketing materials, such as brochures, white papers, journal advertisements, etc.



PMS 186

Uses: Hogan logo, HDS materials

C5 M100 Y83 K0



PMS Black C

Uses: Hogan logo

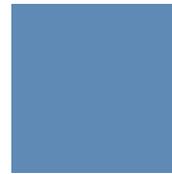
C0 M0 Y0 K100



PMS 123 C

Uses: HPI materials

C0 M22 Y88 K0



PMS 646 C

Uses: MVPI materials

C67 M39 Y13 K0



PMS 7489 C

Uses: HBRI materials

C61 M14 Y92 K1

Colors

Digital

The RGB and web formulas specified in this section are for use in Hogan-branded materials that appear in digital formats, such as websites, web banners, email communications, video presentations, etc.



Red

Uses: Hogan logo, HDS materials

R 224 G 0 B 26

Web #cc0033



Black

Uses: Hogan logo

R 0 G 0 B 0

Web #000000

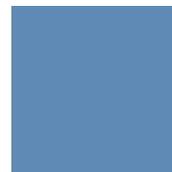


Gold

Uses: HPI materials

R 253 G 184 B 39

Web #ffcc33



Blue

Uses: MVPI materials

R 88 G 137 B 181

Web #6699cc



Green

Uses: HBRI materials

R 114 G 169 B 78

Web #669966

Creative

As part of Hogan Marketing's commitment to the success of our partners and distributors, this section is designed to provide planning, software, and inspirational resources.

Creative

Planning

When it comes to producing effective and creative Hogan marketing materials, there are a number of factors to consider. The questions listed below represent some (but not necessarily all) of the factors to take into account before you begin:

- Who is your target audience?
- What is the primary goal of your marketing effort(s)?
- What media will best suit your purpose? (print, video, interactive etc.)
- What is your production budget?
- Will you be creating your own materials, or modifying materials already created by Hogan Marketing?
- Will your marketing materials need to be translated into another language?

Creative

Software

If your marketing plans include originally produced print, digital, or interactive design and layout, the next step is to determine whether you'll be creating those materials in-house, or hiring an outside design professional or agency.

In order to produce and/or edit marketing materials, it is important that your office is equipped with the proper suite of industry-standard software tools. Hogan marketing uses and recommends Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat Pro, etc.), which offer powerful capabilities across a range of applications.

For more information, visit the [Adobe Creative Cloud website](#).

Creative

Fonts

Additionally, it is advisable to ensure that your in-house marketing team has access to a good selection of font (typeface) resources. Some of the typeface websites recommended by Hogan Marketing include:

- myfonts.com - This is an excellent source for a large number of free artistic and display fonts. Please note that this is not a source for most standard print typefaces.
- fontspace.com - Most classic, standard, and corporate typefaces can be purchased here.
- fontquirrel.com - Another good source for design-oriented and creative fonts

Creative

Inspiration

If your office has the capacity to produce top-quality marketing materials in-house, there are a number of online resources that may be consulted for design, layout, and copy inspiration. Some of the design, layout, and content-related inspirational resources frequently used by Hogan Marketing are listed below:

- [Pinterest](#) - Use the search function to look for specific examples of different project types (brochures, poster design, web graphics, etc.)
- [Dribbble](#) - This is an excellent designer showcase, and provides a good idea of current design trends
- [Fast Company](#) - This online publication is a repository of industry news and trend-tracking, as well as an excellent source for design and layout inspiration
- [Pixel Curse](#) - Another general design blog, showcasing excellent examples of graphic design and typography from around the world
- [Cool Infographics](#) - A blog showcasing innovative and noteworthy approaches to infographic design

Creative

Visuals

You may find it necessary or desirable to include royalty-free stock photography in your materials. Hogan Marketing encourages careful consideration of photography, illustrations, etc.

Often, the overall effectiveness of PowerPoint and similar presentations will benefit by limiting visuals in general, and thus reducing distraction. Please refrain from using clipart images, or any image found via google or similar keyword search.

Where applicable, good-quality original photography is always preferable to a stock image. If stock photography is required for your project, the royalty-free photography sources recommended by Hogan Marketing are:

- [iStock](#) - This site has a very large library of royalty-free photos and illustrations. It requires an active account, and assets are purchased via credits
- [Freeimages](#) - This site requires an active account, but has a good selection of free imagery
- [Death to the stock photo](#) - Another free source for hi-resolution lifestyle photography

Representation

This section details the basic guidelines for partner and distributor representation of the Hogan brand. The general rule is to make the distinction that your company is a representative (distributor, partner, or reseller) of Hogan in your region, but *not* Hogan HQ.

Representation

Language

Do

Use language that correctly and clearly represents your company as a representative (distributor, partner, or reseller) of Hogan Assessments.

Examples:

- ✓ “Hogan was founded in 1987”
- ✓ “Authorized Hogan Distributor”
- ✓ “Authorized Hogan Distributor” in [country/region]

Don't

Use language that may imply that your company is Hogan HQ, an exclusive, elite, and/or preferred representative, or any other designation that portrays your company as sole Hogan partner or distributor in your country or region.

Examples :

- ✗ “We were founded in 1987”
- ✗ “We are THE Hogan distributor in [country/region]”
- ✗ “The preferred Hogan distributor in [country/region]”
- ✗ “Elite Hogan distributor” in [country/region]

Representation

Online Representation

Language on websites, URLs, social media handles, social media bios:

- ✓ **Do** state that you represent Hogan in your country and/or are an Authorized Hogan representative (distributor, partner, or reseller).
- ✗ **Don't** use language, wording, and/or graphics that represent your company as Hogan [*country/region*], or that otherwise portrays your company as sole Hogan partner or distributor in your country or region.

Personal online presence and social media:

- ✓ **Do** use language to indicate your company is an Authorized Hogan representative (distributor, partner, or reseller).
- ✗ **Don't** represent yourself as a direct employee of Hogan on any social media platforms or with your email address.

Questions?

Whether you're concepting a new marketing execution or modifying an existing document, it's important to read and familiarize yourself with the information outlined in this manual. Our brand standards are designed to maintain consistency, but also to allow for new and creative approaches to marketing Hogan products and services.

Please don't hesitate to contact Hogan marketing with any additional questions during the planning, concepting, or design process.

To ensure that Hogan's brand standards are consistently met, we require that our partners and distributors submit any and all Hogan-branded marketing materials to Hogan Marketing for approval prior to production or publication.

Hogan Marketing

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