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Brand guidelines

V1.5 | 21 December 2020

Contents

The brand

Hamillroad Software is a global supplier of software solutions for the prepress industry.

Hamillroad's solutions help customers save time and money during all stages of the printing process whilst also improving the final printed image fidelity.

Hamillroad is a transformative company and its products make a significant difference to the markets they serve.

The logo

Our logo and brand identity reflect the transformative technology we develop.

The Hamillroad logo is constructed from a wordmark and a graphical element.

The graphical element to the right of the name, represents the transformation from AM screening to Digitally Modulated Screening.

The large AM dot is broken into our smaller dots representing a nod to the past while demonstrating our patented dot structure.

These component parts are in a fixed position and must never be re-positioned or distorted. Any resizing of the logo must be in proportion. When the company name appears in text without the graphical dots the words must always start with a capital letter i.e. Hamillroad.

The logo continued...

The exclusion zone

The logotype must be reproduced with a clear area around it which is free from other graphic elements. This area is known as the 'exclusion zone'.

Written style

In body text the name should always appear in the font DIN 1451 Engschrift.

The minimum size

The logo should always be clearly legible.

Colours

The logo should always be black text with a blue dot on the i and the graphical dots in 100% cyan.

If the logo is to appear over a dark background, or the use of black presents a visual conflict with a particular background color or pattern, then the logo can be reversed out to white, with the dot above the "i" in blue and the dots in 100% cyan.

In black and white the blue becomes 40% black.

Exclusion zone shown above

The logo and slogan

Our strapline is:

'Transforming the image of print'

The case and punctuation are an important aspect of the slogan and should not be altered.

When used with the logo the word 'Transforming' should be emphasized using our corporate 100% cyan color and with the Rockwell font.

Exclusion zone with strapline shown above

The color palette

The color palette in use

• Headlines can either be black or 100% cyan depending on the treatment. Black should be used as the main body text.

• Orange or Magenta can be used to emphasize and to highlight calls to action.

Color	CMYK	Grayscale	RGB	HEX
Blue	C: 100, M: 0, Y: 0, K:0	K: 40%	R: 0, G: 158, B: 226	#009EE2
Rich Black	C: 30, M: 30, Y: 30, K: 100	K: 100%	R: 0, G: 0, B: 0	#000000
Orange	C: 0, M: 50, Y: 100, K: 0	NA	R: 243, G: 146, B: 0	#F39200
Dark Blue	C: 100, M: 30, Y: 0, K: 61	NA	R: 0, G: 69, B: 98	#004562
Magenta	C: 0, M: 100, Y:0, K:0	NA	R: 255, G: 0, B: 153	#FF0099
Dark Grey	C: 0, M: 0, Y: 2, K: 76		R: 60, G: 60, B: 59	#3C3C3B
Grey	C: 0, M: 0, Y: 0, K: 30		R: 178, G: 178, B: 178	#B2B2B2

Typography

Download the fonts here:
http://www.hamillroad.com/fonts/

Hamillroad brand name and trademarks

In the first instance, in text, use "Hamillroad Software"

For subsequent instances, use "Hamillroad"

Font	Usage
Open Sans Bold	Headers, sub-headers, website headers
Open Sans	Printed material copy, PowerPoint slides, website
DIN 1451 Engschrift.	Hamillroad logo font and product, for stylized headers in PowerPoint
Arial	Email text
Rockwell	Logo slogan

Icons

Our product icons take the form of cubes using our graphical dots on one side.

Depending on where they are used they will either be shown alongside the text 'powered by Hamillroad' or 'powered by product name'.
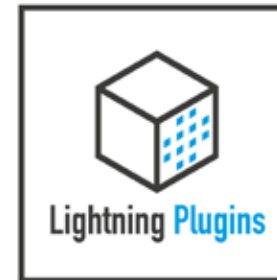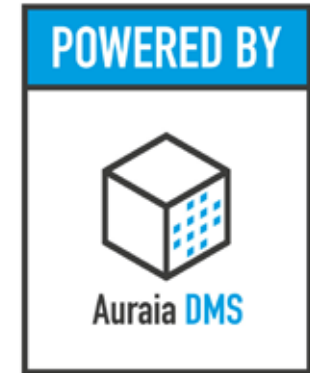
For instance, if Auraia were being promoted by partner companies, they would use:
'Auraia DMS powered by Hamillroad'

Whereas if Hamillroad were promoting Auraia, use:
'powered by Auraia DMS' or 'Auraia DMS'

Please refer to the individual product brand guidelines for further information.

Photography

Our photography focuses on real people and reflects positivity and optimism in the solution.

We select photos that naturally contain colors that compliment our own brand palette.

Photography with existing shades of blue and CMYK on clothing/buildings/materials etc. in keeping with the brand colors is ideal.

Products – naming convention

Auraia DMS

Auraia Digitally Modulated Screening (DMS)

Auraia DM Screening

Auraia DMS

Auraia

Bellissima DMS

Bellissima Digitally Modulated Screening (DMS)

Bellissima DM Screening

Bellissima DMS

Bellissima

FirstPROOF

FirstPROOF Pro

FirstPROOF Standard

FirstPROOF Lite

Lightning Plugins

Lightning TIFF

Lightning PDF

Lightning LEN

Bellissima DMS

Brand guidelines

v1.3 | 17 December 2020

The purpose of this guide

This guide has been produced to help you create promotional prints and materials confidently and correctly using the Bellissima DMS branding.

For partners and customers producing promotional samples and materials, we request that you follow the recommendations as detailed in this guide.

For an initial period of time, Hamillroad requires visibility of all designs to ensure that they adhere to the brand guidelines. After this initial period, we will periodically ask to check designs to ensure continued adherence to the brand guidelines.

The logo

The exclusion zone
The logotype must be reproduced with a clear area around it which is free from other graphic elements. This area is known as the 'exclusion zone'.

The exclusion zone is 100% of the height of the 'B' in Bellissima.

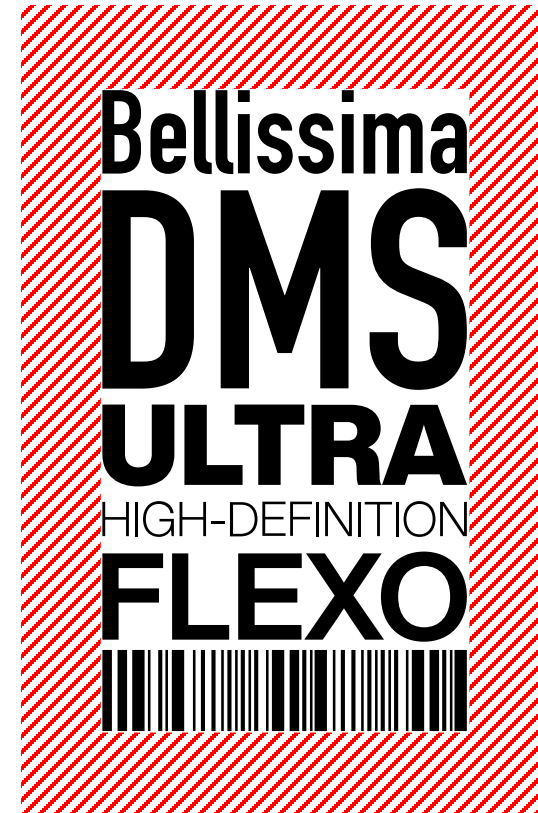**The minimum size**
The logo should always be clearly legible.

Colors
The logo should always be black text when used against a white or light color background.

In all other instances it should be a white logo.

Treatment
The logo should not be contained within a border.

The exclusion zone is shown in red stripes above

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The logo and tagline

Acceptable use of the logo and tagline is shown to the right.

The tagline should always sit below the logo, in the same color as the logo and can extend beyond the logo width as shown in the top example, or be set to the width of the logo as shown in the bottom example.

The tagline can also sit separately from the logo on the design, when used in this way it is acceptable for the logo and tagline to be in different colors (for example: black logo and white tagline). An example of this is shown on the following page.

Bellissima

DMS
ULTRA
HIGH-DEFINITION
FLEXO

The logo use

Bellissima
DMS
ULTRA
HIGH-DEFINITION
FLEXO

Bellissima
DMS
ULTRA
HIGH-DEFINITION
FLEXO

Bellissima
DMS
ULTRA
HIGH-DEFINITION
FLEXO
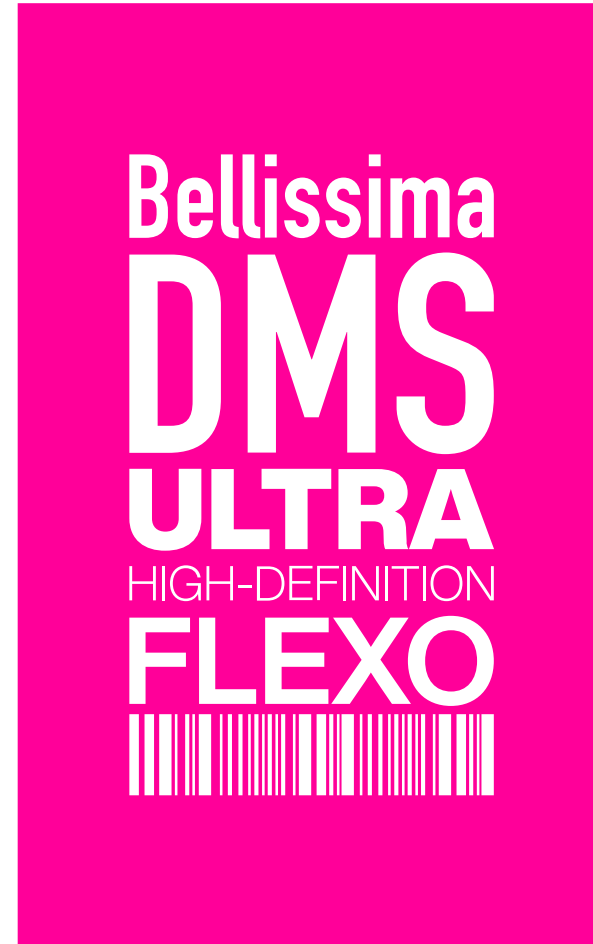
Do not use:

- Drop shadows
- Outlines
- Special text effects
- Transparency

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When the logo is used against an image background

When the logo (or logo and tagline) is used against an image background, you should ensure that the logo is clearly legible.
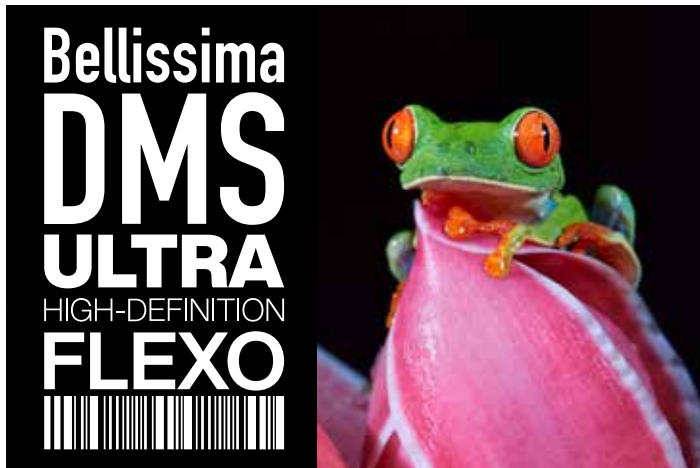
If there is copy space available in the design, this is the preferred and recommended space to insert the logo.

If the logo overlaps the image, it must still remain clearly legible and not compete with the image background.

Please refer to the next pages for examples of acceptable use.

The logo – guidelines for use against an image background

Recommended

Acceptable

Not acceptable

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The logo – guidelines for use against an image background

Recommended

Acceptable

Not acceptable

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Typography

Download the fonts here:
http://www.hamillroad.com/fonts/

Bellissima DMS brand name and trademarks

In the first instance, in text, use "Bellissima Digitally Modulated Screening (DMS)"

For subsequent instances, use "Bellissima DMS" and then "Bellissima"

Font	Usage
DIN 1451 Engschrift	Bellissima DMS logo font
Open Sans Bold	Sub-headers
Open Sans	Main body text

The logo use - advertising

As the IP owner and developer of the technology, the Hamillroad logo (with or without tagline) must be included when Bellissima DMS is advertised in any format.

In the example on the right, Hamillroad is the advertiser and the technology partner logos are shown (optional).

Bellissima brand assets

- Bellissima DMS text logo
- Bellissima 'face' and alternative 'faces'
- Powered by Bellissima DMS badge
- Bellissima DMS partner badges (see next page for details)

Alternative 'face'

Treatment:
The face is best displayed close-up rather than in full view

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FAQs

When must I include the Bellissima branding?

Bellissima branding must be included on the following:

- Any promotional pieces to be printed using Bellissima DMS technology including:
  - Exhibition samples
  - Open-house or exhibition demos
  - Sales & marketing collateral – fliers, banners, posters
- Any offset printed promotional pieces (brochures, fliers, posters) promoting the Bellissima technology
- Any test prints produced using the Bellissima technology

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What are the branding requirements for promotional samples?

- Bellissima DMS logo
- Bellissima 'face'
- Hamillroad logo (with or without tagline)

What are the branding requirements for advertising?

- Bellissima DMS logo
- Bellissima 'face'
- Hamillroad logo (with or without tagline)

If Bellissima branding is used alongside other branding, what are the guidelines?

- The Bellissima logo should be the prominent logo, followed by the Hamillroad logo and thereafter the logos of other technology partners involved in the project.

- The order of the logos should typically be:
  - Bellissima DMS
  - Hamillroad Software
  - Plate supplier
  - Printing press manufacturer

- Refer to the 2 examples (shown on the right) for acceptable logo usage.

- If the print is being produced by a Trade Shop or Printer, their logo can be used before the Hamillroad logo, and be of a size equal to or larger than the Bellissima logo.

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Other examples of acceptable logo use

Other examples of acceptable logo use
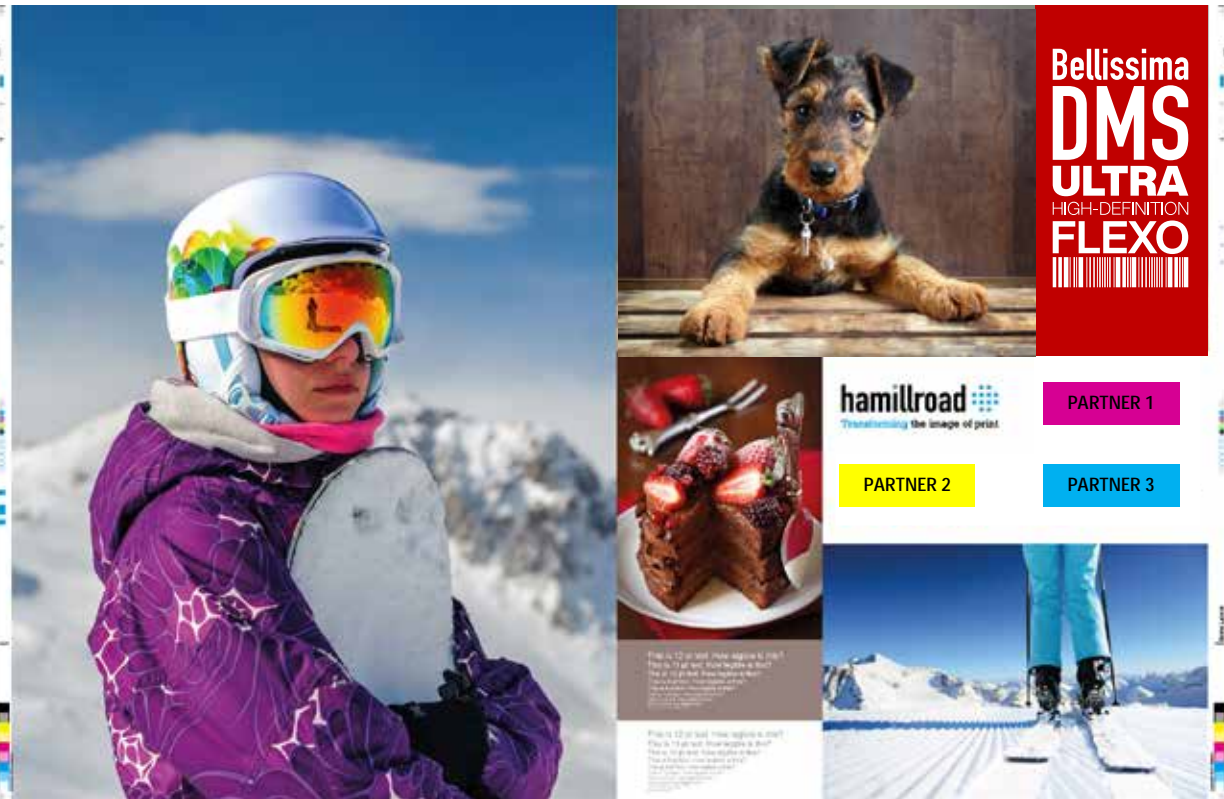
# When the Bellissima DMS logo or face is not suitable for use what can I do?

There may be instances where the Bellissima DMS text logo, Hamillroad logo, or the 'face' is not suitable for use in a promotional print sample.

Justification as to why the above assets are not suitable should be detailed to Hamillroad marketing and has to be explicitly agreed by Hamillroad.

In these instances, the Powered by Bellissima DMS badge icon should be included in place of the logo.
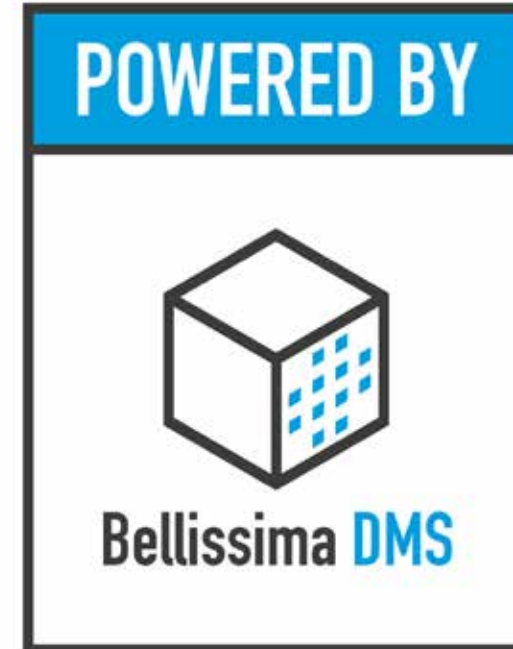
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Example of when the Bellissima logo is not used
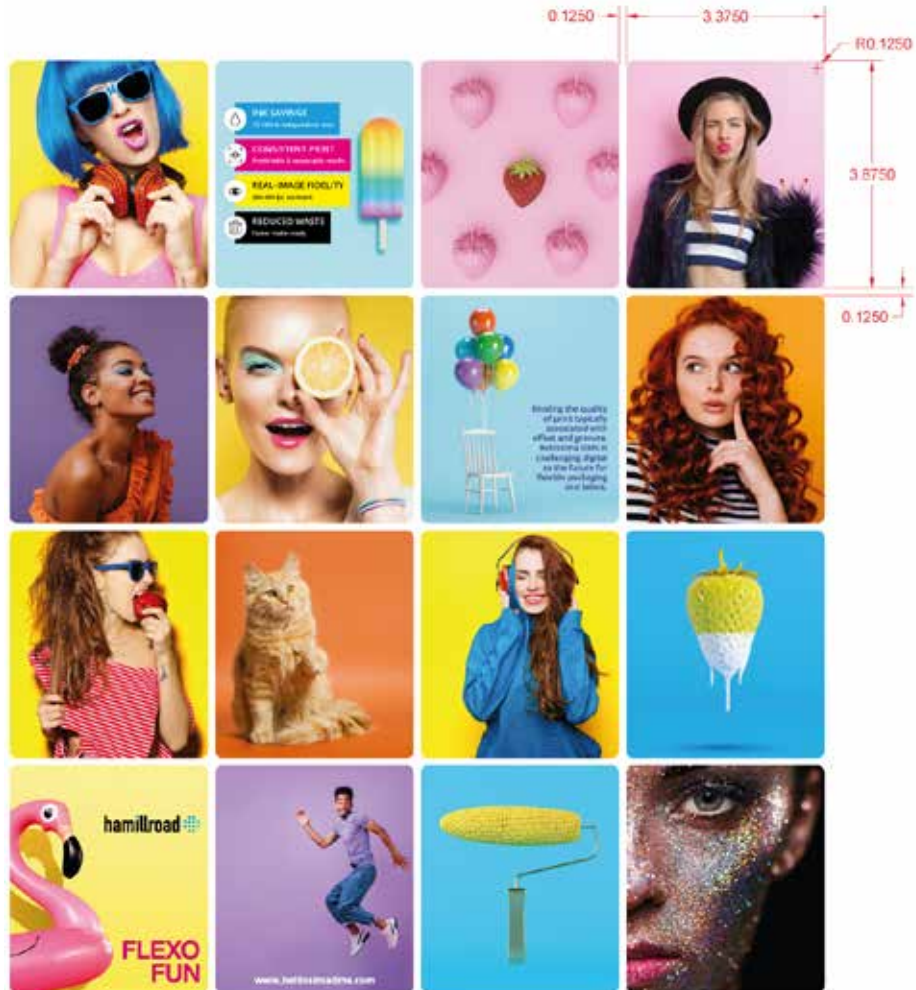
What are suitable sub-headings?

Bellissima DMS should be shown in the first instance.

Thereafter, it may be necessary to use a sub-heading.

Examples of acceptable sub-headings include:

- Ultra High-Definition Flexo

- Digitally Modulated Screening for flexo printing

- Transformative screening technology for flexo

- Rivalling the quality of print typically associated with offset and gravure

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What if I can't use any of the branding?

If there are instances where another brand's own guidelines restrict the use of other branding on a sample, it may not be possible to include any of the Bellissima branding on the promotional sample.
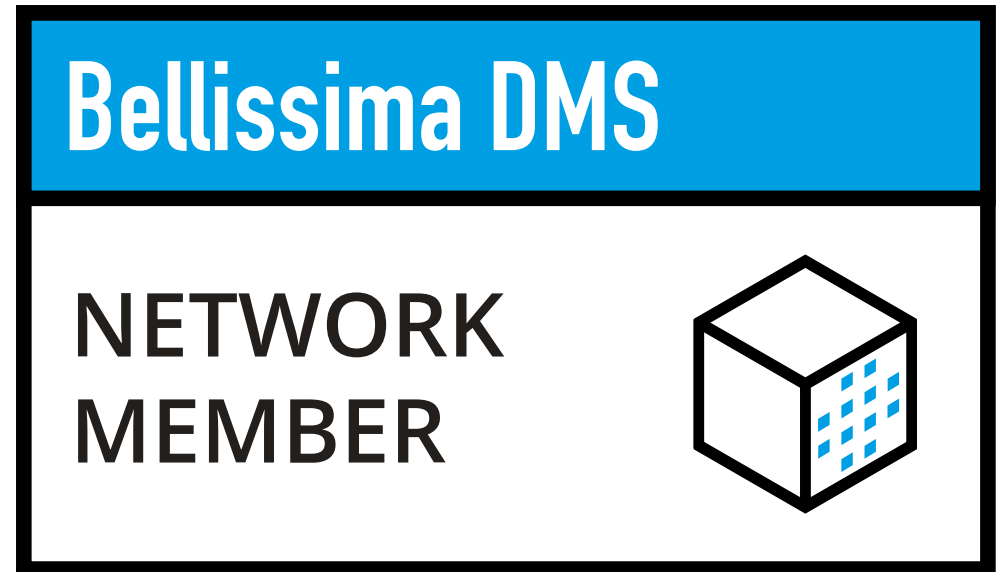
In these instances, you must inform Hamillroad marketing of the issue, detailing the brand guidelines and relevant contacts at the organisation.

Hamillroad marketing will then make contact with the brand to see whether it is possible to allow an exception.

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Bellissima Network Member

Display the Bellissima Network Member Badge on your website:

```
<a href="http://www.hamillroad.com/the-
bellissima-network/"><img
src="http://www.hamillroad.com/wp-
content/uploads/2020/12/NETWORK-MEMBER-
BADGE-2021.svg" alt="" width="250"
class="alignnone wp-image-5960 size-
medium" role="img" /></a>
```

Bellissima DMS

NETWORK MEMBER

Contacts

For any questions relating to the brand, please contact:

Marketing
Email: marketing@hamillroad.com