



**HOGUE<sup>®</sup>**

**KNIVES**

BRAND BOOK V 1.0



MAKING PRECISION TOOLS  
ISN'T JUST A JOB,  
IT'S IN OUR BLOOD.

# THE HOGUE KNIVES® BRAND BOOK

## INTRODUCTION 1.1

The Hogue Knives® brand is a valuable asset to Hogue® Inc. Proper usage of our Trademarks, Wordmarks, Logotypes, colors and imagery contained in the Branding Guidelines are required to be followed when licensing or representing Hogue® products.

Following the Branding Guidelines ensure that brand assets are used properly and consistently in all internal and external communications.

Continuity in the implementation of Branding Guidelines maximizes our brand voice and creates a strong and recognizable visual presence and message.

## APPROVAL PROCESS 1.2

Hogue® Inc needs to review marketing collateral, promotional materials, advertisements etc. that contain the Hogue® Logotype, Wordmark or imagery prior to release. Please allow 3 business days for review.

Approvals and questions about the integration of materials herein can be directed to Ryder Jones [ryder@hogueinc.com](mailto:ryder@hogueinc.com) or Bill Crook [bill@hogueinc.com](mailto:bill@hogueinc.com)

# PROMISE

Precision built,  
high performance knives,  
proudly made in the USA.



## POSITION

Hogue Knives® solidly places emphasis on sound engineering and precision manufacturing that lead to superior fit, finish and function.

The key figures responsible for producing Hogue Knives® understand and oversee each step of the process all the way from design, through prototyping and on to the final fit, finish and function.

Involvement on every level allows for a fluid production cycle and an attention to detail virtually unseen at our price point.

Because Hogue is a family run business, our executive team takes great pride in the knives that we produce.



# BRAND ATTRIBUTES



# PRECISION

At the heart of the products we make.



## DEPENDABILITY

We are reliable and trustworthy.  
So are our knives.





# PROUDLY MADE IN THE USA

Not just supporting our economy but also allowing us to be involved in every step of the process.



# COPY

Our copy tone is inspired by the confidence and pride we have in our knives. It speaks to our hard work and stringent standards of precision and quality. While standing tall, our communications are never arrogant.

Our communications should be straight to the point with strong titles that talk about our brand's key attributes and those of the products.

Use minimal wording when writing. Don't be clever for being clever's sake. Convoluted copy is a misuse of valuable reader attention and space.

Distill messages to their upmost potency - Create strong messages.

There is usually a clear, clean way to communicate an idea. It should be a goal to find concise ways of describing our knives.

Lastly our copy should be educational. It's easy to take our product knowledge for granted. After all, we are experts.

Help our customers understand why Hogue Knives® are exceptional.

HONEST

SUCCINCT

INFORMATIVE

STRONG

CONFIDENT

FAIR

# TYPOGRAPHY

## TITLE/HEADER FONTS 2.1

Titles like “Knives” as in Hogue Knives® is capitalized in :

**EUROSTILE BOLD EXTENDED** ✓

With a tracking set to -7

Product Names and Secondary Headers are capitalized in

EUROSTILE EXTENDED

e.g.:

EX-01 ✓

Headings are capitalized in :

EUROSTILE MEDIUM

eg.:

JANUARY 2016 NEWSLETTER ✓

*\*Eurostile is licensed through Nebiolo (Microsoft Typography).*

## BODY FONTS 2.2

The Helvetica typeface is used in our copy body

The following fonts are acceptable :

### PRIMARY (Always acceptable)

Capitalized, Lower case and all caps. ✓

Helvetica Regular - HELVETICA REGULAR ✓

**Helvetica Bold - HELVETICA BOLD** ✓

### SECONDARY (Sometimes acceptable)

Helvetica Light - HELVETICA LIGHT ✓

### Capitalized and Lower Case

e.g.:

*Helvetica Oblique* ✓

~~HELVETICA OBLIQUE~~ ✗

*Helvetica Light Oblique*

~~HELVETICA LIGHT OBLIQUE~~ ✗

# COLORS

## GOLD

## GRAY

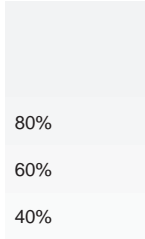
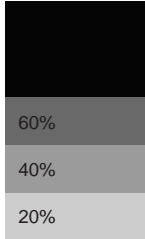
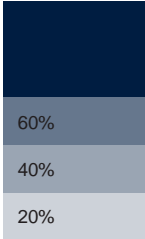
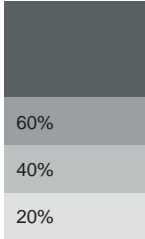
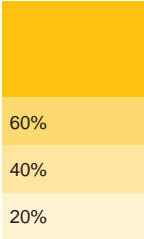
## MIDNIGHT

## BLACK

## SILVER

SOLID

TINTS



**RGB FOR SCREEN**

R 253  
G 194  
B 15

Hexdecimal : #FDC20F

**RGB FOR SCREEN**

R 89  
G 96  
B 100

Hexdecimal : #596064

**RGB SCREEN**

R 0  
G 33  
B 66

Hexdecimal : #002042

**RGB FOR SCREEN**

R 0  
G 0  
B 0

Hexdecimal : #000000

**RGB FOR SCREEN**

R 243  
G 243  
B 244

Hexdecimal : #f3f3f4

**CMYK FOR PRINT**

C 0  
M 25  
Y 100  
K 0

**CMYK FOR PRINT**

C 55  
M 42  
Y 40  
K 37

**CMYK FOR PRINT**

C 100  
M 65  
Y 18  
K 70

**CMYK FOR PRINT**

C 75  
M 67  
Y 77  
K 90

**CMYK FOR PRINT**

C 0  
M 0  
Y 0  
K 5

# OFFICIAL WORDMARK

**PRIMARY** (Always acceptable)

**HOGUE**<sup>®</sup>  
**KNIVES**

The “Stacked”, right justified version is the *Primary* Hogue Knives<sup>®</sup> Wordmark and should appear

**SECONDARY** (Always acceptable)

**HOGUE KNIVES**<sup>®</sup>

The *Secondary* “In-Line” Hogue Knives<sup>®</sup> Wordmark can be used in cases where vertical space or image layout is an issue. It can also be utilized to avoid redundancy if the Primary Hogue Knives<sup>®</sup>

**TERTIARY** (Sometimes acceptable)

**HOGUE** KNIVES<sup>®</sup>

In special cases where the size of the wordmark is minimal use Eurostile Extended Bold for “Hogue” and Eurostile Extended for “Knives” and the Registered trademark symbol, with a tracking set to -10.

# WORDMARK SAFE MARGINS

The HOGUE® Wordmark requires a “Safe Margin” in order to have maximum impact and readability.

The *minimum* area around the Hogue® wordmark can easily be defined by using the letter “O” in Hogue® at scale.



\*safe space defined by using the **O** in **HOGUE**



# WORDMARK SAFE MARGINS



\*safe space defined by using the **O** in **HOGUE**

In Certain cases there will be a secondary title beneath Hogue Knives® “Stacked” Wordmark. In this instance follow the spacing rule as defined between “Hogue” and “Knives”. The size of the Tertiary title font should be the same size as the space between it and the secondary title. The font used is Helvetica Light.



In this instance the spacing is set to one half the height of the Wordmark. The secondary title font is the same height as the space between the two lines. The font used is Helvetica Light.



# LOGOTYPE



The Inclusion of the Hogue® Inc Hogue Grips® Logotype ties the Hogue Knives® brand with the history of Hogue's past visual identity and the other available products.

The Hogue® Logotype is typically found in the bottom right or left hand of a layout, package design, collateral etc.

# LOGOTYPE SAFE MARGINS

The Hogue® Inc Logotype requires a "Safe Margin" in order to have maximum impact and readability.

The *minimum* area around the Hogue® Inc Logotype is one third the size of the outermost circumference.



# WORDMARK COLOR USAGE

Proper usage of the Primary Hogue Knives® Logo on Solid Colors

**HOGUE**  
KNIVES

Gold Hogue Knives® with Gray on White



Hogue Knives® on Cool Grey



Hogue Knives® on Midnight



**HOGUE**  
KNIVES

Hogue Knives® Black on White



Hogue Knives® White on Black



Gold and Silver Hogue Knives® on Black



Samples of improper usage of the Hogue Knives® Word-mark

~~**HOGUE**  
KNIVES~~

Do not use solid colors other than Black or White



Do not use low contrast colors or tints



Do not use unofficial background colors, gradients or textures.  
Do not overlay or underlay graphic elements.



## Proper usage of the Secondary and Tertiary Wordmark on Solid Colors

**HOGUE** KNIVES® ✓

Gold Hogue Knives® with Gray on White



Gold Hogue Knives® with Silver on Gray



Gold Hogue Knives® with Silver on Midnight

**HOGUE** KNIVES® ✓

Hogue Knives® Black on White



Hogue Knives® White on Black



Gold and Silver Hogue Knives® on Black

## Samples of improper usage of the Secondary Hogue Knives® Wordmark



Do not use solid colors other than Black or White



Do not use unofficial colors, gradients or textures.  
Do not overlay or underlay graphic elements.



Do not use low contrast colors or tints



Do not use "Knives" in the same weight as "Hogue"

# LOGOTYPE COLOR USAGE

While the Hogue® Inc. Logotype is an important symbol to include, it is a legacy graphic second to the Wordmark and should be subtly applied.



Silver 40%  
Tint on Black



Silver 40%  
Tint on Gray



Silver 40%  
Tint on Midnight



Black 40%  
Tint on White



Official Hogue®  
Solid Yellow

Improper usage of the Hogue®  
Inc. Logotype.



Solid Black on white.



Solid White on Black



Do not use, unofficial colors gradients or textures.



Do not overlay or underlay graphic elements.

# MINIMUM SIZES

Primary Wordmark



Secondary Wordmark



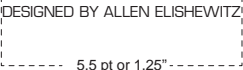
Logotype



Flag Emblem



Designer Credit



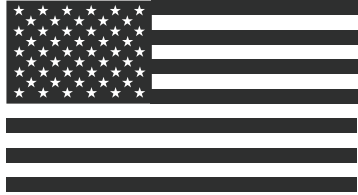
# HOGUE

## KNIVES

PROUDLY MADE IN THE USA



# FLAG EMBLEM



MADE IN THE USA

The Flag Emblem and MADE IN THE USA copy represents our Pride in American manufacturing, design and innovation.

The Flag emblem and accompanying MADE IN THE USA appears on all communications where possible.

In cases where the flag emblem is not suitable the copy “MADE IN THE USA” or PROUDLY MADE IN THE USA should appear.

MADE IN THE USA is the EUROSTILE MEDIUM font.

# FLAG EMBLEM SAFE MARGINS

The Hogue Knives® Flag Emblem requires a “Safe Margin” in order to have maximum impact and readability.

The *minimum* area around the Emblem is one third the size of the Flag.



# FLAG EMBLEM COLOR USAGE

Hogue Knives® are proudly made in the U.S.A. It is important that the copy “PROUDLY MADE IN THE USA” or the shorter “MADE IN THE USA” appears on all communications and is accompanied by our flag emblem.

The Flag Emblem, while always present, should be applied subtly and in one solid color.

## Proper usage of the Flag Emblem on Solid Colors



Black Flag Emblem on White



White 80% Tint Flag Emblem on Black



Silver 80% Tint Flag Emblem on Midnight

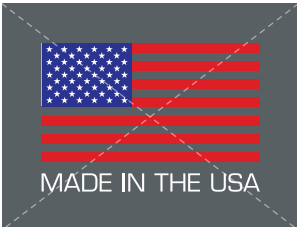


Black Flag Emblem on Gray

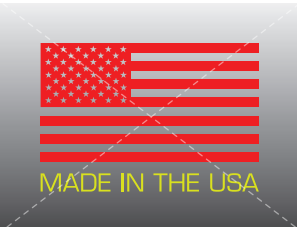
## Improper usage of the Flag Emblem on Solid Colors



High Contrast



Full Color



Unofficial colors, gradients or textures



# DESIGNER CREDIT

Hogue Knives® are designed by Allen Elishewitz.

Allen is a world renown custom knife maker and former Marine Recon. We are proud to have Allen as our designer and credit him wherever possible as well as citing his experience.

The Designer Credit should appear on all communications.

The Designer Credit is capitalized in Eurostile Medium.

## DESIGNED BY ALLEN ELISHEWITZ

### DESIGNER CREDIT SAFE MARGINS

The Designer Credit requires a “Safe Margin” in order to have maximum impact and readability.

The *minimum* area around the Designer credit can easily be defined by using the “D” in “Designed” at scale.



DESIGNED BY ALLEN ELISHEWITZ

# COLOR PROPORTIONS

Larger color fields are accented with smaller amounts of the other official colors. Proportions are approximately 80% solid vs 20% accent.

Using a significantly lower amount of accenting color with help maintain visual impact. Generally Yellow is reserved for the Wordmark or, if no Wordmark is present, the page title. The secondary color(s) is usually for text.



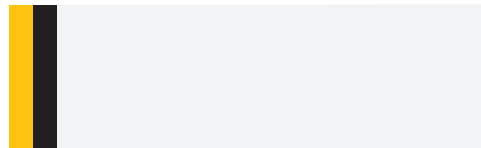
Hogue Yellow and Silver with Midnight.



Hogue Yellow and Silver with Gray.



Hogue Yellow and Silver with Black.



Hogue Yellow and Black with Silver or White.



Photos should be treated similarly.



# HOGUE KNIVES®

PROUDLY MADE IN THE USA



PRECISE  
FUNCTIONAL  
TOUGH  
RELIABLE



## PHOTOGRAPHY

Our photography represents Hogue's dedication to engineering precise cutting tools and our customer's demand for the best American made knives out there.

Knock out product photography is on a clean white background so that the knives are the hero.

Product images should be allowed to breath without any underlaying or overlaying elements.

Photos should capture two key themes :

Firstly, to support our internal company culture as an American manufacturer with three generations of experience.

Secondly, to focus on the end user's journey with our products.

Our color palette for photos is cool, gritty and complimentary of our brand colors.



# KNOCK OUT PRODUCT PHOTOS

Knock-out photography appears on a clean white background.



**HOGUE® EX-04**



Do not crowd the image with text or supporting graphics.



Do not place product knock outs on *artificial*, colored backgrounds, textures or gradients.



# TEXT OVER IMAGES

When applying text over images ensure that there is suitable contrast for readability and or available negative space. Photographs should be chosen/taken with the consideration of final layouts.

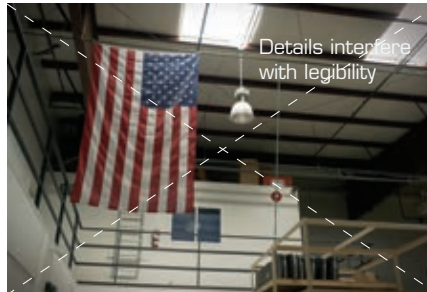
Typically images with dark backgrounds should use Silver text. White backgrounds should use Black text.

In certain cases a black box set to a tint of 60% with silver text can be used.

Images should always depict the proper and safe usage of our tools, never irresponsible, dangerous or otherwise inappropriate use.



Where details may interfere with copy, add a black box at 60% transparency so that text is clearly legible.



Do not place text in areas where details and or lack of contrast will interfere with legibility.



Allow for negative or "empty" space so that text is clearly legible.

# MANUFACTURING PHOTOS

High quality precision manufacturing is at the core of Hogue Knives®

Each knife is created at Hogue Tool and Machine® where it is carefully engineered and crafted by Master Tool Makers.

Our manufacturing photos should give the consumer a window into our processes and introduce them to the people at the heart of our operation.



## LIFESTYLE PHOTOS

A Hogue® knife is meant to be used. Hard. Its history and added value is found in where you take it and the stories you share with it. A Hogue knife is an enduring, dependable companion on the job or when exploring the great outdoors.

Hogue Knives® are built to be resilient in conquering challenging tasks yet adaptive enough to play a utility role in everyday life.

Our lifestyle photography should embody our core principals and the demanding needs of our customers.

Like our products, the photos should be authentic and technically accomplished.



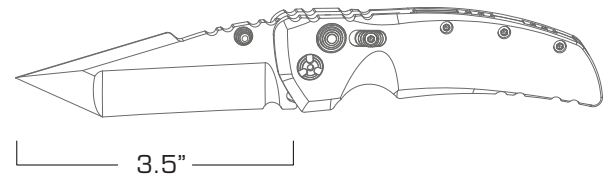
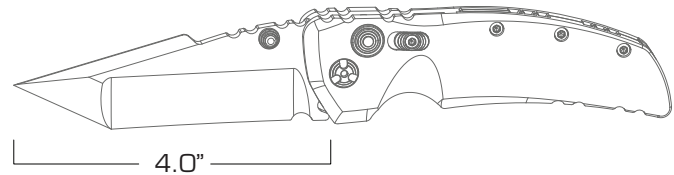


# WIREFRAMES

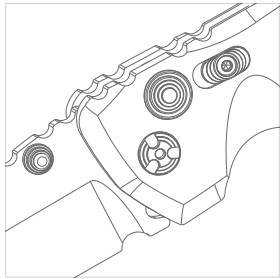
Wireframes are a representation of our precise engineering and manufacturing process.

They are used to describe products as well as detail images and solid colors where they are overlay in tints.

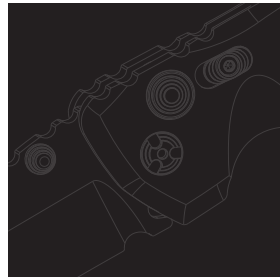
The tints should be applied with a transparency as not to interfere with the readability of key copy elements.



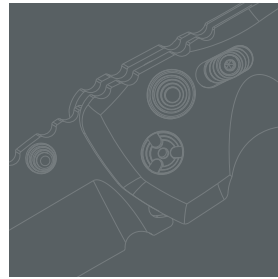
# SOCIAL ICONS



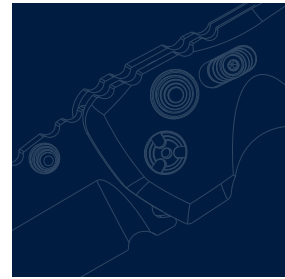
Black at 60% over White



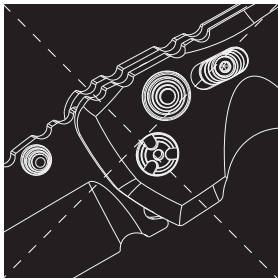
Silver at 15% over Black



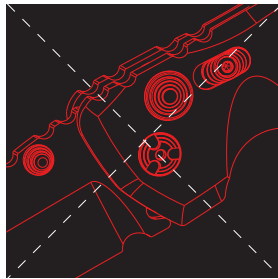
Silver at 20% over Gray



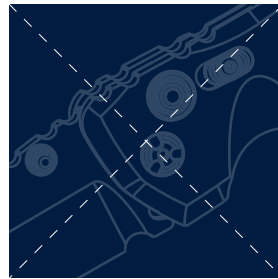
Silver at 20% over  
Midnight



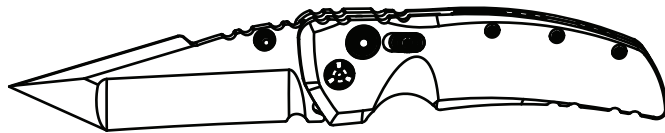
Do not use solid a stroke



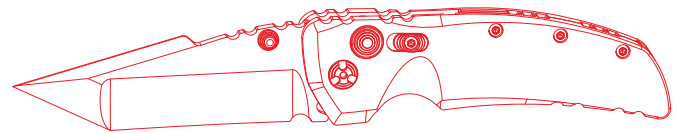
Do not use unofficial colors



Do not use a wide stroke



Do not use solid and or heavy stroke



Do not use unofficial colors





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BRAND BOOK V 1.0  
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