hammond
POWER SOLUTIONS

Brand Guidelines

May 2023 – version 1

Passionate people energizing the world.

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Primary Corporate Logo

The **Primary Hammond Power Solutions logo** is the main element of our brand identity. To ensure the strongest impact, only use the logo in its original form as indicated. Please don't modify, distort, or change the logo in any way.

Primary Logo files use the following nomenclature:

Hammond_Primary_[colour-variation]_[colour-space].[format]

Further information on the colour variations and colour spaces can be found on the following page.

Primary
Corporate Logo
Colour Variations

You'll find **Primary Corporate logo** files on SharePoint here: **Marketing > Corporate > HPS brand > HPS logos and logo guidelines**.

The colour variations present are:
Hammond_Primary_Colour (Top Left)
Hammond_Primary_Colour-Reverse (Bottom Left)
Hammond_Primary_Full-Black (Top Right)
Hammond_Primary_Full-White (Bottom right)

When selecting logos for use in **digital** applications, **RGB** files are ideal.

When selecting logos for use in print applications, either **CMYK** or **PMS** (Pantone Matching System) are acceptable, but **CMYK** is more widely used.

Primary Corporate Logo Regulations

Logo clearance

The **Primary Hammond Power Solutions** logo should always be positioned horizontally with the indicated clearance to ensure consistency and dominance versus other graphic elements or logos that may need to be included.

Minimum size

Ensure you don't use the **primary logo** smaller than **1.875" (48mm/135 pixels)** wide.

When using the primary logo in smaller sizes, readability of the "Power Solutions" text will become an issue. In these cases, use the secondary or tertiary logos to maintain brand recognition. Please remember not to modify, distort, or change the secondary or tertiary logo in any way, and use it in its original form as indicated.

1.875" smallest display size

Secondary minus
Hammond Power Solutions

Tertiary

preferred versions <1.875"

Secondary Corporate Logo (Full)

The **Hammond Power Solutions Secondary logo** is an alternative representation of our brand identity. While it is not the primary logo, it maintains brand recognition by featuring "HPS", spelling out "Hammond Power Solutions" below it and having the Core logo to the right in the same position are the Primary logo. To ensure a consistent and professional appearance, only use the secondary logo in its original form as indicated. Please refrain from modifying, distorting, or changing the logo in any way.

Primary Logo files use the following nomenclature:

HPS-Full_Secondary_[colour-variation]_[colour-space].[format]

Further information on the colour variations and colour spaces can be found on the following page.

Secondary
Corporate
Logo (Short)

Secondary (Short) Logo files use the following nomenclature:

HPS-Short_Secondary_[colour-variation]_[colour-space].[format]

Further information on the colour variations and colour spaces can be found on the following page.

Secondary (Full) Corporate Logo Color Variations

You'll find the **Secondary Corporate logo** files on SharePoint here:

Marketing > Corporate > HPS brand > HPS logos and logo guidelines.

The colour variations present are:
HPS-Full_Secondary_Colour (Top Left)
HPS-Full_Secondary_Colour-Reverse (Bottom Left)
HPS-Full_Secondary_Full-Black (Top Right)
HPS-Full_Secondary_Full-White (Bottom right)

When selecting logos for use in **digital** applications, **RGB** files are ideal.

When selecting logos for use in print applications, either **CMYK** or **PMS** (Pantone Matching System) are acceptable, but **CMYK** is more widely used.

Secondary (Short) Corporate Logo Color Variations

The colour variations present are:
HPS-Short_Secondary_Colour (Top Left)
HPS-Short_Secondary_Colour-Reverse (Bottom Left)
HPS-Short_Secondary_Full-Black (Top Right)
HPS-Short_Secondary_Full-White (Bottom right)

When selecting logos for use in **digital** applications, **RGB** files are ideal.

When selecting logos for use in print applications, either **CMYK** or **PMS** (Pantone Matching System) are acceptable, but **CMYK** is more widely used.
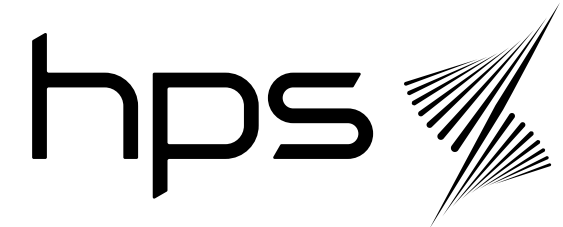
Secondary (Full and Short) Corporate Logo Regulations

Logo clearance

The **Secondary logo** should always be positioned horizontally with the indicated clearance to ensure consistency and dominance versus other graphic elements or logos that may need to be included.

Minimum size

Ensure you don't use the **secondary logo** smaller than **1.625" (42mm/117 pixels)** wide.

When using the secondary logo in smaller sizes, readability of "Hammond Power Solutions" will become an issue. In these cases, either remove "Hammond Power Solutions" or use the tertiary logo to maintain brand recognition. Please remember not to modify, distort, or change the secondary or tertiary logo in any way, and use it in its original form as indicated.

1.625" smallest display size

Secondary minus
Hammond Power Solutions

Tertiary

preferred versions <1.625"

Tertiary Corporate Logo

The **Tertiary logo** is designed exclusively for use in situations where the Primary and Secondary logos are below the minimum size limit, for instance, embroidery or digital assets

Tertiary
Corporate Logo
Color Variations

You'll find the **Tertiary Corporate logo** files on SharePoint here: **Marketing > Corporate > HPS brand > HPS logos and logo guidelines**.

Tertiary
Corporate Logo
Regulations

Logo clearance

The **Tertiary logo** should always be positioned horizontally with the indicated clearance to ensure consistency and dominance versus other graphic elements or logos that may need to be included.

Maximum size

Ensure you don't use the **tertiary logo** larger than the minimum sizes specified by the primary and secondary logo guidelines.

When a larger size is required replace it with either the primary or secondary logos.

largest display size is < minimum primaryor secondary logo

Primary

Secondary

preferred version > minimum primary or secondary logo

Logo Replacement Regulations

Logo clearance
When replacing old logos in existing documents be sure to follow these guidelines unless otherwise instructed.

These regulations take into account usage of Primary, Secondary, or Tertiary logos, not the colour variations or colour spaces for each example. Use best judgment when replacing logos - if the outdated logo is white on a black background, the updated logo replacing it should also be white on a black background.

The Tertiary Corporate Logo is only for use where the Secondary Corporate Logo will be displayed but no other instances of the company's full name are in displayed.
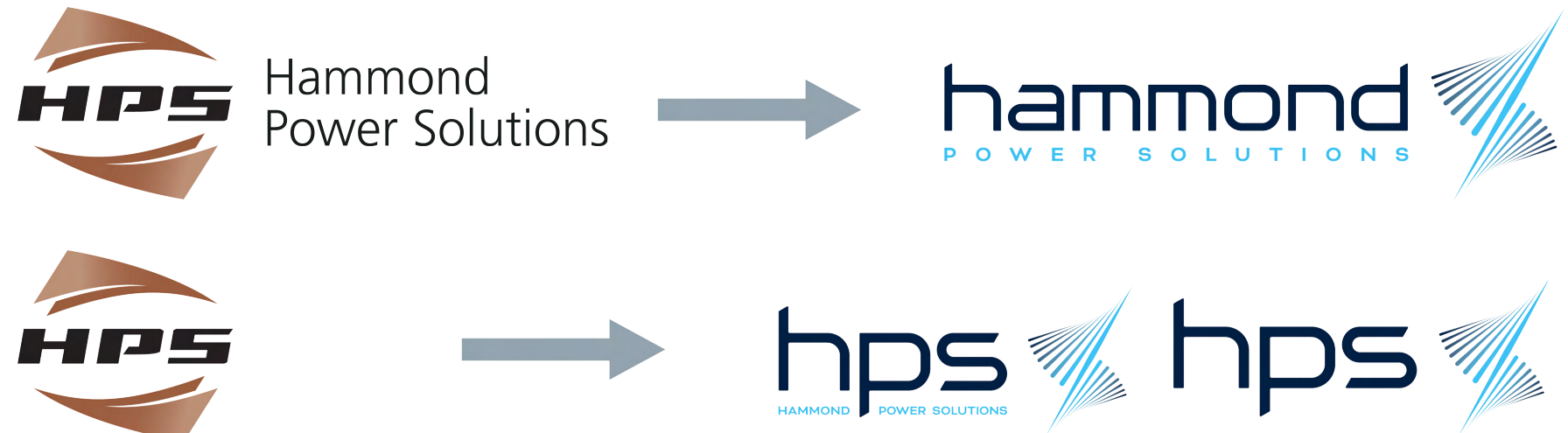
Primary
Color
Palette

The primary color palette designed to emphasize innovation and steady progression. We have achieved this, with sleek blue and gray color palette. A Primary Gradient is also present when needed. Please use these colors with a generous amount of white space to maintain a fresh and future forward design.

#041E42
R4 G30 B66
C100 M90 Y13 K68
PMS282 C

#003A70
R0 G58 B112
C100 M71 Y10 L47
PMS654 C

#007DBA
R0 G125 B186
C98 M24 Y1 K3
PMS7461 C

#41B6E6
R65 G182 B230
C67 M2 Y0 K0
PMS298 C

#99D6EA
R153 G214 B234
C34 M0 Y5 K0
PMS2975 C

#FFFFFF
R255 G255 B255
C0 M0 Y0 K0

#D9E1E2
R217 G225 B226
C7 M1 Y3 K2
PMS7541 C

#98A4AE
R152 R164 R175
C24 M9 Y8 K22
PMS7543 C

#1D252D
R29 R37 R45
C90 M68 Y41 K90
PMS433 C

Primary Gradient

Secondary
Color
Palette

The secondary color palette consists of bold, vibrant colors meant to bring energy, excitement and vibrancy to the Hammond Power Solutions (HPS) brand. By introducing a balance of low and high colors, we offer further diversity to our creative toolkit. In this palette as well, a well-calculated use of white space is always needed to maintain a clean and balanced design.

#E0D5D3
R228 G213 B211
C0 M8 Y5 K4
PMS7604 C

#FFA300
R255 G163 B0
C0 M41 Y100 K0
PMS137 C

#E35205
R227 G82 B5
C0 M76 Y100 K0
PMS166 C

Expanded Visual Components

These expanded visual components were developed to provide additional depth to the HPS visual identity, offering new ways to create standout executions while staying within our brand standards. Usage guidelines can be found on this page, and the components can be seen in action in the ad examples on pages 21-25.

1

2

3

1 The addition of the orange gradient is a great way to bring a vibrant, complementary energy to the HPS Primary Gradient. It uses both orange colors from the secondary color palette. A radial gradient is the preferred style for a smoother transition between colors.

2 The blue and orange gradient rectangles are used to break up the composition and block out space for copy and logos. The 30° cut to the rectangle is inspired by the cuts in the HPS logo. The rectangles are primarily used in a horizontal fashion, but can be used vertically as well depending on the canvas.

3 The wave texture provides a sense of movement and depth to graphics. It also alludes to smooth, clean electrical sine waves. It should be used as a background element, and always placed on the HPS Primary Gradient at 20% opacity.

Brand Fonts

Our brand typeface is the **Articulat CF family** and **Changling Neo Regular**. It's an important element of our brand identity.

› For communications where **Articulat** isn't available, such as PowerPoint, Word or online applications, please use Arial

› The Articulat CF family is available for download at https://fonts.adobe.com/fonts/articulat-cf

› Changling Regular is available for download at https://fonts.adobe.com/fonts/changeling-neo

NOTE
Once further Brand Assets/Guidelines are built out more details on fonts and alternates will be developed.

Brand Font - Articulat CF Normal

AaBcCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvXxYyZz | 1234567890

Brand Font - Articulat CF Medium

AaBcCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvXxYyZz | 1234567890

Brand Font - Articulat CF Bold

AaBcCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvXxYyZz | 1234567890

Brand Font - Changling Neo Regular

abcdefghijklmnopqrstuv
ABCDEFGHIJKLMNOPQRSTUV
0123456789

Our Key Messages

Universal truths about our brand.

Our key messages represent our greatest strengths and form the foundation for all of our outward-facing messages.

Each messaging theme has a set of supporting ideas that add depth to our story. Use these as needed when creating communications materials.

A partner who performs

Our people are dedicated to delivering reliability, quality, and efficiency in everything we do.

Supporting messages

You can rely on HPS
We strive to minimize downtime and deliver on time, producing products that last and delivering when we say we will.

We truly care about quality
Our people are proud of the work they do and take it personally when it comes to delivering exceptional products and service.

We know what it takes
Our deep technical knowledge and skilled field technicians help ensure our products fit your specific needs and that your systems perform, even in the harshest conditions.

Pioneering new solutions

We're engineering tomorrow's solutions today, meeting the complex challenges of emerging markets head-on and supporting a more sustainable future.

Supporting messages

Engineering what's next
We're not just keeping pace, we're helping to set it, developing and delivering new solutions for rapidly evolving markets.

Flexible for the future
Our operational flexibility and engineering capacity mean we can respond to changing customer needs in ways others can't.

A culture of curiosity
Our team's tireless pursuit of "why?" and "what if?" drives us to constantly seek better ways of doing things, ensuring our customers stay ahead of the curve.

Putting people first

We build more than products—we build relationships rooted in transparency and mutual respect.

Supporting messages

We make it easy
We make working with HPS seamless and straightforward, taking a customer-centric approach where your success is our priority.

We're nice
Our actions are rooted in our Canadian values, and we have real respect for others and a personal desire to help them achieve their goals.

Our people make an impact
At HPS, every employee is valued and empowered to excel, creating a culture of engagement and accountability that drives quality, performance, and customer success.

Proof
Points

The facts and figures that support our story.

These proof points can be used to further support our messaging themes. Use them to add detail as you develop content, or as thought starters for coming up with other facts or figures that help to express the value that HPS delivers.

A partner who performs

Our people are dedicated to delivering reliability, quality, and efficiency in everything we do.

Proof points

We do what we say we will—we have a can-do attitude and pride ourselves on getting things done.

Our products are made to be durable, working in the harshest environments and delivering lasting, reliable performance.

We have a strong on-time delivery record—you can count on HPS to deliver.

We have a very low DPMO (defects per million opportunities) rate, a real reflection of product quality.

We have a deep technical understanding of all the pieces that surround our products and can sit down with a customer's engineering team and provide expert assistance.

Our field techs are some of the best in the business, able to troubleshoot our products and often the systems they operate within.

HPS has the buying power in the market to stay supplied with the materials needed to deliver projects on time.

Quality is a personal issue for employees—they want to deliver products and solutions that make customers happy and service their needs.

Pioneering new solutions

We're engineering tomorrow's solutions today, meeting the complex challenges of emerging markets head-on and supporting a more sustainable future.

Proof points

HPS readily develops new solutions to support the success of emerging markets.

We can expertly engineer to specific customer needs, balancing multiple requirements to design the optimal solution.

Our people are always asking "why?" and looking for better ways of doing things.

HPS has a knack for quickly addressing challenges or opportunities in a thoughtful way, creating a smart strategy and lean process to make it happen.

Employee roles are flexible enough to give our people the freedom to solve problems and capitalize on opportunities in a timely manner.

Our engineering capacity allows us to develop custom solutions that other manufacturers cannot—in fact, some large OEMs use HPS for engineering support.

HPS's operational flexibility is a key strength—we efficiently respond to customer demands and market changes.

Putting people first

We build more than products—we build relationships rooted in transparency and mutual respect.

Proof points

We work to make it easy to do business with HPS.

HPS truly cares about our customers—we only win when our customers win, too.

We are relationship builders, dealing with issues quickly and transparently, and resolving them in a people-first, respectful manner.

We have strong values that we put to work every day, guiding our actions.

Each employee has a sense of responsibility to do their part well so the next person can do theirs.

Everyone in the organization feels as important as everyone else—the roles are different, but each person is a vital link in the chain.

Our culture is built on a desire to please and support others, not in fear of being punished for having a bad outcome.

HPS feels like a family and wants employees to feel genuinely cared for and supported.

Our Brand Manifesto

Our stance as an organization.

It sets the tone for all the communications we create going forward.

Together with our tagline, "Energizing our world" our manifesto brings to life all the components of our brand story to create a powerful and memorable communications platform.

At Hammond Power Solutions, we're energized by the possibilities.

Our people see each day as a chance to make a difference, pushing past "what is" into "what if?" and engineering solutions that don't just meet today's demands, but help to empower tomorrow's potential.

We're working closely with customers around the world to build a future that's more sustainable, more efficient, and more reliable, pioneering new ideas that fuel the world's energy transition and create new possibilities for us all.

Because we're not just helping to build the future—we're working to energize our world with every solution we deliver.

Hammond Power Solutions
Energizing our world.

The Hammond Way Ad

This ad brings our commitment to our customers into sharp focus, with a headline that proclaims we do things to our own high standards, and imagery that's equal parts purposeful, approachable, and of course, human. The takeaway is clear—you can rely on the people at HPS.

1 For headlines on large ads around this size, use a **type size of about 39 pt. with 34 pt. leading.** Copy should always be placed on the negative space of the image.

2 For call to action headlines on large ads around this size, use a **type size of about 14 pt. with 15 pt. leading.** For the body copy, use a **type size of about 9 pt. with 11 pt. leading.**

3 For body copy on large ads around this size, use a **type size of about 11 pt. with 13 pt. leading.** Copy should always be placed on the negative space of the image.

4 For large ads, use the **HPS Primary Corporate Logo.**

Energizing
Our World Ad

This ad brings "Energizing our world" to life, through a headline that aligns with our tagline and an image that radiates with the power and the possibility HPS brings to the world. The globe is rotated to show North America, a reflection of our company's Canadian roots.

We're energized by the possibilities.

We're working closely with customers around the world to build a future that's more sustainable, efficient, and reliable.

Because we do more than craft power quality and conversion solutions—we're helping to energize our world with every solution we create.

You can rely on HPS.

Learn more about our design and manufacturing know-how at: **hammondpowersolutions.com**

hammond
POWER SOLUTIONS

energizing our world

Energizing our world.

hps

1 The wave line is made using the **Zig Zag** effect. The size and ridges per segment will vary depending on the size of the canvas it's being placed on, but an attempt should be made to keep it consistent looking across all sizes. For large ads, **the size should be kept around 0.05 in to 0.07 in and always set to absolute. The ridges per segment should be kept around 9 to 13, and the points should be set to smooth. The wave should always start and end at the bottom of the flow.**

When the wave line is connecting a headline to body copy, **it should be leading from the period of the headline to the first line of body copy.** However in the case that the image being used does not allow for enough clear space, move the wave line up one line of copy at a time on either the headline or body copy until a balanced look is achieved.

2 For print ads, bleed should be set to **0.25 in.** Background elements such as the image, gradients, vector shapes, etc. should be extended to the outer bleed mark.

3 The wave texture should be placed behind the logo at **20% opacity.**

Where It Matters Most Ad

This ad gets to the quality of our solutions and services. saying that Hammond Power Solutions is a smart choice on any important project, large or small. The imagery includes a human element and is close up and focused, showing an industry of potential growth for HPS and the moment of truth for the customer's end user.

This layout and creative approach can be used across all of the industries and markets HPS serves. Simply update the imagery to make an immediate connection to that target audience, and update the copy to reflect the specific value HPS delivers to them.

Data Center

Healthcare

1 The wave line is made using the **Zig Zag** effect. The size and ridges per segment will vary depending on the size of the canvas it's being placed on, but an attempt should be made to keep it consistent looking across all sizes. For large ads, **the size should be kept around 0.05 in to 0.07 in and always set to absolute. The ridges per segment should be kept around 9 to 13, and the points should be set to smooth. The wave should always start and end at the bottom of the flow.**

When the wave line travels off the canvas, **it should be leading from the period of the headline.** When the wave line travels onto the canvas from the left, **it should point to the first line of body copy.**

2 The orange **radial gradient** uses both orange colors from the secondary color palette. The darker part should always be under the white text.

3 The blue **radial gradient** is made using the HPS Primary Gradient colors. It should be placed under all other design elements. It should be strategically positioned so the dark areas of the gradient sit under the text to allow for proper contrast.

Power Quality Ad

This ad shows how our brand can use abstraction to good effect, combining the idea of harmonized energy with a freely flowing highway. It's a nod to both our products and services, and an area of growth for HPS–helping to keep EVs flowing down the road with our power quality and conversion solutions.

1 The use of proper photography is crucial to a successful ad. **There are two main types of ads; literal and abstract.** Literal ads always contain imagery with a human element, and clearly communicate what is happening in the photo. For example, two employees collaborating and doing purposeful work, a close-up image of a hand plugging in an electric vehicle, etc. Literal imagery that shows human elements should always be candid, and look authentic. The subjects should never look posed.

Abstract ads don't require a human element, and instead express the main message of the ad through abstract imagery. For example, a glowing globe to represent being energized, a winding highway to represent flow, etc.

Sustainability Ad

This ad shows how we share our sustainability story with the world, an area of growing importance and effort for both HPS and our customers. While HPS has five areas of focus for sustainability (People, Community, Environment, Economics, and Continuous Improvement), it all comes down to creating a stable future for the people we serve, whether it's our employees, our communities, or our customers. Therefore, sustainability-related imagery will often feature people, unless highlighting a specific project or initiative.

1 Images should always be **black and white**, and have enough contrast between the dark and light areas to visually pop on top of the gradient. Once properly edited and placed in a clipping mask, **the image should be set to Soft Light in the Transparency window.**