Hitit | Brand Book

Introduction

Our brand manual sets out the principles for the correct implementation of our brand identity.

Its purpose is to guide the creation of coordinated and consistent materials, for both internal and external audiences.

Everyone who communicates or interacts with our customers on behalf of our brand, has an impact on how we are perceived.

This manual, therefore, is for anyone who plays a part in this process.

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Brand Identity

The Logo

The logo is an essential part of the brand.
The following pages provide explanations about the standards of logo size, logo usage and the proper use of our signature.

Our primary logo

We've revised our logo in order to achieve a simpler and neater look.

The Hitit logo has two elements. A Hitit star and our typeface. We don't use the "Computer Services" tagline anymore. The logo on this page is the primary one tagline anymore.

The logo on this page is the primary logo.

The secondary usage

Whenever our logo is used on backgrounds that are similar in color to it, our secondary usage must be used, in order to achieve maximum contrast.

It may appear on a black background

On dark backgrounds, our secondary logo must be used.

It may appear on a light background

The logo can be placed on a specific image. Whenever the image is white or, a light enough color to contrast with the logo, the primary logo should be used.

It may appear on a dark background

Whenever the images are dark and where our primary logo will not stand out, our secondary white logo must be used.

Our logo needs room to breath

In order to ensure visibility, our logo must have as much space around it, as possible.

The minimum exclusion area for our principal logo is determined by the rule illustrated on the right.

The size of the "x" box, corresponds to that of the squares, that make up the base of the Hitit sun, as illustrated on the right with the gray box.

Improper use of our logo

When using our logo, do not under any circumstances:

a. Distort our logo
b. Redraw or recreate our logo
c. Use a different shade of red
d. Change the alignment of the logo typeface
e. Change the size of the icon
f. Apply gradient effects

a.

b.

c.

d.

e.

f.

Understanding our signature

Our brand's descriptor is "Airline & Travel IT Solutions" and it communicates our mission.

When the signature is used with the logo, it should be proportional and have a specific height.

Typography

Our typography uses Effra font.
When possible, use the Effra font; it gives us our unique look.

Our font is Effra and it looks like this

Our typography uses the Effra font. The Effra font family can be applied to a wide range of messages and media. The four types of weight provide flexibility, creating harmonious variations of texture and emphasis.

Effra's overriding design features are its clean lines and open proportions; its circular characters hint at a geometric basis and express modernity. Where traditional features are expected, the font family surprises with its soft and humanistic design details.

This, combined with Effra's subtle spacing and abundant kern pairs, creates a very even texture.

Effra Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
VWXYZ0123456789
.,;:?!/%*$€¥£&@“”{}()«»

Effra Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
VWXYZ0123456789
.,;:?!/%*$€¥£&@“”{}()«»

Effra Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
VWXYZ0123456789
.,;:?!/%*$€¥£&@“”{}()«»

Effra Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
VWXYZ0123456789
.,;:?!/%$€¥£&@“”{}()«»*

Colors

Our colors are a key element of our brand identity;
they express our character and tone.
We have a primary and a secondary color palette.

Primary Hitit colors

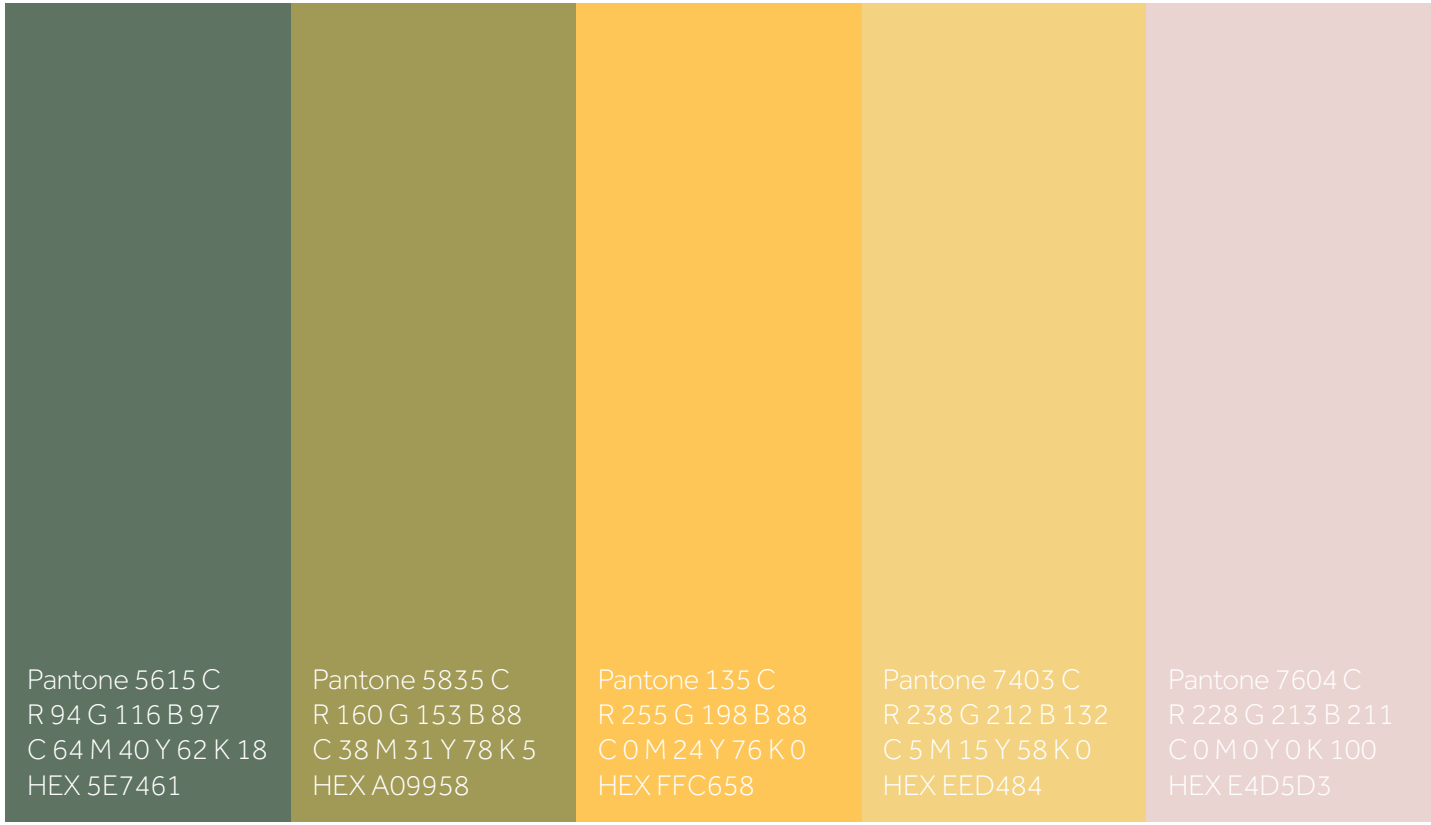
Our primary color palette is composed of red, black and white.

These primary colors are used in our logo.

They can also be used in various graphic communication.

Our secondary colors

In every digital and offline media, these colors are the secondary color elements. We use our secondary colors to provide variety, as well as soft backgrounds.



Imagery

Imagery

Photography is the ultimate differentiator for and in all communication materials.

The photography and imagery should always be consistent throughout all communication channels.

Imagery

Easy, relaxing, powerful and technological images, that are not superficial and align with the promises of our brand.

Note that the imagery has not yet been decided upon for social media illustrations.

Stationery

White, clean pages

Our stationery may consist of several elements from pens to business cards, etc.

The idea is to design most of them primarily in white, with the distinctive Hitit logo at the top.

Brand Identity of Crane

Having proved itself over the years, a new identity has been developed for it, in 2016. The bird with two different shades of blue - crane - has a positive and elegant feel. While the light blue establishes a calm, patient and peaceful feeling, the darker blue gives an energetic and vibrant sense. Crane typeface ends with a distinctive blue dot, followed by expertise brands/offerings.

See the list below:

Crane PAX
Crane IBE
Crane ALM
Crane DCS
Crane LL
Crane CCL
Crane FERRY
Crane SP
Crane OCC
Crane CREW
Crane RA
Crane CA

The Logo

The primary logo

Alternative use

Depending on the channel, this is an alternative use for the Crane logo.

It may appear on a light background

Whenever the image is white, or a light enough color, to contrast with the logo, the primary logo should be used.

Crane Solutions

Crane is a huge family of products categorized into Passenger Service System, Operations Planning and Accounting.

Crane Solutions' logos

Crane is a huge family of products categorized into Passenger Service System, Operations Planning and Accounting.

crane.PAX
crane.IBE
crane.ALM
crane.DCS
crane.LL
crane.CCL
crane.FERRY
crane.SP
crane.OCC
crane.CREW
crane.RA
crane.CA

Typography

The brand Crane uses Bw Modelica as its font, and it looks like this

Bw Modelica Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
VWXYZ0123456789
.,;:?!/%*$€¥£&@“”{}()«»

Bw Modelica Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
VWXYZ0123456789
.,;:?!/%*$€¥£&@“”{}()«»

Bw Modelica Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
VWXYZ0123456789
.,;:?!/%*$€¥£&@“”{}()«»

Bw Modelica Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
VWXYZ0123456789
.,;:?!/%$€¥£&@“”{}()«»*

Bw Modelica Bold
abcdefghijklmnopqrstuvwxyz
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VWXYZ0123456789
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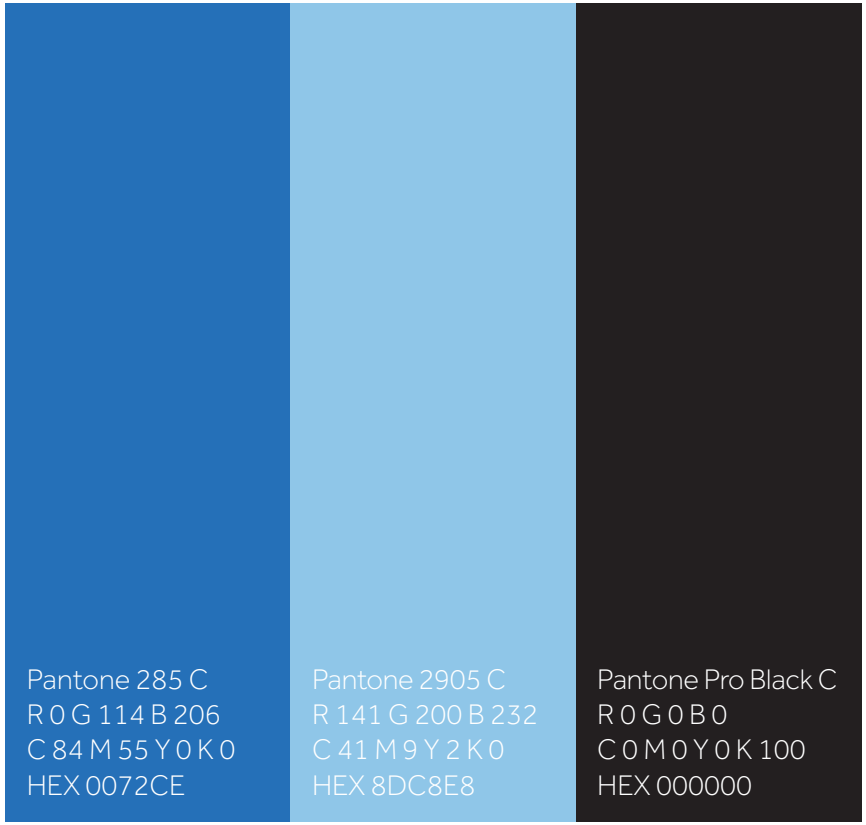
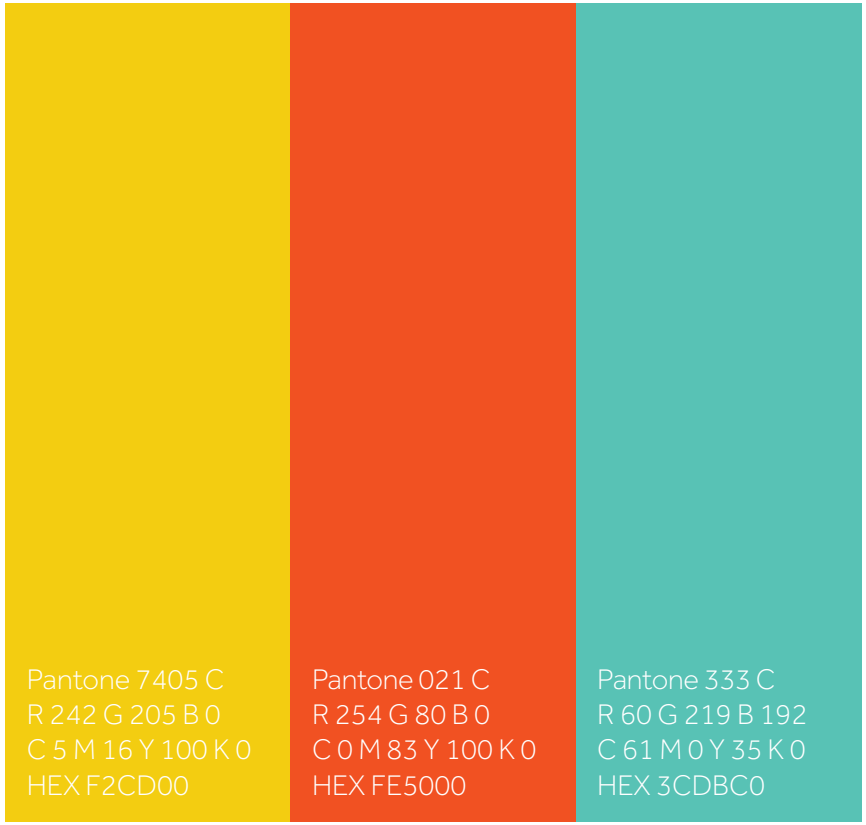
Colors

Primary colors of Crane



Secondary colors of Crane



Key Visuals

Key visuals

Key visuals may consist of several different elements. Crane's key visuals are free-flowing lines that give a dynamic aesthetic, and curious feel. They may be used in all communication materials and channels.

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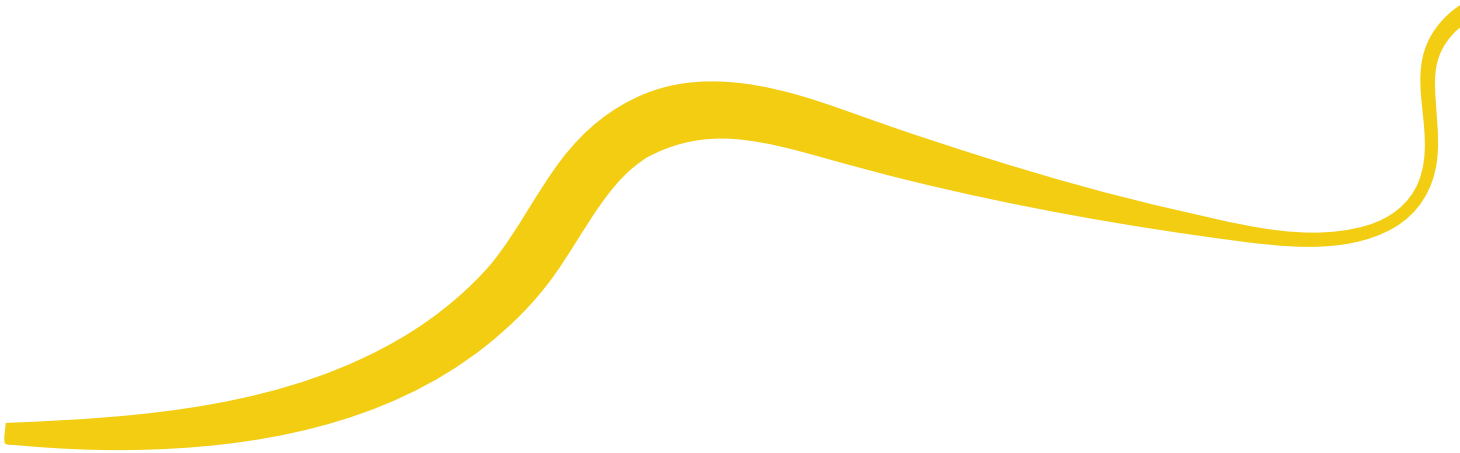

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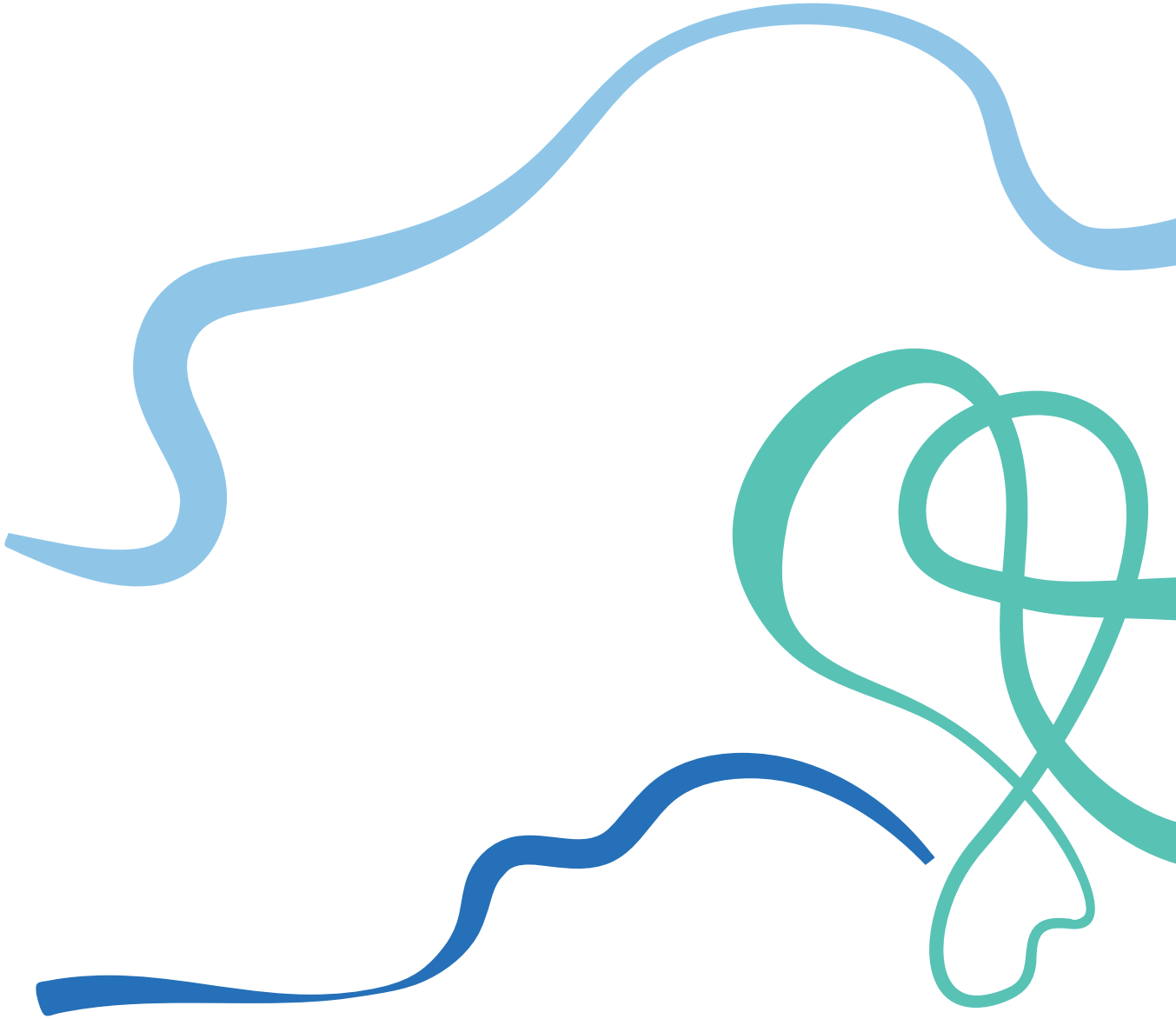

Key visuals can be seen in various sizes, on various mediums.

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Iconography

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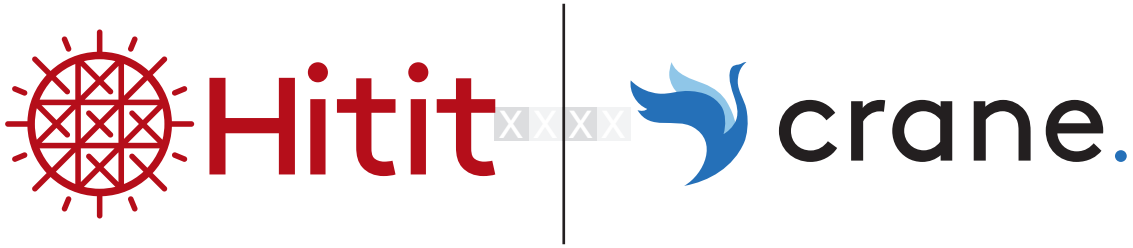
Iconography is as important as other graphical brand items. Icons can provide distinctive information in a fast way.

Because we have several “concepts” to describe, icons are of vital importance for us. Our icons have a slick and rounded design, that is blue.

Hitit & Crane Logo Usage

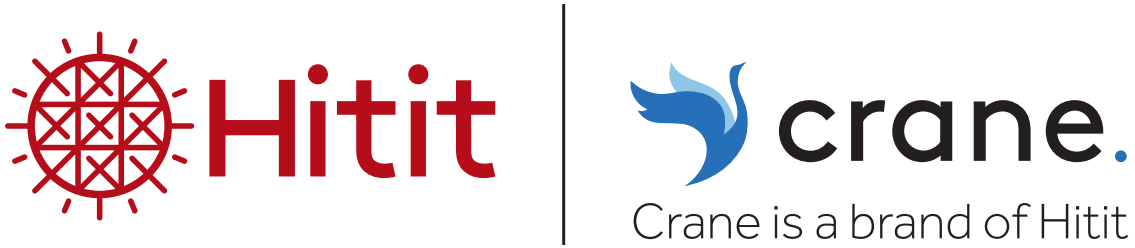
Our corporation's brand is Hitit. In addition, we have our stand-alone product brand Crane.

In any communication with third parties, we try to include both of the brands in corresponding sizes, whenever possible.



Hitit is our company "brand" and Crane is the service/product brand.

In some cases, they must be presented together.



Hitit is our company "brand" and Crane is the service/product brand.

In some cases, they must be presented together. Depending on the channel and availability, in any communication made on behalf of Crane, the "Powered by Hitit" logo must be used.

This implies Hitit's the strong relation with and support to Crane.

For the purpose of increasing brand presence and highlighting the connection with Hitit, the Crane logo can be used with a sub- text emphasizing the relationship with the brand Hitit The sub-text reads “Crane is a brand of Hitit”.

Whenever there is a very specific design material (Eg. Facebook post design on the right), both logos are included.

Preferably with Hitit on the left-hand side and Crane on the right-hand-side.

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For any questions please contact
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