

# Havis brand identity guidelines

May 26, 2009

# Introduction

A brand isn't just a logo or a tagline, it's all the qualities, values and experiences that make a company unique. Our logo is the symbol of our brand, but customers know the Havis brand through our people and our products as well as our communications. Our brand is the promise that we make to the marketplace and the personality we project.

The Havis logo and communications design system were inspired by our brand promise and personality. Use these standards and guidelines to make sure our business and marketing communications keep the brand strong.

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## Brand promise and personality

### Brand promise

Havis is defining the mobile workspace. Delivering comfort, safety and quality, Havis offers a complete line of products that helps maximize mobile worker productivity.

### Brand personality

Practical, Open,  
Intelligent, Responsive.

Our brand is the promise that we make to the marketplace and the personality we project.

The Havis brand promise describes who we are and what we stand for as a company, serving as a guide for everything we say and do. Our brand promise articulates what sets us apart from our competitors and why our customers can believe in us. As we grow and enter new categories of business, our brand promise remains constant.

The Havis brand personality is the spirit of our organization — how we express ourselves, how we deal with others and how we want our customers to think of us. Our personality attributes should come through in the look and feel of our communications, and in the words, images and colors we choose.

Always ask yourself:

- Does this business decision or activity support the brand promise?
- Does the tone and language of this communication reflect the brand promise?
- Does this communication or behavior fit our personality?
- Are there elements of this initiative that contradict the brand promise and personality?
- Are there gaps where new initiatives or communications would help support the brand promise and personality?

## The Havis logo



Two-color positive logo



Tagline lock-up

The Havis logo is a unique drawing of the Havis brand name, combining strong, solid letterforms with a spirit of dynamic movement. It is the symbol of our brand, and the centerpiece of the Havis visual identity.

The two-color version of the logo is preferred because Havis Blue communicates a sense of intelligence and integrity, and Havis Orange evokes energy and responsiveness. These two colors are used together throughout the Havis communications design system to reinforce our brand personality attributes. Use the two-color positive logo on white wherever possible.

Artwork for the full-color logo is available for reproduction using spot or process colors.

### Tagline lock-up

Our tagline was inspired by our brand promise and focuses on the benefit we bring to our customers—*Productivity in motion*. Using the tagline with the Havis logo on brochures, ads and other communications reinforces our commitment to defining the mobile workspace.

The tagline lock-up has been carefully designed, and is provided as electronic artwork. Don't change the size or position of the tagline.

Note: The new corporate tagline does not replace the "Havis Equipped" marketing campaign theme. The *Productivity in motion* tagline was developed to support and reinforce the "Havis Equipped" message.

## Logo color variations



### Two-color positive

Havis Blue and Havis Orange  
on a white or light-colored background



### Two-color reverse

White and Havis Orange  
on a Havis Blue or black background



### Grayscale positive

Black and a 55% grayscale tint  
on a white background



### Grayscale reverse

White and a 30% grayscale tint  
on a black background

The contrast between the letterforms and the dynamic stripes makes our logo memorable and distinctive.

The two-color positive logo on a white background is always preferred, but there are four approved color versions to make sure the logo always looks its best, regardless of application. Always use the approved artwork and choose the color version that provides the optimal clarity and legibility.

## Logo size and clear space



**Minimum size**  
For print applications



**Minimum size**  
For online applications

Using the logo at small sizes and crowding it with other elements can diminish its impact and legibility.

Positioning the Havis logo at the top left surrounded by clear space activates the layout and gives the logo room to “move.” The recommended size for the logo on 8.5 x 11" collateral is 1.5". Measure the logo by its width, from the left side of the H to the right side of the S.

### Minimum size

Its bold character makes the Havis logo legible at small sizes, but the contrast between the letterforms and the dynamic stripes becomes harder to see. The minimum size for the logo in print applications is 0.5", and the minimum size for the tagline lock-up is 1". Measure the logo by its width, from the left side of the H to the right side of the S.

For online applications, the minimum size for the logo is 60 pixels, and the minimum size for the tagline lock-up is 85 pixels.

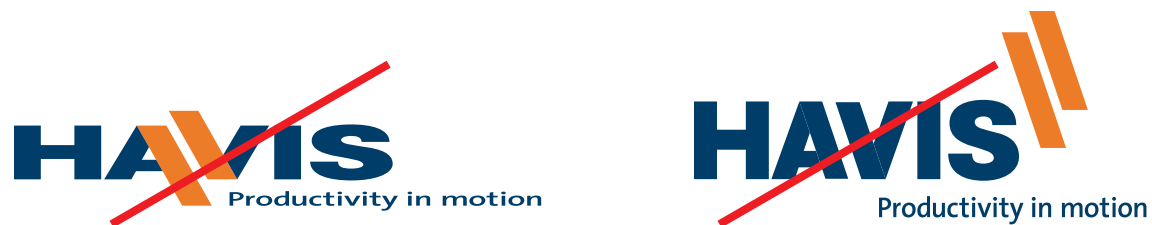
### Clear space

Surrounding the logo with text, graphics or images will compromise its visual impact. Always maintain a generous clear space around the logo that is at least equal to the height of the letter H.

### Clear space



## Incorrect logo use



Building brand recognition means using the Havis logo correctly and consistently. Always use the approved artwork and be sure to avoid these mistakes.

- Don't stretch the logo horizontally or vertically.
- Don't extend or exaggerate the dynamic stripes.
- Don't change the placement of the tagline.
- Don't use the logo on a background that makes it hard to read.
- Don't separate the Havis brand name and the dynamic stripes.
- Don't change the logo colors.
- Don't change the tagline
- Don't add drop shadows or other effects to the logo.

# Typography

## Primary typeface

The Serif Basic

The Serif Basic Light

The Serif Basic Plain

The Serif Basic SemiBold

The Serif Basic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

!@#\$%&

abcdefghijklmnopqrstuvwxyz

1234567890

## Secondary typeface

The Sans Basic

The Sans Basic Light

The Sans Basic Plain

The Sans Basic SemiBold

The Sans Basic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

!@#\$%&

abcdefghijklmnopqrstuvwxyz

1234567890

## Default typeface

Arial

Arial Regular

Arial Bold

Havis uses two modern fonts — The Serif Basic and The Sans Basic—to give our business and marketing materials a consistent and distinctive personality.

The Serif and The Sans are related fonts, drawn to complement each other. Both fonts have clean, graceful lines that balance the bold character of the logo, and are available in a range of weights. The two typefaces are open and direct without being casual.

### The Serif Basic

The Serif is Havis' primary typeface, used at larger sizes for headlines, display copy and subheads.

### The Sans Basic

The Sans is our secondary font. It matches the proportions and balance of The Serif, and is used for body copy.

Note: Be sure to specify The Serif Basic and The Sans Basic when setting type. The Basic versions of these fonts use standard numerals (where the numerals share the same baseline and cap height—1234567890) instead of old style numerals (where some numerals dip below the baseline—1234567890).

### Arial

It isn't necessary to use The Sans Basic and The Serif Basic for Microsoft Word or PowerPoint documents. Office and online applications should use Arial, which is a standard cross-platform system font.



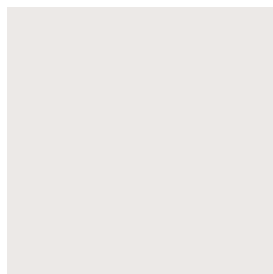
## Brand colors



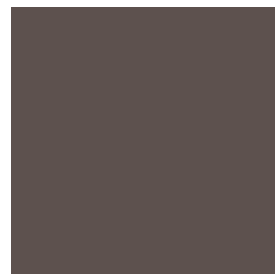
**Havis Blue** PMS  
2955  
CMYK: 100/43/0/59  
RGB: 0/60/105  
HEX: 003c69



**Havis Orange** PMS  
138 C  
CMYK: 13/60/100/2  
RGB: 213/122/39  
HEX: d57a27



**Havis Light Gray**  
PMS Warm Gray 1  
CMYK: 2/3/4/5  
RGB: 224/222/216  
HEX: e0ded8



**Havis Dark Gray**  
PMS Warm Gray 11  
CMYK: 23/32/31/64  
RGB: 103/92/83  
HEX: 675c53



**Havis Heritage Red**  
PMS 1807  
CMYK: 7/94/65/31  
RGB: 158/48/57  
HEX: 9e3039

Our primary brand colors are the colors in our logo: Havis Blue and Havis Orange.

Havis Blue communicates a sense of intelligence and integrity, and Havis Orange evokes energy and responsiveness. Using these two colors prominently establishes a visual unity across our family of print and electronic communications and helps us stand out in the marketplace.

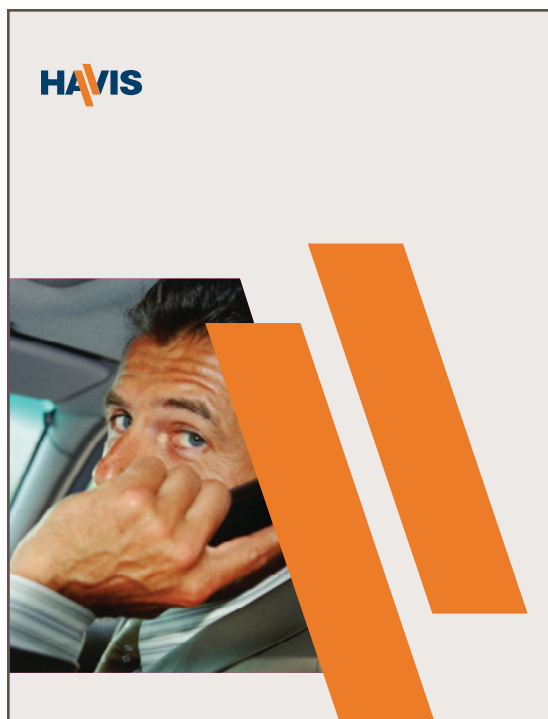
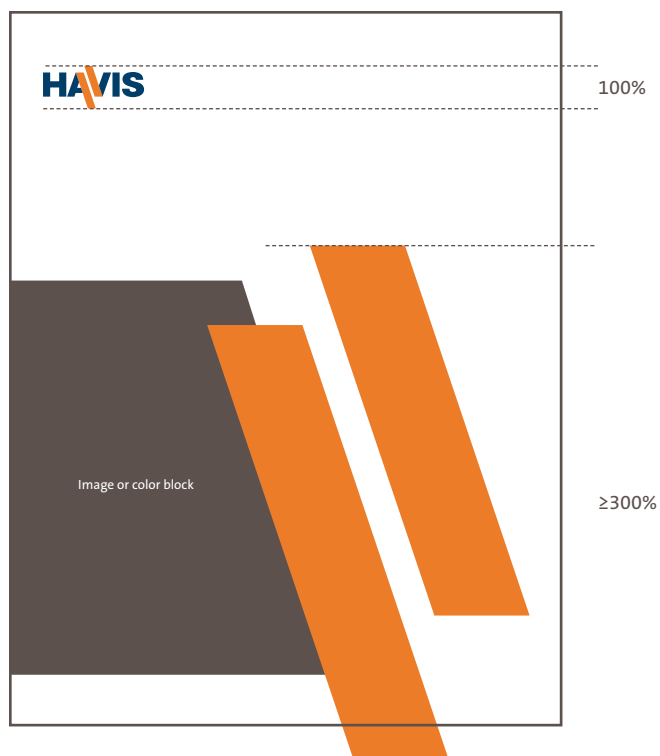
### Secondary colors

The three secondary colors were chosen to complement Havis Blue and Orange, and support our open, practical brand personality. These colors provide more design flexibility, but keep the Havis palette focused and recognizable.

The secondary colors can be used for type, graphics or backgrounds. Examples of secondary color usage can be found on page 11.

Note: The CMYK, RGB and hexadecimal color specifications shown here are from the updated Pantone Color Bridge (coated).

# The supergraphic



The dynamic stripes that make the Havis logo distinctive become a supergraphic and are used as a consistent and distinguishing design element on all our communications.

The orange stripes can be enlarged and combined with horizontal bands of imagery or color cropped at the same dynamic angle. Arranging the supergraphic so that it touches or slightly overlaps the angled edge of the image or colored band mimics the energy and movement of the logo.

Don't change the space between the stripes in the supergraphic, and never distort or change the angle of the stripes. Always use the correct electronic artwork for the supergraphic.

The supergraphic should never be used in a size similar to that of the stripes in the Havis logo on the page. As a rule, the supergraphic should be at least 300% larger than the stripes in the logo.

The supergraphic should always be Havis Orange or a tint of black for black and white communications; don't substitute any other color.

# Communications design system



The Havis supergraphic provides a consistent but dynamic structure for our family of communications.

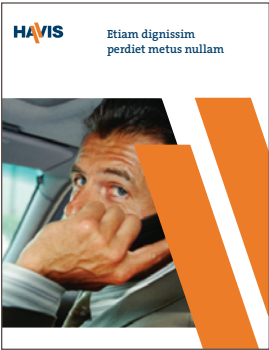
The Havis supergraphic is most often used as a bold accent for bands of imagery or color; the supergraphic should touch or slightly overlap the angled edge of the image or colored band.

The supergraphic can be combined with one image or used to link two images, but the supergraphic should only appear once in a layout.

Use the supergraphic at different scales for different layouts, but always maintain a clear size distinction between the logo and the supergraphic.

It's okay to crop the supergraphic slightly by bleeding it off the page, but don't rotate or flop the supergraphic, or change the angle in any way. Always use Havis Orange for the supergraphic (or a tint of black for black and white communications); no other color is allowed.

The supergraphic may be partially transparent, so that the image or band beneath it shows through.



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Productivity in motion

Testimonials

"Although we are a small department and don't replace our vehicles often, we will continue to keep ALL our purchases from Havis-Shields - we know what we are buying and that you stand behind your products."

—Chief James J. O'Neill, Yardley Borough Police Dept

"I am Officer Adam Martin, the K9 Unit patrolman for Sturge Police Department, Sturge South Dakota. I took some pictures of the K9 insert that is made by your company after we had it installed. After several months of use, it works like the day it was new. I can't imagine using a different kernel. As far as I'm concerned, Havis-Shields is the only way to go!"

—Officer Adam Martin, Sturge Police Department K9 Unit Patrolman

"I am Officer Adam Martin, the K9 Unit patrolman for Sturge Police Department, Sturge South Dakota. I took some pictures of the K9 insert that is made by your company after we had it installed. After several months of use, it works like the day it was new. I can't imagine using a different kernel. As far as I'm concerned, Havis-Shields is the only way to go!"

—Officer Adam Martin, Sturge Police Department K9 Unit Patrolman

Find our newest products here

Consolidator®: Vehicle Consoles, Computer Mounts, Mounting Equipment

Prisoner Transport: Interior Window Guards, Kwik-K9® Prisoner Transports, Partitions

K-9 Transport Systems: Vented Window Guards, Easy to Install, Available for Crown Vic, Impala, Expedition & more

Kwik-Raze®: Emergency Scene Lighting, Transportation Pole Mounts, Recessed Body Mounts, Portables, Trippods & more

Collins Dynamics®: Handhelds, Questar - Roof Mounted Spotlight, Scene Lighting

# Stationery

## Standard business card



Every time we hand a business card or send a letter to a customer, we are representing the Havis brand and reinforcing our unity as an organization.

## US letterhead (shown at 75%)



# PowerPoint

Title slide (shown at 40%)



PowerPoint is an important business tool, and our presentation templates use the Havis design system to deliver important information clearly and consistently.

Text slide (shown at 40%)

The image shows a text slide template. The top section is a dark blue header with the text "Slide title goes here on one or two line" in white. Below the header is a bulleted list of guidelines for text formatting. The HAVIS logo is in the bottom left corner, and the footer text "Presentation title \ 2" is in the bottom right corner. To the right of the text area are two thick, parallel orange diagonal bars.

Slide title goes here on one or two line

- Use level one text for body copy and main bullet points
- Using "Return" creates a new bullet point, using the keys "Shift" + "Return" creates a line return without a bullet point
- Use the "Increase Indent" and "Decrease Indent" buttons to change text levels
  - Level two text is Arial 20pt
  - Level three text is Arial 18pt
  - Level four text is Arial 16pt
  - Level five text is Arial 16pt
- Level one text is Arial 22pt with an square orange bullet
- The other text levels use a dash instead of a bullet

**HAVIS**

Presentation title \ 2

# Authorized reseller identification

## Sample business card



Business partners may use the Havis logo to identify themselves as authorized resellers.

Havis allows business partners to identify themselves as authorized resellers by using the new Havis corporate logo on their business cards or other communications. But authorized resellers may not use the tagline lock-up, and the Havis logo should not be larger than other brand or product logos on the communication. An “Authorized Reseller” descriptor should be used along with the Havis logo.

A Havis Authorized Reseller Account is only provided after qualification and approval process is completed. Authorized Reseller must maintain account with good standing.

# Product naming strategy

It’s important to represent our product portfolio in a way that helps us do business, so our product naming strategy is built on three important principles:

- Use the Havis masterbrand to build strength and recognition in the corporate brand
- Use range brands in the short term to transition our current product brands (some of which have been corporate brands) to descriptive product names
- Emphasize straightforward descriptive names to help customers understand the distinctive features and benefits of our products

Masterbrand	+	Range brand	+	Modifier	+	Product descriptor
Havis		Ledco®				Docking Station for [Manufacturer & Model]
Havis		ChargeGuard®				Auto Shut-off Timer
Havis		Kwik-Kit®				Door Panel
Havis		IdleRight™				Fuel Management
Havis		Consolidator®		Angled Heavy Duty		Console
Havis		MagnaFire®		Compact Premium		Flood Light
Havis		FX™		Premium		Combo Deck Light

## The Havis masterbrand

All our products deliver on the Havis promise to define the mobile workspace, so our naming strategy uses the Havis corporate name as a consistent masterbrand. With the Havis brand clearly linked with every product, they all benefit from our brand’s reputation and build greater recognition in the Havis name.

## Range brands

Range brands are transitional. A range brand is used to transfer equity from today’s product brands to tomorrow’s descriptive product names. A range brand identifies a group of related products. Our only range brands are the seven existing trademarks that have built substantial equity in the market over time: Ledco®, ChargeGuard®, Kwik-Kit®, IdleRight™, Consolidator®, MagnaFire®, and FX™. Ultimately, these brands will be phased out.

## Product descriptor and modifier

Our product naming strategy emphasizes straightforward, easily understood product descriptors that use real words and clear ideas. Descriptive names make it easier for customers to understand what a product or technology is or does.

Product descriptors are generic, sometimes industry-standard names that don’t require trademarks. They communicate product features and functionality clearly without expensive marketing support.

Product names sometimes use modifiers before the descriptor to signify differentiation between similar products.

## Using product names

### Correct

Havis Kwik-Kit® Passenger Van Transport Panels are manufactured from heavy gauge all-aluminum construction and are available in one, two, or three compartment floor plans. Each Kwik-Kit Panel is designed to be transferable for re-use in newer vehicles.

The Havis Ledco® Docking Station for Dell XFR is designed for your computing platform. The Ledco dock will give you the desired range of motion (swivel, tilt, flip, extension) for your laptop computer and also let you customize the height.

### Incorrect

KWIK-KIT® Prisoner Transports are manufactured from heavy gauge all-aluminum construction and are available in one, two, or three compartment floor plans. Each KWIK-KIT is designed to be transferable for re-use in newer vehicles.

The HAVIS-Ledco® CFX dock is designed for your computing platform. The Ledco dock will give you the desired range of motion (swivel, tilt, flip, extension) for your laptop computer and also let you customize the height.

Havis products do not use proprietary product logos. Product names should be used in headlines or body copy in a font and style consistent with the rest of the communication.

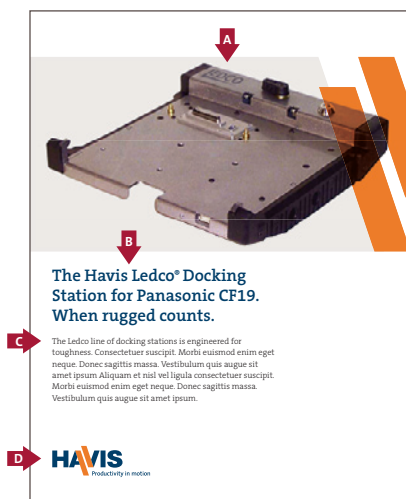
Always spell product names using upper- and lower-case, capitalizing only the first letter of each word in the name. (It is correct to capitalize the “G” in ChargeGuard®, the “R” in IdleRight™, and the “F” in MagnaFire®.)

The first time a Havis product is mentioned in print, it is important to spell out the full product name, including the Havis masterbrand and appropriate ™ or ® marks for range brands. When the product name appears for the second time, it's okay to drop the Havis name.

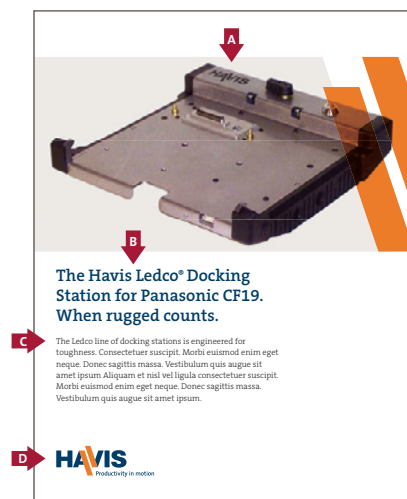


# Transitioning range brands

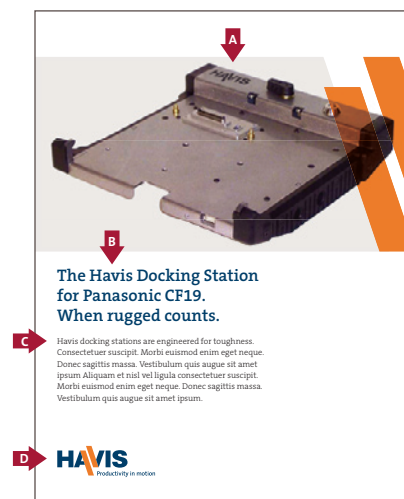
## Immediate



## 3–4 months out



## 12+ months out



- A:** Product branding
- B:** First text reference
- C:** Subsequent text references
- D:** Collateral branding

As we come together as one company with one brand, it's important to retain the equity in our proprietary product brands that we've worked so hard over the years to build. To do that, we've developed a system of seven transitional range brands.

Range brands should be immediately “locked up” with the corporate masterbrand, Havis. They should be used in the first and most prominent reference in each piece of marketing material or collateral. You can drop off the masterbrand in subsequent references.

Each range brand should be a separate word from the masterbrand. No hyphens; no dashes. Always spell out the range brands using upper- and lower-case.

We'll continue to use our range brands until all tooling has been switched over and the market is aware of the change. For the next year, continue to use our range brands until Marketing determines that the brand equity has been transitioned. No range brands should be used more than a year after the new Havis brand is launched.

If you have questions about the use of the range brands or any product naming issues, please contact Marketing.

## Frequently asked questions

### Where do I get the Havis logo?

Correct electronic artwork for all the logo color variations is available at <http://www.havis.com/logos.htm> (effective June 1, 2009). Logo artwork is available in EPS (for print applications), RGB EPS (for web developers), GIF (for online use), and JPG and PNG formats (for Microsoft Word and PowerPoint).

### Can I still use the Ledco®, ChargeGuard® and other product logos?

No, the Havis brand logo is the only logo we use. Multiple product logos can confuse customers and cost money to promote. Going to market with Havis as a masterbrand (like GE does) reinforces our “solutions” positioning and increases marketing efficiencies.

### Can I still use the “Havis Equipped” marketing graphic?

Yes. The “Havis Equipped” campaign theme supports our Havis masterbrand strategy, and can be used as text or as a graphic in marketing materials.

Don’t put the Havis Equipped marketing graphic and the Havis corporate logo side-by-side; always keep a generous space between them. Treat the Havis logo as the primary brand, and the marketing graphic as a supporting endorsement.

You can use the Havis equipped theme in text, but it is not interchangeable with the *Productivity in motion* tagline. Don’t change the tagline lock-up to include the campaign theme.

### What do I do with business or marketing materials that use the old Havis-Shields logo?

We will be updating some materials right away, like our web site, business cards and PowerPoint templates. But otherwise, we plan to transition to the new Havis logo over several months. Use the new logo and communications design system when you run out of existing materials or when you print new materials. There’s no need to throw any existing materials away.

