HYDRON MODULE

BRAND GUIDE

WHAT'S INSIDE

FONT USAGE

For large headings, Hydron Module uses Vegur Light. It is a clean, geometric, highly legible sans serif typeface very well suited for any display and text use. This is paired with Roboto Bold for any subheadings, making for a strong contrast in weights and allowing for important information to be prominent.

For body text, Chaparral Pro Regular is used. However when calling out important information or quotes, using Semibold and Semibold Italic are also acceptable.

Heading

Vegur Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Subheading

VEGUR BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body

CHAPARRAL PRO REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

CHAPARRAL PRO SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

CHAPARRAL PRO SEMIBOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BRAND COLORS

Primary

Hydron Blue

PMS Coated	8205 C
HTML	#3d6e84
RGB	61, 110, 132
CMYK	80, 48, 36, 10

Black

PMS Coated	Black C
HTML	#000000
RGB	0, 0, 0
CMYK	0, 0, 0, 100

Secondary (accent / complimentary)
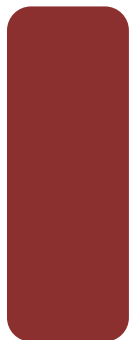
Hydron Red

PMS Coated	492 C
HTML	#8d3030
RGB	141, 48, 48
CMYK	29, 89, 80, 29
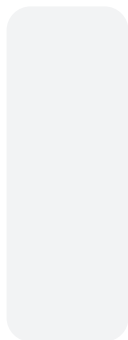
Light Gray

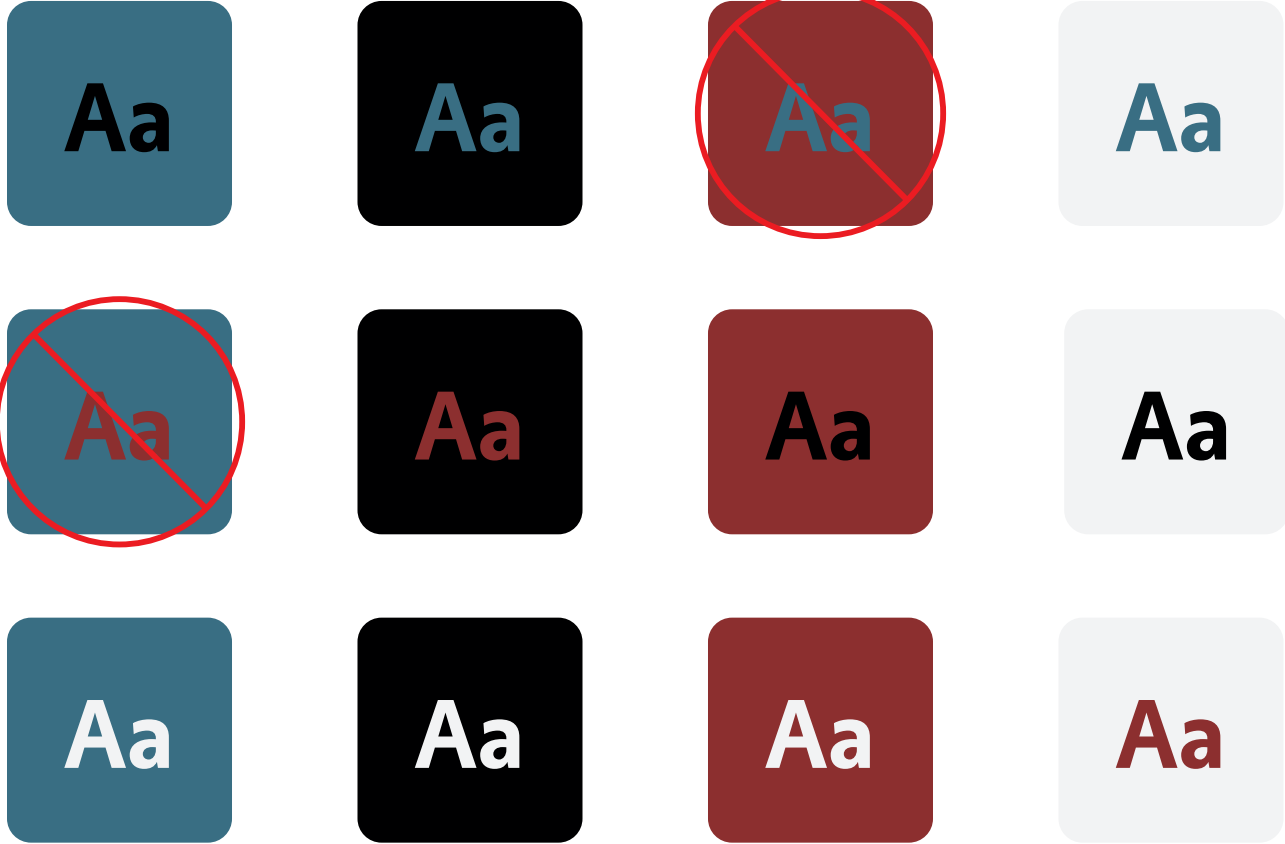|	
PMS Coated (5%)	Black C
HTML	#f1f2f2
RGB	241, 242, 242
CMYK	0, 0, 0, 5

BRAND COLORS

Approved Color Block Pairings
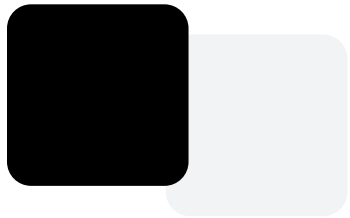
BRAND COLORS

Approved Text Color/Block Pairings

LOGO VERSIONS

PRIMARY

Full Color Gradient

Two Color Flat
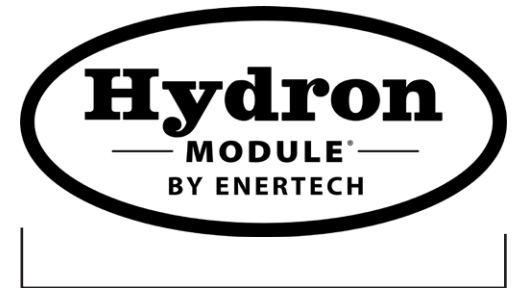
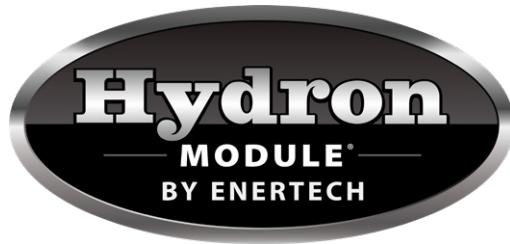One Color Outline

SECONDARY - TAGLINE

Hydron Module Tagline

Example of Logo with Tagline

LOGO SIZING

Lockup Version

The Lockup version should be used in almost all cases where it is necessary to brand something as Hydron Module. The Lockup version should be used in all cases except when the use of a gradient is not possible. Only then should flat color options be used. The Lockup version should never appear smaller than 1.2" wide for legibility.

Minimum Sizing

Minimum size 1.2" wide

Clearance
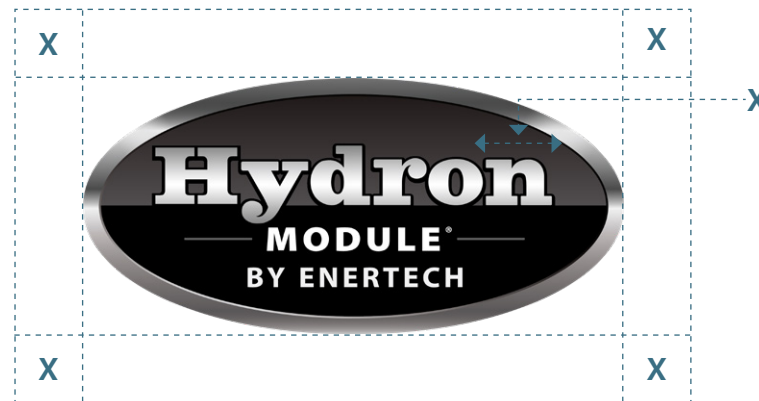
The Lockup version should always be surrounded by white space equal to the width of the symbol (represented by "X" in the diagram). "X" is equal to the width of the letter "N" in "Hydron" in the Lockup version. You may use white space greater than "X", but you should never use less. All other design elements should be clear of this space.
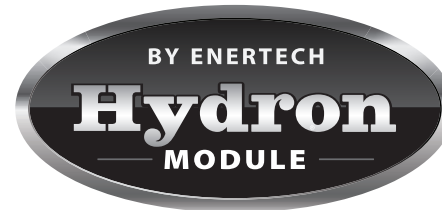
LOGO COLORS

LOGO USAGE

The Hydron Module logo elements should always be used as is. Do not modify it in any way. Typography, proportions, or colors must remain unchanged. Below are examples of ways the Hydron Module logo may **NOT** be used.
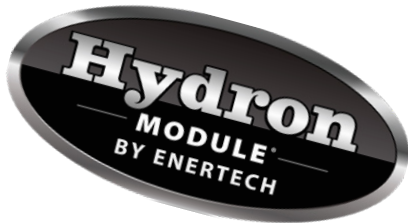
DO NOT distort proportions when sizing

DO NOT rearrange components

DO NOT rotate

DO NOT combine with other graphics

DO NOT use on complex or low contrast backgrounds

DO NOT change the typeface