

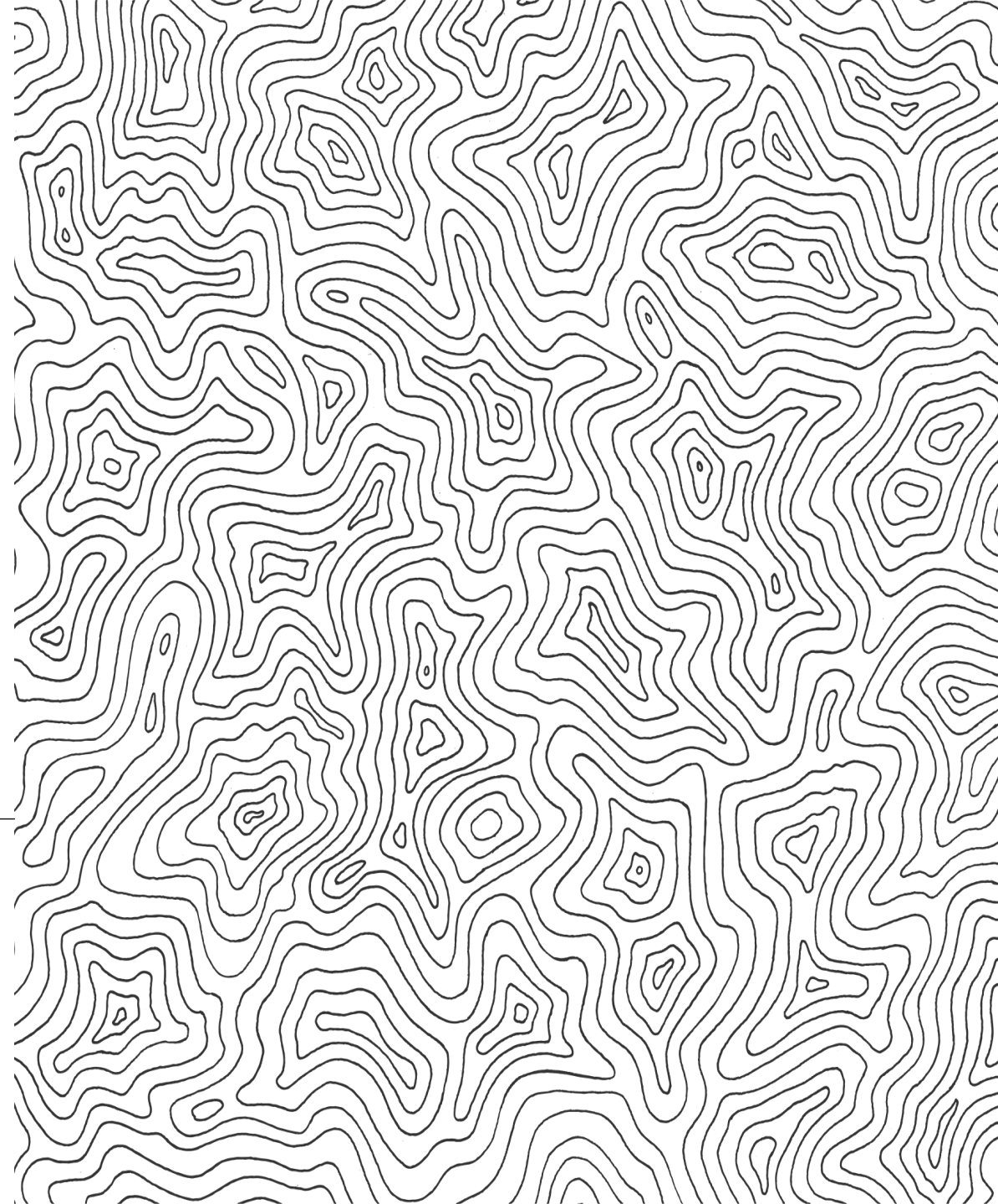


# HR BRAND GUIDELINES

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**Created by:**

MXM Freelance, 2019



# COLOR PALETTE

The primary color is the Hartman Road charcoal gray as seen in the logo. The logo should only exist in the charcoal gray on white or the white logo on a dark background.

Charcoal Gray - Primary  
Outer Space Blue - Secondary  
Burlywood Gold - Tertiary  
Fern Green - Accent  
Cambridge Blue - Accent



## **Hartman Road Charcoal**

CMYK 0, 0, 0, 64

RGB 91, 91, 91

HEX # 5B5B5B



## **Outer Space Blue**

CMYK 21, 11, 0, 67

RGB 66, 75, 84

HEX # 424B54



## **Burlywood Gold**

CMYK 0, 13, 46, 16

RGB 213, 186, 114

HEX # D5BA72



## **Fern Green**

CMYK 7, 0, 27, 56

RGB 105, 113, 82

HEX # 697152



## **Cambridge Blue**

CMYK 9, 1, 0, 25

HEX # AFBFC0

# TYPOGRAPHY

## Primary

Roboto Slab

## Secondary

Montserrat

<https://fonts.google.com/specimen/Roboto+Slab>

<https://fonts.google.com/specimen/Montserrat>

Aa Aa

## Headline

Thin

Light

Regular

Bold

## Body

Regular

*Italic*

A B C D E F G H J K L M N O P Q R S T U V W X Y Z

a b c d e f g h j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 @ # \$ % ^ & \* ( ) +

A B C D E F G H J K L M N O P Q R S T U V W X Y Z

a b c d e f g h j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 @ # \$ % ^ & \* ( ) +

# TYPOGRAPHY

## About Roboto Slab

Roboto Slab is a free, open-source slab serif typeface. It has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

## About Montserrat

The old posters and signs in the traditional Montserrat neighborhood of Buenos Aires inspired Julieta Ulanovsky to design this typeface and rescue the beauty of urban typography that emerged in the first half of the twentieth century. The letters that inspired this project have work, dedication, care, color, contrast, light and life, day and night! These are the types that make the city look so beautiful.

## HEADLINE

A B C D E F G H J K L M N O P Q R S T U V W X Y Z

a b c d e f g h j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

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## BODY

A B C D E F G H J K L M N O P Q R S T U V W X Y Z

a b c d e f g h j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0



# LOGO TREATMENTS

The primary color is the Hartman Road charcoal gray as seen in the logo. The logo should only exist in the charcoal gray on white or the white logo on a dark background.

Logo should not be shortened or altered in any way.



# RESPONSIVE DESIGN

Basic principles for responsive design:

- ✓ No edge-to-edge text
- ✓ Adjacent images should stack
- ✓ All headline and body copy should wrap
- ✓ Floating images can be hidden at XSVP

## Contact Information

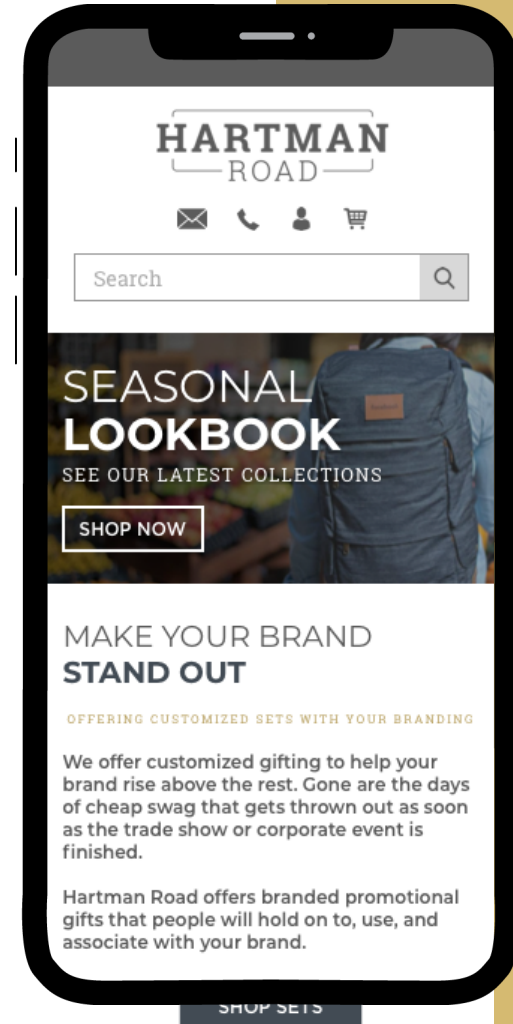
Background should remain white with gray inactive icons and logo

## Hero Image

Should maintain image aspect ratio, requires at least 50% dark overlay for text legibility

## Body Copy

Subtitle copy can drop as low as 8px, but the body copy should not drop below 12px



## FEATURED COLLECTIONS

