



**THE HARCO CORPORATE IDENTITY**

# The HARCO Corporate Identity

## HARCO Master Brand

The correct use of the **HARCO** Master Brand will begin to create a consistent image of **HARCO** and will result in increased brand awareness and help build customer loyalty.

The **HARCO** Master Brand is composed of the **HARCO** name accompanied by the distinctive corporate logo. The logo and the name together form the **HARCO** Signature.



The **HARCO** Signature can also appear reversed out where appropriate, taking into consideration some minor tweaks with integrated elements. When using the logo smaller than 1 1/2" wide please omit the tagline, Innovative Solutions. PROVEN PERFORMANCE.

## Clear Space

It is important to create a minimum area of clear space around the **HARCO** Signature in an effort to build brand awareness and to create a consistent look. Specifically, a minimum area of clear space of 1/4" from the **HARCO** Signature.



When the logo is reversed out in black there should be a minimum/maximum 1/4" clear black space outlining the **HARCO** Signature. As the size of the **HARCO** Signature increases the black negative space will also increase proportionally.



## Business Unit Signatures

The relationship of Business Unit names relative to the **HARCO** Signature is important to building a consistent brand and image. All Business Unit names:

1. Begin with the logo and the name together; thus the **HARCO** Signature.
2. Are to be type set in **Eurostile Bold Extended 2, PMS Warm Red**
3. Are located **just below tagline flush right.**
4. Appear on all materials as a communicative name specific to that Business Unit.



## Language

A common language will begin to unify **HARCO** and its Business Units by speaking in a common voice to all audiences. A common language will also allow Business Units to convey messages about their unique skills and services to their target markets and audiences.

**SITE:** we maintain the equipment needed for design, testing, prototyping an sophisticated fabrication at our facility. This expedites product development.

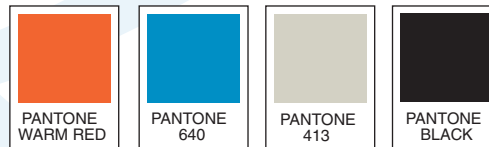
**SOURCE:** the capabilities of our 3 product business units enables us to provide the air data computer, air data sensors, plumbing and electrical cable assemblies. This simplifies your program management.

**SOLUTION:** we have the expertise to design, develop, and manufacture a part of or a total air data system. This streamlines the process of component integration.

## Color Palette

Colors considered for use on all HARCO communications or marketing materials should be selected from the following color palette. To keep a consistent look it will be important not to deviate too far from this direction.

PMS Warm Red C-0, M-75, Y-90, K-0  
PMS 640 C-100, M-0, Y-0, K-22  
PMS 413 C-0, M-0, Y-9, K-20  
Black



## Ghosted Backgrounds

A ghosted back image of the logo swirls can be used in the background to add visual interest and further the **HARCO** branding. Use pms 640 at 5% or C-5, M-0, Y-0, K-1 or 5% black.

## Typography

Specific typefaces have been selected and typographic techniques developed to be compatible with other graphic elements and express the **HARCO** image effectively. Comparable, alternative typefaces may be used for standard word-processing programs and electronic presentation software.

**Headlines** - Eurostile Extended 2

# INNOVATIVE SOLUTIONS. PROVEN PERFORMANCE.

**Body Copy & Text** - Eurostile Extended 2, no smaller than 9 pt., no larger than 18 pt

We have a new look and commitment to providing innovative solutions along with the proven performance you've come to expect from harco. We are excited about spreading our wings as we head into the future continuing to serve the aviation industry, commercial, business and Military.

**Information Bars** - Eurostile Bold Extended 2

These bars are positioned at the top and bottom of all marketing materials when specific information is used. Top bar Design • Development • Manufacturing • Distribution • Quality bottom bar examples: trade show booth number, website contact information.

DESIGN • DEVELOPMENT • MANUFACTURING • DISTRIBUTION • QUALITY

## Photo Captions

Captions for photographs, illustrations and diagrams should be typeset in Eurostile all caps 10pt flush left under photo.



HIGH TEMPERATURE CABLE REPAIR.

## Imagery

**HARCO** has developed and will continue to develop an archive of images to present products and services with the greatest appeal and impact. The quality of **HARCO** images begins with excellent photography.

## Product Images

Product images should be shot on white, final reproduction will have a drop shadow gaussian blur of 8.0 and transparency mode setting of multiply 30% transparency. The images shown are examples of high quality product imagery.



## Color Intensity

Color intensity is heightened by manipulating levels, curves and retouching imagery in order to achieve greater visual interest.



## Applying the Elements

The **HARCO** Corporate Branding Standards have been conceived to satisfy the needs of a broad range of marketing materials. The correct use of these standards will begin to create a consistent image of **HARCO** and will result in increased brand awareness and help build customer loyalty.

## Business Unit Communications

The **HARCO** Corporate Branding Standards can accommodate specific Business Unit materials. Business units are required to apply Corporate Branding Standards to all communications materials. Communications produced from the **HARCO** Standards will look like they came from one company.

## Address Formats

Address copy on the back of marketing literature should appear as shown below.

### Corporate



HARCO Laboratories, Inc.  
186 Cedar Street, Branford, CT  
203.483.3700  
[www.harcolabs.com](http://www.harcolabs.com)



HARCO Laboratories, Inc.  
186 Cedar Street, Branford, CT • 203.483.3700 • [www.harcolabs.com](http://www.harcolabs.com)

### Division



HARCO Laboratories, Inc.  
186 Cedar Street, Branford, CT  
203.483.3700  
[www.harcolabs.com](http://www.harcolabs.com)



HARCO Laboratories, Inc.  
186 Cedar Street, Branford, CT • 203.483.3700 • [www.harcolabs.com](http://www.harcolabs.com)