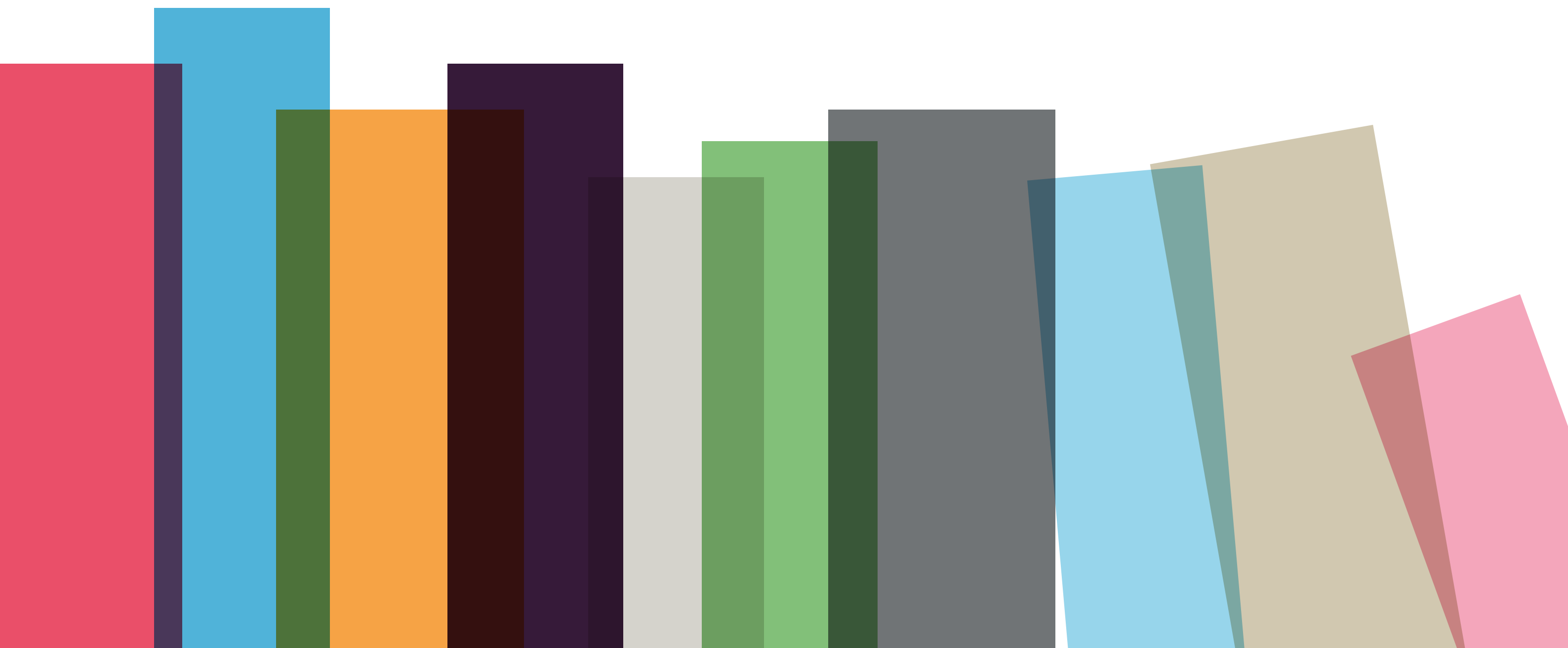




# Promoting and celebrating the Hachette UK brand.

Your condensed guide to helping everyone discover new worlds.



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# 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.

Sentinel was created to address the shortcomings of classic slab serifs like Clarendon, such as the lack of italics and insufficient weights. With six weights and matching italics, Sentinel makes an excellent font for display use as well as body copy.

## Headlines

# Sentinel Pro - Bold

## Copytext

# Sentinel Pro - Book

AaBbCcDdEeFfGg

abcdefghijklmnopqrstuvwxyz

!@£\$%&:“”?

0123456789

## Internal Documents

# Georgia Pro Light

## Supporting Websites

# Domaine



How do we appear?

# Colour palette

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

## Primary 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>RGB</b> 234, 78, 105	<b>RGB</b> 80, 179, 217	<b>RGB</b> 130, 191, 121	<b>RGB</b> 54, 26, 57
<b>Hex</b> ea4e69	<b>Hex</b> 50b3d9	<b>Hex</b> 82bf79	<b>Hex</b> 361a39

## Secondary Colours



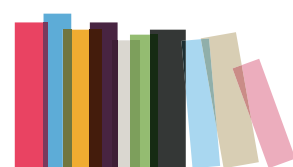
<b>CMYK</b> 0, 46, 11, 0	<b>CMYK</b> 44, 0, 7, 0	<b>CMYK</b> 19, 14, 20, 1	<b>CMYK</b> 21, 18, 33, 2	<b>CMYK</b> 5, 36, 86, 0	<b>CMYK</b> 74, 60, 53, 59
<b>RGB</b> 244, 166, 187	<b>RGB</b> 151, 213, 235	<b>RGB</b> 213, 211, 204	<b>RGB</b> 209, 200, 176	<b>RGB</b> 240, 173, 51	<b>RGB</b> 51, 56, 60
<b>Hex</b> 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



Our Books



Our Story



Our Gifts



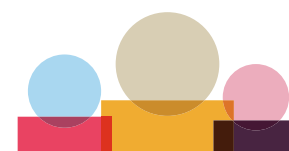
Paperblanks Division



Our Audio Books



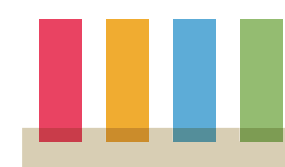
Our e-Books



Our Careers



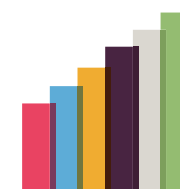
Diversity & Inclusion



Mission & Pillars



Reward & Recognition



Learning & Development

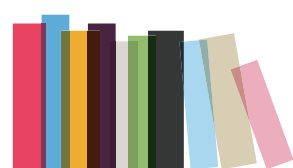


CSR & Sustainability

## 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.



Our Books



Our Story



Our Gifts



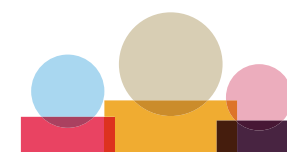
Paperblanks Division



Our Audio Books



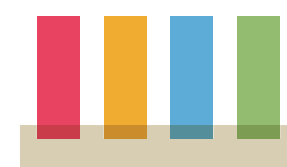
Our e-Books



Our Careers



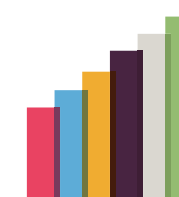
Diversity & Inclusion



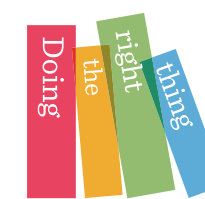
Mission & Pillars



Reward & Recognition



Learning & Development

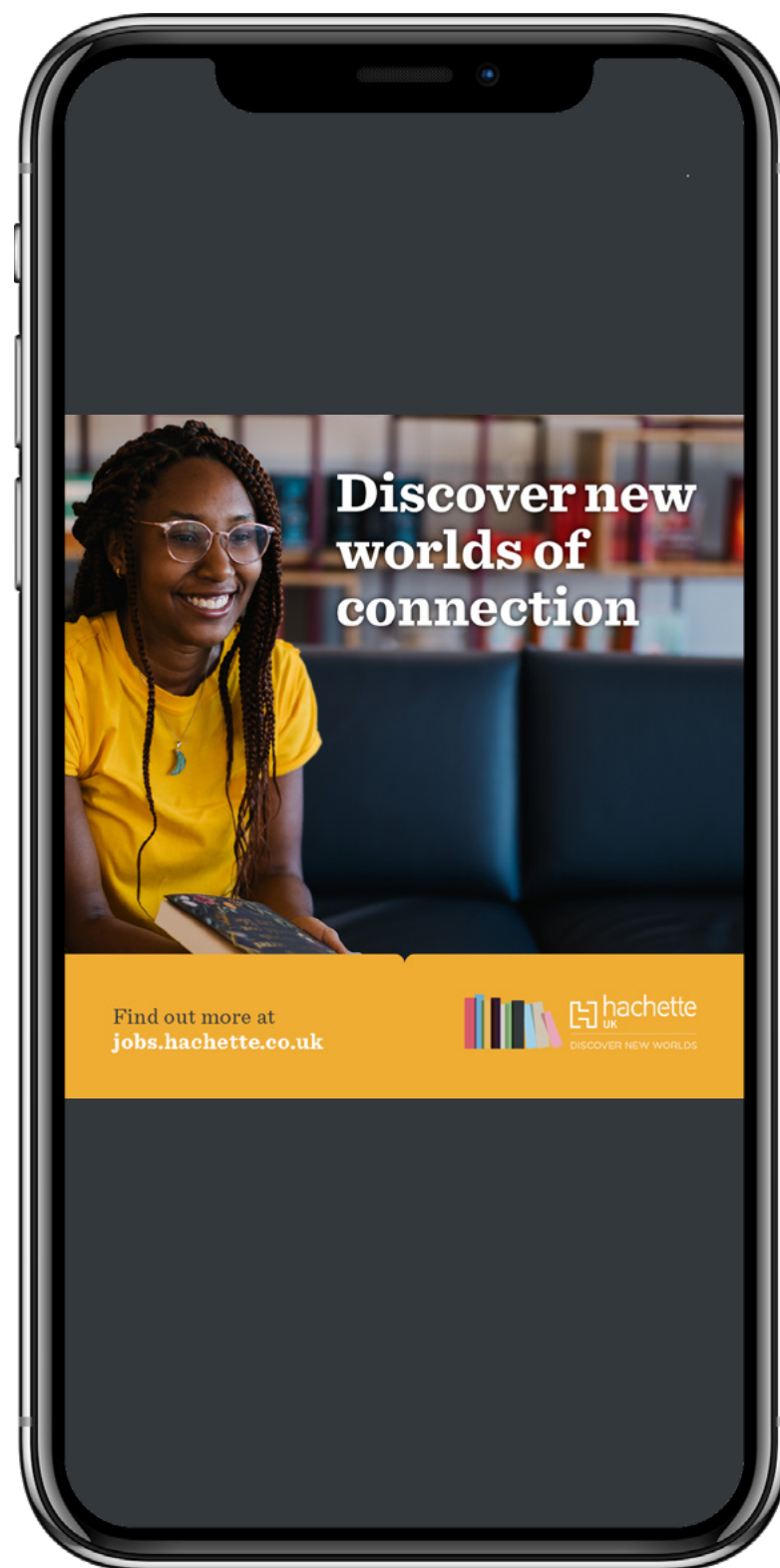


CSR & Sustainability

# Our brand in use

## Our brand in use

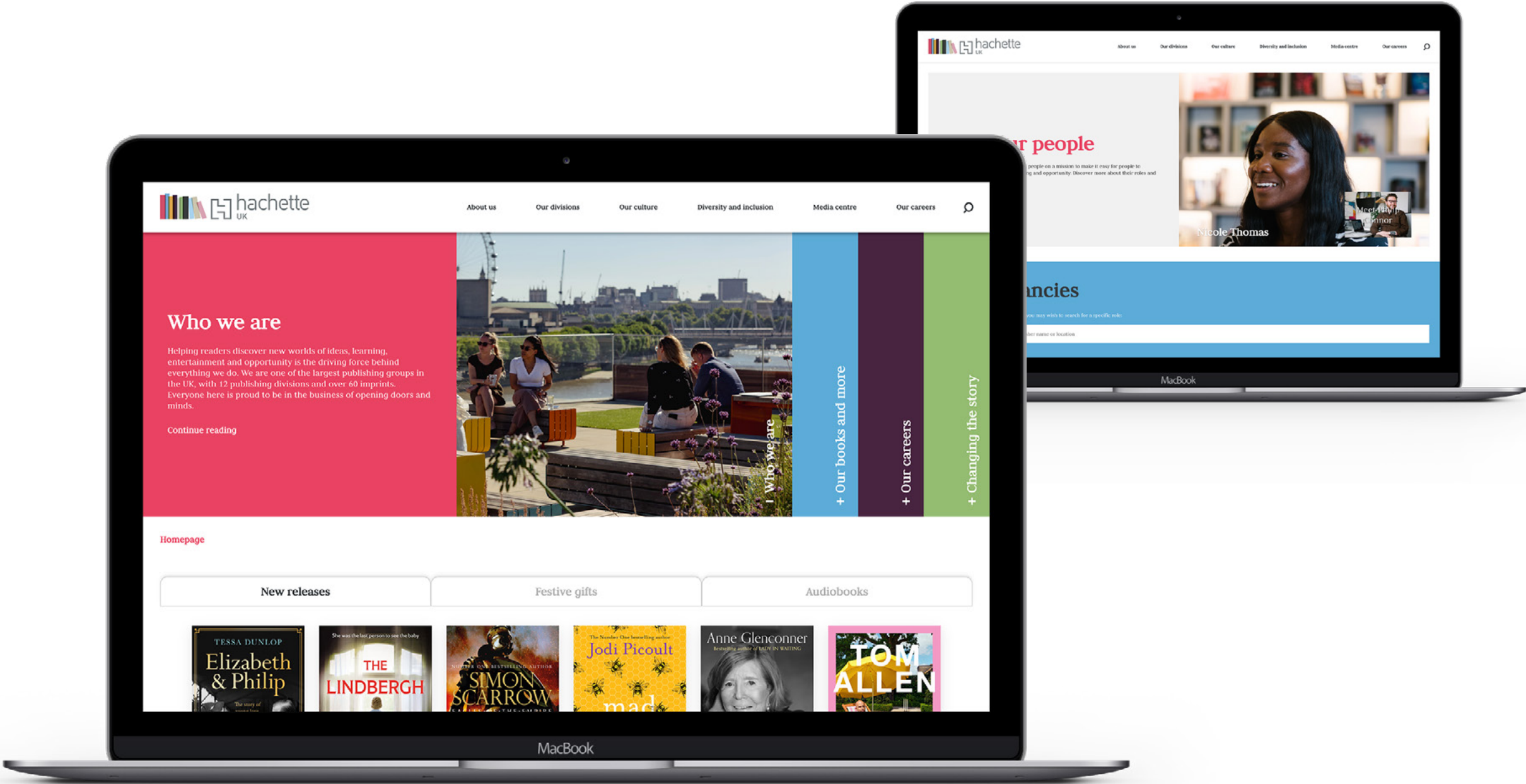
### Social media





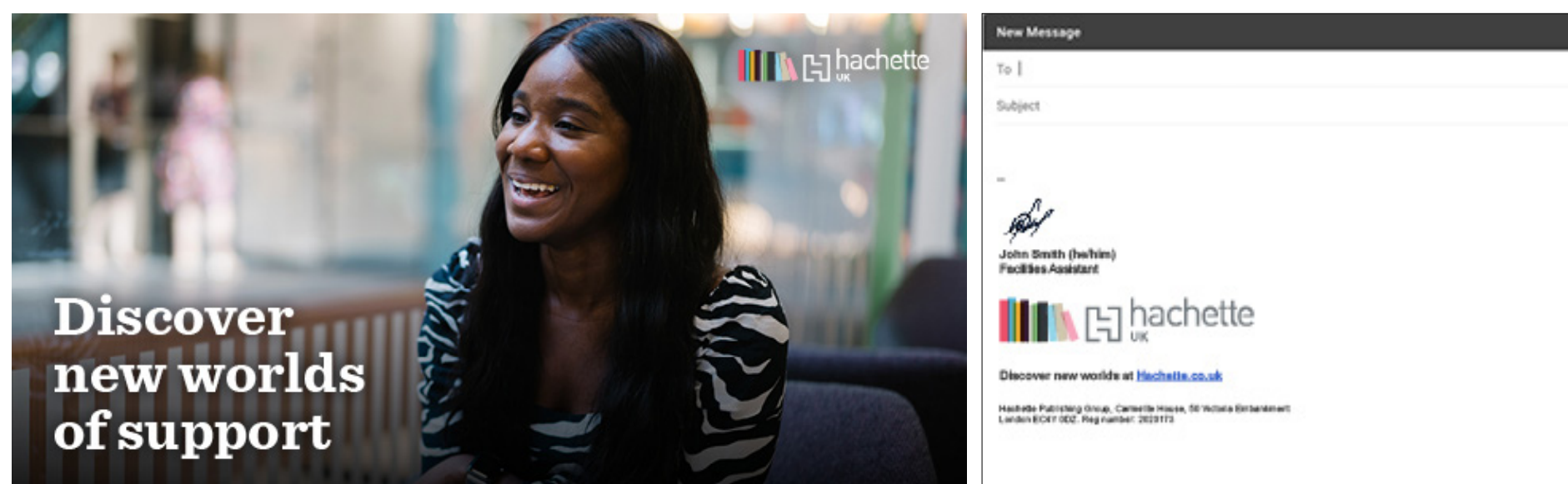
# Our brand in use

## Website



## Our brand in use

### Email banners and signatures





## Our brand in use

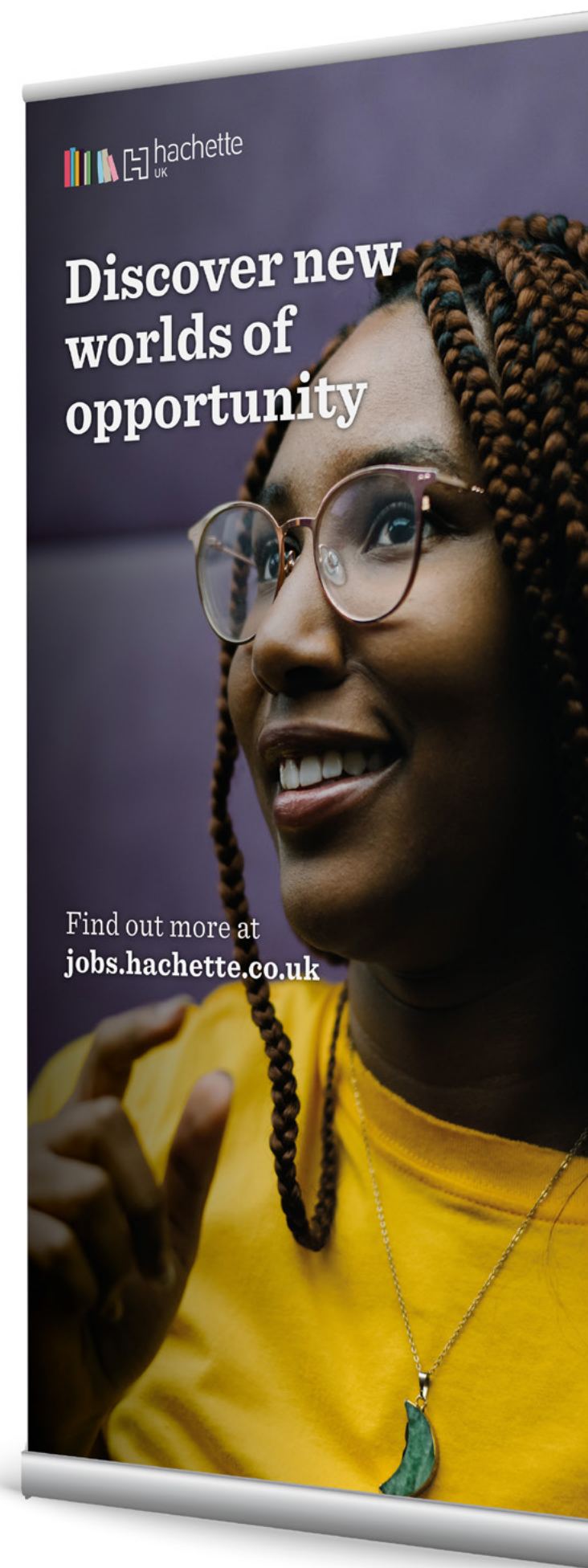
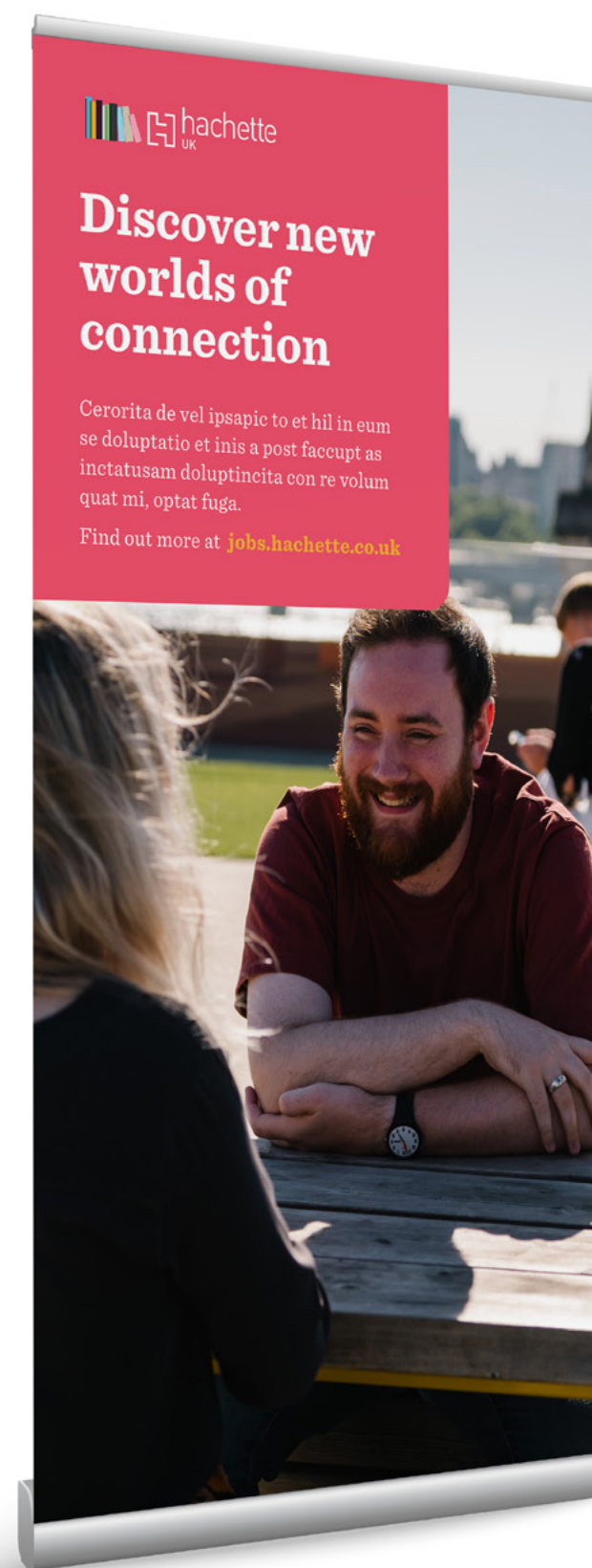
# Business and poaching cards





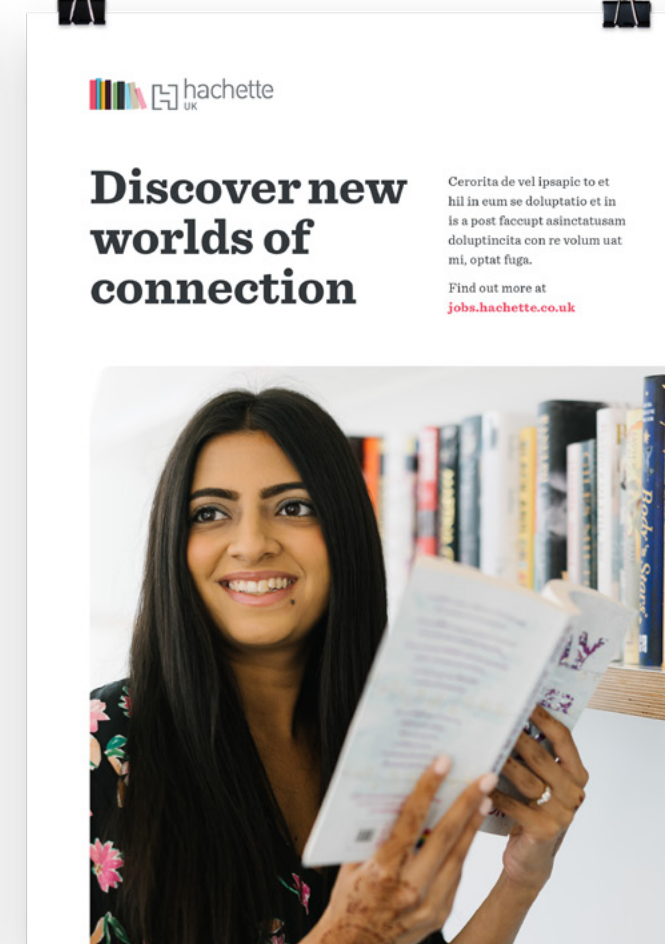
Our brand in use

## Pull-up banners



## Our brand in use

# Posters





## Our brand in use

# Merchandise

