



BRAND IDENTITY GUIDE

OVERVIEW FOR APPLYING THE HARRISON OPTICAL GRAPHIC

RELEASE VERSION 1.0

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BRAND SIGNATURES

1.1

The Harrison Optical symbol and logo are original graphic designs that represent the Harrison Optical brand through all of areas in the marketplace.

The Harrison Optical logo has been newly designed and is separate from past logos. Be sure to always use the new logo in all marketing efforts from this point forward to limit confusion in the marketplace.

The symbol and logotype have been specially designed to be used together in a configuration called the Brand Signature. These designs were made to fit all applications - they should not be changed in any way.

BRAND SIGNATURE	HORIZONTAL SIGNATURE	VERTICAL SIGNATURE
FULL COLOR POSITIVE	 HARRISON OPTICAL	 HARRISON OPTICAL
FULL COLOR REVERSE	 HARRISON OPTICAL	 HARRISON OPTICAL
ONE COLOR POSITIVE	 HARRISON OPTICAL	 HARRISON OPTICAL
ONE COLOR REVERSE	 HARRISON OPTICAL	 HARRISON OPTICAL

OUTLINE ALTERNATE

This Outline Alternate is designed for instances where flat colors or screen tints are not available such as foil stamping or etching. This layout should only be used in such a situation.









BRAND IDENTITY GUIDE
TAGLINE & SECONDARY
GRAPHIC

1.2

In addition to the Brand Signature, a tagline has been written to iterate our position in the marketplace. In most cases the tagline should always appear with the brand signature in the specially designed format that is included in the digital files that accompany this guide.

A secondary graphic has been developed to add visual interest to written communications. Its use is flexible, but should not replace the Brand Signature as an identifying graphic.

TAGLINE	HORIZONTAL & TAGLINE	VERTICAL & TAGLINE
FULL COLOR POSITIVE		
FULL COLOR REVERSE		
<p>SECONDARY GRAPHIC</p> 		

BRAND IDENTITY GUIDE

COLORS & FONTS

1.3

Color and font are an integral part of the Harrison Optical brand. By using colors and selected type consistently, we can establish a connection between these elements and the Harrison Optical brand.

The table below provides formulas for adapting the Harrison Optical colors to a variety of media. The fonts below provide examples of the various typefaces employed and their purpose.

HARRISON OPTICAL COLORS

HARRISON GREEN



PMS #	3295
Process	C: 100 M: 28 Y: 65 K: 12
Display	R: 0 G: 121 B: 127
Web	00796B

BLACK



PMS #	Process Black
Process	C: 75 M: 68 Y: 67 K: 90
Display	R: 0 G: 0 B: 0
Web	000000

FONT

Helvetica Neue Light
18pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(){}[]<>\.,;:?"

Helvetica Neue Regular
18pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(){}[]<>\.,;:?"

Helvetica Neue Bold
18pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(){}[]<>\.,;:?"

PC FONT ALTERNATE

Arial Regular, Bold
18pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(){}[]<>\.,;:?"

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STATIONARY EXAMPLES

The following examples illustrate how effective application of basic graphic standards applies to corporate stationary.

1.4

