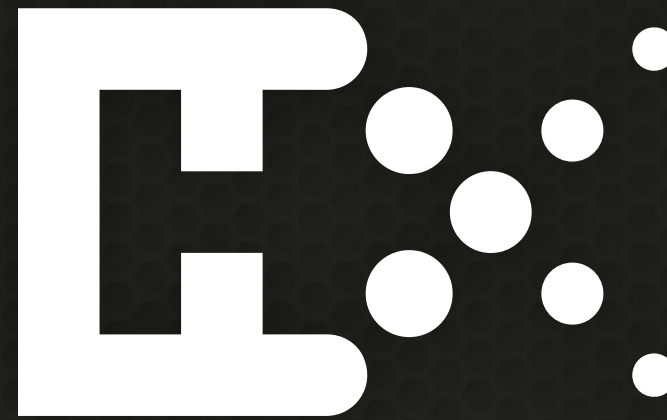
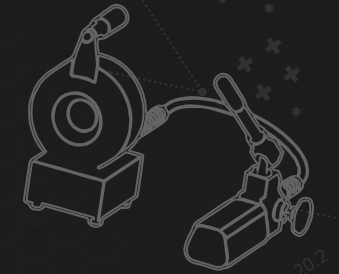
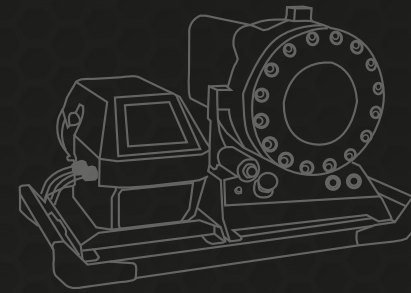
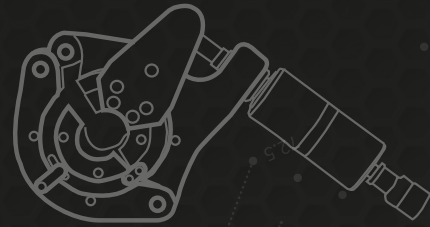
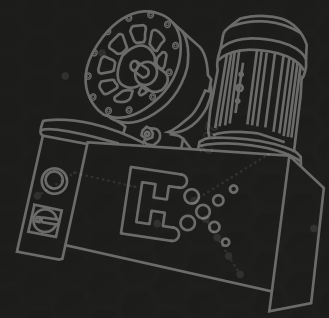
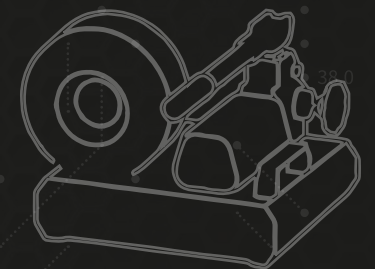
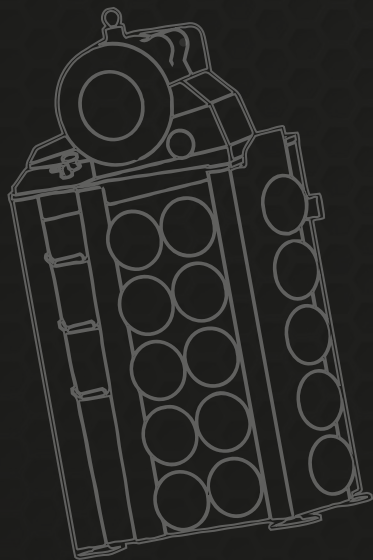
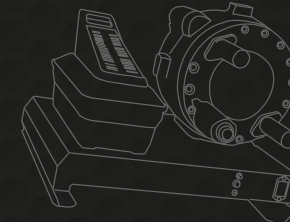
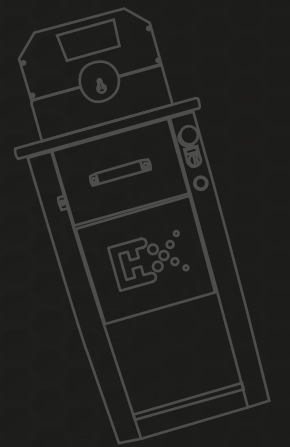
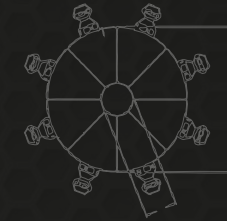
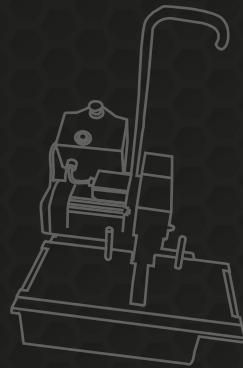
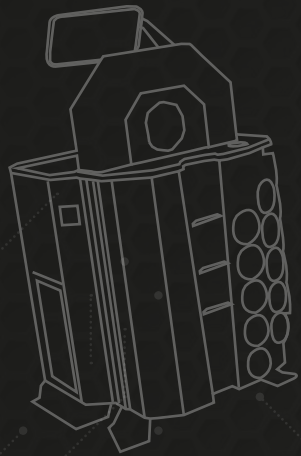




HYDFLEX

HOSE ASSEMBLY MACHINES



// BRAND & IDENTITY //

GUIDELINES



HYDREX

HOSE ASSEMBLY MACHINES

1. Our Mission	5-6
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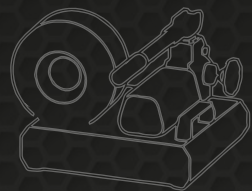
We market a range of top-quality products in Europe. Multi-platform communication is a form of interaction with the public. It enables the communication of vision, gives personality and builds the brand - both visually and conceptually communicating it to customers, employees, job seekers...

To ensure clear recognition and the highest quality presentation of our brand and products, the proper use of all brand-related materials is crucial. The following guidelines have been developed to ensure strong and consistent use of our visual identity, brand voice and related resources.

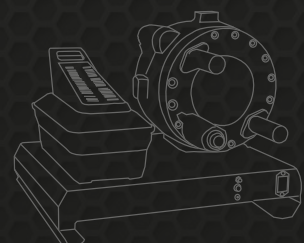


// It all starts with a **Solid Connection.** //

// OUR MISSION



WHO WE ARE?



Providing professional, reliable solutions for workshops and the hydraulic industry.

// Who We Are

Hydflex is a brand built for professionals. We provide reliable machines and solutions for workshops and the hydraulic industry, with a focus on precision, quality, and trust. Combining technical expertise with a personal approach, we understand that behind every machine there are people who need solid tools and real support.

In just 2 years since the launch of the Hydflex brand, we have sold over 1,000 machines.



// 100 words

Hydflex is a brand created for professional workshops and the hydraulic industry. We offer tested crimping, cutting, and skiving machines that meet technical demands and support the daily work of operators, technicians, and engineers. Our devices are precise, reliable, and tailored to real workshop needs. We work only with proven manufacturers to ensure quality, safety, and consistency. We believe true strength lies in combining technology with strong relationships—so we also provide expert advice and direct contact with our team. Our goal is to build trust, support growth, and help workshops operate efficiently, every single day.

// 50 words

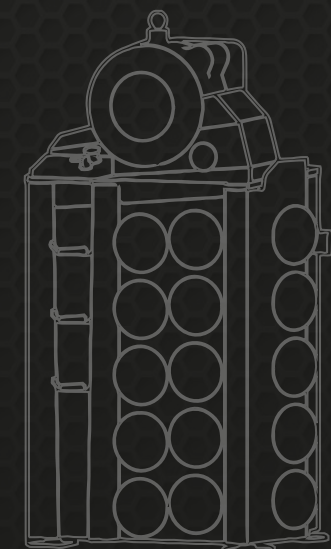
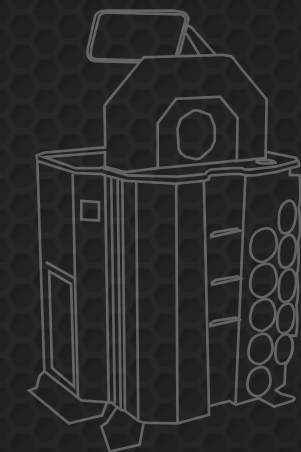
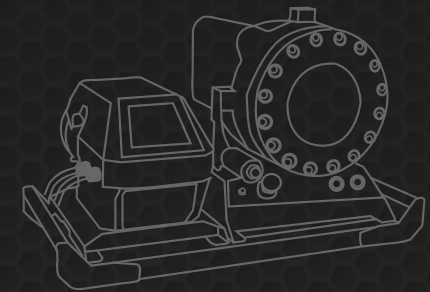
Hydflex delivers reliable hydraulic machines for workshops and industry. We combine technology with strong relationships—offering advice, support, and quick access to our team. Our machines are tested, precise, and built for professionals' daily work. We aim to build long-term trust and support the growth of every workshop we serve.

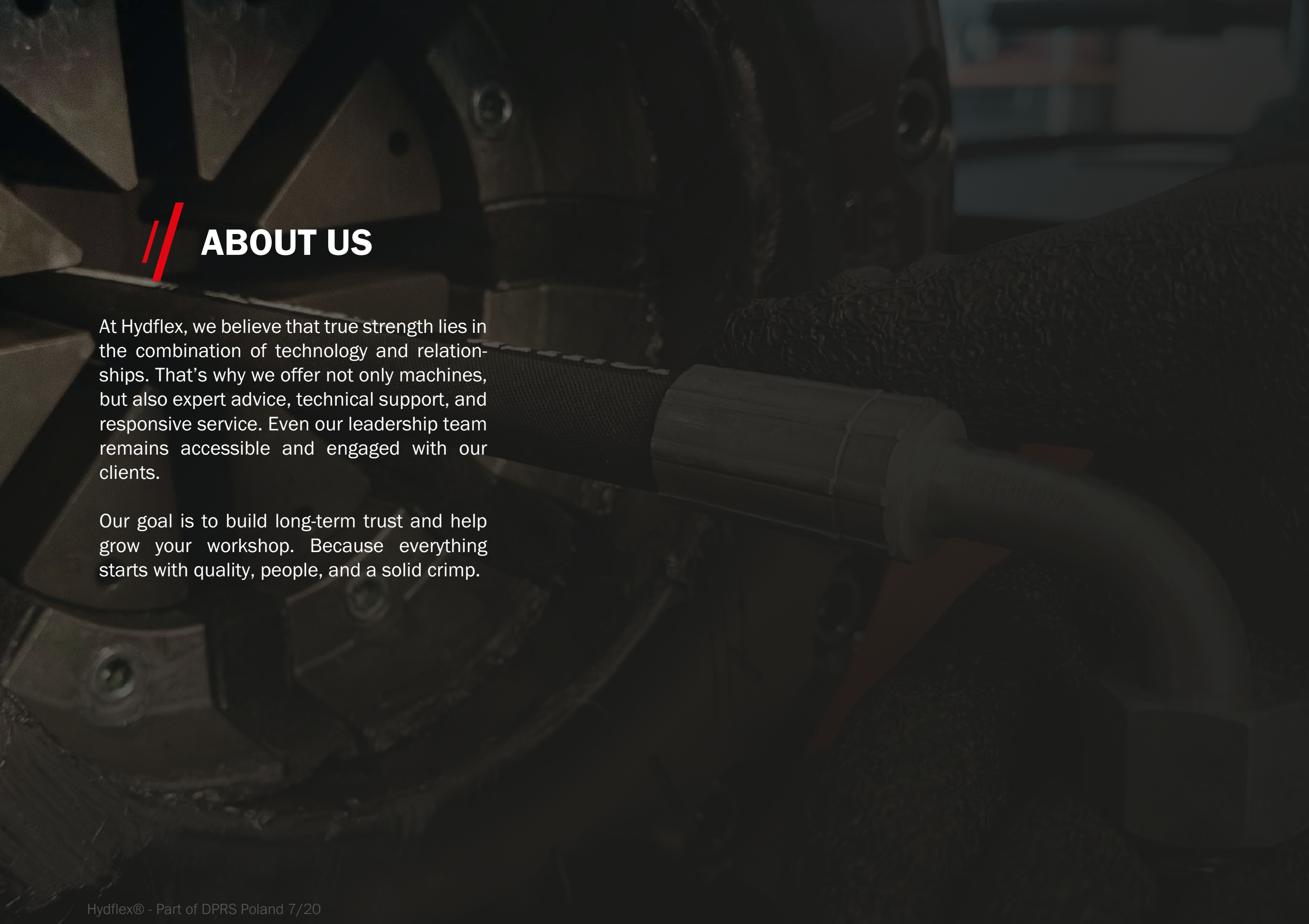
// 25 words

Hydflex provides precision machines and real support for workshops. We combine technology, quality, and people—building trust and driving growth in the hydraulic industry every day.



BOILERPLATE INTROS



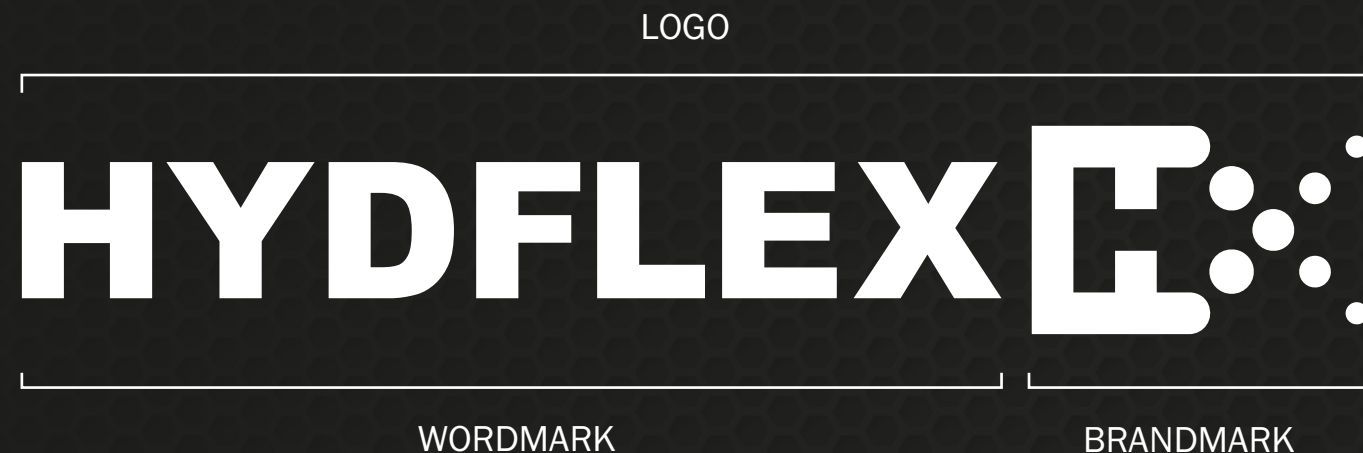


// ABOUT US

At Hydflex, we believe that true strength lies in the combination of technology and relationships. That's why we offer not only machines, but also expert advice, technical support, and responsive service. Even our leadership team remains accessible and engaged with our clients.

Our goal is to build long-term trust and help grow your workshop. Because everything starts with quality, people, and a solid crimp.

// THE LOGO



// LOGO

The logo is minimalist and technical, reinforcing values such as precision, trust and engineering excellence. Reflecting a professional, it is well suited for industrial environments, product catalogs, technical documentation and B2B platforms.

// WORDMARK

The typeface is modern, geometric, and sans-serif. The letters are bold and strong, giving the brand a technical and solid character. The letterforms suggest precision and modernity.

// BRANDMARK

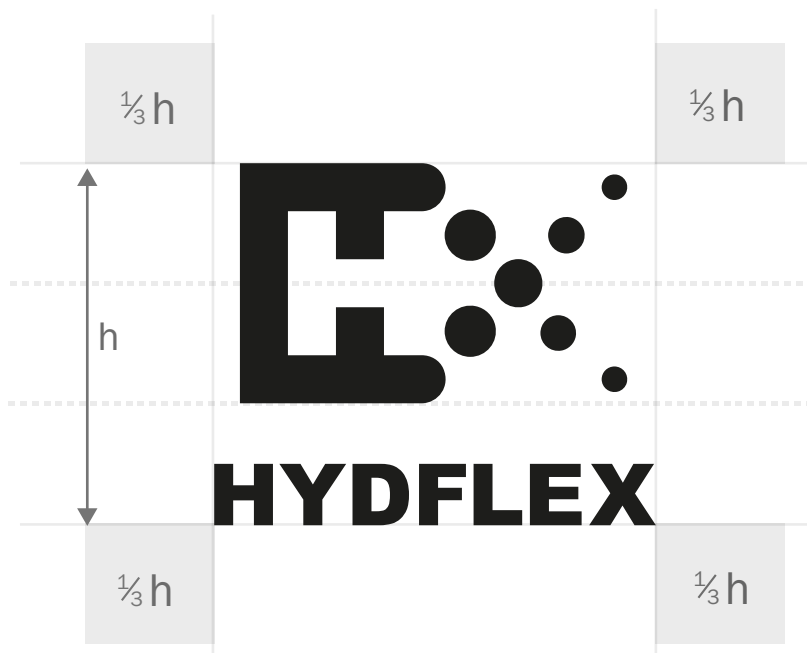
The letter “H” has been simplified to a geometric, square form, reminiscent of a hydraulic circuit. To the right of the letter is a six-point graphic arranged in an expanding cloud, symbolizing flow, pressure and precise connection.

// LOGO OVERVIEW & SAFE MARGINS



// HORIZONTAL LOGO

The minimum clear space around the logo must equal $\frac{3}{5}$ of the logo's total height. This area should remain entirely free of text, images, or any other graphic elements.



// VERTICAL LOGO

For vertical lockups, the clear space must be at least $\frac{1}{3}$ of the logo's total height, applied uniformly on all sides. This rule applies regardless of background, size, or medium. Maintaining this protective space reinforces the integrity of the brand and ensures clarity across all contexts.

// LOGO SAFE MARGINS

To preserve the visual impact and legibility of the Hydflex logo, a minimum clear space must be maintained around all sides of the mark. This exclusion zone protects the logo from visual interference and ensures it remains distinct and prominent in any application.

The Hydflex wordmark must only be used in black or white. It must always appear on a background that ensures clear contrast and optimal legibility, regardless of context or scale. Approved background colors include: Black, White, Red (Hydflex Red), Yellow, Dark Grey and Light Grey. Photographic or illustrated backgrounds may be used, provided they are sufficiently desaturated or blurred to maintain strong contrast with the logo. The preferred application on imagery is the white wordmark, centrally aligned and placed over an area of visual calm. Under no circumstances should the wordmark be applied in any color outside the approved black or white, nor should it be placed over backgrounds that compromise its clarity or legibility.



CORRECT USAGE

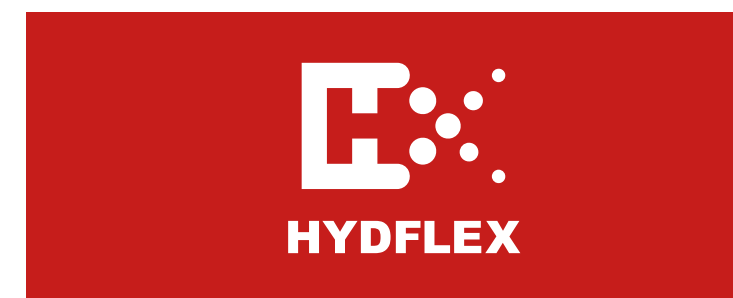
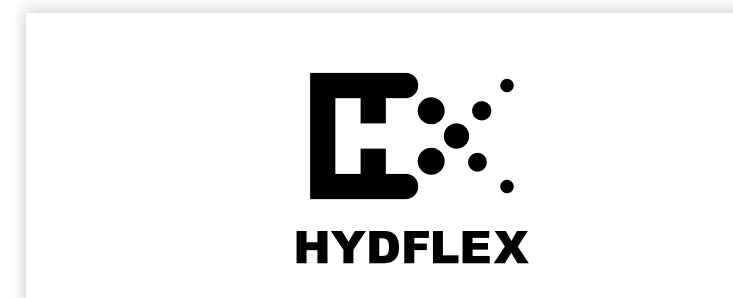
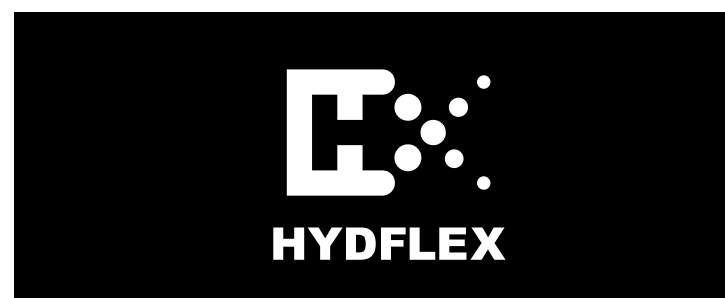
HOW TO USE?



CORRECT USAGE

HOW TO USE?

The Hydflex wordmark must only be used in black or white. It must always appear on a background that ensures clear contrast and optimal legibility, regardless of context or scale. Approved background colors include: Black, White, Red (Hydflex Red), Yellow, Dark Grey and Light Grey. Photographic or illustrated backgrounds may be used, provided they are sufficiently desaturated or blurred to maintain strong contrast with the logo. The preferred application on imagery is the white wordmark, centrally aligned and placed over an area of visual calm. Under no circumstances should the wordmark be applied in any color outside the approved black or white, nor should it be placed over backgrounds that compromise its clarity or legibility.



INCORRECT USAGE

To maintain the integrity and consistency of the Hydflex brand, the logo must never be altered, distorted, or misused in any way. Below are examples of unacceptable applications that compromise clarity, recognizability, or visual impact:



Do not stretch or skew



Do not use unspecified colors or add effects



Do not outline elements



Do not rotate



Do not place over backgrounds lacking contrast



Do not change the logo composition

HOW TO **NOT** USE..



LOGO SIZING

To ensure visual consistency and brand recognition across all formats, the Hydflex logo must always be applied within the following scale parameters:



Standard Print Formats (ISO A, B, C series)

Horizontal — the logo width must be at least **1/3** of the shorter edge of the format.

Vertical — the logo width must be at least **1/3** of the shorter edge of the format.



Minimum Printed Size:

To maintain legibility and logo integrity, the absolute minimum width for any printed version of the logo is 20 mm.



As a general rule:

Horizontal logo: **minimum 1/3** of the shortest edge
Vertical logo: **minimum 1/3** of the shortest edge



Non-Standard Formats and Custom Applications

In cases where the logo is applied to non-standard dimensions (e.g. packaging, merchandise, digital assets, unconventional formats), the logo should be scaled proportionally using the shortest edge of the layout as a reference point.

If this approach compromises visual balance or layout functionality, designers should prioritize clarity, contrast, and spacing. All logo applications must preserve the brand's visual standards, even in edge-case scenarios.

We trust our design partners to apply these rules responsibly. When in doubt, refer to the proportions outlined above or align with existing reference formats.

While prior approval is not required for custom sizes, consistency with the brand's visual language is essential.



// COLORS WE USE

// Color Palette

The Hydflex color palette is bold, resilient, and elemental — reflecting strength, clarity, and purpose in every application. Our brand colors are carefully selected to communicate power and modern precision while ensuring consistency across all media.

// Supportive Tones

A range of red may be used in photographic or atmospheric contexts (e.g. landscapes, hero banners, UI backdrops), reinforcing the brand's association with resilience, climate endurance, and northern environments. These reds are not part of the core color system and should be used only in imagery, not in logo or UI elements.

HEX: c61d1b
CMYK: 15 99 98 5
RGB: 198 29 27
PANTONE: 1795 C

Red

HEX: f6f6f6
CMYK: 0 0 0 5
RGB: 246 246 246
PANTONE: Cool Gray 1 C

White

HEX: 000000
CMYK: 91 79 62 100
RGB: 0 0 0
PANTONE: Black 6 C

Black

HEX: 727272
CMYK: 53 42 42 27
RGB: 114 114 114
PANTONE: 446 C

Gray

// FONTS WE USE

FranklinGhotic URW Demi

a, ā, b, c, ć, d, e, ē, f, g, h, i, j, k, l, ł, m, n, o, ó, p, q, r, s, ś, t, u, v, w, x, y, z, ź, ż
A, Ą, B, C, Ć, D, E, Ę, F, G, H, I, J, K, L, Ł, M, N, O, Ó, P, Q, R, S, Ś, T, U, V, W, X, Y, Z, Ź, Ż
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ - + =

Used for headlines and to emphasize key information within body text. Its dynamic form brings contrast and immediacy, guiding attention with clarity and intent. For high-impact or high-contrast compositions, the Heavy weight can be used to reinforce presence and structure.

FranklinGhotic URW Book

a, ā, b, c, ć, d, e, ē, f, g, h, i, j, k, l, ł, m, n, o, ó, p, q, r, s, ś, t, u, v, w, x, y, z, ź, ż
A, Ą, B, C, Ć, D, E, Ę, F, G, H, I, J, K, L, Ł, M, N, O, Ó, P, Q, R, S, Ś, T, U, V, W, X, Y, Z, Ź, Ż
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ - + =

A highly versatile weight used across a wide range of applications — from body copy to functional UI text. It ensures a clean, readable foundation that adapts seamlessly to different formats.

FranklinGhotic URW Light

a, ā, b, c, ć, d, e, ē, f, g, h, i, j, k, l, ł, m, n, o, ó, p, q, r, s, ś, t, u, v, w, x, y, z, ź, ż
A, Ą, B, C, Ć, D, E, Ę, F, G, H, I, J, K, L, Ł, M, N, O, Ó, P, Q, R, S, Ś, T, U, V, W, X, Y, Z, Ź, Ż
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ - + =

Applied selectively to technical or secondary information, such as metadata or annotations. Best used at larger sizes where its fine line weight maintains legibility without loss of presence.

// Type with Purpose

Typography is a key pillar of the Hyd-flex identity. Clean, modern, and highly legible, it reflects the brand's precision and confidence across all applications — from product communication to digital interfaces.

We use **FranklinGhotic URW Book** as our primary typeface. Its geometric construction, balanced proportions, and versatility allow it to perform equally well in bold headlines and detailed technical information.

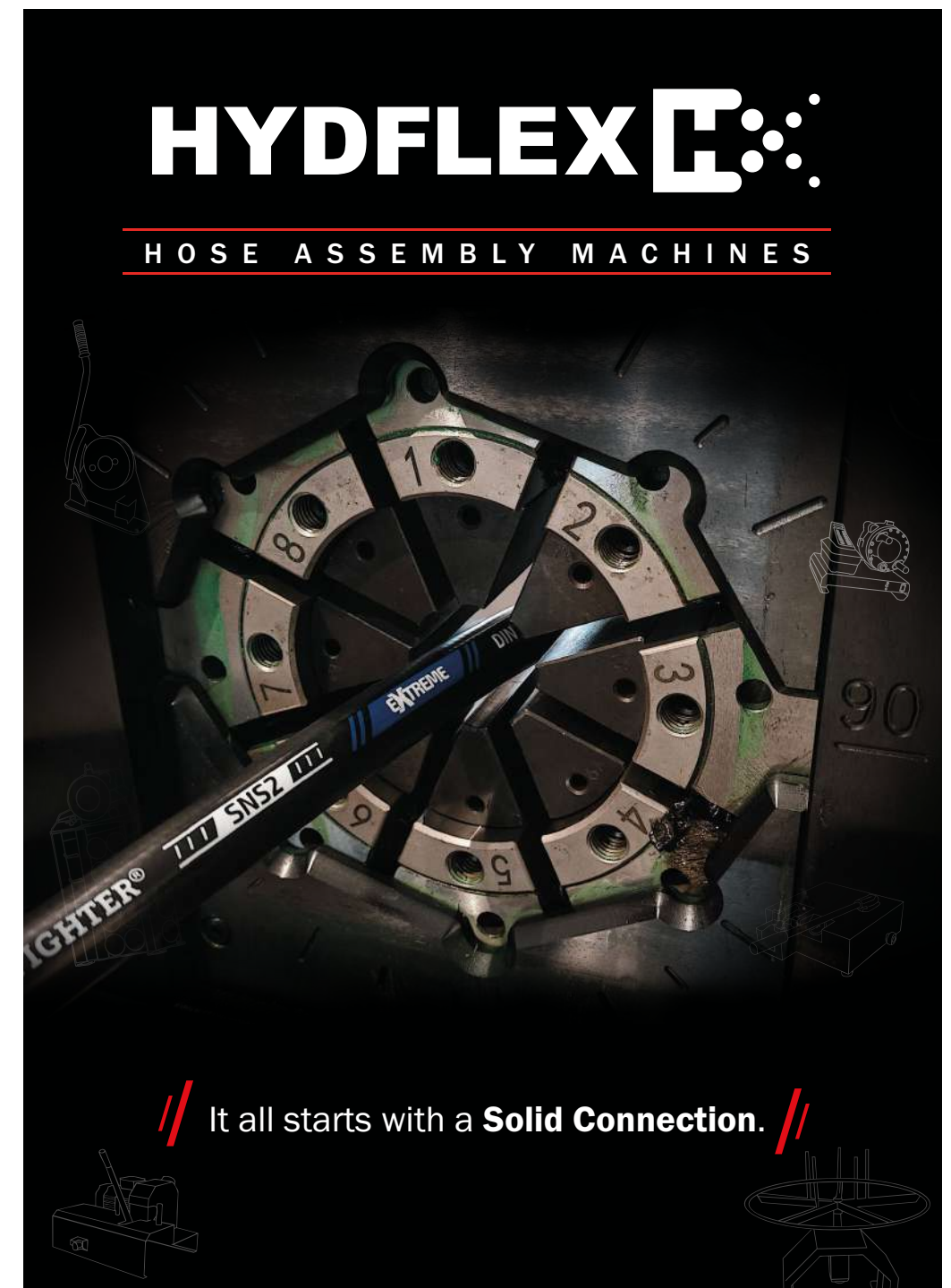
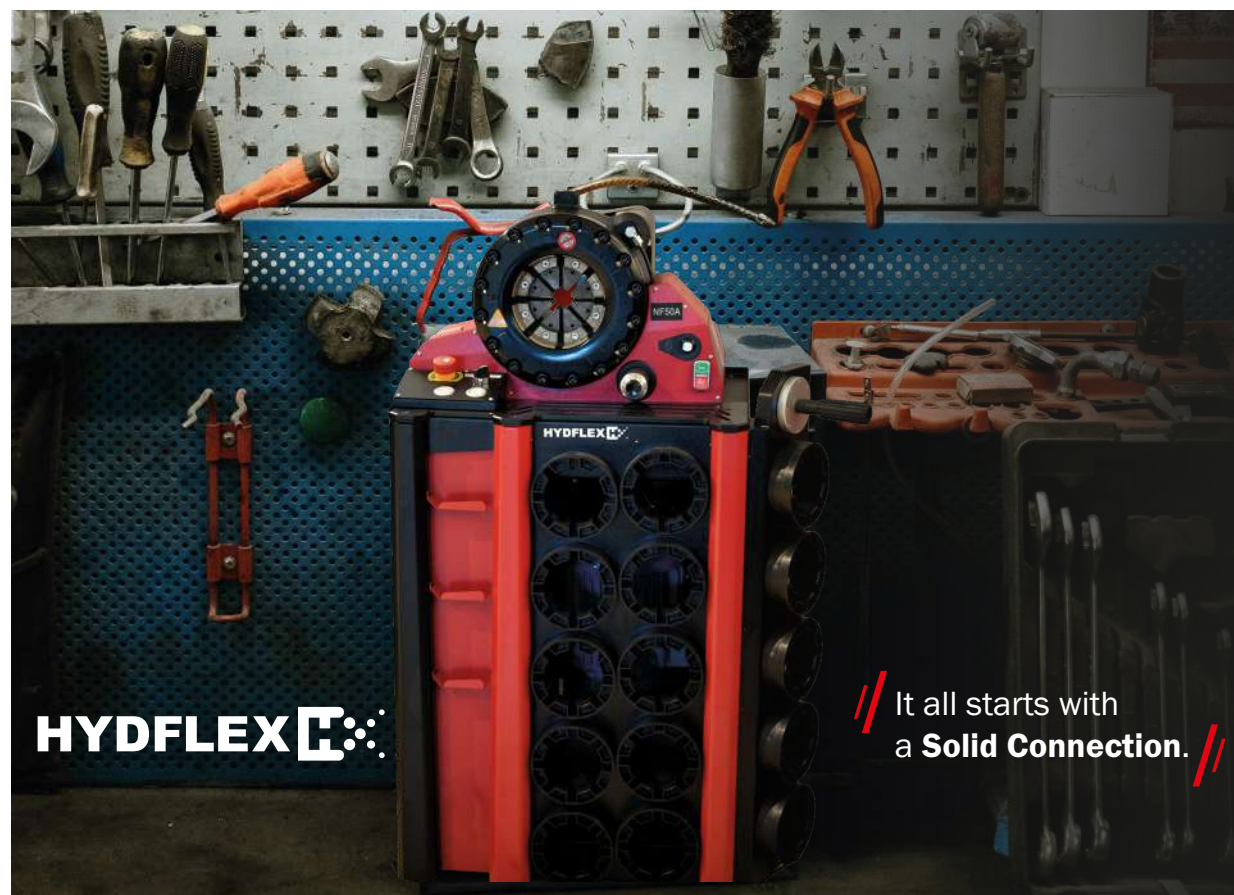
FranklinGhotic URW Book must be used consistently across all brand materials to ensure a unified voice and clear visual rhythm. When unavailable (e.g. in system-limited environments), a suitable fallback such as **Helvetica Neue** may be used — but never as a replacement in core brand expressions.

// KEY VISUALS

Design with Purpose

Key visuals are the expressive face of the Hydflex brand — crafted compositions that translate our identity into striking, image-led narratives. They combine photography, color, typography, and iconic layout principles to build tension, focus, and atmosphere. Whether used in campaigns, digital banners, or editorial spreads, they exist to tell a story — one that's grounded in resilience, contrast, and the clarity of movement.

Key visuals should always reflect the core brand palette, maintain visual balance, and leave space for the logo to breathe. Imagery may lean into cold tones, natural elements, or directional framing to amplify presence and mood.

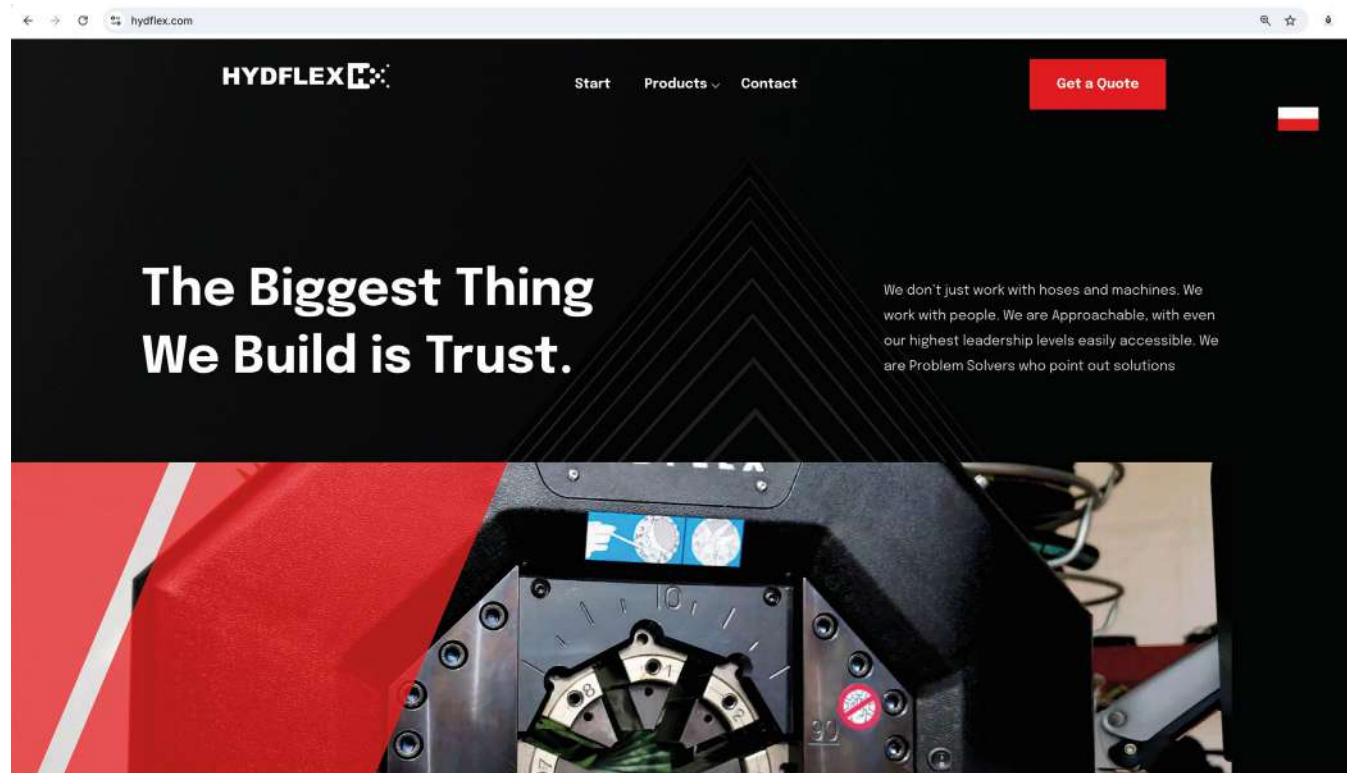


// WEB SITE

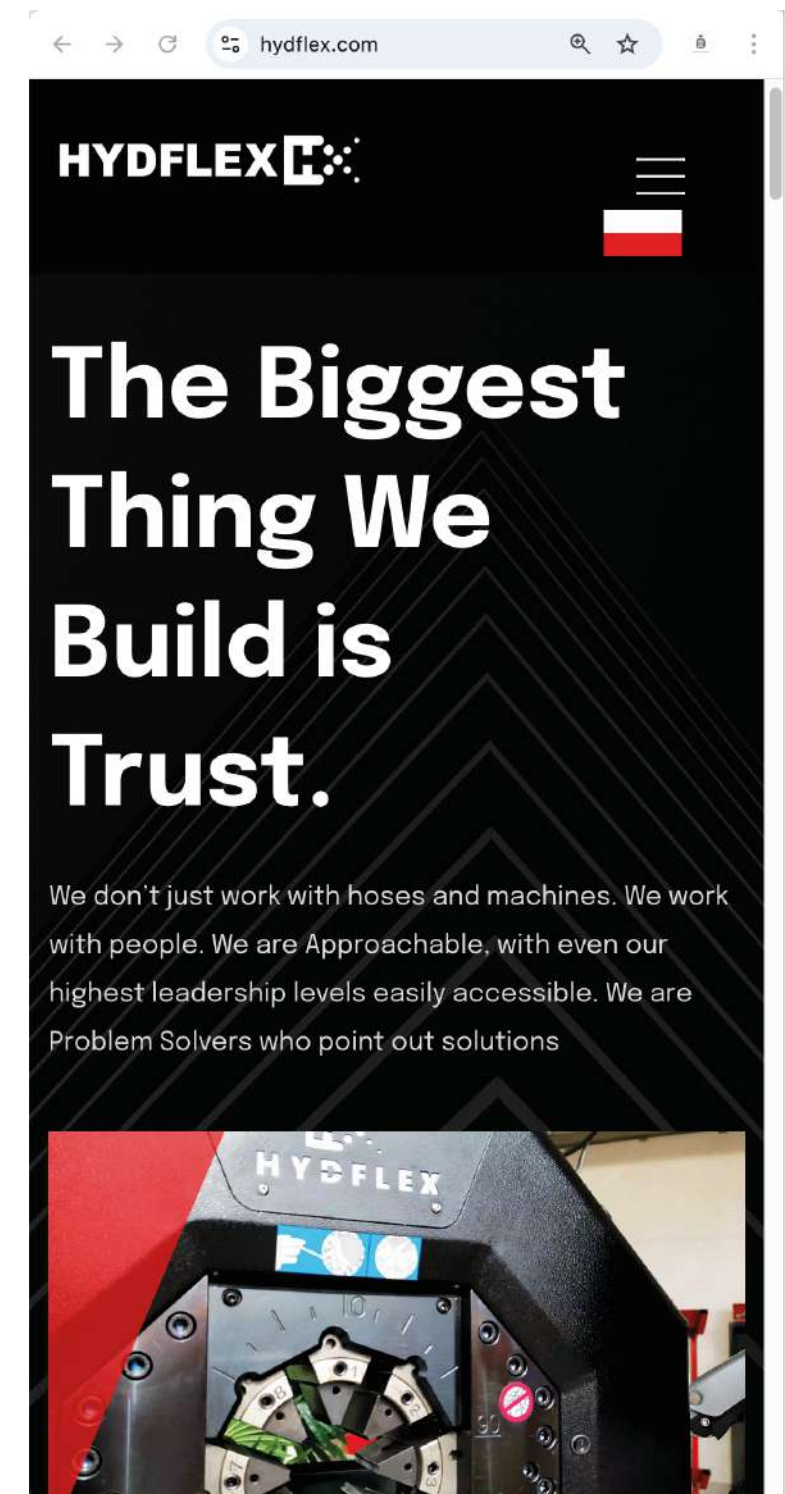
Digital Presence

The Hydflex website adapts seamlessly across all devices, maintaining clarity, usability, and brand integrity at every breakpoint. Whether viewed on desktop or mobile, the experience is built to deliver bold visuals, intuitive navigation, and performance without compromise. The interface reflects the brand's core principles: strength, focus, and movement — translated into responsive grids, precise typography, and content that speaks with purpose.

// desktop



// mobile

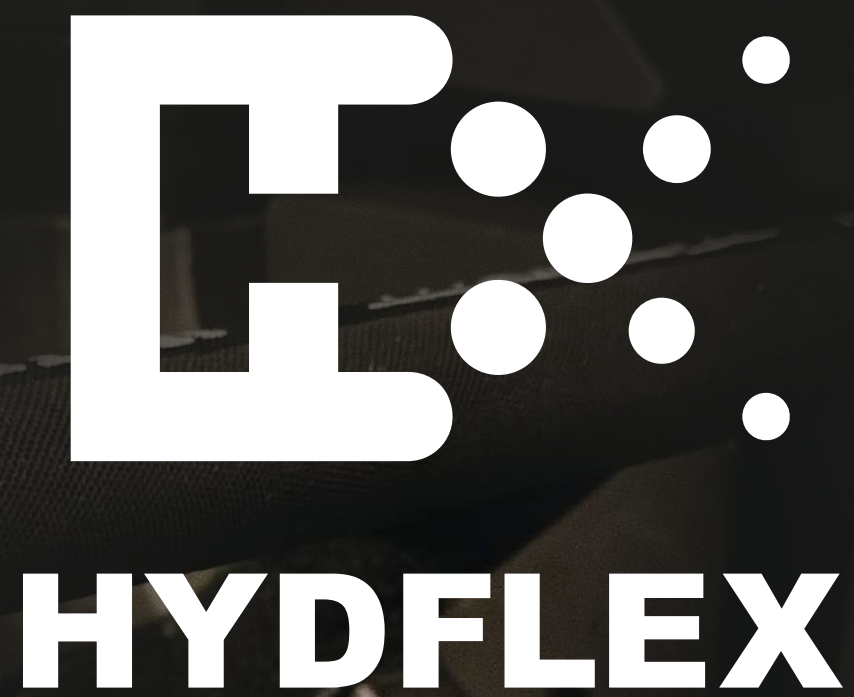


// CAR IDENTIFICATION



// CAR IDENTIFICATION





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