

# Brand visual center

October 5, 2020



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# **1.0 Introduction**

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# RealWear is a knowledge transfer company that provides in-situ information and in-the-field training to help people improve safety and increase productivity at work.

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**We are the global leader in AR hardware technology for industry and has built the first hands-free ruggedized head-mounted wearable device for Connected Worker programs, the HMT-1.**

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**We are a company made up of individuals and individual personalities from all different walks of life, around the world, but united under one roof by a common vision for the future. We believe that our heritage is as much about preserving history as moving the planet forward productively and efficiently. We are pioneers and trailblazers. We believe in family values, human values, protecting and supportive work culture, encouragers of open thinking, moving fast and carrying on tradition. RealWear.**



# The connected worker

## **2.0 Our name and brand voice**

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## 2.0 Our name: The RealWear name

# Real

Refers to our persistent shared physical reality, to the realness we can trust in and hang our hat on. It also speaks to that which we know to be true, to the inherent knowledge within, that we value and share.

# Wear

Stands for that which works, is necessary is useful. 'Wear' is for functionality, for purpose—the equipment we rely on and use everyday. Its designed for people—to be worn and used—it's natural and intuitive.

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## 2.0 Our name: The RealWear name mark

We spell it out, its straight up, its all lower case, its Helvetica Neue, its simple, its functional, it works—this design reflects an important aspect of the attitude of our brand.

# Realwear

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## 2.0 Our name: Brand voice

**We speak with humility and authority.**  
**We use examples.**  
**We speak with the listener in mind.**  
**We never talk down to anyone.**  
**We are data driven -**  
**We wrap stories around the data.**  
**We listen before speaking.**

**We write with intent.**  
**We do not inflate the truth.**  
**We write to persuade.**  
**We support our claims with data.**  
**We omit needless words.**  
**We write to be understood.**  
**We write with our audience in mind.**

## 3.0 Our logo

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## 3.0 Our logo: The primary logo

The RealWear primary logo is the combination of our logo mark, the W, and our name mark 'realwear' – the primary logo is what we always use to communicate our brand identity graphically.



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## 3.0 Our logo: The primary logo color

Logo should be white on darker backgrounds  
and black on lighter backgrounds.



White background



Dark background

3.0 Our logo: The primary logo



Centered



left-aligned

### 3.0 Our logo: Exclusion zones

Clearspace around the logo is equal to the cap height of the W.



Aligned left



Centered

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## 3.0 Our logo: Scale

Our logo is designed to scale to small sizes on print and screen. Smallest size: 18 pixels wide/0.25 inch wide/0.635 centimeter wide.



### 3.0 Logo treatment: corporate purple logo

Purple is applied to the W mark to reinforce our brand visual identification and utilized when an additional level of fidelity is needed. Purple speaks to the uniqueness of our brand but is not to be used as a secondary color outside of this use case.



Centered



Left-aligned

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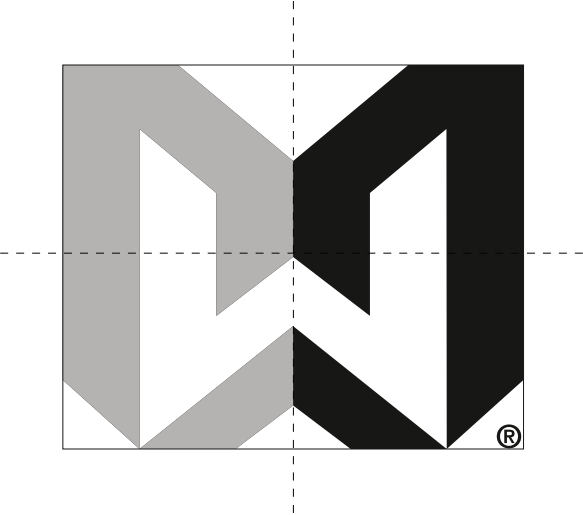
## 3.0 Our logo: The RealWear logo mark

We prominently feature the 'W' to signify the importance of 'Wear' in our name. 'Wear' is the key - it means that our products are valuable and useful tools designed for people to use. Our W mark is solid; strong and reliable—symmetrical; versatile and balanced—architectural; functional and dimensional—dynamic; angular and directional.



# 3.0 Our logo: Logo mark construction

This mark is constructed to be dynamic and strong– it’s design captures the energy of RealWear in graphic form. Reflected across the center are shapes that are energetic yet balanced–symbolic of forces joining together, uniting in strength. Along the horizon are contrasting reflected shapes moving indifferent directions–symbolic of opposing forces coming together, challenging one another and bringing about change. Within the W mark, consistent angles convey a sturdy architecture, with edges that convey dimension, sharpness, angles and arrows show dynamic movement and directionality.

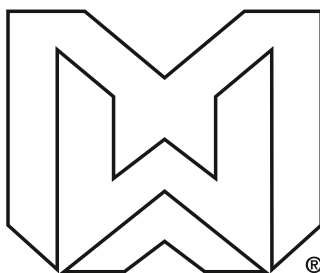


# 3.0 Our logo: Logo mark construction

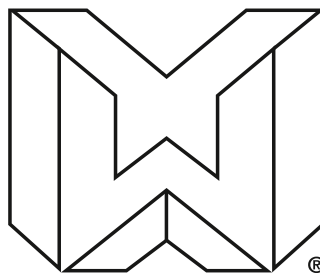
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Solid



Outline option 1



Outline option 2

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### 3.0 Our logo: Product lockups

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HMT-1



Foresight



HMT-1Z1

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# 3.0 Our logo: Product and event lockups

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## 3.0 Our logo: Product lockups

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## 3.0 Our logo: Product lockups

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### 3.0 Our logo: Event lockups

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**realwear** Connect

RealWear Connect Event



**realwear** Summit

RealWear Summit Event



Academy

RealWear Developer Academy

Wear**HF**<sup>TM</sup>

WearHF

## 4.0 Color

# 4.0 Color: Primary color

The Realwear brand always is built upon our rich black, white and tints of the rich black.



# 4.0 Color: Secondary color

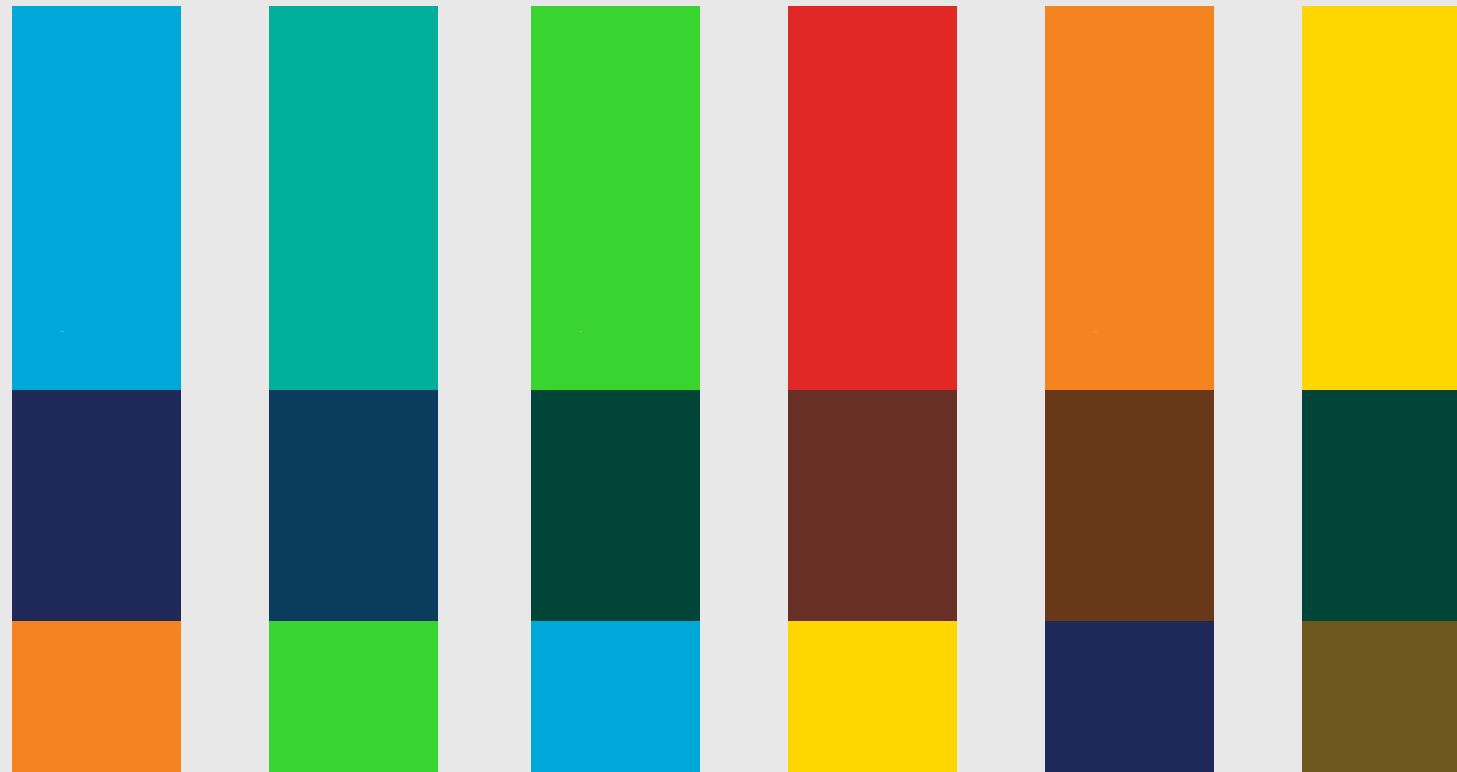
Color is meaningful and has purpose, we assign color to tasks and functions.

<b>Cerulean</b> Pantone# 901 CMYK 75 15 3 0 RGB 0 168 218	<b>Water</b> Pantone# 3275 CMYK 77 5 50 0 RGB 0 175 154	<b>Verdant</b> Pantone# 802 CMYK 68 0 100 0 RGB 56 212 48	<b>Cardinal</b> Pantone# 485 CMYK 6 98 100 1 RGB 225 37 27	<b>Titian</b> Pantone# 151 CMYK 0 60 100 0 RGB 255 131 0	<b>Brave</b> Pantone# 012 CMYK 1 13 100 0 RGB 225 214 0
<b>Dark blue</b> Pantone# 281 CMYK 100 93 33 31 RGB 0 32 92	<b>Peacock</b> Pantone# 302 CMYK 100 78 39 29 RGB 0 58 93	<b>Pine</b> Pantone# 3308 CMYK 90 47 74 50 RGB 0 68 56	<b>Cedar</b> Pantone# 202 CMYK 36 80 80 47 RGB 103 47 37	<b>Pecan</b> Pantone# 1545 CMYK 39 73 96 46 RGB 103 57 24	<b>Walnut</b> Pantone# 133 CMYK 46 35 100 34 RGB 110 86 28

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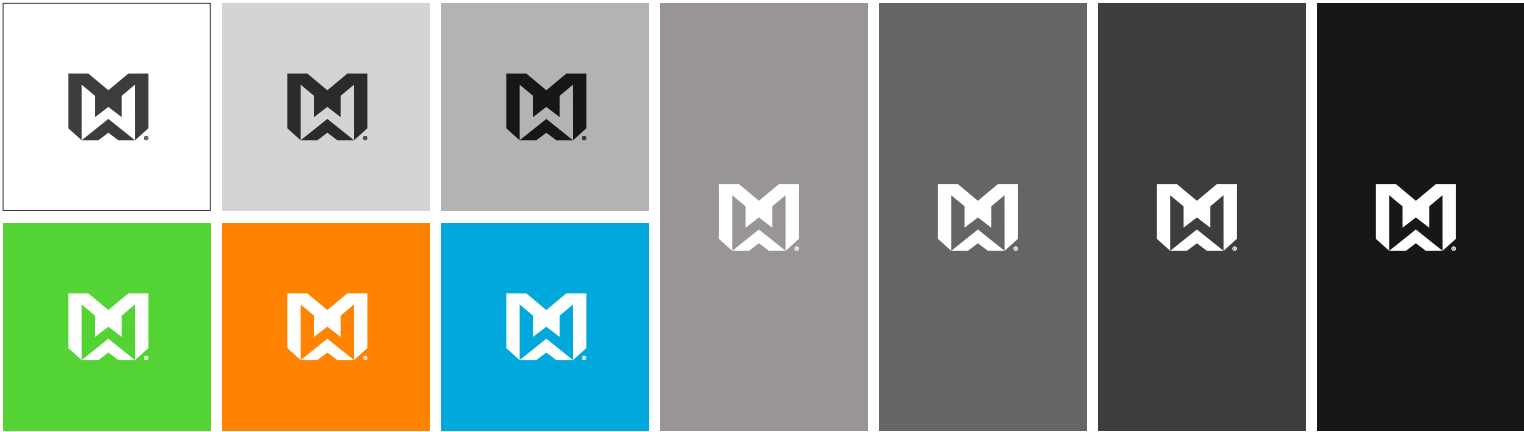
## 4.0 Color: Secondary color groups

Use the following color groups to design with.



# 4.0 Color: Background colors

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## 5.0 Typography

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# 5.0 Typography: Our font

Helvetica Nue is our brand font that shows up across all forms of communications and touch points. Helvetica Nue is clean, simple and functional. The purpose of our words is knowledge transfer and Helvetica Nue helps us convey a clear, legible and readable message.

Helvetica Nue

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
**QqRrSsTtUuVvWwXxYyZz**  
1234567890.,,:;'"/(?&@\$#)\

Light\_Regular\_**Bold**

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# 5.0 Typography: Our font

When ever we cannot use Helvetica Nue as the default  
we use Arial as the choosen font of choice.

Arial

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz  
1234567890.,,:;"'/(?&@\$#)\

Regular\_Bold

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## 5.0 Typography: Font weights

Light

Use Helvetica Nue light for body quotes.

Regular

Use Helvetica Nue Regular for body copy.

**Bold**

**Use Helvetica Nue Bold to emphasis in headlines.**

Regular

Use Arial Regular for body copy.

**Bold**

**Use Arial Bold for body copy.**

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## 5.0 Typography: Headlines and copy

We use sentence case for copy, headlines and most other general text.

**This is a sample headline**

**This is a sample headline**

This is a sample headline

For headlines, capitalize only the first letter. ALL CAPS TEXT is generally not used – it is only used for some proprietary brand words (see below.) There are some fringe graphic design use cases where capitalization is necessary to emphasize specific words as objects, this is handled on a case by case basis and considered experimental.

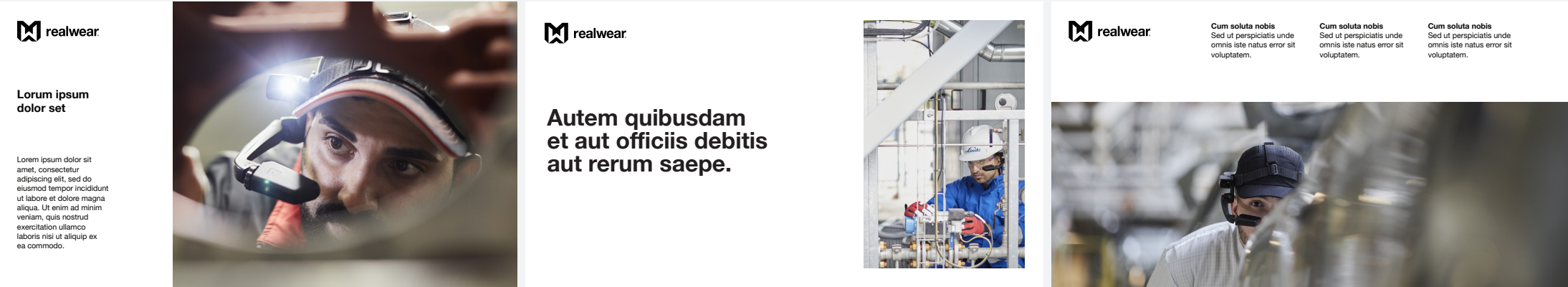
## 6.0 Layout and grid

# 6.0 Layout and grid


Layouts are kept to simple principles of a one third and two third principal.



# 6.0 Layout examples




# 6.0 Layout examples




## Autem quibusdam et aut officiis debits aut rerum saepae.

**Duis aute irure**  
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**Cum soluta nobis**  
Sed ut perspiciatis unde omnis iste natus error sit voluptatem.







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## Lorum ipsum dolor set


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Error sit voluptatem accusantium.





## Omnis dolor facilis



RealWear Visual Center

1.0 Introduction

2.0 Our name and brand voice

3.0 Our Logo

4.0 Color

5.0 Typography

6.0 Layout and grid

7.0 Photography

8.0 Icons & Illustration

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## 7.0 Photography

## 7.0 Photography: Leading an industry with our imagery

Realwear imagery is a key component of our identity and the approach in planning, sourcing and applying these assets is as important as the image itself. The way we communicate about our company and present ourselves to our stakeholders has a major influence on how we are perceived and rated by the outside world. A coherent, distinctive and consistent visual language helps to generate long-term added value for the Realwear brand.

If you need further visuals, please contact Realwear Marketing & Design. It is strongly advised that stock imagery is not used, in particular for campaigns.



## 7.0 Photography: Best practice

### Our photographs are:

Realwear picture language is wide-angle photography that moves people. It is human-centric, editorially driven and brightly human. It shows the full range of human emotions. Each image tells a unique story. If it does not move you, it's no good. It makes use of our colour palette, blurs and unusual perspectives. It strives to be realistic and authentic.

### Our photographs are not:

Our photography is never staged or static. It avoids looking bluish-green and desaturated. There are no super close-up images of faces or body parts without context or emotional expression.

### The fundamentals of our picture language:

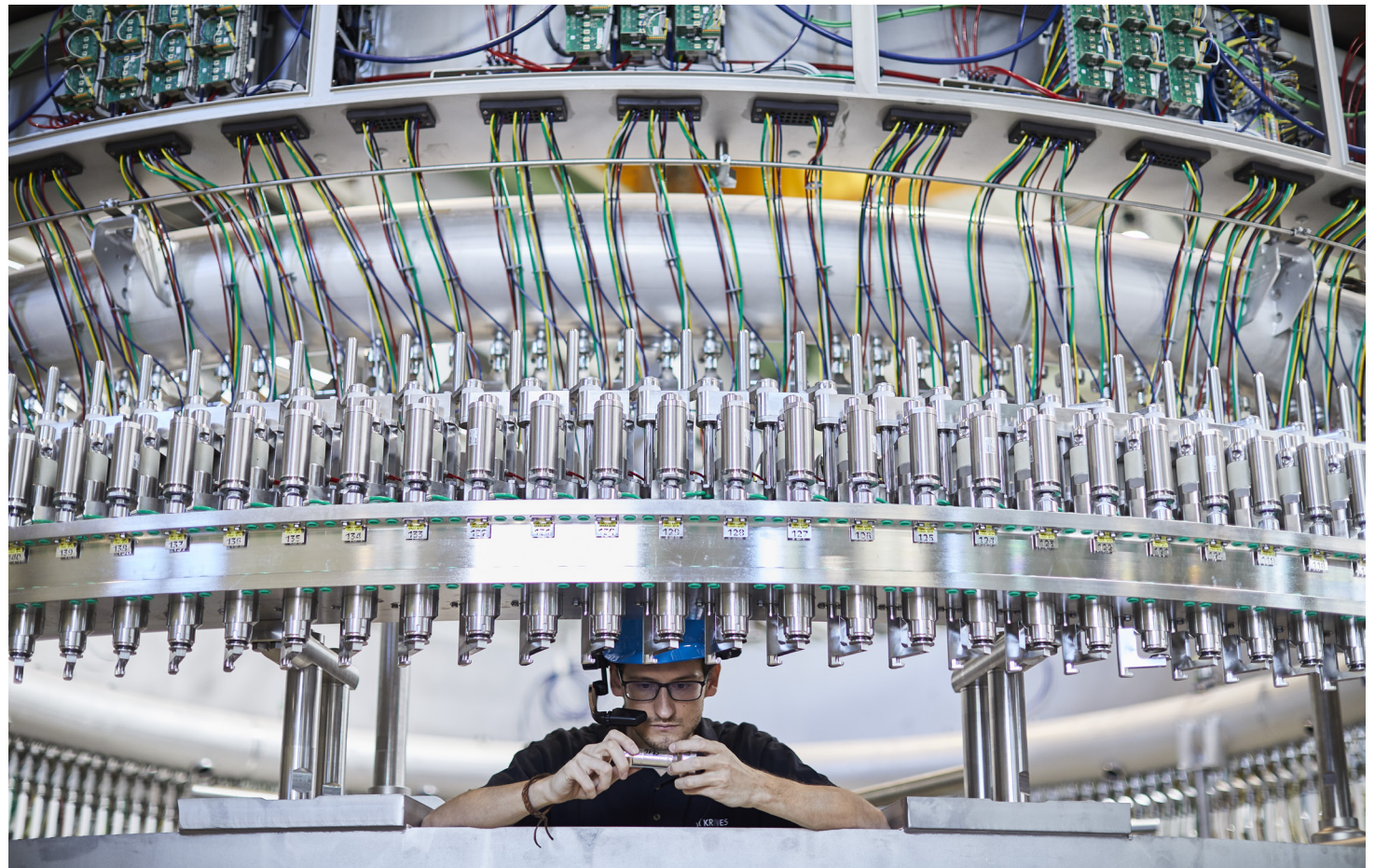
**Story** Realistic, honest, useful and purposeful

**Emotion** Complete, natural and intuitive

**Depth** Focus, softness and composition

**Perspective** Unusual, demanding and flexible

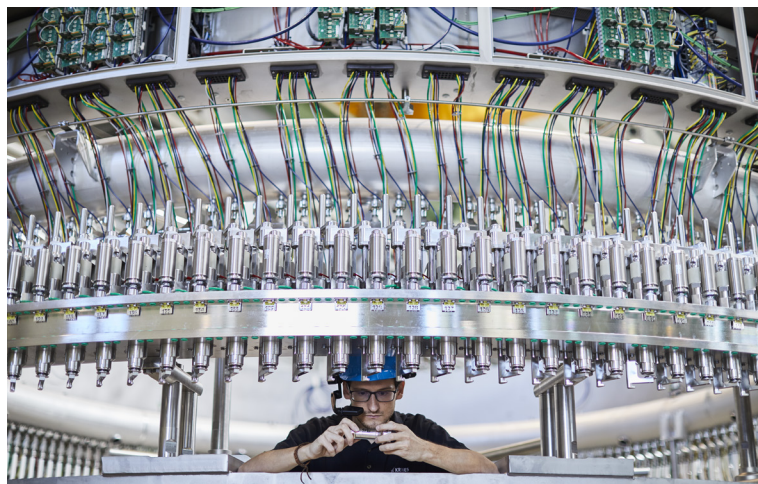
**Color and light** Accentuated, natural and contrasting



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## 7.0 Photography: Hero imagery

We use hero shots to lead campaigns. These Images are used at high level branding campaigns across all touch points. See [Realwear Media Library](#) for where you can find the hero shots.



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## 7.0 Photography: Worker portraits



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## 7.0 Photography: Product hero HMT-1



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## 7.0 Photography: Product hero HMT-1Z1



## 7.0 Photography: Product with UI



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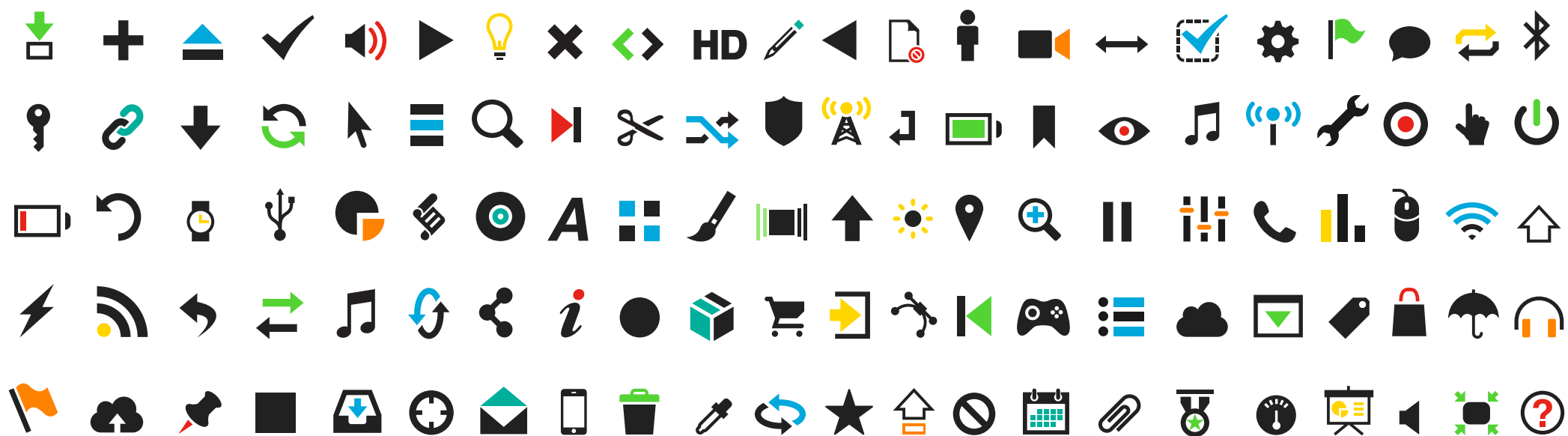
## 7.0 Icons and illustration: Product Icons



## 8.0 Icons and illustration

# 8.0 Icons and illustration: Icon family

We use helveticons which relates well with Helvetica Nue our font.  
Icons are used for wayfinding tasks that reinforce ideas. Color is used purposefully and is task oriented to aid the idea the icon conveys.



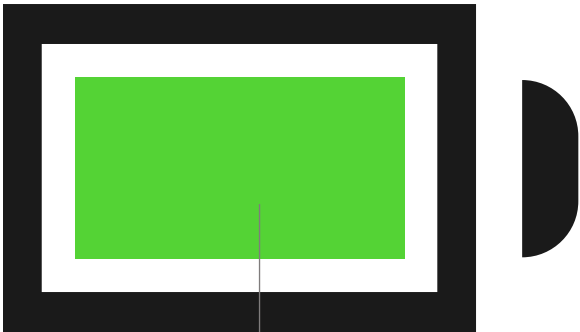
# 8.0 Icons and illustration: Icons

We use helveticons which releates well with Helvetica Nue our font.  
Icons are used for wayfinding tasks that reinforce ideas. Color is used purposefully and is task oriented to aid the idea the icon conveys.



# 8.0 Icons and illustration: Icon design principles

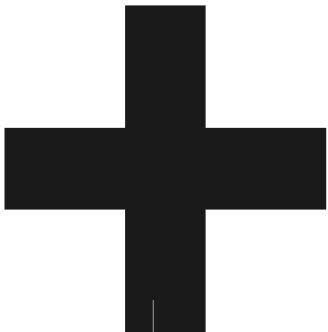
We use helveticons which relates well with Helvetica Nue  
our font. We use icons for wayfinding tasks that reinforce ideas.



Accent color added



Rich black 90%

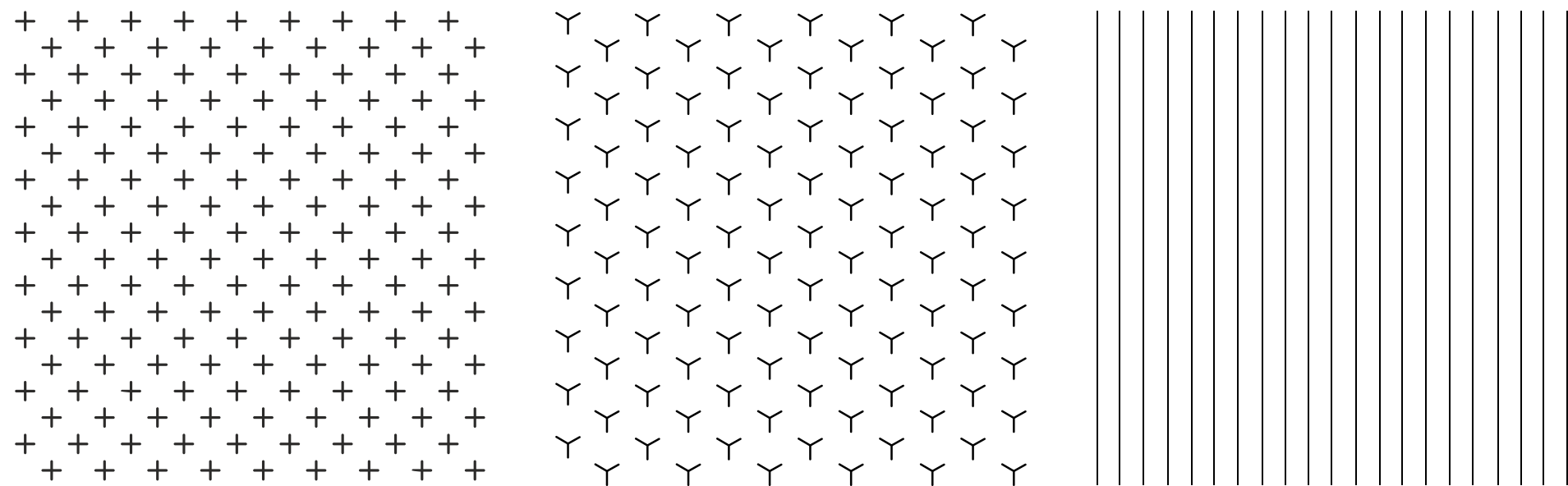


Some icons stay  
Rich black 90%

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# 8.0 Icons and illustration: Patterns and backgrounds

We use helveticons which relates well with Helvetica Nue our font. We use icons for wayfinding tasks that reinforce ideas.



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## 8.0 Icons and illustration: Patterns and backgrounds

We use helveticons which relates well with Helvetica Neue our font. We use icons for wayfinding tasks that reinforce ideas.

