



BRAND IDENTITY GUIDELINES

Haggard & Stocking

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LOGO

Logo

Haggard & Stocking's logos are the first visual impression for potential customers, making thoughtful placement essential to reflect the company's values. Each logo variation serves a distinct purpose, working together to represent the Haggard & Stocking brand in a clear and consistent way.

Primary Logo

The primary logo is intended for use across most brand applications and should serve as the default option whenever the design allows.

Because the logo includes smaller text elements, use caution when scaling it down. If reduced too much, the bottom text may become illegible. While there is no strict size guide, use your best judgment to maintain clarity and legibility.

For designs that require a more compact solution, consider using one of Haggard & Stocking’s secondary logos, which are outlined on the next page.



Secondary Logos

Haggard & Stocking’s secondary logos may be used in place of the primary logo but should never appear directly alongside it, as this creates unnecessary repetition.

The circular mark is ideal for layouts where the primary logo is too wide, but the company name and tagline still need to be included.

The H&S monogram is best suited for small spaces, as it contains no fine text. It also works well in situations where the full Haggard & Stocking name is already present elsewhere in the design, making the primary logo redundant.

Circular Mark:



Monogram:



Color Usage

The Haggard & Stocking logo uses a minimal color palette, featuring just three approved colors. The logo is primarily used in its main colorway—blue and black—but may also appear in solid black or solid white when appropriate.

The main colorway and solid black versions should only be placed on white or light-colored backgrounds (examples A, B). Avoid using these versions on dark backgrounds, as the lack of contrast will reduce legibility.

The solid white version is intended for use on dark backgrounds (examples C, D) but should not be placed over very light backgrounds, where visibility may be compromised.

These color guidelines apply to all secondary logos as well. Always use your best judgment to ensure adequate contrast and legibility. When in doubt, test the logo in context and perform print checks if necessary.

A.



B.



C.



D.



Unacceptable Usage

To preserve the professional image of Haggard & Stocking, proper logo usage is essential. The logo must never be rotated, distorted, skewed, or otherwise altered in any way. Do not recolor the logo using unofficial colors, and avoid adding effects such as drop shadows, outlines, or other text decorations.

Always use the official logo files provided by the marketing team. While resizing the logo to fit your layout is acceptable, any other modifications must be reviewed and approved by the marketing department.

A. Don't rotate the logo



B. Don't squash or stretch



C. Don't rearrange parts or make new compositions



D. Don't put a stroke on the logo



E. Don't use off-brand colors



F. Don't add drop shadows or other text decorations



Past Logos

Over the years, Haggard & Stocking has used multiple logos. To maintain brand consistency, it's critical that you always use the most current, approved version. Using outdated logos can create confusion and weaken the brand's integrity and visual cohesion.

While most older logos are easily distinguishable, recent versions may closely resemble the current logo. If you're unsure whether a logo is up to date, here are a few key details to check:

- Monogram Icon: The current logo features a black circle around the H&S monogram.
- Typography: All text in the current logo uses a consistent font and includes the tagline: "Industrial Supplies & Services."

If you're ever in doubt, contact the marketing team to confirm you're using the correct version.

Current Version:



Past Versions:



Branch/Division Logos

Haggard & Stocking includes several branches and divisions, each with its own set of logos. These include a full logo and a simplified icon, available in both monochromatic black and white versions.

All brand guidelines that apply to the primary Haggard & Stocking logo also apply to branch and division logos. This includes proper color usage, appropriate sizing, and maintaining the logo's original form without modifications. Always ensure you are using the most up-to-date version to maintain brand consistency across all divisions.

Imperial Fastener:



H&S Aerospace:



H&S Safety & Solutions:



COLOR

Color

While some designs may require additional colors, Haggard & Stocking has a core color palette that should be used in most cases. It's important to use this palette thoughtfully—always prioritizing contrast and legibility to ensure clear communication and visual consistency.

Color Palette

Color plays a key role in Haggard & Stocking’s brand identity. The brand uses a minimal, carefully curated color palette to maintain consistency and evoke a clear, professional impression.

The primary brand color is H&S Blue—an instantly recognizable element of the visual identity. Black and white serve as foundational supporting colors, providing balance and contrast. Light gray and red are used as accent colors, offering flexibility while still aligning with the overall brand aesthetic.

Hex: #0b57a2
RGB: 11, 87, 162
CMYK: 93.21, 46.3, 0, 36.47

Logo
Headlines
Subheadings
Body Text
Backgrounds
Icons
Accents

Hex: #ffffff
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Logo
Headlines
Subheadings
Body Text
Backgrounds
Icons
Accents

Hex: #000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100

Logo
Headlines
Subheadings
Body Text
Backgrounds
Icons
Accents

Hex: #e0e0e0
RGB: 224, 224, 224
CMYK: 0, 0, 0, 12.16

Subheadings
Body Text
Backgrounds
Icons
Accents

Hex: #b11f24
RGB: 177, 31, 36
CMYK: 0, 82.49, 79.66, 30.59

Subheadings
Icons
Accents

Color Combinations

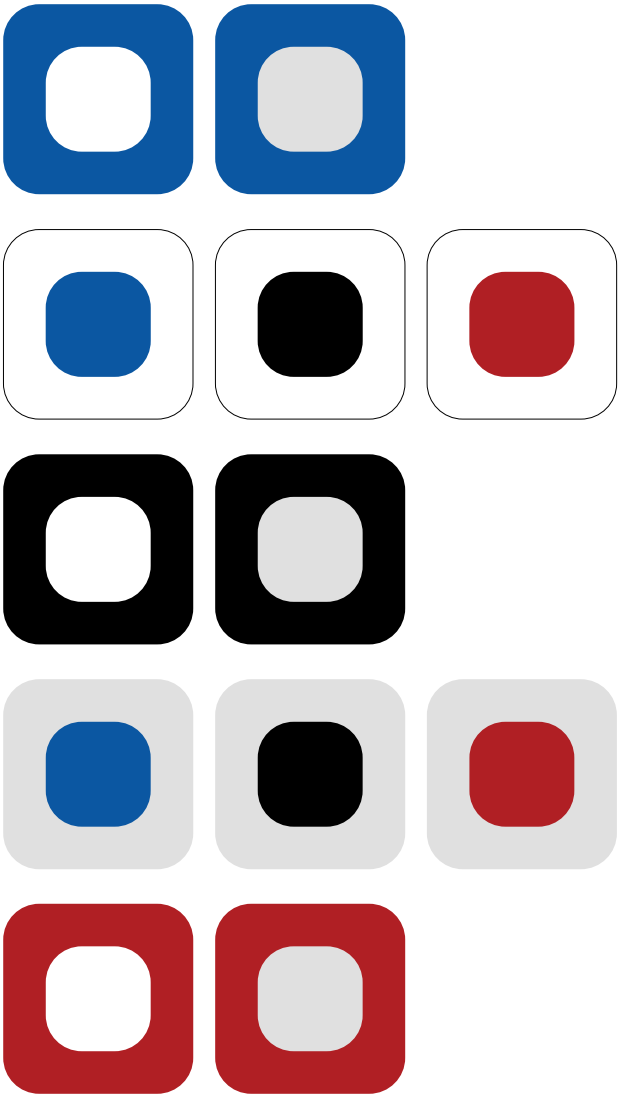
Ensuring sufficient contrast between colors is essential for visibility and legibility.

Keep the following color pairings in mind when selecting colors for your designs. The combinations to avoid primarily apply to elements like text and logos, where clarity is critical. For accents, icons, or less prominent elements, using these “bad” combinations is acceptable, as they don’t require the same level of emphasis.

Ultimately, trust your judgment when designing and conduct test prints if necessary to confirm everything remains legible and visually effective.

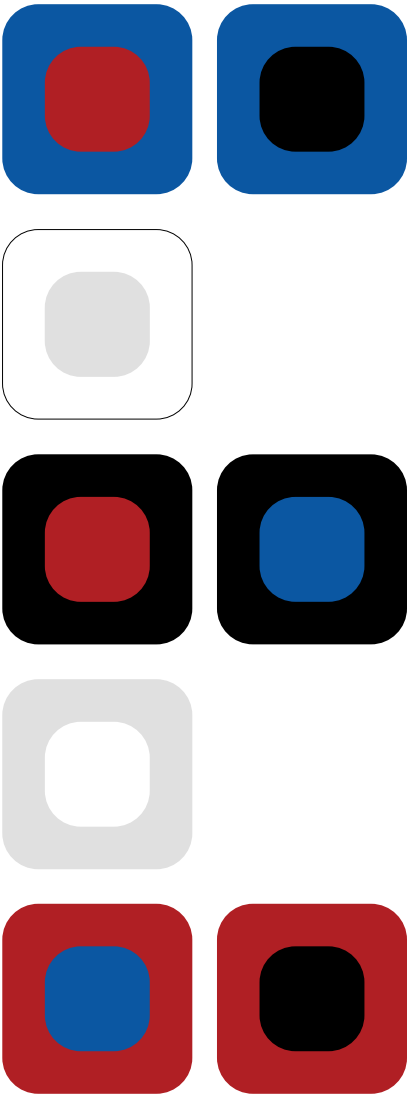
Combinations to Use

These are the color combinations to use for better contrast and visibility.



Combinations to Avoid

These are the color combinations that should be avoided to ensure visibility. They should not go on top of each other, but they can be placed next to one another.



TYPOGRAPHY

Typography

Haggard & Stocking does not have a fixed set of fonts used across all projects, as typography varies depending on the specific needs of each design. However, there are a few fonts that are heavily featured in our marketing materials and should be your default choices unless a different style is necessary.

Always be mindful of your font selections, ensuring they maintain a professional appearance and are visually harmonious with the overall design.

Primary Font

The primary font for headlines and titles is Bebas Neue, which is a bold, condensed, all caps typeface that is used to capture attention and make a strong first impression.

Font:

BEBAS NEUE

Weight Used: Regular

[Download Bebas Neue](#)

**IF YOU NEED IT,
WE CAN GET IT.**

**NO MATTER WHAT YOUR
EXPECTATIONS, WE'LL
EXCEED THEM.**

Primary Font

The primary font for subheadings and body text is Open Sans. This is a universal sans serif used to convey longer messaging and support the headline font.

When used for subheadings, the font is used in bold. For body copy, the regular weight is used.

Who We Are & What We Do

In today’s dynamic industrial landscape, you need a supplier capable of offering cutting-edge products, robust technical support, and versatile value-added services. Since 1972, Haggard & Stocking has been dedicated to precisely that. We deliver an extensive array of perishable tooling, MRO items, fasteners, material handling solutions, and safety and PPE items all sourced from leading manufacturers. Moreover, our best-in-industry procurement solutions uniquely position us to streamline your overall business expenses.

Font:

OPEN SANS

Weight Used: Regular & Bold

[Download Open Sans](#)

For any questions or needed guidance, contact [Marc Munger](#). These guidelines can be flexible and should still allow for creative freedom.