

A photograph of a man and a young child playing in a grassy yard. The man is lying on his back on the grass, holding the child's legs as if he is a helicopter. The child is wearing a blue shirt and red shorts. The background shows a wooden fence and trees.

BRAND IDENTITY GUIDELINES

UPDATED: MARCH 2015

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BRAND OVERVIEW

ABOUT THESE GUIDELINES

This guide is designed to define the Hydro-Gear brand.

The consistent use of these guidelines will bring a unified messaging and identity system to our employees and customers.

By establishing and communicating a clear and concise brand, people will associate the Hydro-Gear name with credibility and quality.

OUR BRAND POSITIONING

HYDRO-GEAR BRAND PROMISE

Deliver the most reliable products and services in the industry

Provide timely response to customer needs

Provide innovative solutions to delight the customer

HYDRO-GEAR BRAND IDEA

Safe and reliable drive systems that last throughout the life of the equipment. *THE* benchmark for all drive systems.

VISUAL GUIDELINES

VISUAL CHARACTERISTICS

The Hydro-Gear design is comprised of three distinct characteristics—each reinforcing the visual mood of the brand from a design perspective.

When conceiving designs for the Hydro-Gear brand, these three characteristics serve as checkpoints to balance the design layout against.

Beginning on Page 39, you will find examples of how these visual characteristics are brought to life in creative executions.

THREE VISUAL CHARACTERISTICS

BOLD

CLEAN

ORGANIZED

LOGO

The Hydro-Gear Logo is the face of our products and a key element of our brand identity.

Consistent use of the logo is essential to maintaining our identity and gaining instant recognition across all marketing channels and media.

In this section, we will introduce standards for the logo treatments and how they are applied in different situations.

LOGO: PRIMARY LOGO

The primary Hydro-Gear logo should be used in communications regarding the company and on any communications referring to any products that do not fall within our Commercial or Smartec brands. This logo should not be used in conjunction with the Hydro-Gear Commercial logo or the Smartec logo as to not dilute the branding efforts of the subbrands.

There are two versions of the Hydro-Gear logo available.

The Hydro-Gear logo with the tagline which should be used on all corporate material, letterhead, business cards, etc.

The Hydro-Gear logo without the tagline which should be used in marketing and sales material and in instances where the logo is too small to effectively read the tagline.

Whenever possible, use the full color version of the Hydro-Gear logo on a white background.

In black and white applications, there are two options for the Hydro-Gear logo.



PRIMARY LOGO: Full-color logo with and without tagline. Use the logo with the tagline for most all marketing material.



ONE COLOR LOGO-WHITE: With and without tagline. Blue box is for illustration purposes only.



2-COLOR LOGO: With and without tagline



ONE COLOR LOGO-BLACK: With and without tagline

NOTE: Preview and download Hydro-Gear logos and guidelines here:
<http://hydro-gear.smartimage.com/hydro-gear-logos>

LOGO: PRIMARY LOGO USAGE



SAFE AREA: The primary logo presentation is enhanced by maintaining a clear area, void of all imagery surrounding the logo. This safe area is defined as equal to 1/20th of the logo width. For example, if the logo is 2 inches wide, the safe area surrounding the logo should be at a minimum 0.1".

To protect the integrity of the Hydro-Gear logo, it is essential to follow the guidelines on this page regarding safe area, minimum size, and scaling.

These guidelines ensure that the Hydro-Gear logo remains clear, legible, and consistent.

To be certain the correct logo is being used, the most recent and up-to-date files can be found here:

<http://hydro-gear.smartimage.com/hydro-gear-logos>



MINIMUM SIZE: To ensure legibility and brand consistency, the width of the logo with the tagline must never be reduced any smaller than 2.0"

If the logo needs to be scaled smaller use the logo without the tagline and scale no smaller than 7/8".

TIP: When resizing the logo, in order to keep the appropriate proportions – in most applications – hold the shift key while dragging the corners of the logo.

LOGO: DO'S AND DON'TS

The following list of correct and incorrect usage does not illustrate every acceptable use or violation of the Hydro-Gear logo. Beyond these restrictions, the safest and best way to maintain our brand communications is to minimize any alterations to the logo or seek guidance from the brand manager.

DO



Use the logo as is



Place the logo on white or light colored backgrounds



Use the appropriate alternative versions of the logo



Scale the logo proportionally

TIP: When resizing the logo, in order to keep the appropriate proportions – in most applications – hold the shift key while dragging the corners of the logo.

DON'T



Never adjust the proportions of the logo; don't compress or stretch



Never alter individual parts of the logo



Never rotate the logo



Never add a stroke (or keyline) to the logo



Never modify the colors of the logo



Never flip the logo



Never place the full color logo on dark or busy backgrounds, instead use the white version



Never shorten the logo



Never tint or screen the logo



Never use graphic effects such as drop shadows, bevels, glows, etc.



Never change the layout/format of the logo



Never use the graphic mark alone



Never replace or recreate any part of the logo.



Never recreate the logo using similar fonts.

COLOR PALETTE

Hydro-Gear brand's core colors are blue and burgundy.

The Hydro-Gear blue is a darker blue which signifies integrity, expertise, and stability.

The Hydro-Gear burgundy, although used in small amounts, represents our leadership, courage, and willpower.

Combined, these colors convey success and highlight the confidence we have in our products and people.

COLOR PALETTE: PRIMARY

The Hydro-Gear Blue and Burgundy anchor the brand.

The Hydro-Gear Blue, our primary color, is PMS 2758. The Hydro-Gear Burgundy is PMS 7504 and has more specific uses but still plays an important role as a part of our logo.

For both primary colors, use ONLY the provided CMYK, RGB, HEX, or PMS values to maintain brand consistency and avoid confusion. Any modifications to either of these colors is prohibited.

CMYK: 100, 90, 0, 45
RGB: 9, 9, 72
HEX: 090948
PMS: 2758 C

CMYK: 27, 99, 60, 15
RGB: 156, 6, 4
HEX: 9C052C
PMS: 676 C

HYDRO-GEAR BLUE: This is our workhorse color and, as such, functions in a foundational role for all our informational needs.

HYDRO-GEAR BURGUNDY: This plays a supporting role to our Hydro-Gear Blue. The color is used in subtle ways to add dimension when necessary.

COLOR PALETTE: SECONDARY

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: FFFFFF

CMYK: 15, 100, 90, 10
RGB: 205, 0, 51
HEX: CC0033
PMS: 200 C

WHITE: White is used as a supporting color on dark backgrounds or as an overall background on secondary pages for technical data. White can be used for headlines, body copy, or bullet text.

CMYK: 5, 5, 15, 0
RGB: 242, 237, 209
HEX: F2EDD1

CMYK: 95, 0, 100, 57
RGB: 0, 102, 51
HEX: 006633
PMS: 7483 C

BEIGE: This serves as a secondary highlight color for content that may be relevant or important, but not primary, when our primary blue or burgundy cannot be used. This color can be used in illustrative files to support our primary colors. Its use should never dominate the design and should always be used in moderation.

SUSTAINABILITY GREEN: This green is used only in instances that need to highlight a green technology. Its use is still secondary to all other colors. This color may be used in illustrative files to support our primary colors and may also be used in conjunction with our Smartec® program.

Each secondary color relates to and complements the primary Hydro-Gear colors. All colors have a specific use and are highlighted on this page.

For all secondary colors, use ONLY the provided CMYK, RGB, HEX, or PMS values to maintain brand consistency and avoid confusion. Any modifications to any of these colors is prohibited.

COLOR PALETTE: GRAYS

The range of acceptable grays for Hydro-Gear compliment the rest of the brand's color palette. The use of the grays on this page should be done so in concert with the primary and secondary colors.

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: 18191D

BLACK: Black is used for typography only.

CMYK: 0, 0, 0, 80
RGB: 90, 90, 89
HEX: 5A5A59

80% GRAY: For dark backgrounds

CMYK: 0, 0, 0, 60
RGB: 131, 131, 132
HEX: 838384

60% GRAY: For dark backgrounds

CMYK: 0, 0, 0, 40
RGB: 168, 168, 169
HEX: A8A8A9

40% GRAY: For light backgrounds

CMYK: 0, 0, 0, 80
RGB: 210, 210, 210
HEX: D2D2D2

20% GRAY: For light backgrounds

TYPOGRAPHY

Hydro-Gear brand's typography list was chosen to reinforce the bold, clean, and organized visual characteristics of our brand.

The Hydro-Gear logo is comprised by modifying the font Helvetica Neue Black Italic. The modified font allows for legibility in a range of sizes.

Helvetica Neue and Neutraface 2 Text are the main font sets utilized in building communications for the Hydro-Gear brand.

TYPOGRAPHY: HELVETICA NEUE

The Helvetica Neue typeface is the font set used for the Hydro-Gear logo, product names on units, and headlines in marketing and sales collateral. This font set is also utilized in company PowerPoint presentations and corporate material.

HELVETICA NEUE CONDENSED BLACK

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z**
**a b c d e f g h i j k l m
n o p q r s t u v w x y z**
0 1 2 3 4 5 6 7 8 9

PRODUCT NAMES

ZT-2200

EZT®

ZT-2800®

TYPOGRAPHY: HELVETICA NEUE

HELVETICA NEUE: ACCEPTABLE FONT WEIGHTS

CONDENSED BLACK

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

The Helvetica Neue font family include various font weights. Condensed black should be used for product names and main headlines. Condensed Bold should be used for 2nd level headlines. Regular, medium, and bold fonts are used in company presentations or on other corporate material but rarely used in marketing and sales collateral.

MEDIUM

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

CONDENSED BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

ITALIC

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

MEDIUM ITALIC

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

BOLD ITALIC

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

TYPOGRAPHY: HELVETICA NEUE

Main headlines are set in Helvetica Neue Condensed Black. They should be short and to the point. The type size can shift to provide emphasis and focus. Try to minimize the amount of type size adjustments and do so at line breaks. On occasion where the layout constitutes a one-line headline, type size shifts may occur on the same line. Type may also be positioned in a stacked form next to product names. In this case, the stacked type should still maintain the above rules in regards to type size shift.

Product names in main headlines should always be set as the largest font size in the headline.

Horizontal stacked alignment

**EZT™ GREAT VALUE &
STRONG PERFORMANCE**

HELVETICA NEUE: MAIN HEADLINES

Vertical stacked alignment

ZT-2800™
**EXCEPTIONAL VALUE &
DEPENDABLE PERFORMANCE**

MAIN HEADLINE

No end of sentence punctuation
Tracking: Track fonts as necessary for readability, not less than -20.

TYPOGRAPHY: HELVETICA NEUE

HELVETICA NEUE: SUB HEADS WITH DESCRIPTORS

Sub heads should be set in Helvetica Neue Condensed Bold. If the subhead has a descriptor text immediately following, this text should be set in our other font, Neutraface 2 Text with the Book weight.

Tracking should not be less than -20. No end of sentence punctuation should be used in subheads.

ZT-2800 SPECS

EFFICIENCY

EFFICIENT & RELIABLE

LESS TIME MOWING, MORE TIME RELAXING

SUB HEADS

Helvetica Neue Condensed Bold
No end of sentence punctuation
Tracking: Track fonts as necessary for readability, not less than -20.

SUB HEAD DESCRIPTOR TEXT

Neutraface 2 Text Book
No end of sentence punctuation
Tracking: Track fonts as necessary for readability, not less than -20.

TYPOGRAPHY: NEUTRAFACE 2 TEXT

Neutraface 2 text is a modern font with clean lines giving it the ability to satisfy a broad range of applications. This sans serif font lends an engineered yet organized feel to the content of the Hydro-Gear brand and is used in large areas of content—body copy, sub-headlines, bulleted text, technical data, etc.—for customer facing marketing and sales collateral.

NEUTRAFACE 2 TEXT BOOK

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

NEUTRAFACE 2 TEXT LIGHT

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

NEUTRAFACE 2 TEXT DEMI

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

NEUTRAFACE 2 TEXT BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

NEUTRAFACE 2 TEXT BOOK ITALIC

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

NEUTRAFACE 2 TEXT LIGHT ITALIC

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

NEUTRAFACE 2 TEXT DEMI ITALIC

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

NEUTRAFACE 2 TEXT BOLD ITALIC

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

TYPOGRAPHY: NEUTRAFACE 2 TEXT

NEUTRAFACE 2 TEXT: APPLICATIONS

Neutraface 2 Text Book is primarily used for all large areas of body copy in marketing and sales collateral. For product specs and any large areas of text that may fall on a dark background color Neutraface 2 Text Demi should be used.

Because of the geometric nature of the Neutraface 2 Text font, numbers have a tendency to shift on baseline. Because of this, always apply ALL CAPS to any numbers that are used in sub head descriptors, body copy, bullets, and any areas that utilize this font.

BULLET COPY

Set in Neutraface 2 Text Book
ALL CAPS applied to any numbers

- Designed for homeowners, this transaxle provides dependable power for larger yards
- With the effortless maneuverability of the ZT-2000, mowing time just got cut
- The compact size provides smooth operation through tight spaces
- Both powerful and durable the transaxle's heavy-duty axial piston hydraulics provide unmatched performance for the long haul

BODY COPY

Set in Neutraface 2 Text Book
ALL CAPS applied to any numbers

Hydro-Gear sets the standard for reliable, hard-working transaxles. Our transaxles are built with high-quality components designed for optimum performance. Experience the same comfort, control, and durability professionals turn to every day.

BULLET COPY ON DARK BACKGROUNDS

Set in Neutraface 2 Text Demi
ALL CAPS applied to any numbers

GROUND VEHICLE WEIGHT UP TO 667 LBS

PUMP DISPLACEMENT 0.37 IN³/REV (5.92 CC/REV)

MOTOR DISPLACEMENT 0.62 IN³/REV (10.20 CC/REV)

INPUT SPEEDS

MAXIMUM HI-IDLE (NO LOAD) 3000 RPM
MINIMUM (LOADED) 1800 RPM

GRAPHIC ELEMENTS

Graphic elements are used to draw attention to specific features, benefits, or headlines. They serve to complement typography and photography—adding depth to the layout while aiding in the construction of a clearly-defined information hierarchy.

GRAPHIC ELEMENTS:

CONTAINMENT BOXES & PATTERNS

CONTAINMENT BOXES

These boxes can be used to help draw attention to headlines or important information. They also help with the flow of information and should be used to help organize content such as product specifications.

SPECIFICATIONS	ZT-2200 (EZT)	ZT-2800
Pump Displacement	0.61 in ³ /rev [10 cc/rev]	0.61 in ³ /rev [10 cc/rev]
Motor Displacement	0.61 in ³ /rev [10 cc/rev]	0.97 in ³ /rev [16 cc/rev]
Input Speeds		
Max Hi-idle (No Load)	3000 rpm	3000 rpm
Min (Loaded)	1800 rpm	1800 rpm
Output Torque	up to 215 lb-ft [up to 291 Nm]	up to 300 lb-ft [up to 406 Nm]
Speed	up to 7 mph [up to 11 kph]	up to 8 mph [up to 12 kph]
Gross Vehicle Weight	up to 900 lbs [up to 408 kg]	up to 1000 lbs [up to 453 kg]
Axle Shaft Diameter	1.0 in [25.4 mm]	1.0 in [25.4 mm]
Axle Shaft Options	Two Flats 4-bolt Flange	Tapered 4-bolt Flange 5-bolt Flange
Weight of Unit	29 lbs [13 kg]	32 lbs [14.5 kg]

Transparency of blue box set to 20%.

Transparency of white box set to 55%.

SPECS	T2	T2-HP	T3 HD		
Overall Transaxle Reduction	20.63:1	22.68:1	25.42:1	24.27:1	26.70:1
Input Speeds					
Max Hi-idle (no load)	3000 rpm	1800 rpm	3000 rpm	1800 rpm	3000 rpm
Min (loaded)					1800 rpm
Output Torque					
Continuous	105 lb-ft [142 Nm]	115 lb-ft [156 Nm]	145 lb-ft [197 Nm]	140 lb-ft [189 Nm]	150 lb-ft [203 Nm]
Intermittent	195 lb-ft [264 Nm]	215 lb-ft [291 Nm]	285 lb-ft [386 Nm]	230 lb-ft [311 Nm]	290 lb-ft [393 Nm]
Axle Shaft Diameter				0.75 in [19.05 mm]	
Axle Shaft End Options				Keyed or Two Flats	
Parking Brake Type				External Disc	
Weight of Unit				28 lb [12.7 kg]	

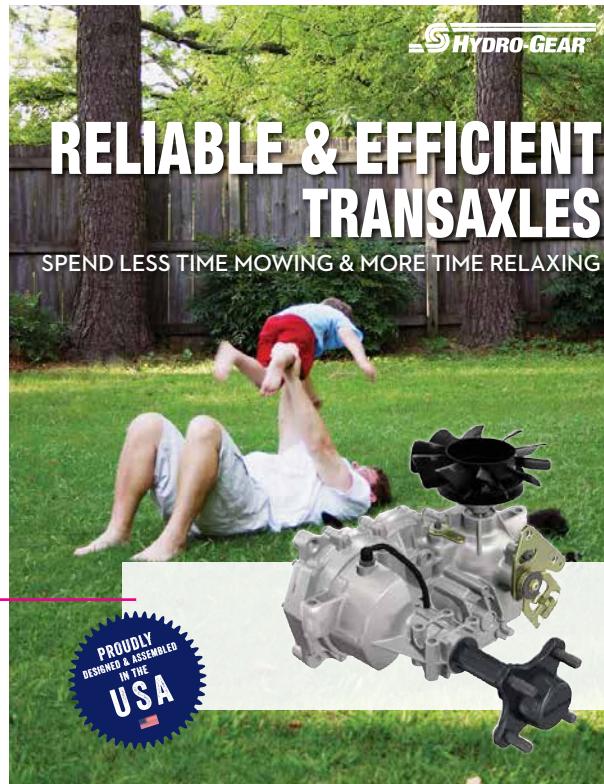
TRANSPARENT BOXES

Either blue or white boxes and varying transparency depending on layout and background image.

Transparency set to 45%.

WHITE CONTAINMENT BOX

White box with transparency set to 90%.



GRAPHIC ELEMENTS: VIOLATORS

To draw attention to special features or to signify product enhancements, consider using a violator.

INFORMATIONAL VIOLATORS

Used sparingly and reserved for drawing attention to key information or expertise. Violators should work proportionally within the layout.



VALUE VIOLATOR

Use the value violator to signify "new" products or new product enhancements.



PHOTOGRAPHY

Photos help to define and bring texture to the design as well as showcase the product and it's benefits. This section shows how to shoot and select photography as well as how and when to use different product shots.

PHOTOGRAPHY: TYPE

There are three types of story narratives that Hydro-Gear uses in photography: Product Hero, Product in Context, and Lifestyle



PRODUCT IN CONTEXT

Products are situated in context of how and where they might be used.



PRODUCT HERO
Photograph of the product.



LIFESTYLE
Photography showcasing either where a Hydro-Gear product would be used or the results of using equipment with a Hydro-Gear product.

PHOTOGRAPHY: PRODUCT HERO

Product Hero photography for Hydro-Gear Commercial products showcase the product on its own. Hero shots can be utilized on “lifestyle” backgrounds; however, the lifestyle background should not compete with the Product Hero shot.

PRODUCT HERO PHOTOGRAPHY

Can be Virtual or Real

Products should be taken at an angle, never straight on.

Should be shot between a 5° and 15° angle looking down on the product.



PHOTOGRAPHY: PRODUCT IN CONTEXT

Product in Context photography style brings Hydro-Gear products and applications together in a single frame to reveal how the Hydro-Gear product is utilized. The focus should still remain on the product and not the application.

PRODUCT IN CONTEXT PHOTOGRAPHY

Close-up photography of products on applications.

Application should not appear as the star, product should stand out.

Shots should be taken at varying angles to provide interest and dimension to photography.



PHOTOGRAPHY: LIFESTYLE



Lifestyle photography showcases applications, landscapes, people, and areas where a Hydro-Gear product would be utilized. The focus of this type of photograph is on the “after” of using equipment powered by a Hydro-Gear product. The photo itself may not contain a Hydro-Gear product. Lifestyle photography showcases the real-life experience or an abstract of real life.

Lifestyle photos are utilized more as background images to add depth and dimension to the design. These photos may also appear shaded or transparent depending on use.



VOICE GUIDELINES

VOICE: OVERVIEW

Think of voice as a personality, influencing the mood, tone and tempo of a conversation. Personality is ingrained in all of us, and to remove personality from what we say would leave everything flat and uninteresting. Now consider that every personality speaks from a point of view – one that influences them profoundly. A person's point of view is their reason for being, their approach to life. Without it, the most engaging personality would be rendered superficial, unfocused, and uninteresting.

The same applies to our brand. Our brand's tone of voice is only as strong as a compelling point of view. Our brand voice is how we engage our customers in our point of view; it's how we converse with them.

VOICE: CHARACTERISTICS

The success of the Hydro-Gear brand is determined by the quality of conversations we have every day: in person through customer visits, service calls, emails, phone calls, marketing, etc. When our brand communicates, what does it sound like?

The best conversations – the ones that lead to the best outcome for our customers and Hydro-Gear – happen when the Hydro-Gear side of the conversation follows the characteristics of our brand voice.

THREE VOICE CHARACTERISTICS

GENUINE

CONFIDENT

STABLE

VOICE: GENUINE

GENUINE CAN BE:

Consultative
Trustworthy
Supportive

GENUINE SHOULD NEVER BE:

Hurried
Presumptuous
Superficial

Being genuine means believing what we say. We're a smart neighbor, someone people trust without question. People trust us because we care about what we are saying and who we are saying it to. We share information without being presumptuous or boastful.

VOICE: CONFIDENT

When Hydro-Gear speaks, it speaks with confidence – confidence in our products, people, and customers. We understand their needs and have the knowledge to match our customers with the right applications and products.

We are confident in our skills and abilities without being arrogant.

CONFIDENT CAN BE:

Positive
Courageous
Assured

CONFIDENT SHOULD NEVER BE:

Arrogant
Pushy
Demanding

VOICE: STABLE

STABLE CAN BE:

Lasting
Reliable
Solid

Hydro-Gear products are designed to be reliable and last a product's lifetime. It's this reliability of our products that carry over to our ability to speak with power but not be forceful. We have energy and excitement about our products and strong values, skills, and abilities that set us apart from our competition.

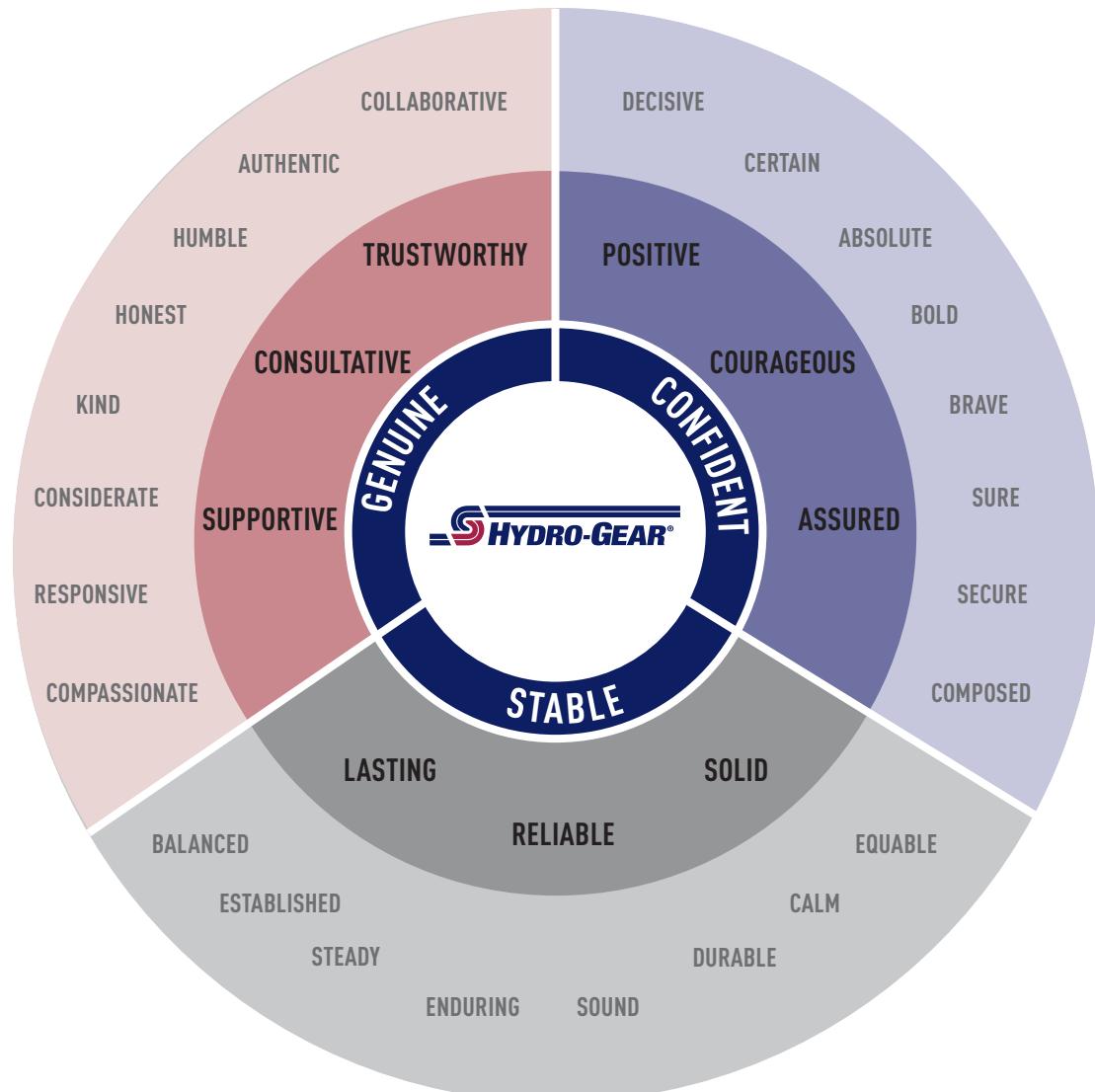
STABLE SHOULD NEVER BE:

Stationary
Unchangeable
Wavering

VOICE: ON TARGET

Many attributes make up our voice. While we may sometimes shade the voice more heavily in one of our three traits, the more “on voice” we are depends on how close we are to the center of the target.

When we hit, you’ll know, the brand will know, and our customers will know.





SAMPLE APPLICATIONS

EXECUTIONS

Now that you've read the rules, let's take a look at how it all comes together in the finished product. The following pages provide sample executions that are meant to provide inspiration and show how all the brand elements work in the communications we create every day.

SAMPLES: LITERATURE

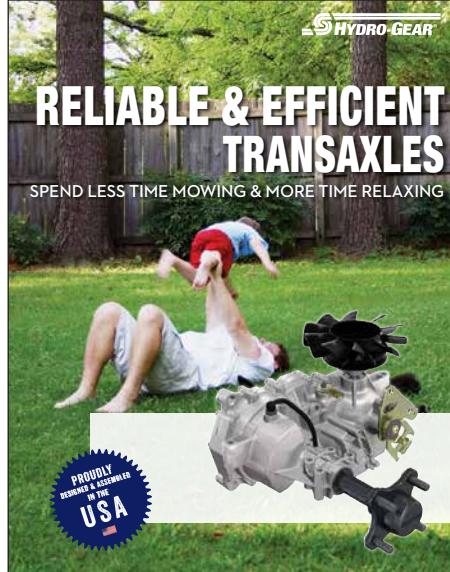
Printed literature is an important part of our sales & marketing strategy. Below are samples of how the Hydro-Gear branding elements come together to present our products in a clean and organized way.

PRODUCT LITERATURE:

Lifestyle photography utilized as a background element on both cover and interior.

Hero shot placed on top of lifestyle photography and containment box.

Informational violators used to highlight USA.



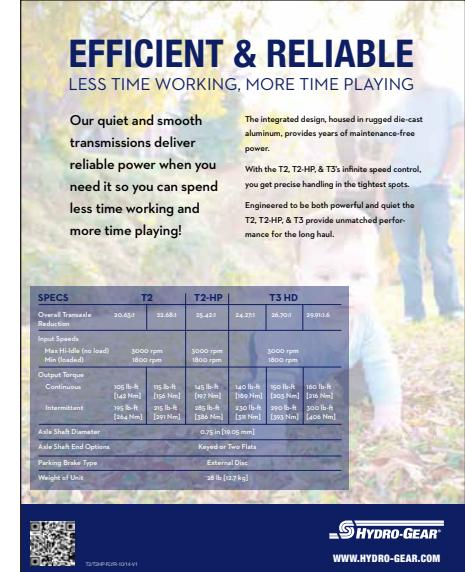
PRODUCT LITERATURE: FRONT



PRODUCT LITERATURE: BACK



PRODUCT LITERATURE: FRONT



PRODUCT LITERATURE: BACK

SAMPLES: CORPORATE MATERIAL

Hydro-Gear corporate material follows the same rules found throughout this guide—keeping information clean and organized. The font set used in our corporate material is the Helvetica Neue family which is designed to be legible in a range of sizes and weights. Unifying our corporate material around a single legible typeface that has a global appeal makes it easy to use and more compatible across most all computing platforms.



