The **HolwegWeber** Group

HolwegWeber Group – Graphic Charter 2022

Introduction

The HolwegWeber Group and sub brands logos are carefully crafted brand sign reflecting our common brand identity and are the sole logos that stands for our company and our brands.

The logos are always displayed has presented in the Guidelines. The size, color, position and arrangement of the elements are fixed and defined in our Brand Standards. They may not be altered nor changed in any way.

The logos may only be applied in her entirety; changing them or removing any part of them as well as creating any combination, variation or derivatives of the logos is not permitted.

It is not allowed to create and/or use other corporate brands or logos for any company organizations, initiatives or projects.
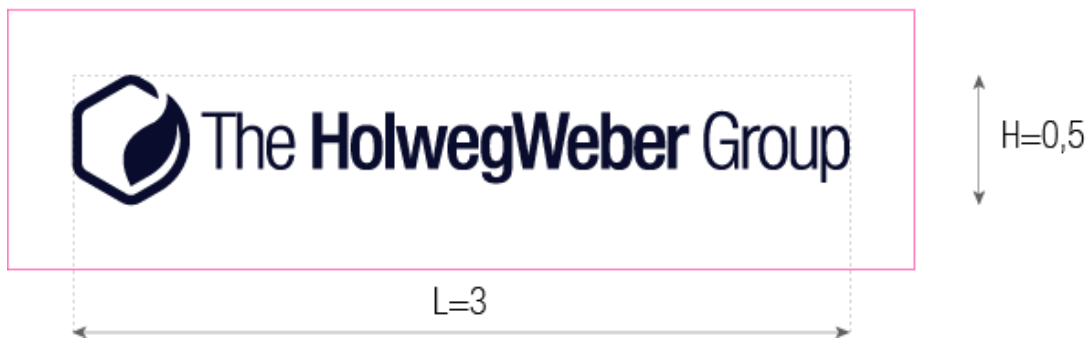
The logos are registered trademark. Their use is restricted to HolwegWeber Group documents and applications: print, on-screen, signage, HolwegWeber Group products and services.

Without exception, all other use requires authorization from the HolwegWeber Group.

1. Logos

1.1. HolwegWeber Group logo

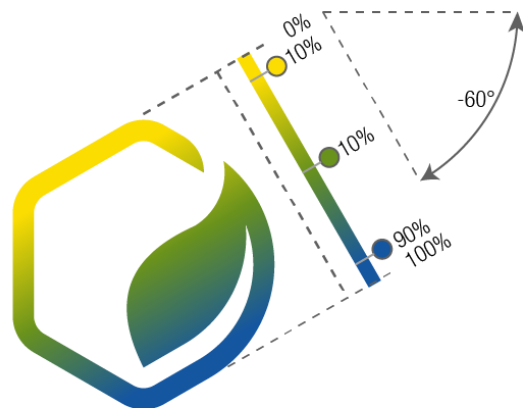Logo construction

Logo gradient construction

Linear Gradient:

Color 1 10%
Color 2 50%
Color 3 90%

Angle of -60°

Logo variant

	Vertical logo	Horizontal logo
To use in priority		
To use in priority		

📁 *File folder: HW Graphic Charter / 01-Logos / HolwegWeber Group logos*

1.2. HolwegWeber Business Unit logos

HolwegWeber Europe

Vertical logo	**H**orizontal logo
To use in priority	

HolwegWeber North America

Vertical logo	**H**orizontal logo
To use in priority	

HolwegWeber Asia-Pacific

Vertical logo	**H**orizontal logo
To use in priority	

1.3. HolwegWeber Brands logos

	Holweg	Weber	MDM
Color **To use in priority**			
Grey Scale			
Monochrome			
Negative Monochrome			
Text only			
Optional	HolwegWeber brand Baseline		

2. Graphic signatures

2.1 Gradient line

The first graphic signature of the HolwegWeber Group is a three color horizontal gradient line. The length and height/thickeness of the line are variable according to the media configuration.

YELLOW	GREEN	BLUE 2
#fcdd02	#69921d	#1556a1

To use in priority	Regular Gradient	
	Inverted Gradient	
	Faded edges Regular Gradient	
To use in priority	Faded edges Inverted Gradient	
	Double Gradient	
	Inverted Double Gradient	
	Gradient with gray shadow bottom	
	Gradient with gray shadow bottom	

2.2 HolwegWeber Group map

To illustrate the international scope of The HolwegWeber Group, this world map visual links the Group and <the Business Units. Each point on the map is made up of the Group's logo. The whole is accompanied by the gradient line. There are two variations available: clear and dark, to suit different uses.

Clear version
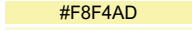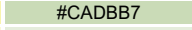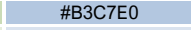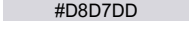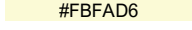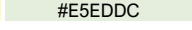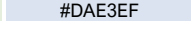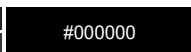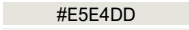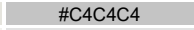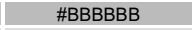
Dark version

3. Colors

3.1. Colors of the Group

	MAIN COLORS					
	BLUE 1	WHITE	YELLOW	GREEN	BLUE 2	BLUE 3
Hexadecimal	#090c2d	#FFFFFF	#fcdd02	#69921d	#1556a1	#101c54
RGB	R= 9 G= 12 B= 45	R= 255 G= 255 B= 255	R= 252 G= 221 B= 2	R= 105 G= 146 B= 29	R= 21 G= 86 B= 161	R= 16 G= 28 B= 84
CMYK	C= 80 M= 73 Y= 0 K= 82	C= 0 M= 0 Y= 0 K= 0	C= 0 M= 12 Y= 99 K= 1	C= 28 M= 0 Y= 80 K= 43	C= 87 M= 47 Y= 0 K= 37	C= 81 M= 67 Y= 0 K= 67
HSL	H= 235° S= 67% L= 11%	H= 0° S= 0% L= 100%	H= 53° S= 98% L= 50%	H= 212° S= 77% L= 36%	H= 81° S= 67% L= 34%	H= 229° S= 68% L= 20%
PANTONE	289	WHITE - 705	123	364	2945	2767 C
RAL	5011	9003 - 9010 - 9016	1018	6017	5017	5011
+ 40% K	#0B0629		#B2A718	#507623	#274A7F	#111028
+ 20% K	#100B34	#FFFFFF	#DBCE20	#64922E	#315D9D	#1b1d3d
+ 20% S	#AEAEB9		#F8F4AD	#CADBB7	#B3C7E0	#384182
+ 40% S	#D8D7DD		#FBFAD6	#E5EDDC	#DAE3EF	#4e5ab5

	SECONDARY COLORS					
	BEIGE	GREY	WARM GREY	CHARCOAL	BLACK	WHITE GRAY (machine paint only)
Hexadecimal	#BEB9A7	#5E5E5E	#424242	#2A2932	#000000	
RGB	R= 190 G= 185 B= 167	R= 94 G= 94 B= 94	R= 66 G= 66 B= 66	R= 42 G= 41 B= 50	R= 0 G= 0 B= 0	
CMYK	C= 0 M= 3 Y= 12 K= 25	C= 0 M= 0 Y= 0 K= 63	C= 0 M= 0 Y= 0 K= 74	C= 16 M= 18 Y= 0 K= 80	C= 0 M= 0 Y= 0 K= 100	
HSL	H= 47° S= 15% L= 70%	H= 0° S= 0% L= 37%	H= 0° S= 0% L= 26%	H= 247° S= 10% L= 18%	H= 0° S= 0% L= 0%	
PANTONE	402 C	445	7022	419	BLACK C	421
RAL	7032	7012	465	7021	9005	7035
+ 40% K	#8B877A	#444444	#2E2E2E	#25242C	#000000	
+ 20% K	#ABA797	#555555	#3B3B3B	#373642		
+ 20% S	#E5E4DD	#C4C4C4	#BBBBBB	#B4B4B7	#A9A9A9	
+ 40% S	#F3F2EE	#E2E2E2	#DEDEDE	#DBDBDC	#D5D5D5	

3.2. Brands colors
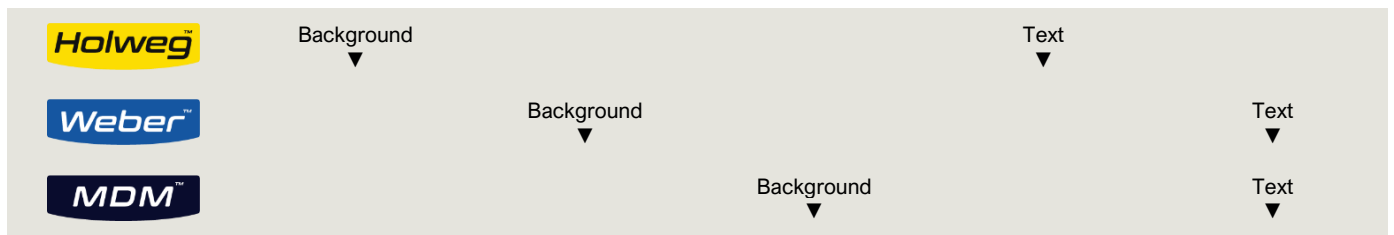
	YELLOW	BLUE 2	BLUE 3	BLACK	WHITE
Hexadecimal	#fcdd02	#1556a1	#101c54	#000000	#FFFFFF
RGB	R= 252 G= 221 B= 2	R= 21 G= 86 B= 161	R= 16 G= 28 B= 84	R= 0 G= 0 B= 0	R= 255 G= 255 B= 255
CMYK	C= 0 M= 12 Y= 99 K= 1	C= 87 M= 47 Y= 0 K= 37	C= 81 M= 67 Y= 0 K= 67	C= 0 M= 0 Y= 0 K= 100	C= 0 M= 0 Y= 0 K= 0
HSL	H= 53° S= 98% L= 50%	H= 81° S= 67% L= 34%	H= 229° S= 68% L= 20%	H= 0° S= 0% L= 0%	H= 0° S= 0% L= 100%