INTRODUCTION

An important part of building the Hurco brand is creating a consistent brand experience by using words and visuals that reinforce who we are and what we stand for. This guide is a reference for employees who help manage the Hurco brand.

If you have any questions, please contact Basilios Dimitrelias at Hurco Corporate — dimitreliasb@hurco.com or 317.298.2845.

VOICE + TONE

All graphic and written communications for Hurco should carry a consistent voice and tone. Below are some guiding tonal attributes:

VISION: Advanced
Innovative
Dynamic
Leader

REPUTATION: Trustworthy
Dependable
Knowledgeable
Stable

CONTROLS: Intuitive
Efficient
Precise
Smart
The Hurco logo is a key element of our brand. To maintain quality and uniformity, use the original artwork as provided (high-resolution and vector-based versions of the logo). Do not modify the logo in any way.

Use of either version is permissible.

The logo clear area is the space around the logo in which no other elements should be placed. There should also be at least this amount of clear area between the logo and the edge of a page.
Below are examples of the Hurco logo paired with a country location and the correct clear space. The tagline should never appear with the logo plus country application. To obtain your country's logo, please contact Basilios Dimitrelias at Hurco Corporate — dimitreliasb@hurco.com or 317.298.2845.

The logo clear area is the space around the logo in which no other elements should be placed. There should also be at least this amount of clear area between the logo and the edge of a page.
CORRECT LOGO USAGE

The Hurco logo must always appear clearly and legibly on a background. Below are acceptable uses of the Hurco logo in color, black and white, and reversed versions. All of the logos below are available with and without the tagline.

COLOR LOGO *(preferred version—use whenever possible)* — This version of the logo can appear on white, light gray and neutral backgrounds or lightly colored black and white or full color photos. On a photo, place the logo in a simple or uncluttered area. The color logo should never appear on a dark background color where it will not stand out.

ONE COLOR/REVERSED COLOR LOGO — This version of the logo can appear on black, dark gray and dark neutral backgrounds or dark photos. On a photo, place the logo in a simple or uncluttered area. The one color/reversed logo should never appear on a light color where it will not stand out. When a reversed logo is necessary, it is preferred that this logo be used.

BLACK + WHITE LOGO — This version of the logo can appear on white and neutral backgrounds or light photos. On a photo, place the logo in a simple or uncluttered area.

REVERSED BLACK + WHITE LOGO — This version of the logo can appear on black, dark gray and dark color backgrounds or dark photos. On a photo, place the logo in a simple or uncluttered area. When a reversed logo is necessary, it is preferred that the one color/reversed logo (above) be used.
### INCORRECT LOGO USAGE

<table>
<thead>
<tr>
<th>Incorrect Usage</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DO NOT</strong> re-typeset the logo.</td>
<td></td>
</tr>
<tr>
<td><strong>DO NOT</strong> place the logo or any part at an angle.</td>
<td></td>
</tr>
<tr>
<td><strong>DO NOT</strong> reproduce the logo in any colors except those outlined on page 6.</td>
<td></td>
</tr>
<tr>
<td><strong>DO NOT</strong> adjust the proportions of the logo in any way.</td>
<td></td>
</tr>
<tr>
<td><strong>DO NOT</strong> outline any part of the logo.</td>
<td></td>
</tr>
<tr>
<td><strong>DO NOT</strong> separate the elements of the logo or rearrange them in any way.</td>
<td></td>
</tr>
<tr>
<td><strong>DO NOT</strong> place the logo within a confining shape.</td>
<td></td>
</tr>
<tr>
<td><strong>DO NOT</strong> place the full color logo or the black + white logo on a dark background.</td>
<td></td>
</tr>
<tr>
<td><strong>DO NOT</strong> place the reversed version of the logo on a light background.</td>
<td></td>
</tr>
</tbody>
</table>

Please adhere to these guidelines:

- **DO NOT** use the former Hurco logo
- **DO NOT** redraw, typeset or reproduce the logo
- **DO NOT** alter the Hurco logo in any way
- **DO NOT** scan the logo to create an electronic copy
LARGE APPLICATION LOGO

This version of the Hurco logo may be used for any application larger than 2” (5.08 cm) wide. This large application logo has smaller “®” and “SM” marks. For any use that would require a smaller logo, be sure to use the small application logo (below).

SMALL APPLICATION LOGO

This version of the Hurco logo is to be used when the logo application is smaller than 2” (5.08 cm) wide. This small application logo has larger “®” and “SM” marks for legibility. Please note that the logo should never appear smaller than 1.2” (3.048 cm) wide.
A tagline is a brief, memorable phrase that communicates something important and unique about the personality and mission of an organization or brand.

Hurco’s tagline is “mind over metal™.” This tagline references our customers’ expertise, combined with the power and flexibility of Hurco’s superior controls (“mind”) and how those attributes — with the help of reliable Hurco machine tools — give our customers the ability to efficiently and profitably cut and form metal (“...over metal”).

This tagline can be used with our logo, or by itself in copy. See pages 4 – 8 for guidelines on how the tagline should appear with our logo. Below are guidelines for using the Hurco tagline when it appears in copy.

**DO:**

- Italicize the tagline and be sure to include the “™” symbol.

**EXAMPLES:**

Met ratur *mind over metal™* tecea dolupti buscit abo. Itaqui repra doluptas cusandit rerferibus, iur acepernam velestisin pel eos.

**DO NOT:**

- Add any additional language or modify the tagline in any way.

- Allow the tagline to appear more than once in page copy.

Met ratur am et aditiunt ullam cae pe quiat et *mind over metal and parts™* abo. Itaqui repra doluptas cusandit rerferibus, iur acepernam velestisin pel eos.

Met ratur *mind over metal™* tecea dolupti buscit abo. Itaqui repra doluptas cusandit rerferibus, iur acepernam velestisin pel eos.

Feritatquis endundus od eit et *mind over metal™* ptatur, sapicatis ad eum fugac cuuptaque lor paea por sim seram et aditiunt ullam cae pe quiat plignam et, te et occus veleute yolo quis estionsequi officil lacient ea volum quibus.
Color is an integral part of the Hurco brand. The primary and secondary color palettes are shown below. When creating any visual communication, please use these colors.

**PRIMARY COLOR PALETTE**

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>WEB</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 306</td>
<td>75, 0, 7, 0</td>
<td>0, 184, 228</td>
<td>#00b8e4</td>
</tr>
<tr>
<td>BLACK</td>
<td>0, 0, 0, 100</td>
<td>255, 255, 255</td>
<td>#000000</td>
</tr>
<tr>
<td>COOL GRAY 10</td>
<td>60, 51, 51, 20</td>
<td>102, 102, 102</td>
<td>#666666</td>
</tr>
</tbody>
</table>

*Run this color as a spot color if printing capabilities permit.*

**SECONDARY COLOR PALETTE**

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>WEB</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 381</td>
<td>35, 0, 100,25</td>
<td>201, 221, 3</td>
<td>#c9dd03</td>
</tr>
<tr>
<td>PMS 116</td>
<td>0, 12, 100, 0</td>
<td>254, 203, 0</td>
<td>#fecb00</td>
</tr>
<tr>
<td>PMS 165</td>
<td>0, 68, 98, 0</td>
<td>255, 99, 25</td>
<td>#ff6319</td>
</tr>
</tbody>
</table>

These secondary colors should be used sparingly (headlines, call-outs, minor elements). **DO NOT** use large areas of these colors. For print usage, run as a PMS spot color or use these adjusted CMYK values. For web usage, use these RGB or web compatible numbers.

“PMS” refers to the Pantone Matching System®.
In addition to the logo, the consistent use of typography is essential to the Hurco brand. When used across all marketing materials, this group of type families will project a uniform appearance, ensuring continuity and legibility.

Use professional design and layout software to set all typography when providing any advertising, marketing or collateral materials.

**PRINT TYPEFACES**

**APEX SERIF**

Apex Light
Apex Light Italic
Apex Book
Apex Book Italic

**KARBON**

Karbon Regular
Karbon Italic

**MONOTYPE SORTS**

Monotype Sorts Regular

*Use this typeface only when creating a single or double arrow — see page 12.*

Apex Serif and Karbon are the core type families in the Hurco brand. These typefaces provide a variety of styles while maintaining a consistent look.

The Apex Serif family is a versatile typeface and is well-suited for headlines, subheads, call-outs, pull quotes, body copy and wherever a serif typeface is deemed necessary.

The Karbon family is the primary sans serif typeface for Hurco. It is well-suited for use in headlines, subheads, call-outs and wherever a sans serif typeface is deemed necessary.

*Please see page 11 for web-safe typefaces.*
Below are the selected typeface substitutions — these may only be used for Web applications, not print. Times may be used in the place of Apex Serif, and Arial may be substituted for Karbon. For other applications, please contact Basilios Dimitrelias at Hurco Corporate — dimitreliasb@hurco.com or 317.298.2845.

### WEB-SAFE TYPEFACES

<table>
<thead>
<tr>
<th>TIMES</th>
<th>Arial</th>
</tr>
</thead>
<tbody>
<tr>
<td>Times Regular</td>
<td>Arial Regular</td>
</tr>
<tr>
<td><em>Times Italic</em></td>
<td><em>Arial Italic</em></td>
</tr>
<tr>
<td><em>Times Bold Italic</em></td>
<td><em>Arial Bold Italic</em></td>
</tr>
</tbody>
</table>
Below are guidelines for typographic style for the Hurco brand. These style elements are subtle but help create a distinct look.

**DO:**

Use a slash with spaces in place of a comma in headlines, subheads and call outs (not body copy).

**EXAMPLE:**

Instead of “5-Axis vertical, swivel head,” use: “5-Axis vertical / swivel head”

Use a plus symbol in place of an ampersand or the word “and” in a headline or subhead.

**EXAMPLE:**

Instead of “Features and Options,” use: “Features + Options”

Use a single arrow in place of a bullet.

The arrow is a glyph (Unicode F087) and should be typeset in Monotype Sorts only.

∫ Adita earum as modipsum sa quidis
∫ Expedit, te pedquatia ducilles et ea
∫ Ad eos ad earum rerspic elit quate

Use a double arrow to set off a headline, subhead, URL or call-to-action.

The double arrow should be typeset in Monotype Sorts only.

›› We Know Your Business. Tibus, as doloremquae nia qui conet ut est lorem esto odi cus sinullor aut ut omnim et occuptatur sin et minc tatquodi utati as doloreped quos sequam a volupta illiquod ipsandiciis nobit arum invenis et hilliquiam doles que vento quissi.

Note: If you use this treatment at the beginning of a paragraph, be sure to hang the double arrow.
Below are guidelines and examples for the graphic elements of the Hurco brand. These elements, used with the selected typefaces and typographical elements, contribute to the feel of the dynamic brand.

COLOR OVERLAY

The color overlay treatment can be used over photography (in an empty or unimportant area of the photograph). Use the color overlay space as a text area. Use only the color PMS 306 when applying this treatment.

ANGLED SHAPE

The angled shapes used in various Hurco brand materials provide a distinct and progressive look. Any square or rectangle may be modified to have an angled edge. You can place text or a photo inside these shapes or use them as a graphic element. It is also permitted to place the logo within this shape. These elements can be right or left facing. **DO NOT** position these shapes vertically.
CUSTOMER OR EMPLOYEE PHOTOGRAPHY

All photographs including people should feature either a Hurco customer or employee. The photos should communicate confidence and have a candid feel. All customers and employees should be shown in their typical environment, and photos should include a Hurco machine whenever possible.

All images featuring people should be slightly desaturated (match the muted tones above). This gives our customer/employee photographs a dramatic and unique appearance. Use Adobe Bridge to manipulate the photos to achieve this effect.

This shows a photo before and after it has been manipulated in Adobe Bridge. To manipulate a photo, open it in “camera raw.” Use the sliders on the right side to adjust the photo — please use this as your guide.
PARTS PHOTOGRAPHY
All parts should be shot on a clean white background with medium shadows. If more than one part is shown on the same page, the parts should be shot from the same angle for consistency.

MACHINE PHOTOGRAPHY
Enclosures should be photographed at a slight angle to show dimension and reveal the unique shape of the machine. The controls should be clearly visible. An enclosure can be photographed from either side. (The example below was photographed from a left angle.)