



Hat Trick House
Brand Guidelines

2022

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Brand Values

Brand Value Statement

Hat Trick House makes jersey customization easy while ensuring accuracy and consistency.

Brand Values

Hat Trick House prides itself on the following 3 pillars of our work:

- Accuracy
- Consistency
- Quality

We strive to ensure 100% accuracy with all of our customization which in turn leads to consistency and quality. There are too many customization companies out there that simply don't care like we do. We are a company built by collectors for collectors. We wouldn't ship anything out of our doors that we ourselves wouldn't be excited to get!

Brand Voice

Persona: The Confident Customizer

We are the **confident customizer**. The authentic and passionate jersey customizers. Creating beautifully stitched jerseys with every detail in mind. Collectors new and tenured will be blown away by our **commitment to quality and satisfaction**. We are simply the best when it comes to accuracy and are confident in our capabilities. **We are passionate** about what we do and ensure **an authentic experience** for every customer.

Language

Style:

Positive, reliable, authentic

Delivery:

Accurate and informative

Impression:

The only option to consider

Tone of Voice

Volume:

Positive and encouraging

Energy:

Relatable and playful

Attitude:

Confident and approachable

Sociability:

Honest and engaged

Primary Logo

Our primary logo is playful yet strong. Utilizing symmetry and a level of precision that is reflected in our work. It is the focal point of our brand identity and is instantly recognizable.



Brand Colours

The Hat Trick House brand utilizes 5 different colours for all of its branding.

Depending on the usage for each colour, CMYK, RGB, or HEX values may be required.

For print, only CMYK values should be used.

For digital, only RGB or HEX values should be used.

Midnight Blue

CMYK: 97, 76, 0, 58
RGB: 3, 26, 107
HEX: # #031A6B

Dodger Blue

CMYK: 100, 39, 0, 4
RGB: 0, 149, 245
HEX: #0095F5

Ghost White

CMYK: 3, 3, 0, 0
RGB: 248, 248, 255
HEX: #F8F8FF

Sea Green Crayola

CMYK: 86, 0, 17, 9
RGB: 33, 232, 193
HEX: #

Dark Spring Green

CMYK: 80, 0, 39, 55
RGB: 23, 114, 69
HEX: #177245

Logo Variations

The Hat Trick House logo may be used in multiple variations. Variation A utilizes the wordmark on a single line beneath the symbol. Variation B uses a stacked wordmark to the right of the symbol while variation C uses a single line wordmark positioned to the right of the symbol.



Alternate Logos

The Hat Trick House alternate logos are variations of the original logo that may be used in certain circumstances.

Alternate logo A is a badge style symbol. Making use of the primary elements and providing a solid background provides some versatility.

Alternate logo B is a simple abbreviation of the wordmark typeface.

Alternate A

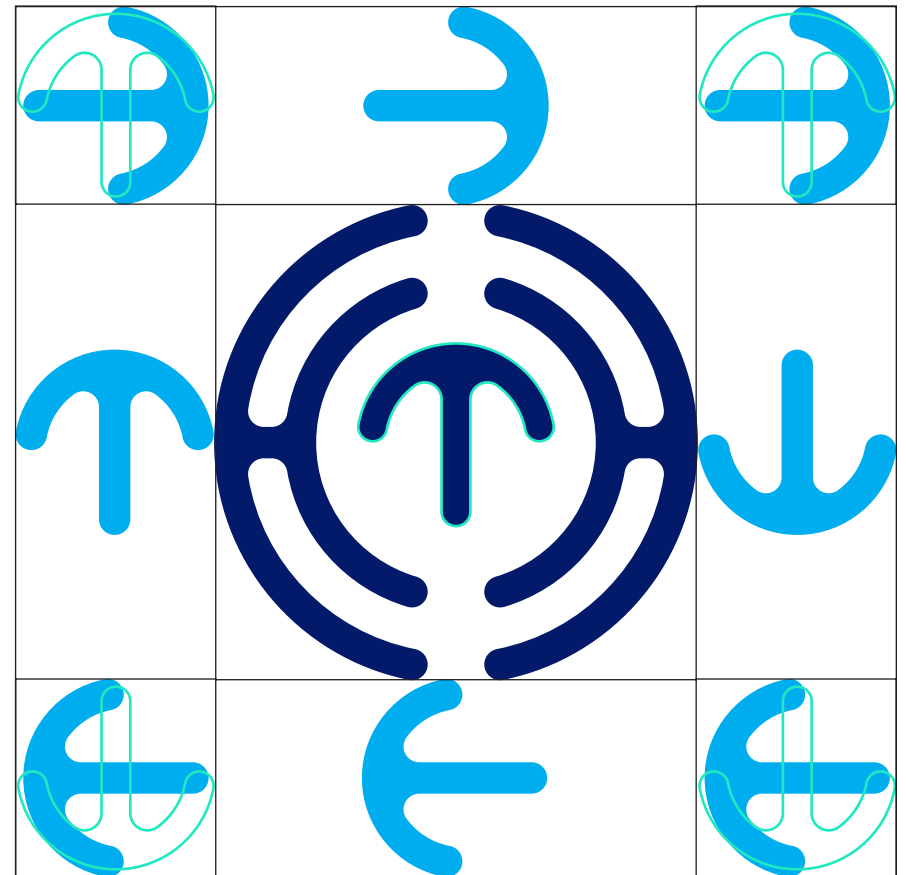


Alternate B



Logo Protected Space

Clear space is required when making use of the Hat Trick House logo. There should be spacing around each edge of the logo equal to the width of the “T” in the center of the primary logo (outlined in green). This ensures that enough space is provided around the logo and prevents any disruption or unwanted alterations. Absolutely no content should be placed in the specified protected area.



Logo Sizing & Patterns

Logo Sizing

Legibility is crucial when utilizing any of the Hat Trick House logos and variations. Depending on which logo is in use, the minimum size will vary. On the right is a guide to minimum sizing for each logo style.

Print: 0.8 inches tall
Screen: 76.8px tall



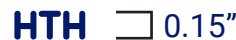
Print: 0.5 inches tall
Screen: 48px tall



Print: 0.25 inches tall
Screen: 24px tall



Print: 0.15 inches tall
Screen: 14.4px tall



Patterns

These patterns are built off shapes from the primary logo. They may be used as backgrounds for creatives, packaging, or collateral and are not to be altered.



Acceptable Logo Use

Acceptable Colour Usage

Hat Trick House logos may be used in many different colours depending on the background. It is important to recognize which logo colours work with which background colour choice. Darker background colours require lighter logo colours and vice versa.



Indicates prohibited use



Acceptable Logo Use

Acceptable Colour Usage

Although black is not a Hat Trick House brand colour, it may be needed from time to time. White backgrounds should be treated with the same considerations as the Ghost White background colour.



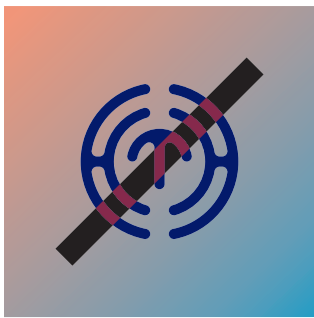
Indicates prohibited use



Acceptable Logo Use

Prohibited Logo Use

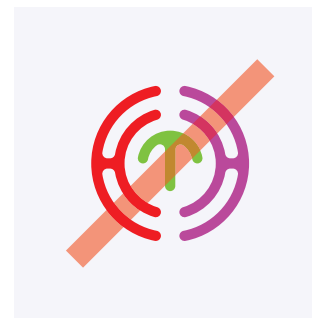
Indicates prohibited use



Do not use a gradient as a background



Do not remove elements from the logo



Do not alter logo elements to different colours or use non-brand colours



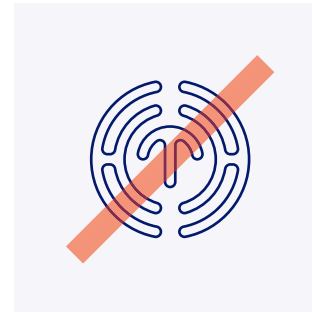
Do not stretch or distort the logo in any manner



Do not overlay elements on top of logo



Do not use a gradient for the logo colour



Do not use the logo as an outline



Do not change the position of any logo elements

Typography

Arista 2.0 Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! ? \$ & ()

Usage: Logo wordmark and titles

Roboto Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! ? \$ & ()

Usage: Headings

Roboto Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! ? \$ & ()

Usage: Body copy

Roboto Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! ? \$ & ()

Usage: Captions, subtext, fine print

Brand Collateral

Company Letterhead

Hat Trick House letterhead should be used for all official written documents. The letterhead features two midnight blue bars at the top and bottom of the page which host the company logo, social media information and website. In the center is where all text should be placed. The Hat Trick House logo is used as a centered watermark backing the text and spanning the width of the page.



Brand Collateral

Company Business Cards

Hat Trick House business cards feature the logo and wordmark on a Sea Green Crayola background with some accent symbols surrounding. The information side holds the employee name in large type with their position underneath as well as their contact info. Also included on this side is the company social media handle, website, address, and logo.



Brand Collateral

Envelopes

Hat Trick House business cards feature the logo and wordmark on a Sea Green Crayola background with some accent symbols surrounding. The information side holds the employee name in large type with their position underneath as well as their contact info. Also included on this side is the company social media handle, website, address, and logo.



Brand Collateral

The Hat Trick House brand collateral focuses on the use of our Midnight Blue and Sea Green Crayola colours to create striking and eye-catching designs. Sea Green Crayola is most often used as a background for elements being shown in Midnight Blue. Ghost White is used for any elements places on top of darker colours while Dodger Blue and Dark Spring Green are used as accents on



Brand Collateral

Packaging

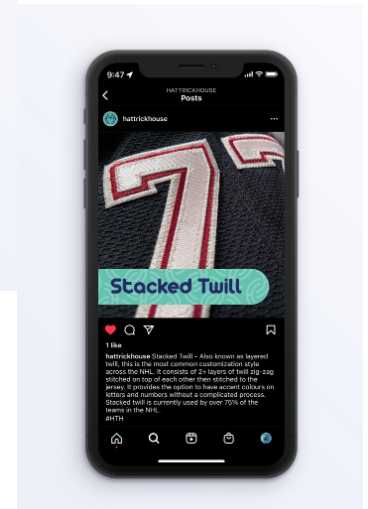
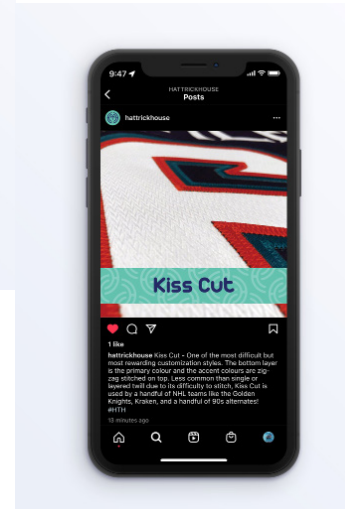
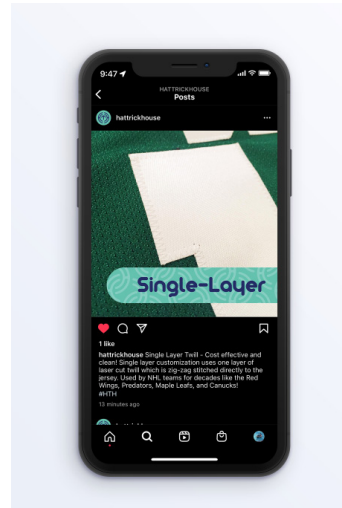
Every jersey collector knows a box is the best way to ship jerseys safely and in style. Hat Trick House boxes utilize a brand pattern throughout with large logos, socials, and the company website. A quality box allows for a more interactive purchasing experience and adds to unboxings.



Brand Collateral

Social Media

Hat Trick House social media posts should utilize available brand patterns, typography, photography, and symbols. Posts will have a large range of variability in terms of design. For any text-based post, the primary logo should be placed in either the top or bottom right corners. Only Arista 2.0 or Roboto fonts should be used for any text based posts.



Brand Collateral

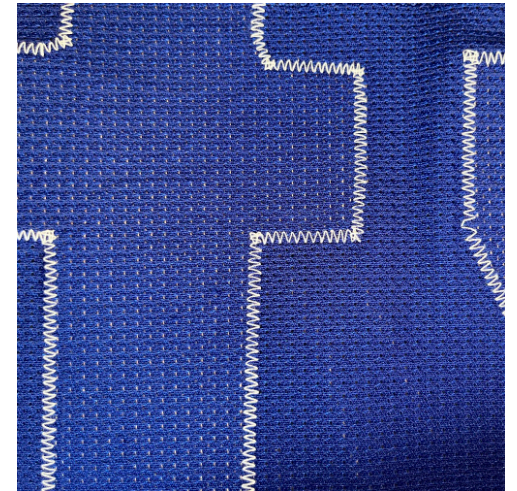
Mini Sticks

Hat Trick House always includes a gift with every order that ships out our doors. Mini sticks are fun for all ages and it is important to have brand reinforcement throughout the entire order process from start to finish. The mini stick features the Hat Trick House logo on the blade as well as the wordmark on the shaft. It uses all five brand colours and works as a simple but fun brand touchpoint that fits our values and voice.

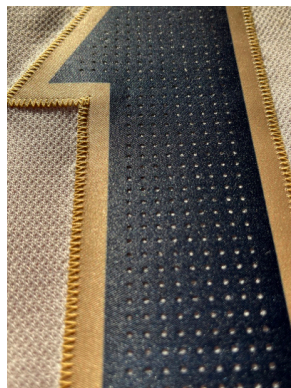
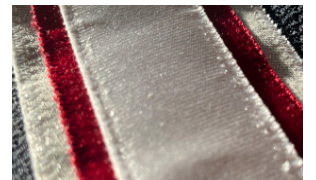
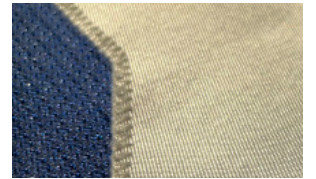


Photography

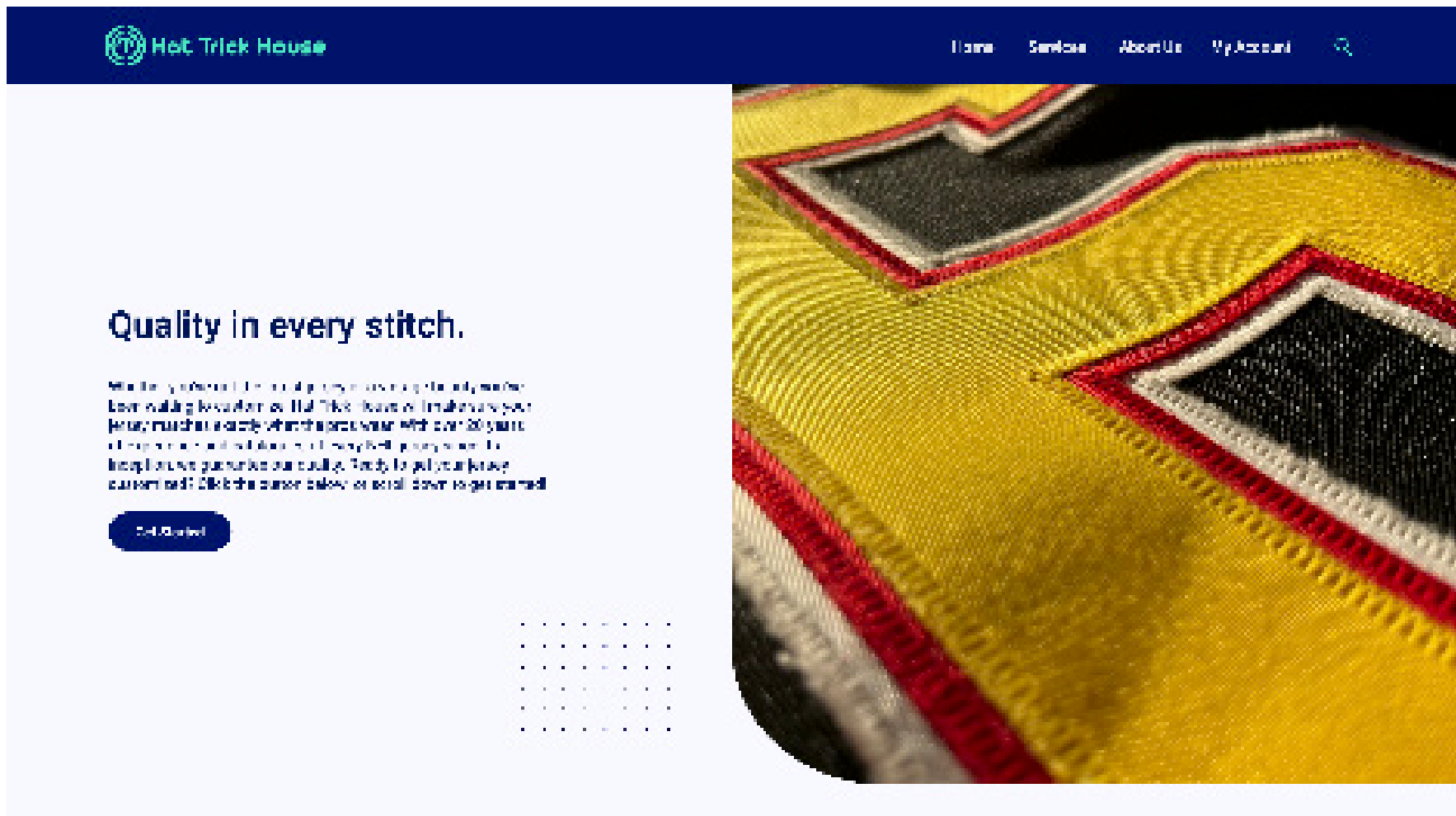
Hat Trick House photography should focus on the work we do. Since there are no Hat Trick House products, the photography should put an emphasis on the quality of our services. It is important to show potential customers the quality of our twill and stitching. It is imperative that through various detail shots, the quality of our work shines through. Customers will also want to be able to picture how their jersey will look once they choose us to customize it, therefore full jersey shots showcasing any names and numbers are also crucial for branding and customer information.



Photography



Website





Hat Trick House

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