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Brand consistency

Great brands are built through the consistent delivery of the brand messages through all touchpoints – a strong, unified message reinforces not only who we are and why we exist, it also drives recognition, trust, success, and of course, ultimately, business growth.

This document is a guide to how we visually present HQ to our customers. It covers all our key brand elements, and should be used as a rulebook and a compass to navigate us through all the visual touchpoints of the brand.

“A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer’s decision to choose one product or service over another.”

Seth Godin
The HQ proposition

Where real work gets done

Office space, co-working and meeting rooms designed for you, your team and your entire business.

Designed for productivity
We enable you to focus, without interruption, on growing your business and getting important work done. No hassle. No tech issues. No holdups. We make sure you are productive from the moment you start.

Works for everybody
We are home to everyone from major businesses to freelancers. Whether you need workspace for one or 1,000 people, our flexible terms and simple pricing ensure it works for you.

Simple to use
Our app allows you to manage every aspect of your workspace at the touch of a button. Book a meeting room, reserve space and access your account 24/7.
In brief

A snapshot of the visual elements that form our brand identity.

Logo

![HQ Logo](image)

Colour Palette

- **Primary**
- **Secondary**

Typeface

- **Raleway Bold**
- **Raleway Medium**
- **Raleway Regular**
- **Raleway Light**

Imagery

- **Brand**
- **Centre**
- **Iconography**
The HQ logo

**Boxed logo** (Figure 1)
The boxed logo is the preferred option to be used where impact is required.

**Reversed** (Figure 2)
The reversed logo can be used in instances where large areas of the HQ blue are already in use.

**Greyscale** (Figure 3)
The greyscale version of the logo (boxed and reversed) is always used in 70% black.

The master artwork files are available in various electronic formats, for both Mac and PC.

To obtain files, or for further guidance and queries, contact the Marketing Team by emailing: vanessa.schotes@iwgplc.com
Logo construction

Primary full colour
(Figure 4)
The construction of the logo box is based upon a square which takes its measurement from the letter H. When used in isolation, the boxed logo should always be used in these proportions. The only exception would be in circumstances where a shape that the logo has to fit within is a different proportion, i.e. a square signage item, or a portrait format flag. In these situations, the blue box should run full bleed to the contained shape, and the HQ letters centred.

Minimum size - print
(Figure 5)
The minimum size is defined by the width of the logo. To ensure maximum clarity the minimum size is 12mm when used for print.

Minimum size - digital
(Figure 6)
When used in digital formats, the logo has a minimum size of 34px.
Logo misuse

Our brand logo should only be reproduced from master artwork files and should not be redrawn, reset or altered in any way.

Don't change the colour of the box.
Don't use any other colours.
Don't alter the logo in any way.
Don't use effects such as a drop shadows.
Don't use the logo at an angle.
Don't create wallpaper patterns or repeat patterns.
Don't use the logo on dark backgrounds.
Don't use the reversed logo on light backgrounds.
Don't use the logo over busy areas of imagery.

Figure 7
Incorrect application of logo placement.
Our global network gives you access to over 9000 professional meeting spaces, from small meeting rooms to board rooms and conference rooms, with capacity from two to over 50 people.

All our meeting spaces are set up and ready to use, with flip charts, whiteboards, markers, projectors, AV screens, business-grade internet and telephony.

See your centre team for more information.
Brand typeface

Raleway Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Used boldly, for navigation and instances where smaller sized copy needs to stand out.

Raleway Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HQ does not need to shout, it uses colour for impact, so all headlines use this medium weight.

Raleway Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular is used when the light weight is not suitable, i.e. smaller sizes of reversed out text or sections of small print.

Raleway Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The majority of body copy will use this light weight.

Raleway

Our brand typeface is Raleway. It is to be used for all our printed and digital communications whenever possible.

We use four weights of Raleway; Bold, Medium, Regular and Light. Italics are not used at all.

Raleway is a Google font and can be downloaded and circulated for free at:

https://fonts.google.com/specimen/Raleway
Primary colours

HQ Blue
C100 M55 Y0 K0
R4 G118 B217
#0476d9
Pantone 2935 C

Black
Co Mo Yo K100
Ro Go Bo
#000000
Pantone Process Black

White
Co Mo Yo K0
R255 G255 B255
#ffffff

Our colour palette is an essential tool in building a distinctive and recognisable brand identity.

HQ blue must be used at 100% tint value.

Varying tints of black can be used.
Secondary colours

Secondary Blue
C45 M5 Y0 K0
R140 G205 B245
#8ccdf5

Secondary Slate
C62 M40 Y36 K19
R100 G120 B130
#647883

Secondary grey
C45 M25 Y15 K0
R143 G170 B192
#8faac0

The secondary colour palette is to be used sparingly, i.e. for icons, pie charts and graphs, and for user interface design where stand out is required for CTA buttons.

Figure 11
Secondary colour palette
Icons

Icon style (Figure 12)
The icon style is clean and simple to reflect the character of the brand. It features two components:

i) A black outline describing a clean simple shape – this must not become too detailed or complex.

ii) A circle, square or triangle filled with a subtle graduated blend.
**Icon construction**

- **Icon block size** *(Figure 13)*: The coloured blocks that sit behind the icons should be the same size as each other, with circles and triangles being slightly larger to ensure they are visually balanced.

- **Icon block colouring** *(Figure 14)*: The coloured blocks all feature the same blend, using the specs show.

- **Icon positioning** *(Figure 15)*: The icon component should be offset lower and to the right of the coloured block. As the shape of the icon and its relationship with the coloured block will differ in each case, there is no exact rule. Try to ensure that any new icon feels consistent with the examples in figure 12.
Speech bubble device

The speech bubble that forms the well of the letter Q from the logo can be used as an additional graphic device for customer quotes and call outs. This device should be used sparingly.

Figure 16
Speech bubble device
Photography

Lifestyle photography (Figure 17)

Stock photography and commissioned shoots should focus on people rather than workspaces. Backgrounds should be neutral, showing walls, windows and semi-obscured views using glass partitions and reflections. Colouring should incorporate blue, either in furniture or clothing, with neutral tones in walls and windows adding further aqua / blue tints.

Lifestyle photography should be used for hero shots on websites, brochures and other materials, which in combination with the HQ blue will create a strong, distinctive look for the brand.
Photography

**Essentials photography** (Figure 18)

Flat lay images showing everyday business tools can be used as a supporting component for communications materials. These help to support the message that HQ is an essential, everyday business commodity. The visual style also suggests budget and simplicity, but executed in a stylish and contemporary way.
Photography

Centre photography (Figure 19)
Photographs of interiors should be shot in natural light where possible, and show bright, inviting spaces.

Try to keep compositions simple and uncluttered and shoot from eye level. Do not stylise the shots by using coloured filters, high contrast or grainy effects, or wide-angle lenses.

Exterior photography should be taken when the weather is good and lighting is best for the building.
Our global network gives you access to over 9000 professional meeting spaces, from small meeting rooms to board rooms and conference rooms, with capacity from two to over 50 people.

All our meeting spaces are set up and ready to use, with flip-chart, whiteboard, markers, projectors, Air-waves, business grade internet and telephony.

See your centre team for more information.
Layout
Your office comes with everything you need to run your business from the day you move in.

**Included with your office**

- **Telephony Solutions**
  - Our telephony service includes a digital desk phone with personal voicemail and local telephone number.
  - Telephone line access is included in your price.

- **Print & Photocopies**
  - Use our networked printers for all your document needs.

- **Internet**
  - Business-grade 10 Mbit/s broadband connectivity via Wi-Fi and ethernet access with a built-in firewall and networked access to printers.

**Other Services**

- **Meeting Rooms**
  - Meeting rooms available by the hour, half-day or full day.

- **Office Supplies**
  - Office supplies available on your desk, including stationery and cleaning supplies.

- **Signage**
  - Your business will be displayed in the company directory.

**IT Solutions**

- **Bespoke Services**
  - Should you require a tailored IT solution, our team of specialists are happy to discuss your needs.
  - Prices provided upon request.

**Additional IT Services**

- **Private Network Setup**
  - Private static IP address for printers and other devices.

- **Public Static IP Address**
  - For dedicated network setup.

- **Dedicated Bandwidth**
  - 10 Mbit/s, 20 Mbit/s, and 50 Mbit/s available.

- **Advanced Connectivity**
  - Priority access to burst bandwidth for media streaming and large file transfers.

- **Quality of Service Traffic**
  - Transmission of data packets in priority for users of VoIP devices.

- **Rack Space**
  - Half rack equipped with 400 W of power.

- **Office Supplies**
  - Get 10% off for booking your next meeting on myregus.com in all HQ locations.

- **Printing & Photocopies**
  - Free with your office.

**Support Team**

- A professional team to support your business – from administrative support to personal administration.

- **Car Parking**
  - Give your business the secure facility it deserves.

- **Office Furniture**
  - Facilities management to meet-and-greet at reception.

- **Office Supplies**
  - Discounts from our preferred suppliers.

- **Meeting Rooms**
  - Get 10% off for booking your next meeting on myregus.com in all HQ locations.

- **Courier Services**
  - Send your packages at competitive rates.

- **Administrative Support**
  - First 500 next 500 additional.

- **Ordering**
  - Add as required.

- **Printing & Photocopies**
  - Additional desk phone.

**Opening Hours**

- Monday to Friday: 8:00 AM to 5:00 PM

**Application**

Contact your centre team for more information. We have many other services available so please speak with a team member to see how we can help.
Hamburg, Neustadt offers a convenient and cost effective place to work right in the centre of the city's busiest transport hub. Inside the impressive, glass-fronted building you'll find a range of professional workspaces, with all the essentials you need set up and ready-to-go. Take a meeting room for an hour, a co-working desk for the day, or make it a home for your business that's easy to justify for everyday use.

Located on the River Elbe, close to the third largest harbour in Europe, Neustadt has great connections to the city centre and beyond with U Gänsemarkt Bus Station and Gänsemarkt Subway Station just a few minutes' walk away.

- Speedy and reliable internet connection
- Fully serviced with 24-hour access
- Convenient, practical location with great transport links
- Free parking for you and your clients.
- Business lounge for drop-in access

Centre descriptions (Figure 20)
Try to include within the opening section the key elements of the HQ value proposition, and where possible continue to highlight aspects of the location which further support our story.

Professionalism
We provide professional environments – the space, amenities and services – all designed to help you create the right impression.

Cost-efficiency
We lower the barriers, with practical, cost-effective workspace to help you find a place to work that is right for your business.

Convenience
Our workspace is ready-to-go, with all the everyday essentials you need, all under one roof.