

HOOPERS

Corporate Guidelines

February 2018

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Introduction

The Hoopers logo and brand identity represent our commitment to supplying unequalled service and products to our customers. It is essential that our brand guidelines are adhered to at all times in order to reinforce the Hoopers brand in any situation.

Our logos can be downloaded at:

www.hoopersstores.com/pages/corporate-guidelines

Logo Formats

H O O P E R S

Hoopers

The original and most commonly used logo that appears on our store fronts, corporate stationery and most other places.

H O O P E R S
D E P A R T M E N T S T O R E S

Hoopers Department Stores

To be used either when the store is mentioned out of context, or when we need to give the audience an immediate idea of who we are.

H O O P E R S
www.hoopersstores.com

Hoopers logo with website

A logo that is most commonly used on printed promotional material. Not to be used on the Hoopers website. Not to be used by third parties.

Logo Formats

Hoopers logos are provided in black and white. These logos can also be used in other colours for promotions. However, these logos are not to be used in other colours by third parties without approval.

Black logos to be used on light backgrounds



White logos to be used on dark backgrounds



Isolation area

The Hoopers logo requires the following breathing space around it in order to remain clearly visible wherever it appears.



Exceptions

Exceptions can be made to associate the Hoopers logo with appropriate text, some examples being our Gift Card and e-mail headers.

The Hoopers logo must always take visual priority over any surrounding text.

This is not to be practiced by third parties without prior approval.



Gift Card



E-mail header

Misuse of the logo

The logo is a fixed device and should not be recreated, redrawn or repositioned in anyway. It also can not be recreated with any typeface.



Do not stretch or distort the logo in any way.



Do not alter the spacing between the letters.



Do not apply a gradient to the logo.



Do not use a typeface.



Do not contain the logo in a shape.



Do not add other elements.

Colour

BLACK

CMYK: 0/0/0/100
RGB: 0/0/0
#000000

Black and white are the main colours that make up the Hoopers corporate identity, often with black text set against a white background, although this can be reversed when necessary.

WHITE

CMYK: 0/0/0/0
RGB: 255/255/255
#FFFFFF

GREEN

CMYK: 32/0/86/0
RGB: 209/226/66
#C2D33E

Green is designed to attract attention, either as a large block of colour, or used more sparingly as an accent colour.

SILVER

PANTONE 877C
or
PANTONE 877U

Silver is used for letterheads and corporate stationery.

Silver must only be used in Pantone form, not CMYK/RGB.

Typography

Century Gothic is used across the Hoopers website and in store.
It is available in bold, regular, italic and bold italic weights.

Century Gothic Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Century Gothic Italic

*abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

Century Gothic Bold

**abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Century Gothic Bold Italic

***abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ***

Typography (Office-use)

In scenarios where Century Gothic is not available, such as for office use, and e-mail signatures, Verdana is to be used in replacement.

Verdana Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Verdana Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Verdana Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Verdana Bold Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ