

HYDAWAY

Style Guide

10/2017





Logo Versions

Horizontal

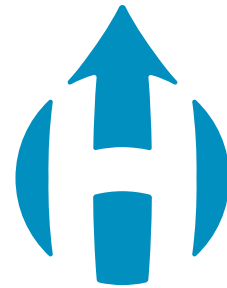
Standard horizontal logo in 2-color, all black, reversed in white, and primary blue. Please only use these predefined color combinations.



Logo Versions

Vertical

Standard vertical logo in 2-color, all black, reversed in white, and primary blue. Please only use these predefined color combinations.



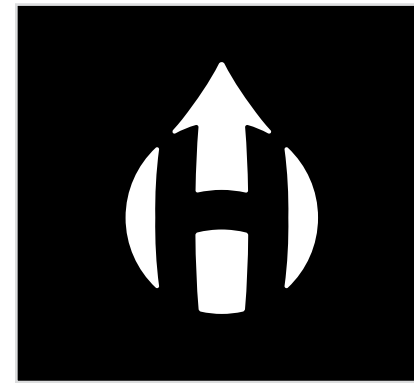
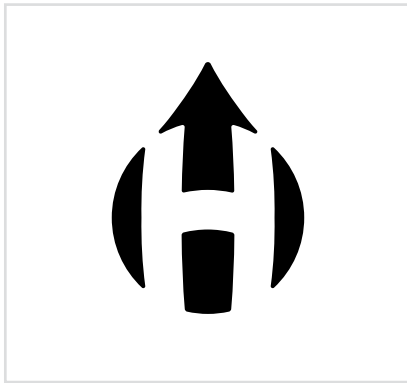
HYDAWAY®



Logo Versions

Icon

Standalone 'H' icon in 2-color,
all black and reversed in white.



Logo Versions

Stacked

Stacked all type logo (boxed and floating) in 2-color, all black and reversed in white. Please only use these predefined color combinations.



Logo Versions

Stacked with Icon

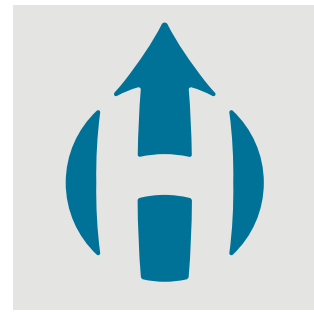
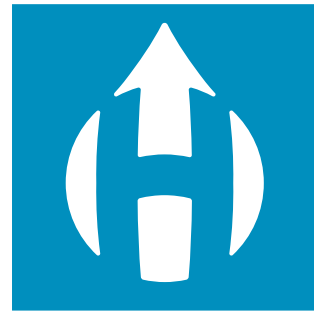
Stacked all type logo with con in 2-color, all black, reversed in white, and primary blue. Please only use these predefined color combinations.



Social Media Logos

Avatar Cropping / Combinations

Standalone icon or type lockup.
Reversed from Hydaway brand
blue or dark blue placed on 50%
Cool Gray 3. Cropped in both
circle format and square.



Brand Colors

Everyday core palette

The supplied colors versions are to be used based on display method. Pantone for spot color printing, CMYK for 4-color process printing, RGB for screen display, and HEX for web specific usage.



PRIMARY
313C

CMYK: 100/0/11/2
RGB: 0/146/186
HEX: #0092BC



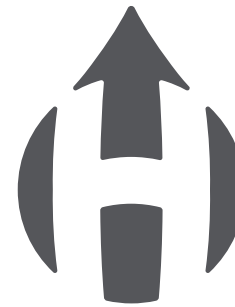
SECONDARY
633C

CMYK: 98/6/10/29
RGB: 0/115/150
HEX: #007396



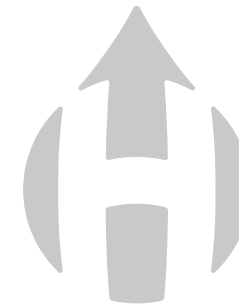
ALTERNATE
166C

CMYK: 0/76/100/0
RGB: 227/82/5
HEX: #E35205



DARK
CG11

CMYK: 44/34/22/77
RGB: 83/86/90
HEX: 53565A



LIGHT
CG3

CMYK: 8/5/7/16
RGB: 200/201/199
HEX: C8C9C7

Brand Typography

Primary typefaces & weights

These typefaces are to be used in all varieties of Hydaway communication. A wide range of weights are available for maximum readability and design flexibility.

GOTHAM BLACK **ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890**

GOTHAM BOLD **ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890**

GOTHAM MEDIUM **ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890**

GOTHAM BOOK ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

GOTHAM NARROW BOLD **ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890**

GOTHAM NARROW MEDIUM **ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890**

GOTHAM NARROW BOOK ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

