

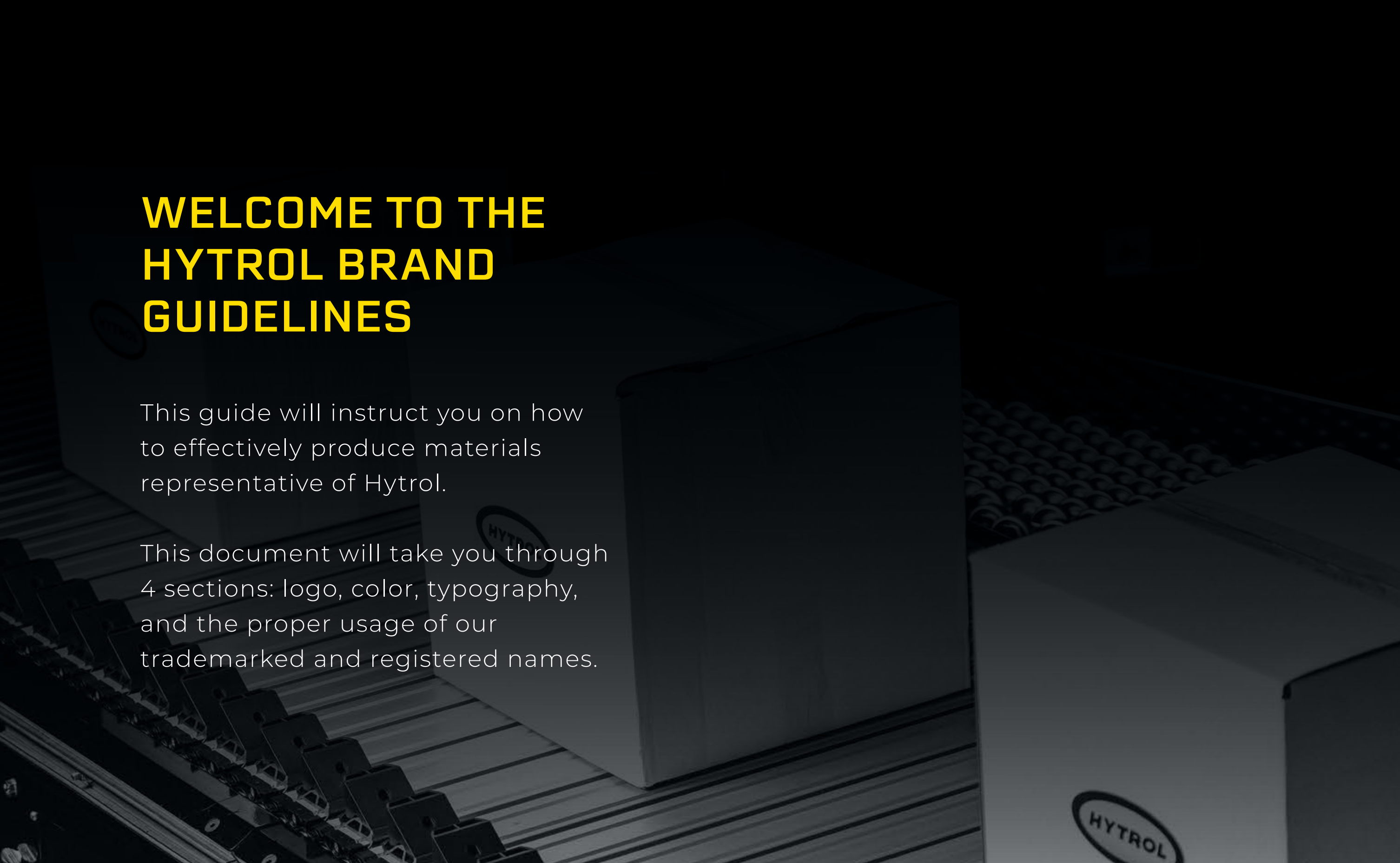


2025 BRAND GUIDELINES

WELCOME TO THE HYTROL BRAND GUIDELINES

This guide will instruct you on how to effectively produce materials representative of Hytrol.

This document will take you through 4 sections: logo, color, typography, and the proper usage of our trademarked and registered names.



LOGO VARIATIONS

Our logo may be used in color, white, or Hytrol black. Use the elements in your piece of communication to determine the correct version to use for maximum contrast and clarity.



① Color logo for white, Hytrol yellow, Hytrol blue, or light backgrounds.

② White logo for dark backgrounds.

③ Hytrol black logo for colorful backgrounds.



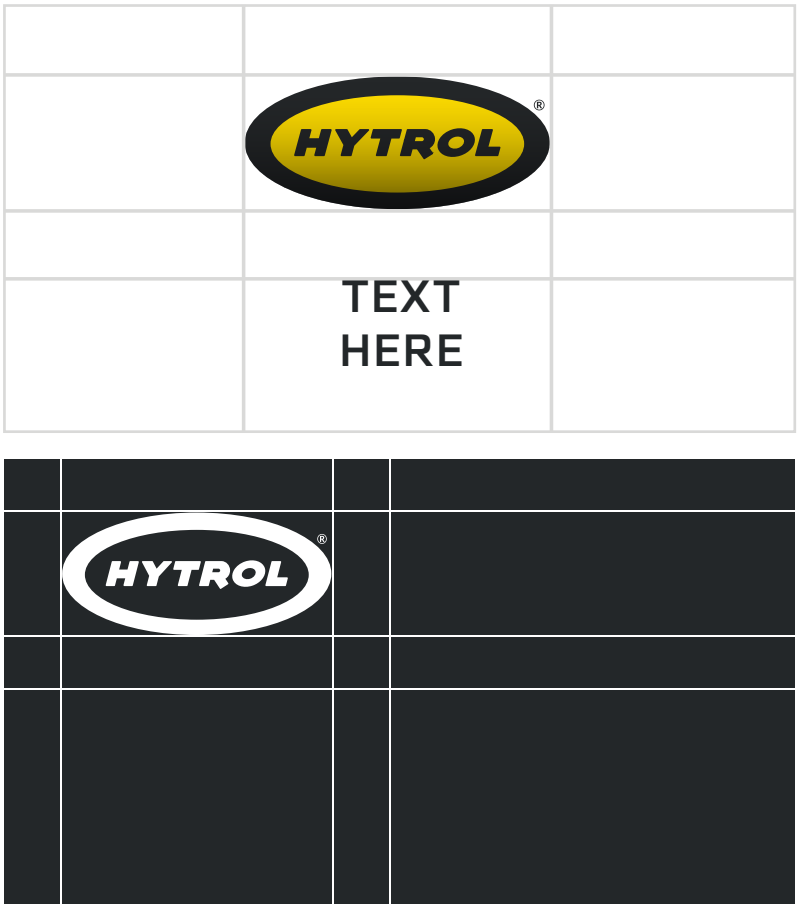
CLEAR SPACE

Minimum Size

For clarity across digital and print applications, the logo should never be reproduced at any size below .75" in width.

Clear Space

To look its best, our logo needs adequate clear space to stand out. This space should be equal to half the height of the logo.

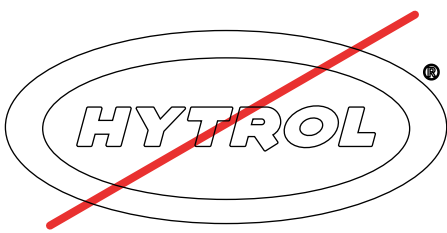


OUR LOGO IS OUR MOST VALUABLE ASSET. HONOR IT WITH THE UTMOST REGARD AND CARE.

Don't remove the registration symbol.



Don't outline the logo.



Don't distort the logo.



Don't use the outdated logo.



Don't angle the logo.



Don't replace Hytrol with other words in the logo.



Don't use any colors other than the specified colors.



Don't add any effects.



Don't change the color logo to black and white.



Don't fill in the oval on the black logo.



HYTROL PRODUCT LOGOS

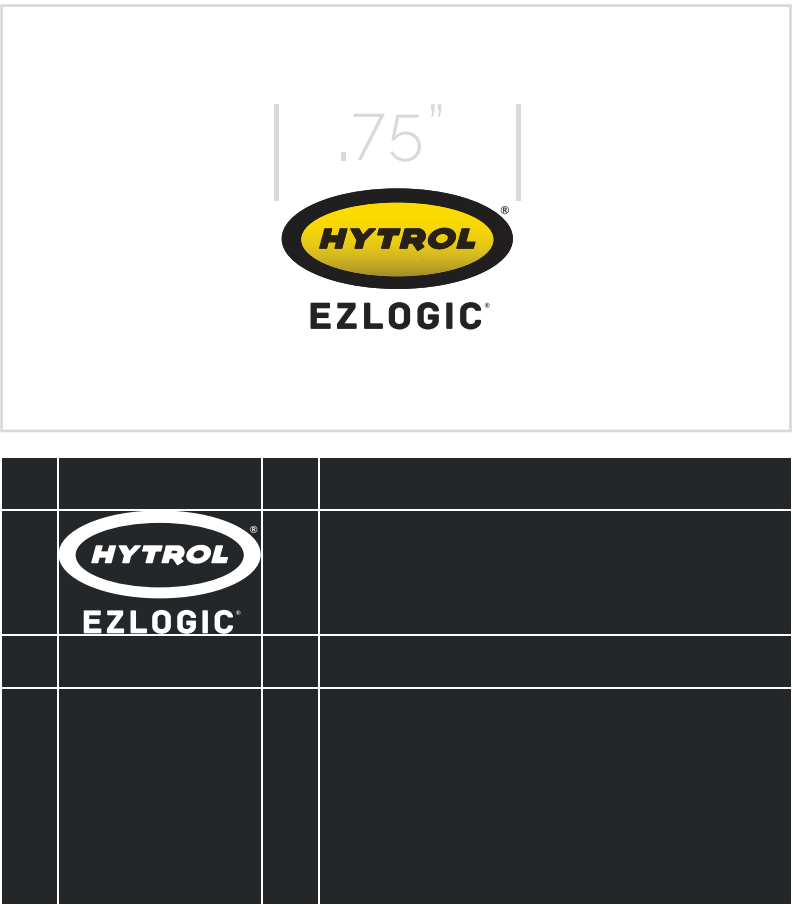
Hytrol product logos are available in color, all black, and all-white.

Minimum Size

For clarity across digital and print applications, the logo should never be reproduced at any size below .75" in width.

Clear Space

To look its best, our logo needs adequate clear space to stand out. This space should be equal to half the height of the logo.



HYTROL PRODUCT LOGOS

All of the product logos are graphically similar to the Hytrol logo. Do not alter the marks or change the size or location of the type in relation to the oval. When typing the names that are trademarked or registered, make sure to include the symbols on the first reference only.

E24™
Written as E24.

E24+™
Written as E24+.

E24™
Written as E24i.



HYTROL PRODUCT LOGOS

EZDRIVE™
Written as EZDrive.

EZLOGIC®
Written as EZLogic.

EZLOGIC OS
Written as EZLogic OS.



HYTROL PRODUCT LOGOS

GAPLOGIX®
Written as GapLogix.

GEN3™
Written as EZLogic.

MYHYTROL
Written as myHytrol.



HYTROL PRODUCT LOGOS

SORTLOGIX®
Written as SortLogix.

TOOLBOX
Written as Toolbox.

ZIPLOGIX®
Written as ZipLogix.



HYTROL PRODUCT LOGOS

PLUG-N-GO®
Written as Plug-N-Go.

PROLOGIX®
Written as ProLogix.

PROSORT
Written as ProSort.



HYTROL SERVICE LOGOS

Hytrol product logos are available in color, all black, and all-white.

Minimum Size

For clarity across digital and print applications, the logo should never be reproduced at any size below 1.5” in width.

Clear Space

To look its best, our logo needs adequate clear space to stand out. This space should be equal to half the height of the logo.



HYTROL SERVICE LOGOS

All of the service logos are graphically similar to the Hytrol logo. Do not alter the marks or change the size or location of the type in relation to the oval.

DAN'S HEALTH CLUB
Written as Dan's Health Club.

MEDICAL CLINIC
Written as Medical Clinic.



BRAND COLORS

Color is an essential part of our brand. It's what makes a piece of collateral immediately recognizable as Hytrol's. We are known for our bright yellow.

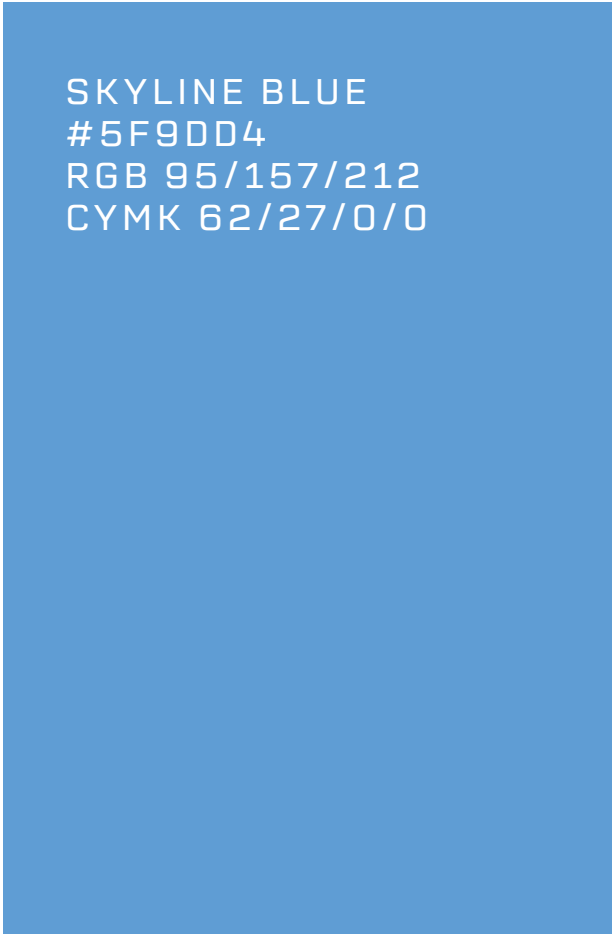
PRIMARY COLORS

Primary colors are the core colors that define Hytrol’s visual identity. These are the foundational colors chosen to represent Hytrol and are used most frequently in our logo, website, and marketing materials.

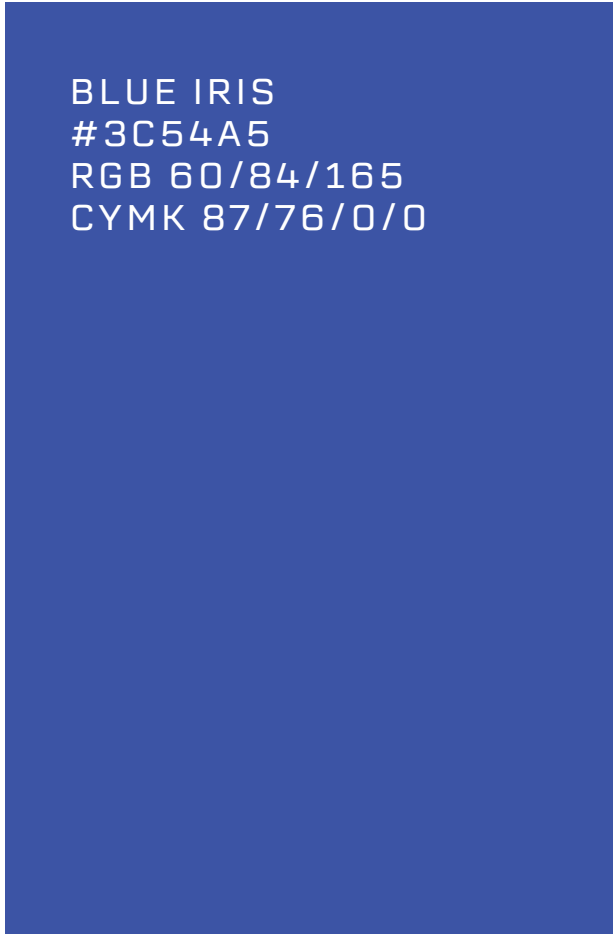
YELLOW #FFDD00 RGB: 255/221/0 CMYK: 2/9/100/0 PANTONE: YELLOW C	BLACK #232729 RGB: 35/39/41 CMYK: 74/65/62/68 PANTONE: NEUTRAL BLACK C	LIGHT GRAY #E7E7E7 RGB: 231/231/231 CMYK: 8/6/6/0 PANTONE: COOL GRAY 1 C	WHITE #FFFFFF RGB: 255/255/255 CMYK: 0/0/0/0
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SECONDARY COLORS

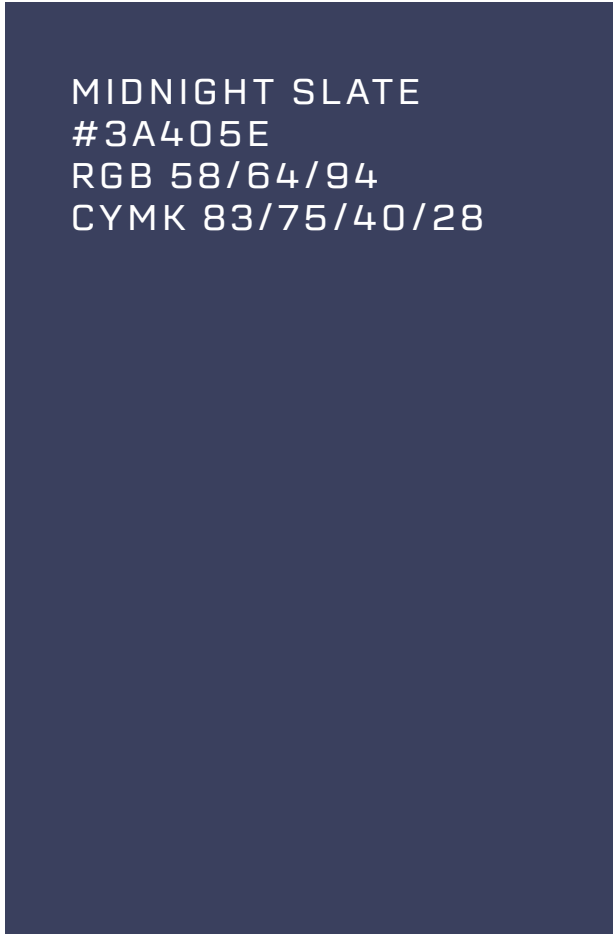
Secondary colors are used to support and enhance the primary colors, adding depth and interest to the brand's visual identity while maintaining a cohesive and balanced overall look.



SKYLINE BLUE
#5F9DD4
RGB 95/157/212
CMYK 62/27/0/0



BLUE IRIS
#3C54A5
RGB 60/84/165
CMYK 87/76/0/0



MIDNIGHT SLATE
#3A405E
RGB 58/64/94
CMYK 83/75/40/28



FOREST CANOPY
#395B46
RGB 57/91/70
CMYK 76/43/74/34

TERTIARY [NEUTRALS]

Tertiary colors support Hytrol's brand by adding depth and contrast. Used sparingly, they enhance designs, maintain cohesion, and complement primary and secondary colors across various applications.

DRIFTWOOD BROWN
#56514A
RGB 86/81/74
CYMK 60/57/61/36

SOFT SAND
#D9D1C7
RGB 217/209/199
CYMK 14/14/19/0

SILVER MIST
#AEADA E
RGB 174/173/174
CYMK 33/27/27/0

TYPOGRAPHY

Typography defines the fonts, styles, and usage rules to create a consistent and recognizable visual identity. It ensures that text across all brand materials aligns with the brand's personality and maintains readability.

PRIMARY HEADER FONT

We have one typeface we use for all of our headlines: **Erbaum**.

Download:

To download Erbaum, contact the Marketing Manager, smadden@hytrol.com, or the Multimedia Specialist, tdorton@hytrol.com.

ERBAUM FONT FAMILY BY INHOUSE TYPE

HYTROL CONVEYOR COMPANY

ERBAUM – THIN

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&*

ERBAUM – BOOK

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&*

ERBAUM – MEDIUM

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&*

ERBAUM – BLACK

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&*

ERBAUM – LIGHT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&*

ERBAUM – REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&*

ERBAUM – BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&*

PRIMARY BODY FONT

We have one typeface we use for all of our body text and occasionally headline: **Montserrat**.

Download:
<https://fonts.google.com/specimen/Montserrat>

RALEWAY FONT FAMILY BY MAT MCLNERNEY

HYTROL CONVEYOR COMPANY

MONTERRAT – THIN

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&*

MONTERRAT – EXTRA LIGHT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&*

MONTERRAT – LIGHT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&*

MONTERRAT – REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&*

MONTERRAT – BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&*

MONTERRAT – BLACK

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&*

TYPE HIERARCHY

Use the following example as a guideline for writing and designing copy.

ERBAUM – BLACK

INDUSTRY EXPERTS FOR 75 YEARS AND COUNTING.

ERBAUM – MEDIUM

LET'S GET STARTED.

MONTSERRAT – REGULAR

Hytrol is a world leader in the design and manufacturing of material handling systems for a variety of industries. Since we were founded in 1947, we've dedicated ourselves to studying and pushing forward the industry we're a part of. We seek to be a company people want to work with, want to work for, and want in the communities in which we do business. The material handling industry is full of an incredible variety of technology that changes the lives of people every day. That technology carries medicine to hospitals, toys to children on their birthdays, and food to the stores you shop at every week. We're proud to be a leader in material handling, and excited for what the future holds.

TAGLINE

A tagline is a concise and catchy phrase that encapsulates a brand's core message, mission, or unique value. It helps communicate the brand's identity and leaves a lasting impression on customers. A well-crafted tagline can differentiate the brand and build recognition.

TAGLINE

Hytrol's tagline is Lead the Way. Lead the Way represents Hytrol's commitment to innovation and leadership while also paying homage to the original tagline: Hytrol Leads the Way!

When using a tagline, Lead the Way should always be used. Refrain from using retired taglines or materials that include retired taglines.

To the right are a few examples of how Lead the Way can be used.

Retired taglines:

2012: Experience the Advantage

1990: Systems. Solutions. Service.

1967: Hytrol leads the way!



TRADEMARKED & REGISTERED NAMES

A registered name is a brand's official, protected name, while a trademark is a unique symbol or phrase that distinguishes the brand. Both protect the brand's identity from unauthorized use.

TRADEMARKED AND REGISTERED NAMES

Always apply the trademark or registration symbol to the following names on first reference:

E24™

E24+™

E24i™

EZDrive® System

EZLogic® Accumulation System

GapLogix® Gapper Control

GEN3™

Plug-N-Go® Cabling System

ProLogix® Sorter Control

SortLogix® Sorter Control

ZipLogix® Combiner Control

The statement that goes at the end of documents should list only the marks that are used in the document.

They should appear in the following order: trademarks first, then registered trademarks. The correct verbiage is:

“xxx and xxx are trademarks, and xxx, xxx, and xxx are registered trademarks of Hytrol in the U.S. and certain other countries. All other trademarks mentioned in this document are the property of their respective owners.”

TRADEMARKED AND REGISTERED NAMES

To create symbols such as a trademark or registration character, please refer to the following list of keyboard shortcuts.

Note: Be sure to use the number pad to key in shortcuts.

FOR A PC:

Copyright ©	ALT + CTRL + C
Copyright ©	ALT + 0169
Registration ®	ALT + 0174
Trademark ™	ALT + 0153

FOR A MAC:

Copyright ©	OPTION [ALT] + G
Registration ®	OPTION [ALT] + R
Trademark ™	OPTION [ALT] + 2