HUCKLEBERRY

Corporate Identity Design Rationale & Guidelines
Huckleberry Recruitment Limited

Introduction

Overview

The purpose of these guidelines is to explain the use of the new brand style and to reinforce consistent application of the visual elements in all communications. This includes publications, presentations, and all other marketing materials both online and offline. Guidelines on the use of the logo are included.

Your ID

Your corporate identity is the face and personality presented to the global community. It's as important as the products and services you provide. Your identity is the total effect of your logos, products, brand names, trademarks, advertising, brochures, and presentations — everything that represents you.

Because the brand cannot be compromised, we've created this guide to provide all the pertinent specifications you need to maintain its integrity. The guidelines set in this document are not meant to inhibit, but to improve the creative process. By following these guidelines, the materials you create will represent your company cohesively to the outside world.

Brief

Huckleberry is a niche Media, Entertainment, Tech & Retail recruitment specialist, based in the heart of London's tech city. The logo needs to be simple but at the same time striking and signify the diversity of the company. It cannot 'pigeon hole' the company to any one recruitment sector and must also allow the company to grow and develop over time.

Colour Palette - Print & Web

HUCKLEBERRY
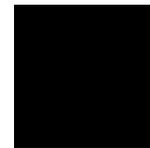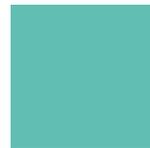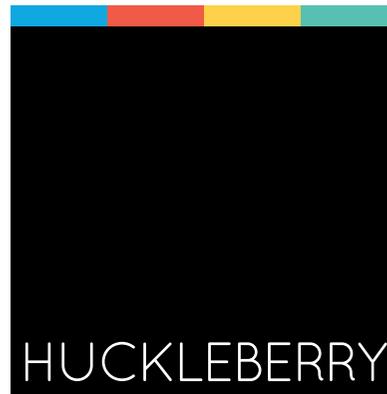
CMYK Colour	73 . 15 . 0 . 0	0 . 80 . 74 . 0	0 . 17 . 81 . 0	60 . 0 . 36 . 0	100.100.100.100
Web Colour	#12A7E1	#E9503E	#FFD33E	#61BEB3	#000000

Typography

Primary Corporate Font - QUICKSAND BOOK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Additional Weights - QUICKSAND LIGHT & BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Secondary Font - MONTSERRAT (Family)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Web Font - OPEN SANS (Family)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Secondary Web Font - NOVECENTO (Family)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Positioning Of The Logo

Spacing around the logo

HUCKLEBERRY
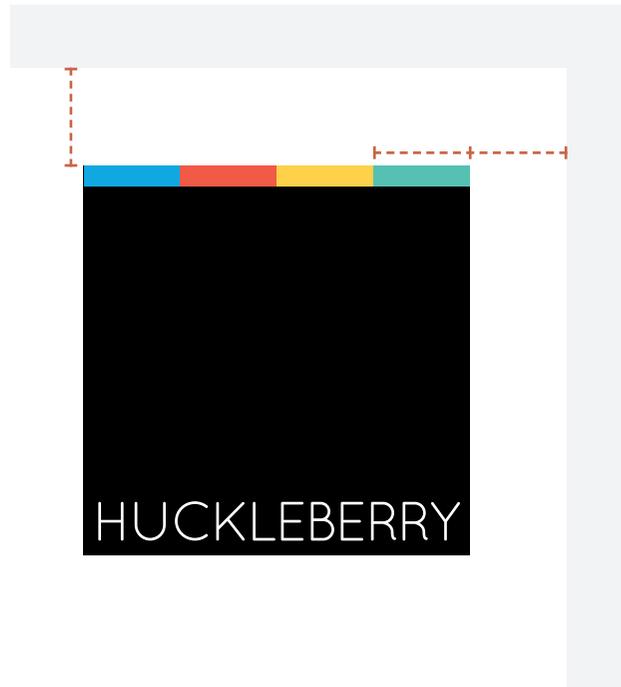
Minimum space around the logo should be equal or be greater than 25% of the width of the logo.
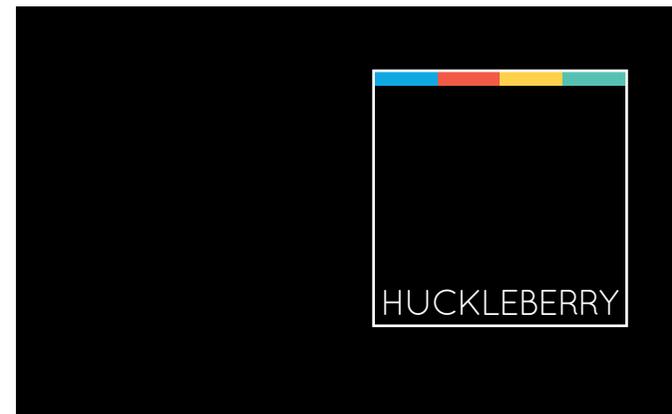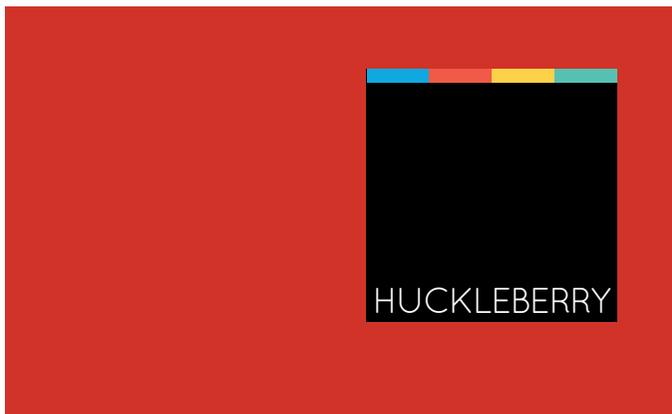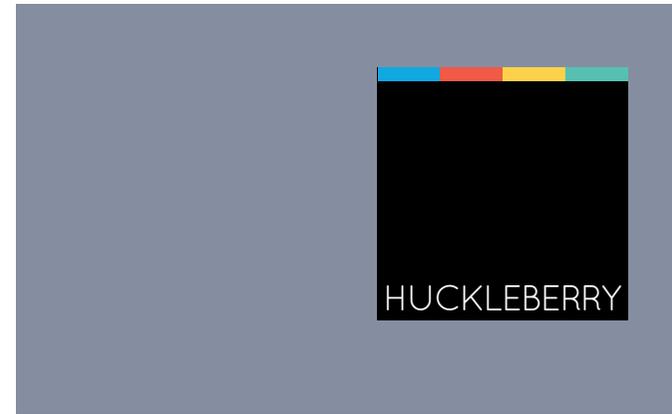
The marked space should always be given to let the logo 'breathe', free from distraction.
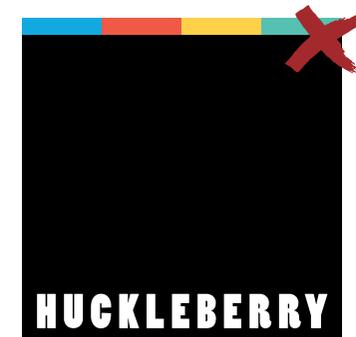
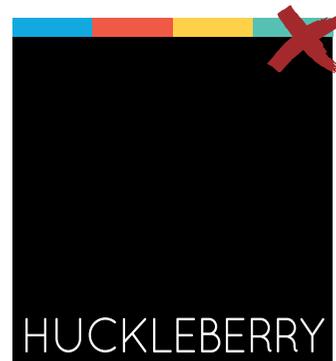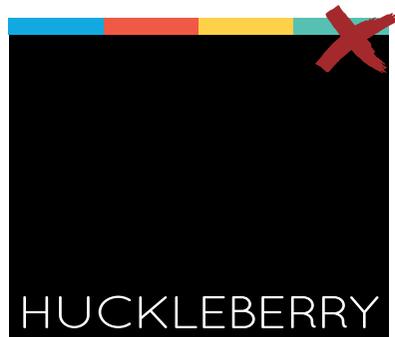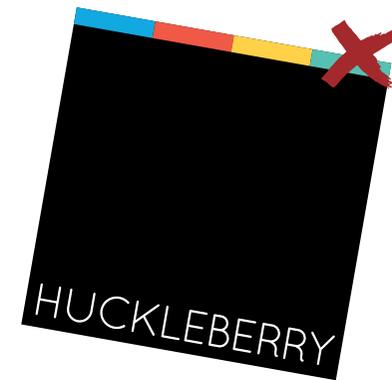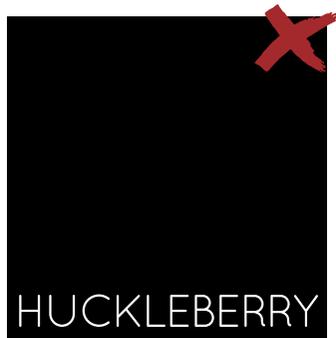## Minimum reproduction size

HUCKLEBERRY

In the primary logo format a minimum size must be adhered to so that legibility is retained.

Use On Different Background

Logo should not be applied on top of any background. Recommendation is to use a white stroke around the logo where colours may bleed into the background.
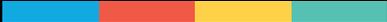
Misuse Of The Logo

Alternative Logo
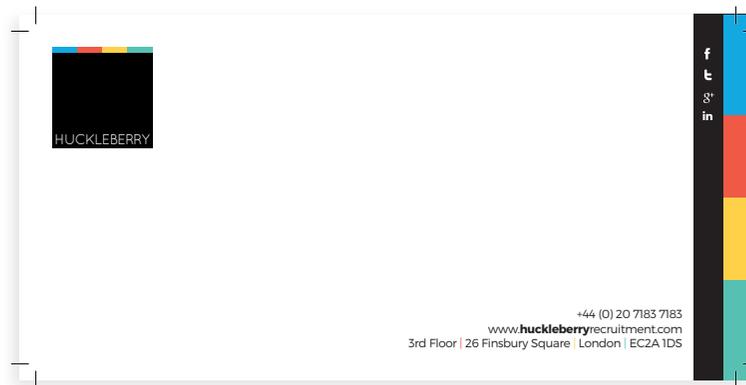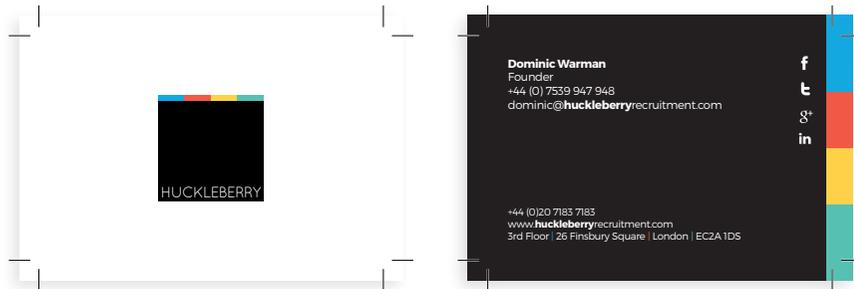
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This alternative logo is strictly only to be used in an emergency. It may be used when the primary logo would look out of place or for web use.

Application

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Registered Office Address: The Armoury, Unit R1, Fort Wallington, Military Road, Fareham, PO16 8TT
Registered Company No: 08494638

Examples of how the logo may be used and applied to stationery or print material.

Company:	Krayon Ltd
Designer:	Mark Hatch
Email:	mark@krayon.co.uk
Web:	www.krayon.co.uk