



# STYLEGUIDE

Design Basics with Terms of Use  
for retailers & media professionals

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## Design Basics with Terms of Use for dealers & media professionals

The perception of a company depends on a multitude of parameters. In addition to the actual business, a professional and internationally functioning image is the be-all and end-all for a successful appearance on the market.

The corporate design can be understood as the face of a company. It is perceived consciously and unconsciously by customers and business partners. This »face« makes the first impression, which, as is well known, cannot be made a second time.

»You don't always have to reinvent the wheel.« - this wisdom also applies to every corporate design. This styleguide helps to avoid duplicating work that has already been done (namely the definition of a consistent look). The documented application rules and examples can be easily applied to new channels, thus guaranteeing at the same time the high graphic level and the consistency of the application on all media that carry the corporate design.

This style guide provides answers to design questions such as »How may the HUNTER logo be used?«, »Which colours may be used?« or »Which fonts are permitted?«.

With the help of precise information and examples, the HUNTER corporate design can be easily understood and applied to new media.

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## 1. Terms of Use

**Terms of Use for the use on the part of the data material supplied by the HUNTER Group (hereinafter »HUNTER«) in the form of images, sound, texts or other metadata - directed at dealers & media professionals.**

These guidelines are intended for all authorised dealers who create promotions, product placements, advertising banners and any other advertising or sales measures for HUNTER products, both in print and digitally, as well as for media representatives for company-related reporting. We want to ensure that the HUNTER brand is presented in a uniform manner within the framework of the specified corporate design. These terms of use also provide detailed information on the colour scheme and use of the HUNTER logo as well as information on the use of the image, text and/or metadata material provided by HUNTER.

### 1. Acceptance of the condition

You acknowledge and agree to be bound by the terms and conditions set forth herein by downloading or otherwise receiving HUNTER data materials.

### 2. Basic requirement for the use of the HUNTER data material

HUNTER image data or other data provided by HUNTER may be used exclusively in connection with the sale of goods distributed by HUNTER/DogSport or corresponding advertising or marketing measures. This is a simple, non-exclusive right of use which may be revoked by HUNTER at any time. All rights remain with HUNTER without restriction, all materials always remain the property of HUNTER. Any use of HUNTER image

data or other data provided by HUNTER outside the purposes described above is expressly prohibited. Any modification of the image metadata (IPTC data) is prohibited. Passing on the data material to third parties is expressly not permitted.

Any distortion or falsification of the logo, of data provided or of other works of HUNTER protected by copyright by copying, rephotographing, photocomposing or other changes by photo-mechanical or digital means is not permitted. Exceptions require the written consent of HUNTER.

### 3. Quality reservation

As a matter of principle, HUNTER assumes no guarantee for the quality and accuracy of the data material, be it image, text and/or metadata material.

### 4. Violations of the terms of use

In case of violations of the terms of use, HUNTER reserves the right to withdraw the right of use at any time and without giving reasons.

### 5. Picture credits

#### 5.1 Design of the image credits

As a matter of principle, HUNTER must be named as the copyright holder: ©HUNTER International GmbH. The abbreviated version is also permissible as an alternative: ©HUNTER. Photographers do not have to be named in addition to the above copyright notice. Exceptions are pictures of the photographer Chiara Doveri, with these pictures the reference: **Photographer: Chiara Doveri Photography / ©HUNTER** must be mentioned. In the case of online links, the phrase »Chiara Doveri Photogra-

phy« must also be accompanied by the link [www.chiaradoveri.com](http://www.chiaradoveri.com). Information about the photographer in question must be added to the metadata of the corresponding image in the HUNTER image database under »Photographer«. (Fig.1).

Datei-Information	Dateigröße	Optionen
Original (JPG) Datei	6284 x 3384 Pixel (54.44 MP) 88.3 cm x 46.6 cm @ 300 DPI	19.0 MB [Download]
Screen (RGB) 2000 px	2000 x 1333 Pixel (2.67 MP) 16.6 cm x 11.3 cm @ 300 DPI	800 KB [Download]
Excel Preview (RGB) 250 px	250 x 167 Pixel (0.04 MP) 2.7 cm x 1.4 cm @ 300 DPI	23 KB [Download]
Alternative Dateien		
Print (CMYK)		10.7 MB [Download]
Screen (RGB)		6.5 MB [Download]

**Ressourcen-Details**

Technische Details	Copyright	Hersteller/Nummer	Fotograf
2019, Gürteltasche, Futtertasche, Füllflasche, Silikon, Logo: H&D, Davis, Hund, 850-Terrace Villa, MP190002, MP190003	©HUNTER International GmbH	67131	Chiara Doveri Photography

Fig.1: Metadata HUNTER image database with image credits at »Photographer« and »Copyright«.

#### 5.2 Positioning of the picture credits

The picture credits must be directly attached to the image. If this significantly disturbs the overall impression of the layout, it is sufficient to provide a picture credit in a picture source list or imprint at the beginning or end of a work or website.

## 6. Separate notice for media representatives

The data material provided may be used free of charge in the context of media coverage of HUNTER. All images are protected by copyright and may only be used in connection with reporting on the HUNTER company or for advertising purposes for the HUNTER company or for advertising HUNTER products. The right of use of the pictures requires a corresponding indication of a source. A specimen copy of each print publication must be sent to HUNTER without being requested to do so. If the images are used on the internet, the corresponding internet address (URL) must be provided. Please send the specimen copy or the link to:

HUNTER International GmbH  
Mittelbreite 5  
33719 Bielefeld  
Germany

Email address for sending the digital receipt (PDF):  
[marketing@hunter.de](mailto:marketing@hunter.de)



Für mehr Informationen scannen  
Sie bitte den QR-Code oder besuchen  
Sie unseren virtuellen Pressroom:  
[www.hunter.de/de/pressroom](http://www.hunter.de/de/pressroom)

## 7. Final provisions

These Terms of Use shall be governed by the laws of the Federal Republic of Germany. For all disputes arising from and in connection with these Terms of Use, it is agreed that Berlin shall be the exclusive place of jurisdiction. Should any provision of these Terms of Use be invalid in whole or in part, this shall not affect the legal validity of the remaining provisions.

The current styleguide can be found in the HUNTER image database: *resource.hunter.de*.

**In addition, the binding specifications on the following pages must always be observed for the uniform presentation of the brand.**

## 2. Logo

Serious, classic, timeless - this is how HUNTER's corporate design presents itself. In the increasingly confusing world of the pet industry, HUNTER positions itself consistently and recognisably on the market with its image.

Thanks to its timeless design, the HUNTER logo has remained virtually unchanged since the company was founded in 1980. It consists of a signet depicting an English greyhound in the form of a stylised silhouette and the HUNTER lettering. The two elements are enclosed by a frame and thus separated from the environment (*Fig. 1*).

### 2.1. Use of the logo

**Only the use of the logo with word/figurative mark in the frame is permitted (*Fig. 1*).** The use of other variants is generally not permitted and is only allowed in exceptional cases. This requires a separate and written approval from HUNTER.

The logo should ideally be placed on a white or anthracite background (*Fig. 2*) and have enough »free space« (see also »2.5 Safety area«).



*Fig. 1:* Word/figurative mark with frame



*Fig. 2:* As an alternative to a white background, the HUNTER logo can also be placed on an anthracite-coloured background (see also »3. Colours«).

## 2.2 Colour representation

The logo is generally used in colour (*Fig.1*). There are versions for the colour spaces RGB (for display on any type of electronic display), CMYK (for reproduction in printing, e.g. offset printing) and Pantone (for reproduction with special colours, e.g. for packaging, catalogues or product surfaces). When reproducing with other spot colour systems (e.g. RAL, HKS or TPX), colour equivalents that are as similar as possible must be determined individually - as a rule, however, the colour space is not as differentiated with systems other than Pantone.

Additional versions of the logo are available for greyscale and monochrome reproduction:

## 2.3 Greyscale display

For cases where a colour reproduction of the logo is not possible, a greyscale version can be used (*Fig.2*).

## 2.4 Monochrome display

If only one printing colour can be used, a monochrome version of the logo is available (*Fig.3*).



*Fig.1:* Positive colour version



*Fig.2:* Positive greyscale version



*Fig.3:* Positive monochrome version

### 2.5 Safety area

When using the HUNTER logo, make sure that there is always enough free space for the logo. No other objects (*Fig.2 & 3*) may enter this so-called safety area (*see Fig.1*). The safety area is derived from the height of the word »HUNTER« (versal height = 1 u). This value is used as the all-round minimum distance.

The safety area is to be seen as the minimum distance and must not be undercut. The greater the distance between the logo and other objects, the better, so that the logo is not impaired in its effectiveness.



Fig.1: Safety area for the regular logo version



Fig.2: Safety range undercut. Too little distance between logo and text!



Fig.3: Correctly maintained safety area



## 2.6 Use of the logo on troubled funds

The framed version of the logo is compatible with dark or uneven backgrounds and can therefore be placed in front of most backgrounds. Care should be taken to ensure that the background has sufficient colour contrast to the logo so that the logo can be easily perceived visually.

In the case of a photo, a calm, even, possibly blurred image section is more suitable than a motif that is overloaded with detail. The higher the contrast between the background and the logo, and the lower the number of other objects in the vicinity of the logo, the better.



### 2.7 Assignment of the logo formats

The HUNTER image database usually provides access to the required logo variants in the common colour models. If you do not have access, you can contact our customer service. All logos are stored as EPS so that they can be imported directly into layout programmes such as InDesign, Illustrator or Photoshop without any problems and, if necessary, processed further (e.g. to create an RGB-JPG version).



**CMYK**  
(for print applications / 4-colour)  
logo-Hunter-frame-pos-cmyk.eps



**Greyscale**  
(for b/w applications)  
logo-Hunter-frame-pos-gray.eps



**RGB**  
(for screen applications)  
logo-Hunter-frame-pos-rgb.eps



**Monochrome**  
(for single colour applications)  
logo-Hunter-frame-pos-bw.eps



**Pantone**  
(Special colour)  
logo-Hunter-frame-pos-spot.eps

## 2.8 Not permitted use of the logo

There are a few things the logo doesn't like at all. Any kind of distortion, rotation or change of shape hurts it! In order to maintain the recognition value, you should make sure that the logo is always applied in the right way. If you take the advice to heart, the logo will be your loyal partner for years to come.



Components of the logo may not be modified.



The logo must not be rotated.



The logo must not be tugged.



The logo must not be distorted.



The colours of the logo may not be changed.



The logo must not be cut.



The opacity of the logo must not be reduced.



The font of the word mark must not be replaced.

### 3. Colours

The HUNTER corporate design primarily uses two colours: a dark, discreet anthracite and a signal white. The brand's characteristic dark green and yellow only appear in the HUNTER logo and are not used elsewhere for solids or similar.

Due to variations between different colour models, the Pantone shade indicated is to be used as a »colour target« for all other colour models. All other colours given are only an approximation of the Pantone colour tone, as colours from the different colour models can usually only be reproduced identically to a limited extent. In particular RAL and HKS colours in particular do not

provide a reliable basis, as there may be deviations in the colour tone depending on the colour manufacturer. Furthermore, it should be noted that colour deviations can occur depending on the printing material used. A print on coated paper looks much more brilliant and strong than on uncoated paper.

#### BASIC COLOURS



##### Anthracite

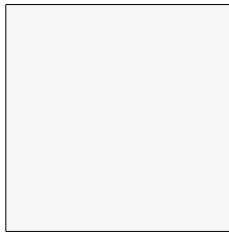
**Pantone**  
432c

**CMYK**  
78/65/53/44

**RGB**  
56/62/72

**Hex**  
383e48

**RAL**  
7016



##### White

**Pantone**

**CMYK**  
0/0/0/4

**RGB**  
244/244/244

**Hex**  
f4f4f4

**RAL**  
9003

#### LOGO COLOURS



##### Green

**Pantone**  
350c

**CMYK**  
100/80/100/0

**RGB**  
44/82/54

**Hex**  
003300

**RAL**  
6005

**HKS**  
61 K

**TPG (TPX)**  
TPG 19-6311



##### Yellow

**Pantone**  
120c

**CMYK**  
0/10/60/0

**RGB**  
255/227/125

**Hex**  
ffe37d

**RAL**  
1018

**HKS**  
1 K

**TPG (TPX)**  
TPG 13-0850

#### ACCENT COLOUR



##### Orange

**Pantone**  
166c

**CMYK**  
0/76/100/0

**RGB**  
200/83/21

**Hex**  
ea580c

**RAL**  
2004

**HKS**  
8 K

## 4. Typography

The HUNTER corporate design uses several fonts. For a consistent appearance, it is essential that only these fonts are used for brand communication. Both headline and copy fonts offer sufficient design freedom due to their extensive font styles.

### 4.1 Primary font

»Adobe Garamond Pro« is used for body text and headlines. The »Adobe Garamond Pro« font created by Robert Slimbach for Adobe is excellently developed and, in addition to various font styles, has a very extensive character set (including medieval figures, real small caps, ligatures, etc.). This font is thus an excellent starting point for catchy and independent typographic solutions.

The classic, timeless look underlines the quality standards and seriousness that HUNTER conveys with its corporate design.

### 4.2 Ornamental lettering

In addition to »Adobe Garamond Pro«, the »PeachyKeenJF Regular« font can also be used for headlines, spoilers and the like. The font has a broad base stroke. The thicker stroke makes it easy to read and its comic character loosens up the graphics. The font serves as a design element to emphasise unique highlights. The »PeachyKeenJF Regular« and »Adobe Garamond Pro« fonts can be combined very well in the headline and subline. The »PeachyKeenJF Regular« font can be used in mixed case or only as an uppercase variant. The font should not be used for long continuous text.

**Due to licensing restrictions, we are unfortunately not allowed to provide fonts. However, the fonts used are easily available.**

### Adobe Garamond Pro (Continuous texts and headlines)

Regular: The quick brown fox jumps over the lazy dog.

*Italic:* *The quick brown fox jumps over the lazy dog.*

CAPS: THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

Semibold: The quick brown fox jumps over the lazy dog.

*Semibold Italic:* *The quick brown fox jumps over the lazy dog.*

CAPS: THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

**Bold:** **The quick brown fox jumps over the lazy dog.**

***Bold Italic:*** ***The quick brown fox jumps over the lazy dog.***

✓  
**Headline**

✓  
**HEADLINE**

✗

**Die Verwendung von Zierschrift für Fließtexte ist nicht vorgesehen, da sie die Lesbarkeit beeinträchtigen kann. Es ist ratsam, Zierschriften eher für Überschriften oder Akzente zu nutzen, um eine klare und leicht verständliche Darstellung des Textes sicherzustellen.**

## 5. Text formatting

In addition to the purely design-specific rules, there are other means to achieve a corporate design that is as consistent as possible. These include, among other things, the consistent formatting of texts and numbers.

### 5.1 Spelling »HUNTER«

Except for the spelling of HUNTER in the logo, the company name »HUNTER« is set in capitals in headings and body text. In cursive fonts/italics, the mixed spelling is used (»*Hunter*«). »HUNTER« is not separated in a line break.

### 5.2 Continuous texts

Continuous texts are set in »Adobe Garamond Pro« in the font style »Regular«. Highlights are set in »Adobe Garamond Pro Semibold«, »Adobe Garamond Pro Bold« or »Adobe Garamond Pro Regular Italic«.

### 5.3 Product names in body text

Product names are set in capital letters in the body text and are not additionally marked (neither italic nor semi-bold).

The HUNTER company stands  
for innovative products.

»High quality is *treasured* – and  
we aim to create keepsakes.«

The CANNES collar is  
»Made in Germany«.

#### 5.4 Telephone numbers

Telephone, fax and mobile numbers are always shown with the international dialling code (+49). The city code and the main number are separated with a single space. The extension number is appended with a single hyphen.

The word »telephone« is abbreviated with a lower case italic »fon«, for »fax« a lower case italic »fax« is used and mobile numbers are preceded by a lower case italic »mobil«.

		International prefix	Area code	Company number	Direct dial
<i>fon</i>	+49 (0)	0521	16399	-500	
<i>fax</i>	+49 (0)	0521	16399	-555	
<i>mobil</i>	+49 (0)	177	1234567		

#### 5.5 Email addresses

Email addresses given on business cards, for example, are preceded by a lower-case, italicised »mail«.

*mail* info@hunter.de

#### 5.6 Quotes

When quotes are used, the classic German punctuation marks are not used.

For quotes, the inverted French inverted commas »Guillemets« (or also »seagulls«) are used.

Keyboard shortcut:

Windows: ALT + 0187 (») und ALT + 0171 («)

Mac: Option + Shift + Q (») und Option + Q («)

„classic quotes“	✗
«French quotes»	✗
»French quotes«	✓

## 6. Visual language

A picture is worth a thousand words. How does HUNTER feel, what does the visual language of the brand look like? HUNTER presents itself primarily through photographs, so it is extremely important to ensure a high level of continuity and stringency in the look and feel of the photography. This further strengthens the recognisability of the HUNTER brand.

In general, only self-produced material should be used. Licensed material carries the great risk that it has already been used by the competition or will be used in the future.

HUNTER's visual world can be divided into five areas:

### 6.1 Product photography

A clear representation is chosen for the depiction of products in print and online. The products are reproduced on a white background with a high depth of field and then cropped so that the object no longer casts shadows on the background.





### 6.2 Still Photography Products

In addition to the product image, a „still“ is created of selected article groups. Where possible, all available colours of the item or all available items in a series are combined and arranged harmoniously.

The objects stand in a pure white environment and are slightly reflected on the smooth background.



### 6.3 Image photography of animals and products

To illustrate products for print and online, HUNTER products are staged together with dogs or cats (depending on the product's purpose).

The animals stand in a pure white environment, casting a light, neutral shadow on the matt background.

If collars are shown, the animal should have as short and smooth a coat as possible so that the product is covered as little as possible. The motif should not be cropped, and the shadow should also be »complete« to ensure that the motif can be positioned as freely as possible.



#### 6.4 »Live« photography

In addition to product, still and image photography, there is also live photography.

The following must be observed:

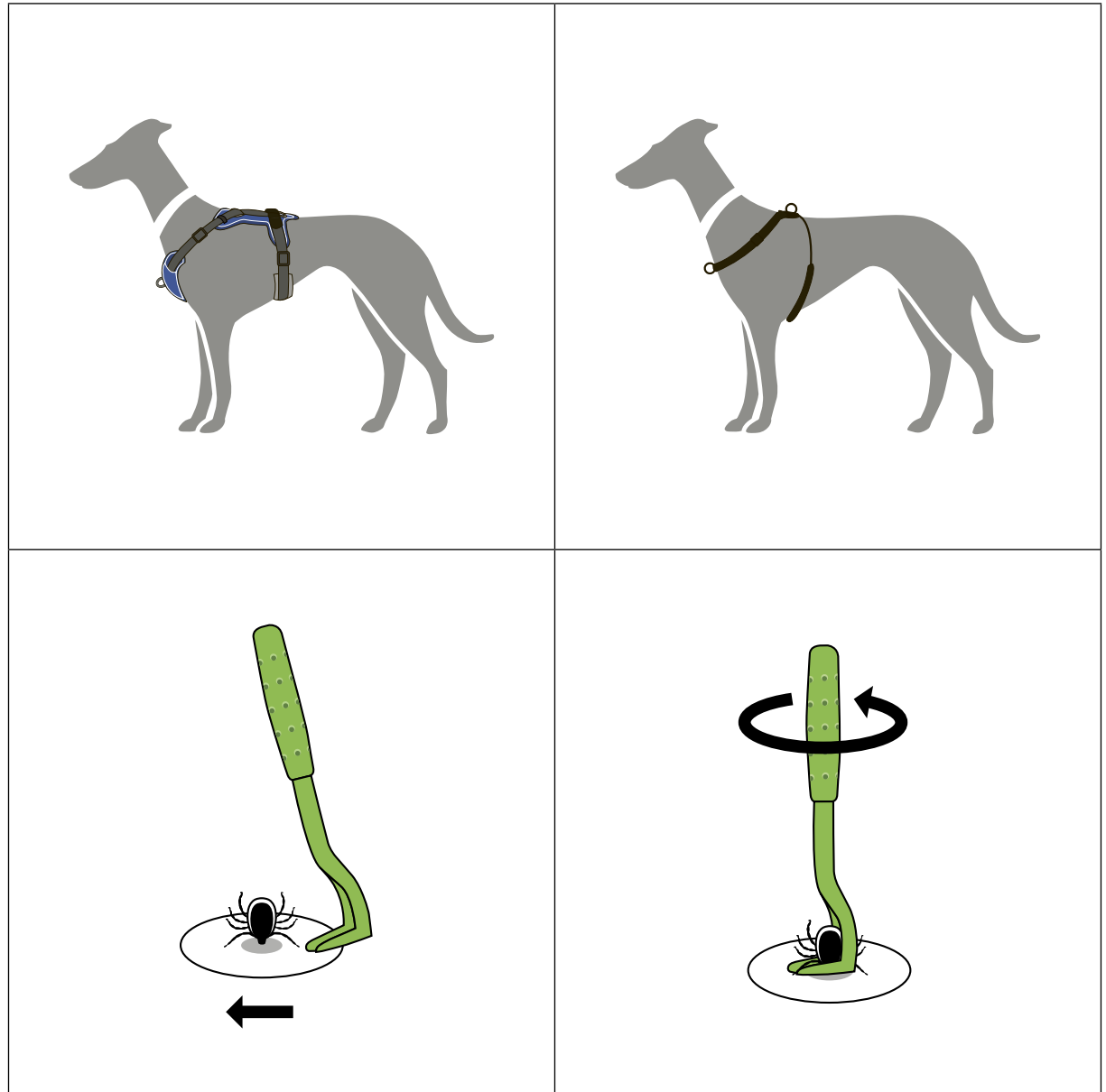
- The shot must not appear posed, people should not look directly into the camera, the main focus is on the animal.
- The persons should be dressed in modern or timeless clothes and appear sympathetic with naturalness and authenticity.
- The animal should be wearing a HUNTER product or nothing at all (in order to be able to use the picture in another context without any problems).
- Unusual perspectives and situations are desired in order to emphasise the special nature of the products, the joy for humans and animals, etc.
- Making of / Behind the scenes shots (photo/video) are desirable and can be used in a variety of ways.



### 6.5 Illustrations

Illustrations are used especially for products that require explanation (e.g. harnesses, dog clothing, step-by-step instructions).

The illustrations should always come from one source to ensure recognition value.



## 7. Corporate design application

The HUNTER corporate design is easy to reproduce. The basic parameters of logo, colours, typography and visual language form a solid basis for the simple design of corporate design-compliant applications.



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#myHUNTER

HC11024



### 7.1 Web banners, print ads, flyers

For web banners, print advertisements and flyers, only the image material supplied by HUNTER may be used and only in conjunction with the HUNTER logo. Please also note that the HUNTER image material and the HUNTER logo may only appear in conjunction with the retailer logo or the retailer name. In advertisements, the HUNTER logo should correspond to the size of the retailer logo. Exceptions require the written consent of HUNTER. Only the font »Adobe Garamond Pro« or alternatively the font »Times New Roman« may be used in headings and/or continuous text. In addition to »Adobe Garamond Pro«, the font »PeachyKeenJF Regular« may also be used. The font »PeachyKeenJF Regular« is used exclusively in mixed case, never in capitals.

For banners, advertisements, flyers etc. there are two design variants available:

#### 1. Full-surface design (Fig. 1):

A single full-surface motif is used for the layout.

- A full-surface motif
- HUNTER logo
- Logo of the retailer
- Claim / theme / headline / possibly short text

#### 2. Tile design (Fig. 2):

Often more than one motif needs to be integrated into a layout. In this case, it is a good idea to build up the available space with slightly offset tiles.

- 2-4 picture motifs
- 1-2 coloured tiles
- HUNTER logo
- Logo of the retailer
- Claim / theme / headline / possibly short text

The graphic structure should be chosen appropriately for the data format.

The following applies in principle:

- White spaces must be left between the tiles.
- HUNTER anthracite should always be used for one of the tiles.
- For another tile, a colour that matches the picture content may be used.
- Less is more. The pictures should fit together and make a tidy, clear and harmonious impression.
- The structure should not be overloaded with text content.

**All banners and advertisements must be submitted to the HUNTER Marketing team for review and approval prior to publication. Contact: [marketing@hunter.de](mailto:marketing@hunter.de)**

**Please also note the application specifications based on some standard formats on the following pages:**

Fig.1: Full-surface design

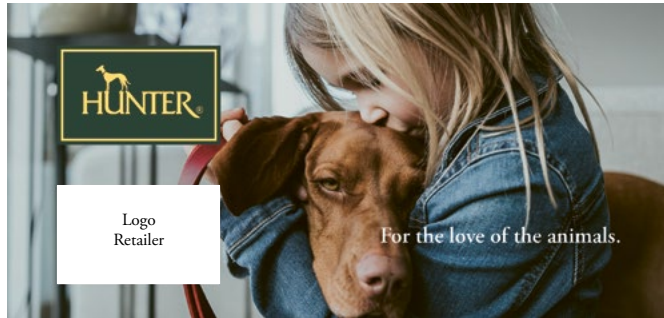


Fig.2: Tile design



## 7.2. Application on DIN A4 (portrait format)

When structuring your DIN A4 document, follow the guidelines and application examples listed on this page.

Always create your print documents according to the following specifications, unless otherwise specified:

- Bleed allowance: 3 mm
- Safety margin all around the edge: 6 mm
- Gaps (white space separation) between tiles: 2 mm
- In principle, the red fields are to be filled with full-surface image material (live images). Alternatively, the red field 104 x 77 mm may also be filled with a cropped image or still (see example).

Make sure that the images outline a theme, are coordinated and speak one visual language.



**Teaser:** In the lower left area.  
Font style: Combination of »PeachyKeenJF Regular« and »Adobe Garamond Pro Semibold«.

**HUNTER-Logo:** Centred in the colour field, Overlays the colour field upwards approximately in the »golden section«. Width of the logo: 48 mm.

**Headline** Centred under the logo  
Font style: »Adobe Garamond Pro Semibold«.  
Font size: Adapted to tile and content.

**Tile colour:** HUNTER anthracite (see »3. Colours«).

**Distances:** 2 mm (White space)

**Retailer logo:** Should correspond to the size of the HUNTER logo.

**Info tile:** Space for further supplementary content such as continuous text or highlights.  
Font style: »Adobe Garamond Pro«.  
Font size: Adapted to tile and content.

**Colour of the tile:** Freely selectable. The colour should be chosen to match the image content and should be a muted colour.





Example DIN A4



- ✔ Highlight 1
- ✔ Highlight 2
- ✔ Highlight 3

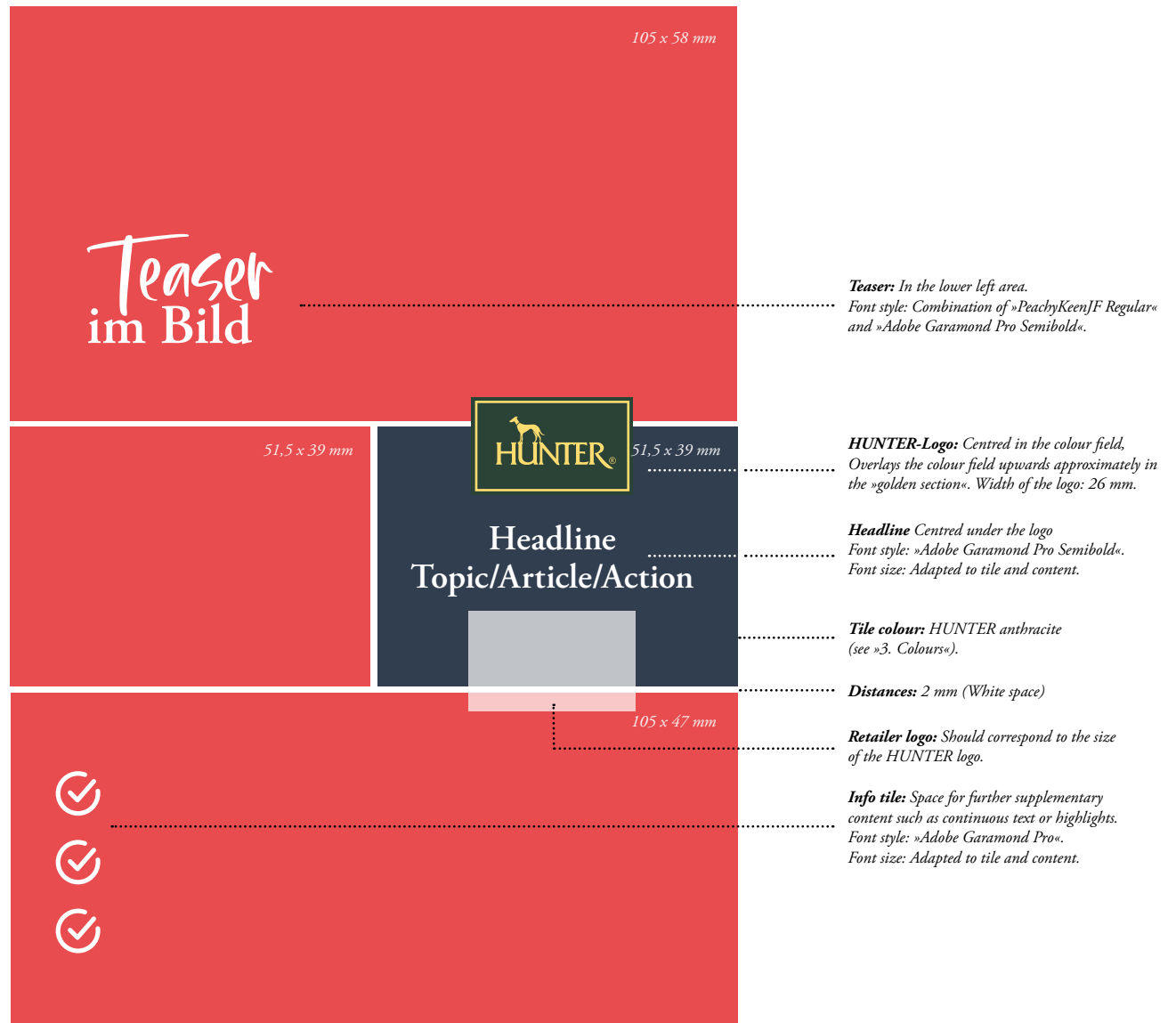
### 7.3. Application on DIN A5 (portrait format)

When structuring your DIN A5 document, follow the guidelines and application examples listed on this page.

Always create your print documents with the following specifications, unless otherwise specified:

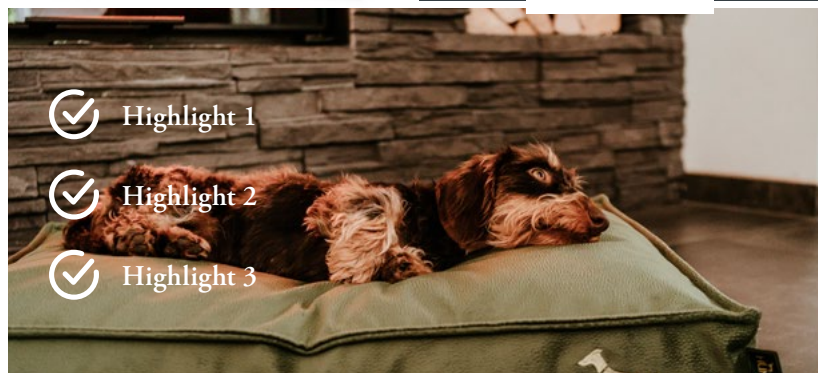
- Bleed allowance: 3 mm
- Safety margin all around the edge: 6 mm
- Gaps between tiles: 2 mm
- In principle, the red fields are to be filled with full-surface image material (live images). Alternatively, the red field 51.5 x 39 mm may also be filled with a cropped image or still (see example).

Make sure that the images outline a theme, are coordinated and speak one visual language.





Example DIN A5



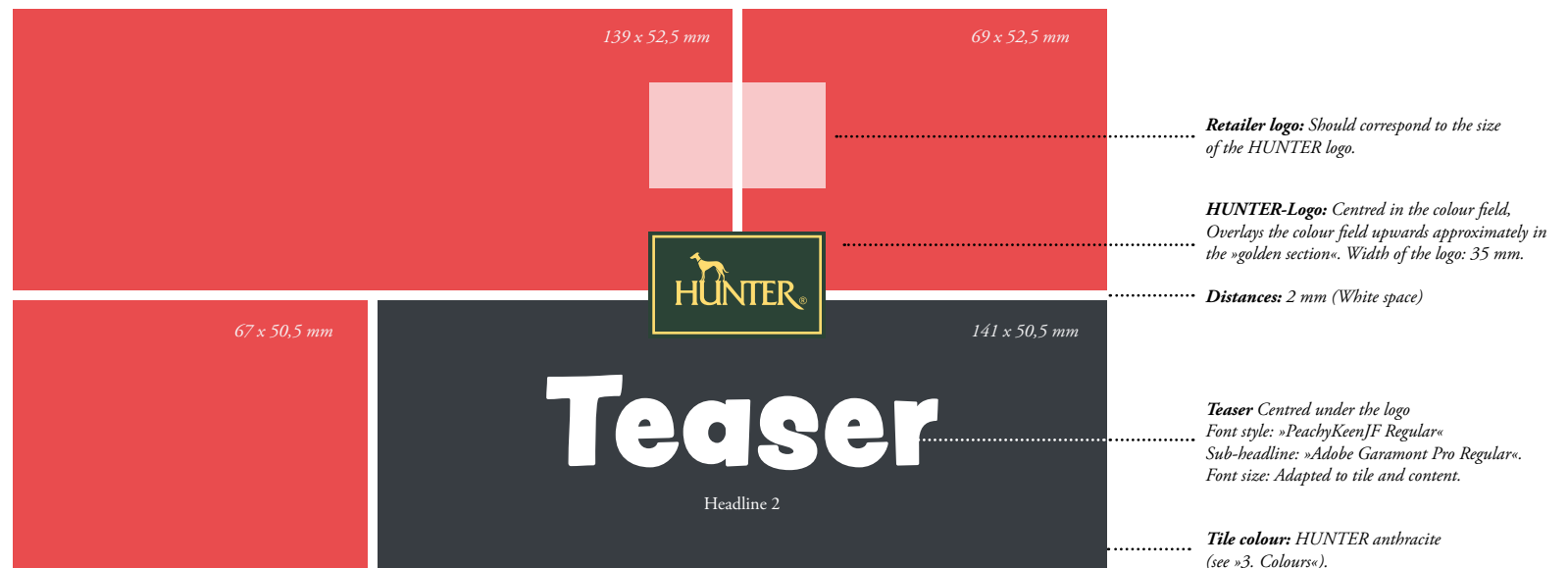
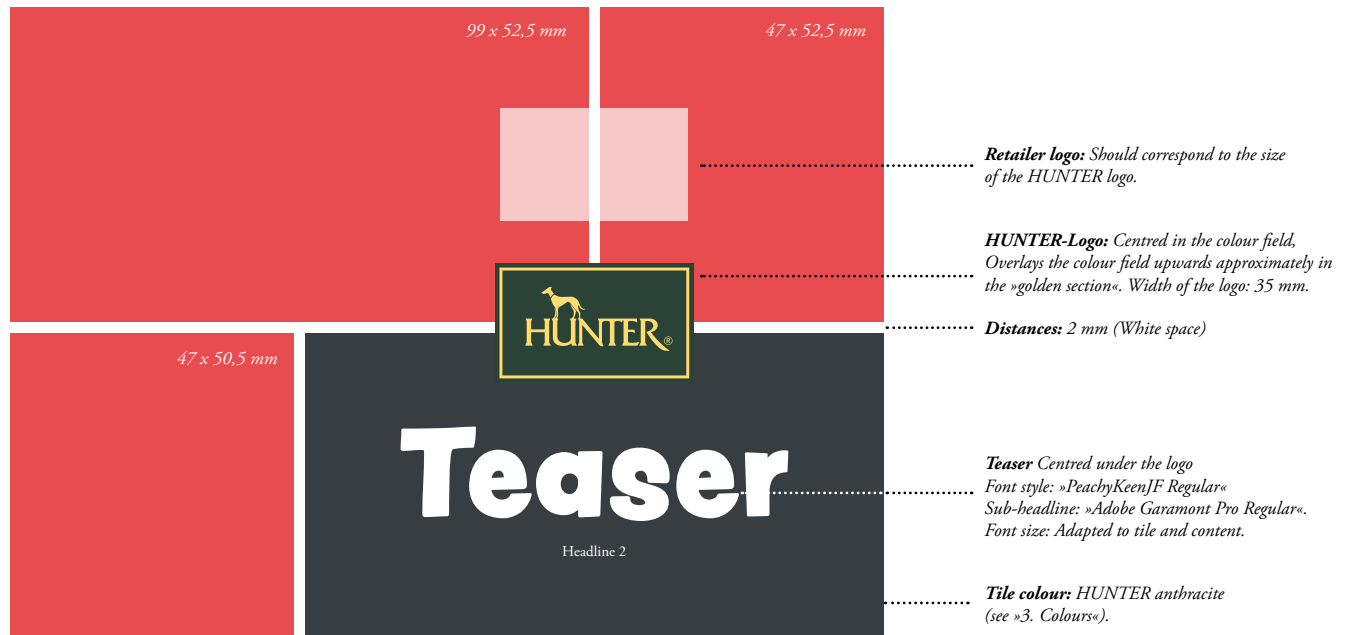
#### 7.4. Application on DIN A6 and DIN long (landscape format)

When structuring your documents, follow the guidelines and application examples listed on this page.

Always create your print documents with the following specifications, unless otherwise specified:

- Bleed allowance: 3 mm
- Safety margin all around the edge: 6 mm
- Gaps between tiles: 2 mm
- In principle, the red fields are to be filled with full-surface image material (live images).

Make sure that the images outline a theme, are coordinated and speak one visual language.





Example DIN A6



Example DIN long

## 7.5 Websites

All brand elements of HUNTER must be appropriately represented in all media, including web presences.

The HUNTER logo may only be used in conjunction with the image material supplied by HUNTER and only for the retailers own online presence. It may not be passed on to third parties.

## Colour

Do not overload the visual appearance with an excessive number of colours. Limit yourself to a few (approx. three to four) basic colours.

## Logo

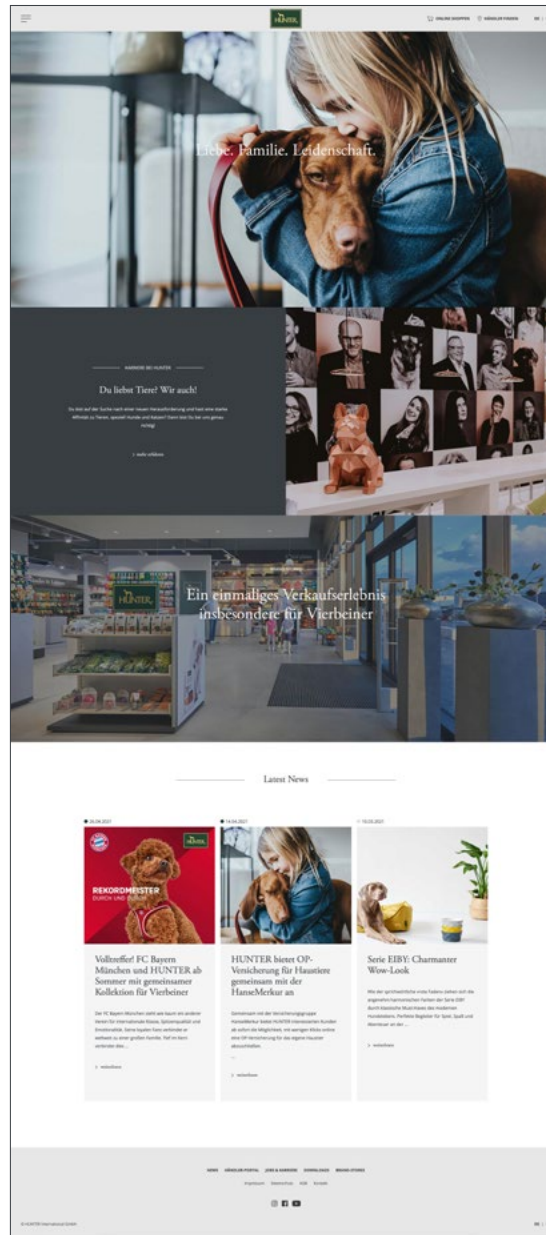
See »2. Logo«.

## Photos

It is only permitted to use the photographic material supplied by HUNTER. All images should be adequately protected on the internet to prevent unauthorised copying. Photo credits must be provided (*see pages 4 & 5*).

## Typography

The basic font »Adobe Garamond Pro« used by HUNTER can be replaced by the more frequently used font »Times New Roman« in exceptional cases. It is an appropriate alternative. With regard to the general appearance, you are welcome to use the HUNTER homepage [www.hunter.de/en](http://www.hunter.de/en) as a guide.





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HUNTER Marketing Content

Photography  
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Studio Röcken Fotografie / Film  
©HUNTER International GmbH

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Design Basics with Terms of Use  
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Version 01/2024

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