



**BRAND ASSETS**  
JUNE 2017

**Better learning through  
doing, practicing and  
engaging life with others.**

# Deeper Understanding.

# HWLG BRAND CHARACTER

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The brand character of HWLG is **THE EXPLORER**

Call to mind your favorite teachers or mentor or anyone who guided you through new experiences. The one that shared knowledge in a way that was illuminating and empowered you to achieve more. You were impressed by their energy, curiosity and courage to discover better ways of doing things. Always looking for the truth. **The EXPLORER** plays an integral, active role in the life of a learner. As the EXPLORER, HWLG will be able to participate, by passing along knowledge and receiving feedback with equal joy.

**Honest**

**Respectful**

**Curious**

**Caring**

**Sharing**

**Engaging**

**Open**

# FLOW

**HWLG** LOGO

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**HWLG**

HWLG

# HWLG BRAND COLOR PALETTE

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C 60 / M 31 / Y 00 / K 59



C 55 / M 36 / Y 56 / K 44



C 33 / M 100 / Y 52 / K 21



C 03 / M 50 / Y 24 / K 30



C 67 / M 27 / Y 43 / K 02



C 44 / M 17 / Y 29 / K 00



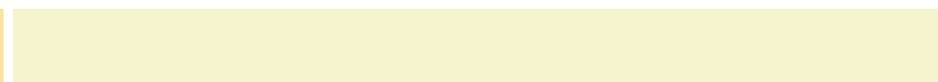
C 22 / M 48 / Y 73 / K 03



C 07 / M 22 / Y 55 / K 00



C 03 / M 08 / Y 47 / K 00



C 03 / M 02 / Y 22 / K 00

**HWLG**

Working Playing Living  
**Learning**



# HWLG LOGO » BRAND

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HWLG

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# HWLG COLOR PALETTE » LIGHT

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C 49 / M 53 / Y 83 / K 33



C 28 / M 36 / Y 67 / K 03



C 66 / M 38 / Y 47 / K 10



C 44 / M 17 / Y 29 / K 00



C 22 / M 47 / Y 73 / K 03



C 12 / M 29 / Y 61 / K 00



C 30 / M 20 / Y 72 / K 00



C 18 / M 15 / Y 65 / K 00



C 30 / M 20 / Y 72 / K 00



C 07 / M 04 / Y 22 / K 00

# HWLG COLOR PALETTE » DARK

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C 100 / M96 / Y 39 / K 45



C 92 / M 65 / Y 57 / K56



C 88 / M 50 / Y 53 / K 45



C 80 / M 50 / Y 40 / K 15



C 33 / M 100/ Y 52 / K 21



C5 / M 65 / Y 25 / K 45



C3 / M 50 / Y 24 / K 30



C 13 / M 32 / Y 53 / K 03



C 12 / M 10 / Y 69 / K 00



C 10 / M 10 / Y 22 / K 00



C 55 / M 20 / Y 72 / K 50



C 67 / M 27 / Y 43 / K 02

# HWLG COLOR PALETTE » MID

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C 60 / M 31 / Y 00 / K 59



C 86 / M 68 / Y 14 / K 02



C 55 / M 36 / Y 56 / K 44



C 52 / M 22 / Y 48 / K 01



C 27 / M 41 / Y 61 / K 05



C 07 / M 22 / Y 55 / K 00



C 07 / M 34 / Y 55 / K 00



C 06 / M 17 / Y 30 / K 00



C 03 / M 08 / Y 47 / K 00



C 03 / M 03 / Y 22 / K 00

# HWLG BRAND PRIMARY TYPEFACE

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abcdefghijklmnopqrstvwxyz  
1234567890@#\$\$%  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ITC AVANT GARDE GOTHIC – BOOK

**abcdefghijklmnopqrstvwxyz**  
**1234567890@#\$\$%**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

ITC AVANT GARDE GOTHIC – DEMI

**abcdefghijklmnopqrstvwxyz**  
**1234567890@#\$\$%**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

ITC AVANT GARDE GOTHIC – BOLD

# HWLG BRAND SECONDARY TYPEFACE

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abcdefghijklmnopqrstvwxyz

1234567890@#\$\$%

ABCDEFGHIJKLMNOPQRSTUVWXYZ

HELVETICA NEUE LT STD – 45 LIGHT

**abcdefghijklmnopqrstvwxyz**

**1234567890@#\$\$%**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

HELVETICA NEUE LT STD – 75 BOLD

# HWLG Business Cards

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# HWLG BRAND IN ACTION: ELEMENTS OF STYLE

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# HWLG BRAND IMAGERY: ELEMENTS OF STYLE

- **A gathering of like minded participants**
- **A primary light source.**  
( This enhances the gathering by setting the mood and color )
- **Diversity where appropriate and authentic** (Age, gender, ethnicity)
- **Attentive participants**  
( Engaged eyes, laughter, sharing, smiles, wonder, intense focus)
- **A setting that is prepared for work.**
- **Moments of reflection**



DJs adjusting a sound mixer during a set.



Student monks reading together.



Two men building a surfboard together.



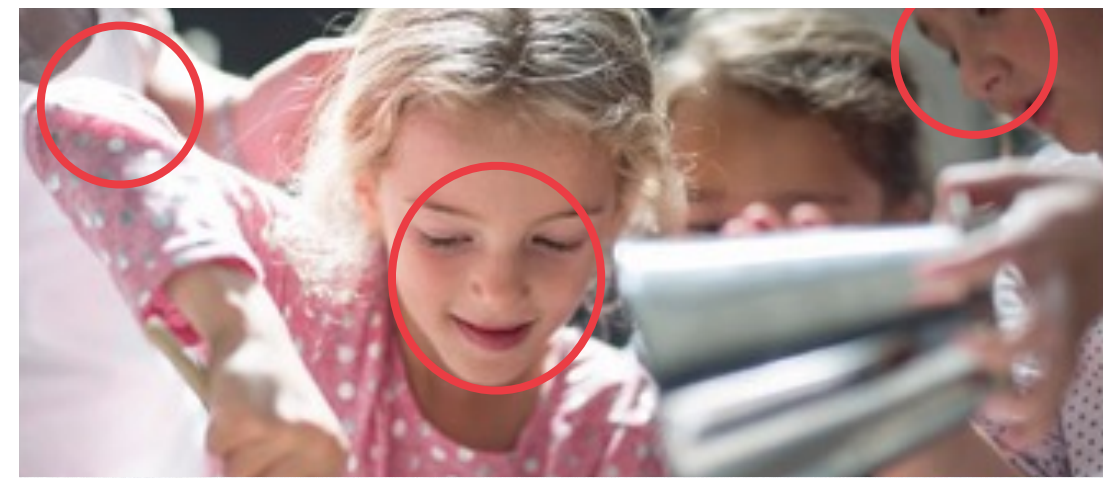
Mature woman demonstrating a crafting skill to a child.



A group of friends learn a song together by the fire.



An apprentice learns from an instructor in a metal shop.



Children work together to make a cake.



# HWLG POSTERS

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