Brand guidelines

HARDPAN
GROUND IMPLEMENTS

Ground implements for ATV and UTV: box scrapers, cultivators, one-point lift, Cat-0, adapters, BCS two-wheel tractor implements, trailers and sleds.
HARDPAN is a brand of Lionparts LLP.

Logo

8 versions, each as SVG, PNG and PDF. Six of them below, each on the ground it is made for.



HARDPAN_Logo_Primary_Black



HARDPAN_Logo_Plate_FullColour



HARDPAN_Logo_Primary_Creme



HARDPAN_Logo_Compact_Black



HARDPAN_Symbol_FullColour



HARDPAN_Wordmark_Creme

CLEAR SPACE

The height of the rule × 3 on all sides.

MINIMUM SIZE

Primary lockup 45 mm wide. Compact (no subtitle) 22 mm. Symbol 8 mm.

USE

- The rule is always exactly as wide as the wordmark; the subtitle is tracked out to the same width.
- The mustard drop shadow belongs to large catalogue headlines (from about 30 pt) on light paper. It is not part of the logo.
- If the subtitle text changes, the type size must be solved again so the line still spans the wordmark.

Colour and type

BLACK
#171310
RGB 23 19 16
Text and lines. 15.2:1 on Manila

OXIDE RED
#A32A21
RGB 163 42 33
Text and panels. 6.03:1

ENAMEL BLUE
#1B4A6B
RGB 27 74 107
Banners. 7.84:1

MUSTARD
#D8A128
RGB 216 161 40
Panels and the rule on the plate. Never text (1.94:1)

MANILA
#F2EAD9
RGB 242 234 217
Paper

CREME
#F7F1E4
RGB 247 241 228
Text cut out of coloured fields

Charis SIL

ABCDEFGH abcdefgh 0123456789

Wordmark and headlines (Bold)
Bold (also Regular, Italic) · SIL Open Font License · font files included

Alegreya Sans

ABCDEFGH abcdefgh 0123456789

Running text
400, 500, 700 · SIL Open Font License · font files included

Liberation Sans Narrow

Not embedded in this document

Labels, table heads, article numbers, dimensions (Bold)
Bold · Liberation Fonts 1.07 (GPL with font exception). Not included; available from the liberation-fonts project

Charis SIL carries Bitstream Charter's letterforms under an open licence. Never use the Type 1 Charter (.pfb): PDF engines swap it silently. Check every PDF with pdffonts. No monospace anywhere.

Icons, voice, facts



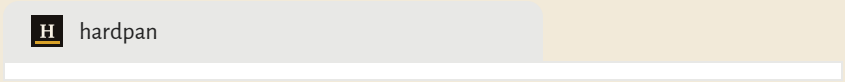
App icon, 512 and 192 px



Social avatar, circle crop



Apple touch



The H plate: Creme H on black with the Mustard rule. Favicon at actual size above: SVG plus ICO with 16, 32 and 48 px.

- Hardware-store plain: what it is, what it fits, what it weighs.
- The load-bearing caveat stays in, stated once: what is not included and what the machine must have.
- Never call HARDPAN a registered trademark.

OWNER	Lionparts LLP, own brand.
WEBSITE	None registered
WRITTEN AS	HARDPAN
ARTICLE NUMBERS	HP-FAMILY-NNN-VARIANT, e.g. HP-GR-004-BK. Variants: ST steel, BK black, RE red, YE yellow, PU polyurethane.
TRADEMARK	Not registered. Write "HARDPAN is a brand of Lionparts LLP", never ® or "registered trademark". A CIPO application can be filed, goods limited to ground implements. In Québec the mark must be registered in Canada before it may appear untranslated on packaging.