

Haltech Corporate Identity Style Guide

Haltech Primary Logo

The Haltech Primary Logo consists of a logo type and a border.
These two elements should not be separated.



Haltech Primary Logo - Single Colour



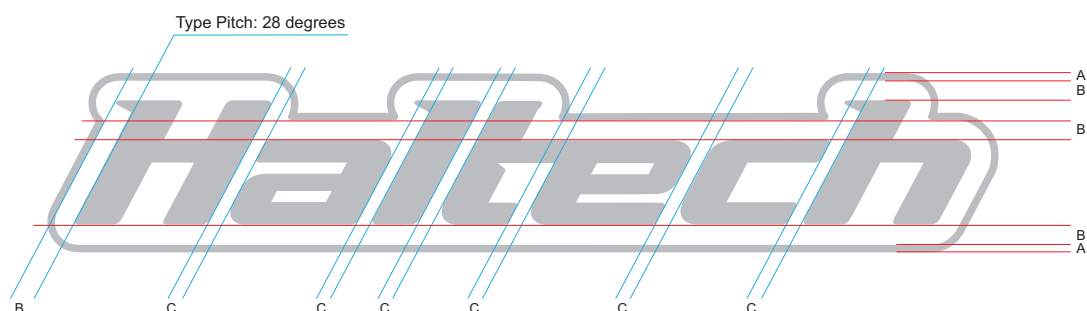
Haltech Primary Logo - Multi Colour

Spacing and Dimensions

Haltech logo type uses a custom typeface with 28 deg pitch. The spacing between all letters is equal.
The border can be either a solid colour background (multi colour usage), or (in single colour usage) a keyline with equal thickness all around.

When used as an official Corporate Identity, (print ads, packaging, catalogues etc) the Primary Logo needs some elbow room - aka "Safe Space" where no other design elements can be seen.

This space should be equal or greater than to the distance between the logo type and the border.



A - Thickness of the logo outline
B - Distance between the logo type and the logo outline
C - Distance between letters in the logo type
D - Safe area around the logo

$C = A \times 2$
 $D = C \times 1.5$
 $B = E$



Haltech Primary Corporate Colours

These colours are used for the Primary Logo, copy and backgrounds on all official printed media.
They also provide a primary colour base for all digital media.



Haltech Yellow

Pantone 123C
C0, M20, Y90, K0
R255 G199 B44
HEX FFc72c



Black

Pantone Black C
C63, M62, Y59, K94
R45 G41 B38
HEX: 000000



Grey

Pantone Cool Grey 11C
C76, M67, Y57, K58
R43 G46 B53
HEX: 2b2e35

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Haltech Primary Logo Variations

These are the recommended variations of the Primary Logo. They cover both light and dark background colours.
Avoid using variations other than those shown in this Style Guide.



Haltech Corporate Typeface

Haltech uses the DIN Alternate family as its official Corporate Typeface.

DIN Alt Regular, DIN Alt Medium and DIN Alt Bold are the recommended typefaces for all official literature.

DIN Alternate Regular

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

DIN Alternate Medium

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

DIN Alternate Bold

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

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Logo Placement

Haltech Logo/Address Panel used in print media

Haltech

HALTECH ENGINE MANAGEMENT SYSTEMS
750 Miles Point Way, Lexington, Kentucky 40511
P: (888) 298 8116 E: usa@haltech.com W: haltech.com



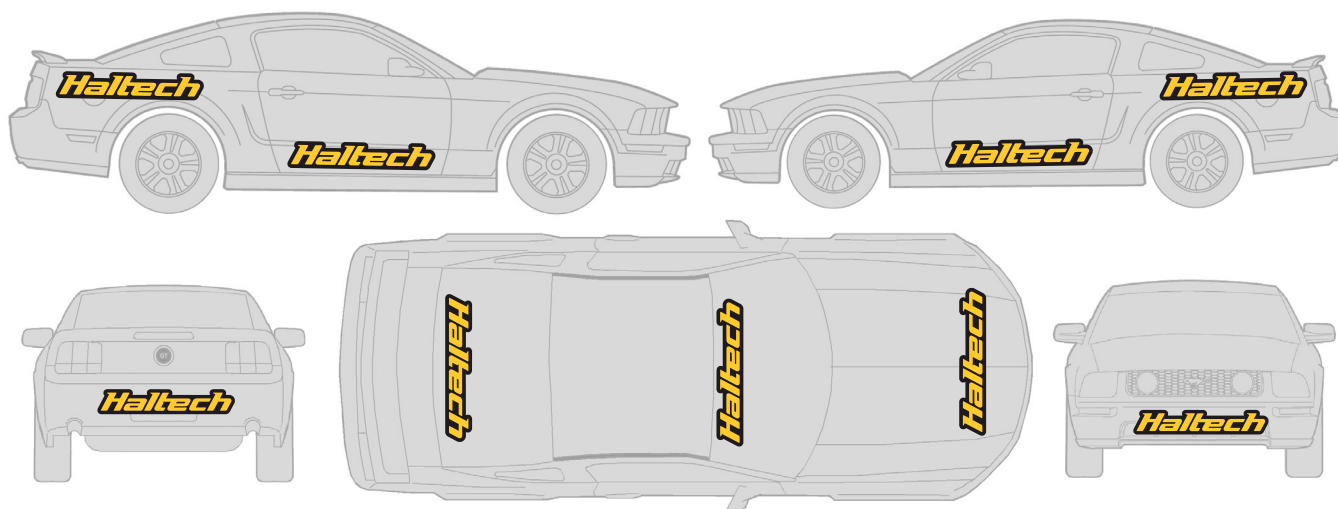
Haltech

HALTECH ENGINE MANAGEMENT SYSTEMS
17 Durian Place, Wetherill Park NSW Australia 2164
P: 02 9729 0999 F: 02 9729 0900 W: www.haltech.com

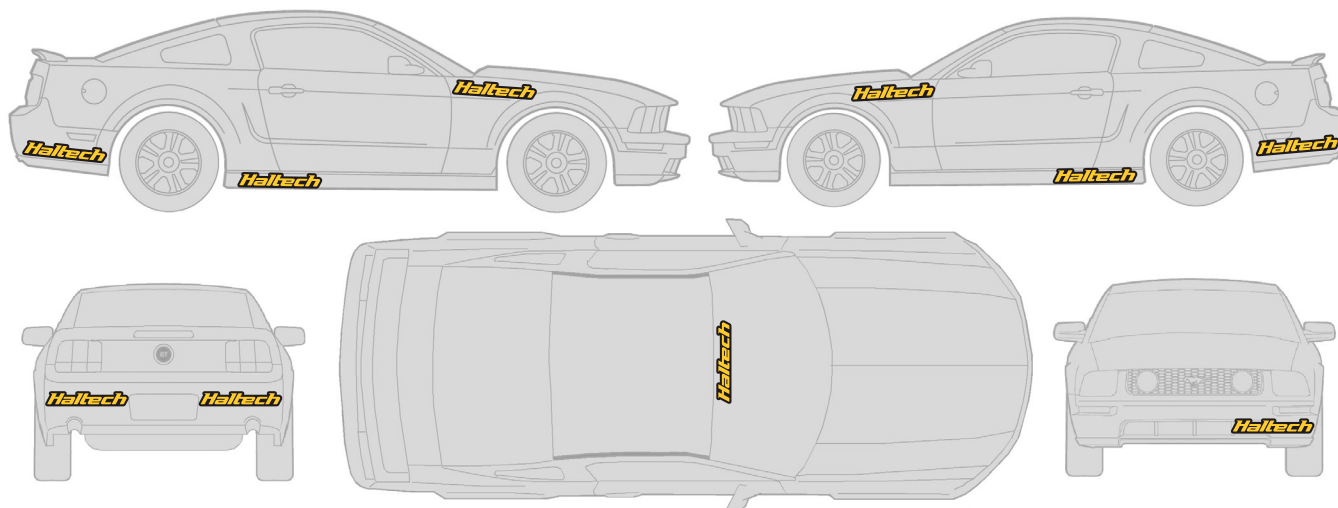
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Preferred large logo placement on a sponsored car



Preferred small logo placement on a sponsored car



Haltech Corporate Identity Style Guide

Symbols and Icons

All icons and symbols are flat, 2D and 2 colour. Square binding boxes.
Solid colours only, no shading, embossing or drop shadows.
Recommended colour combo is black icon on a Haltech Yellow background.



Expanded Digital and Interactive Media Colour Palette

Primary:
HEX FFC72C



Primary:
HEX 2b2e35



Primary:
HEX 000000



Shadows:
HEX 80660d



Shadows:
HEX 20232a



Highlights:
HEX ffe68c



Highlights:
HEX 95979a



Common Phrases

Company Name

The official company name is Haltech
Spelled with a capital "H" only. Not italicised or using all capitals.
It is not necessary to add "Engine Management Systems".

Website, emails, URLs

Use the .com domains on all emails rather than the regional .com.au or .co.nz
Unless quoting a specific page, Haltech's website address is: haltech.com
(we are phasing out the www)

Use the following URLs as references for our social media channels:

Facebook: /HaltechEngineManagement

YouTube: /haltechecu

Instagram: /haltechecu

Social Media

All Haltech-generated images uploaded to social media channels need a Haltech watermark.
The current watermark consists of a semi-transparent yellow bar across the bottom of the image with a Haltech logo in the left corner and the event/car/article title in the right corner.

Haltech currently uses three main branded hashtags across its social media:

#EliteClub #HaltechWeekend #HaltechHeroes

soon to be phased in: *#PlanetHaltech*

Additional popular hashtags, related to the Haltech brand, but not branded:

#BARRAge, #PageUpForPower