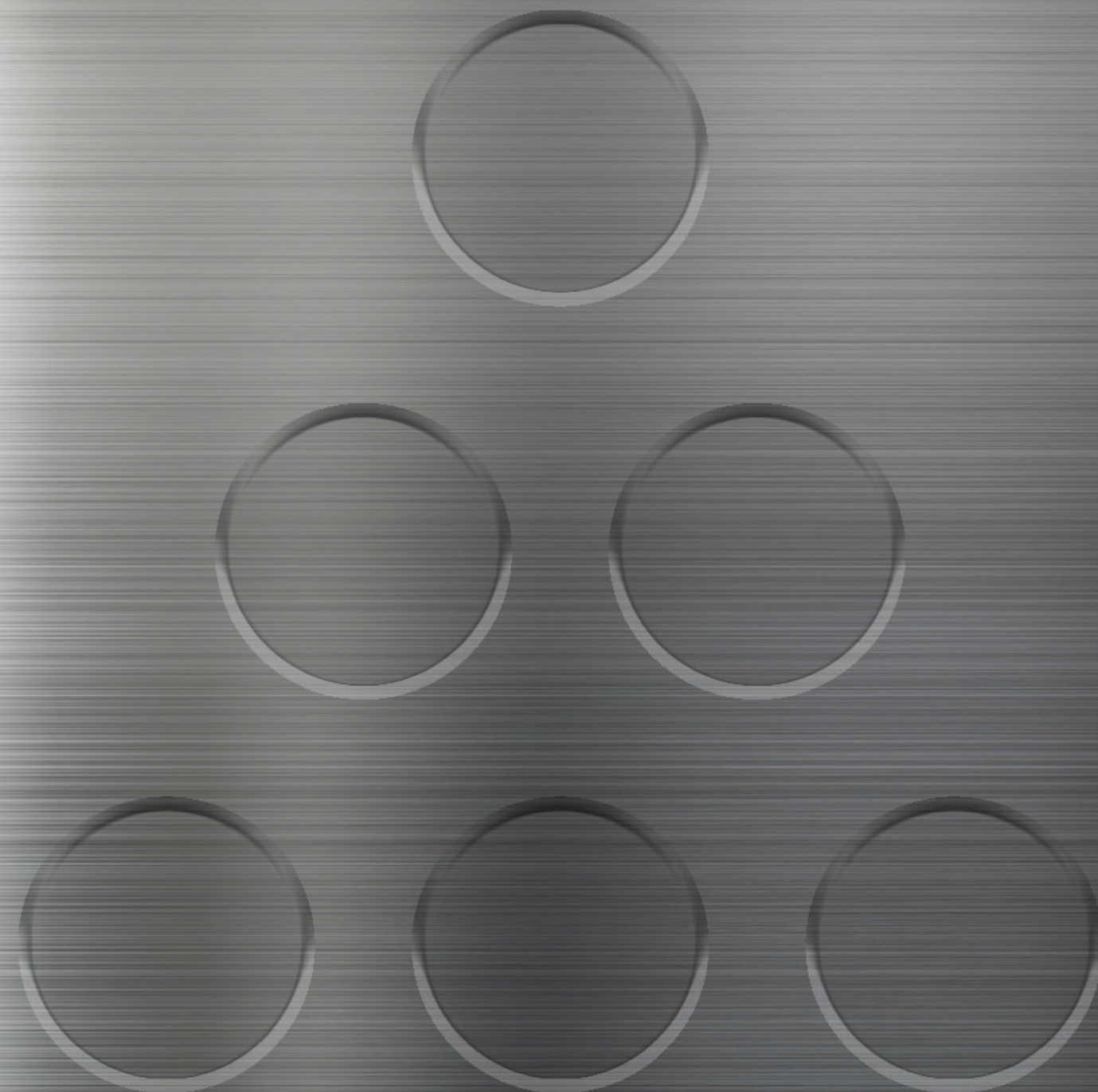




2019 BRAND GUIDELINES



Contents

Overview	3
Identity Logo	4
Logo Specifications - Clear space and Minimum size	6
Logo Variations	7
Proper/Improper use of Logo / Identifier	8
Product Descriptors/ Sub-brands	9
Color Specifications	10
Typography- Specifications	12
File Formats	14

These guidelines provide a suggested structure for the use of the standard HABANA™ identity elements- logos, typography, and formats. Consistency is a key practice in conveying the desired impression of HABANA to all our stakeholders: customers, partners, media, investors, staff and others. In order to build and maintain brand consistency, please follow these guidelines whenever possible.



Identity

LOGO & SIGNATURE | ELEMENTS | RESOLUTION & SIZING | ALTERNATE VERSIONS | SPACING

LOGO (WORDMARK)

The logo or wordmark is the primary identifier of our brand.

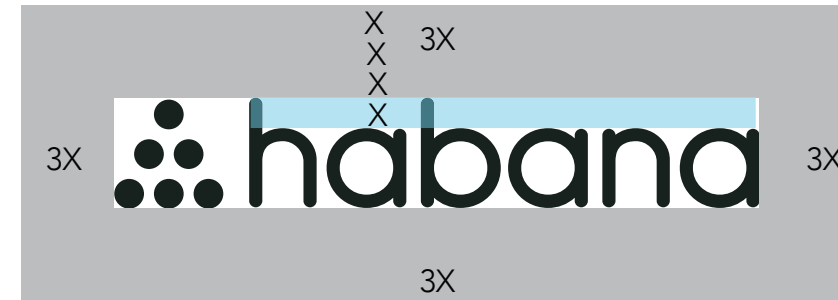
It is comprised of a symbol and word mark in a locked-up proportional combination.



MINIMUM CLEAR SPACE- Horizontal logo

The HABANA logo must be clear and legible. There should be adequate clear space around the logo as shown.

Minimum clear space guidelines have been established for this purpose. The logo must have at least the distance 3x above and below, and 3x on either side, where x is distance from the top of the lower case “a” to the top of the ascender on “b”.

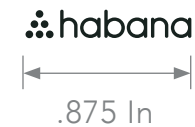


MINIMUM SIZE

Follow these specifications for minimum size when scaling logo lockup.

The minimum size of .875” (inches) shown is for both print and screen usage.

Do not reduce the logo any smaller than the size specified.



LOGO VARIATIONS | Logo has been provided in the following configurations for flexibility in use.

1 Color Black (Greyscale)



1 Color White (Greyscale)



1 Color Blue (CMYK/ RGB/ Pantone)



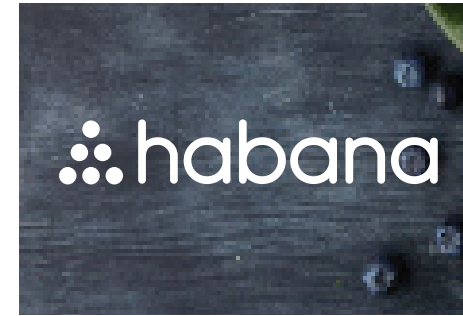
ACCEPTABLE USE



Use the Blue logo on a white or light backgrounds whenever possible.



Use the blue logo over light photographs in areas that do not compete with the logo and provide sufficient contrast.



Use the reverse logo over dark photographs in areas that do not compete with the logo and provide sufficient contrast.



Use the all-black logo over fields of light color (less than 50% grey value).



Use the reverse logo over fields of dark color (more than 50% grey value).



Font for sub-branding is GOTHAM LIGHT, all caps. Kerning is open, with tracking set at 87.

Sub-brands have also been provided as stand-alone word-marks

GAUDI™

GAUDI™

GAUDI™

GOYA™

GOYA™

GOYA™

Colors

USAGE | HEX VALUES | RGB EQUIVALENTS

COLOR SPECIFICATIONS

Primary palette

Consistent use of our color spectrum is vital to the strength of our brand, and the recognizability of the identification. Please refer to these examples to ensure HABANA™ colors are faithfully reproduced in every application, every time.

The color motif for HABANA™ is minimalist, and designed to create an elegant, clean look.

On the web and in CMYK applications, it is blue, grey, black, and white.

A special color palette has been provided in a separate document for Powerpoint

Base Colors- Logo

Base Blue	Base Grey
CMYK 84 45 0 0	CMYK 0 0 0 50
RGB 2 112 193	RGB 133 133 133
HEX 286EAD	HEX 808080
PMS 285	PMS 423

Accent Colors

Accent-black
CMYK 75 68 67 90
RGB 0 0 0
HEX 000000
PMS Black 6C

Accent-Lt-grey
CMYK 0 0 0 30
RGB 188 190 192
HEX bbbdcd
PMS 428

Fonts

NAMES OF FONTS | HEADINGS | TITLES | BODY COPY

Fonts

A consistent use of font style can help us to achieve a recognizable and synergistic brand look and feel.

Our standard font is Gotham.

Gotham Light is our standard font for sub-brands like GAUDI and GOYA.

For all other communications, it has several advantages for us:

- A. It is an updated classic sans-serif, and can provide us with a serious, though friendly tone of voice.
- B. It is readily available in many weights and widths, making it adaptable and flexible for designers.
- C. It is available in both print and web fonts.

HEADING Gotham Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

HEADING Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

SUB HEADING Gotham medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

TEXT and Sub-Branding Gotham Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

TEXT Gotham XLight
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

File Formats

FILE FORMATS INCLUDED IN KIT

WHEN TO USE DIFFERENT FORMATS

There are two basic types of file formats: vector and bitmap. Vector files are resolution independent: they can be scaled up or down freely without loss of resolution or clarity.

Bitmap files are photographs and must be used within a limited range of sizes. EPS is the primary vector format, and JPG, TIFF, and PNG are the primary bitmap formats.

How to Use:

Use PNG primarily when inserting into MS Office docs, choosing size appropriate to final resolution.

Use PNG for web applications.

Use EPS for print applications, signage, or for applications where large format output is required.

