



BRAND GUIDELINES

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CONTACT INFORMATION

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WHO WE ARE

HPM IS IN THE BUSINESS OF LEADING.

For some of our clients, this may mean managing an already established capital program. For other clients, it could mean overseeing a project from site selection through owner occupancy. No matter the scope of our involvement, our reason for being is to lead our clients to success and our industry to a new standard of excellence.

SPECIALISTS

We were born from builders and grew up in construction. Yet, program management is all we do. As a result of this background and dedication, we create better, more successful results for our clients.

ADAPTABILITY

Our passion for program management has no limits. No challenge is too big. No project is too complicated. We pride ourselves on doing whatever's necessary to deliver the exemplary projects our clients deserve.

ADVOCACY

We are client-centric servant leaders committed to doing what's best for our clients and their projects. We strive to be the perfect partner, helping every group on every project achieve success.

PRINCIPLED

Our core values determine who we are and guide our every action. Grounded by these values, we do the right things the right way, thereby strengthening the trust clients have in us.

HOW TO USE THIS GUIDE

ABOUT THE GUIDELINES

This guide represents the standard for the HPM brand. In its pages, you will find information on approved colors, typefaces and a range of other topics. Also included are examples of what to avoid when applying the logo and other visual elements. If you have questions regarding any portion of this guide, please refer to the contact information on page 2.

HOW TO USE THIS GUIDE

There are six main sections of this manual — Introduction, Visual Elements, Logo Specs, Usage, Secondary and Tertiary Color Options and What Not To Do. They are labeled at the top-right of each page. The corresponding topics are labeled 1.1, 1.2, and so on. This will allow you to quickly flip through the top corner of the guide to find the section and topic you need.

This manual is also available online in a pdf format. Please visit hpmleadership.com to download this guide as well as all necessary logo files.

WHY DO WE NEED GUIDELINES?

A consistent identity is a vital component to any successful company. A business is recognized by its visual representation, and, therefore, should always strive to make a consistent and memorable impact on its intended audience. Color, typography and other visual elements presented in this manual must be strictly followed. This will ensure brand extension retains the same integrity and value as our company name.

VISUAL ELEMENTS



PRIMARY MARK

The logo below is the primary mark for the company. It is the first choice to use in any situation. The logo comprises three colors (a gray, light blue and dark blue). Three letters – H, P, and M – are angled to mimic the shape of a building's corner.

Please use this logo in favor of all other logos when appropriate. Examples of uses for this logo are, but are not limited to: letterhead, business cards, full-color print ads, posters, flyers and any internal documentation.



BLACK LOGO

The one-color logo (or black logo) is shown on this page. This version of the mark is built in 100% black and must be used on white backgrounds.

When full-color printing is not an option, the black logo should be used. Examples of uses for this logo are, but are not limited to: newspaper ads, stamps and other single-color applications.

COLOR BUILDS

Color is vital to brand management, and consistent expression of the logo is top priority. Below are approved color builds for various printing and web applications.

Precise color matching is a difficult task depending on the medium, artwork or special effects being used. If you need support for specific applications, please refer to the contact information on page 2.

COLOR CONVERSION

Use the specified Pantone colors. For full-color printing, do not convert these colors yourself. Instead, use the provided CMYK builds for each color. This will ensure proper color that is both on-brand and consistent with other printed materials.



SPOT
Pantone 431 C Pantone 431 U

PROCESS
C0 M0 Y0 K57

ONLINE
R102 G109 B112 #666D70

THREAD
Gunold, no. 61166 polyester thread



SPOT
Pantone 2925 C Pantone 299 U

PROCESS
C87 M23.5 Y0 K0

ONLINE
R0 G134 B205 #0083cc

THREAD
Gunold, no. 61253 polyester thread



SPOT
Pantone 280 C Pantone 287 U

PROCESS
C100 M78 Y0 K9

ONLINE
R0 G43 B127 #002B7F

THREAD
Gunold, no. 61200, polyester

TYPEFACES

Typography for the the HPM brand includes the font family Montserrat.

Montserrat Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$?!%&

Montserrat Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$?!%&

Montserrat Bold

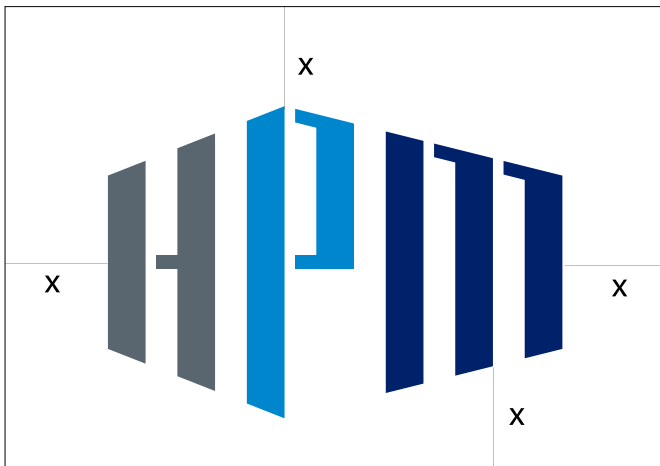
**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$?!%&**

TYPE AND THE WEB

In print, the HPM logo and supporting copy should be set in the Montserrat family. However, this does not always apply to the web. There are a wide range of browsers and devices on which we view online material. Because of this, the “fallback” system should be in place in the event that Montserrat does not load. In practice, the alternates would be listed as such:
{font-family:“Montserrat”, “Arial”, sans-serif}

CLEARSPACE

Clearspace is another significant consideration when applying the logo. Proper spacing is created from the bottom right tip of the middle of the letter M to the top of the tagline (labeled here as “x”). This measurement is to be applied on all sides of the mark, ensuring that no other visual elements or text intrude on the logo or tagline.





MINIMUM SIZES

The recommended minimum size is 1.5 inches wide measured from each end of the logo.

The recommended minimum size for use on the web is 150 pixels, again measured from each end of the logo.

WHY MINIMUM SIZES?

Part of brand recognition is legibility. The acceptable sizing for print and web allows for minimum space while retaining maximum readability.



Minimum Print Size = .5 inches

Minimum Web Size = 50 pixels

USE ON APPAREL & SPECIALTY ITEMS

The logo can appear embroidered on shirts in two ways: HPM's standard three-color logo on white shirts, or the logo in white on navy shirts.

LOGO USAGE

On leather items, the full logo should be embossed, and never embroidered or otherwise colored.

On other non-clothing items, the standard three-color logo should be used on a white background.



COLOR BUILDS

Secondary and tertiary colors can be useful for making charts and graphs more visually stimulating when more than the three primary colors (two HPM blues and one gray) must be used. Be careful when using secondary and tertiary colors, because you don't want them to overwhelm the primary colors, spoiling the look and feel of the brand. Applied properly, the approved colors below can be used as accent colors.

Do not use these colors as background, as any part of a border, or as any part of the logo, header or copy text. Use the secondary colors first. If you need more colors, move on to the tertiary colors – do not use tertiary colors without secondary colors. Secondary and tertiary colors should not be used unless absolutely necessary.

SECONDARY COLORS



PROCESS

C0 M60 Y0 K60

ONLINE

R246 G130 B28 #F5851F



PROCESS

C0 M19 Y91 K0

ONLINE

R255 G204 B51 #FFCD2E

TERTIARY COLORS



PROCESS

C73 M22 Y100 K6

ONLINE

R80 G144 B65 #659832



PROCESS

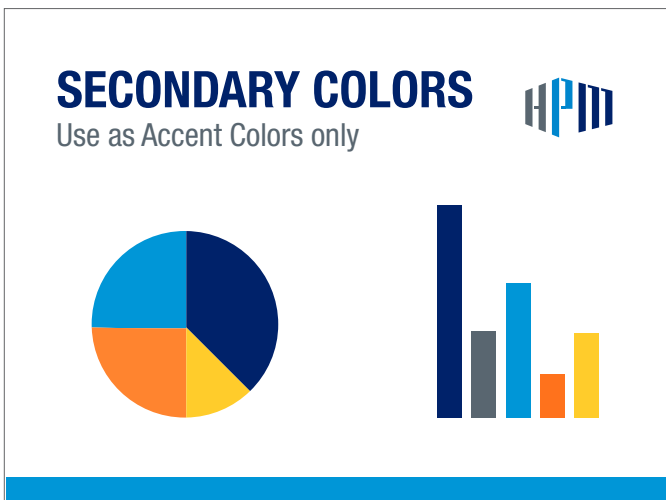
C0 M83 Y62.5 K0

ONLINE

R240 G83 B86 #FF6565

COLOR BUILD EXMAPLES

Below are examples of how to use the approved secondary and tertiary colors in a Powerpoint presentation.



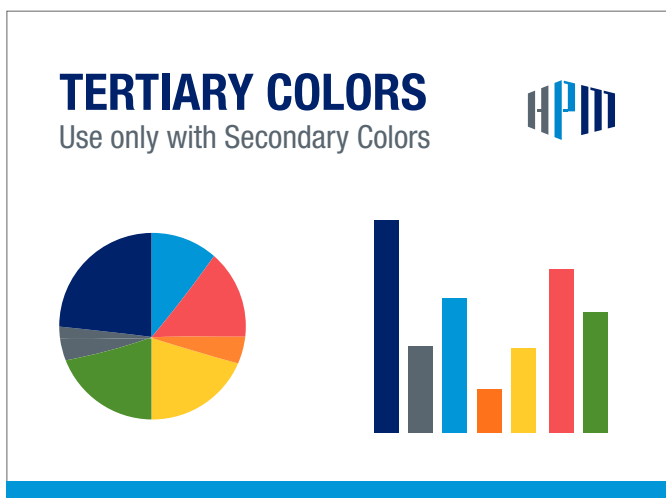
Note how the primary colors are used in the larger pieces of the pie chart and the smaller pieces are in secondary colors. This keeps the blue and gray more prominent.

DO NOT:

Use non-approved colors anywhere in HPM internal or external media.

Use secondary or tertiary colors as header, subhead, copy text, background or gradient.

Use secondary or tertiary color as part of the HPM logo or on attire with the HPM logo.



Use the tertiary colors only when you must use more than the five primary and secondary colors.

Use secondary colors without first using all primary colors (with the exception of gray), or use tertiary colors without first using all the secondary colors.

Use any tints or shades of primary, secondary or tertiary colors.

WHAT NOT TO DO

The following are examples of inappropriate type, color and placement using the identity. If you have a question, please refer to the contact information on page 2.



Do not use the old versions of our logo.



Do not alter the logo.



Only use approved colors.



Never overprint on the logo, even when screened.



Never place the logo on a color, even if it is similar to the HPM brand colors.

WHAT NOT TO DO

The following are examples of inappropriate type, color and placement using the identity. If you have a question, please refer to the contact information on page 2.



Always give proper clearspace.



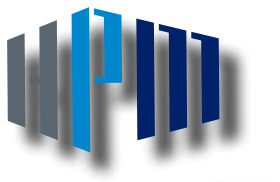
Never rotate the logo.



Never “stretch” or “squeeze” the logo.



Avoid placing the logo on busy or complex backgrounds.



Never add a heavy dropshadow to the logo.



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BIRMINGHAM • DALLAS/FORT WORTH • MOBILE • HUNTSVILLE • TUSCALOOSA • AUBURN • TAMPA • ATLANTA