

CORPORATE IDENTITY GUIDELINES



HAND
BALL FOR
**DUAL
CAREERS**

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OVERVIEW

I THE GRAPHIC ELEMENTS

The graphic elements

Four basic visual elements make up the HANDBALL FOR DUAL CAREERS style system.

If we use them consistently and correctly, they'll communicate our spirit and convey our distinctive image in every piece of communication we produce.

Logotype



The symbol



Brand colors



Acronym



Avenir Next

AaBbCc **AaBbCc**

1

BRAND MARK

- 1.1 BRAND ELEMENTS
- 1.2 LOGO VERSIONS
- 1.3 LOG APPLICATIONS / INCORRECT VERSIONS
- 1.4 DIMENSIONS AND SIZES
- 1.5 MINIMUM CLEAR SPACE

The HANDBALL FOR DUAL CAREERS logo comprises two main elements: a symbol and a logotype. They should appear on everything we produce, from letterheads, website to merchandising items.

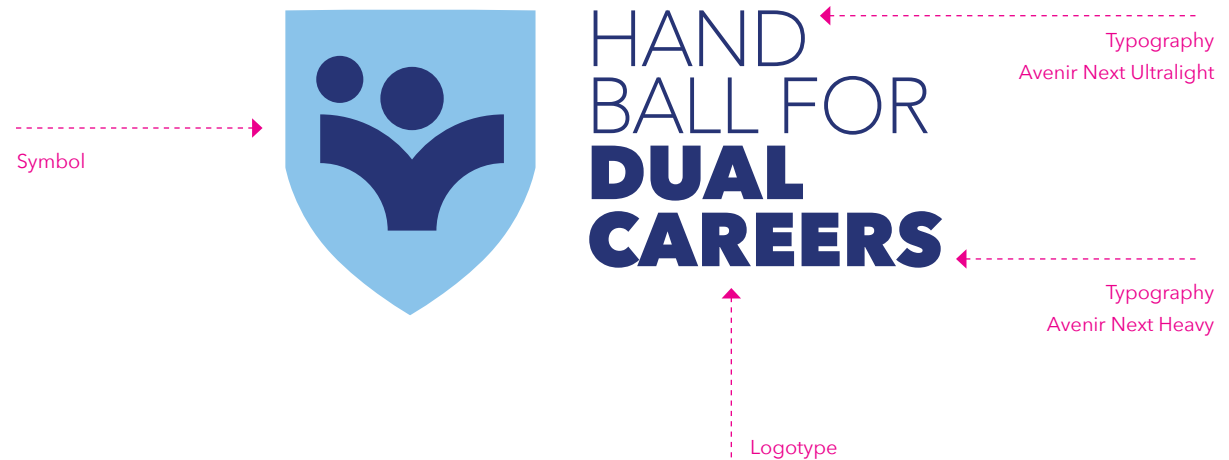
Our symbol is a powerful image that reflects the singular attributes of our organization and evokes the world of handball and studies.

The refined and modern logotype has been carefully designed to be highly legible, an aspect enhanced by the use of upper case letters. The typeface employed is Avenir Next, which perfectly complements and balances the symbol.

Although Avenir Next is a standard typeface, it has been customized for the HANDBALL FOR DUAL CAREERS logotype. Therefore, no other font should be used to replace it. The sizes, proportions, and positions of the logotype characters should never be altered in any way.

The color of the corporate logo is as important as its shape and form.

These elements must always be reproduced from a digital master and should never be redrawn or digitally manipulated.



1.2 BRAND MARK

LOGO VERSIONS

We have four logotype versions available to use in all graphic materials. The main logotype version is the color version, then there is the monochrome version (all readable colors), the black version that includes all gray scale possibilities and the negative versions.

Color version



Negative version / color version logotype



Monochrome version



Negative version / dark blue color background



Black version



Negative version / black color background



1.3 BRAND MARK

LOGO APPLICATIONS / INCORRECT VERSIONS

How to apply the HANDBALL FOR DUAL CAREERS logo on color backgrounds: The logo should be applied in color version, monochrome versions or white, depending on the color used as a background. The logo must be readable correctly.

The color version of the logo cannot be used on dark blue color backgrounds.

Color version



Negative version / color version logotype



Monochrome version



Black version



The specifications for the brand mark are always indicated below its horizontal width.

There is a minimum size for the logo, to be used for small reproductions 20mm in horizontal width. Also there is a minimum size for the symbol 5mm.

This versions are recommended whenever production processes could fail to produce desired levels of detail (stamping, silkscreen printing, and embossing or debossing of leather, etc.).

Minimum Sizes



1.5 BRAND MARK

MINIMUM CLEAR SPACE

The HANDBALL FOR DUAL CAREERS logo is surrounded by a minimum clear space that helps it stand out and protects it from the intrusion of any other graphic elements, texts, or images.

The minimum clear space is equal to the height of the symbol in the brand mark.

The clear space is always proportional to the size of the logo in all versions of the brand mark.

The clear space noted in this manual is a minimum specification and should be increased whenever it's possible to do so.

Minimum clear space



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COLOR

- 2.1 BASIC COLOR PALETTE
- 2.2 USING THE BASIC COLOR PALETTE

2.1 COLOR

BASIC COLOR PALETTE

Pantone 291 C / Pantone 294 C

These are our basic brand color. We also use it to identify our high-level corporate communications.

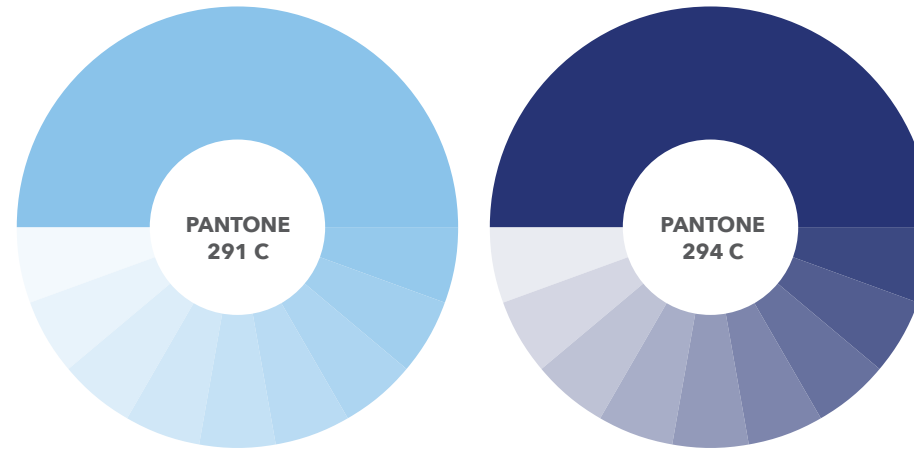
White



In most cases, a white background will optimize the legibility and readability of small text and fine details.

Tints

The hues (tonal gradations) of Pantone 294 C and black color authorized for use in our communications material are illustrated to the right. The logo should only be reproduced in Pantone 291 C and Pantone 294C, its hues, black, and white.

The Pantone standards are included in the current edition of the Pantone Color Bridge.



	PANTONE	CMYK process color	RGB	HTML Web
	Pantone 291 C	C43 M0 Y10 K0	R144 G207 B241	90CFF1
	Pantone 294 C	C100 M93 Y22 K12	R26 G54 B104	1A3668

2.2 COLOR

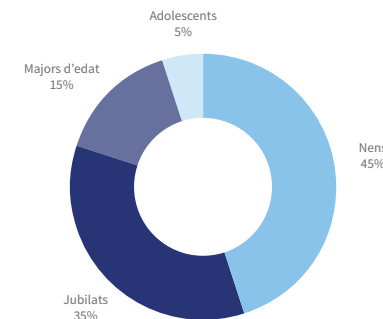
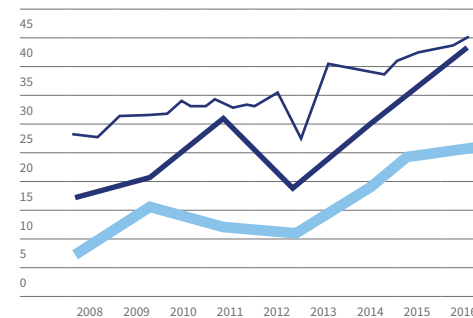
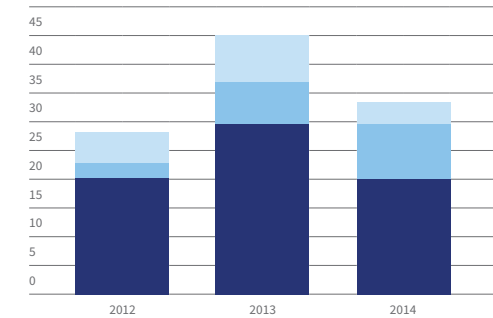
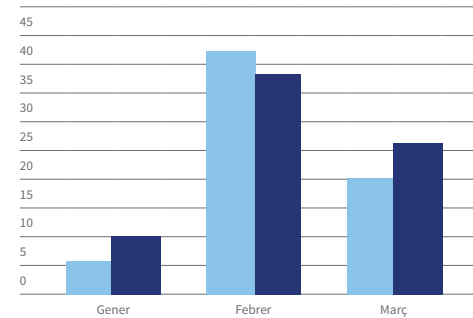
USING THE BASIC COLOR PALETTE

These are the colors selected also for use in Microsoft Word, Excel, and PowerPoint presentations.

Avoid using predetermined effects (textures, gradients, etc.) in bar charts, wheels, maps, and other graphics.

Do not use standard clip-art images (stop lights, caricatures, etc.) in your graphic presentations.

Use only basic forms and arrows. When using maps, choose solid or outlined versions, avoiding textures and making sure that they provide a clear, undistracting background for the information they will contain.



3

TYPOGRAPHY

- 3.1 CORPORATE TYPEFACE, AVENIR NEXT
- 3.2 ALTERNATIVE TYPEFACE, ARIAL

3.1 TYPOGRAPHY

CORPORATE TYPEFACE, AVENIR NEXT

The Avenir Next has been selected as the typeface to be used in applications designed by professionals (internal and external design studios and advertising agencies).

All the fonts in Avenir Next family can be used in body copy. Avenir Next Demi Bold and Bold may also be used for third and fourth level headings. Avenir Next Heavy is used for first and second level headings.

When Avenir Next is used in body copy, standard character and line spacing should be applied to make the text more legible to the reader.

Letter spacing and justification that results in wide or non-uniform word spacing should be avoided.

AVENIR NEXT ULTRALIGHT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTU-
VWXYZ 1234567890 (.,:;'"><!@&*)

AVENIR NEXT ULTRALIGHT ITALIC

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTU-
VWXYZ 1234567890 (.,:;'"><!@&)*

AVENIR NEXT REGULAR

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTU-
VWXYZ 1234567890 (.,:;î><!@&*)

AVENIR NEXT REGULAR ITALIC

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTU-
VWXYZ 1234567890 (.,:;'"><!@&)*

AVENIR NEXT MEDIUM

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTU-
VWXYZ 1234567890 (.,:;'"><!@&*)

AVENIR NEXT MEDIUM ITALIC

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTU-
VWXYZ 1234567890 (.,:;'"><!@&)*

AVENIR NEXT DEMI BOLD

abcdefghijklmnopqrstuvwxy
**ABCDEFGHIJKLMNOPQRSTU-
VWXYZ 1234567890 (.,:;'"><!@&*)**

AVENIR NEXT DEMI BOLD ITALIC

abcdefghijklmnopqrstuvwxy
***ABCDEFGHIJKLMNOPQRSTU-
VWXYZ 1234567890 (.,:;'"><!@&*)***

AVENIR NEXT BOLD

abcdefghijklmnopqrstuvwxy
**ABCDEFGHIJKLMNOPQRSTU-
VWXYZ 1234567890 (.,:;'"><!@&*)**

AVENIR NEXT BOLD ITALIC

abcdefghijklmnopqrstuvwxy
***ABCDEFGHIJKLMNOPQRSTU-
VWXYZ 1234567890 (.,:;'"><!@&*)***

AVENIR NEXT HEAVY

abcdefghijklmnopqrstuvwxy
**ABCDEFGHIJKLMNOPQRSTU-
VWXYZ 1234567890 (.,:;'"><!@&*)**

AVENIR NEXT HEAVY ITALIC

abcdefghijklmnopqrstuvwxy
***ABCDEFGHIJKLMNOPQRSTU-
VWXYZ 1234567890 (.,:;'"><!@&*)***

3.2 TYPOGRAPHY

Arial was chosen because it is a standard, readily available typeface—an important issue considering that the majority of HANDBALL FOR DUAL CAREERS applications carried out on a daily basis are created digitally and shared by internal and external users.

Choosing a less readily available typeface would have increased the risk that our messages could be written in default fonts.

Arial can be used only in its Regular, Regular Italic, Bold, and Bold Italic versions.

ALTERNATIVE TYPEFACE, ARIAL

ARIAL REGULAR

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNQRSTUWXYZ
1234567890 (.,:;””><!?@&*)

ARIAL REGULAR ITALIC

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNQRSTUWXYZ
1234567890 (.,:;îî><!?@&)*

ARIAL BOLD

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJK IJKLMNQRSTUWXYZ
1234567890 (.,:;””><!?@&*)

ARIAL BOLD ITALIC

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNQRSTUWXYZ
1234567890 (.,:;””><!?@&*)

4

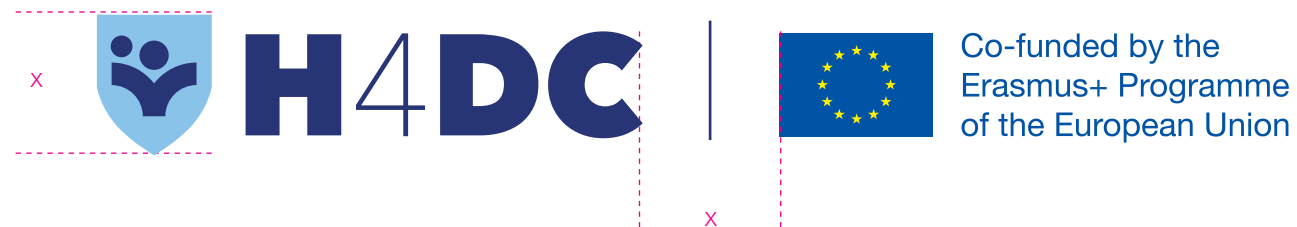
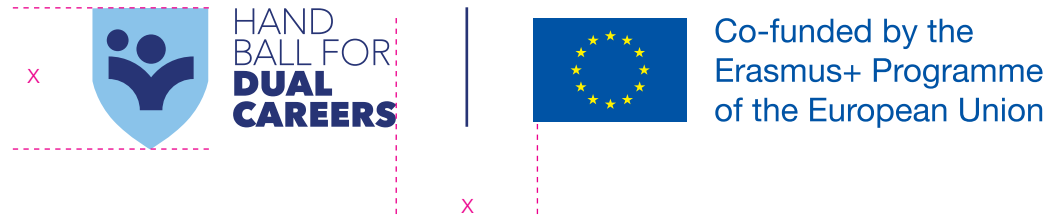
CO-BRANDING

- 4.1 HORIZONTAL LAYOUT OF BRAND LOGOS
- 4.2 VERTICAL LAYOUT OF BRAND LOGOS

4.1 CO-BRANDING

HORIZONTAL LAYOUT OF BRAND LOGOS

When another brand logo or entity is being associated with the HANDBALL FOR DUAL CAREERS logo, they need to be separated by at least the height of the H4DC symbol with divider line between.



4.2 CO-BRANDING

VERTICAL LAYOUT OF BRAND LOGOS

Where a horizontal treatment will not work for co-branding purposes, due to space and design constraints, the Toro logo can be stacked with another brand logo. In this case, the logos should be centered and spaced apart by at least the height of the HANDBALL FOR DUAL CAREERS logo with a divider line between.

