

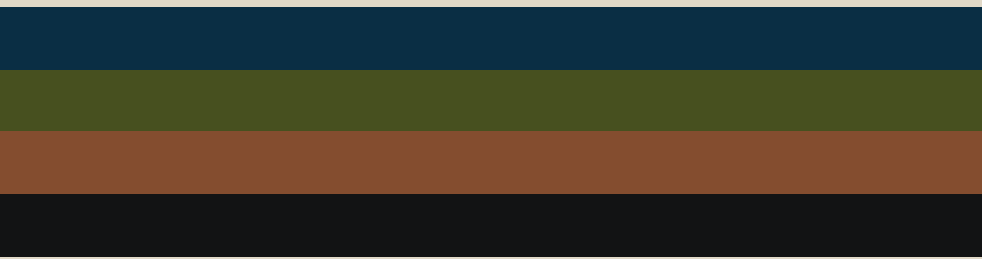


HENSCHTEL

HATS

BRAND STYLE GUIDE

2024



ABOUT THIS GUIDE

This style guide serves as your compass, guiding you to create communications that illustrate the essence of our brand – a spirit of confidence crafted with meticulous detail.

Henschel hats are more than mere accessories; they're trusted companions, joining us and providing protection and comfort on every journey. The logo, colors and fonts, photos and the voice of Henschel outlined in this guide work together to convey this. Our photography captures this essence, showcasing individuals venturing out into the world with their meticulously crafted Henschel hat. Earthy tones emphasize the enduring quality and craftsmanship that are hallmarks of the Henschel brand. A serif font establishes us as an authority and a brand with a long history.

By following these guidelines, and reading the explanations and creating your designs with these concepts in mind, you'll ensure a cohesive brand experience that resonates with our customers and strengthens the foundation of trust that defines Henschel.

So, embark on this journey with us. Let this book be your guide as you explore the the intersection of sophistication, approachability, comfort and adventure.

MISSION & VALUES

MISSION

Our mission is to make hats that inspire confidence with every detail.

VALUES

Longevity: Our brand has a long history, starting in 1947, and we intend to continue far into the future. We do this through making hats that stand the test of time and the test of use.

Dependability: Our customers depend on us, and on their hats. We are here to help them with any issues that arise with their hat, and we construct our hats to be a constant companion on any journey.

Protection: Hats serve a functional purpose - to protect. When we create hats to shield our customers from the elements, we take it seriously. We look to recommendations from experts. We also guard our customers from subpar products, ensuring our hats meet USA-made quality standards, wherever they are crafted .

Comfort: Our hats are designed to be comfortable and our customers take comfort in the integrity of our hats and our commitment to their happiness.

LOGO DESIGN



In every Henschel hat, you have a constant companion, empowering you to take on the world with freedom and confidence.

Our eagle, wings outstretched, along with the deliberate spacing between the letters, reflects that sense of liberation and self-assurance.

Symbolized by the reference to our established date under the wings, we continue to climb to higher elevations as our history supports us.

Evoking our heritage and history with a sense of design and innovation, our avant-classic serif typeface echoes the enduring spirit behind the Henschel Hats brand.

LOGO USE



Primary Logo: This logo utilizes our dark blue, a color that is often associated with authority, expertise, and trust. This logo should be considered first in designs before all other versions.



Light Logo: This is the light reversed option of the logo. Use this on dark backgrounds if the primary logo cannot be seen. You can also use this option, with the light logo on navy blue for garment tags, hang tags, and other instances when a bolder background is needed to stand out in an environment.

LOGO USE



Black and White Logos: Use these versions when a color option is not available. Use the black on light backgrounds and the white on dark backgrounds.

DO NOT

Do not squeeze or stretch the logo in any direction.



Do not change the color of the logo.



Do not lay the logo over busy backgrounds.



BRAND COLORS

PRIMARY BRAND COLOR



This color is the main brand color and should appear in all communications. It evokes trust, confidence and knowledge.

C96 M72 Y46 K50
R4 G48 B68
Hex #043044

PRODUCT CATEGORY COLORS

Use these three colors as supplementary colors for the individual product categories we offer.



Outdoor

C63 M45 Y100 K45
R71 G80 B33
Hex #475021



Western

C36 M69 Y85 K30
R132 G78 B48
Hex #844e30

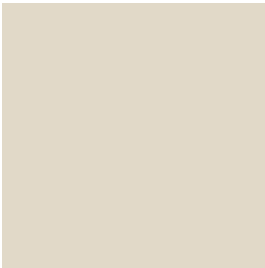


Fashion

C75 M67 Y65 K80
R19 G22 B23
Hex #131617

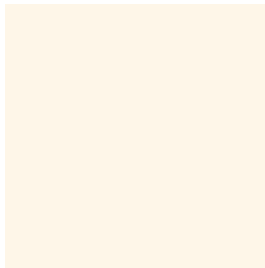
NETURAL COLORS

These colors provide a more approachable, warm, and distinguished presence than stark white and stark black Use these as backgrounds and reverse text and main text. The Medium tone is used for the light/reversed version of the logo.



Medium Background

C11 M11 Y20 K0
R226 G218 B201
Hex #e2dac9



Light Background

C0 M3 Y9 K0
R255 G245 B231
Hex #fff5e7



Text

C5 M0 Y0 K95
R46 G48 B51
Hex #2e3033

TYPEFACE

AOBOSHI ONE REGULAR

Use Aoboshi One Regular ALL CAPS, Tracking 200 for headings. This is a Google font.

Note: This is not the logo font. The logo font was provided by an AI illustration. A direct match could not be found. Aoboshi provides a similar feel while allowing the logo to stand out with it's own unique typeface.

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

! @ # \$ % &

TYPEFACE

Noto Sans

Use Noto Sans with Tracking 10 for paragraphs. This font was chosen as a clean and uncomplicated font that is easy to read online and compliments the ornate serif font. This is also a Google font.

Noto Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
!@#\$%&

Noto Sans Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
!@#\$%&

Noto Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
!@#\$%&

PHOTOGRAPHY

SUBJECT MATTER

Henschel's photography goes beyond the hat. We capture people venturing out into the world, exuding confidence and comfort, their Henschel hat a constant companion on every journey. Close-up details highlighting the quality materials and craftsmanship further inspire trust in our ability to deliver confidence with every stitch. Our imagery leans on muted earth tones, creating a sense of comfort and reliability that reflects the enduring nature of our hats.

COMPOSITION

We need a variety of photo compositions. Some with people venturing into the world, where we see their faces displaying confidence, determination and/or joy in their journey. We also need images that use white space to capture a sense of adventure and allow space for ad copy.

PEOPLE

We find a balance in our photography between authentic and ideal. We are not dreamy, art shots like Stetson. We make an effort to create composed, artful images of people authentically participating in activities.







VOICE

At Henschel, we believe in the power of confidence. We achieve this by crafting exceptional hats at accessible prices. This translates into our brand voice, which sits at the intersection of sophistication and approachability.

SPEAKING WITH SOPHISTICATION

Highlight the Craft: Showcase our knowledge and expertise in hat-making. Use terminology that reflects quality and attention to detail.

Focus on Benefits: Explain how our hats are made and how those details translate into benefits for the customer (durability, comfort, etc.)

MAINTAINING APPROACHABILITY

Simple and Clear Language: Avoid overly technical jargon. We want our customers to *understand* what makes a Henschel hat special.

Warm and Conversational: Our tone is friendly and inviting. We want to build relationships with our customers, not sound distant.

Encouragement and Support: We want our customers to feel empowered by our hats. Use language that motivates them to pursue their goals.

YOUR CREATIVE JOURNEY BEGINS NOW.

Thank you for taking the time to read these guidelines and prepare yourself for this journey with us. This style guide equips you to confidently navigate our brand identity, ensuring a cohesive experience for our customers. By following these guidelines, you play a vital role in strengthening the foundation of trust that defines Henschel.

