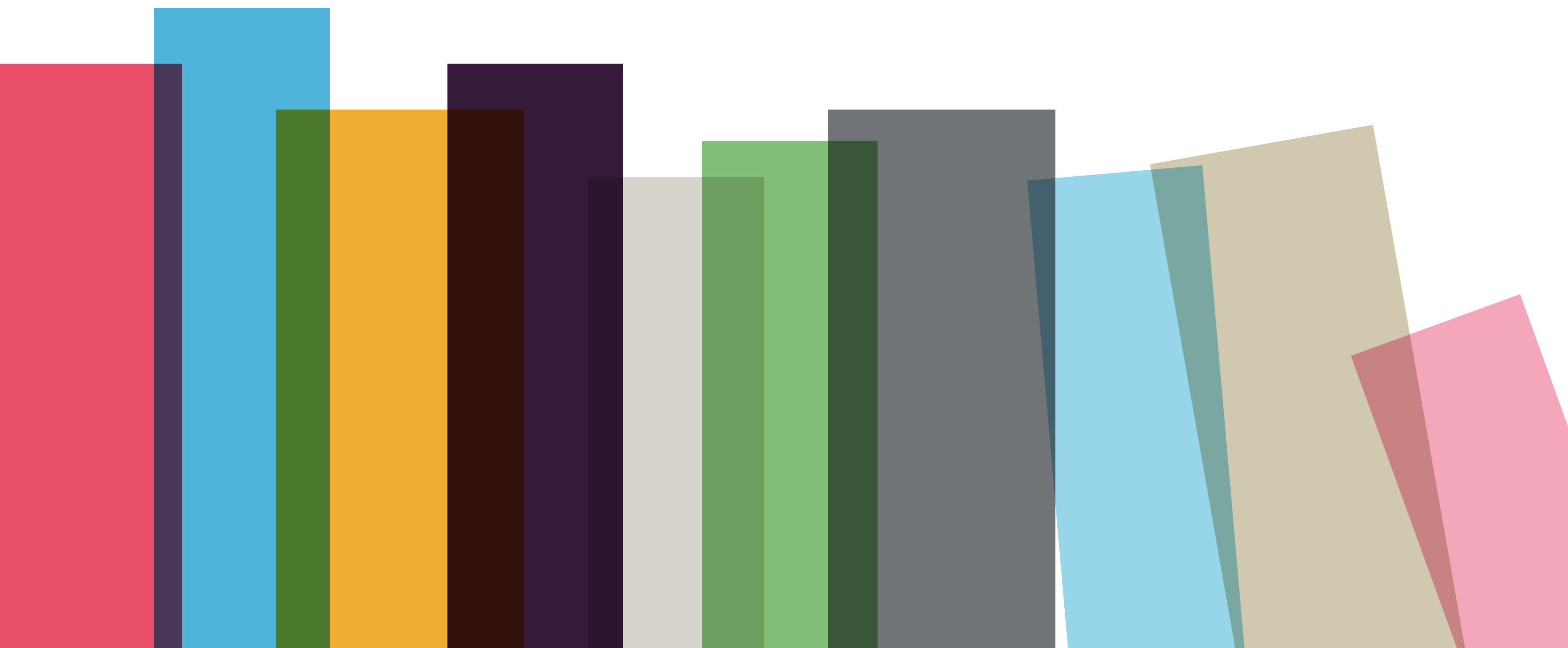





# Promoting and celebrating the Hachette UK brand.

Your condensed guide to helping everyone discover new worlds.





How do  
we appear?

**03**

Our brand  
in use

**12**

# How do we appear?

## How do we appear?

# Logo colours

Both inside and outside Hachette UK, we need to present ourselves in the very best light, attracting the attention of authors, teachers, readers, illustrators, candidates and colleagues. To make sure we are recognisable for the two distinct audience groups (external and internal people), we have created two versions of the Hachette identity. They are connected through name and design, but separate enough to play to their strengths depending on the audience we are addressing.



### **The Hachette UK external identity**

This identity features the book graphic that is at the heart of our design framework and should always be used on every piece of external communication. In this identity, Hachette UK is the first thing we see. The book graphic supports this identity.



### **The Hachette UK internal identity**

For work created for our internal audience, we have attached the 'discover new worlds' message to the identity. This is to make sure that whoever sees any form of internal communication is reminded of the mission and the opportunities this presents. The Hachette UK mark and the strapline have equal weight and again, the book graphic supports these two.

## How do we appear?

# Logo colours

We believe that stories have the power to change the world. To us, they are as important as the air we breathe. Stories help us understand the past, live in the present and open our eyes to the future. We dive into them and love finding ourselves there. We experience new worlds and meet inspiring and wonderful characters.

Our ten publishing divisions, and our diverse team of people who power our business, are behind some of the world's most successful and inspiring work.

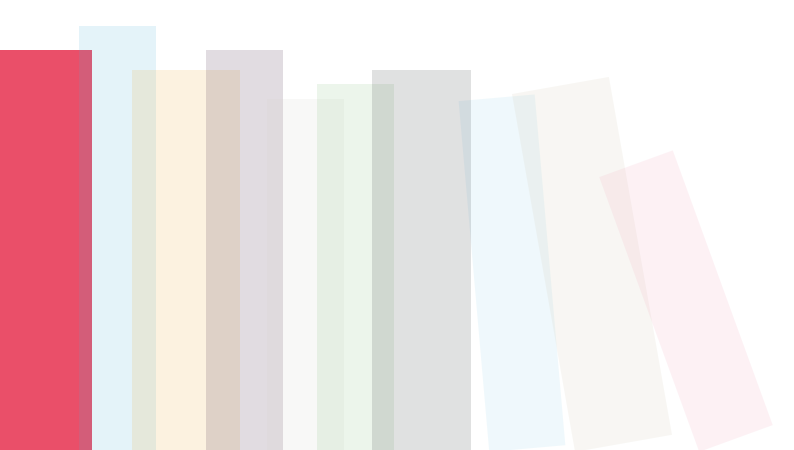
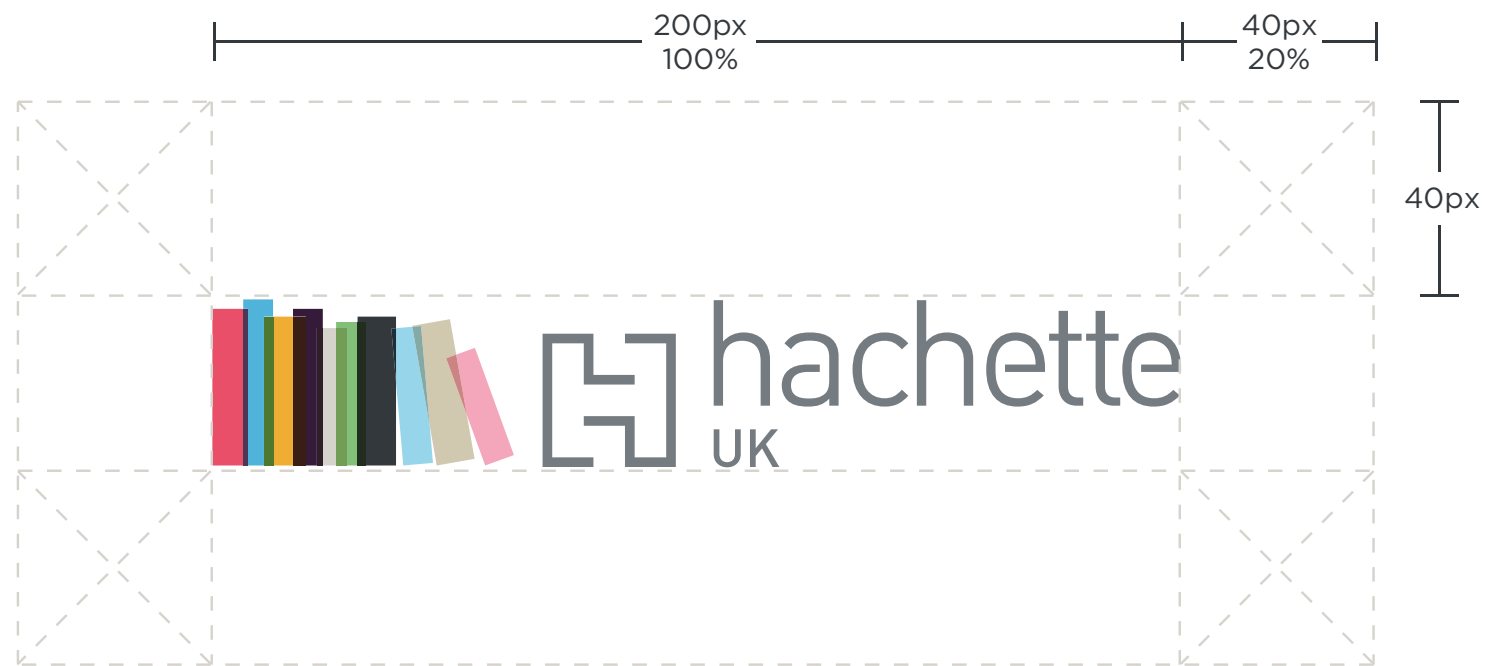


The overlapped area of the books use light grey (#e8e8e8).

**How do we appear?**

**Logo exclusion zone**

To ensure the logo always has the greatest impact, it is important to provide an area of clear space around it.



## How do we appear?

### Logo minimum size

To ensure the logo is reproduced correctly whilst maintaining legibility, the recommended minimum size should be no less than a width of 30mm (112px) for both logos.



## How do we appear?

# Typography

Every story, word and letter matters. We think that the Hero font feels incredibly powerful, modern, sophisticated and relevant. And when used with multiple colours, we can add further design emphasis to the diversity message.

With multiple weights and matching italics, Source Sans Pro makes an excellent font for display use as well as body copy.

## Headlines

# Source Sans Pro - Bold

## Copytext

# Source Sans Pro - Book

AaBbCcDdEeFfGg

abcdefghijklmnopqrstuvwxyz

!@£\$%&:"'?"

0123456789



How do we appear?

# Colour palette

A colour palette created to reflect the diversity of the business.

## Primary Colours



## Secondary Colours



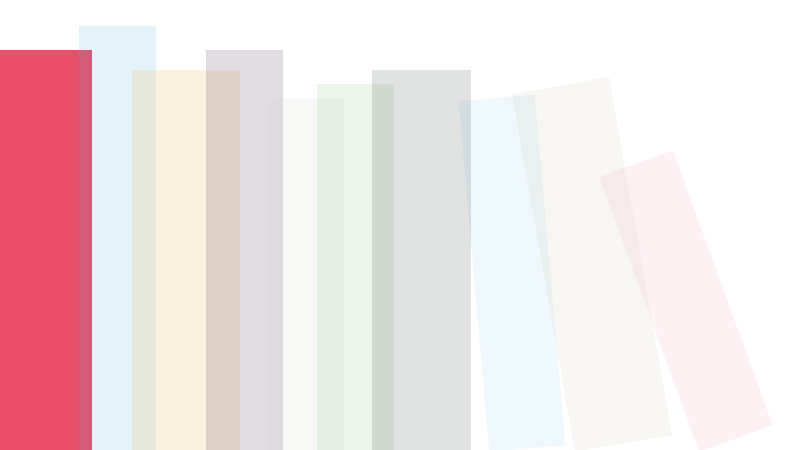
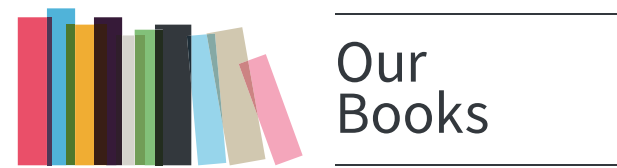
<b>CMYK</b> 0, 81, 42, 0	<b>CMYK</b> 65, 10, 9, 0	<b>CMYK</b> 55, 1, 65, 0	<b>CMYK</b> 79, 95, 40, 56	<b>CMYK</b> 0, 46, 11, 0	<b>CMYK</b> 44, 0, 7, 0	<b>CMYK</b> 19, 14, 20, 1	<b>CMYK</b> 21, 18, 33, 2	<b>CMYK</b> 5, 36, 86, 0	<b>CMYK</b> 74, 60, 53, 59
<b>RGB</b> 234, 78, 105	<b>RGB</b> 80, 179, 217	<b>RGB</b> 130, 191, 121	<b>RGB</b> 54, 26, 57	<b>RGB</b> 244, 166, 187	<b>RGB</b> 151, 213, 235	<b>RGB</b> 213, 211, 204	<b>RGB</b> 209, 200, 176	<b>RGB</b> 240, 173, 51	<b>RGB</b> 51, 56, 60
<b>Hex</b> ea4e69	<b>Hex</b> 50b3d9	<b>Hex</b> 82bf79	<b>Hex</b> 361a39	<b>Hex</b> f4a6bb	<b>Hex</b> 97d5eb	<b>Hex</b> d5d3cc	<b>Hex</b> d1c8b0	<b>Hex</b> f0ad33	<b>Hex</b> 33383c

**How do we appear?**

# Iconography

We also feel there is an opportunity to emphasise this message in the design of iconography.

**Landscape**



## How do we appear?

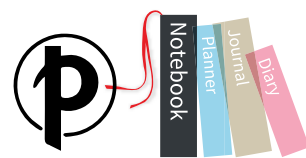
# Iconography

These can be used throughout the website, print material and social posts along with representing different teams and the mission and pillars.

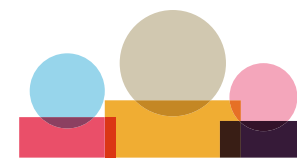
### Stacked



Our Books



Paperblanks Division



Our Careers



Reward & Recognition



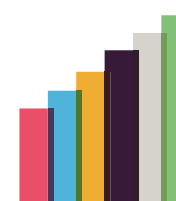
Our Story



Our Audio Books



Diversity & Inclusion



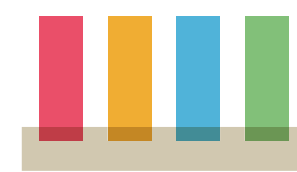
Learning & Development



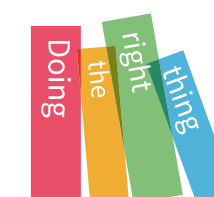
Our Gifts



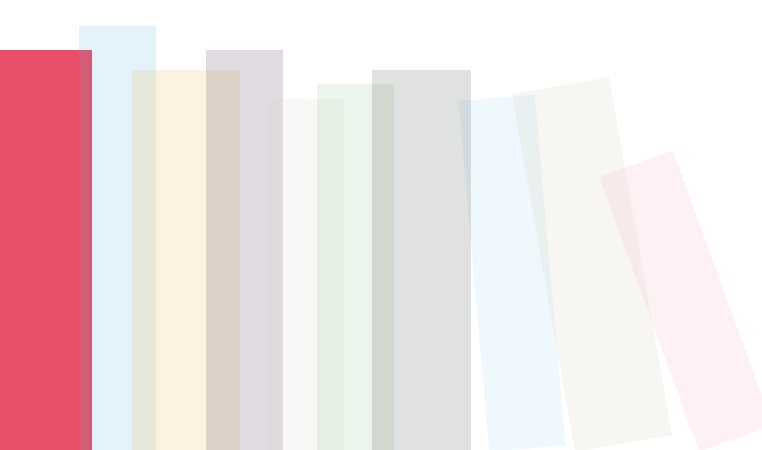
Our e-Books



Mission & Pillars

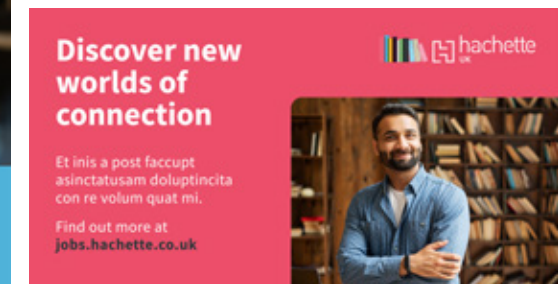


CSR & Sustainability

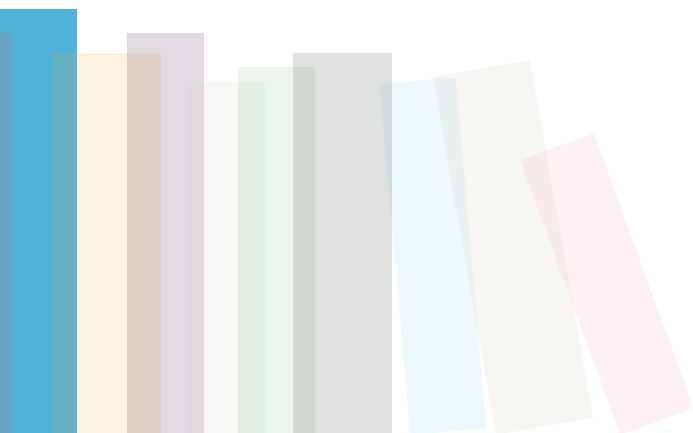
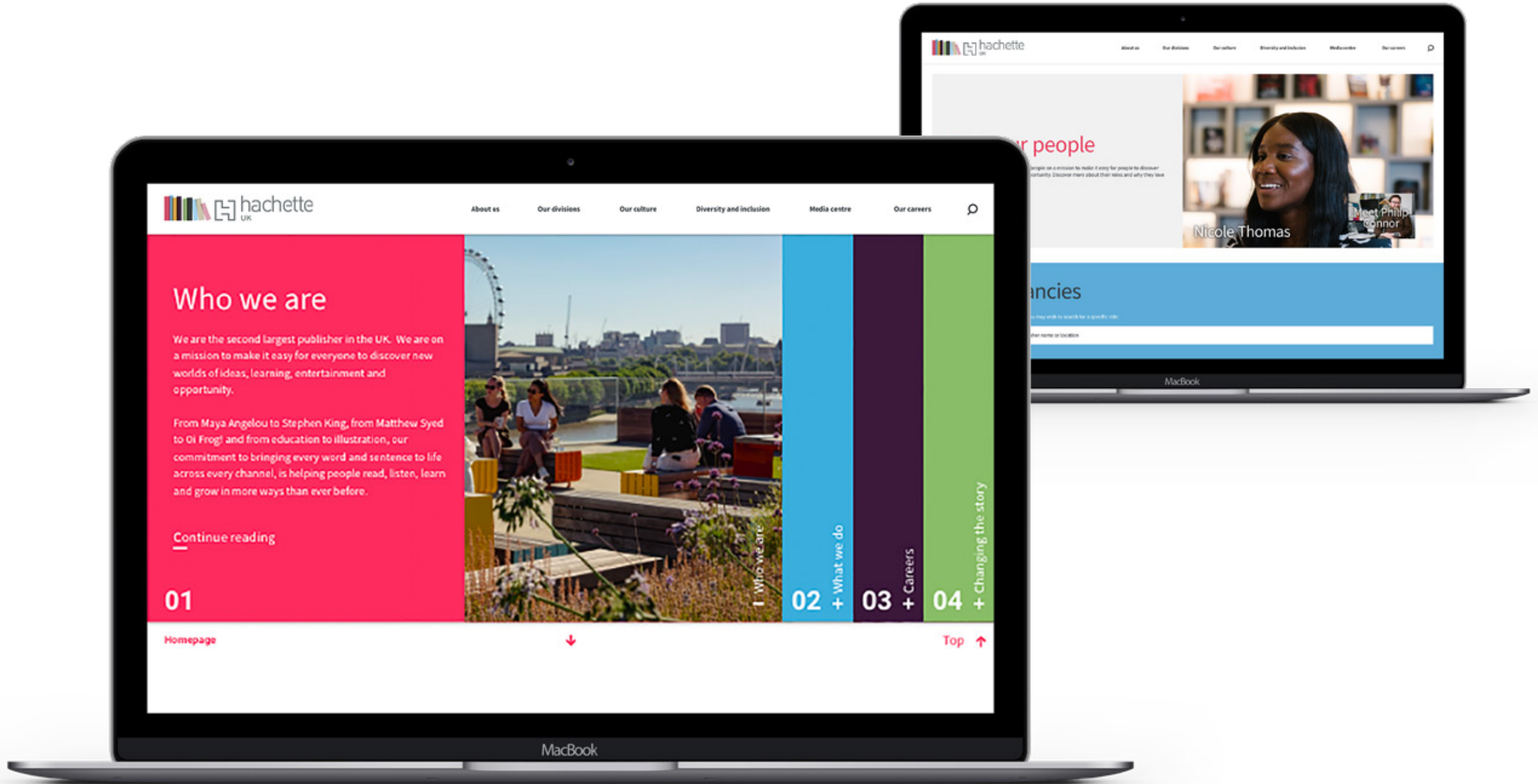


# Our brand in use

Our brand in use  
Social media



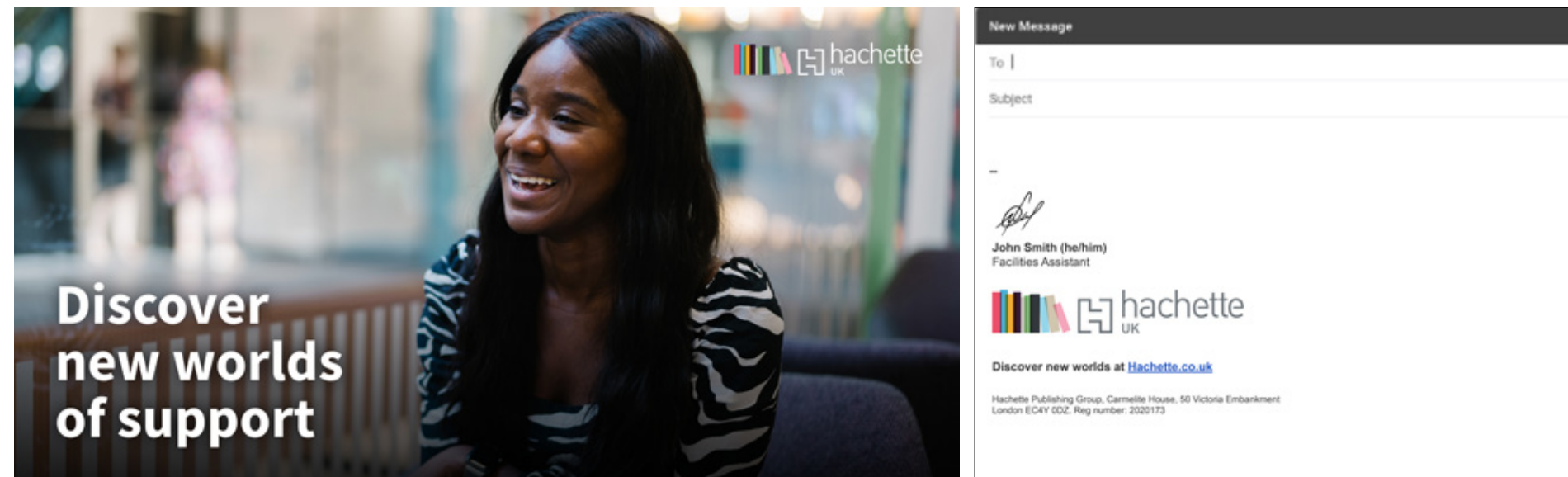
Our brand in use  
Website





Our brand in use

Email banners  
and signatures



Our brand in use

# Business and poaching cards





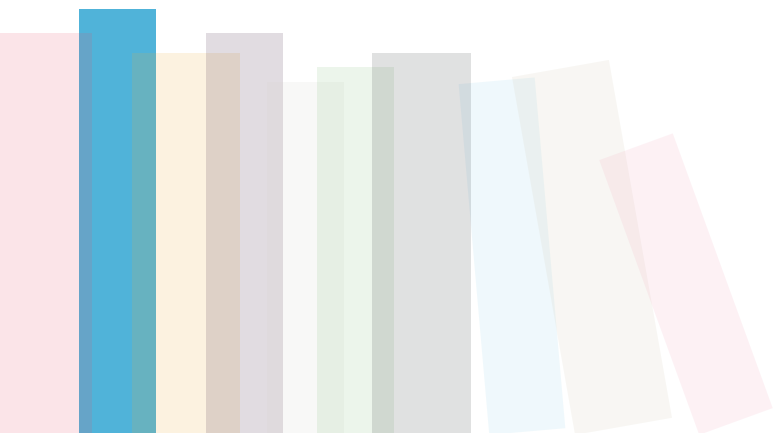
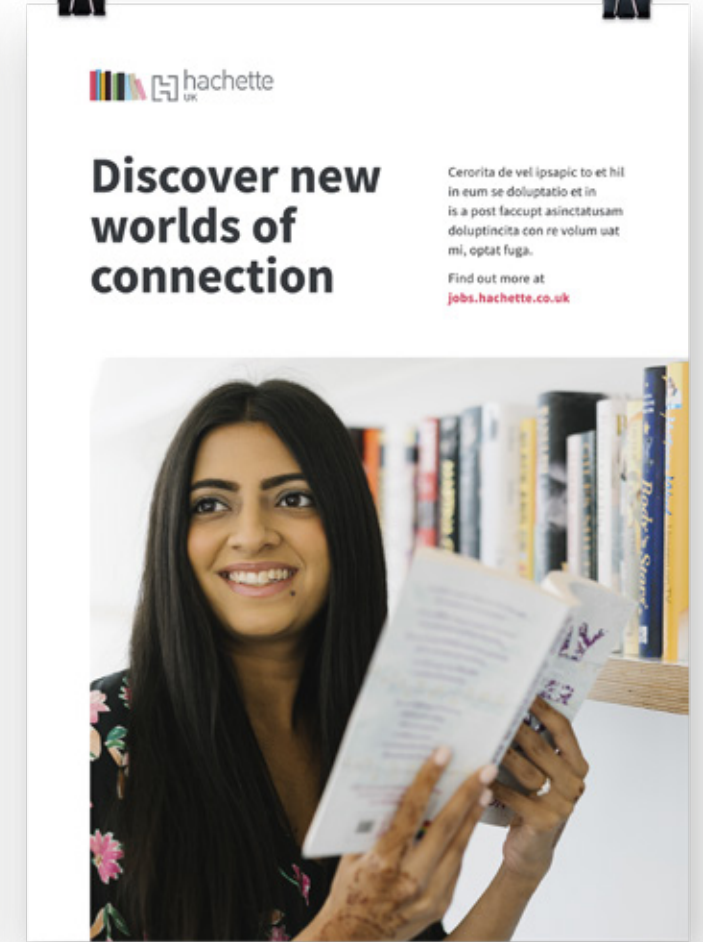
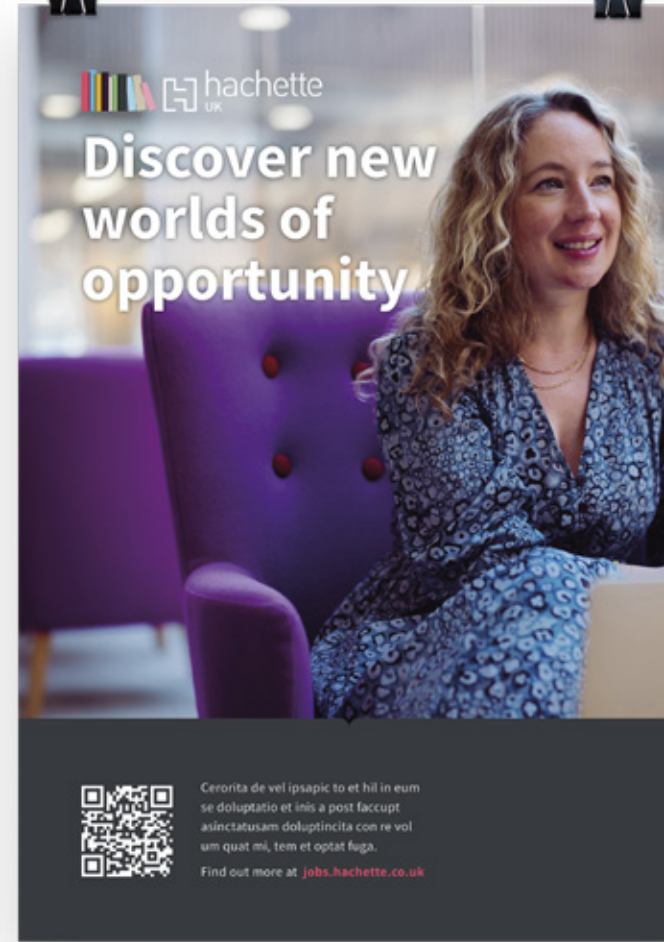
Our brand in use

## Pull-up banners



Our brand in use

Posters





Our brand in use  
Merchandise

