Hurst Media Company
Brand Guidelines

Last updated
April 2013

HURST
MEDIA
COMPANY

00 Contents

Hurst Media Company creates inspirational publications and content.

We deliver diligently-researched and compelling information that enables our readers to make sound decisions and helps to protect their interests.

Our customer offering is founded on unparalleled customer service, innovative products and value for money.

This document provides a basic outline to the Hurst Media Company logo, a key element in our brand identity.

Why we need guidelines
Building a strong and vibrant identity for the Hurst Media Company brand can positively impact on perceptions of our work. By acting as an integral part of the framework on which we can base our strategy, the careful nurturing and application of our identity also helps to distinguish us in these key areas:

Recognition
By physically representing ourselves in a consistent way, using the consistent messages and a consistent tone of voice, we will develop an instantly familiar image for our audience.

Consistency
Using these guidelines for every piece of communication we produce will help us to project precisely the image of ourselves that we want to convey. It should also help to make your life easier by showing you what you should or should not do with the brand identity.

Personality
A brand identity with personality helps our audience to associate with our set of values and standards. The more consistently we put those values across, the stronger the identity and brand personality become.
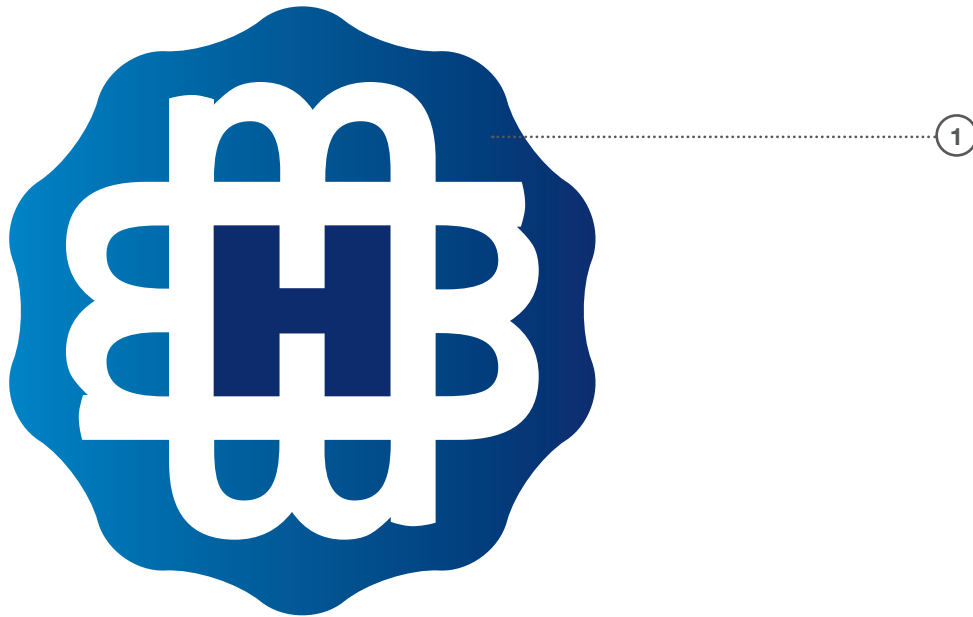
HURST
MEDIA
COMPANY

Overview
We have various elements that
combine to make our identity
memorable. This document
outlines the following elements:

Our logomark
A unique graphic motif
Our typefaces
A strong colour palette

1

2

Background
Our logo is the visual symbol of our brand. It expresses our core values and personality.

The elements of the logo
The principal logo is the execution of various elements in a fixed relationship which should only be applied in the formats shown on this page and overleaf:

1 The motif
2 The wordmark

These elements wherever possible should be reproduced in the blue colours shown. It can however also be reproduced in black or reversed white out.

Logo versions
There are x4 variants of the logo.

1 This is the main version and
 should be used as the default logo
 wherever possible
2 This is a horizontal version of
 the logo
3 This is the Hurst Media
 Company motif
4 This version of the logo is the
 Hurst Media Company wordmark

Background
The motif can be used as a
supporting graphic element and may
be cropped to add an extra dynamic
to layouts and promotional material.
See the applications section at the
back of this document for examples.

**HURST
MEDIA**
COMPANY

**HURST
MEDIA**
COMPANY
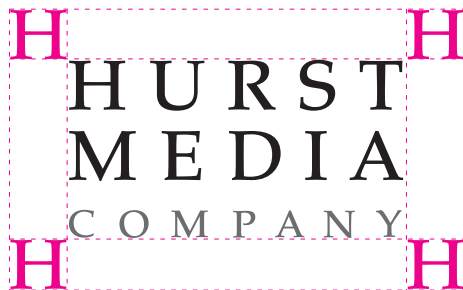
Principle
To allow our logo to work correctly, there must always be clear space around it. Our logotype must always be surrounded by an area entirely clear of copy and any other graphic devices. The formula for this exclusion zone is shown opposite and applies to all sizes of logotype reproduction.

Clearzone
The amount of room you need to leave is indicated by the clearzone, the dotted line, which does not print. It is based on the height of the 'e' in the Hurst Media Company wordmark.

ABCxyz 123,!?

Palatino Roman

ABCxyz 123,!?

Palatino Medium

ABCxyz 123,!?

Palatino Bold

Principle
Type plays an important role in defining and strengthening our personality.

Palatino
Palatino is the work of Hermann Zapf, and is probably the most universally admired and used of his type designs. In 1950, it was punchcut in metal by August Rosenberger at D. Stempel AG typefoundry in Frankfurt am Main, and then adapted for Linotype machine composition.
It has become a modern classic in itself, and is popular among professional graphic designers and amateurs alike. Palatino works well for both text and display typography.

Wherever possible use a combination of weights and colour to create hierarchy and interest within your layouts/designs.

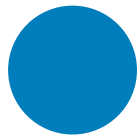Palatino Medium is used for the wordmark below the motif.

Alternative usage (eg digital)
Where the design requirement necessitates, a universally-used font – for example within the design of certain html websites or newsletters – the Arial typeface can be used.
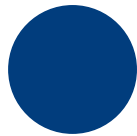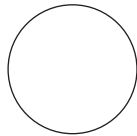
PMS 281
c100 / m85 / y5 / k35
r0 / g38 / b100
Hex 002664

PMS 7461
c98 / m23 / y1 / k3
r0 / g131 / b191
Hex 0083BE

PMS N/A
c0 / m / y0 / k100
r26 / g23 / b27
Hex #1a171b

PMS N/A
c0 / m / y0 / k0
r255 / g255 / b255
Hex ffffff

PMS 262
c58 / m92 / y13 / k56
r83 / g40 / b79
Hex 53284F

PMS 308
c100 / m19 / y8 / k50
r0 / g91 / b130
Hex 005B82

PMS 322
c100 / m9 / y38 / k34
r0 / g116 / b122
Hex 00747A

PMS 199
c0 / m100 / y69 / k0
r208 / g16 / b58
Hex D0103A

PMS 220
c5 / m100 / y22 / k24
r163 / g0 / b80
Hex A30050

PMS 1225
c0 / m19 / y79 / k0
r255 / g203 / b79
Hex FFCB4F

PMS 137
c0 / m46 / y100 / k0
r255 / g161 / b0
Hex FFA100

PMS 166
c0 / m78 / y100 / k0
r224 / g82 / b6
Hex E05206

PMS 429
c21 / m11 / y9 / k23
r165 / g172 / b175
Hex A5ACAF

PMS 404
c20 / m25 / y29 / k61
r119 / g111 / b101
Hex 776F65

Colour palette
Our primary corporate colours are a royal blue PMS 281 and a light blue PMS 7461. Black and white are also important colours in our visual language. When our logotype appears in a colour, PMS 281 and PMS 7461 are the colours used. When reproducing the logo always use PMS 281 and PMS 7461 as a solid colour, never as a tint.

Colour is a strong part of our visual language and can be used to create pace within layouts and hierarchy within information. A wide range of secondary accent colours are available.

The secondary colours should always be used as a solid colour and never as a tint.

To achieve a consistent colour reproduction across all communications, match colours to their PANTONE® coated equivalents. This applies to printing on coated and uncoated paperstocks.

The specification of colours across different media and substraits is not an exact science. Sometimes it may be necessary to match the colour visually according to each particular application.

Please use the CMYK, RGB and Hex breakdowns supplied. The process colour values / breakdowns are those recommended by PANTONE® and are taken from the latest PANTONE® Colour Bridge book.

PANTONE® is a registered trademark of Pantone, Inc.

Background
This section shows a number of examples and illustrations of identity application. These have been produced as guides to applying the identity and whilst they all adhere to the rules of identity application they should not be considered the only solutions.
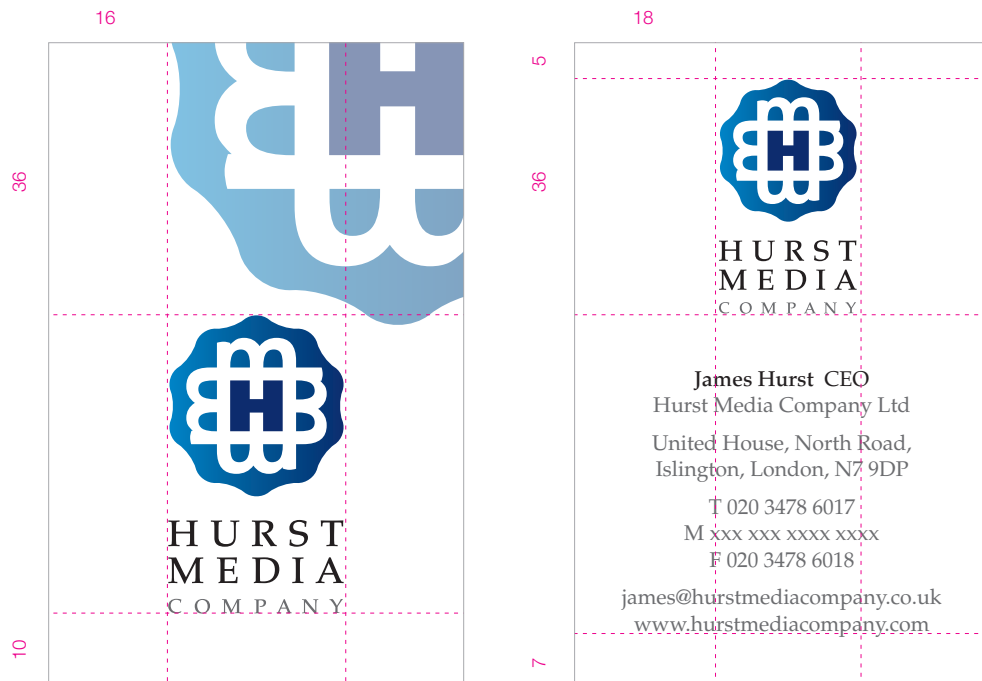
16

36

10

20

18

5

36

7

**HURST
MEDIA**
C O M P A N Y

James Hurst CEO
Hurst Media Company Ltd

United House, North Road,
Islington, London, N7 9DP

T 020 3478 6017
M xxx xxx xxxx xxxx
F 020 3478 6018

james@hurstmediacompany.co.uk
www.hurstmediacompany.com

All dimensions in mm

All text in either:
Palatino Roman 10/12pt or
Palatino Bold 10/12pt
see layout for reference
All in 100% black

Logo used:
HURST_MEDIA_CMYK.eps

The logo is at the minimum size of
15mm

4.2 A4 Letterhead

30   19.5   15

15

38

35

12

15

12

20

**HURST
MEDIA**
C O M P A N Y

Name First Last
Company Name
Building number
Somewhere Street
City
A1 2BC

00 Month 2013

Our ref:
Reference goes here

Dear xxx,

Start your letter here. Text should be set In Palatino Roman10pt on 12pt line spacing.

Your sincerely,

Title in Palatino Bold 10 on 12pt
Position

Hurst Media Company Ltd. United House, North Road, Islington, London, N7 9DP. T 020 3478 6017 F 020 3478 6018. VAT Registered 316464.

All dimensions in mm

All text in either:
Palatino Roman 10/12pt or
Palatino Bold 10/12pt
see layout for reference
All in 100% black

Logo used:
HURST_MEDIA_CMYK.eps

The logo is at the minimum size of
15mm

4.3 A4 Continuation

30   23   15

15

55

15

The letter continues on this top line in the same style / specification as the first page, full line spaces between paragraphs on down to the bottom of the page. Curabitur blandit tempus porttitor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean lacinia bibendum nulla sed consectetur. Nulla vitae elit libero, a pharetra augue.

Cras mattis consectetur purus sit amet fermentum. Cras mattis consectetur purus sit amet fermentum. Maecenas sed diam eget risus varius blandit sit amet non magna. Aenean lacinia bibendum nulla sed consectetur.

Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam id dolor id nibh ultricies vehicula ut id elit. Donec id elit non mi porta gravida at eget metus.

Nulla vitae elit libero, a pharetra augue. Maecenas faucibus mollis interdum. Nulla vitae elit libero, a pharetra augue. Maecenas sed diam eget risus varius blandit sit amet non magna. Vestibulum id ligula porta felis euismod semper. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.

Donec id elit non mi porta gravida at eget metus. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Vestibulum id ligula porta felis euismod semper. Cras mattis consectetur purus sit amet fermentum. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Curabitur blandit tempus porttitor.

Your sincerely,

Title in Palatino Bold 10 on 12pt
Position

10

The continuation sheet is part of the A4 letterhead template and will automatically appear when a new page is required.

As with the letterhead, making changes to the layout of the continuation sheet is forbidden.

For copies of these files please contact:
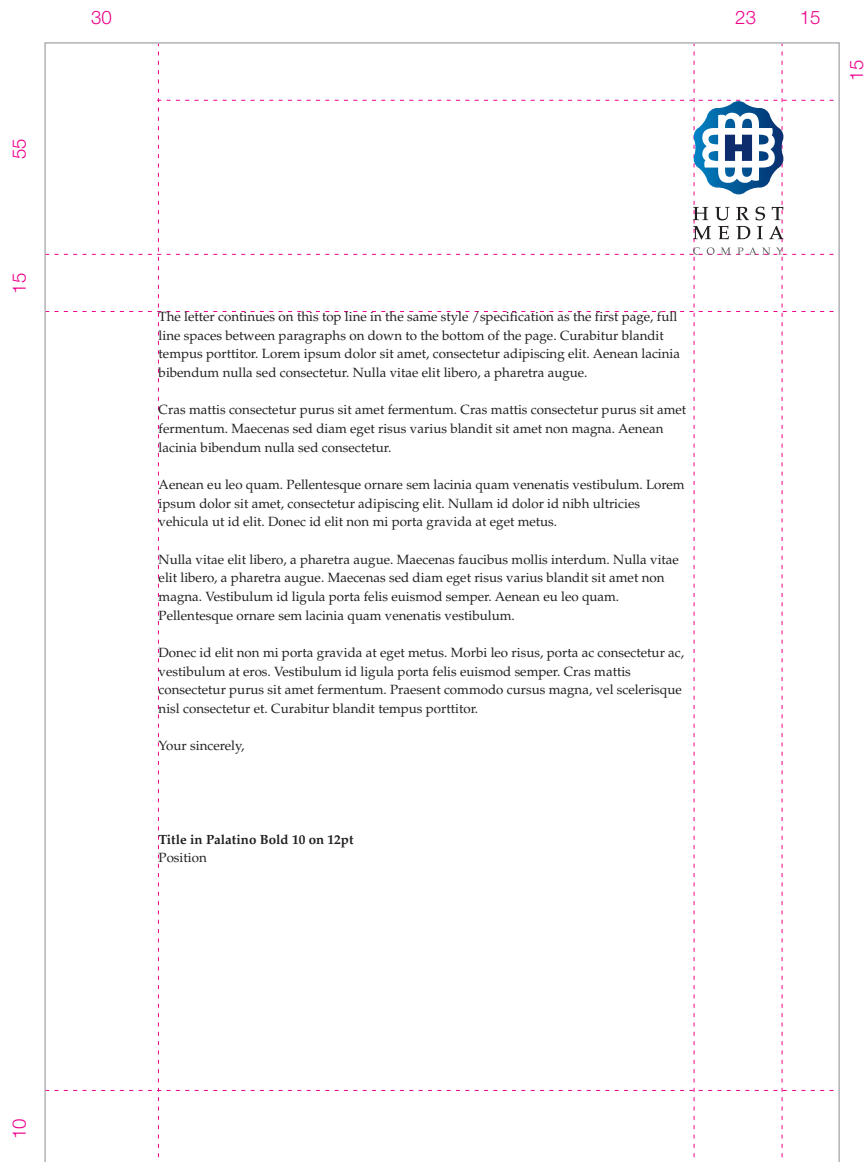
james@hurstmediacompany.co.uk

All dimensions in mm

All text in either:
Palatino Roman 10/12pt or
Palatino Bold 10/12pt
see layout for reference
All in 100% black

Logo used:
HURST_MEDIA_CMYK.eps

The logo is at the minimum size of 15mm

Logo used:
HURST_MEDIA_CMYK.eps

The logo is at the minimum size of
15mm

FAO Name Here
Description of disk contents
00 Month 2013

Contact (Name Here and email / tel No)
if there are any problems with the contents of this disk
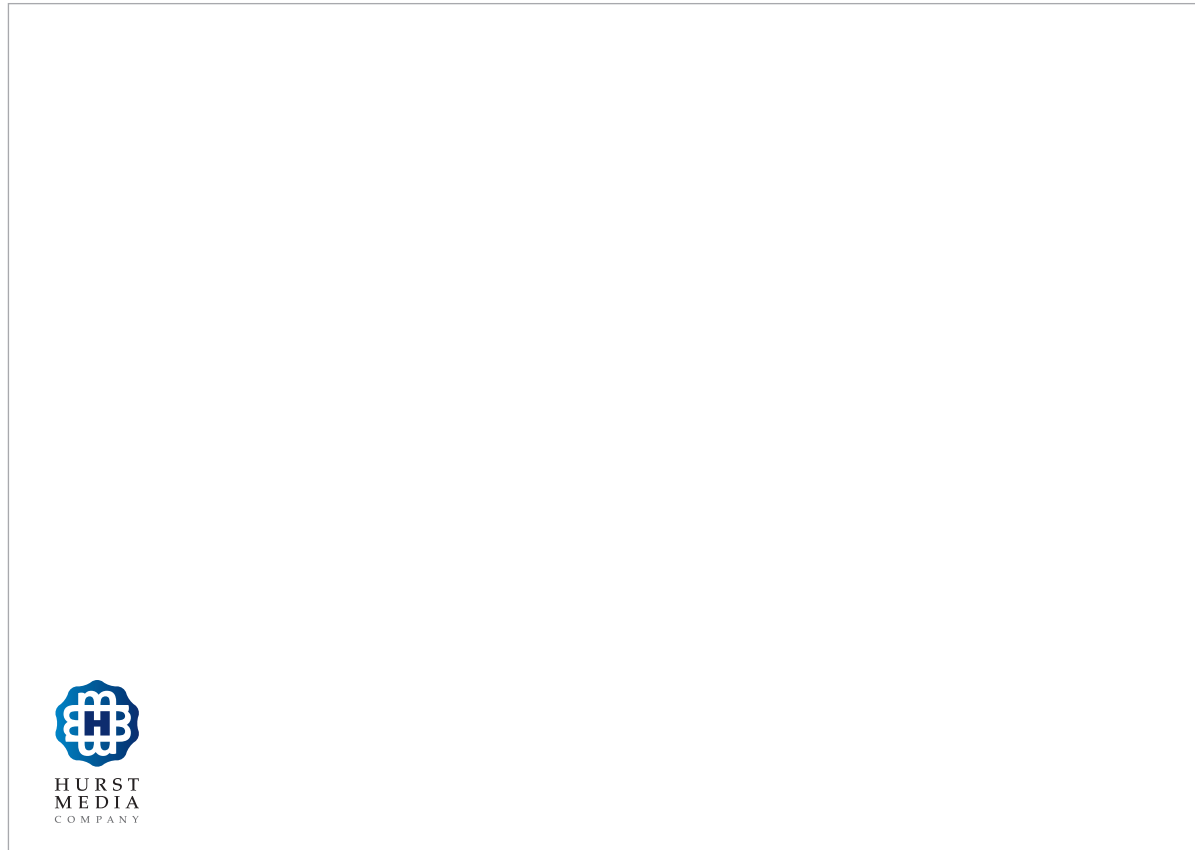
HURST
MEDIA
COMPANY

Pre-printed CDs and DVDs have
been drafted to ensure that all
materials sent out from our offices
using this medium are visually
identical.

Logo used:
HURST_MEDIA_CMYK.eps
HURST_MEDIA_WHITE.eps

For copies of the label template
please contact:

james@hurstmediacompany.co.uk

Options Feedback – Inbox

From: James Hurst | Hurst Media Company <james@hurstmediacompany.co.uk>
Subject: Options feedback
Date: Wed, 24 April 2013 13:18:27 GMT+01:00
To: Jason Dutch <jason@touchline.com>

Name,

A simple email types here…

Many thanks,

James

James Hurst CEO

Hurst Media Company Ltd
United House, North Road, Islington, London, N7 9DP
T 020 3478 6017 F 020 3478 6018
james@hurstmediacompany.co.uk www.hurstmediacompany.com

HURST MEDIA COMPANY

Please don't print this email unless you really need to.

This message contains confidential information and is only intended solely for the use of the individual or entity to whom it is addressed If you are not the intended recipient you are notified that disclosing, copying, distributing or taking any action in reliance on the contents of this information is strictly prohibited and you are instructed to delete it immediately. E-mail transmission cannot be guaranteed to be secure or error-free as information could be intercepted, corrupted, lost, destroyed, arrive late or incomplete, or contain viruses. The sender therefore does not accept liability for any errors or omissions in the contents of this message, which arise as a result of e-mail transmission. If verification is required please request a hard-copy version.

Templated email signatures have been created. Always ensure that you use the templated signature.

Logo used:
HURST_MEDIA_RGB.eps

For copies of these files please contact:

james@hurstmediacompany.co.uk

james@hurstmediacompany.co.uk
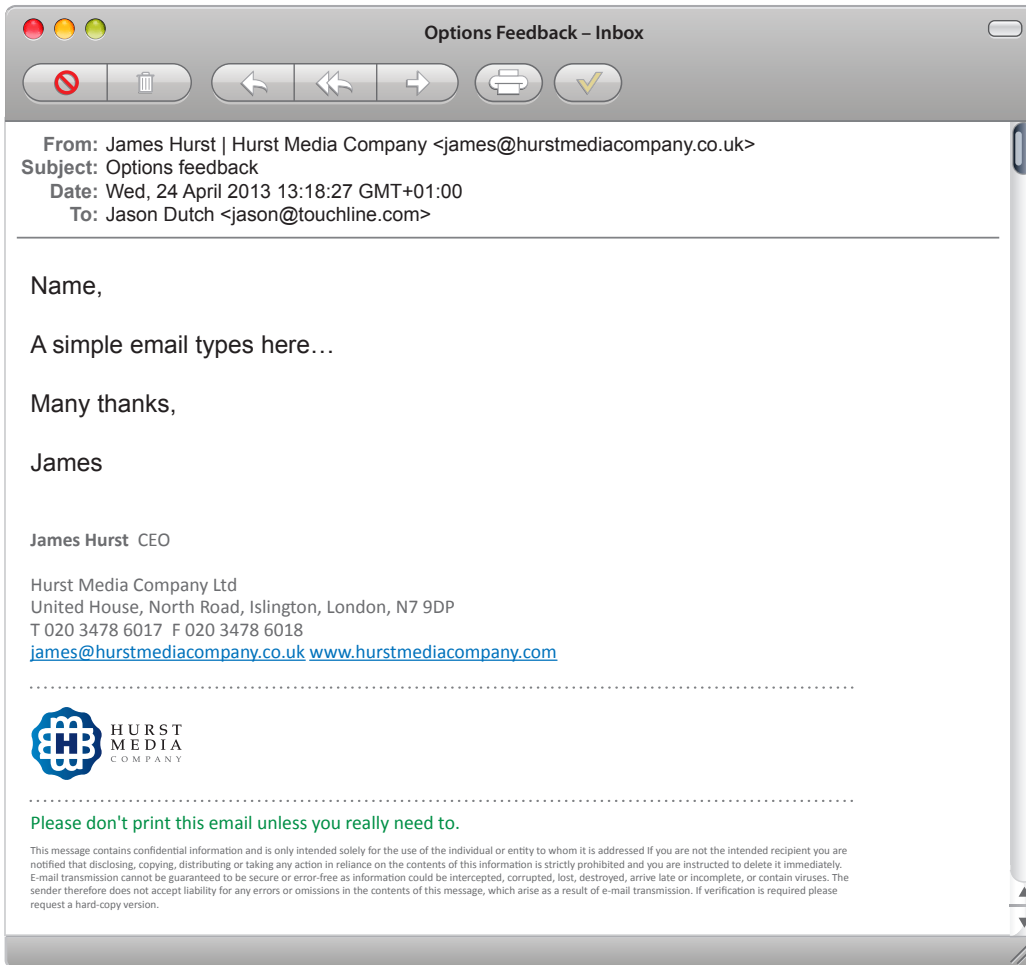
If you have questions or feedback
about these guidelines, please
contact James Hurst at the e-mail
address above.