



human touch™

corporate identity manual 2007

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## human touch brand logo

## introduction

The success of the Human touch brand is dependent upon earning a reputation for high performance and superior technology. We have developed a standardized visual identity system for our marketing materials so every component will contribute to building human touch brand equity. Strict adherence to these guidelines will ensure that everything bearing the human touch brand logo consistently conveys the image of performance and comfort that the consumer is seeking.



### human touch logo

The primary human touch logo consists of the human touch brand mark and the words “human touch”.

The proportions of the various components of the logo must not be changed. Do not attempt to reconfigure the logo in any way - use only electronic artwork files.

The brand name, “human touch” may not be translated in any language but may only be used in the written language provided, English.

### human touch fonts

The font family for all human touch branding is “Trade Gothic”.

The font used in the typography of the logo is “Trade Gothic LH Extended”.

The primary font used for correspondence is “Trade Gothic Medium”, but may consist of any combination of the following:

- Trade Gothic Light
- Trade Gothic Medium
- Trade Gothic Bold No. 2

Correspondence colors should follow the same rules outlined on page 6, for each specific application. If there is a situation which will not permit one of the color applications listed (ie. MS Word, MS Entourage, etc.), black type will be acceptable.

## usage

Any usage of the human touch brand logo and/or copy must be approved by your human touch account manager. Additionally, your account manager can answer any questions or concerns regarding the human touch logo and copy.

The approved style of trademark use shall be limited to the following:

human touch™  
human touch™ iJoy™  
human touch™ massage chairs™  
human touch™ acuvibe™  
human touch™ perfect chair™  
human touch™ ottoman™  
human touch™ warmair™  
human touch™ cervical massage system™  
human touch™ foot soother elite™  
human touch™ equalizer™  
human touch™ ride  
human touch™ board

## human touch brand logo

### logo variations

The human touch brand logo includes three approved variations of its primary vertical configuration. These formats should not be altered in any way - use electronic artwork files when implementing variations of the primary logo.



top of subname rests on the brand mark baseline in the horizontal format.

#### vertical logo format

The primary human touch brand logo is presented in a vertical format that includes the human touch brand mark stacked upon the brand name.

#### horizontal logo format

In some situations, the horizontal human touch brand logo format may be necessary. The human touch brand name has been scaled so that it is in proper proportion to the human touch brand mark in the horizontal configuration.

#### horizontal subname format

When a subname is used in conjunction with the human touch brand logo in the horizontal format, the subname is scaled and right justified on the human touch brand name. In this format, the top of the subname should be positioned on the baseline of the human touch brand mark.

## human touch brand logo

## color application

Strict adherence to the color application guidelines will ensure the success of the human touch brand logo.



### four color process

ORANGE: C:0 M:61 Y:97 K:0  
GRAY: C:0 M:1 Y:0 K:43

Do not attempt to reconfigure the logo color in any way - use only electronic artwork files.



### pantone coated

ORANGE: Pantone 158C  
GRAY: Pantone Cool Gray 8C

Do not attempt to reconfigure the logo color in any way - use only electronic artwork files.



### pantone uncoated

ORANGE: Pantone 158U  
GRAY: Pantone Cool Gray 8U

Do not attempt to reconfigure the logo color in any way - use only electronic artwork files.

Pantone is a registered trademark of Pantone, Inc.

## human touch brand logo



## color application

### web safe color build

#### RGB

ORANGE: R:235 G:108 B:35

GRAY: R:143 G:143 B:147

#### HEXADECIMAL

ORANGE: EB6C23

GREY: 8F8F93

Do not attempt to reconfigure the logo color in any way - use only electronic artwork files.

### grayscale

DARK GRAY: C:0 M:0 Y:0 K:76

LIGHT GRAY: C:0 M:0 Y:0 K:43

Do not attempt to reconfigure the logo color in any way - use only electronic artwork files.

### grayscale (pantone)

DARK GRAY: Pantone 425C or Pantone 425U

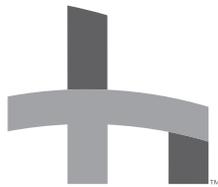
LIGHT GRAY: Pantone 423C or Pantone 423U

Do not attempt to reconfigure the logo color in any way - use only electronic artwork files.

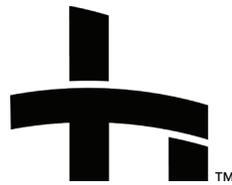
Pantone is a registered trademark of Pantone, Inc.

## human touch brand logo

## logo exceptions



human touch™



human touch™



human touch™



human touch™

### brand logo variation

It is acceptable for the human touch brand mark to be used as shown here; when it is not feasible to place it on white backing.

### vertical logo grayscale

Primarily for newsprint applications

### vertical logo B&W

Primarily for embroidery applications

### vertical logo embossed color

3D and embossed logos not to be used for print

### vertical logo embossed steel

3D and embossed logos not to be used for print



brand logo variations | continued

**circle logo flat color**  
Multiple uses acceptable



**circle logo flat grayscale**  
Primarily for newsprint applications

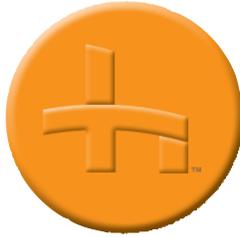


**3D circle logo color**  
3D and embossed logos not to be used for print



brand logo variations | continued

**3D circle logo embossed steel-color**  
3D and embossed logos not to be used for print



**3D circle logo embossed orange**  
3D and embossed logos not to be used for print



**3D circle logo embossed steel**  
3D and embossed logos not to be used for print

## human touch brand logo



## logo exceptions | continued

### Brand Logo Variations | Continued

#### horizontal logo embossed color

3D and embossed logos not to be used for print

#### horizontal logo tab color

3D and embossed logos not to be used for print

#### horizontal logo tab steel

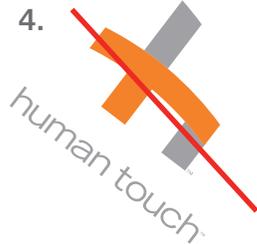
3D and embossed logos not to be used for print

#### horizontal logo grayscale

Primarily for newsprint applications

## human touch brand logo

## incorrect logo usage



### logo improper use

It is important to become familiar with the correct usage of the human touch brand logo.

Strict adherence to the brand identity guidelines is crucial in maintaining a clear and consistent identity that conveys the human touch brand image and values.

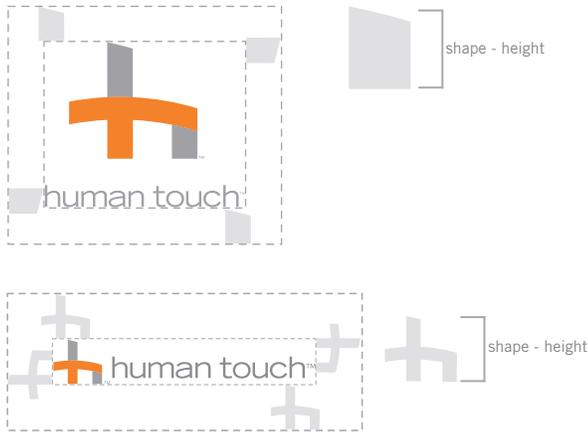
Altering the human touch brand name or any other individual part of the human touch logo is incorrect.

The following examples illustrate incorrect usage of the human touch brand logo.

1. Don't change the color of the typography or artwork in the human touch brand logo. ( see logo exceptions pg 7)
2. Don't alter the typography of the human touch brand name.
3. Don't add any visual effects to the human touch logo.
4. Don't rotate the human touch logo.
5. Don't reposition any elements of the human touch logo. Use only the electronic artwork files of the approved logo variations when appropriate.
6. Don't place the human touch logo over type or image.

# human touch brand logo

## isolation area, size limitation

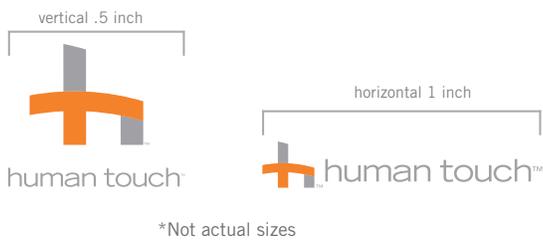


### isolation area

In all applications, the human touch logo should be surrounded by adequate clear space to maintain the integrity and clarity of the mark.

A minimum distance (the shape-height of the bottom right portion of the “h” in the vertical format; and the entire size of the “ht” mark in the horizontal format) must be allowed above, below, and on each side of the complete logo mark. Maintaining this space will ensure that the logo is not crowded or associated with other visual elements that are in close proximity.

Utilizing the shape-height to determine the proper clear space will ensure that an isolation area is maintained in correct proportion as the human touch logo is reduced, enlarged, or presented in vertical and horizontal configurations.



### size limitation

To ensure legibility, never produce the human touch brand logo smaller than one half inch (0.5”) in width when in vertical format and one inch (1.0”) in horizontal format.

## human touch brand logo

## scaling, web specifications



\*Not actual sizes

### scaling trademark symbol

The U.S. trademark symbol “™” should always accompany the human touch brand logo. To ensure proper reproduction quality at reduced sizes, the “™” may need to be enlarged up to 150%. When doing so, the symbol should be aligned with the top of the “h” in “touch”. Additionally, it may be necessary to enlarge the “™” in the human touch brand mark up to 125%.

### web specifications

To ensure legibility on the web, never produce the human touch brand logo smaller than three-quarters of an inch (0.75”) in width when in vertical format and one-and-one-half inch (1.5”) in horizontal format at 72 dpi resolution, always done in the RGB or hexadecimal color build (page 6).