



# HAHN MANUFACTURING BRANDING GUIDLINES

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# ORIGINAL MARK

## ORIGINAL MARK

The original mark for Hahn Manufacturing appears to be extremely dated. The word “Hahn” is extremely confusing to look at as the “H” does not read well. The “A” and the “N” are partially cropped, which is an interesting design decision but combined with the first letter not being readable and the other elements of the mark it only leads to further confusion. The color of the mark is black to white gradient with a drop shadow. There is no doubt that this color is meant to represent metal since the company does custom machining. This outdated gradient, combined with the hard to read letters, makes the original logo extremely hard to use outside of the companies currently existing website.



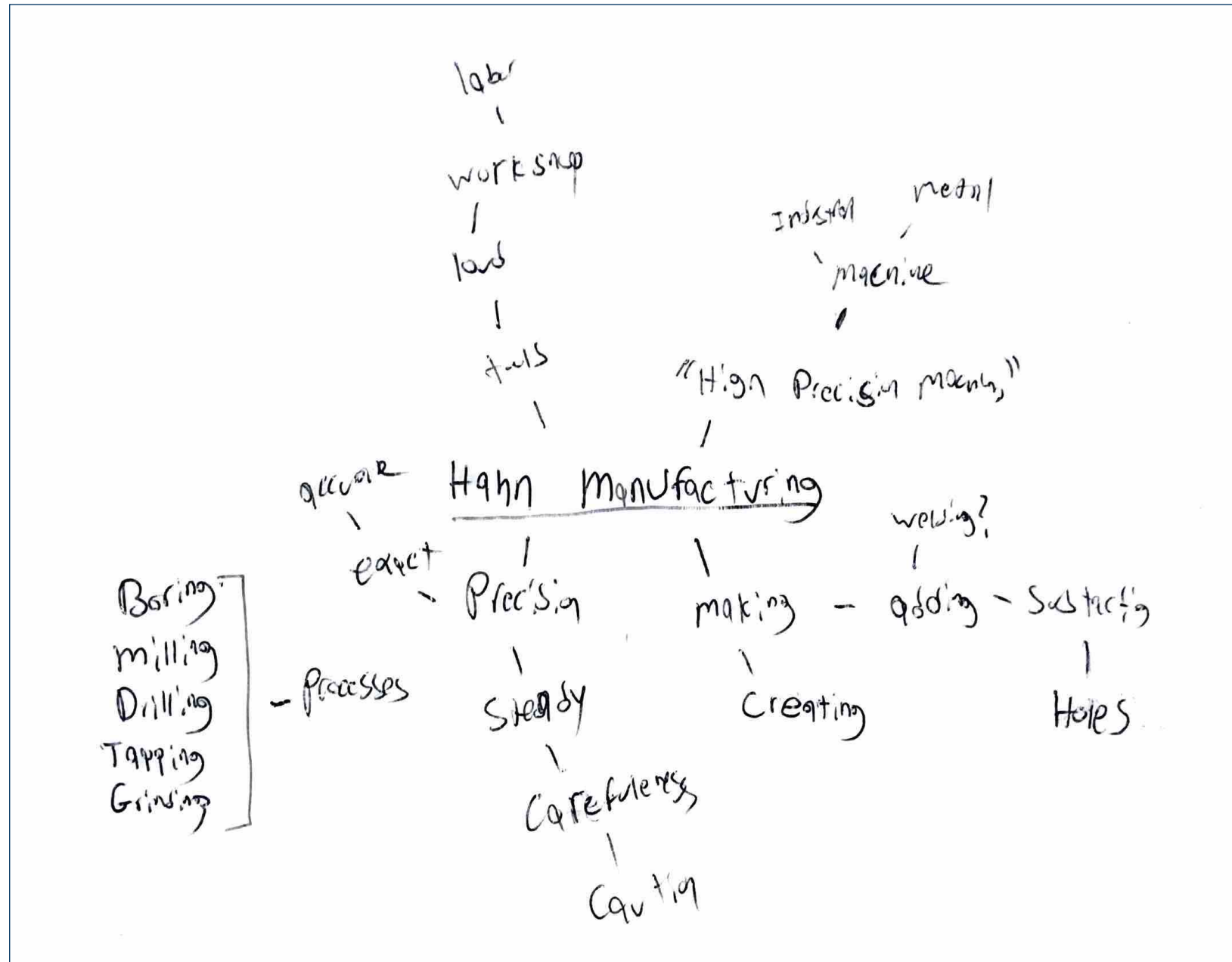
## LOCAL COMPETITION

Precise Fit Assemblies, VTD Systems and, Leppert Machine Co., Inc. are other Ohio based custom manufacturing companies. Some of these companies can specialize in areas like “anything that moves or seals” such as PFI but these companies appear to be similar to Hahn Manufacturing. While none of these logos appear to be modern and up to date, they do reveal that Hahns current logo appears to be standard for the industry, at least the local market, which is an interesting observation.

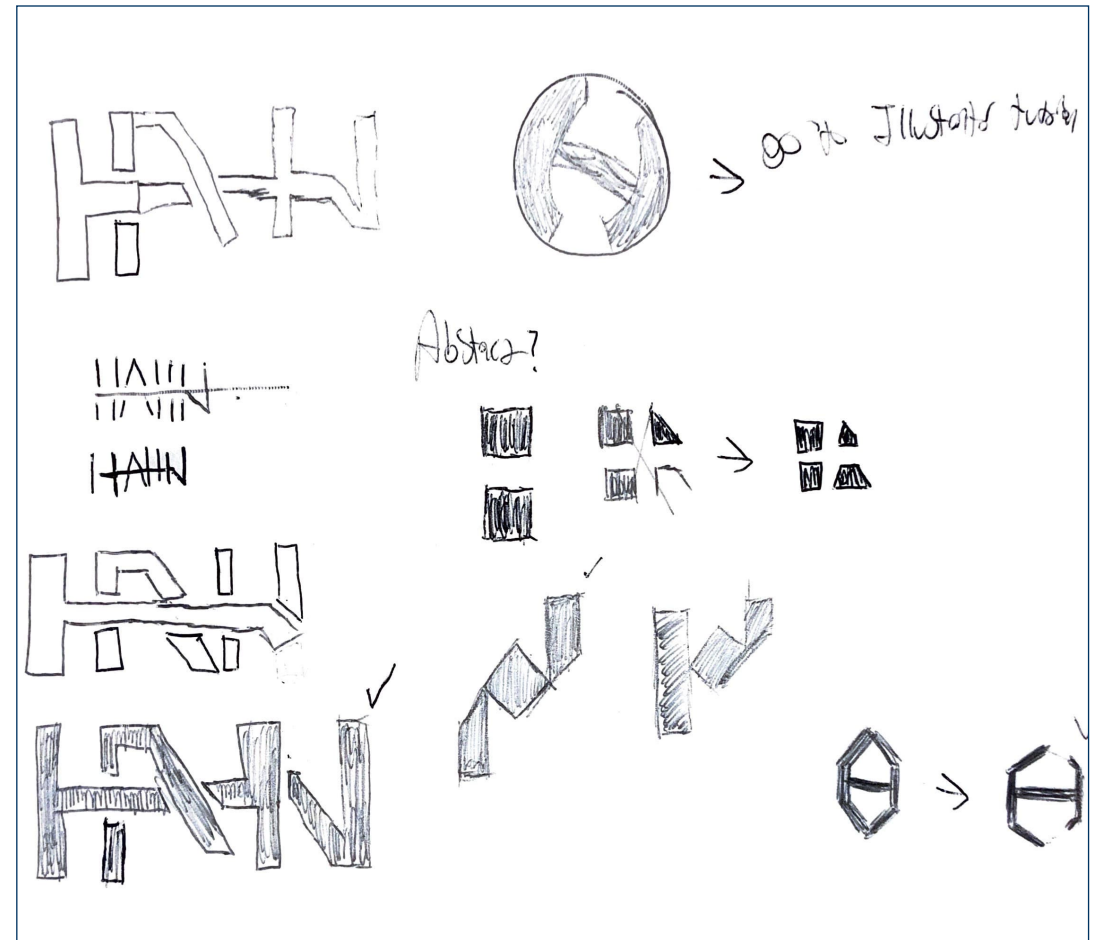
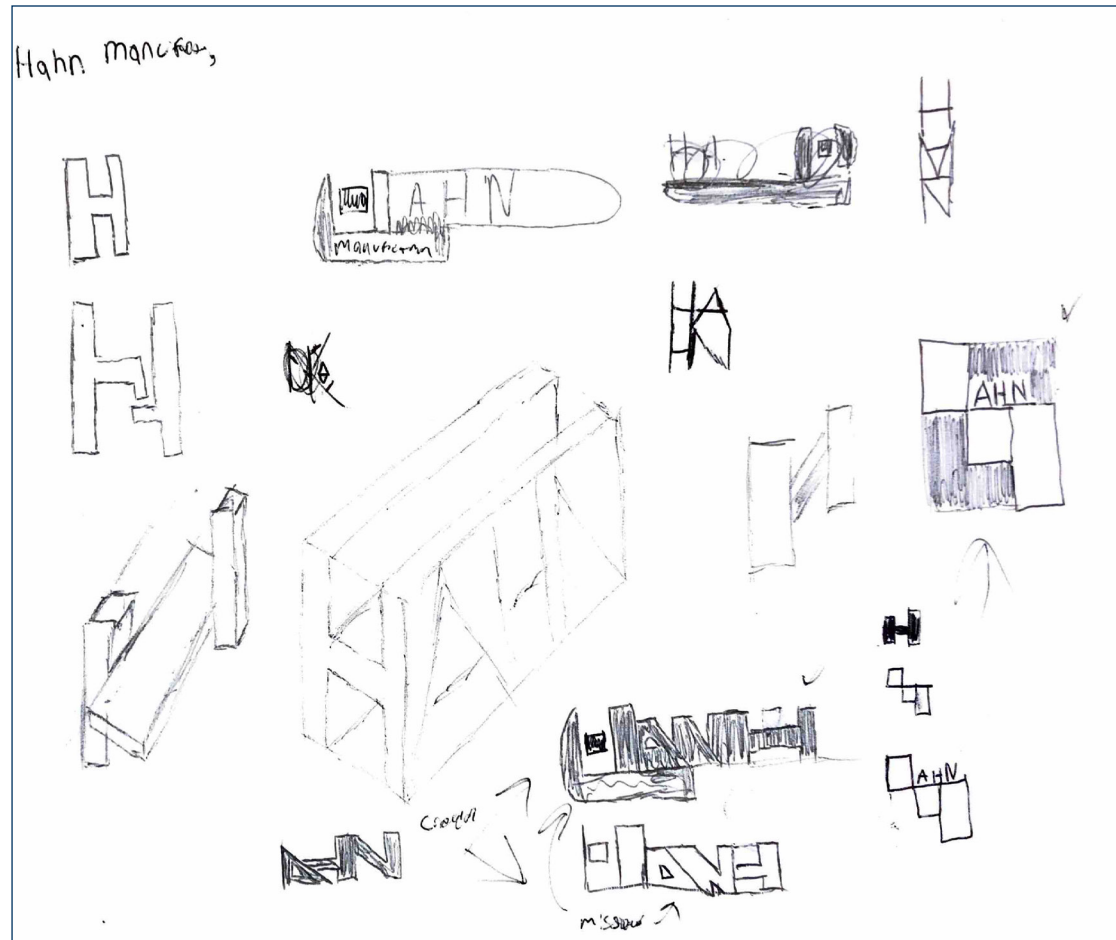


# LOGO PROCESS

## WORD MAP

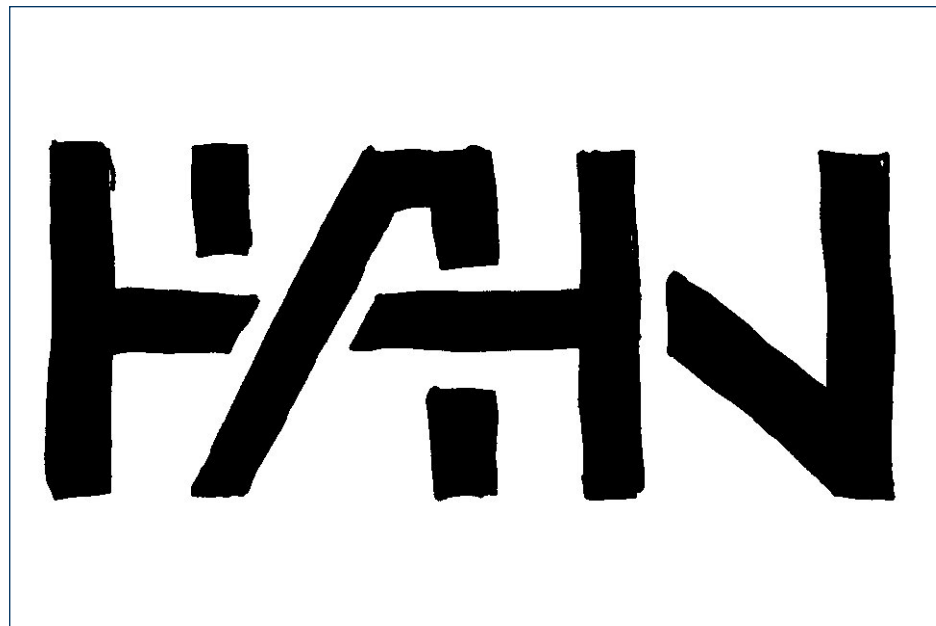
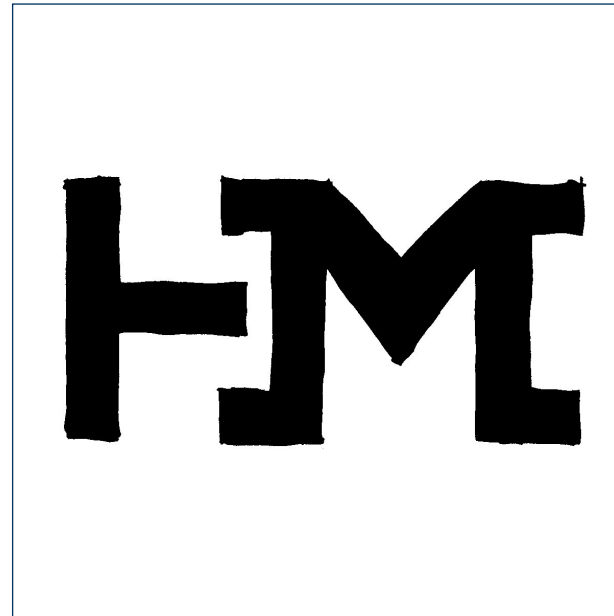
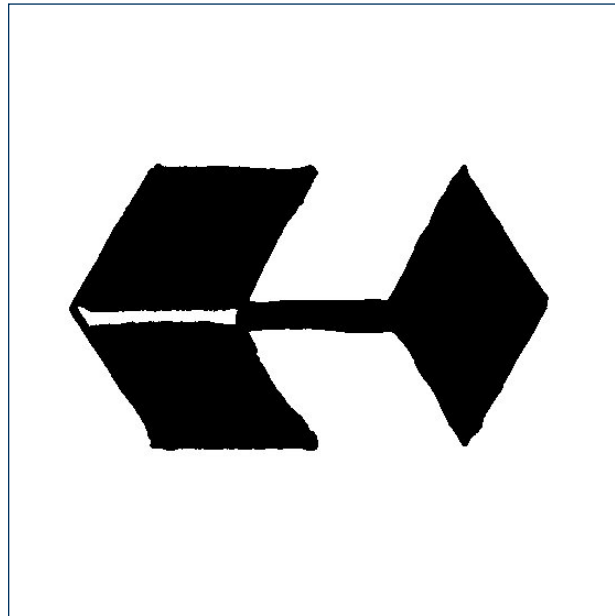
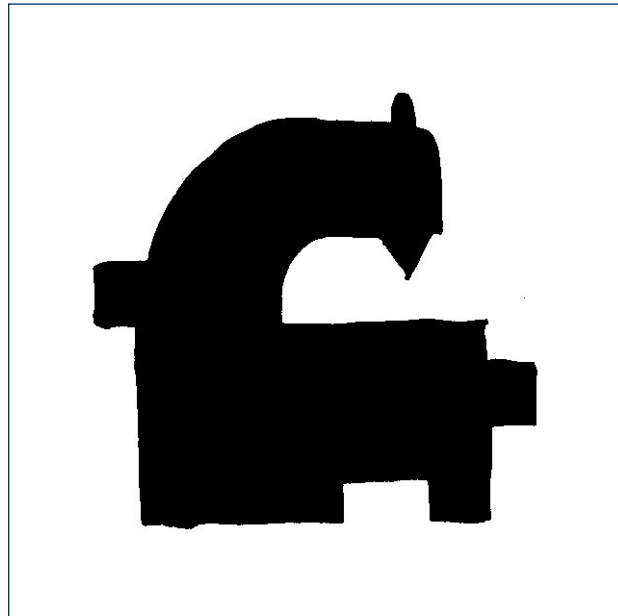


**INITIAL SKETCHES**





## HIGH CONTRAST SKETCHES



DIGITAL VARIATIONS



H M [ H ] M [ H ] [ H ] [ H ] [ H ] M [ H ] M [ H ] M [ H ] M

H M H [ H ] M [ H ] M [ H ] M [ H ] M

**HAHN**  
manufacturing

The logo features the blue arrow icon to the left of the word "HAHN" in a bold, black, sans-serif font, with the word "manufacturing" in a smaller, black, lowercase sans-serif font below it.



## FINAL MARK

The final mark is meant to be simplistic and modern to fit with today's culture. The logo is comprised of the word "HAHN" in large bold text with the word "manufacturing" kerned out to the width of "HAHN" in lowercase for a more friendly appeal. Having the company name stacked like this makes the logo feel very structured which fits with an industrial manufacturing company. Accompanying the logo is a graphic element. This graphic element is an abstract letter "H" that also appears as two blocks next to each other with different parts of each reversed out. This abstract graphic brings an identifying mark to the company and due to its block like structure it maintains that modern industrial feel that Hahn Manufacturing needs to bring it into the twenty-first century.



# BRAND GUIDLINES

## BRAND COLORS

CMYK: 100, 47, 0, 62

RGB: 0, 52, 98

PANTONE: P 108-16 C

HEX: #003462

CMYK: 100, 0, 0, 0

RGB: 0, 174, 239

PANTONE: P Process Cyan C

HEX: #00AEEF

CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

PANTONE: White

HEX: #FFFFFF

CMYK: 0, 0, 0, 100

RGB: 0, 0, 0

PANTONE: P Process Black C

HEX: #000000



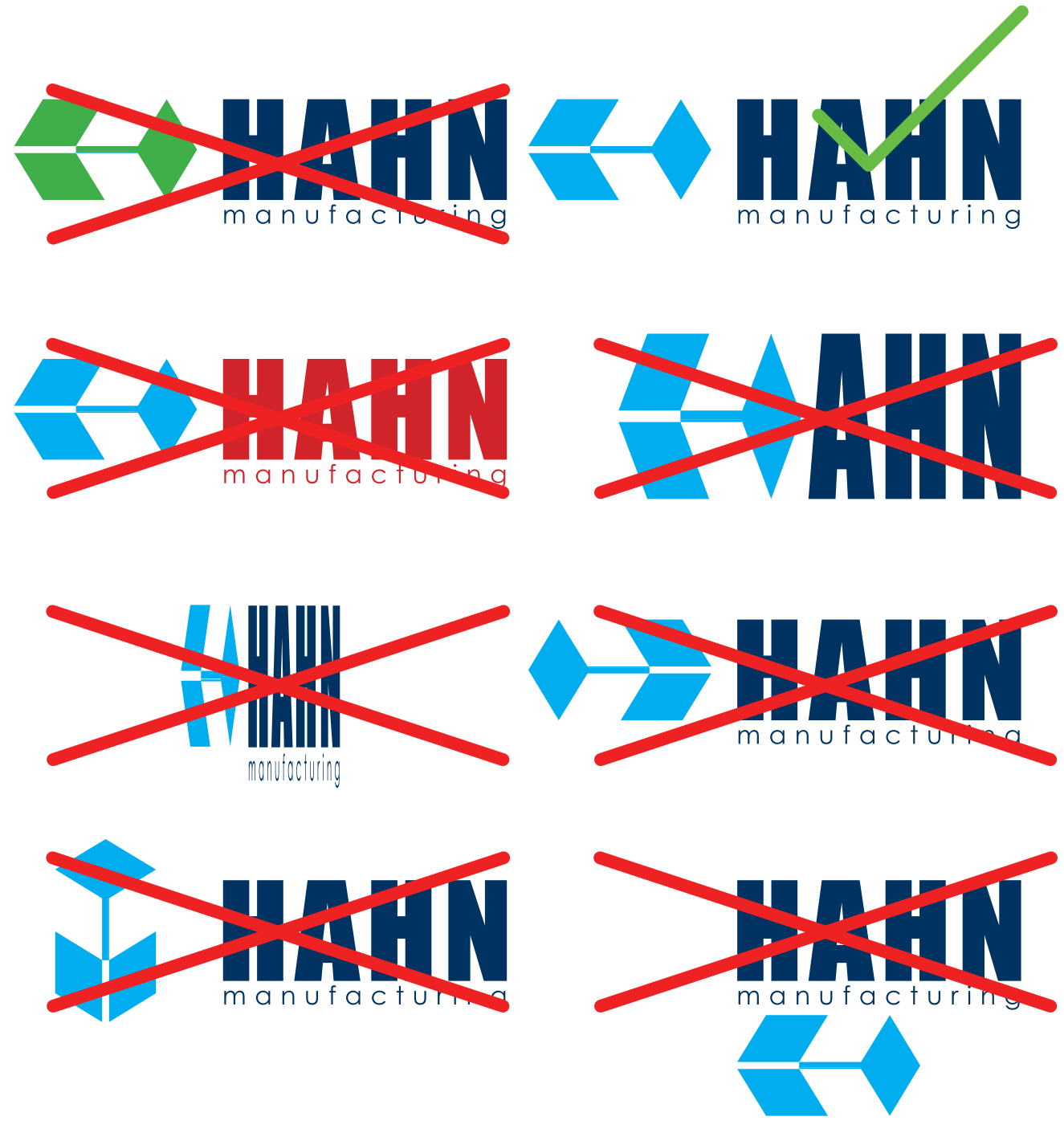
## COLOR USAGE

Hahn Manufacturing is to use two colors plus black and white. The appropriate combinations are depicted to the right. Whenever color is available the graphic is to always appear in cyan and the background is to be either the approved Pantone: P 108-16 C or White. If color is unavailable then the Hahn logo should appear in black on a white background or white on a black background. Should an extremely rare set of circumstances arise where the Hahn logo needs to be depicted on a background that is not approved then the logo must be full black or full white, whichever fits the situation best. The Hahn color schemes depicted should be adhered to at all times. Outside of the logo itself the Cyan and Darker Blue colors may be used in varying tones so long as the overall brand identity is not interrupted. The graphic may appear standalone in some use cases.



## Improper Usage

As long as the word “manufacturing” in the logo is legible the mark may be scaled. The graphic portion of the mark should never appear in an alternate color than the approved cyan. Nor should the “Hahn” portion of the logo appear in any other color than the approved ones. While the graphic represents an abstract letter H this should never be substituted for the actual H that appears in the name. The logo should not be skewed or squashed. The graphic portion of the logo should never be rotated or moved from its position. Background colors not approved should never be used.





## EXCLUSION ZONE

When appearing on a standard 8.5x11 sheet paper the logo should have at minimum a quarter-inch margin around it. This border should scale proportionally with the logo as it expands into larger formats.



Quarter-inch (1/4") border



## TYPEFACES

The final typefaces chosen are Impact and Century Gothic. Impact is used exclusively for the “HAHN” portion of the logo. Century Gothic is used for the lower portion of the logo as well as all other use cases for the branding system. Century Gothic is able to be using in all its weights, a kerning of 10 is preferred for body copy but not necessarily set in stone. When color is allowed the type should always appear in Pantone: P 108-16 C to be used in a two-color format with the logo. Exclusively using Century Gothic across the Hahn Manufacturing brand brings together the entire identity no matter if the design is a corporate letterhead, magazine ad, or website.

### IMPACT

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

**1234567890**

**!@#\$%^&\*()-=+**

### CENTURY GOTHIC

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

!@#\$%^&\*()-=+

# APPLICATIONS

## LETTERHEAD SYSTEM



## ORDER FORM



**POSTER**



**MAGAZINE AD**



## WEBSITE



## WEBSITE COMPARISON





## EMAIL TEMPLATE

### Hahn Manufacturing Order Confirmation #HM-157896345100



Miles O'Brien  
To: Kira Nerys

Greetings Kira Nerys,  
Thank you for using Hahn Manufacturing as your choice for custom precision machining. Your **Order Confirmation** is #HM-157896345100.  
You will receive a follow up email when your order enters production.

If you have any questions, or would like to make changes to your order please reach out!

Sincerely,

Miles O'Brien  
Chief Engineer



Miles O'Brien | Chief Engineer  
miles@hahnmg.com  
(216)-123-4567  
**hahnmg.com**  
5332 Hamilton Ave  
Cleveland, OH 44114

Reply

Forward

**SIGNAGE**



**UNIFORM & PATCH**



Patch Mockup

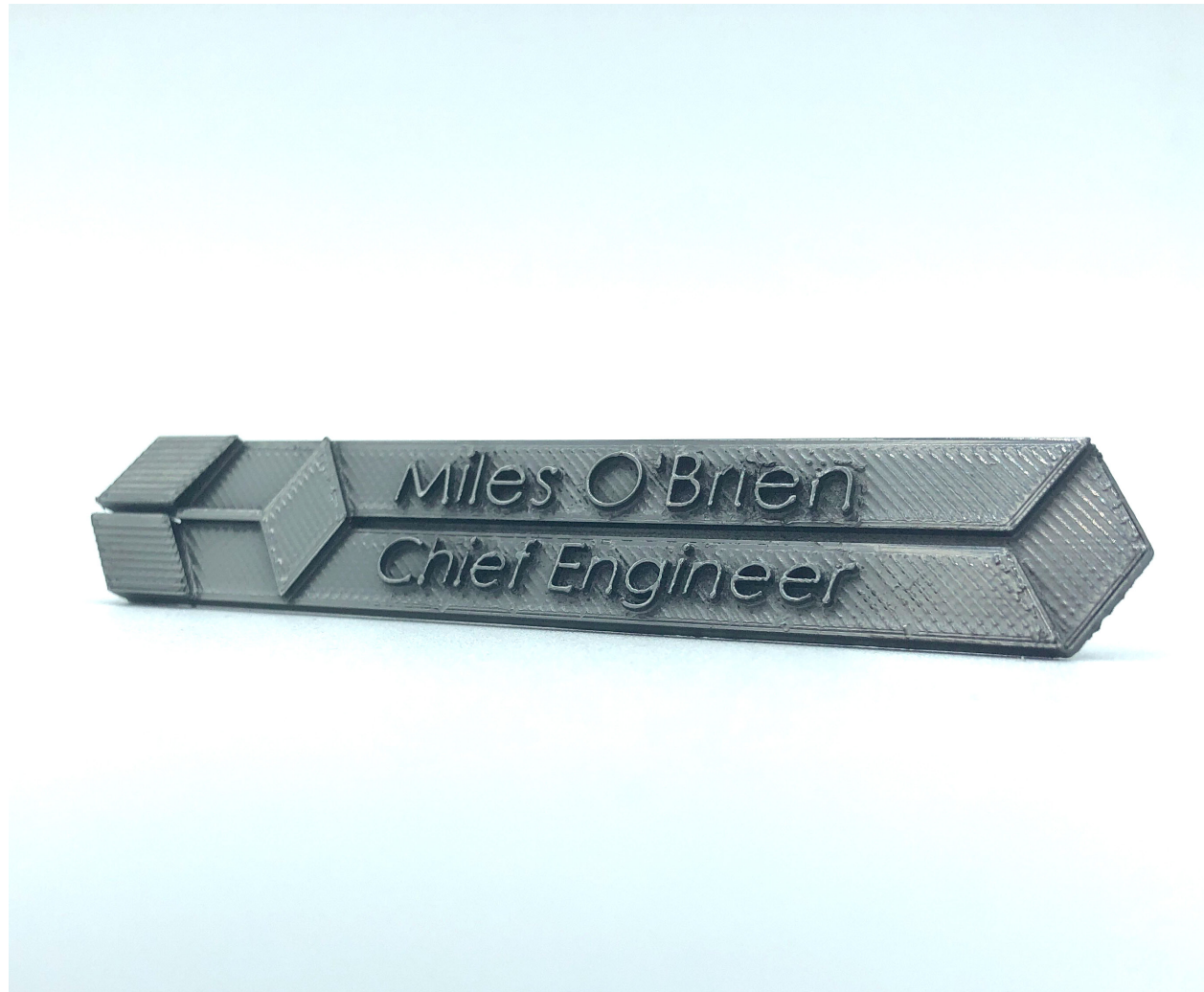
**PROTECTIVE HAT**



## HEARING PROTECTION



**NAME BADGE**



## ANIMATED LOGO



**Animated Logo**  
[https://youtu.be/IGkrrF9n7\\_M](https://youtu.be/IGkrrF9n7_M)

