HDVI

Design and Brand Guidelines

Email

HDVI
info@gohdvi.com

Agency
hdvi@fullyvested.com

Phone

303.912.7992

Web

gohdvi.com

Table of Contents

01

Did you know?
The "D" in HDVI's logo represents a moving truck, tying it to the vehicles we insure and the safety we provide.

Logo Design

01.1 The Full Color Logo

HDVI's full color logo consists of four stylized letters adjacent to one-another. The scale and spacing between these letters must remain consistent throughout all usage and are not to be changed from below.

This is HDVI's primary logo and should be used in both print and digital reproduction whenever possible. The colors are not to be changed unless otherwise specified.

01.2 The One Color Logo

HDVI's one color logo consists of all the letters in Quartz from HDVI's official color palette (see Section 02.1).

The one color logo is to be used only when full-color is not an option, such as for embroidery or printed mugs.

01.3 The Black Logo and White Logo

HDVI's black logo consists of all the letters in black (#000000).

The black logo is to be used only for newsprint or 3d printing.

HDVI's white logo consists of all the letters in white (#FFFFFF).

The white logo is to be used only when the background color is dark.

01.4 Incorrect Applications of the Logo

Don't change the format of the logo even if you feel it looks good.

Don't recreate the wordmark in another typeface.

Don't stretch the logo in any way.

Don't place the logo on a similarly colored background.

Don't change the color of the logo.

02

Typography

02.1 Fonts

Neue Montreal

Neue Montreal is a versatile Grotesque font with the spirit of a display font. It is designed for both screen and print, and it can easily be used in many contexts, layouts and settings.

The Neue Montreal font family consists of eight different weights.

For access to the Neue Montreal font family, please contact info@gohdvi.com or hdvi@fullyvested.com

Neue Montreal 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	&	@	:;	!?	/	%	>
^^	+	#	£	€	$	▌	[	]	=	\
{}	"	<	~	æ	ß	|	é	€	&	£

Neue Montreal 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	&	@	:;	!?	/	%	>
^^	+	#	£	€	$	▌	[	]	=	\
{}	"	<	~	æ	ß	|	é	€	&	£

02.2 Type Application

Neue Montreal Bold should be used on all primary titles and body headers in printed collateral.

Neue Montreal Regular should be used for subtitles and subheaders.

Neue Montral Regular is the primary font used for body copy and bullets.

Neue Montreal Regular should be used for introductory paragraphs and thin introductory statements on titles.

Example type lockup:

Driving insurance innovation
Neue Montreal Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
Neue Montreal Regular

Sit amet aliquam id diam maecenas. Neque convallis a cras semper. Dictum varius duis at consectetur lorem donec massa sapien. Sit amet luctus venenatis lectus magna fringilla. Ipsum consequat nisl vel pretium lectus quam. Elementum nibh tellus molestie nunc. Dolor purus non enim praesent elementum facilisis leo.
Neue Montreal Regular

Example type lockup:

We are — Neue Montreal Regular

Driving insurance innovation
Neue Montreal Bold

Sit amet aliquam id diam maecenas. Neque convallis a cras semper. Dictum varius duis at consectetur lorem donec massa sapien.
Neue Montreal Regular

02.3 Digital Alternatives

In instances where the brand fonts are not available, such as PowerPoint presentations and e-mail signatures, we can use digital alternatives.

These are as follows:

Arial Black should be used for primary titles and body headers.

Arial Regular should be used for subtitles and subheaders.

Arial Regular should be used for body copy and bullets.

Arial Regular should be used for introductory paragraphs and thin introductory statements on titles.

Example type lockup:

Driving insurance innovation
— Arial Black

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
— Arial Regular

Sit amet aliquam id diam maecenas. Neque convallis a cras semper. Dictum varius duis at consectetur lorem donec massa sapien. Sit amet luctus venenatis lectus magna fringilla. Ipsum consequat nisl vel pretium lectus quam. Elementum nibh tellus molestie nunc. Dolor purus non enim praesent elementum facilisis leo.
— Arial Regular

Example type lockup:

We are — Arial Regular

Driving insurance innovation
— Arial Black

Sit amet aliquam id diam maecenas. Neque convallis a cras semper. Dictum varius duis at consectetur lorem donec massa sapien.
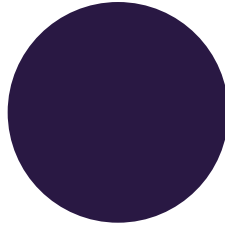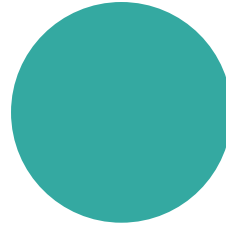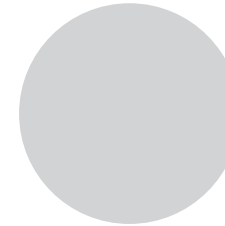— Arial Regular

03

Color Palette
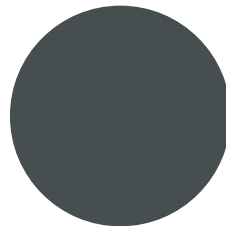
03.1 The HDVI Color Palette

Quartz
R:41 G:24 B:67
HEX: 291843
C: 90 M: 96 Y: 40 K: 46
PMS: 2695C

Teal
R:59 G:169 B:161
HEX: 3BA9A1
C: 73 M: 12 Y: 42 K: 0
PMS: 7723C

Silver
R:209 G:211 B:212
HEX: D1D3D4
C: 0 M: 0 Y: 0 K: 20
PMS: 427C

Asphalt
R:70 G:78 B:79
HEX: 464E4F
C: 70 M: 57 Y: 56 K: 36
PMS: 7540C

Titanium
R:239 G:239 B:240
HEX: EFEFF0
C: 5 M: 4 Y: 3 K: 0
PMS: 663C

03.2 Color Tints

In instances where more than five colors are needed, such as graphs and charts, the following tints can be applied to the primary colors (Quartz and Teal).

The best practice for applying color tints is to go from high-to-low opacity in a gradual progression, as seen in the examples below.

QUARTZ

T1	OPACITY = 100%
T2	OPACITY = 85%
T3	OPACITY = 70%
T4	OPACITY = 55%
T5	OPACITY = 40%
T6	OPACITY = 25%

TEAL

T1	OPACITY = 100%
T2	OPACITY = 85%
T3	OPACITY = 70%
T4	OPACITY = 55%
T5	OPACITY = 40%
T6	OPACITY = 25%
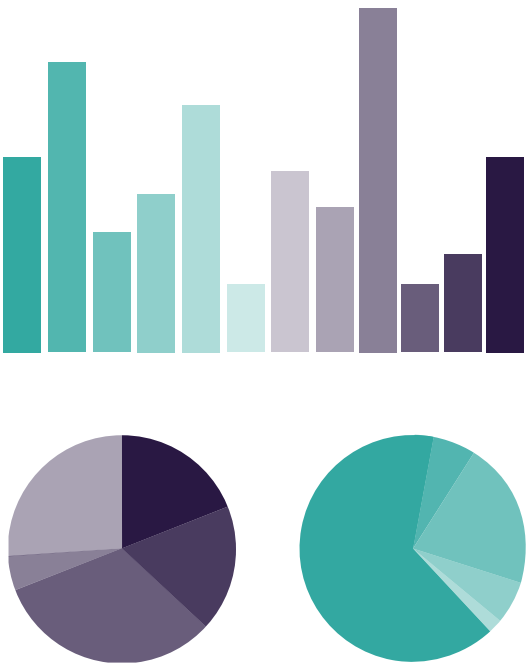
03.3 Color Usage Recommendations

Light backgrounds:

Quartz should be used for all body copy and most title copy on light backgrounds.

Teal can be used to differentiate headers and select titles on light backgrounds, but should be done sparingly.

Do not use **Asphalt**, **Titanium**, or **Sliver** for primary text on light backgrounds.

Asphalt can be used to differentiate secondary text on light backgrounds.

Titanium can be used as a background color to distinguish between sections of long collateral (i.e. webpages).

Dark backgrounds:

White (#FFFFFF) should be used for all body copy and most title copy on dark backgrounds.

Teal can be used to differentiate headers and select titles on dark backgrounds, but should be done sparingly.

Do not use **Plum**, **Asphalt**, **Silver**, or **Titanium** for primary text on dark backgrounds.

Titanium can be used to differentiate secondary text on dark backgrounds.

Asphalt can be used as a background color to distinguish between sections of long collateral (i.e. webpages).
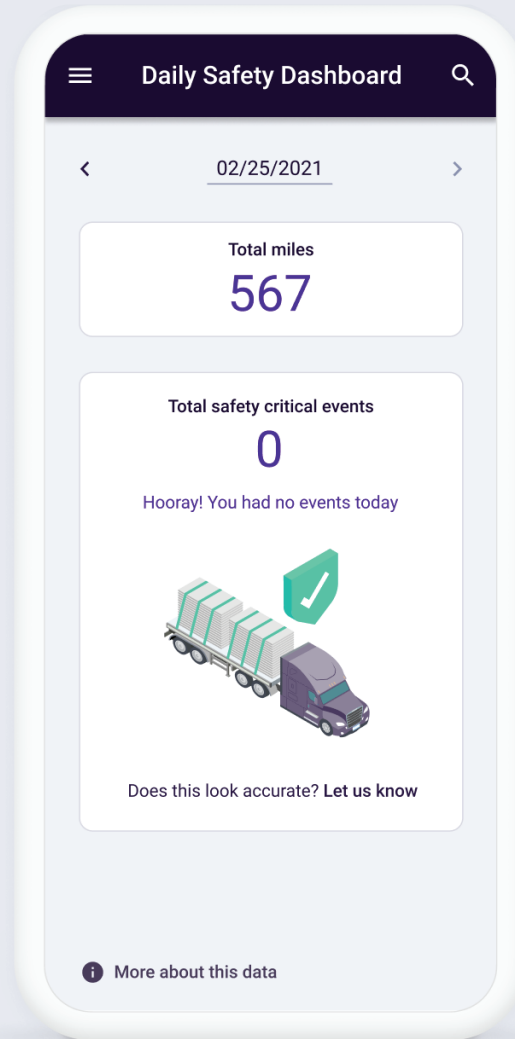
04

Did you know?
HDVI's graphic assets use an isometric style of illustration, combining depth and simplicity to create a unique visual world.

Graphic Assets

04.1 Photography

04.2 The HDVI Icon Library

04.3 Graphic Library Usage

All graphic assets used in HDVI branded collateral must be taken from the official graphic library.

Graphics should not be modified without oversight from a designer.

Icons should be used primarly as section/list headers and diagrams. Refrain from using large icon illustrations as feature images, instead use photography.

Photography can be used in large features images, header graphics, thumbnails or ads.