HYTROL®

BRAND GUIDELINES
2023

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

LOGO COLOR

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.
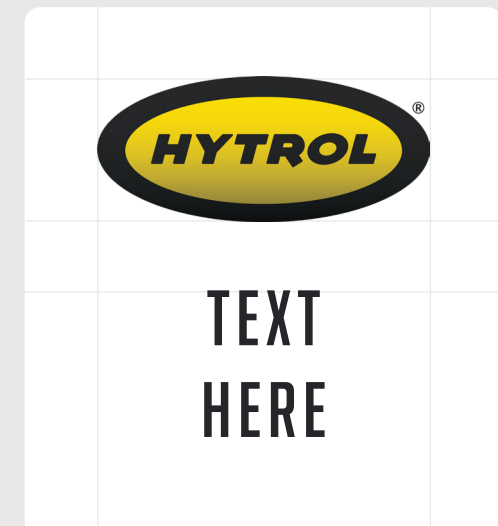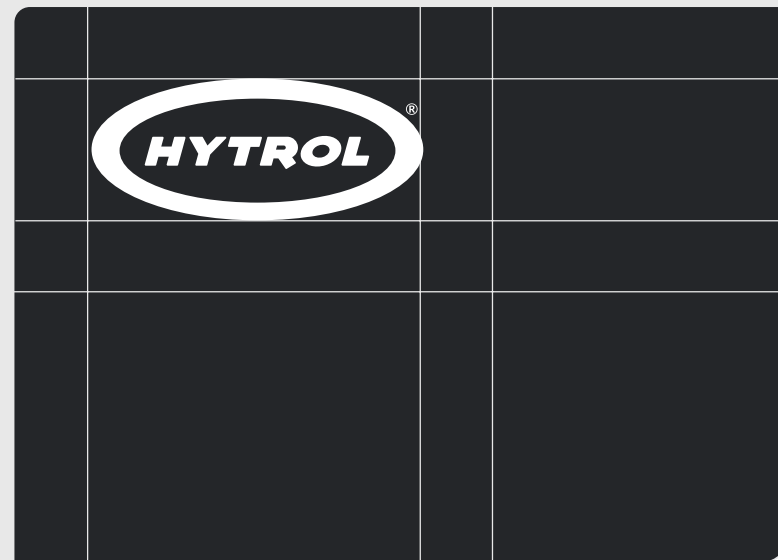
③ Hytrol black logo for colorful backgrounds.

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.

1/2x

1x

1/2x

.75"

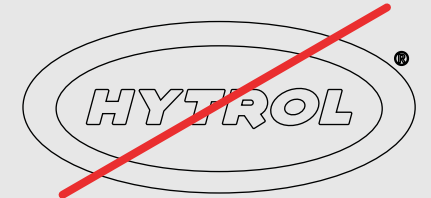TEXT HERE

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Don't use the outdated logo.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, Hytrol product logos should never be reproduced at any size below .75" in width.

CLEAR SPACE

To look their best, the Hytrol product logos need 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+.

E24i™

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.
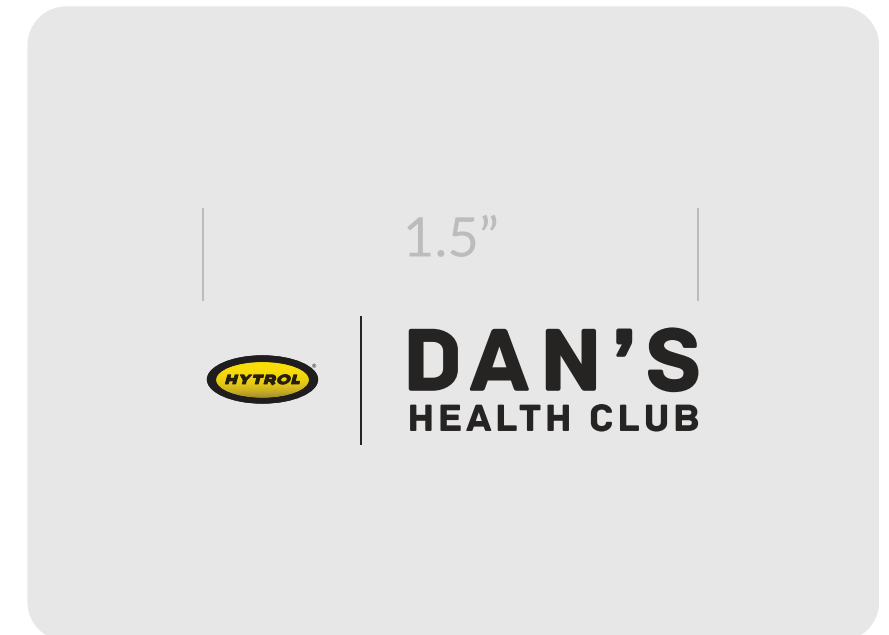
HYTROL PROGRAM LOGOS

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

MINIMUM SIZE

For clarity across digital and print applications, Hytrol program logos should never be reproduced at any size below 1.5" in width.

CLEAR SPACE

To look their best, the Hytrol program logos need adequate clear space to stand out. We have defined these parameters as equal to half the height of the logo.
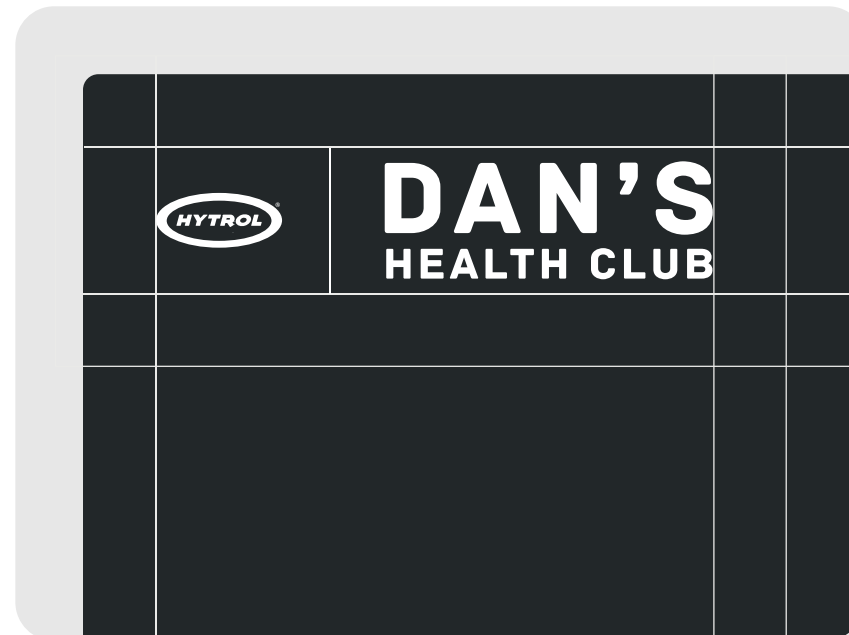
HYTROL PROGRAM LOGOS

All of the program 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.

TRAINING & DEVELOPMENT

Written as Training & Development.

COLOR

PRIMARY 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.

Our main colors are yellow, black, light gray, and white.

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

SECONDARY COLOR

Our secondary color is blue. Remember when using this color that the Hytrol brand is defined by its use of yellow.

Be mindful with the use of our secondary color.

Blue

#5F9ED5

RGB: 95/158/213

CMYK: 61/27/0/0

Pantone: P 109-5 C

TYPOGRAPHY

PRIMARY HEADER TYPE

We have one typeface we use for all of our headlines: Big Noodle.

Download:

dafont.com/
bignoodletitling.font

BIG NOODLE TITLING BY SENTINEL TYPE

ABCDEFG1234!?%

HYTROL CONVEYOR COMPANY

BIG NOODLE TITLING

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#$%&*

BIG NOODLE TITLING OBLIQUE

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#$%&*

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HYTROL

PRIMARY BODY TYPE

We have one typeface we use for all of our body text and occasionally headlines: Lato.

Download:

fontsquirrel.com/fonts/lato

If you are unable to use Lato, the recommended typeface is Arial Narrow.

Lato Regular by Lukasz Dziedzic

AaBbCc

Hytrol Conveyor Company

Lato Bold

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#$%&*

Lato Light

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#$%&*

TYPE HIERARCHY

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

Headline: Big Noodle

INDUSTRY EXPERTS FOR 75 YEARS AND COUNTING.

Subline: Big Noodle

LET'S GET STARTED.

Body Copy: Lato 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

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!

LEAD THE WAY

LEAD
THE WAY

LEAD THE WAY

TRADEMARKED & REGISTERED NAMES

TRADEMARKED AND REGISTERED NAMES

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

E24™	GEN3™
E24+™	Plug-N-Go® Cabling System
E24i™	ProLogix® Sorter Control
EZDrive® System	SortLogix® Sorter Control
EZLogic® Accumulation System	ZipLogix® Combiner Control
GapLogix® Gapper 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