



**HQ**

# Brand Identity and Style Guide

VERSION 1.3 – OCTOBER 2018

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## Brand consistency

Great brands are built through the consistent delivery of the brand messages through all touchpoints – a strong, unified message reinforces not only who we are and why we exist, it also drives recognition, trust, success, and of course, ultimately, business growth.

This document is a guide to how we visually present HQ to our customers. It covers all our key brand elements, and should be used as a rulebook and a compass to navigate us through all the visual touchpoints of the brand.

“A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer’s decision to choose one product or service over another.”

Seth Godin

## The HQ proposition

# Where real work gets done

Office space, co-working and meeting rooms designed for you, your team and your entire business.

### Designed for productivity

We enable you to focus, without interruption, on growing your business and getting important work done. No hassle. No tech issues. No holdups. We make sure you are productive from the moment you start.

### Works for everybody

We are home to everyone from major businesses to freelancers. Whether you need workspace for one or 1,000 people, our flexible terms and simple pricing ensure it works for you.

### Simple to use

Our app allows you to manage every aspect of your workspace at the touch of a button. Book a meeting room, reserve space and access your account 24/7.

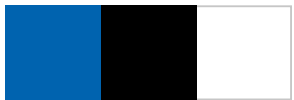
## In brief

A snapshot of the visual elements that form our brand identity.

### Logo



### Colour Palette



Primary



Secondary

### Typeface

**Raleway Bold**  
Raleway Medium  
Raleway Regular  
Raleway Light

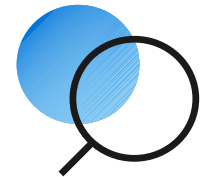
### Imagery



Brand



Centre



Iconography

## The HQ logo



Figure 1  
Boxed logo



Figure 2  
Reversed logo



Figure 3  
Greyscale logo

### Boxed logo (Figure 1)

The boxed logo is the preferred option to be used where impact is required.

### Reversed (Figure 2)

The reversed logo can be used in instances where large areas of the HQ blue are already in use.

### Greyscale (Figure 3)

The greyscale version of the logo (boxed and reversed) is always used in 70% black.

The master artwork files are available in various electronic formats, for both Mac and PC.

To obtain files, or for further guidance and queries, contact the Marketing Team by emailing: [vanessa.schotes@iwgplc.com](mailto:vanessa.schotes@iwgplc.com)

## Logo construction

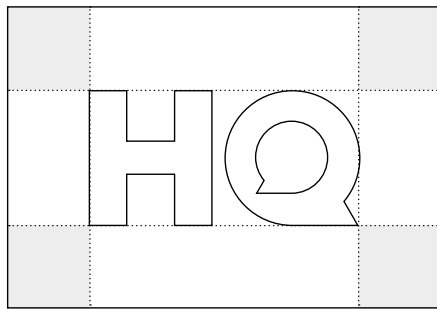
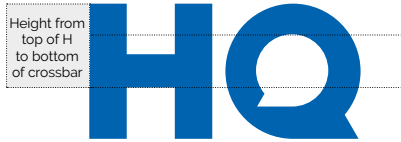


Figure 4  
Box proportions



### Primary full colour (Figure 4)

The construction of the logo box is based upon a square which takes its measurement from the letter H. When used in isolation, the boxed logo should always be used in these proportions. The only exception would be in circumstances where a shape that the logo has to fit within is a different proportion, i.e. a square signage item, or a portrait format flag. In these situations, the blue box should run full bleed to the contained shape, and the HQ letters centred.

### Minimum size - print (Figure 5)

The minimum size is defined by the width of the logo. To ensure maximum clarity the minimum size is 12mm when used for print.

### Minimum size - digital (Figure 6)

When used in digital formats, the logo has a minimum size of 34px.



Figure 5  
Minimum size 12mm



Figure 6  
Minimum size 34px

## Logo misuse



Don't change the colour of the box



Don't use any other colours



Don't alter the logo in any way



Don't use effects such as a drop shadows



Don't use the logo at an angle



Don't create wallpaper patterns or repeat patterns



Don't use the logo on dark backgrounds



Don't use the reversed logo on light backgrounds



Don't use the logo over busy areas of imagery

### Logo misuse (Figure 7)

Our brand logo should only be reproduced from master artwork files and should not be redrawn, reset or altered in any way.

Figure 7  
Incorrect application of logo placement



## Logo usage

### Reversed Logo (Figure 8)

The reversed logo can be used in instances where large areas of the HQ blue are already in use,



Figure 8  
Reversed logo use

### Boxed Logo (Figure 9)

The boxed logo is used where impact is required, or in situations where it is surrounded by a lot of white space. In this instance it should bleed off the top edge of the page or screen

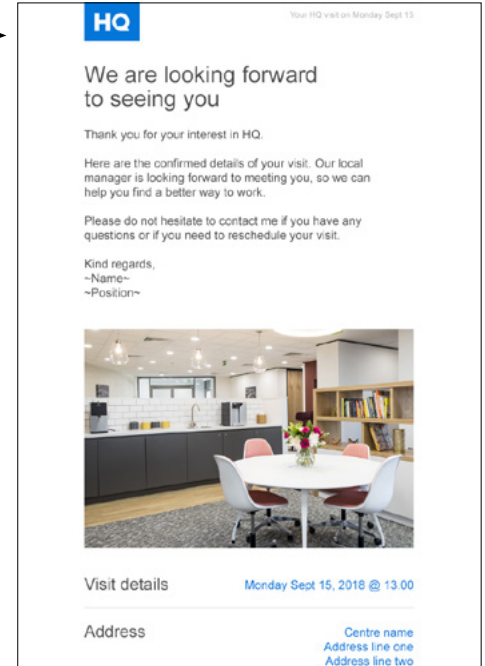


Figure 9  
Boxed logo use

## Brand typeface

### Raleway Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

Used bold sparingly, for navigation and instances where smaller sized copy needs to stand out.

### Raleway Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

HQ does not need to shout, it uses colour for impact, so all headlines use this medium weight.

### Raleway Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

Regular is used when the light weight is not suitable, i.e. smaller sizes of reversed out text or sections of small print.

### Raleway Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

The majority of body copy will use this light weight.

### Raleway

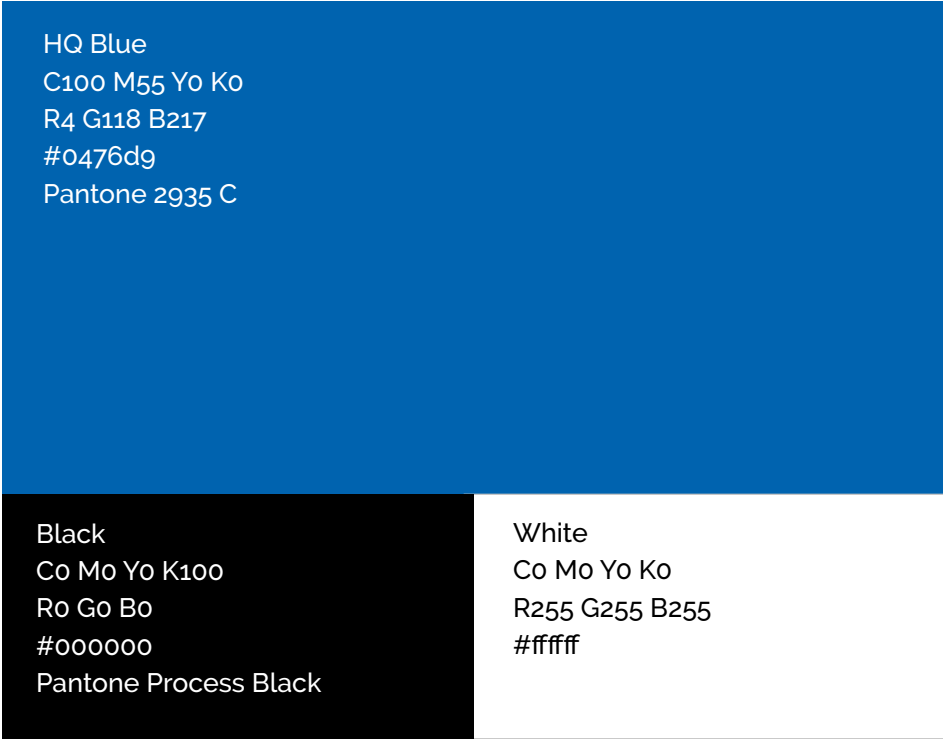
Our brand typeface is Raleway. It is to be used for all our printed and digital communications whenever possible.

We use four weights of Raleway; Bold, Medium, Regular and Light. Italics are not used at all.

Raleway is a Google font and can be downloaded and circulated for free at:

<https://fonts.google.com/specimen/Raleway>

# Primary colours



## Primary colours (Figure 10)

Our colour palette is an essential tool in building a distinctive and recognisable brand identity.

HQ blue must be used at 100% tint value.

Varying tints of black can be used.

Figure 10  
Primary brand colour palette

# Secondary colours



## Secondary colours (Figure 11)

The secondary colour palette is to be used sparingly, i.e for icons, pie charts and graphs, and for user interface design where stand out is required for CTA buttons.

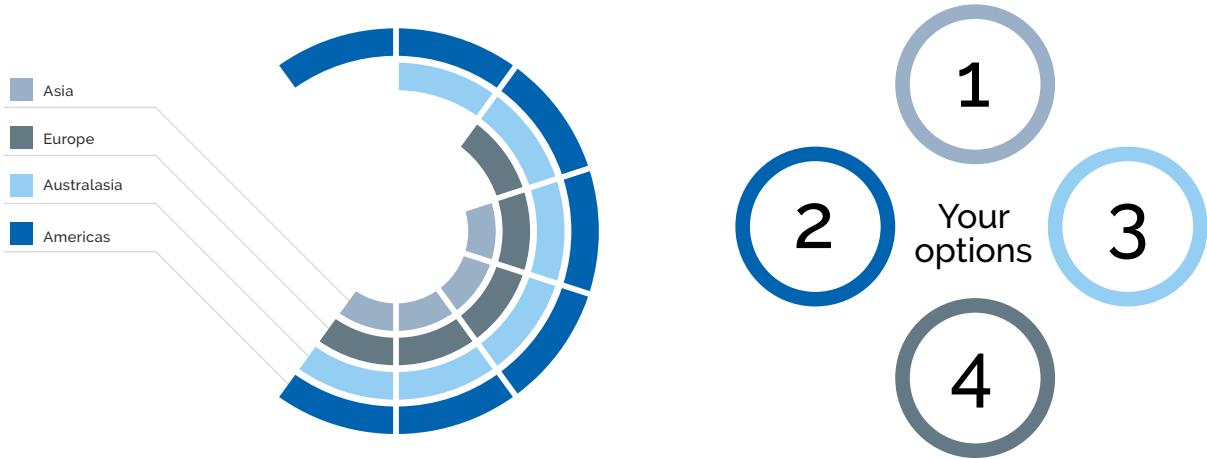


Figure 11  
Secondary colour palette

## Icons

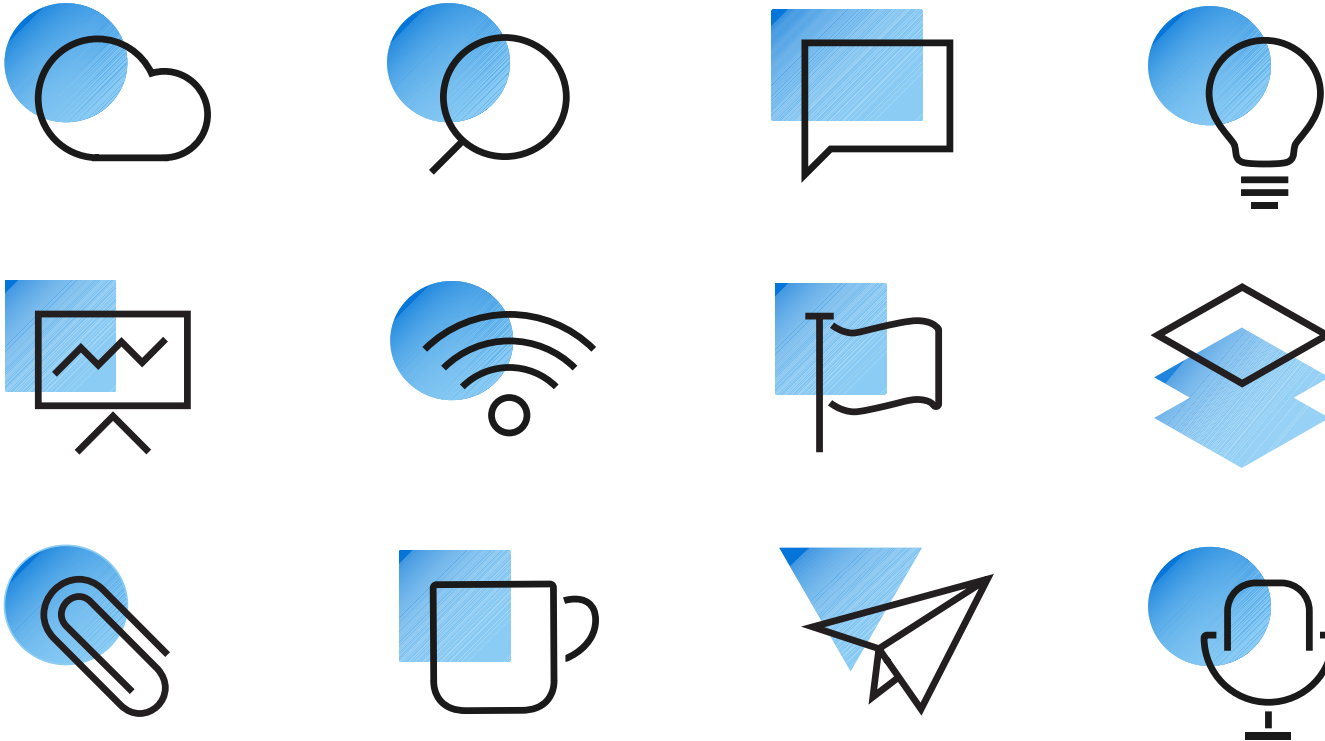


Figure 12  
Icon style

### Icon style (Figure 12)

The icon style is clean and simple to reflect the character of the brand. It features two components;

- i) A black outline describing a clean simple shape – this must not become too detailed or complex.
- ii) A circle, square or triangle filled with a subtle graduated blend.

## Icon construction

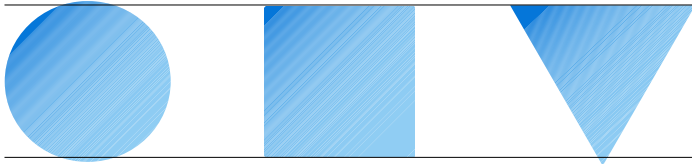


Figure 13  
Icon block size

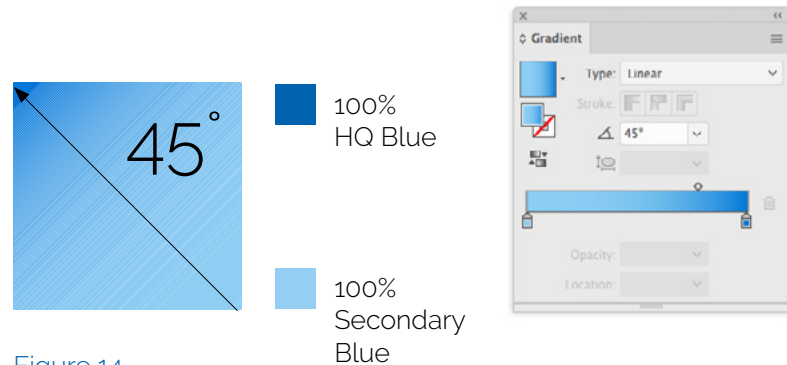


Figure 14  
Icon block colouring

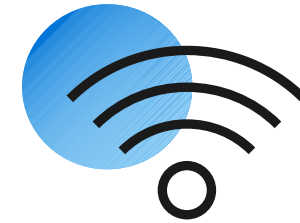


Figure 15  
Icon positioning

### Icon block size (Figure 13)

The coloured blocks that sit behind the icons should be the same size as each other, with circles and triangles being slightly larger to ensure they are visually balanced.

### Icon block colouring (Figure 14)

The coloured blocks all feature the same blend, using the specs show.

### Icon positioning (Figure 15)

The icon component should be offset lower and to the right of the coloured block. As the shape of the icon and its relationship with the coloured block will differ in each case, there is no exact rule. Try to ensure that any new icon feels consistent with the examples in figure 12.

## Speech bubble

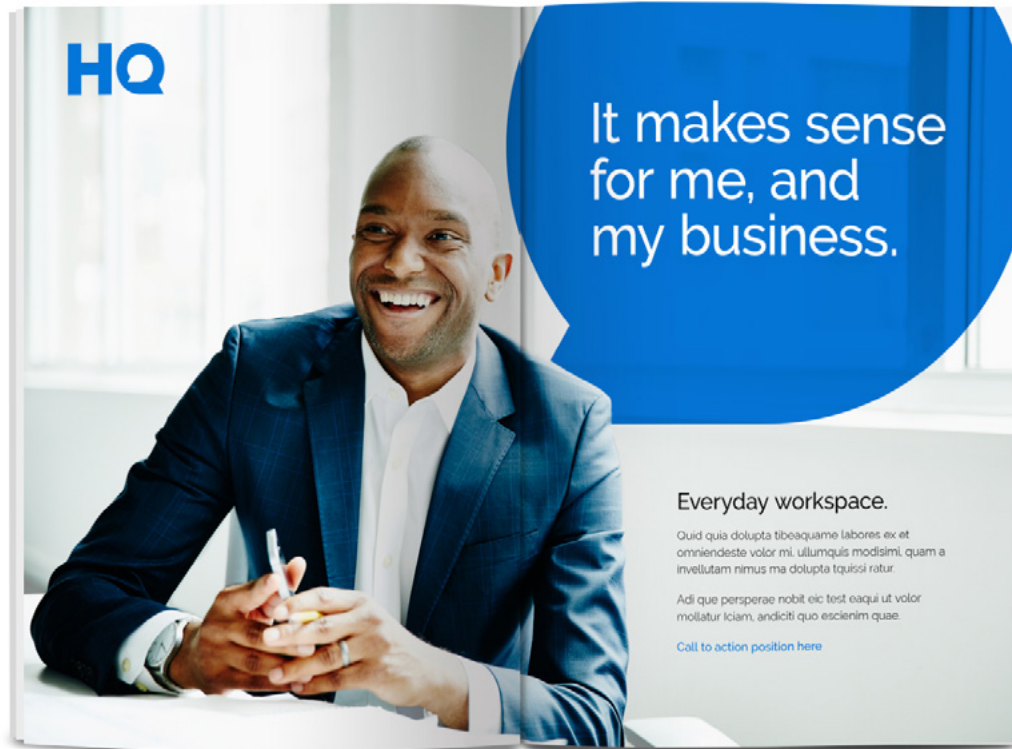


Figure 16

Speech bubble device

### Speech bubble device (Figure 16)

The speech bubble that forms the well of the letter Q from the logo can be used as an additional graphic device for customer quotes and call outs. This device should be used sparingly.

# Photography



## Lifestyle photography (Figure 17)

Stock photography and commissioned shoots should focus on people rather than workspaces. Backgrounds should be neutral, showing walls, windows and semi-obscured views using glass partitions and reflections. Colouring should incorporate blue, either in furniture or clothing, with neutral tones in walls and windows adding further aqua / blue tints.

Lifestyle photography should be used for hero shots on websites, brochures and other materials, which in combination with the HQ blue will create a strong, distinctive look for the brand.

Figure 17  
Lifestyle photography



# Photography



Figure 18  
Essentials photography

## Essentials photography (Figure 18)

Flat lay images showing everyday business tools can be used as a supporting component for communications materials. These help to support the message that HQ is an essential, everyday business commodity. The visual style also suggests budget and simplicity, but executed in a stylish and contemporary way.

# Photography



Figure 19  
Centre photography

## Centre photography (Figure 19)

Photographs of interiors should be shot in natural light where possible, and show bright, inviting spaces.

Try to keep compositions simple and uncluttered and shoot from eye level. Do not stylise the shots by using coloured filters, high contrast or grainy effects, or wide-angle lenses.

Exterior photography should be taken when the weather is good and lighting is best for the building.

# Layout

**HQ**



**Access to over 9000 professional meeting spaces**

Our global network gives you access to over 9000 professional meeting spaces, from small meeting rooms to board rooms and conference rooms, with capacity from two to over 50 people.

All our meeting spaces are set up and ready to use, with flip-chart, whiteboard, markers, projectors, AV-screens, business-grade internet and telephony.

[See your centre team for more information](#)

**HQ** Your HQ solution

## Your HQ solution

Dear XXXXX



Thank you for your interest in HQ. Below are the selected options that we discussed. You can place an order using the links below which will take you to an office agreement to proceed.

If you have any further questions or want to make changes to your selected option, please don't hesitate to contact me. We look forward to serving your business.

Kind regards,  
 ~Name~  
 ~Position~  
 ~Email~  
 ~Tel No.~

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**Option A**  
**Hamburg Neustadt**

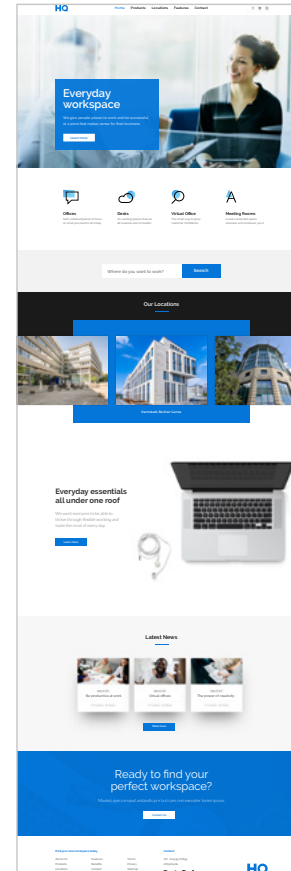
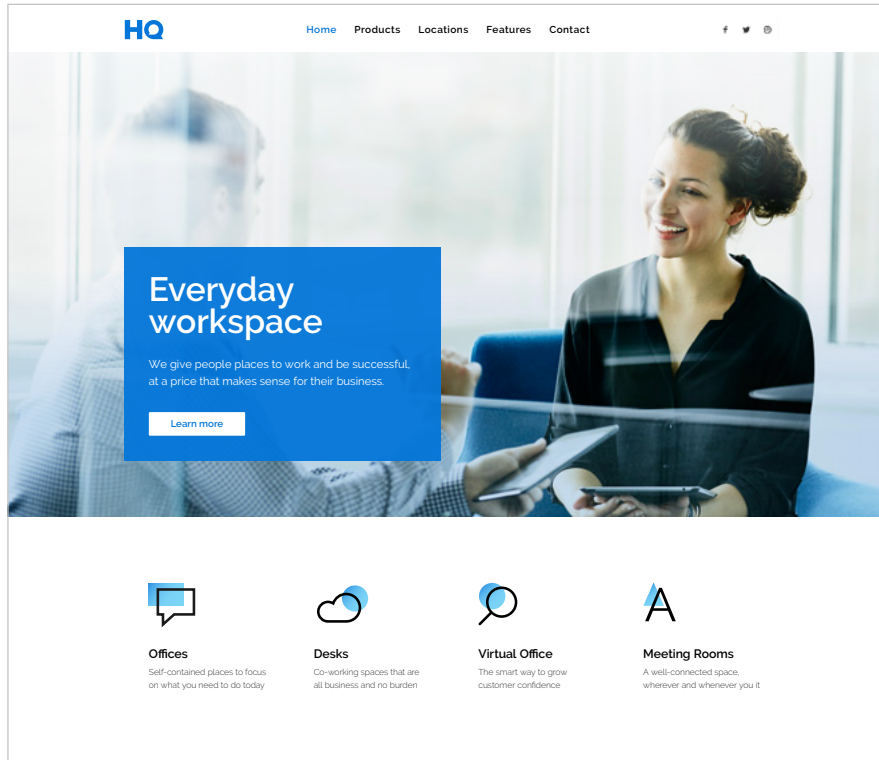
Hamburg Neustadt  
**A Network Lounge Unlimited**  
 Start date: 10/2018 / 12 Month

€25.00 /month	€750 /Per month
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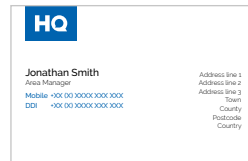
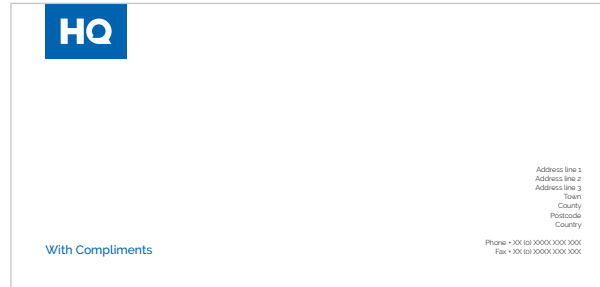
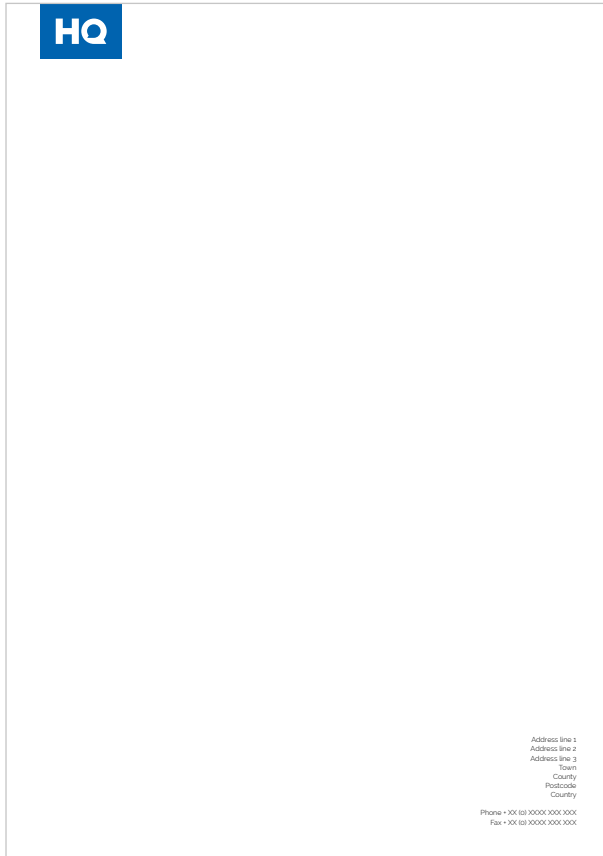
[Order now](#)



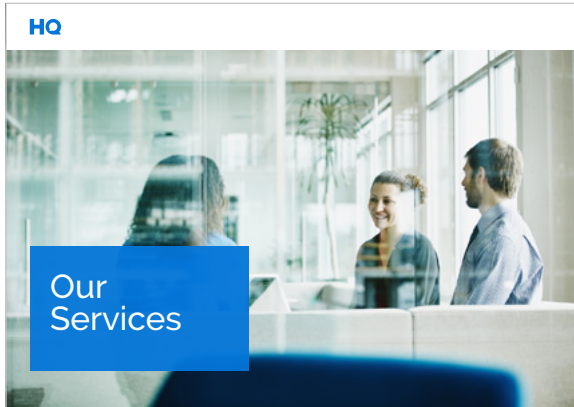
# Layout



# Layout



# Layout



HQ

Our Services

## Included with your office

Your office comes with everything you need to run your business from the day you move in.

- Internet**  
Secure, business-grade Wi-Fi and ethernet connection with a built-in firewall and networked access to printers.
- Common Areas**  
All areas are maintained for your use including reception, kitchen, lounge and documents centre.
- Telephony**  
Our telephony service includes a digital desk phone with a telephone line and local phone number.
- Facilities & Utilities**  
All utilities and office services – from power to cleaning – are included in the price of your office.
- Furnishings**  
Your office comes equipped with high-quality ergonomic furniture from leading brands, so you enjoy a comfortable and productive environment.
- Support Team**  
A professional team to support your business – from facilities management to meet-and-greet at reception.

## IT Solutions

Our professional IT support team is available 24/7 to ensure your business runs smoothly.

<p><b>Business-Grade Connectivity</b> Your office comes with business-grade internet included in the price.</p> <p>Broadband connectivity via Wi-Fi and ethernet connections</p> <p>Tier 1 internet connections provide robust reliability</p> <p>Networked access to centre printers and scanners</p> <p>Built-in firewall security</p> <p><b>Free with your office</b></p>	<p><b>Dedicated Bandwidth</b> For when guaranteed download and upload speed are critical to your business.</p> <table border="1"> <tr><td>1 Mbit/s</td><td>£169</td></tr> <tr><td>2 Mbit/s</td><td>£249</td></tr> <tr><td>5 Mbit/s</td><td>£399</td></tr> <tr><td>10 Mbit/s</td><td>£599</td></tr> <tr><td>20 Mbit/s</td><td>£799</td></tr> <tr><td>50 Mbit/s</td><td>£999</td></tr> <tr><td>One-time set-up fee</td><td>£249</td></tr> </table>	1 Mbit/s	£169	2 Mbit/s	£249	5 Mbit/s	£399	10 Mbit/s	£599	20 Mbit/s	£799	50 Mbit/s	£999	One-time set-up fee	£249	<p><b>Advanced Connectivity</b> Performance package for customers with advanced connectivity requirements.</p> <p>Quality of service traffic management for users of VoIP and video calls</p> <p>Priority access to burst bandwidth for media streaming and large data transfer</p> <p>Bespoke firewall configuration for specified security and to support clients over VPN configuration</p> <p>Private network setup for sharing printers and other devices</p> <p>1 Private static IP address included £99 per location per month</p>	<p><b>Additional IT Services</b> Secure storage and networking options.</p> <p><b>Rack Space</b> Storage in our secure temperature controlled on-site server room device networking</p> <table border="1"> <tr><td>One unit</td><td>£49</td></tr> <tr><td>Half rack</td><td>£299</td></tr> </table> <p><b>Networking</b> Private static IP address for printer and networking</p> <p>Public static IP address for connecting to servers and other devices outside the centre</p> <p>£29 per IP address per month Set-up fee £19</p>	One unit	£49	Half rack	£299
1 Mbit/s	£169																				
2 Mbit/s	£249																				
5 Mbit/s	£399																				
10 Mbit/s	£599																				
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50 Mbit/s	£999																				
One-time set-up fee	£249																				
One unit	£49																				
Half rack	£299																				

**Bespoke Services**  
Should you require a tailored IT solution, our team of specialists are happy to discuss your needs. Prices provided upon request.

## Telephony Solutions

Stay in touch with your customers and employees.

<p><b>Business-Grade Telephony</b> Business-grade telephony access is included in your office price.</p> <p>Telephone line (one per occupant)</p> <p>Local telephone number (one per occupant)</p> <p>Digital desk phone (one per occupant)</p> <p>Personal voicemail (one per occupant)</p>	<p><b>Call Answering</b> Professional live receptionists answer your calls and enhance your business presence.</p> <p>Call answering Calls are transferred to nominated number or voicemail. £39 per month per line</p>	<p><b>Call Packages</b> Our call packages deliver great savings for customers with high telephone use.</p> <p>FreeTalk Unlimited local and national calls to landlines and mobiles. £20 per month per line</p>	<p><b>Additional Numbers &amp; Equipment</b> Additional phones are available as required.</p> <p>Additional desk phone £30 per phone</p> <p>Additional local telephone number £59 per month</p>
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## Other Services

<p><b>Parking</b> Park your vehicle in our secure facility? Ask a team member</p>	<p><b>Meeting Rooms</b> Meeting rooms available by the hour, half-day or full-day in all HQ locations. Get 10% off for booking your next meeting on myregus.com</p>	<p><b>Administrative Support</b> Utilise the centre team for personal administration, photocopying, document services. £5 per 10 mins</p>	<p><b>Courier Services</b> Send your packages conveniently and quickly at competitive rates. Ask your centre team</p>								
<p><b>Signage</b> Give your business the visibility it deserves. £99 one-time installation fee £29 per month</p>	<p><b>Office Supplies</b> Take advantage of great discounts from our preferred suppliers. Ask your centre team</p>	<p><b>Printing &amp; Photocopies</b> Use our networked printers for all of your document needs.</p> <table border="1"> <thead> <tr> <th></th> <th>First 500</th> <th>Next 500</th> <th>Additional</th> </tr> </thead> <tbody> <tr> <td>B&amp;W</td> <td>£0.10</td> <td>£0.08</td> <td>£0.05</td> </tr> </tbody> </table>			First 500	Next 500	Additional	B&W	£0.10	£0.08	£0.05
	First 500	Next 500	Additional								
B&W	£0.10	£0.08	£0.05								

**Don't see it here?**  
We have many other services available so please speak with a team member to see how we can help.



# Copy

Hamburg, Neustadt offers a convenient and cost effective place to work right in the centre of the city's busiest transport hub. Inside the impressive, glass-fronted building you'll find a range of professional workspaces, with all the essentials you need set up and ready-to-go. Take a meeting room for an hour, a co-working desk for the day, or make it a home for your business that's easy to justify for everyday use.

Located on the River Elbe, close to the third largest harbour in Europe, Neustadt has great connections to the city centre and beyond with U Gänsemarkt Bus Station and Gänsemarkt Subway Station just a few minutes' walk away.

- Speedy and reliable internet connection
- Fully serviced with 24-hour access
- Convenient, practical location with great transport links
- Free parking for you and your clients.
- Business lounge for drop-in access

Figure 20  
Centre descriptions

## Centre descriptions (Figure 20)

Try to include within the opening section the key elements of the HQ value proposition, and where possible continue to highlight aspects of the location which further support our story.

### Professionalism

We provide professional environments – the space, amenities and services – all designed to help you create the right impression.

### Cost-efficiency

We lower the barriers, with practical, cost-effective workspace to help you find a place to work that is right for your business.

### Convenience

Our workspace is ready-to-go, with all the everyday essentials you need, all under one roof.





# Brand Identity and Style Guide

Version 1.3 – OCTOBER 2018