



BRAND GUIDELINES



INTRODUCTION

Welcome to the Humanetics brand guidelines.
This document has been created to provide guidance on how to apply our brand identity to ensure that it remains consistent and recognizable in all applications.

When do these guidelines apply? Always.

These guidelines apply to all of our written communications, for internal and external audiences, including emails, Word and PowerPoint documents, websites and professionally produced publications.

If you have any questions on the use of the brand guidelines, please email marketing@humaneticsgroup.com.

WELCOME

ABOUT HUMANETICS

Who we are	5
Our promise	6
Our purpose	7
Our values & culture	8
Brand tone	9
Our Corporate Structure	10
Our supporting lines	11
Our keywords	12
Using keywords	13

OUR LOGOS

Our corporate logo	15
Logo colors	16
Logo safe area	17
Our stacked logo	18
Stacked logo colors	19
We are Humanetics logo	20

OUR PRODUCT LOGOS

Primary vs secondary logos	22
----------------------------	----

LOGO RULES

Size and color restrictions	24
-----------------------------	----

OUR COLORS

Color palette	26
Humanetics shades and tints	27

TYPOGRAPHY

PHOTOGRAPHY

Primary photography style A	34
Primary photography style B	36
Team Member Photos Crash	37
Test Dummies style A Crash	38
Test Dummies style B Video	39
Video Guidelines	40

GRAPHIC ELEMENTS

Brand Motif	42
Icon style	43
Graphic Backgrounds	44
Product schematics	45



ABOUT HUMANETICS

WHO WE ARE

We are a high-tech engineering company operating in critical environments – like automotive, aerospace, defense, energy and medical – to protect people and advance their innovation.

Our technologies and solutions are applied differently across many overlapping high-growth industries.



Building on seven decades of crash prevention work, the innovations we pioneered are the world's most sophisticated physical and virtual simulation software in the industries we serve.

Our technology can be found in:

- Space as part of the testing process.
- Key component in developing autonomous vehicles.
- Car manufacturers - all of them.



Our database of digital human body models, simulation software, and decision tool software is used to:

- Make sure soldiers, pilots and surgeons have well-fitting PPE.
- Ensure operators of planes, trains, and vehicles can complete their jobs safely and comfortably.
- Simplify industrial engineering processes and assembly like machine automation, calibration, and resource management.



Our sensors solutions include laser-based engineering automation, custom strain gauge sensors, and specialized fiber optics used in critical and harsh environments. This segment of our offering is used in applications such as:

- Advanced surgical tools and devices.
- Laser micromachining of electronics.
- Haptic feedback control.

OUR PROMISE

We see beyond our technology to the engineering outcomes we enable, the innovation we inspire, and the lives we protect. Our sensory intelligence and precision engineering gives people control of critical environments and builds confidence in extraordinary innovation. **So, when we innovate, humans thrive.**¹

By putting humans in control, our engineering is always **protecting humans in motion.**²

1

We identified a cultural tension between the technology, artificial intelligence and automation that advances our world, and the damage that happens when they exert too much “control”.

There is a pervasive sense that many decisions made with AI, technology and software actually do NOT benefit humans and can make us more vulnerable to undisclosed risks.

Risks such as:

- Diminished privacy.
- System vulnerability.
- Critical loss of control in extreme circumstances like when autonomous vehicles crash, or aircraft software malfunctions.
- AI learning develops the biases it is intended to eradicate.

2

The tension Humanetics wants to solve, is to always **put humans in control of the technology**, of critical environments, and to be protected by the sensory intelligence that our solutions provide.

Our rationale behind “Protecting humans in motion” is both because it captures the direct outcome of our work in safety systems and because our sensory intelligence and precision engineering capabilities empower humans to be in control.

OUR PURPOSE

Our purpose is to enable and protect humans in motion in critical environments so that they can thrive. We strive to put humans at the center of industrial design.

Our engineers create sensors, fiber optics and laser micromachining systems that operate in high-tech industries crucial to improving our lives.

We are the pioneers of safety systems design for drivers, passengers, pilots and astronauts; we are also partners to the world's greatest engineering teams in science, energy, telecommunications and medical innovation.

We believe that progress is nothing unless it protects the people it is intended to advance; and technology is only as good as the control, confidence and freedom it delivers.

OUR VALUES & CULTURE

HUMAN-CENTRIC

Take a human-centric approach to serving our employees and customers.

Lead with humility and care - model the behaviors we aspire to.

Lead from the front and be answerable to the needs of the teams we serve.

Be Inclusive- create a space for all our differences.

Make people feel welcome and included in our culture.

Customer focus - aim to wow our customers.

Strive to know our customers needs and what keeps them awake at night.

OPEN & AGILE

Work with clear and open communication, then add a dose of fun.

Value Teamwork - think “we” before “me”.

Do what is right for the “team”.

Make it Fun.

Being the best should also be fun.

Open Communication - it is the primary weapon of top performing teams.

Tell your team what you’re going to do, what you're doing & what you’ve done.

Take pride in yourself and your team - it starts from the inside out.

Set the highest standards, and lead from the front.

INNOVATIVE & PROGRESSIVE

Take pride. Work hard. Seek to improve things. Make a difference.

Be accountable for your actions and work with integrity.

Don’t let the team down. Ask for help when you need it.

Keep a positive mindset and be open to the opportunity to grow.

Be the positive energy and embrace the opportunity to learn new things.

Seek to perform better every day and reward success.

Always look for ways to better service our customers and be the first to support team members when they do the same.

BRAND TONE

TONE



HUMAN-CENTRIC

Our lens on the world is first and foremost about people.

We want to include people in most of our visual imagery – the engineers, scientists and beneficiaries of our solutions.



OPTIMISTIC

Our innovation helps people and businesses to thrive.

We know there is a tension between technology that enables, and technology that takes control of our lives.

Our view is that we help clients deliver products that protect people and help them to thrive.



CONFIDENT

Our data-driven knowledge of critical environments gives us confidence that we understand dangers and can control risks.

Our confidence should include a commitment to simplifying complexity so that our clients can learn more from us.



GLOBAL

We bring a global perspective to business challenges and consumer needs.

Our ability to serve clients worldwide is important. We should also strive to bring knowledge from different regions to drive innovation.

FORM

We should always think about the human benefits as we tell our stories about the value we deliver.

Specify what type of sensor is being used and in simple terms how it creates intelligence that can be used to empower people.

Use data to show accuracy and how it gives people greater control – make it tangible for the layperson.

Show how AI and data are used to improve human control over future scenarios through modeling.

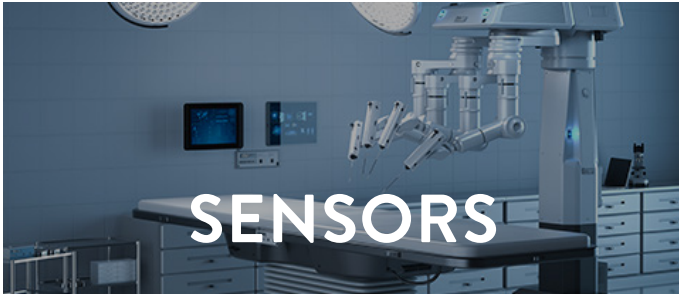
OUR COMPANY STRUCTURE



ATD & ROBOTIC PLATFORMS



SAFETY SIMULATION & SOFTWARE



SENSORS & PRECISION ENGINEERING

mobility, automotive & aerospace sectors

energy, medical, defense & industrial tech

ATD
ACTIVE SAFETY
TEST EQUIPMENT
CALIBRATION LABS
DAS & SENSORS



ATD CAE & HBM
ERGONOMICS
iSIZE & 3D BODY SCANNERS



OUR SUPPORTING LINES

The Humanetics brand uses a range of supporting lines, that apply across the groups.

Each supporting line is interchangeable, however consideration should always be given to the context of the document, or photograph used to help punctuate the purpose of the document/application.

Our supporting lines are:

Protecting humans in motion

When we innovate, humans thrive

Protecting human potential

Sensory intelligence

Informing innovation

Precision engineered

Intelligent sensors, engineered

Precision engineered sensors

Precise optical engineering

Intelligent optical engineering

OUR KEYWORDS

In some instances, new supporting lines and headlines are required to help reflect the context or audience for the material you are producing.

To ensure that this process is focused around our brand attributes, our keyword pool should always form the starting point.

The words below are a starting point for shared group characteristics from which headlines and supporting lines can be drawn:

- Prediction
- Simulation
- Accurate / Accuracy
- Manufacturing / Machine Automation
- Connected / Integrated Platforms
- Decision / Answer Products
- Innovative / Innovation
- Protecting / Protect / Protection
- Pioneer / Pioneering
- Inspired / Inspiring
- Informed / informing
- Intelligent / Intelligence
- Precision / Precise
- Engineered / Engineering
- Sensor / Sensory
- Optical / Fiber Optics
- Photonics / Lasers
- Efficient
- Sophisticated
- Human-centric
- Accelerated
- Specialist
- Excellence
- Expert

USING KEYWORDS

Here we have demonstrated how each group can use our keywords to evolve their language in a controlled way that remains consistent with the Humanetics brand language.

NOTE

These are examples only and present a suggestion for how each group could shape headlines and supporting lines.

PROTECTING
HUMAN POTENTIAL

↳ Intelligence with impact

INNOVATION
IN EVERY FIBER

↳ Engineered for excellence

SENSORY
INTELLIGENCE

↳ Precision in every environment

LASER
PRECISION

↳ Accuracy to the micron

STIMULATING
INFORMED DECISIONS

↳ Human-centric industrial design



OUR LOGOS

CORPORATE LOGO

The primary Humanetics logo is a fundamental element within our brand and should be respected when used to ensure it remains recognizable at any size and in any context.

The logo is primarily reserved for all communications. The following guidelines include clear instructions of how to use the logo appropriately.

The logo¹ consists of two parts, the circle icon and the words 'HUMANETICS' in a lockup.

MINIMUM SIZE

We recommend that in print the logo isn't displayed any smaller than 40mm in width.² There is no maximum size, but always consider what the most appropriate size is for the format in question.

USAGE

The Humanetics Corporate Logo should be used on all printed and digital material representing Humanetics. This includes the website, software, SharePoint, Word and PowerPoint documents, as well as internal communications.

The only exception is for material being distributed by one of our family companies. In these cases, approved logo should be used. **See page 10.**

Contact the marketing for assistance if you have questions that have not been addressed by the above guideline.

¹LOGO



²MINIMUM SIZE



LOGO COLORS

The primary Humanetics logo is available in a range of color lock-ups.

FULL-COLOR¹

The full-color version is primarily used, and should always appear on a white background.

FULL-COLOR WHITE²

The full-color white version may be used when the logo is required to sit on a darker background, ensuring that the background gives enough contrast to the wordmark so that it is clearly visible.

MONO BLACK³

A mono black logo should be used when single color print production is a requirement.

MONO WHITE⁴

In instances where the logo needs to sit on top of a photograph or dark background, the mono white version should be used.

¹FULL COLOR



²FULL COLOR WHITE



³MONO BLACK



⁴MONO WHITE



LOGO SAFE AREA

Safe areas are required around the logos to ensure that they are not crowded by supporting design elements.

The safe area is determined by half the height of the Humanetics circle icon.¹

¹SAFE AREA



OUR STACKED LOGO

The stacked Humanetics logo is a fundamental element within our brand and should be respected when used to ensure it remains recognizable at any size and in any context.

This logo lockup is primarily used when the required space allows for a vertical rather than a horizontal layout. The following guidelines include clear instructions of how to use the stacked logo lockup properly.

The logo¹ consists of two parts, the icon and the words 'HUMANETICS'.

MINIMUM SIZE

We recommend that in print the logo isn't displayed any smaller than 25mm in width.² There is no maximum size, but always consider what the most appropriate size is for the format in question.

USES

The Humanetics stacked logo should only be used to help maximize the logo footprint on facility signs, websites, event signs, and clothing. See examples in the facility and website sections.

¹LOGO



HUMANETICS

²MINIMUM SIZE



STACKED LOGO COLORS

The stacked Humanetics logo is available in a range of color applications.

FULL-COLOR¹

The full-color version is primarily used, and should always appear on a white background.

FULL-COLOR WHITE²

The full color white version may be used when the logo is required to sit onto a darker background, ensuring that the background gives enough contrast with the wordmark so that it is clearly visible.

MONO BLACK³

A mono black logo should be used when single color print production is a requirement.

MONO WHITE⁴

In instances where the logo needs to sit on top of a photograph or dark background, the mono white version should be used.

¹FULL COLOR



²FULL COLOR WHITE



³MONO BLACK



⁴MONO WHITE



WE ARE HUMANETICS LOGOS

The We Are Humanetics logo is a fundamental culture element within our brand.

While similar to the corporate logo, the two should not be used interchangeably. The culture logo¹ consists of three parts, (1) lock-up of 'We Are' in a thin font, (2) the circle icon, and (3) the words 'HUMANETICS'. The icon is spaced evenly between the two lock-ups and should not be altered.

MINIMUM SIZE

We recommend that in print the logo isn't displayed any smaller than 48mm in width.² There is no maximum size, but always consider what the most appropriate size is for the format in question.

USAGE

The We Are Humanetics Logo should not carry the full weight of the Humanetics logo on its own. It should be used as a closing statement.

This Logo should be used on all printed and digital material distributed to employees or used for hiring purposes. This includes the website, software, SharePoint, Word and PowerPoint documents, clothing, and signage.

If being used for one of our companies, the icon is available in the colors of the approved logo shown on [page 10](#).

Contact your local marketing team with questions about additional uses.

¹LOGO



²MINIMUM SIZE





OUR PRODUCT LOGOS

PRIMARY VS SECONDARY LOGOS

SAFETY

ATD & ROBOTIC PLATFORMS



DIGITAL

SAFETY SIMULATION & SOFTWARE



SENSORS

SENSORS & PRECISION ENGINEERING

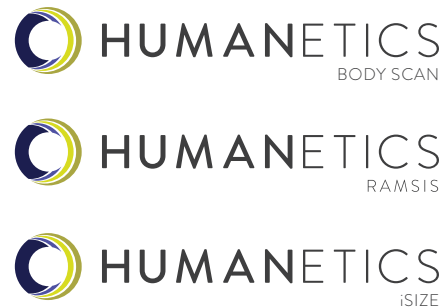


PRIMARY LOGOS

Primary logos are used on all outward and inward facing communication vehicles unless it is necessary to differentiate between products in order to facilitate in a migrating logo.

SECONDARY & PRODUCT LOGOS

These logos are used on existing products, existing external signage, and as a sub-brand at select events.





LOGO RULES

SIZE AND COLOR RESTRICTIONS

To ensure all versions of our corporate and product logos remain recognizable they must always be used as supplied and never modified or adapted in any way as this could weaken the Humanetics brand.

1. Do not distort the logo horizontally or vertically.
2. The logo must never appear at an angle or be rotated.
3. Do not add any effects or shadows to the logo.
4. The color of the logo must never be changed. See page 16 for approved color sets.
5. Typefaces must not be changed in the logo.
6. The logo should not be adapted or boxed out in any circumstances.
7. The logo should not be used on busy images or placed on backgrounds with poor contrast.
8. The icon should not be used in place of the entire logo or by itself unless as a watermark.

Please contact Humanetics to request the logo file required.

X



X



X



X



X



X



X



X





OUR COLORS

HUMANETICS COLOR PALETTE

Humanetics and each of our groups have a unique color palette to help differentiate them while still visually linking them to the Humanetics brand.

The primary color palette corresponds to the outermost ring to the right in each logos icon.

The secondary color palette can be used to supplement the primary palette during design.



PRIMARY COLOR PALETTE



C100 M87 Y0 K58 R0 G21 B58 #001554	C63 M50 Y0 K0 R106 G124 B189 #6A7CBD	C80 M22 Y37 K5 R0 G143 B154 #008F9A	C64 M0 Y20 K0 R71 G195 B211 #47C3D3	C25 M96 Y7 K38 R138 G23 B90 #8A175A	C29 M80 Y8 K12 R172 G72 B132 #AC4884
--	--	---	---	---	--



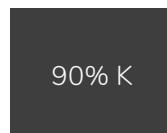
C0 M83 Y99 K4 R225 G68 B18 #E14412	C0 M40 Y97 K0 R247 G167 B0 #FF9E25	C37 M25 Y92 K2 R169 G166 B65 #A9A641	C20 M2 Y100 K0 R215 G218 B36 #D7DA24	C2 M50 Y100 K0 R241 G147 B32 #F19320	C1 M14 Y100 K0 R254 G213 B0 #FED500
--	--	--	--	--	---

SECONDARY COLOR PALETTE

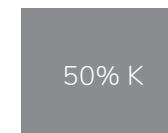


C82 M100 Y0 K4 R93 G0 B150 #5C068C	C80 M11 Y51 K22 R28 G130 B118 #008675	C39 M0 Y9 K0 R136 G220 B236 #A8DAE6	C39 M24 Y0 K0 R155 G175 B239 #A6B0DA	C0 M4 Y24 K0 R255 G243 B208 #FFF3D0	C82 M36 Y0 K0 R0 G133 B221 #0082BA	C100 M76 Y27 K12 R15 G66 B117 #004277
--	---	---	--	---	--	---

90% BLACK FOR BODY TEXT AND 50% BLACK MAY BE USED FOR SUPPORTING COPY.



90% Black
C0 M0 Y0 K90
R60 G60 B59
#3C3C3B



50% Black
C0 M0 Y0 K50
R157 G157 B157
#9D9D9C

HUMANETICS COLOR SHADES AND TINTS

Because Humanetics has a large portion of its work in the digital realm, we have identified a separate library of shades and tints that enable our development and programming teams to design within our corporate color family.

These hex-based shades and tints should be used inside all product windows ensuring that customers associate those windows with Humanetics.

If you are not sure that you are adhering to the color brand guidelines, please ask your marketing department.



R0 G19 B76 #00134c	R0 G17 B67 #001143	R0 G15 B59 #000f3b	R0 G13 B50 #000d32	R0 G11 B42 #000b2a	R0 G8 B34 #000822	R0 G6 B25 #000619	R0 G4 B17 #000411	R0 G2 B8 #000208
C100 M87 Y0 K58 R0 G21 B84 #001554								
R26 G44 B101 #1a2c65	R51 G68 B118 #334476	R77 G91 B135 #4d5b87	R102 G115 B152 #667398	R128 G138 B170 #808aaa	R153 G161 B187 #99a1bb	R179 G185 B204 #b3b9cc	R204 G208 B221 #ccd0dd	R230 G232 B238 #e6e8ee
R95 G112 B170 #5f70aa	R85 G99 B151 #556397	R64 G74 B113 #404a71	R64 G74 B113 #404a71	R53 G62 B95 #353e5f	R42 G50 B76 #2a324c	R32 G37 B57 #202539	R21 G25 B38 #151926	R11 G12 B19 #0b0c13
C63 M50 Y0 K0 R106 G124 B189 #6a7cbd								
R121 G137 B196 #7989c4	R136 G150 B202 #8896ca	R151 G163 B209 #97a3d1	R166 G176 B215 #a6b0d7	R181 G190 B222 #b5bede	R195 G203 B229 #c3cbe5	R210 G216 B235 #d2d8eb	R225 G229 B242 #e1e5f2	R240 G242 B248 #f0f2f8
R75 G66 B137 #4b4289	R66 G58 B122 #423a7a	R58 G51 B106 #3a336a	R50 G44 B91 #322c5b	R42 G37 B76 #2a254c	R33 G29 B61 #211d3d	R25 G22 B46 #19162e	R17 G15 B30 #110f1e	R8 G7 B15 #08070f
C81 M84 Y4 K0 R83 G72 B152 #534998								
R100 G91 B162 #645ba2	R117 G109 B173 #756dad	R135 G128 B183 #8780b7	R152 G146 B193 #9892c1	R169 G164 B204 #a9a4cc	R186 G182 B214 #bab6d6	R203 G200 B224 #cbc8e0	R221 G219 B234 #dddbea	R238 G237 B245 #eedf5
R138 G158B197 #8a9ec5	R122 G141 B175 #7a8daf	R107 G123 B153 #6b7b99	R92 G106 B131 #5c6a83	R77 G88 B110 #4d586e	R61 G70 B88 #3d4658	R46 G53 B66 #2e3542	R31 G35 B44 #1f232c	R15 G18 B22 #0f1216
C39 M24 Y0 K0 R153 G176 B219 #99b0db								
R163 G184 B223 #a3b8df	R173 G192 B226 #adc0e2	R184 G200 B230 #b8c8e6	R194 G208 B233 #c2d0e9	R204 G216 B237 #ccd8ed	R214 G223 B241 #d6dff1	R224 G231 B244 #e0e7f4	R235 G239 B248 #ebeff8	R245 G247 B251 #f5f7fb

SENSOR SHADES AND TINTS

Because Humanetics has a large portion of its work in the digital realm, we have identified a separate library of shades and tints that enable our development and programming teams to design within our corporate color family.

These hex-based shades and tints should be used inside all product windows ensuring that customers associate those windows with Humanetics.

If you are not sure that you are adhering to the color brand guidelines, please ask your marketing department.

R0 G127 B140 #007f8c	R0 G113 B124 #00717c	R0 G99 B109 #00636d	R0 G85 B93 #00555d	R0 G71 B78 #00474e	R0 G56 B62 #00383e	R0 G42 B46 #002a2e	R0 G28 B31 #001c1f	R0 G14 B15 #000e0f
-------------------------	-------------------------	------------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

C80 M22 Y37 K5 R0 G143 B154 #008f9a								
---	--	--	--	--	--	--	--	--

R26 G152 B165 #1a98a5	R51 G164 B175 #33a4af	R77 G175 B185 #4dafb9	R102 G187 B195 #66bbc3	R128 G198 B205 #80c6cd	R153 G209 B215 #99d1d7	R179 G221 B225 #b3dde1	R204 G232 B235 #cce8eb	R230 G244 B245 #e6f4f5
--------------------------	--------------------------	--------------------------	---------------------------	---------------------------	---------------------------	---------------------------	---------------------------	---------------------------

R64 G176 B190 #40b0be	R57 G156 B169 #399ca9	R50 G137 B148 #328994	R43 G117 B127 #2b757f	R36 G98 B106 #24626a	R28 G78 B84 #1c4e54	R21 G58 B63 #153a3f	R14 G39 B42 #0e272a	R7 G19 B21 #071315
--------------------------	--------------------------	--------------------------	--------------------------	-------------------------	------------------------	------------------------	------------------------	-----------------------

C64 M0 Y20 K0 R71 G195 B211 #47c3d3								
---	--	--	--	--	--	--	--	--

R89 G201 B215 #59c9d7	R108 G207 B220 #6ccfdc	R126 G213 B224 #7ed5e0	R145 G219 B229 #91dbe5	R163 G225 B233 #a3e1e9	R181 G231 B237 #b5e7ed	R200 G237 B242 #c8edf2	R218 G243 B246 #daf3f6	R237 G249 B251 #edf9fb
--------------------------	---------------------------	---------------------------	---------------------------	---------------------------	---------------------------	---------------------------	---------------------------	---------------------------

R124 G21 B81 #7c1551	R110 G18 B72 #6e1248	R97 G16 B63 #61103f	R83 G14 B54 #530e36	R69 G12 B45 #450c2d	R55 G9 B36 #370924	R41 G7 B27 #29071b	R28 G5 B18 #1c0512	R14 G2 B9 #0e0209
-------------------------	-------------------------	------------------------	------------------------	------------------------	-----------------------	-----------------------	-----------------------	----------------------

C25 M96 Y7 K38 R138 G23 B90 #8a175a								
---	--	--	--	--	--	--	--	--

R150 G46 B107 #962e6b	R161 G69 B123 #a1457b	R173 G93 B140 #ad5d8c	R185 G116 B156 #b9749c	R197 G139 B173 #c58bad	R208 G162 B189 #d0a2bd	R220 G185 B206 #dcb9ce	R232 G209 B222 #e8d1de	R243 G232 B239 #f3e8ef
--------------------------	--------------------------	--------------------------	---------------------------	---------------------------	---------------------------	---------------------------	---------------------------	---------------------------

R155 G65 B119 #9b4177	R138 G58 B106 #8a3a6a	R120 G60 B92 #78325c	R103 G43 B79 #672b4f	R86 G36 B66 #562442	R69 G29 B53 #451d35	R52 G22 B40 #341628	R34 G14 B26 #220e1a	R17 G7 B13 #11070d
--------------------------	--------------------------	-------------------------	-------------------------	------------------------	------------------------	------------------------	------------------------	-----------------------

C29 M80 Y8 K12 R172 G72 B132 #ac4884								
--	--	--	--	--	--	--	--	--

R180 G90 B144 #b45a90	R189 G109 B157 #bd6d9d	R197 G127 B169 #c57fa9	R205 G145 B181 #cd91b5	R214 G164 B194 #d6a4c2	R222 G182 B206 #deb6ce	R230 G200 B218 #e6c8da	R238 G218 B230 #eedae6	R247 G237 B243 #f7edf3
--------------------------	---------------------------	---------------------------	---------------------------	---------------------------	---------------------------	---------------------------	---------------------------	---------------------------



SENSOR SHADES AND TINTS

Because Humanetics has a large portion of its work in the digital realm, we have identified a separate library of shades and tints that enable our development and programming teams to design within our corporate color family.

These hex-based shades and tints should be used inside all product windows ensuring that customers associate those windows with Humanetics.

If you are not sure that you are adhering to the color brand guidelines, please ask your marketing department.

R203 G61 B16 #cb3d10	R180 G54 B14 #b4360e	R158 G48 B13 #9e300d	R135 G41 B9 #87290b	R113 G34 B42 #712209	R90 G27 B7 #5a1b07	R67 G20 B5 #431405	R45 G14 B4 #2d0e04	R22 G7 B2 #160702
C0 M83 Y99 K4 R225 G68 B18 #e14412								
R228 G87 B42 #e4572a	R231 G105 B65 #e76941	R234 G124 B89 #ea7c59	R237 G143 B113 #ed8f71	R240 G162 B137 #f0a289	R243 G180 B160 #f3b4a0	R246 G199 B184 #f6c7b8	R249 G218 B208 #f9dad0	R252 G236 B231 #fcece7
R222 G150 B0 #de9600	R198 G134 B0 #c68600	R173 G117 B0 #ad7500	R148 G100 B0 #946400	R124 G84 B0 #7c5400	R99 G67 B0 #634300	R74 G50 B0 #4a3200	R 49 G33 B 0 #312100	R25 G17 B0 #191100
C0 M40 Y97 K0 R247 G167 B0 #F7A700								
R248 G176 B26 #f8b01a	R249 G 185 B51 #f9b933	R 249 G193 B77 #f9c14d	R250 G202 B102 #faca66	R251 G211 B128 #fbd380	R252 G220 B153 #fcdc99	R253 G229 B179 #fde5b3	R253 G237 B204 #fdedcc	R254 G246 B230 #fef6e6



DIGITAL SHADES AND TINTS

Because Humanetics has a large portion of its work in the digital realm, we have identified a separate library of shades and tints that enable our development and programming teams to design within our corporate color family.

These hex-based shades and tints should be used inside all product windows ensuring that customers associate those windows with Humanetics.

If you are not sure that you are adhering to the color brand guidelines, please ask your marketing department.

R152 G149 B59 #98953b	R135 G133 B52 #878534	R118 G116 B46 #76742e	R101 G100 B39 #656427	R85 G83 B33 #555321	R68 G66 B26 #44421a	R51 G50 B19 #333213	R34 G33 B13 #22210d	R17 G17 B6 #111106
C37 M25 Y92 K2 R169 G166 B65 #a9a641								
R178 G175 B84 #b2af54	R186 G184 B103 #bab867	R195 G193 B122 #c3c17a	R203 G202 B141 #cbca8d	R212 G211 B160 #d4d3a0	R221 G219 B179 #ddd3b3	R229 G228 B198 #e5e4c6	R238 G237 B217 #eeedd9	R246 G246 B236 #f6f6ec
R194 G196 B32 #c2c420	R172 G174 B29 #acae1d	R151 G153 B25 #979919	R129 G131 B22 #818316	R108 G109 B18 #6c6d12	R86 G87 B14 #56570e	R64 G65 B11 #40410b	R43 G44 B7 #2b2c07	R21 G22 B4 #151604
C20 M2 Y100 K0 R215 G218 B36 #d7da24								
R219 G222 B58 #dbde3a	R223 G225 B80 #dfe150	R227 G229 B102 #e3e566	R 231 G233 B124 #e7e97c	R235 G237 B146 #ebed92	R2395 G240 B167 #eff0a7	R243 G244 B189 #f3f4bd	R247 G248 B211 #f7f8d3	R251 G251 B233 #fbfbe9



SAFETY SHADES AND TINTS

Because Humanetics has a large portion of its work in the digital realm, we have identified a separate library of shades and tints that enable our development and programming teams to design within our corporate color family.

These hex-based shades and tints should be used inside all product windows ensuring that customers associate those windows with Humanetics.

If you are not sure that you are adhering to the color brand guidelines, please ask your marketing department.

R217 G132 B29 #d9841d	R193 G118 B26 #c1761a	R169 G103 B22 #a96716	R145 G88 B19 #915813	R121 G74 B16 #794a10	R96 G59 B13 #603b0d	R72 G44 B10 #482c0a	R48 G29 B6 #301d06	R24 G15 B3 #180f03
C2 M50 Y100 K0 R241 G147 B32 #f19320								
R242 G158 B54 #f29e36	R244 G169 B77 #f4a94d	R245 G179 B99 #f5b363	R247 G190 B121 #f7be79	R248 G201 B144 #f8c990	R249 G212 B166 #f9d4a6	R251 G223 B188 #fbdfbc	R252 G233 B210 #fce9d2	R254 G244 B233 #fef4e9
R229 G192 B0 #e5c000	R203 G170 B0 #cbaa00	R178 G149 B0 #b29500	R152 G128 B0 #988000	R127 G107 B0 #7f6b00	R102 G85 B0 #665500	R76 G64 B0 #4c4000	R51 G43 B0 #332b00	R25 G21 B0 #191500
C1 M14 Y100 K0 R254 G213 B0 #fed500								
R254 G217 B26 #fed91a	R254 G221 B51 #fedd33	R254 G226 B77 #fee24d	R254 G230 B102 #fee666	R255 G234 B128 #ffea80	R255 G238 B153 #ffee99	R255 G242 B179 #fff2b3	R255 G247 B204 #fff7cc	R255 G251 B230 #fffbe6





TYPOGRAPHY

BRAND TYPEFACES

Brandon Grotesque should only appear in all caps and used for titles and sub headings. **Nunito** should appear as case sensitive and used for body copy. Examples of use can be seen on page 52 and throughout the brand guideline.

This treatment and these typefaces should carry through to any outward facing communications. The exception will be for programs that we have written as a part of our portfolio of products. Arial is acceptable if Brandon Grotesque or Nunito are not available to you.

Go [here](#) for instructions on how to download and use our corporate fonts.

BRANDON GROTESQUE MEDIUM AND LIGHT

A B C D E F G 0 1 2 3 4 5 ! ? / &
A B C D E F G 0 1 2 3 4 5 ! ? / &

[Download Brandon Grotesque](#)

NUNITO BOLD AND LIGHT

ABCDefg012345!/?/&
ABCDefg012345!/?/&

[Download Nunito](#)

ARIAL BOLD AND REG

ABCDefg012345!/?/&
ABCDefg012345!/?/&



PHOTOGRAPHY

PRIMARY PHOTOGRAPHY STYLE

Primary photography across Humanetics should conform to one of two styles.

Style A

Macro photography of people experiencing the outcomes of our technology (example: a family safe in their car, or people using 5G bandwidth in personal or professional settings).

Where appropriate, images should be light in tone, and use depth of field to help highlight the focus of the shot.

Where possible, try to choose imagery that contains a hue from the color palette, or recolor the image accordingly.

Please be aware of people traveling in mobility. When appropriate, they must be shown wearing seatbelts.

[For full image library click here.](#)

NOTE

You may also use this style as a greyscale (black and white) image.



PRIMARY PHOTOGRAPHY STYLE

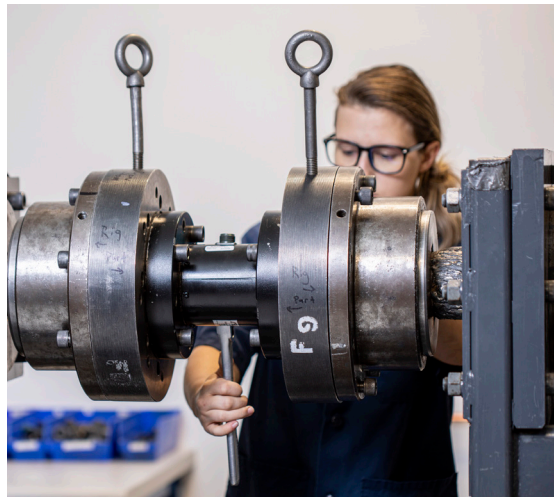
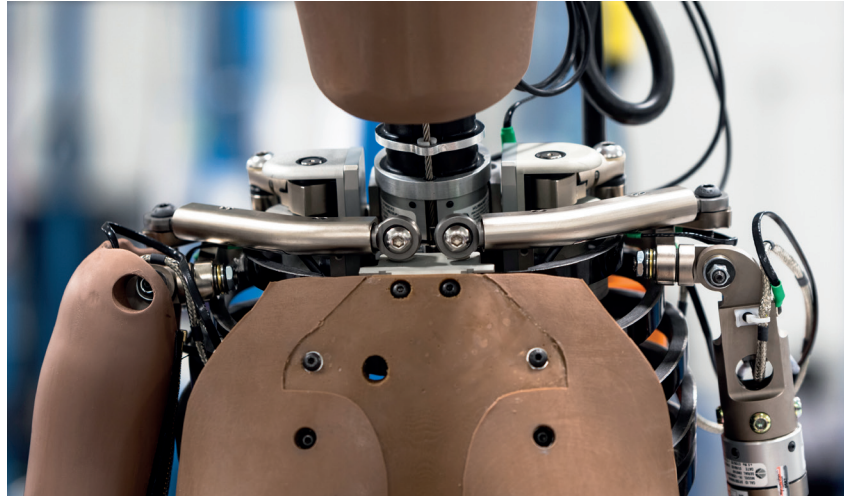
Style B

Product imagery focusing on a technical aspect/ product, whilst displaying human interaction with the product, process or machinery.

Images should be light in tone, and use depth of field to help highlight the focus of the shot.

Where possible, try to choose imagery that contains a hue from the relevant color palette, or recolor the image accordingly.

[For full image library click here.](#)



NOTE!

You may also use this style as a greyscale (black and white) image.

HUMANETICS TEAM MEMBERS

HUMANETICS TEAM MEMBERS

Style A | Formal Portraits

Images should be light in tone, and use depth of field to help highlight the focus of the shot.

Shots of our executive team should portray them looking relaxed, smiling and comfortable.



Style B | Informal | Candid Shots

Images should be styled to look as though we are catching our subject in the middle of something. We again require depth of field to highlight the interaction. Because many of our products and processes are highly technical it is also necessary to set the shot as cleanly as possible without drawing the eye and thus the brain to try to figure out what it is looking at.



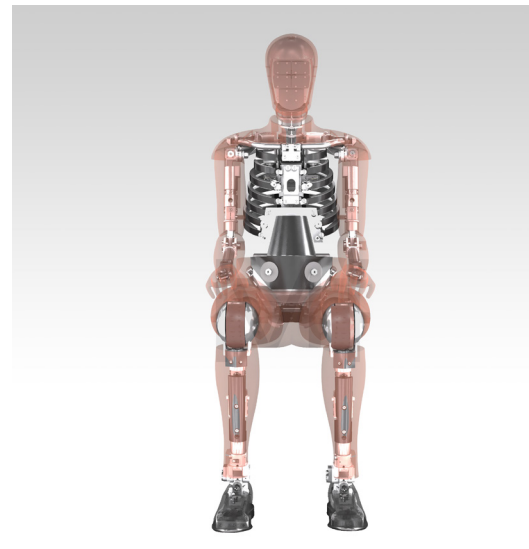
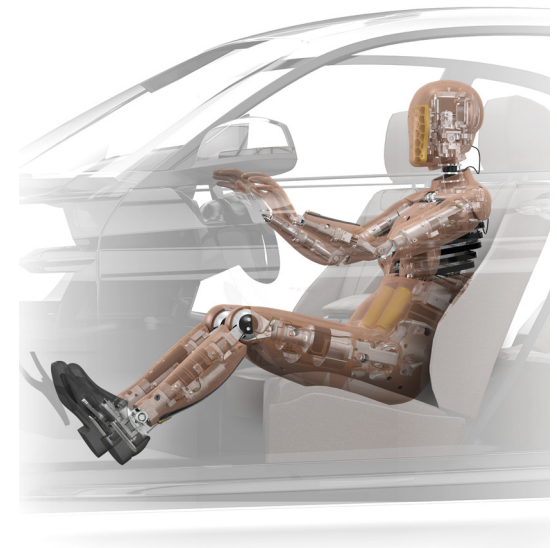
CRASH TEST ANTHROPOMORPHIC TEST DEVICES

When commissioning 3D imagery of Humanetics Test ATDs, the general style should be derived from the examples shown here and on page 50.

Style A

A dark background may be used to form a good contrast with the dummy, and it is important to show the technical construction accurately to ensure it is shown to as high a standard as possible.

In some instances it may be relevant to show a cutaway version, highlighting the inner mechanics of the dummy.



CRASH TEST ANTHROPOMORPHIC TEST DEVICES

Style B

A light background may be used when it is important that darker elements of the construction are not lost against the background color. It is important to show the technical construction accurately to ensure it is shown to as high a standard as possible.



VIDEO GUIDELINES

Size

Videos should be created in a dimension of 16:9 with e.g. the size of 1920 x 1080 px or 1280 x 720 px.

Logo

Logo should be shown in videos both in the beginning and the end of the video. Additionally the logo can be placed throughout the video either on the top right or bottom right corner. Videos can either end with the corporate logo or the cultural logo of WE ARE [ICON] HUMANETCS.

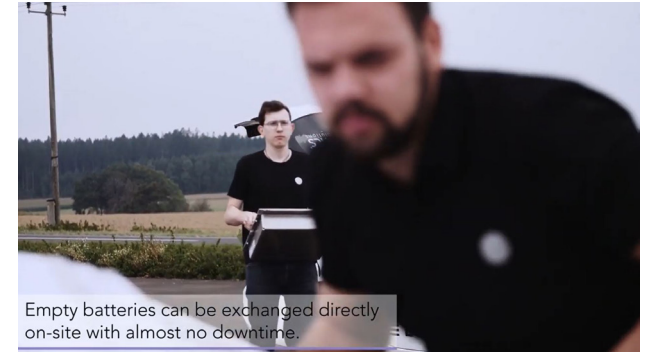
Color

Where appropriate, videos should be light in tone, and use depth of field to help highlight the focus of the shot.

Where possible, try to choose videos that contain a hue from the relevant group color palette, or slightly recolor the video accordingly.

Font

Our brand typefaces are Brandon Grotesque, for use in headlines and sub headings and Nunito for body copy. Brandon Grotesque should only appear in ALL CAPS whereas Nunito should only appear in upper/lower case mix. Letters should be either White or 90% Black, depending on the darkness of the imagery. If lighting is inconsistent throughout the clip, bars in with reduced transparency (30% - 40%) can be put in the background for better visibility.





GRAPHIC ELEMENTS

BRAND MOTIF

Within the Humanetics brand toolkit, we use our icon as an element to elevate design layouts, and to strengthen our brand recognition.

The icon is derived from within our Branding and Product logos. When used alone, it only appears as either:

50% opacity in white on a photograph¹

OR

90% tint of it's background color²

We only use this graphic placed bottom left, unless otherwise agreed upon with Humanetics.

Our icon should not be used as a design element such as a bullet point. Additionally, the icon should adhere to the same spacing requirements as the full logo e.i. appropriate space around the logo to maintain it's integrity.

¹50% OPACITY IN WHITE



²90% TINT OF THE BACKGROUND COLOR



ICON STYLE

Each Humanetics group aligns on the style of the icon they use as visual cues when communicating.

These examples show our current style. if you are in need of a new icon, please contact your marketing department.

Icons are always used in white, the group's primary color or 90% grey.

All new icons should be approved by Humanetics before use. Contact marketing@humaneticsgroup.com for approval.

NOTE

There is always ongoing development of brand icons across Humanetics. As a result, the examples shown here will be updated as required.

HUMANETICS EXAMPLES



ATDS



Sensors



CAE



Active safety



Test equipment

SENSOR EXAMPLES



MM fiber



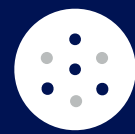
Spun fiber



Services



GainMaster

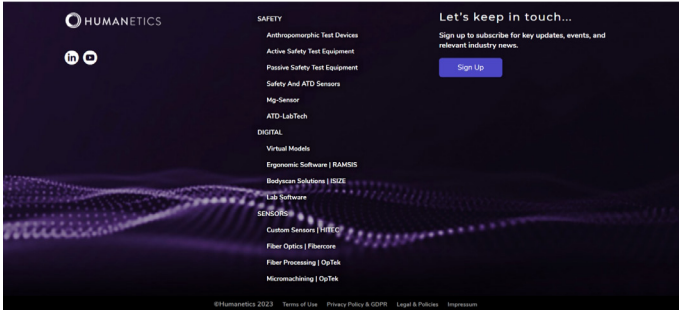
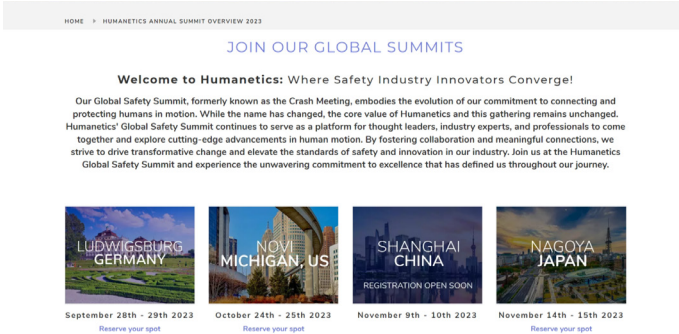


Multicore

GRAPHIC BACKGROUNDS

Static and animated graphics can be used to add motion or data elements to a presentation, video, digital content, and printed material.

Contact the marketing department for variations of graphic backgrounds to use or with questions that have not been answered by the guidelines.

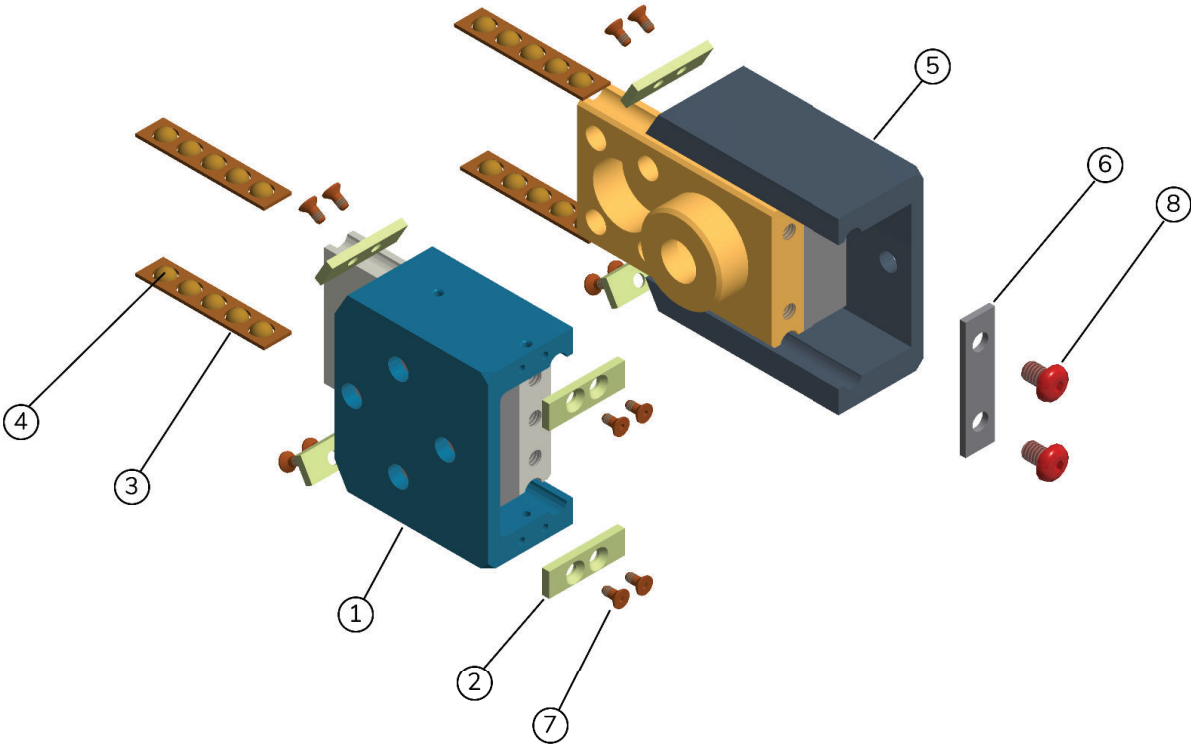


PRODUCT SCHEMATICS

When producing exploded views and schematics for product brochures and related materials, it is important to adhere to the style shown here.

3D renderings of products or components should always be represented in isometric profile to show the relative size and shape of the components and products.

All labels should be produced using Nunito Regular in 90% black to remain brand consistent.



QUESTIONS?

If you have any questions about this document or for more information, please contact:

marketing@humaneticsgroup.com