



Hogan Brand Standards Guide



PURPOSE

This guide is designed to outline the basic elements that make up Hogan's branding. Use it to familiarize yourself with our latest requirements, and as a reference for any and all marketing efforts.

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HOGAN LOGO



ICON RED

PMS 186
5c 100m 80y 0k
224r 0g 26b
HEX e0001a

HOGAN

LOGOTYPE BLACK

Process Black
0c 0m 0y 100k
0r 0g 0b
HEX 000000

The Hogan logo is the most visible form of the organization's brand identity and equity, and should be managed carefully to ensure the integrity of Hogan's global brand.

Hogan logos are made up of two elements: the Hogan logotype and the stylized H icon. While the icon may be used without the Hogan logotype in some instances, the logotype may never appear without the H icon.

APPROPRIATE USE OF THE HOGAN LOGO



Clear space equals the width of the uppercase “H”. No written information or other logos should appear within this space.



Vertical logo must be at least 0.5" (1.6 cm) wide. Horizontal logo must be at least 1" (2.5 cm) wide.



On dark-colored backgrounds, the logotype for the two-color logo should be reversed to white.



A 100% black logo may be used on backgrounds with a value of no more than 30% black.



A 100% white logo may be used on backgrounds with a value that exceeds 30% black.

INAPPROPRIATE USE OF THE HOGAN LOGO



Do not modify the logo or replace the logotype with an alternate typeface.



Do not substitute another name for Hogan.



Do not place the two-color logo on colored backgrounds or patterns.



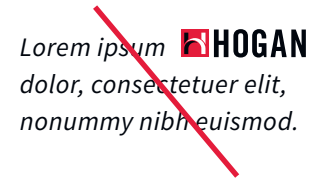
Do not alter the logo colors. Only those noted above are acceptable.



Do not dimensionalize or add highlights and shadows to the logo.



Do not distort the proportions of the logo.



Do not use the logo as part of any sentence or slogan.



Do not alter or rearrange logo elements.

TYPOGRAPHY

PRIMARY

Source Sans Pro

Source Sans Pro is the primary Hogan font for printed text. Simple and versatile in a number of languages, use Source Sans Pro for documents and reports that will be translated into other languages.

Source Sans Pro Regular
Source Sans Pro Italic
Source Sans Pro Semibold
Source Sans Pro Semibold Italic
Source Sans Pro Bold
Source Sans Pro Bold Italic
Source Sans Pro Black
Source Sans Pro Black Italic

SECONDARY

Franklin Gothic

In the event that Source Sans Pro is unavailable, Franklin Gothic is the alternative Hogan font for printed text.

Franklin Gothic Book
Franklin Gothic Book Italic
Franklin Gothic Medium
Franklin Gothic Medium Italic
Franklin Gothic Demi
Franklin Gothic Demi Italic
Franklin Gothic Heavy
Franklin Gothic Heavy Italic

DISTRIBUTOR COBRANDING



DISTRIBUTED BY



DISTRIBUTED BY



DISTRIBUTED BY



Specifications are provided below for horizontal, square, and vertical distributor logo formats. Distributor logos should always appear in conjunction with “distributed by” text.

1. No taller than 150% of Hogan logo height
2. Proportional width
3. No wider than area to right of left-justified “distributed by” text

HOGAN CERTIFIED



Those who have completed the Hogan Certification process may wish to display the Hogan Certified logo on business cards, print collateral, or website layouts.

As this logo is not designed or authorized to appear as a primary element, it should only be used in conjunction with a primary second-party logo.

Business Cards:

The Hogan Certified logo should not exceed 0.5" (12.7mm) wide when using the horizontal version, or 0.5" (12.7mm) height when using the vertical version.

Print and interactive applications:

Along its largest dimension, the Hogan Certified logo should appear at no more than 50% of the largest dimension of the primary logo.



BRANDED DESIGN EXAMPLES

When it comes to producing effective and creative Hogan marketing materials, there are a number of factors to consider.

The bulleted listed below are a only a few factors to take into account before you begin:

- Who is your target audience?
- What is the primary goal of your marketing effort(s)?
- What media will best suit your purpose? (print, video, interactive etc.)
- What is your production budget?
- Will you be creating your own materials, or modifying materials already created by Hogan Marketing?
- Will your marketing materials need to be translated into another language?

BRANDED DESIGN EXAMPLES (Continued)



Business Cards

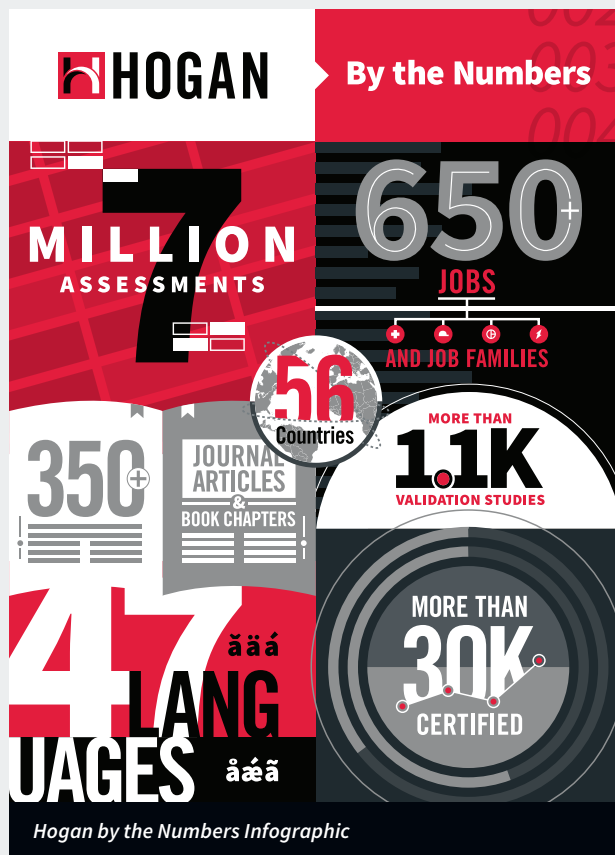


Certification Workbooks

BRANDED DESIGN EXAMPLES (Continued)



BRANDED DESIGN EXAMPLES (Continued)



BRANDED DESIGN EXAMPLES *(Continued)*

Front



Back



LANGUAGE REPRESENTATION

This section details the basic guidelines for partner and distributor representation of the Hogan brand. The general rule is to make the distinction that your company is a representative (distributor, partner, or reseller) of Hogan in your region, but not Hogan HQ.

LANGUAGE REPRESENTATION FOR PUBLICATION

Correct Language

Use language that correctly and clearly represents your company as a representative (distributor, partner, or reseller) of Hogan Assessments.

Correct Examples

- “Hogan was founded in 1987”
- “Authorized Hogan Distributor”
- “Authorized Hogan Distributor in [country/region]”

Incorrect Language

Don’t use language that may imply that your company is Hogan HQ, an exclusive, elite, and/or preferred representative, or any other designation that portrays your company as the sole Hogan partner or distributor in your country or region.

Incorrect Examples

- ❌ “We were founded in 1987”
- ❌ “We are THE Hogan distributor in [country/region]”
- ❌ “The preferred Hogan distributor in [country/region]”
- ❌ “Elite Hogan distributor” in [country/region]



ONLINE LANGUAGE REPRESENTATION

Business Language

Use the rules below when mentioning Hogan for your business websites, URLs, and social media:

- **Do** state that you represent Hogan in your country and/or are an Authorized Hogan representative (distributor, partner, or reseller).
- **Don't** use language, wording, and/or graphics that represent your company as Hogan [country/region], or that otherwise portrays your company as the sole Hogan partner or distributor in your country or region.

Personal Language

Use the rules below when mentioning Hogan for your personal online presence and social media:

- **Do** use language to indicate your company is an Authorized Hogan representative (distributor, partner, or reseller).
- **Don't** represent yourself as a direct employee of Hogan on any social media platforms or with your email address.

HOGAN | **MARKETING**

To ensure that Hogan's brand standards are consistently met, we require that our partners and distributors submit any and all Hogan-branded marketing materials to Hogan Marketing for approval prior to production or publication. Please don't hesitate to contact Hogan marketing with any additional questions during the planning, concepting, or design process.

General branding:

marketing@hoganassessments.com

Presentation branding:

powerpoint@hoganassessments.com

