

HYTRONIK'S Corporate Design Guidelines

Veb:202406

Company Profiles

Hytronik is a leading supplier of energy saving products and intelligent lighting control solutions and have been designing and manufacturing since 2007.

Our mission: To be a world-class provider of Energy Efficient & Intelligent Lighting Control products & services; build a stage and platform for our employees to display their individual talents and fulfill their career ambitions.



Company Milestones

- 2007 • Founded in Shenzhen.
- 2012 • Became the leading manufacturer in sensors & lighting control.
- 2016 • Moved to Huizhou, and established overseas branch offices.
- 2018 • Greatly expanded product range, with synergy of high-end Bluetooth System Control.
- 2022 • Build own factory offices. Global headquarter established in UK.
- 2024 • Established local offices and warehouses in Germany and Spain.

Catalogue

Basic Application

- 01 Marking Specification
- 02 Black & White counterdraft
- 03 Logo Use & Restrictions
- 04 Color Specification
- 05 Auxiliary Graph
- 06 Brand Icon
- 07 Flag Word Specification

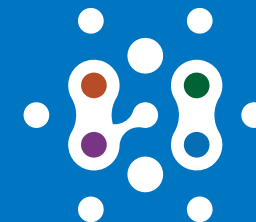
Brand Image

- 01 Brand Concept
- 02 Mood Page
- 03 Supersymbol
- 04 Super Symbol Application
- 05 Brand Publicity

Application System

- 01 Office System
- 02 Printing System
- 03 Directional Marking System
- 04 Clothing System
- 05 Others





Basic Application Part

01

Marking
Specification

02

Black & White
Counterdraft

03

Logo Use
& Restrictions

04

Color
Specification

05

Auxiliary
Graph

06

Brand Icon

07

Flag Word
Specification



The Corporate LOGO

Marking Specification



The complete Hytronik logo consists of three parts:

The graphic “ **HYTRONIK** ”, the bottom descriptor “ **SENSORS & LIGHTING CONTROL** ” and the superscript “ ® ” for reserved rights. The complete logo must be used as the endorsement of the Hytronik brand in all scenarios.

The Corporate LOGO

Marking Specification

SENSORS & LIGHTING CONTROL

BANK GOTHIC MEDIUM BT

Bottom Descriptor " **SENSORS & LIGHTING CONTROL** "

This statement should be set in "BANK GOTHIC MEDIUM BT" font and is strictly to be used in conjunction with the logo. It must not be used independently under any circumstances.

Basic Application

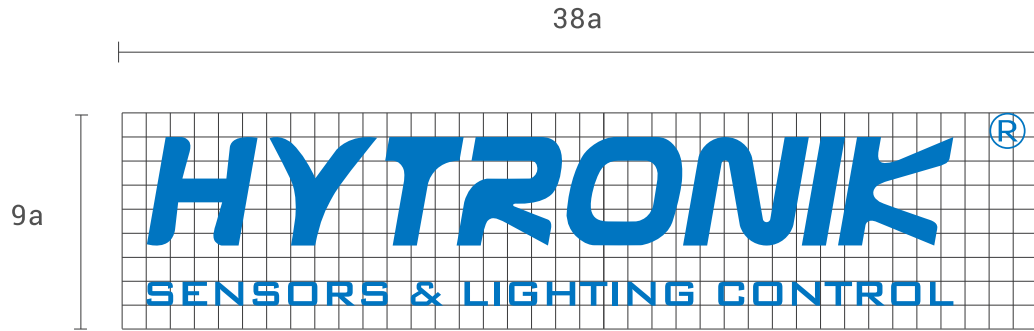
Black & White Counterdraft



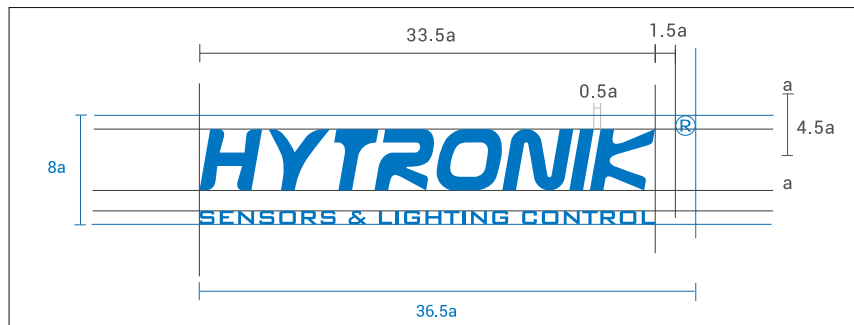
To ensure the integrity of the brand logo and maintain brand consistency, it is essential to adhere to the usage and limitations described in this specification. When using the brand logo, it is important to avoid various non-standard usage styles as shown in the above image as much as possible.

Basic Application

Logo Use & Restrictions



Grid mapping uses small squares as basic units to represent the proportions and sizes of the entire logo. It is primarily used for quickly and accurately drawing corporate logos, allowing for understanding of the logo's shape, proportions, line thickness, spatial distances, and other relationships within equal squares.



This page illustrates the spatial structure of the Hytronik logo.



Impenetrable area

Basic Application

Logo Use & Restrictions

Minimum Sizes

To ensure the logo remains legible at all times it should not be reduced below its minimum size.



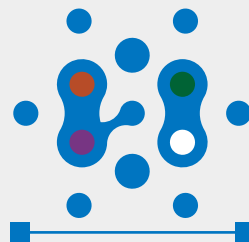
HYTRONIK®
SENSORS & LIGHTING CONTROL

A horizontal line with square end caps is positioned below the logo.

Wordmark Lockup: Minimum sizes

Print: 20mm

Digital: 100px



Element: Minimum sizes

Print: 10mm

Digital: 50px

Basic Application

Logo Use & Restrictions

Endorsement

In many situations the Wordmark will be required to sit above the from endorsement. The size of the endorsement is determined by how large the logo is being applied, as well as the likely viewing distance from which it will be seen. There are three versions to choose from: Primary, Large and Extra Large.

A – Primary

The likely choice in most scenarios. Use this version when the logo is seen from a distance or up close at small sizes, such as packaging, billboards, street posters.

B – Large

Should be used in situations where the logo is applied at medium to large sizes and will likely be viewed up close, such as apparel, retail bags, in-store signage.

C – Extra Large

Should be use in situations where the logo is applied at a very large sizes and will likely be viewed up close, such as supergraphics.

A – Primary



B – Large



C – Extra Large



Basic Application

Logo Use & Restrictions

A – Primary



The likely choice in most scenarios. Use this version when the logo is seen from a distance or up close at small sizes, such as packaging, billboards, street posters.

B – Large



Should be used in situations where the logo is applied at medium to large sizes and will likely be viewed up close, such as apparel, recycle bag, signage.

C – Extra Large



Should be use in situations where the logo is applied at a very large sizes and will likely be viewed up close, such as supergraphics.

Basic Application

Color Specification

HEX #0075C1

R: 0 G: 117 B: 193

C : 85 M: 50 Y: 4 K: 0

Practical

HEX #183674

Specialty

HEX #7D378C

Trustworthiness

HEX #C94F28

Software

HEX #006934

Accent colour "Dark Blue"

R 24/G 54/B 116

C 100/M 91/Y 36/K 2

System Integrators "Purple"

R 125/G 55/B 140

C 64/M 89/Y 13/K 0

Specifiers "Orange"

R 232/G 50/B 40

C 9/M 91/Y 86/K 0

Koolmesh "Green"

R 0 /G 105/B 52

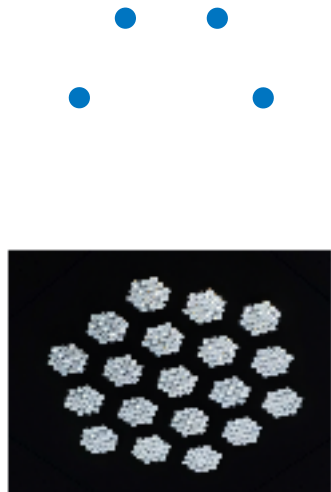
C 89/M 48/Y 100/K 12

The brand standard color refers to a specific color or set of colors determined to shape a unique brand image and is applied across all visual design media. Through the unique perceptual stimulation and psychological responses elicited by colors, it expresses the company's business philosophy and spirit.

Basic Application

Auxiliary Graph

Design Concept:



Honeycomb pattern(panel light):stability & reliability



Representative letter "H" of hytronik

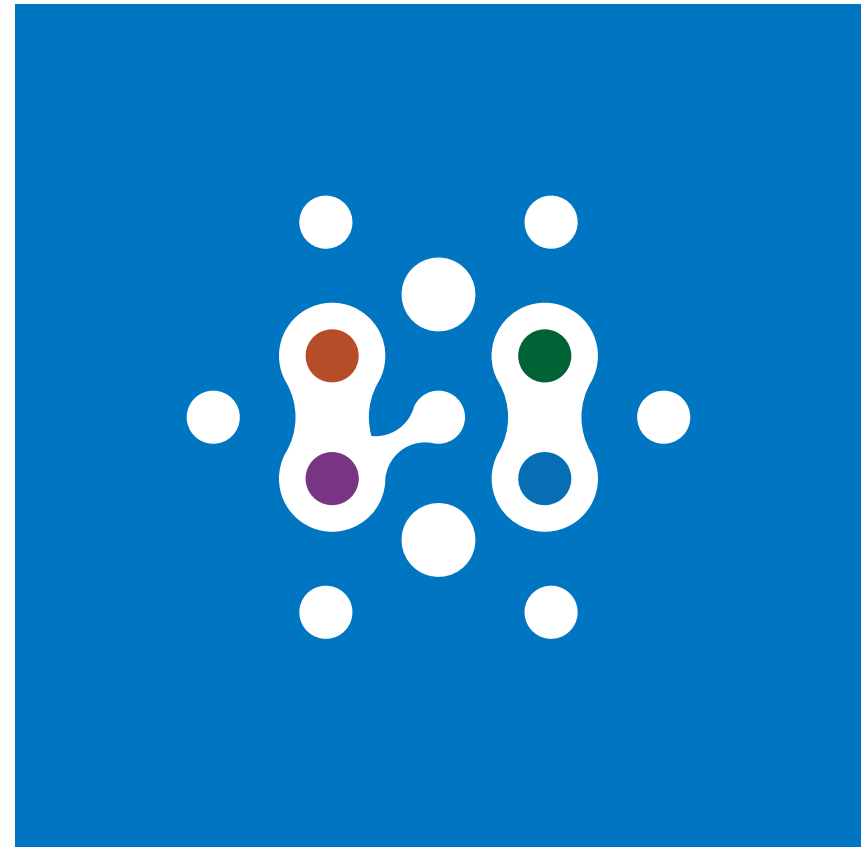
+



Motion Sensor

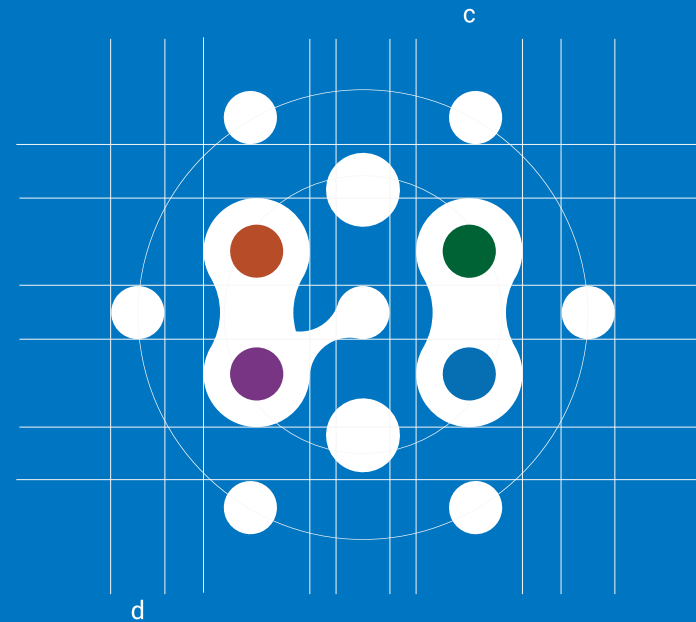
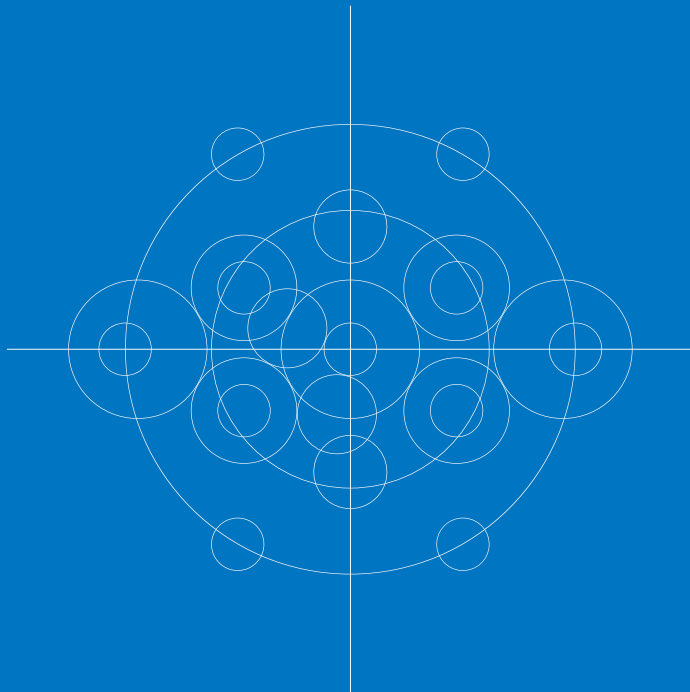


Incorporates the representative colors of three customer groups and our koolmesh bluetooth control system, expressing the wide application of the hytronik product.



Auxiliary Graph

Auxiliary Graphic Production

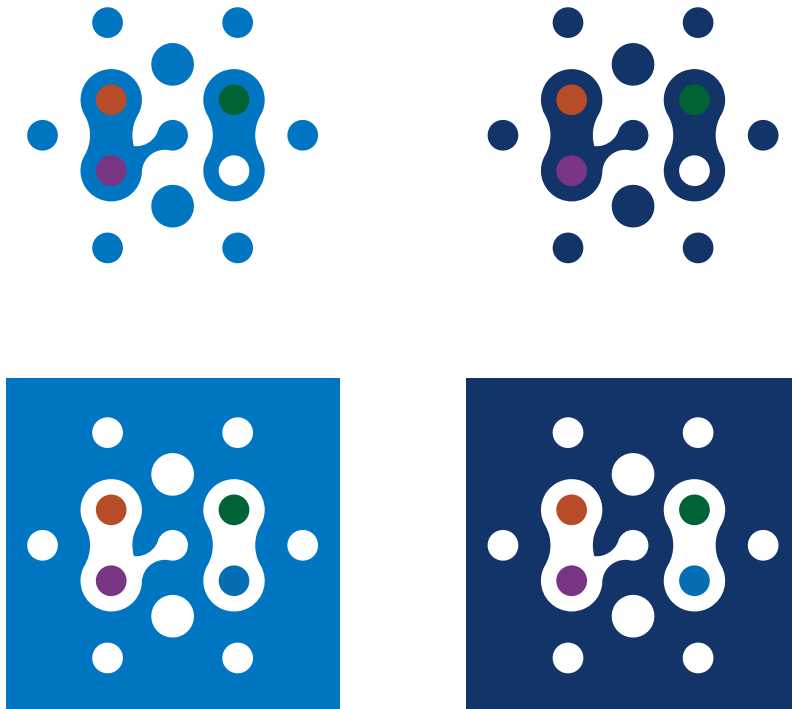


$$a=0.618$$
$$d=a+b/2$$

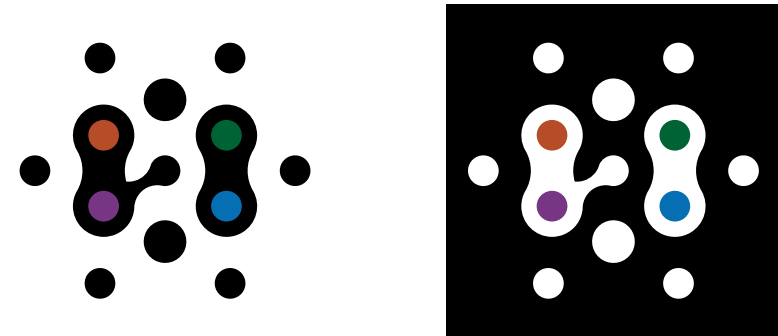
Auxiliary Graph

Auxiliary Graphic Color

Universality



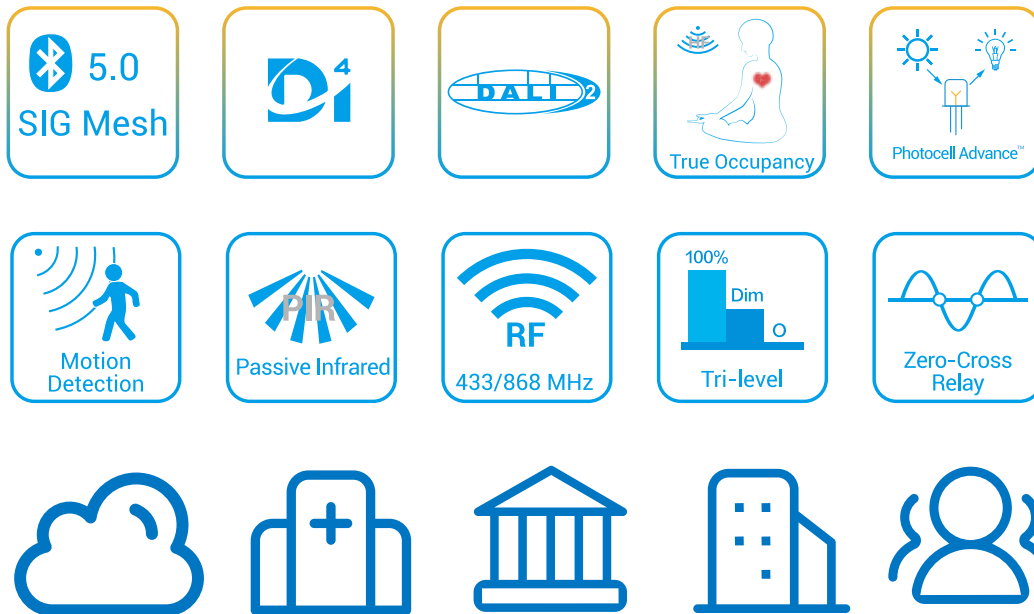
Black and White counterdraft



Auxiliary graphics are used to assist the logo in daily expansion. Brand auxiliary graphics help establish a unique aesthetic for the brand and are used in brand products and visual communication.

Basic Application

Brand Icon



Usage Specification

Choosing a unified icon design helps ensure that the brand image remains consistent across various channels and platforms, enhancing brand recognizability and professional image. Through a unified icon style and design language, a brand can more easily convey its core values and personality traits, while also strengthening consumer trust and recognition of the brand. Referencing the example on the left can provide guidance, helping you ensure that the selected icons align with the brand image and perform well in different application scenarios.

Basic Application

Flag Word Specification

Master Font

Roboto

Roboto is a typeface that embodies modernity while remaining approachable and emotive. It is well-suited for conveying brand ideals in new media applications.

Inspiration:

Innovation, Flexibility, Technology, Fresh

Application:

Website, Posters and Brochures

Auxiliary Font

Tahoma

Tahoma is a highly smooth typeface known for its rounded edges. It serves as the default font for the Windows operating system. It's user-friendly in different tools and lends a serious tone to text.

Inspiration:

Professional, clear, standard

Application:

Email, Presentation, Document

Instrument Sans Condensed

Instrument Sans is a versatile sans-serif typeface that strikes a balance with rich precision. Use for technical document.

Inspiration:

Cleanliness, Technical, Professional, Quality

Application:

Datasheet, Manual

Brand-specific fonts are an essential part of brand visual identity. The style of brand-specific fonts helps establish a unique aesthetic for the brand. We need to adhere to the examples of font usage described above to ensure consistency in brand visual communication.

Flag Word Specification

Roboto

ADD TITLE TEXT	a
Please enter text here Use a Bold for emphasis Please enter text here	1.5a
Please enter text here Please enter text here Please enter text here	0.5a
Please enter text here Use a Bold for emphasis Please enter text here Please enter text here Please enter text here Please enter text here	1.5a

Title font size: aa (px)

Body font size: $aa-4$ (px),

Title and body line spacing: $aa-1.5a$ (where a is the title font size)

Line spacing between body text: $aa-0.5a$

Important content in body text can be bolded using **Roboto Bold** font.

Flag Word Specification

Tahoma

Addressee's Name	14PX Bold
Please enter text here Use a Bold for emphasis Please enter text here	b
Please enter text here Please enter text here Please enter text here	a 12PX
Please enter text here Use a Bold for emphasis Please enter text here	b
Please enter text here Please enter text here Please enter text here	b
Best Regards,	
Addressee's Name	

Title font size: --14px

Body font size: --12px

Line spacing between title and body text: --1.15 times

Flag Word Specification

Instrument Sans Condensed

ADD TITLE TEXT

ADD TITLE TEXT

a

1.5a

Please enter text here Use a Bold for emphasis Please enter text here

0.5a

Please enter text here Please enter text here Please enter text here

1.5a

Please enter text here Use a Bold for emphasis Please enter text here

Please enter text here Please enter text here Please enter text here

1. ADD TITLE TEXT

Large title font size: $---a$ (px)

Small title font size: $---a-2$ (px)

Body font size: $---a-4$ (px)

Line spacing between title and body text:

$---1.5a$ (where a is the title font size)

Line spacing between body text: $--- 0.5a$

1. ADD TITLE TEXT

Add a blank space in pixels after the small title number.