HIRSCH

Brand Guidelines

2024

WHERE **TECHNOLOGY**
MEETS **TRUST**

Contents

01 Mission

Empowering a Secure, Connected World through Digital Innovation

Our mission is critical because we secure everything from the White House to public schools, making the physical world more secure and responsive.

Hirsch is a global technology leader specializing in physical security solutions, video intelligence, and digital identification systems. Dedicated to continuously innovating and securing a connected world, we provide comprehensive cybersecurity and the full spectrum of physical access, video, and logical access solutions. We verify frictionless access and anywhere operations, protect identities from malicious attacks, secure intellectual property, and drive innovation. We digitally secure the physical world.

02 Brand Values

Hirsch stands for **Authenticity, Innovation,** and **Trust** in technology.

AUTHENTIC

We use clear language to make technology accessible to everyone, experts to beginners. We are straightforward and easy to understand.

INNOVATIVE

The stories we tell inspire others to think, engage, and create. We are technology futurists building for the world of today but thinking of tomorrow.

TRUSTED

We are a global leader in physical security and digital identity solutions, bringing 43 years of industry experience. We are accessible and audience-focused.

WHAT MAKES HIRSCH DISTINCTIVE:

1. **Holistic Security Expertise:** From securing high-profile government buildings to public schools, Hirsch's comprehensive suite of solutions makes both the digital and physical worlds more secure and responsive.
2. **Human-Centric Technology:** Our focus isn't just on creating technology but on making it usable and beneficial for people. We simplify complex solutions, making them accessible to all, from experts to beginners.
3. **Trusted Partnership:** More than a vendor, we serve as a trusted technology partner to our customers. With over 43 years of industry experience, we've earned a reputation for reliability, authenticity, and innovation.
4. **Global Reach, Local Impact:** With operational centers across the globe and partnerships in various sectors, our impact is international, yet our solutions are tailored to meet local and specific industry needs, from community centers to hospitals.

03 Identity

Tagline

Montserrat Regular

WHERE **TECHNOLOGY** MEETS **TRUST**

Montserrat Bold

Logo

Horizontal Layout

Vertical Layout

Horizontal Layout with Tagline

Vertical Layout with Tagline

The Hirsch logo is the heart of our identity. It is the first way we connect to our customers. We must use it correctly everywhere it appears.

Logo Usage

Size

Any logo usage below 1.5” must use logos noted “Below 1.5in” in file name. This logo increases character leading for readability

Minimum Size

PRINT

.75”

.5”

SCREEN

75px

50px

Clear Space

What is clear space? It is the area surrounding the logo. Clear space must be kept free of any text or graphic elements. By leaving ample space around the logo, we make sure the logo stands out.

Clear space is measured by the x-height of the Hirsch letters, shown as “X” in this exhibit. The minimum clear space must always be 1X on all sides of the logo. When possible, this amount should be increased for even more visibility.

Logo Usage

Color Specification

Positive logos may be placed on backgrounds up to 20% tint

20% tint

Red and White logos may be placed on Dark backgrounds

White logo may be placed on red backgrounds

White logo may be placed on dark photographic backgrounds

Logo Usage

Logo Do NOT's

Change the logo's orientation or rotation

Disproportionately scale or resize the logo

Use the logo on dark colors

Use the logo on top of busy photography

Use the red logo on red backgrounds

Violate the logo clear space

Colors

Primary Colors

CMYK 15 100 100 55	CMYK 10 100 100 30	CMYK 0 100 100 10	CMYK 0 0 0 75	CMYK 0 0 0 45
RGB 114 2 3	RGB 163 20 24	RGB 215 25 32	RGB 99 100 102	RGB 157 159 162
HEX #720203	HEX #a31418	HEX #d71920	HEX #636466	HEX #9d9fa2
PMS 188 C	PMS 187 C	PMS 186 C	PMS Cool Gray 9 C	PMS Cool Gray 6 C

Colors

Secondary Colors

CMYK 100 92 38 38	CMYK 90 51 9 0	CMYK 52 13 0 9	CMYK 0 25 90 10
RGB 25 36 78	RGB 0 115 174	RGB 105 170 212	RGB 230 177 46
HEX #19244e	HEX #0073ae	HEX #69aad4	HEX #e6b12e
PMS 281 C	PMS 2925 C	PMS 291 C	PMS 1225 C

Typography

HEADLINES

Montserrat Bold

ABCDEFGHIJKLNOPQRSTUVWXYZ
abcdefghijklnopqrstuvwxyz 0123

SUBHEADLINES

Montserrat Bold

ABCDEFGHIJKLNOPQRSTUVWXYZ abcdefghijklnopqrstuvwxyz 0123

BODY TEXT

Montserrat Light

ABCDEFGHIJKLNOPQRSTUVWXYZ abcdefghijklnopqrstuvwxyz 0123

LEGAL TEXT

Montserrat Light

ABCDEFGHIJKLNOPQRSTUVWXYZ abcdefghijklnopqrstuvwxyz 0123

Pattern

Positive Gray patterns can be placed on White backgrounds

Negative White patterns can be placed on Color backgrounds

04 Product Segments

Premises

SECURE. PREVENT. DETECT. PROTECT.

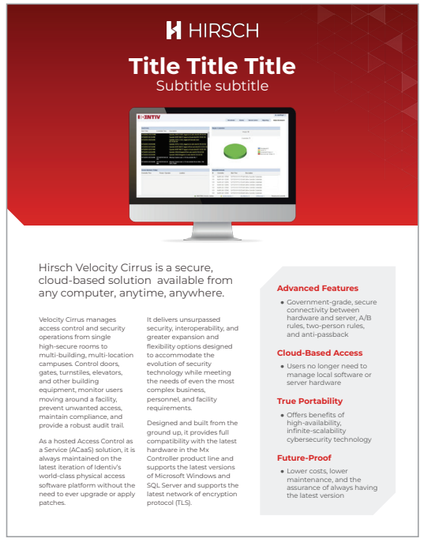
Enhance your security backbone with Hirsch's award-winning, trusted physical security capabilities. Discover end-to-end, feature-rich physical access control, video intelligence, and credentialing solutions that fit your unique business needs.

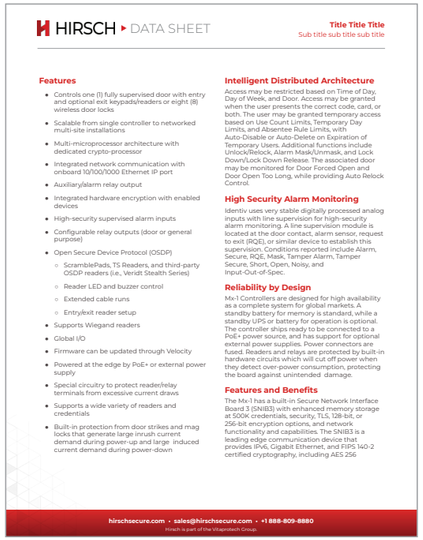
Hirsch's physical access control, video intelligence, and identification solutions provide the highest security at the lowest cost. Robust, feature-rich systems, hardware, and software verify frictionless access managed from anywhere. Highly secure credentials, IDs, and smart cards identify employees, temporary workers, and visitors in a wide range of form factors and frequencies.

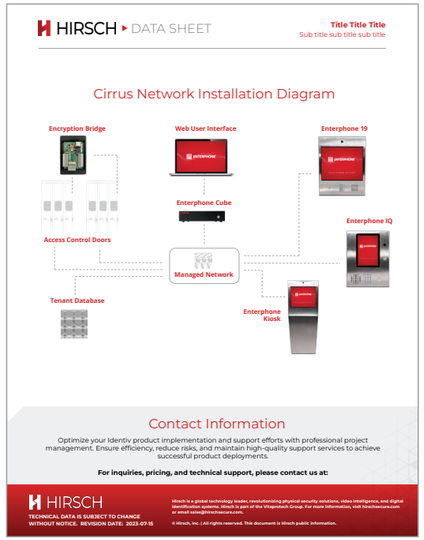
Hirsch credentials, IDs, and smart cards verify the identity of employees, temporary workers, and visitors. Our portfolio features form factors for physical or logical access control, converged access, transit payment, brand protection, time and attendance, cashless vending, and IoT applications.

Color Palette

Marketing Style







Identity

YOUR WORLD, **VERIFIED.** YOUR IDENTITY, **SECURED.**

Hirsch's multi-factor authentication solutions help organizations remain trusted and deliver outstanding employee and customer experiences without worrying about cybersecurity or compromised digital identities.

Hirsch's logical access control technology identifies and verifies users to safely and securely access data. Remote and multi-factor authentication (MFA) and embedded application solutions protect data on-the-go, in the office, or at home.

Color Palette

Marketing Style