

# HAMILTON

BY **GUNNEBO**<sup>®</sup>

## Brand Standards Guide

Version 4.0 01/03/2024



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# Brand Positioning

We want to possess in the minds of the target group, and how we distinguish our brand from comparable competitors based on emotional factors and associations. The positioning statement is hence only for internal use and will not be communicated.

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# Brand Values

## VISION

To be the leading provider of innovative, world-class product and service solutions that protect and deliver items of value.

## MISSION

To create a safer world – for our customers, business partners, associates, and society as a whole.

## CORE VALUES

Predict.  
Prevent.  
Protect.

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# Brand Archetype

## THE MAGIC HERO

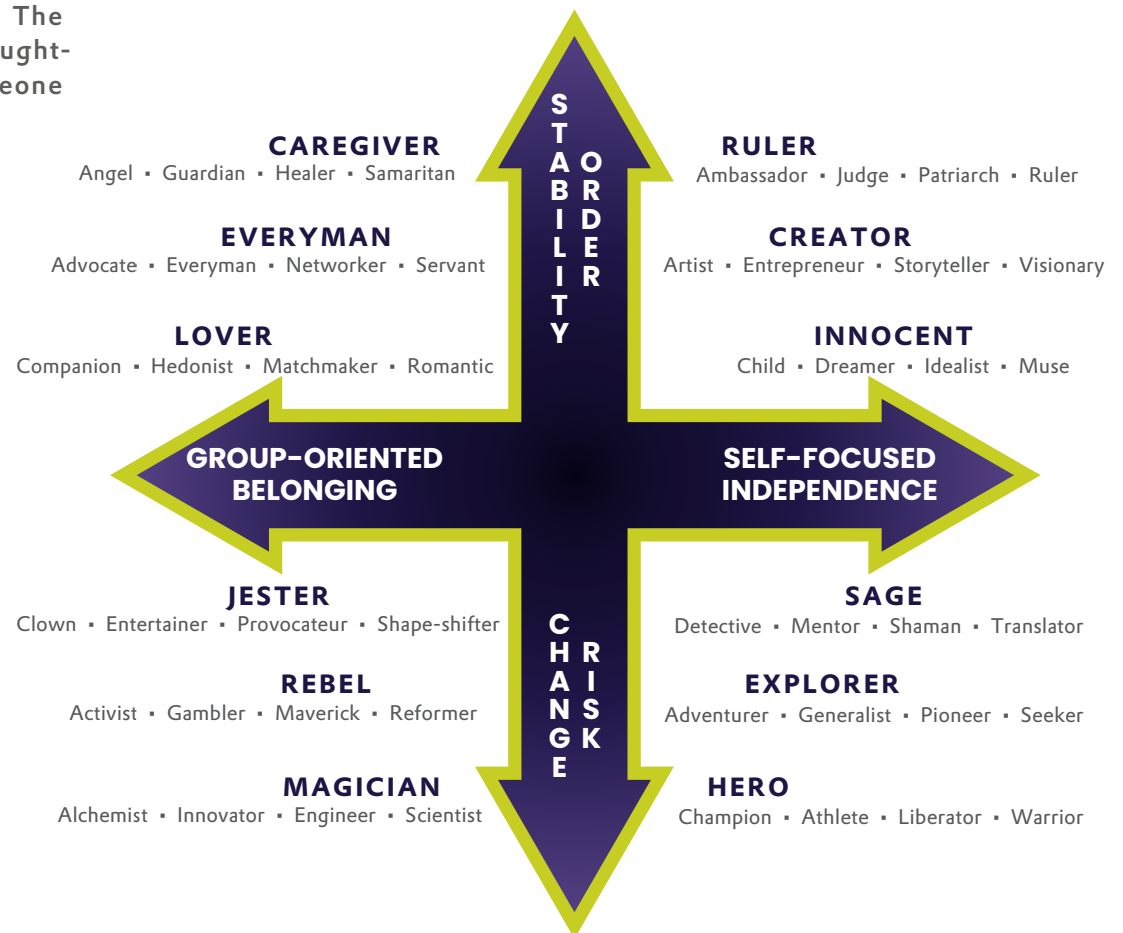
The archetype chosen for Hamilton is the MAGIC HERO, based on the archetype of the HERO with influence from MAGICIAN. The main characteristics of a HERO are strength, braveness, determination, and competence with you. The main characteristics of a MAGICIAN are wisdom, thoughtfulness, contemplation, and transformational - someone who knows how to manipulate the elements.

## THE MAGICIAN

The one that makes the impossible possible.

## THE HERO

The one that makes you triumph.



# HAMILTON

BY **GUNNEBO**®

## The Brand Logo

### OUR IDENTITY IS MORE THAN A LOGO

While it's the most easily identifiable trait embodying our brand, a visual identity requires a more holistic approach. It's an entire graphic experience that resonates with the rest of the Hamilton brand. When it's done right, our visual identity helps convey our purpose, values, and culture.

To maximize brand effectiveness, however, it has to be adopted by everyone and used consistently. These guidelines help maintain the brand's integrity, regardless of how it's being communicated.



# The Brand Logo (CONTINUED)

In the design of the logotype, the high edge of the name has the curved shape of an arch which proves our proudness and confidence, yet the protection we offer. The capital letters rise high from a linear, solid ground in a font that is robust, but still adaptable. The dark blue nuance additionally contributes to the reliability we want the logo to emanate. The logo color represents credibility and security.

## THE LOGO COMPONENTS

The logo consists of the following elements: the logomark, and tagline. These components have been designed to complement one another. Therefore, when using the logo, the size ratios, and spatial relationships of the elements should not be altered. No other words or graphics should be added to the logo design. No attempt should be made to recreate the logo or alter the colors in any way.

## PREFERRED LOGO FORMAT

The stacked logo (shown right) is the primary logo to be used for the Hamilton brand. It is the preferred version of the logo to be used in all marketing communication materials and is suitable for both print and digital applications.



Primary Logo: the logotype and tagline



# Applying the Logo

To ensure the effective and consistent application of the logo, allow sufficient clear space on all sides of the elements.

The logo may be used without the tagline or founding year. Exceptions include embroidery, clothing, branded imprints, social media applications, or a design in which the context of the brand is still maintained elsewhere, whether through copy or logotype.

Make sure there is sufficient contrast between the logo and the surrounding background and that a background image or texture is not too complex or “busy.”

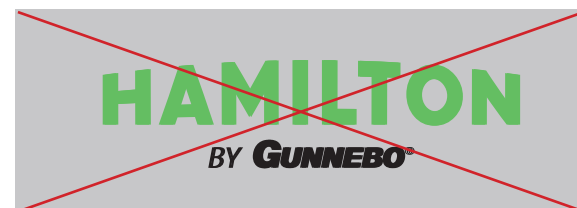
## CORRECT USE OF LOGO

*Use the logo on white or light-colored backgrounds where there is significant contrast between the Hamilton logo colors and the background.*



## INCORRECT USE OF LOGO

*Don't place the logo on backgrounds or images where it is hard to see or where there is not enough contrast for the logo to be legible or noticeable. Don't modify the logo or change the colors in any manner.*



# Logo Clear Space

Whenever you use the Hamilton logo or logomark, it should be surrounded by clear or negative space to ensure proper visibility and impact. No graphic elements of any kind should be placed inside this zone.

The clear space is equal to the height of the tagline lockup beneath the logotype of the primary logo.

Clear Space



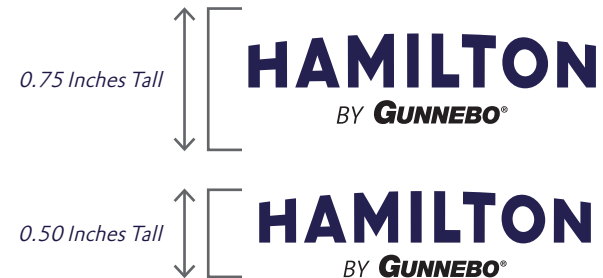
# Minimum Size Guidelines

The logo should not be reproduced smaller than the specified minimum size, as doing so compromises its readability.

The minimum size is measured by the height of the interlocking logomark, as illustrated below.

Just as the logo should not be shown smaller than the minimum size, it should also not be made proportionally too large for its intended usage.

## PRINT SIZE MINIMUM



## PRODUCT SIZE MINIMUM



# Brand Color Palette

The Hamilton brand palette helps audiences identify us at a glance, and the way we use colors sets the mood for each of our branded items. To maintain visual consistency across all Hamilton communications, only use the colors outlined in this guide.

Whether used to complement copy and photography or as a bold stand-alone design element, the Hamilton color palette was chosen to be bold, inviting, and versatile.

## PALETTES

The Hamilton color palette has two layers: primary, secondary, and tertiary, each with its own set of colors.

Our primary colors are Midnight Blue and White. To complement the primary palette, use the supporting palettes to build color schemes to balance out the design of marketing materials.

The PANTONE, CMYK, RGB, and HEX values have been provided for each color in the color palette.

## COLOR OVERVIEW

The color palette provides a lot of design options, but thoughtful consideration and restraint must be exercised to make sure we don't cloud the visual identity.

We've included a general guide for making effective color choices as you use color in each communication piece. This isn't meant to imply a strict rule for the colors on the page; rather, these ratios are general guidelines that should help construct layouts that reflect the Hamilton brand.

## 70% PRIMARY

### MIDNIGHT BLUE

CMYK: 97 | 99 | 38 | 45

RGB: 30 | 21 | 69

HEX: 1e1545

PMS: 2765C | 2765U

### WHITE

CMYK: 0 | 0 | 0 | 0

RGB: 255 | 255 | 255

HEX: fffffff

PMS:

## 20% SECONDARY/ACCENTS

### CHARTREUSE

CMYK: 32 | 15 | 100 | 0

RGB: 186 | 188 | 51

HEX: babc33

PMS: 7744C | 7744U

### COOL GRAY

CMYK: 62 | 53 | 48 | 19

RGB: 99 | 101 | 105

HEX: 636569

PMS: Cool Gray 10C | 446U

*Used primarily as text color*

## 10% TERTIARY NEUTRALS/ACCENTS

### WARM BEIGE

CMYK: 10 | 4 | 30 | 0

RGB: 231 | 229 | 188

HEX: e7e5bc

PMS: 7499C | 7499U

### LIGHT GRAY

CMYK: 17 | 12 | 12 | 0

RGB: 209 | 211 | 212

HEX: d1d3d4

PMS: 420C | 427U

# Color Profiles and Reproduction

To understand which color profile to use and when, you need to understand the basics of paper, ink, computer monitors, and color theory.

## PMS

The Pantone Matching System, or PMS, is a system of thousands of numbered swatches. Most corporate colors in a logo, for example, are identified with a number from this system. It is referred to as a PMS number. Pantone colors are also called “spot” colors.

This is similar to picking paint at the hardware store for your walls: You refer to swatches and choose by number, and then the color is premixed before application. This is good for applications that are predominantly one color (or two), such as an envelope or notepad.

Printing a one- or two-color job can be less expensive than a four-color (CMYK) piece because there are fewer printing plates required. This system creates the most accurate color match for logos and graphics.

Note: Not all PMS colors can be reproduced accurately in four-color (CMYK) reproduction.

## COATED VS. UNCOATED

Pantone colors are listed by number. Colors also have a “C” or a “U.” The “C” stands for coated paper, the “U” for uncoated paper. Coated papers have a smooth finish, where the paper is pressed and polished during the manufacturing process. This coating makes the paper less absorbent and takes ink better. Since the ink sits on top of the surface, it remains rich and vibrant. Think of it as the coat of primer you’d use before painting your walls.

Uncoated paper is just that: paper without the coated layer. It is more absorbent than coated paper. Minerals in the inks affect the way the color is absorbed. As a result, coated and uncoated versions of the same PMS color will look different. To compensate for this, we recommend different PMS colors for “C” versus “U” applications.

# Color Profiles and Reproduction (CONTINUED)

## CMYK

CMYK is the abbreviation for the four ink colors that are used in commercial process color printing: cyan, magenta, yellow, and black. It is often referred to as full-color printing. While using PMS colors is best for something that prints in limited colors, it is not suitable for reproducing photographic images or multicolor projects. Instead, the four-color (CMYK) process is used. Process color uses a percentage of each of the four colors (CMYK) to create a color.

CMYK is used whenever there are full-color images or when the number of colors/inks makes it more practical than using just PMS colors. Commercial offset or web printing is always CMYK. Additional spot or PMS colors can be added for color-matching purposes. CMYK color reproduction can produce a close and accurate match to most PMS colors, but not all PMS colors may translate to CMYK printing.

Commercial inks used for offset printing are transparent; the color of the paper stock will show through the ink and affect the appearance of the printed color.

## RGB AND HEX

RGB stands for red, green, and blue. RGB is the color system for computer monitors, video, etc. It is critical to understand that PMS and CMYK colors are for printed pieces and that RGB is for computer applications such as Microsoft Word, PowerPoint, websites, emails, and other digital applications.

A HEX triplet is a six-digit, three-byte hexadecimal number used in HTML, CSS, SVG, and other computing applications to represent colors. The bytes represent the red, green, and blue components of the color. One byte represents a number in the range 00 to FF in hexadecimal notation or 0 to 255 in decimal notation.

Finally, it's important to note: Colors may vary from one monitor to the next as well as from one printer to the next. Variables such as screen brightness, pixel depth, lighting conditions, hue, and contrast settings will render the exact same color differently from one computer monitor to the next. The same is true for an in-house printer, based on the paper stock, humidity, toner level, quality of the printer and how often the machine is calibrated.

# File Formats

## **ADOBE ILLUSTRATOR/VECTOR FILES (.EPS OR .AI FORMAT)**

Used for commercial printing applications, vector images are made up of basic geometric shapes such as points, lines, and curves. The relationship of the shapes is expressed as a mathematical equation, which allows the image to scale up or down in size without losing quality. An .EPS or .AI file supports CMYK, RGB, and grayscale color modes.

## **JPG FILES**

Used for digital applications, PowerPoint, and Word documents, a JPG is a rasterized (pixel) image with a white background. Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution-dependent. They may be reduced from their original size with loss of quality. Enlarging a raster image beyond its original size (100%) will cause the pixels to stretch, which can result in a significant loss of clarity. The JPG format supports CMYK, RGB, and grayscale color modes.

## **PNG FILES**

Used for digital applications, PowerPoint, and Word documents, a PNG is a rasterized (pixel) image with a transparent background. Like JPGs, they can be reduced without affecting the quality. Enlarging beyond their original size results in quality loss. The PNG format only supports the RGB color mode.

# Typography

Typography plays an important role in communicating the overall tone and brand personality. Typographic styling will create a hierarchy for the content, helping to lead the reader through the communications.

## PRINT APPLICATIONS

### TRADITIONAL PRINT APPLICATIONS: DTLPROKYON

This Sans Serif font has traditional styling with a contemporary flair. It is the recommended font for all communications. The DTLProkyon font has a wide variety of weights and styles, making it adaptable for a variety of needs.

This font family is available for free download on [freakfonts.com](http://freakfonts.com).

If this font is not available for applications (email for example), please use Arial in it's place.

## PRINT APPLICATIONS FONT

### DTLPROKYON

Grumpy wizards make toxic brew for the evil Queen and Jack.

Grumpy wizards make toxic brew for the evil Queen and Jack.

**Grumpy wizards make toxic brew for the evil Queen and Jack.**

**Grumpy wizards make toxic brew for the evil Queen and Jack.**

**GRUMPY WIZARDS MAKE TOXIC BREW FOR THE EVIL QUEEN AND JACK.**

**GRUMPY WIZARDS MAKE TOXIC BREW FOR THE EVIL QUEEN AND JACK.**

## WEBSITE FONTS

### MONTSERRAT BOLD

Grumpy wizards make toxic brew for the evil Queen and Jack.

**Grumpy wizards make toxic brew for the evil Queen and Jack.**

### LATO

Grumpy wizards make toxic brew for the evil Queen and Jack.

Grumpy wizards make toxic brew for the evil Queen and Jack.

**Grumpy wizards make toxic brew for the evil Queen and Jack.**

**Grumpy wizards make toxic brew for the evil Queen and Jack.**



# Typography Examples

These are examples of how to use the Hamilton typography and colors in printed material. These styles are programmed into the live file (.indd) of this document under "Type" > "Paragraph Styles."

*DTLProkyonTMedium, Title Case, 100% Midnight Blue*

**Cover Headline**

*DTLProkyonT, Title Case, 100% Chartreuse*

**Cover Subhead**

*DTLProkyonTMedium, Title Case, 100% Midnight Blue*

**Page Header**

*DTLProkyonTCaps Bold, All Caps, 100% Midnight Blue*

**HEADLINE**

*DTLProkyonT, Title Case, 100% Cool Gray*

Subheader

*DTLProkyonSTMedium, All Caps, 100% Cool Gray*

**SECTION HEADER**

*DTLProkyonSTMedium, All Caps, 100% Midnight Blue*

**PRODUCT CATEGORY HEADER**

*DTLProkyonTLight, Title Case, 100% Midnight Blue*

*Product Name/Caption*

*DTLProkyonT, Sentence Case, 76% Black*

Body text. As doluptu rerspissus, con exceri oditas pos dollibeatus alicipsapis idebit alignatem ut dolor ad molut ullorekusame comnimpos ut voluptat ulluptae. Natqui doluptates pelenisit et voluptam, simolorunt optaspernam ea volupta veles aut ut ra

*DTLProkyonST, All Caps, 76% Black*

▪ **BULLET HEADER:**

*DTLProkyonT, All Caps, 76% Black*

- BULLET TEXT
- BULLET TEXT
- BULLET TEXT

# Graphic Elements

A thoughtful use of graphic elements is a way to create a distinct look and feel. Through consistent and repeated use of the graphic elements, a visual language associated with Gunnebo is created.

## ICONS FOR BENEFITS AND FEATURES

A consistent appearance and application of icons across all touchpoints builds a seamless experience for our customers. The style of our icons is simple and straightforward to make them easy to understand. Our own icons should only be used to illustrate key benefits or features. Icons are placed on the front cover of printed marketing material in conjunction with product photography.

## HERITAGE WATERMARKS

These watermarks are an ode to our heritage of building custom products, which have been hand-crafted and custom made in America for generations. The watermarks should be of images showing off steel-working and craftsmanship.

## METAL TEXTURE AND BLUE BAR

The metal texture used in the brand's marketing materials reflects the rich heritage of Hamilton as a leading manufacture of steel safes. The metal texture is used as an accent element only. Used to anchor the layout design and balance white space/outlined product photography. The Hamilton logo is always displayed on the lighter-colored section of the metal texture background.

The blue bar is an important element which reinforces the Midnight blue brand color. The blue bar and metal texture lock-up is an important part of the brand. It is used consistently on the front of product marketing materials.



*Hand-Crafted*



*Fire-Rated*



*Camera*



*Camera Sensor*



*Bullet-Resistant*



*Audio*



*Custom Design*



*Connectivity*



*Watermark*



*Metal Texture and Blue Bar*

# Photography

## ISOLATED PRODUCT PHOTOGRAPHY

The product image should showcase the primary value for the buyer or clearly display any technical feature or product differentials. Always use professional photography and make sure the product images is free of any imperfections. Secondary product photos are used to demonstrate product functionality. Show details of the product with close-up images to explain technical features.



## APPLICATION PHOTOGRAPHY

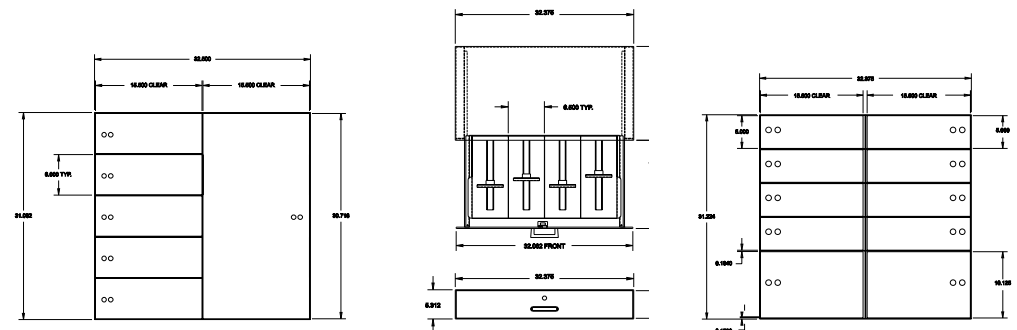
Square-finished, environmental application (in-use) images can be used to further illustrate functionality and provide context to the buyer. The environment should depict a situation the buyer can relate to and make the product look approachable and inviting. These images should provide a clear understanding of what the product is, what it looks like, and what it does when installed.



When possible, always use a professional photographer.

## TECHNICAL DRAWINGS

Basic construction or configuration product options can be communicated through the use of streamlined technical drawings. These drawings provide fundamental structural information to the buyer.



# Design Examples

These are examples of how to use the Hamilton design elements (typography, colors, graphics, photography, etc.) in printed material.

## CONCEPT BROCHURE

Front Cover



Product Photography

Ample White Space

Cover Header

Cover Subhead

Icons for Benefits and Features

Metal Texture/Blue Bar Footer

Hamilton Logo

**American  
Made Safes**

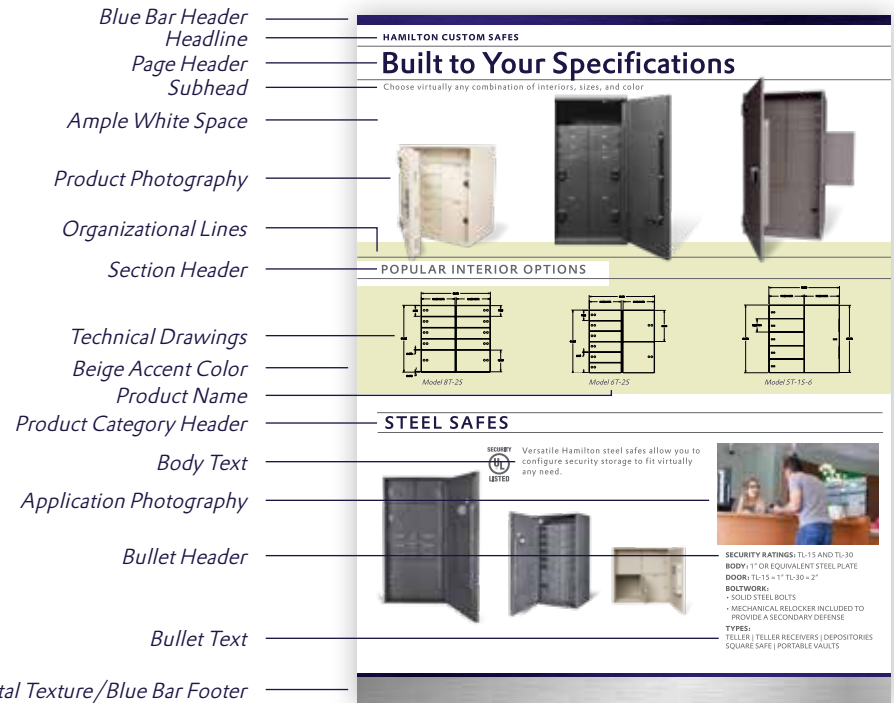
Custom built to your specifications  
for superior security

est. 1967  
**HAMILTON**  
CUSTOM MADE SECURITY



A GUNNEBO COMPANY

Interior



Blue Bar Header

Headline

Page Header

Subhead

Ample White Space

Product Photography

Organizational Lines

Section Header

Technical Drawings

Beige Accent Color

Product Name

Product Category Header

Body Text

Application Photography

Bullet Header

Bullet Text

Metal Texture/Blue Bar Footer

HAMILTON CUSTOM SAFES

**Built to Your Specifications**

Choose virtually any combination of interiors, sizes, and color

POPULAR INTERIOR OPTIONS

**STEEL SAFES**



Versatile Hamilton steel safes allow you to configure security storage to fit virtually any need.



SECURITY RATINGS: TL-15 AND TL-30  
BODY: 1" OR EQUIVALENT STEEL PLATE  
DOOR: TL-15 ± 1" TL-30 ± 2"  
BOLTWORK:  
• SOLID STEEL BOLTS  
• MECHANICAL RELOCKER INCLUDED TO PROVIDE A SECONDARY DEFENSE  
TYPES:  
TELLER | TELLER RECEIVERS | DEPOSITORIES  
SQUARE SAFE | PORTABLE VAULTS

# Design Examples

These are examples of how to use the Hamilton design elements (typography, colors, graphics, photography, etc.) in printed material.

## CONCEPT TWO-SIDED FLYER

Front



Product Photography

Ample White Space

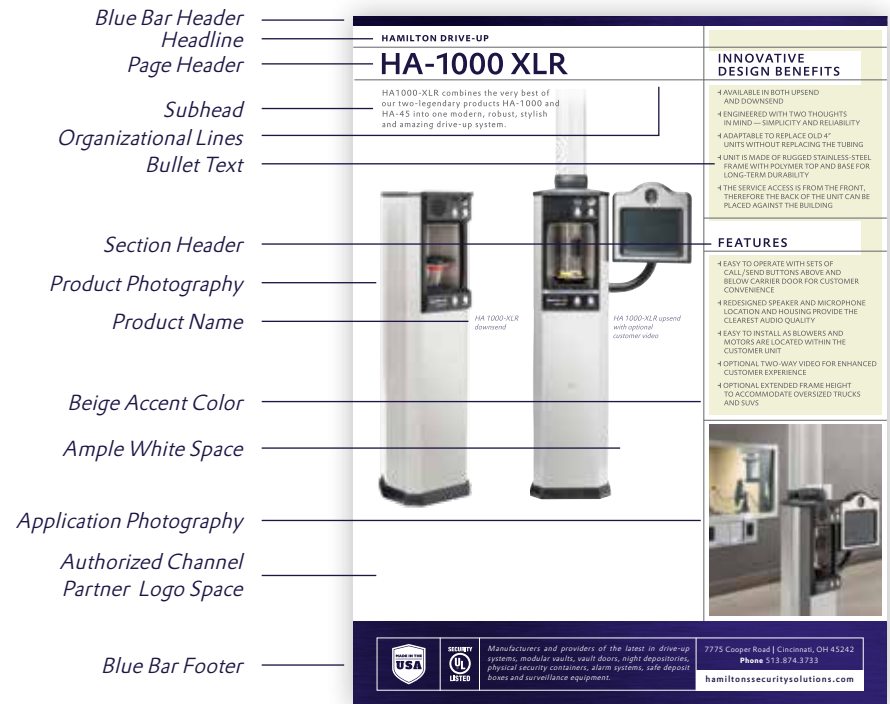
Cover Header

Cover Subhead

Icons for Benefits and Features  
Metal Texture/Blue Bar Footer  
Hamilton Logo

Gunnebo Logo

Back



Blue Bar Header  
Headline  
Page Header

Subhead  
Organizational Lines  
Bullet Text

Section Header  
Product Photography  
Product Name

Beige Accent Color  
Ample White Space

Application Photography  
Authorized Channel  
Partner Logo Space

Blue Bar Footer

# Look and Feel

The look and feel of the Hamilton brand is clean, contemporary, and direct. Crisp and defined product photography is the dominate visual for printed marketing materials. The metal bar texture is representational of Hamilton's rich heritage and leadership in custom-made, hand-crafted manufacturing. The thin, gray, horizontal and vertical graphic lines organize product information and reflect the precise nature of our craftsmanship and our dedication to quality.

Product information should be communicated in a concise, and direct manner, illustrating the products unique benefits and features.

The brand design should demonstrate strength, trustworthiness, and quality.

# Authorized Channel Partner Guidelines

## ROUTE TO MARKET

Channel partners play an important role in implementing and displaying our brands.

## CONSISTENCY

Structured guidelines will help to have our brands displayed correctly in all media channels.

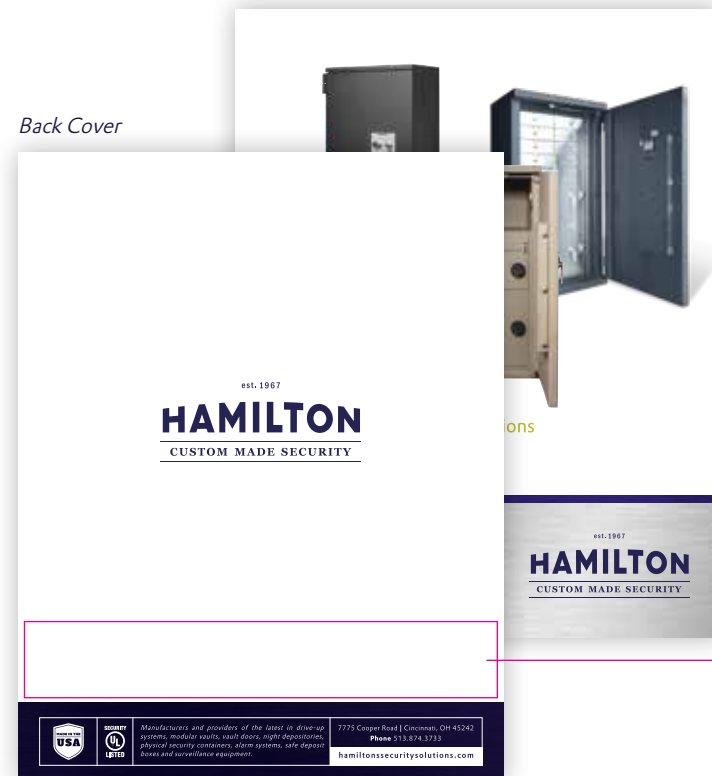
## PART OF THE BRAND PROFILES

The guidelines are an extension of the brand profiles and the brand graphical guidelines and reflects the essence of each brand.

## CONCEPT BROCHURE

Front Cover

Back Cover



# HAMILTON

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