

# BRAND STYLE-AT-A-GLANCE



## LOGO

### Preferred



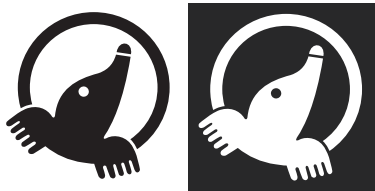
### Alternative



- The full logo is mainly used on marketing materials (eg. website, video, packaging, etc.) Customer can easily identify the brand without any confusion.
- Logo size should be taken approx 0.8% to 7.7% of the layout space.

## LOGO MARK

### Preferred



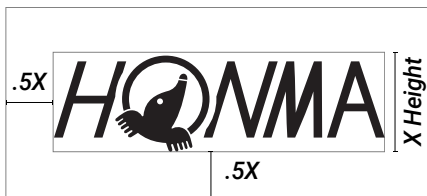
### Alternative



- The logo mark is mainly used to hint the Honma brand or give an overall mood of the brand (eg. on products, inner pages of a brochure, etc.)
- Logo mark should be taken approx 1.8% to 8.6% of the layout space.

## LOGO USAGE

### Minimum Clearance



### Minimum Size



- The set clearance of (.5)xh should be kept all around the logo.
- The set minimum size is 20 mm in height, with a length in proportion to the height.

## BRAND COLORS

### Primary - BERES

Strong Dark Grey	Pure Gold	Ultra White
Web RGB: 40   40   41 HEX#: 282829 Pantone BLACK 7 C	Web RGB: 196   154   108 HEX#: BA996B Pantone 10138 C	Web RGB: 255   255   255 HEX#: FFFFFFFF Pantone 7436 C

### Primary - T//World

Strong Dark Grey	Passion Red
Web RGB: 40   40   41 HEX#: 282829 Pantone BLACK 7 C	Web RGB: 255   00   00 HEX#: FF0000 Pantone 185 C

### Secondary

Strong Dark Grey 20%	Strong Dark Grey 90%	Brass Gold	Strong Dark Grey 40%
Web RGB: 40   40   41 HEX#: 282829 Pantone BLACK 7 C	Web RGB: 40   40   41 HEX#: 282829 Pantone BLACK 7 C	Web RGB: 144   115   78 HEX#: 91744B Pantone 10361 C	Web RGB: 40   40   41 HEX#: 282829 Pantone BLACK 7 C

## TYPOGRAPHY

### Display Type

**SUPR**

**SUPR BOLD**

**Title**

Roboto Medium

Roboto Bold

**Body**

Roboto Light

Lora Regular

## BRAND VOICE

The Honma voice is immersive, clear, and focused. It incorporates an active voice that speaks to the stunning performance of the products. It speaks respectfully to the heritage of the trade and the quality of the products. Just as the brand colors and elements feel empowering and stimulating, they must remain clear and focused. The voice should establish Honma as a luxury lifestyle brand with a world-class team, yet still feel passionate, knowledgeable, and trustworthy.

### BRAND VALUES

Integrity.  
Longevity.  
Passion.

### BRAND MISSION

To create stunning  
performance.

### BERES

Sophisticated.  
Passionate.  
Earnest.

### T//WORLD

Precise.  
Knowledgeable.  
Trustworthy.