

H B D

Brand toolkit

PART OF THE **HENRY BOOT GROUP**

Who are HBD?

OUR MARKETING STATEMENT

HBD take on ambitious developments across the UK. The sectors we work in are diverse, but all our projects share our goal of creating places with purpose.

When we get involved with something, we're in it for the long haul. Whatever the challenges, however tricky the brief. That's because we want every project to create the positive impact it has the potential to. We go beyond what's expected to fulfil that potential, making the right decisions (not just the easy ones).

Above all else, we do things our way – with integrity, care and commitment. We've won ourselves a reputation for it over the years, and we're proud to live up to it today.

As a company who couldn't be more proud of its people, we live for collaboration. For us, the best results come from positive working relationships and open communication. So, it's no surprise a big portion of our projects happen as partnerships. Our biggest success stories aren't ours alone, and we wouldn't have it any other way.

WHAT DO WE DO?

**We create and invest in places,
people and partnerships
across the UK.**

HOW DO WE DO IT?

We help partners to maximise opportunity through collaboration and integrity, delivering impactful spaces to work, grow and live.

WHY ARE WE HERE?

**We're here to develop
meaningful places,
realise potential and
leave a lasting legacy.**

WHAT'S OUR AIM?

To create places with purpose.

HOW DO WE ACHIEVE THIS?

Spaces well planned.
Places well made.

Our logo

PRIMARY LOGO

A refined and direct mark of authority.

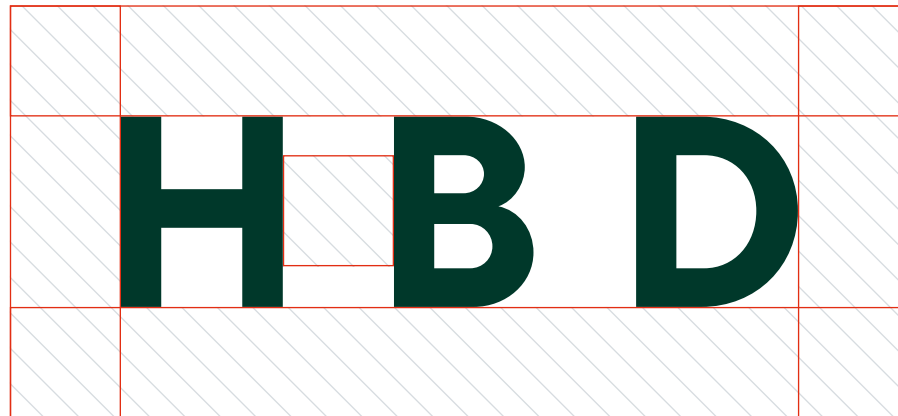
NOTE

Never recreate the logo – our logo has been constructed with customised spacing.

The image shows the primary logo 'HBD' in a large, dark green, serif font. The letters are widely spaced, demonstrating the customised spacing mentioned in the note. The 'H' is tall and narrow, the 'B' is wide and rounded, and the 'D' is tall and rounded.

MINIMUM CLEAR SPACE

A protected area has been constructed based on the spacing between the letter 'H' and 'B'. No text or graphics should be placed within this zone. This should guarantee adequate spacing between the logo and other content.



Our colours

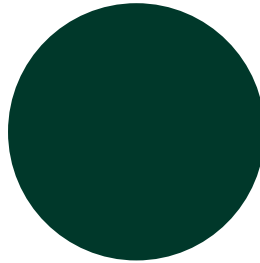
COLOUR PALETTE

Our colour palette contains a mixture of heritage and modern tones that represents the diverse nature of our business, schemes and partnerships.

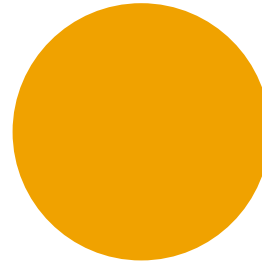
Our colours are classified according to types of use. Our primary palette contains our core colours and should be used across all HBD communications. Our secondary palette should be used sparingly, when in need of a contrasting flash of colour.

Careful consideration is needed when choosing colours because not all tones should be used at once – refined colour pairings or groupings result in a clean, modern and sophisticated look and feel.

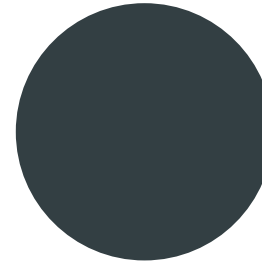
PRIMARY PALETTE



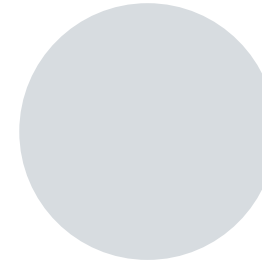
HERITAGE GREEN
C100 M5 Y67 K77
R0 G56 B42



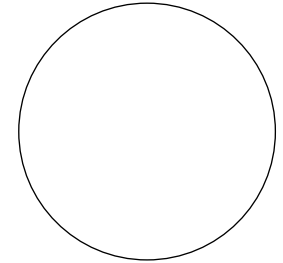
YELLOW
C0 M40 Y100 K4
R239 G161 B0



DARK GREY
C45 M20 Y20 K80
R51 G63 B67

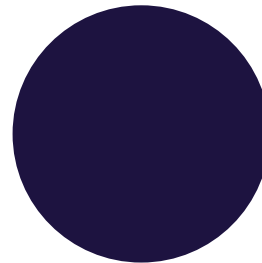


LIGHT GREY
C15 M8 Y8 K5
R215 G220 B224

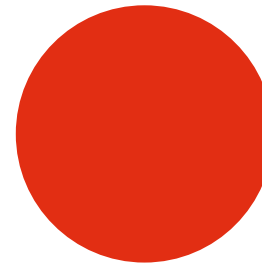


WHITE
C0 M0 Y0 K0
R255 G255 B255

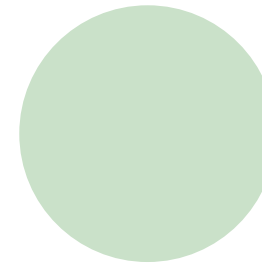
SECONDARY PALETTE



NAVY
C100 M100 Y20 K58
R29 G19 B64



RED
C2 M92 Y100 K0
R225 G45 B19



LIGHT GREEN
C25 M0 Y26 K2
R200 G224 B201

Our type

PRIMARY FONT: HELLIX

Our primary font is Hellix from Displaay.
You can purchase the fonts from
displaay.net.

The required weights are:
Hellix Regular
Hellix Regular Italics (if italics are needed)
Hellix Semibold
Hellix Bold



Hellix

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

SECONDARY FONT: CANELA TEXT

Our secondary font is Canela Text.
You can purchase the font from
commercialtype.com

The required weights are:
Canela Text Medium

The background features two large, stylized letters, 'A' and 'R', in a golden-yellow color. The 'A' is on the left and the 'R' is on the right, both rendered in a bold, sans-serif font. The letters are partially overlapping and serve as a backdrop for the main text.

Canela Text

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

**If you have any
questions please email
comms@hbd.co.uk**