

Hayle
Brand guidelines



Hayle

The logo

HAYLE

Hayle

The logo

Colour



HAYLE

Primary logo

The primary logo has no brand strap-line. This version of the logo should be used on internal or external communications where no reinforcement of Hayle's strengths is necessary.

It is available in CMYK, RGB and as greyscale.

CMYK values are: C=100, M=0, Y=0, K=0

RGB values are: R=0, G=173, B=239

Pantone colour is: Process Cyan

If in black please print as a 60% tint



Secondary logo

The secondary logo is reversed out of a block of colour and includes a brand strapline which encapsulates the brand essence.

The Hayle logo should preferably appear in full colour. It is available in CMYK, RGB and when used in black as greyscale (see above).

Hayle

The logo

Greyscale

The primary logo in greyscale, featuring the word "HAYLE" in a serif font. The letter "Y" is stylized with a large, sweeping arch that extends over the "A" and "L".

HAYLE

Primary logo grey

The primary logo is also available in a greyscale version for use in internal and external print communications where it is impossible to use the CMYK version. This is a 60% tint of black.



Secondary logo grey

The secondary logo is also available in a greyscale version for use in internal and external print communications where it is impossible to use the CMYK version. This is a 60% tint of black.

Hayle

The logo

Sizes



Minimum size

To make sure that the Hayle logo is readable and recognisable, set 20mm as the minimum reproduction size.



A4 page format

Recommended minimum sizes

The size of the logo on a page is affected by many variables, including hierarchy of information, stand out, layout, ownership of the page etc. Shown here are recommended minimum logo sizes for A4 and A3 page formats. Use these sizes wherever possible to maintain consistency across all printed material.



A3 page format

To calculate a minimum size for other size papers, we recommend referring to the logo size for an A4 page and enlarging proportionally.

Hayle

The logo

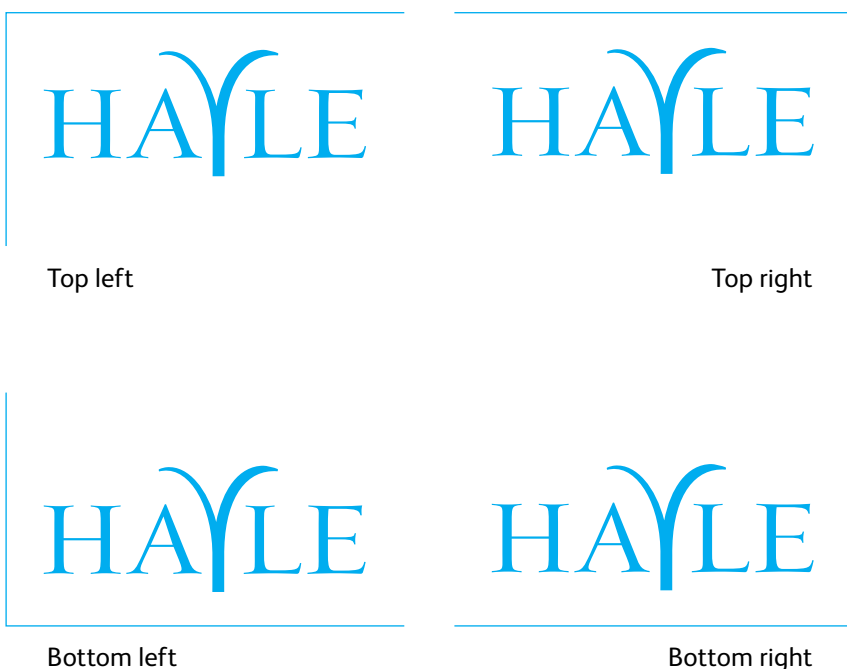
Positioning



Exclusion zone

The exclusion zone (indicated by the solid line) is the minimum area around the Hayle logo that must remain clear of typography or any other graphic device. When placed on a photographic image, please ensure that the correct version of the logo is used, and it is on a clear background to help visibility.

It is calculated by using the height of the 'H' in the Hayle logo at 50% of its original size. This varies in direct proportion to the size at which the logo is reproduced.



Positioning

The preferred positioning of the logo is any of the four corners of a design layout. The logo should be positioned at least the distance of the exclusion zone from the edge of the page. Generally, the position of the logo is decided by the grid layout and how it will sit on the image being used.

This rule also applies when the logo carries the brand strapline.