



2023 BRAND GUIDELINES

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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.

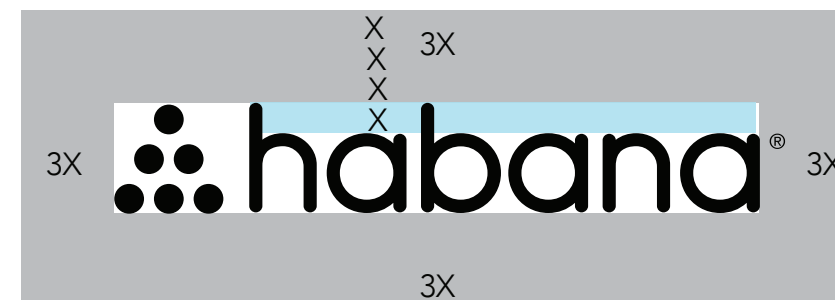
It is comprised of a symbol and word mark in a locked-up proportional combination.



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".

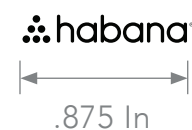


MINIMUM SIZE

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 | Logos have been provided in the following color format configurations for flexibility in use.

1 Color Black (Greyscale)



1 Color White (Greyscale)



1 Color Blue (CMYK/ RGB/ Pantone)

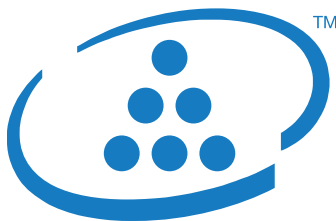


LOGO VARIATIONS | Logos have been provided in the following corporate configurations for flexibility in use.

Habana Only (all color configurations)



Habana / Intel icon- simple



Habana/ Intel (all color configurations)



Habana / Intel icon- w/ signature



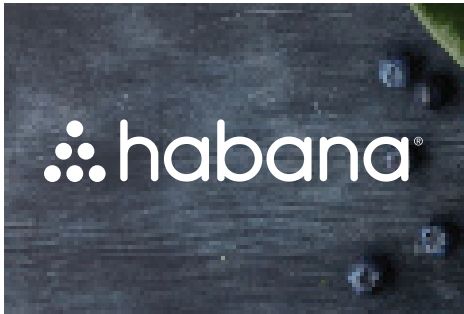
ACCEPTABLE USE



Use the Blue logo on a white or light backgrounds



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 based on GOTHAM LIGHT, all caps. Kerning is open, with tracking set at 87, and letters are stroked by .75

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

GAUDI is registered ®





Font for sub-branding is based on GOTHAM LIGHT, all caps. Kerning is open, with tracking set at 87, and letters are stroked by .75

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

GAUDI is registered ®

GRECO is trademarked ™

GAUDI[®]2

GAUDI[®]2



GRECO[™]

GRECO[™]



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

COLOR SPECIFICATIONS

Accent palette-primary

Primary accent colors are an analogous color scheme that is in harmony with the primary palette. They can be used to delineate elements, and to make them more noticeable or interesting. They cannot replace colors in core Habana logos, but can be used in almost any other way in conjunction with Habana core identity.

Accent Colors

Accent-Sky

CMYK
65
0
0
0

RGB
0
199
253

HEX
00C7FD

R 180	R 123	R 0	R 0
G 240	G 222	G 149	G 91
B 255	B 255	B 202	B 133

Accent-Clay

CMYK
50
42
42
8

RGB
128
128
128

HEX
808080

R 233	R 174	R 82	R 38
G 233	G 174	G 82	G 38
B 233	B 174	B 82	B 38

Accent-Sea

CMYK
70
35
20
0

RGB
84
143
173

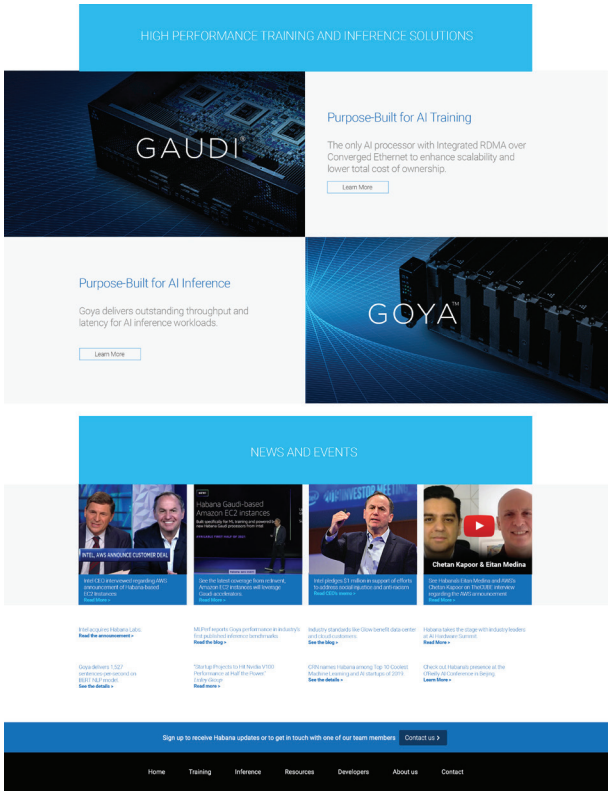
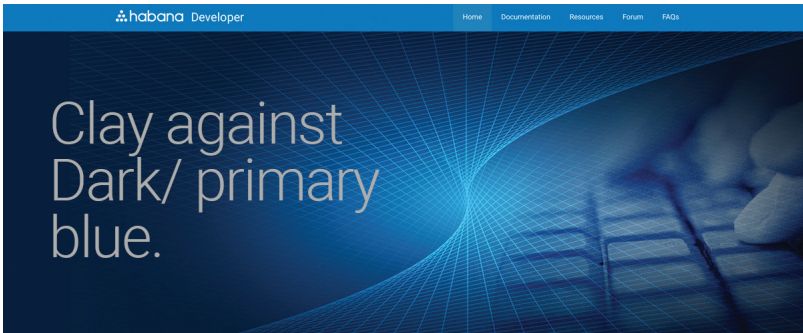
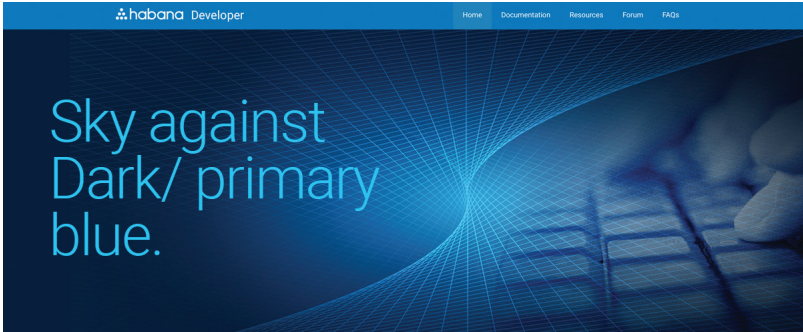
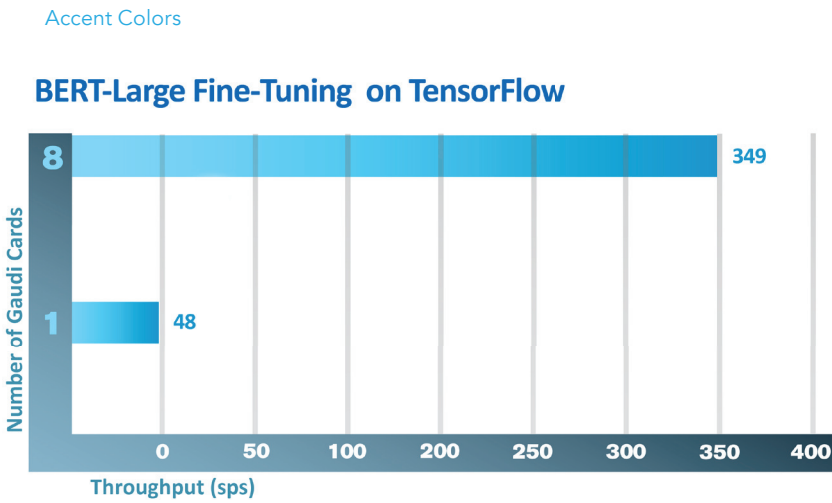
HEX
548FAD

R 185	R 134	R 65	R 24
G 214	G 179	G 144	G 53
B 229	B 202	B 173	B 68

COLOR SPECIFICATIONS

Accent palette-primary

Examples to the right show primary accents in use alongside core identity colors. The effect is harmonious and consistent. This is the goal with most communications.



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 headline and text font is Roboto.

For all “non-logo” 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 Roboto Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

HEADING Roboto Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

SUB HEADING Roboto medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

TEXT and Sub-Branding Roboto Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

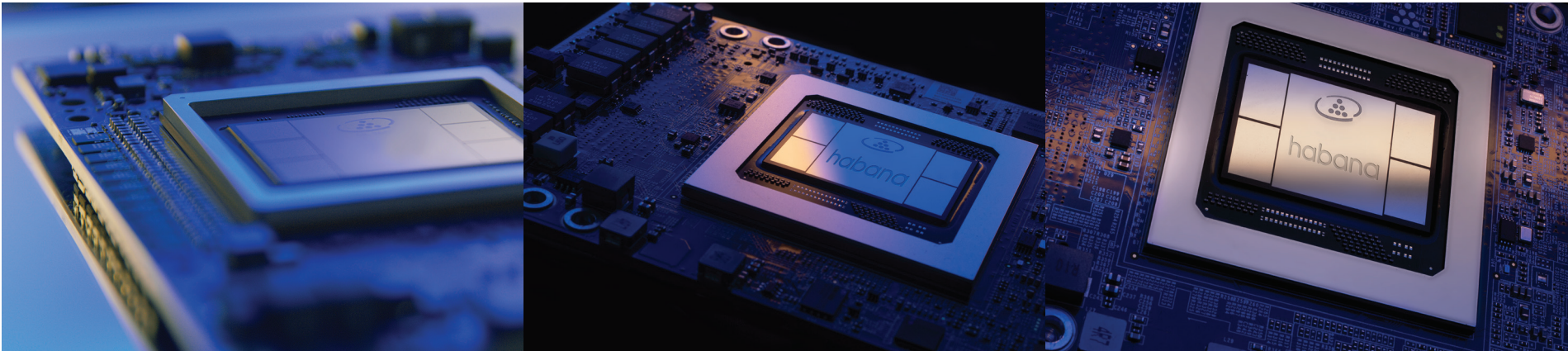
TEXT Roboto Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Assets

Product images

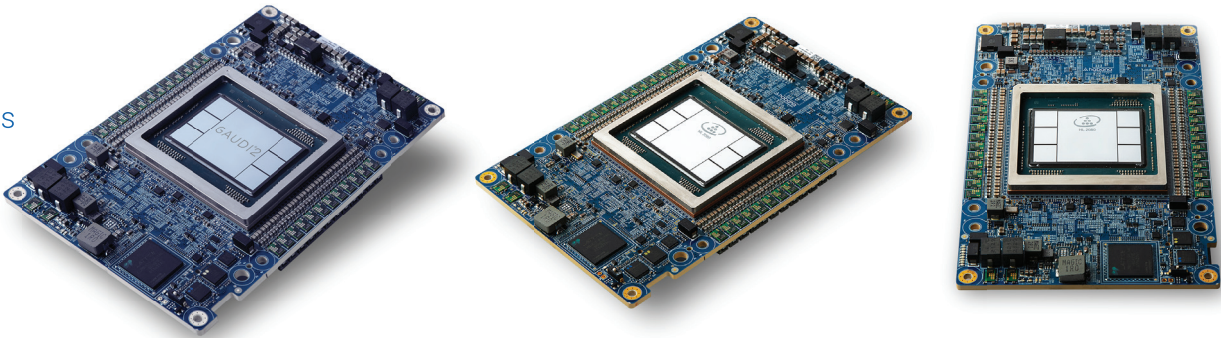
Hero:
Stylized images provided
for design/ dramatic
emphasis

Gaudi and Gaudi2



Product:
Straight-forward representations

Gaudi and Gaudi2



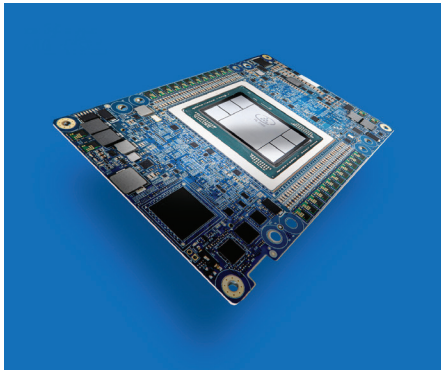
Server:
Straight-forward representations

Gaudi2 only



Dynamic:
Extreme angle product
image- for dramatic effect

Gaudi2 only



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.

