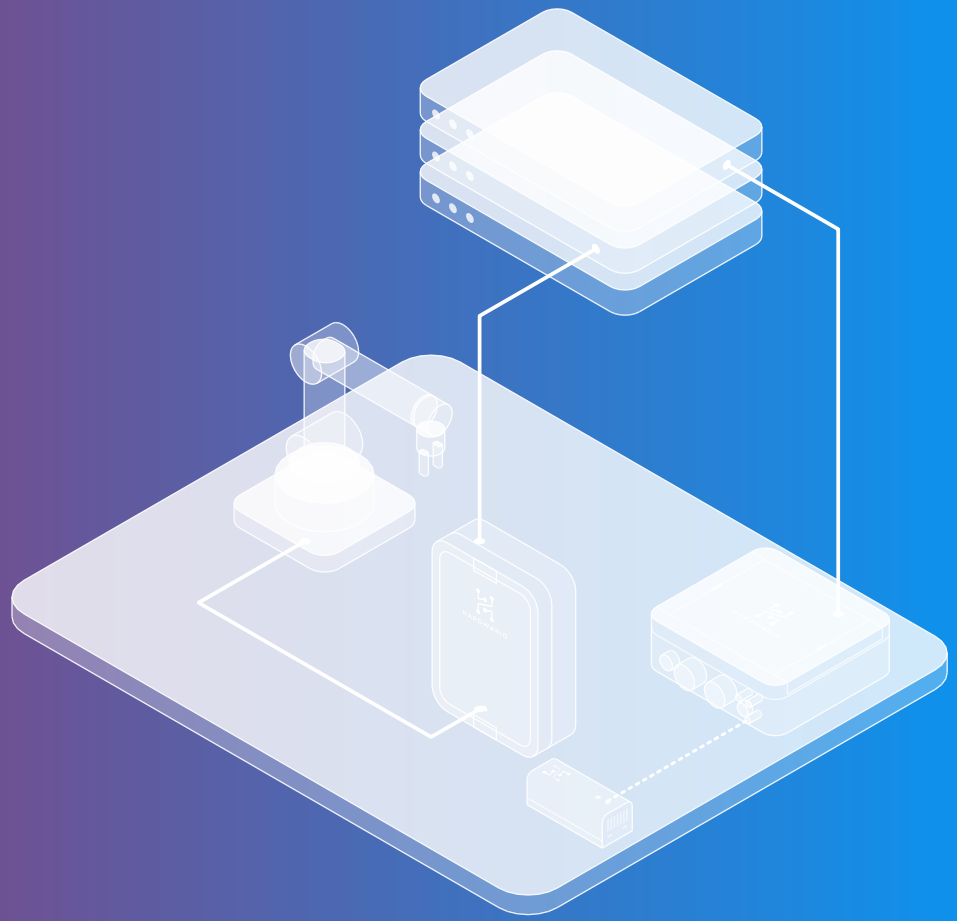
HARDWARIO

Brand Guidelines

How HARDWARIO looks and sounds: logo, color, type, the graphic system, diagrams, isometric illustration, photography, voice and applications.



REFERENCE
HBG.261028.01

REVISION
8

DATE
November 3, 2026

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HARDWARIO

CHAPTER 01

Brand

What these guidelines cover, who they are for and the whole identity on one page.

01

About these guidelines

How HARDWARIO looks and sounds in documents, presentations, on the web, on products and at events.

One identity for everything that carries the HARDWARIO name, from a datasheet to the label on a device.

Who they are for

Everyone who makes something that carries the HARDWARIO name: our own teams, designers and agencies, the press and every customer, reseller or technology partner who places our logo next to theirs.

How they are built

The pages are set in the type, colors and elements they describe, and every color value and contrast ratio on them is computed from the values of record.

What changed since 2023

- The red-to-blue gradient becomes a defined part of the identity.
- A named palette with roles, proportions and computed contrast.
- A type hierarchy for documents, slides and the web.
- The graphic system our documents and decks have grown into.
- A light style for block diagrams.
- Rules for isometric illustration.
- One clear-space rule, new minimum sizes, no claim beside the logo.
- Photography, the applications, voice and writing.

Status of this revision

Issued on October 30, 2026. It replaces the brandbook published on www.hardwario.com since 2023; the last page records what each revision changed.

Questions

Questions about the brand and requests for artwork go to ask@hardwario.com.

The identity at a glance

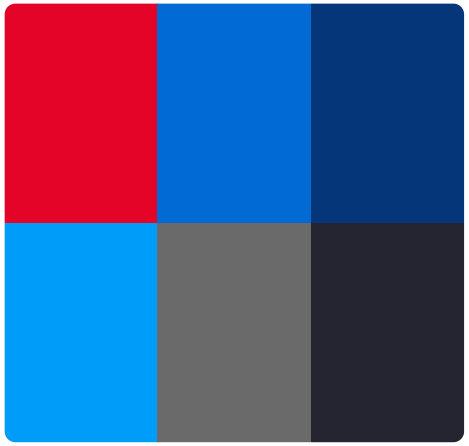
A calm white ground, Blue for structure, Red for emphasis and the gradient as our signature. Photographs prove; drawings explain.

HARDWARIO

Logo

HARDWARIO

The gradient

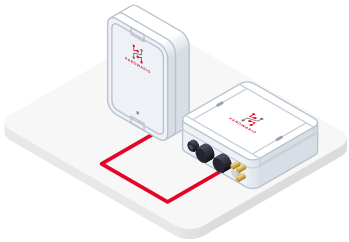


Color

Aa

Inter, with Roboto Mono for codes

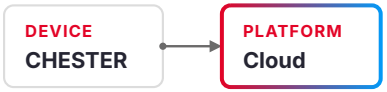
Typography



Isometric illustration



Photography



Block diagrams

KICKER

A descriptive title in sentence case

Graphic system

HARDWARIO

CHAPTER 02

Logo

One logo, a symbol drawn from circuit traces, and a small set of versions for every ground.

02

Anatomy

The logo combines the symbol and the wordmark. Together they form one fixed artwork: never redraw, re-space or retype it.

SYMBOL

WORDMARK



The symbol

An H drawn as three circuit traces that end in round pads: two in Red, one in Gray. It stands for what we do: the connection between the physical world and the digital one, made in hardware.

The wordmark

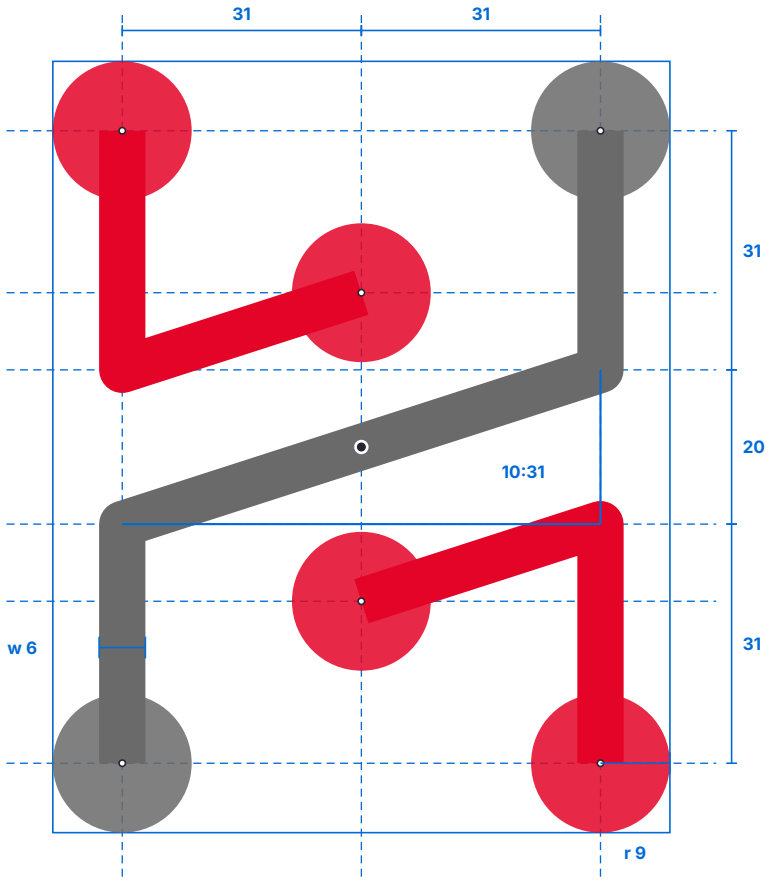
HARDWARIO in widely spaced capitals in Red, set in Multicolore Regular and kept as outlines.

One artwork

Symbol and wordmark keep their proportions and spacing in every use; the colors change only between the versions in this chapter. Always use the master files.

Symbol geometry

The symbol is built from a few numbers. Drawn from them on this page, it is identical to the master file.



1. **Frame.** 80 × 100 (4:5); the outer pads touch its edges.
2. **Six pads.** Radius 9, in three columns 31 apart (x = 9, 40, 71).
3. **Three traces.** Width 6, two thirds of the pad radius: polylines with round joins, their ends hidden in the pads.
4. **One slope.** Every slanted run rises 10 over 31 (17.9°). From the corner pads the traces run 31 down or up, to the bends at 40 and 60.
5. **Heights.** They add up: 9 + 31 + 20 + 31 + 9 = 100.
6. **Point symmetry.** About the center (40, 50): turned by 180°, the Red traces swap places and the Gray one maps onto itself.



The master file



Drawn from the numbers

Versions

Use the primary version wherever you can. The other versions exist for grounds where the primary one cannot work.



Primary
The default, on white and light grounds.



Reversed
On Ink and other dark, quiet grounds.



White
On the gradient, on photographs and on dark or colored grounds.



Ink
Single-color use: black print, stamping, engraving, laser marking.



Vertical, primary
For square and tall formats on white: signage, roll-ups, posters.



Vertical, reversed
On Ink and other dark, quiet grounds.



Vertical, White
The end card of every deck.



Vertical, Ink
Single-color use.



Dark mode, screens only
A lighter red (`#F43F5E`) and gray (`#D1D5DB`) for dark interface themes, on grounds darker than Ink (see Dark mode). Never print it.

Grounds

Pick the version by the ground: the primary logo on light grounds, the White logo on dark, colored and photographic ones.

White
The primary logo.

Panel
The primary logo.

The gradient
The White logo.

Ink
The reversed or the White logo.

Navy
The White logo; on Blue too.



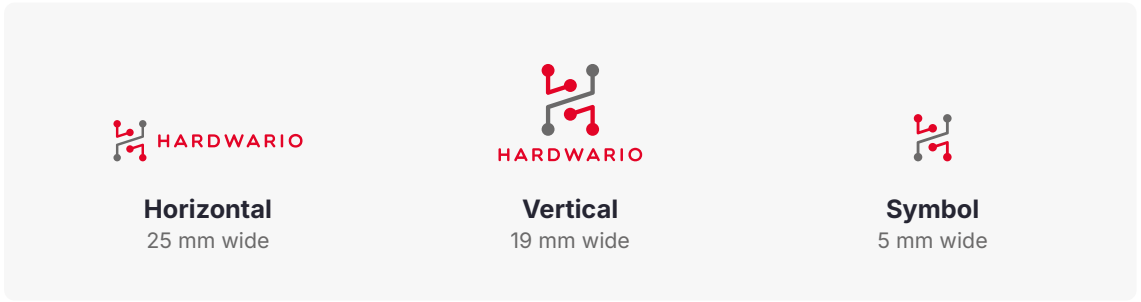
Photographs
The White logo, on a calm, dark area of the picture.

Clear space and minimum size

Give the logo room. The space around it belongs to the logo, not to the layout.



X is half the height of the symbol: in the horizontal logo, half the logo's height.



The minimum sizes at true size, in print.

Clear space

Keep other text, graphics and the edge of the format at least X away from the logo, where X is half the height of the symbol. X is the one rule, a minimum: nothing comes closer.

Minimum size

HORIZONTAL	25 mm wide in print, 120 px on screen
VERTICAL	19 mm wide in print, 92 px on screen
SYMBOL	5 mm wide in print, 16 px on screen

Below these sizes the wordmark stops being legible: use the symbol alone, or leave the logo out.

The symbol

The symbol stands alone only where the HARDWARIO name is already present, or where the format is too small for the logo.



App icon
The symbol on white with generous margins.

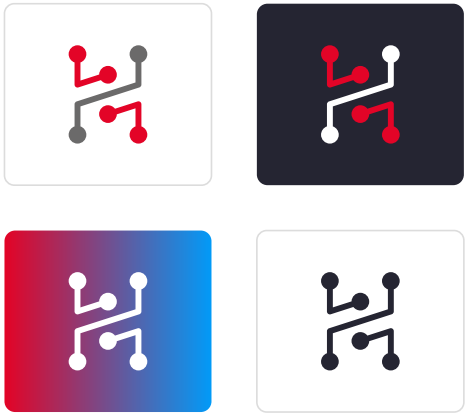


Profile picture
Composed for a round crop.



Favicons
Red and Gray for HARDWARIO; Blue for HARDWARIO Cloud, the only recolored symbol.

Versions



Primary, Reversed, White and Ink, as the versions of the logo.

Uses

Favicons, app icons, social profiles, product markings and embossing. Never as a letter inside a word or as a bullet.

Lockups

Products, services, parts of the company and reports carry lockups: the symbol, HARDWARIO in Red, the name in Gray.

SYMBOL

HARDWARIO, RED

NAME, GRAY



The lockup is the mark

A lockup marks a product family, a service, a part of the company or a report, as the logo marks the company. It is generated in the artwork library from the construction of the logo, so the name in it is drawn in the letters of the wordmark.

Names stay type

In running text, headings, labels and tables a name is written in Inter: CHESTER Clime, HARDWARIO Cloud. A lockup is never a way of writing a name, and a name is never set beside the logo by hand.

CHESTER Clime

STICKER Input

EMBER FIBER

Names as type: Inter Bold in headings and labels, the weight of the text in running text.

The lockup family

Every lockup has the same construction. Set at one height, all of them carry the symbol at the same size.

PRODUCTS



















SERVICES







COMPANY









REPORTS, STACKED ONLY









The Czech names under the English ones; Facility Report keeps its name in Czech.







Stacked and on dark grounds

Each lockup has a stacked form for narrow and square formats, and reversed and White versions for dark grounds.

HARDWARIO CHESTER

Product

HARDWARIO BILLING

Service

HARDWARIO ENGINEERING

Part of the company

HARDWARIO FORESTRY REPORT

Report, stacked only

HARDWARIO ACADEMY

Reversed, on Ink

HARDWARIO TOWER

White, on Navy

HARDWARIO COOPER

White, on the gradient



White, on a photograph

HARDWARIO EMBER

One line, reversed, on Ink

HARDWARIO GLIDER

One line, White, on the gradient

Lockup rules

One construction, one lockup at a time and always with HARDWARIO.

1. **Generated, never drawn.** Every lockup is generated in the artwork library from the construction on the next page. Never set a name beside the logo or assemble a lockup by hand.
2. **Always with HARDWARIO.** The symbol never stands with a name alone; the 2022 product logos that did are retired.
3. **Reports stacked only.** A report logo sets HARDWARIO over the name of the report and has no one-line form.
4. **The versions of the logo.** Color on white and light grounds, reversed on Ink, White on the gradient, on Navy and on photographs, Ink for single-color print.
5. **One per surface.** A page, a slide or a face of a box carries one lockup, never beside the plain logo or a second lockup.
6. **One line first.** The stacked form only where one line would be too wide or too small: narrow columns, square formats, app icons.
7. **Where it goes.** Product and service pages, datasheet and manual covers, packaging, trade-fair graphics and decks about one product; never running text, tables or diagrams.
8. **Minimum size.** The symbol never smaller than in the logo at its minimum: 5.5 mm high in print, 26 px on screen.



The symbol with a name alone, as the retired 2022 product logos did.



A name set in Inter, or in any other font, beside the logo.



A recolored name.



A report logo without HARDWARIO.

Wordmark and lockup construction

Every lockup is built from the symbol height H by the same few numbers, so a new one is generated, never drawn by hand.

Horizontal



Stacked



TYPEFACE	Multicolore Regular (Ivan Filipov, 2012), set as outlines. The font is licensed for our artwork; the file is not passed on.
SIZE	0.455 H; the capitals are 0.315 H tall.
TRACKING	170/1000 em, with the font's own kerning.
POSITION	Centered vertically on the symbol, measured on the O including its overshoot.
GAPS	0.28 H (17/60 H, nine tenths of the cap height) from the symbol to HARDWARIO and from HARDWARIO to the descriptor, glyph edge to glyph edge.
DESCRIPTOR	Same size and tracking, in Gray.
STACKED	Both lines at 0.715 of the horizontal size, left-aligned, half a cap height apart, the block centered on the symbol.
VERTICAL	The wordmark 2.5 times the symbol's width, the top of its O 0.17 H (10/60 H) below the symbol, both centered.

Co-branding

Next to a partner’s logo, both logos get the same optical size and a thin Gray line between them.



Side by side
Equal optical size, the line as tall as the larger logo, the clear space X on both sides.



Stacked
For narrow formats: our logo on top, the line as wide as the wider logo.

Order

On our materials our logo comes first: left, or on top. On a partner’s materials their rules apply; we ask only for the same optical size and our clear space.

Partner-branded products

A product sold under a partner’s brand carries no HARDWARIO mark and no “Powered by” line. Who is named as its manufacturer, on the label and in the declaration of conformity, is agreed in the contract: under EU law, the company that places a product on the market under its own name or trademark is its manufacturer.



✕ Merging the two logos into one mark.



✕ Recoloring our logo to match a partner.



✕ Placing our logo inside a partner’s shape.

Misuse

The logo works because it never changes. These are the changes we see most often.



Do not stretch or squeeze the logo.



Do not recolor the logo.



Do not rotate the logo.



Do not add outlines, shadows or other effects.



Do not fill the logo with the gradient.



Do not retype the wordmark or set it in another font.



Do not rearrange or resize the parts.



Do not put the color logo on a colored or busy ground.

The one recolored mark is the Blue symbol of HARDWARIO Cloud, for its app and favicon only (see The symbol). Any other recoloring is misuse.

HARDWARIO

CHAPTER 03

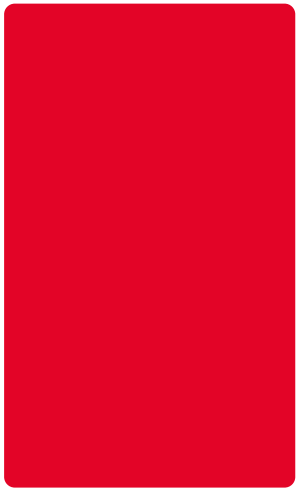
Color

A white ground, Ink for text, Blue for structure, Red for emphasis and the gradient as our signature.

03

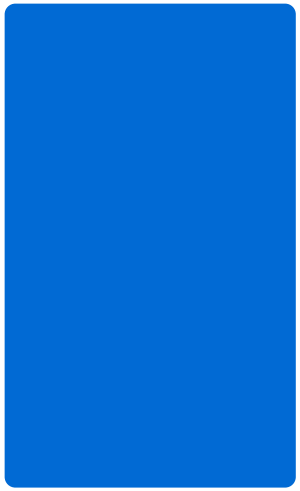
Core palette

Six colors carry the brand. HEX and RGB are the values of record; the CMYK values are their offset-print equivalents.



Red
Kickers, markers and the one highlight.

HEX	#E30427			
RGB	227	4	39	
COATED	1	100	85	0
UNCOATED	0	100	94	0



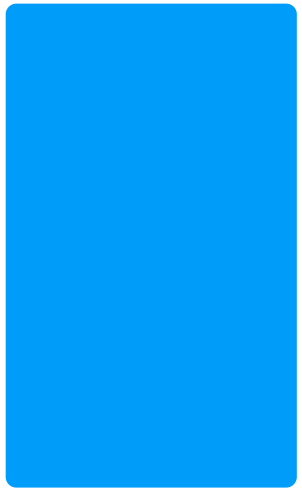
Blue
Structure: links, chart series, buttons.

HEX	#016AD4			
RGB	1	106	212	
COATED	85	57	0	0
UNCOATED	91	59	0	0



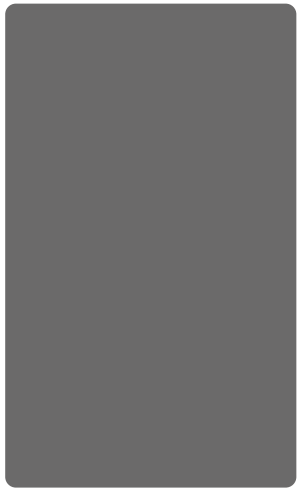
Navy
Icons, data highlights, dark grounds.

HEX	#06367A			
RGB	6	54	122	
COATED	100	84	26	8
UNCOATED	100	82	31	8



Sky
Chart series, dark grounds; never text on white.

HEX	#009CFA			
RGB	0	156	250	
COATED	72	31	0	0
UNCOATED	75	30	0	0



Gray
The Gray trace of the symbol; secondary text.

HEX	#6B6A6A			
RGB	107	106	106	
COATED	53	45	44	31
UNCOATED	57	51	47	15



Ink
Body text and titles. Our black: never pure black.

HEX	#252532			
RGB	37	37	50	
COATED	83	76	51	65
UNCOATED	87	85	49	55

CMYK for coated (FOGRA39) and uncoated (FOGRA29) offset print, converted from the screen colors with relative colorimetric intent and black point compensation. Sky lies outside the print gamut and prints duller than on screen. We specify no Pantone colors; single-color jobs print in black, and small text in Ink prints as 100 % black in offset.

Neutrals and status colors

Neutrals build the quiet ground the palette sits on. Status colors report a state and nothing else.

Neutrals

White
The page.
HEX #FFFFFF
RGB 255 255 255

Panel
Cards, zones, panels.
HEX #F7F7F7
RGB 247 247 247

Mist
Secondary fills, forecast bars.
HEX #E8E8E8
RGB 232 232 232

Hairline
Rules and thin frames.
HEX #DCDCDC
RGB 220 220 220

Status

Green
Done, passed, in limits.
HEX #2E7D4F
RGB 46 125 79

Amber
Attention, at risk.
HEX #C76A00
RGB 199 106 0

Red
Failed, critical, stop.
HEX #E30427
RGB 227 4 39

Blue
Info: a note, nothing to do.
HEX #016AD4
RGB 1 106 212

Status messages

Firmware 2.5 is available for CHESTER.

Firmware 2.4 installed on all 42 devices.

Battery below 20 % on 3 devices.

Gateway EMBER-07 offline since 14:30.

NEW PASSED FAILED

Status colors report a state

1. **Only for a state.** Traffic lights, test results, alarms, notes. In charts, dashboards and status tables Red means a failure and nothing else; a highlight there is bold Navy.
2. **Messages on the tint.** The disc of the state and the text in Ink on a 12 % tint of its color, 12.2:1 or more.
3. **Never color alone.** Every state carries its disc, an icon or a word. White on Blue, Green or Red only for a short label; Amber, at 3.8:1, is never a ground for text.

The gradient

Our signature. The gradient frames a piece and carries one key figure; it never sits behind body text, tables or photographs.



RED #E30427

Linear and horizontal, from left to right (90° in CSS), interpolated in sRGB.

SKY #009CFA

Where it belongs

- Covers, title slides, chapter and section dividers, closing pages.
- The band along a page or slide edge, carrying the White logo.
- The short rule under a title and the strip on top of a card.
- One key figure per page, 28 pt or more, filled with the left three quarters of the gradient. Smaller type is never filled; index numbers are Red.

Where it does not

- On the logo, on icons or on isometric faces.
- Behind body text or tables.
- Reversed, vertical, or with other stops.
- As a tint or wash over photographs.

Type on the gradient

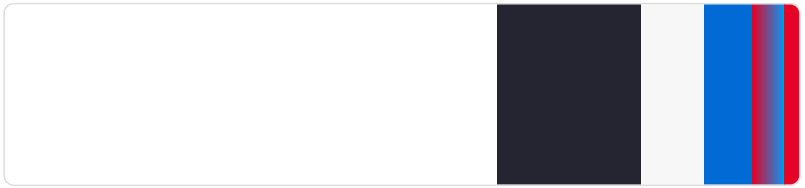
White type reaches at least 4.5:1 on the left three quarters of the gradient and falls to 2.9:1 at the Sky end. Set titles and text on the left part; small type further right sits on a rounded Ink tint at 40 %, as the page number in the band does.

The gradient runs between two palette colors, Red and Sky, and needs no color of its own. In print, place it in its sRGB values and let the printer's profile convert it, proofed before production; never build it from the two CMYK values alone, or its middle turns brown. Its ends then print as C1 M100 Y85 K0 and C72 M31 Y0 K0 on coated paper.

Proportions and contrast

Most of every page is white. Color is spent on purpose: the more of it, the less each use says.

Proportions



- **White** approx. 62 %
- **Ink** approx. 18 %
- **Panel** approx. 8 %
- **Blue, Navy, Sky** approx. 6 %
- **Gradient** approx. 4 %
- **Red** approx. 2 %

A page is mostly white with Ink type. Blue gives structure and the gradient frames. Red has two jobs: it marks (kickers, caps labels, the numbers of lists and rules) and it highlights the one thing per page where the eye should land first. In data, Red means a failure; a highlight there is Navy.

Contrast, computed (WCAG 2)

FOR TEXT: 4.5:1 AND UP

Aa	Ink on White	15.1:1	● AAA
Aa	Red on Panel	4.5:1	● AA
Aa	White on Navy	11.5:1	● AAA
Aa	Gray on White	5.3:1	● AA
Aa	Blue on White	5.2:1	● AA
Aa	Gray on Panel	5.0:1	● AA
Aa	Red on White	4.8:1	● AA
Aa	White on Red, the gradient's start	4.8:1	● AA
Aa	The gradient figure's end on White	4.5:1	● AA

LARGE TEXT ONLY: 3:1 AND UP

Aa	Sky on Navy	3.9:1	● AA large

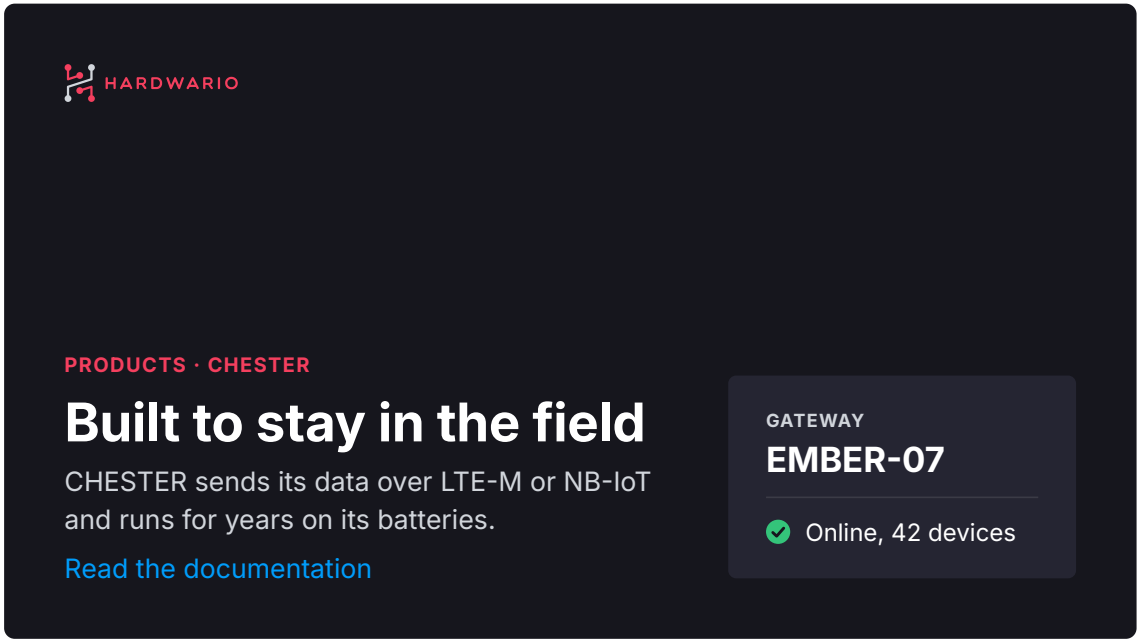
NOT FOR TEXT: BELOW 3:1

Aa	Sky on White	2.9:1	● –
Aa	White on Sky, the gradient's end	2.9:1	● –

Ratios are rounded down. Large text means 18 pt and up, or 14 pt Bold and up.

Dark mode

Screens may run dark: a near-black ground, White text and lighter accents that keep their contrast.



A page in dark mode
Text in White, secondary text in the light gray; Red turns into the light red and Blue into Sky. For screens only, never in print.

Colors

- **Ground** #16161D
- **Surfaces: Ink** #252532
- **Mist: secondary fills** #2E2E3A
- **Hairline: rules** #3B3B46
- **Text: White** #FFFFFF
- **Light gray: secondary text** #D1D5DB
- **Light red: accents** #F43F5E
- **Sky: links, structure** #009CFA

Proportions



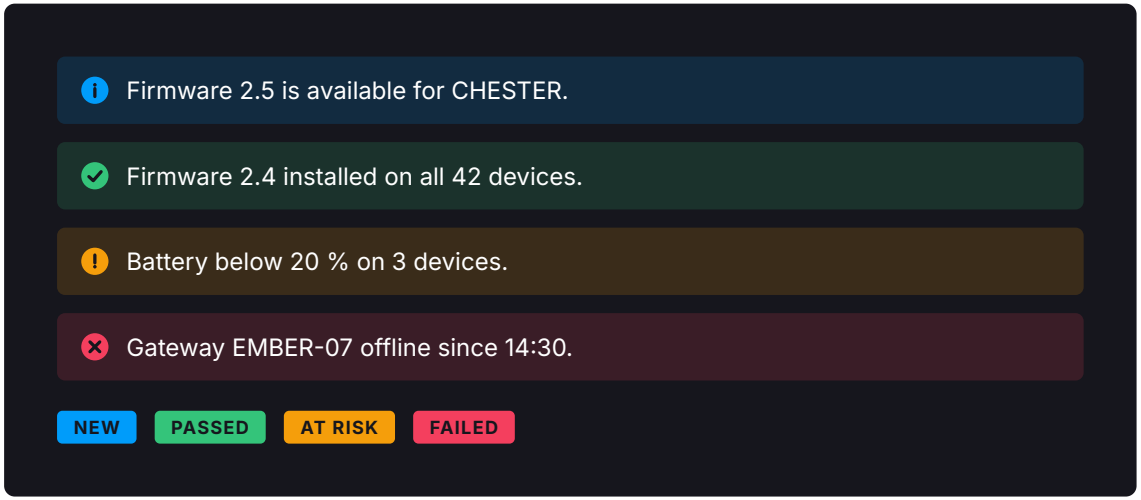
- **Ground** approx. 62 %
- **White** approx. 18 %
- **Ink** approx. 8 %
- **Sky** approx. 6 %
- **Gradient** approx. 4 %
- **Light red** approx. 2 %

Charts and the key figure

Chart series in Sky, Blue and the light gray; the highlight in bold White, as Navy all but disappears on the ground; a failure in the light red. The one key figure takes the gradient from the light red to Sky, which keeps 3.8:1 along its length.

Dark mode: status and contrast

On dark grounds the status colors lighten, as Red does, and a message sits on a deep tint of the ground.



Colors

Sky: info
`#009CFA` · disc 4.9:1

Light green: done
`#34C47A` · disc 6.0:1

Light amber: warning
`#F59E0B` · disc 6.3:1

Light red: failed
`#F43F5E` · disc 4.1:1

1. **A deep tint.** 16 % of the status color on the ground, the text in White, 13.5:1 or more.
2. **Labels.** The ground color on the light status color, 4.9:1 or more, so Amber carries a label too.

FOR TEXT: 4.5:1 AND UP

Aa	White on the ground	18.0:1	AAA
Aa	White on Ink	15.1:1	AAA
Aa	Light gray on the ground	12.2:1	AAA
Aa	Sky on the ground	6.1:1	AA
Aa	Light red on the ground	4.9:1	AA

LARGE TEXT ONLY: 3:1 AND UP

Aa	Red on the ground	3.6:1	AA large
Aa	Blue on the ground	3.4:1	AA large
Aa	Gray on the ground	3.3:1	AA large

NOT FOR TEXT: BELOW 3:1

Aa	Blue on Ink	2.8:1	–
Aa	Gray on Ink	2.8:1	–

HARDWARIO

CHAPTER 04

Typography

One family, Inter, in a few weights and a clear hierarchy, from the smallest label to the biggest figure.

04

Typeface

Inter is our typeface: open source, complete for every language we write in and legible on screen and in print.



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ÁČĎÉĚÍŇÓŘŠŤÚŮÝŽ äöüß
0123456789 .,:;!?&(%)

Weights

Regular 400 — Devices for industrial IoT

Semibold 600 — **Devices for industrial IoT**

Bold 700 — **Devices for industrial IoT**

INTER	Everything: text, headings, labels and figures, at every size. Three weights and no others: Regular and Bold in documents and slides, Semibold only for headings on the web.
DISPLAY TYPE	From 28 pt up, Inter Bold with the tracking tightened by 1–2 %. Inter's built-in optical sizes adapt the letters to the size; no second family.
ROBOTO MONO	Codes only: ordering codes, serial numbers, color codes, source code. Numbers in tables are Inter with tabular figures.
FALLBACK	Arial, only where Inter cannot be embedded: e-mail and some office files. In CSS: Inter, Arial, sans-serif.

Hierarchy

Each medium has its own scale; the roles stay the same, so a reader finds the title, the point and the detail at once.

ROLE	SAMPLE	DOCUMENTS (A4)	SLIDES (16:9)	WEB, FROM 1 024 PX
Display	**Made to last**	Cover title 50–58 pt	Statement 40 pt, figure 54 pt	H1 60–72 px Bold
Title	**Built to stay in the field**	Heading 1, 18 pt Bold	Slide title 26 pt Bold	H2 40–48 px Semibold
Subtitle	**Power and connectivity**	Heading 2, 14 pt Bold	Card title 17 pt Bold	H3 28–32 px Semibold
Kicker	PRODUCTS · CHESTER	7.5–9 pt Bold caps, Red	11 pt Bold caps, Red	12–14 px Bold caps, Red
Body	CHESTER sends its data over LTE-M or NB-IoT.	10 pt Regular, line height 1.43	13 pt Regular	16 px Regular, line height 1.6
Caption	CHESTER on a grain bin roof in Canada.	8 pt Regular, Gray	10 pt Regular, Gray	12–14 px Regular, Gray

Slide tables, label lists included, set their headers and their cells at one size, 11 pt, and never a cell larger than its header.

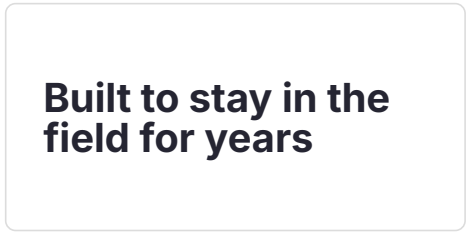
Line spacing

Text needs air between its lines. Every role has a minimum line height, and nothing is set tighter, not even a diagram label.

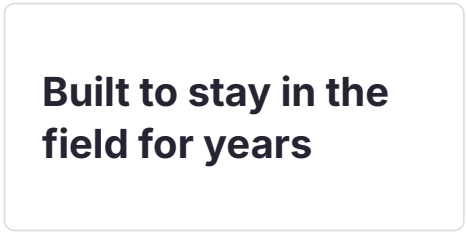
ROLE	LINE HEIGHT	WHERE
Display 28 pt and up	**1.2**	Covers, statements, section slides, chapter and section titles, big figures
Title below 28 pt	**1.3**	Page, slide and card titles, subtitles, bold labels in diagrams and tables
Text any size	**1.4**	Running text, lists, tables, leads, captions, notes, details in diagrams

The role follows the size, not the name: a 26 pt slide title is a title and takes 1.3; a 40 pt statement is display type and takes 1.2.

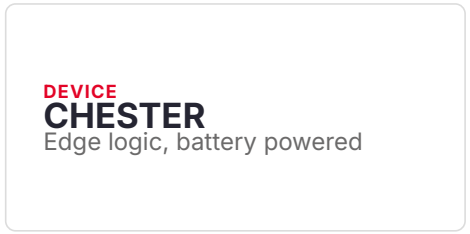
1. **Minimums.** The line height is the distance from one baseline to the next, as a multiple of the size (CSS line-height). Never set a role tighter.
2. **Stacks.** Lines of different sizes stacked on each other (a kicker over a title, a title over its detail line) are never closer than the larger size's own lines: the gap from the baseline above to the top of the capitals below is at least the gap the larger size leaves between its lines.
3. **Paragraphs.** One body line apart; a heading sits closer to the text it introduces than to the text above it.



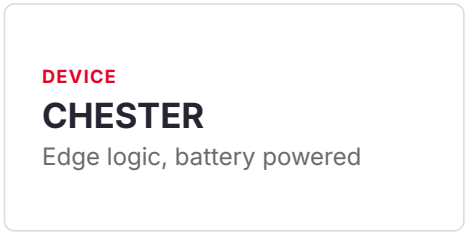
Title at 1.0: the lines touch.



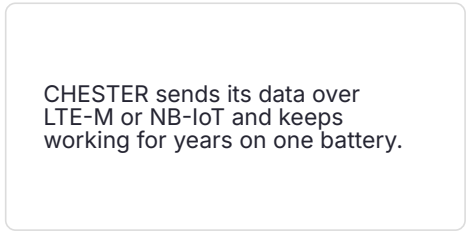
Title at 1.3.



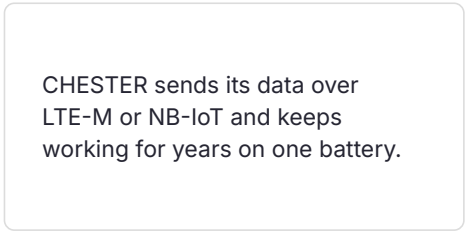
A stack with no air between its lines.



A stack spaced by the title's line height.



Text at 1.0.



Text at 1.4.

Details

Small rules that keep the type calm and the pages consistent.

Caps labels

Capitals only for short labels and kickers, always Bold with 0.07 em of tracking. Never more than 0.1 em: wider spacing breaks the words apart when a PDF is searched or copied.

WHAT GETS INSTALLED

W H A T G E T S

Case and emphasis

Headings in sentence case, never in capitals; only the title of a whole English document may take title case. Emphasis in Bold; Blue is reserved for links. No italics for emphasis, no underlines.

Built to stay in the field for years

Built To Stay In The Field For Years

Figures

Tabular figures in tables and price lists, so columns line up; proportional figures in running text.

Order A	11 890
Order B	1 190
Order C	24 490

Example values

Lines and alignment

Flush left, ragged right. Lines of 45–75 characters; on a slide, shorter. Never justify short columns, never center more than two lines.

Flush left and ragged right, with lines of 45–75 characters: short enough to follow from the end of one line to the start of the next without losing the place, long enough to read in phrases.

HARDWARIO

CHAPTER 05

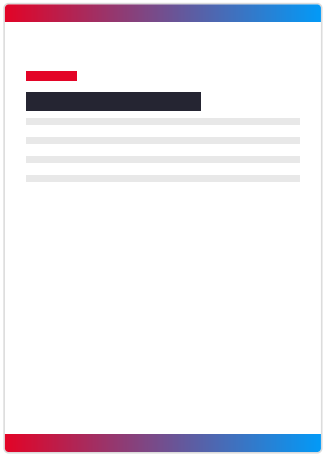
Graphic system

The elements our documents and decks have grown into: formats, bands, kickers, panels, big figures and icons.

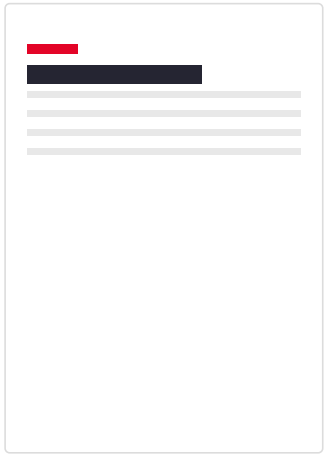
05

Formats and grid

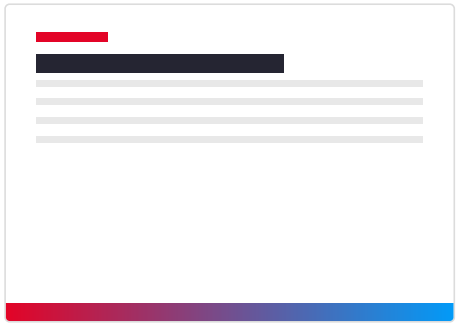
Every format shares one frame: wide white margins, content flush to them, one grid and the gradient on the edge.



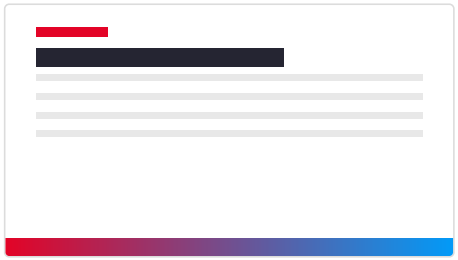
A4 portrait
Datasheets, whitepapers. Bands top and bottom.



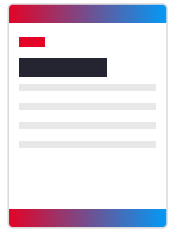
A4 portrait, plain
Quotations, contracts, policies, letters.



A4 landscape
These guidelines. Band at the bottom.



Slide 16:9
Decks. Band at the bottom.



A6
Manuals in the box.

All formats at 1:5.

Margins

Wide and equal on left and right: 15–18 mm on A4, 17 mm on a slide. Content starts at the margin; nothing floats in from it.

Bands

The gradient band runs edge to edge, at least 12 mm high on paper, so the White logo at its left keeps its minimum size and clear space; the page number sits at the right on a rounded Ink tint. Plain business documents carry none.

Grid

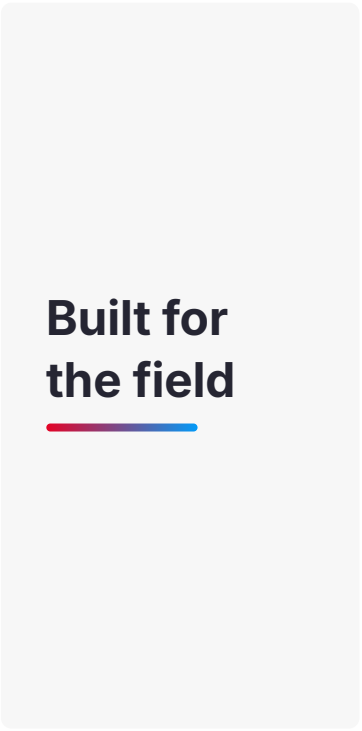
Twelve columns with 6 mm gutters, combined in spans: 6 + 6, 7 + 5, 4 + 4 + 4. Tiles stand in rows of two to six, at equal widths. On the web, twelve columns, 1 280 px wide, with 24 px gutters.

Signature elements

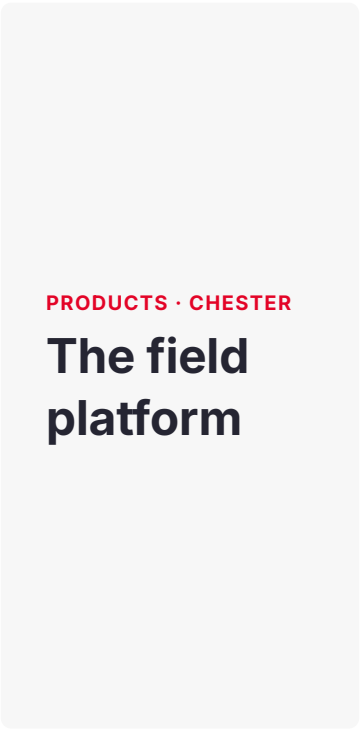
Five elements make a page ours, even without the logo.



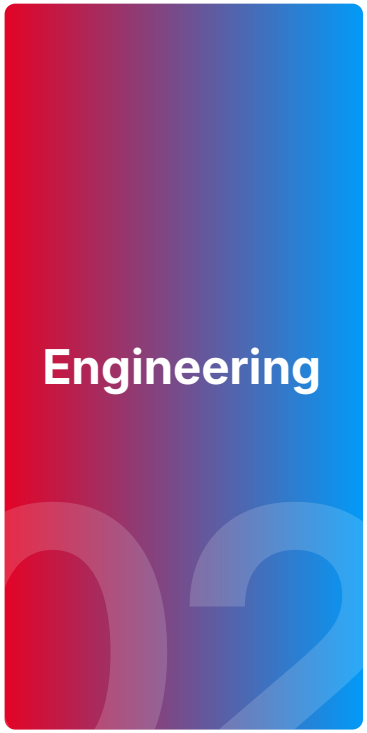
The band
The gradient along the bottom edge, and the top in datasheets, whitepapers and manuals, with the White logo and the page number.



The rule
A short gradient bar, 3–4 pt thick, under a cover title.



The kicker
Red caps over every title: where the reader is, in two or three words.



The giant number
Chapter and section numbers on the gradient, White at 16 % opacity, cut by the edges.



The gradient figure
One key number per page, 28 pt or more in Inter Bold, filled with the left three quarters of the gradient, so its blue end keeps 4.5:1.

Components

A small kit of components repeats across documents, decks and the web. Reuse them before you invent a new one.

SECURITY

Five years of updates

Free security updates for products placed on the market from December 11, 2027.

Card
Panel, a gradient strip along the top edge, icon, kicker, Navy title, short body.

CELLULAR	LTE-M and NB-IoT
RADIO	LoRaWAN, BLE, GNSS
ENCLOSURE	IP67, rated −30 to +70 °C
FIRMWARE	Open SDK on Zephyr RTOS

Label and value
Red caps labels centered on the cap height of their value's first line. CHESTER-M values.

MODEL	POWER	RADIO
CHESTER-M	Battery or 6–28 V DC	LTE-M, NB-IoT, LoRaWAN
STICKER	2 × AA	LoRaWAN
EMBER	11–28 V DC or passive PoE	LoRaWAN, LTE

Table
Red caps header over a Hairline rule, hairlines between rows, no vertical rules.

DRAFT NEW OPTIONAL

Chips
Status and tags, sparingly.



Timeline
Milestones on a gradient line, placed by date, each dot in the gradient's color at its place. Example years.

1. **One message.** Split anything larger than seven nodes.
2. **One accent path.** At most one. in Red.

Numbered rules
A Red number against each rule; a rule opens with its bold label.

Icons

Icons label; they do not decorate. We use one set, Lucide, in one color: Navy.

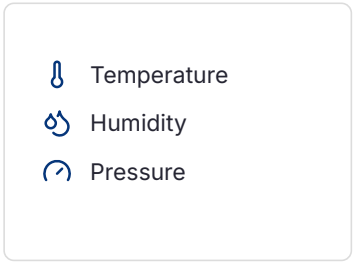
cpu · radio-tower · antenna · cloud-cog · server · network

gauge · thermometer · droplets · wind · plug-zap · power

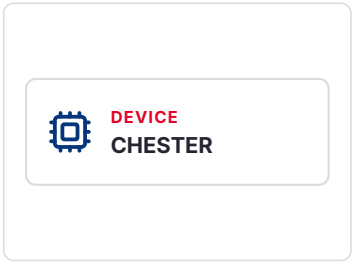
cable · satellite · bluetooth · shield-check · lock-keyhole · wrench

package · route · layout-dashboard · bell-ring · map-pin · users

1. **Lucide only.** Outline icons on a 24 px grid with a 2 px stroke; never mix in another set.
2. **Navy.** White on dark grounds, Gray only on external nodes in block diagrams; never multicolor, filled or gradient icons.
3. **Sizes.** 16, 24 or 32 px on screen; 4, 6 or 8 mm on paper.
4. **Where.** Row labels in tables, feature tiles, block overviews and diagram nodes. Never as decoration in running text.
5. **New icons.** They come from the Lucide set, recolored to Navy (`#06367A`), and go into the artwork library first.



In a table



In a diagram node



White on dark grounds

HARDWARIO

CHAPTER 06

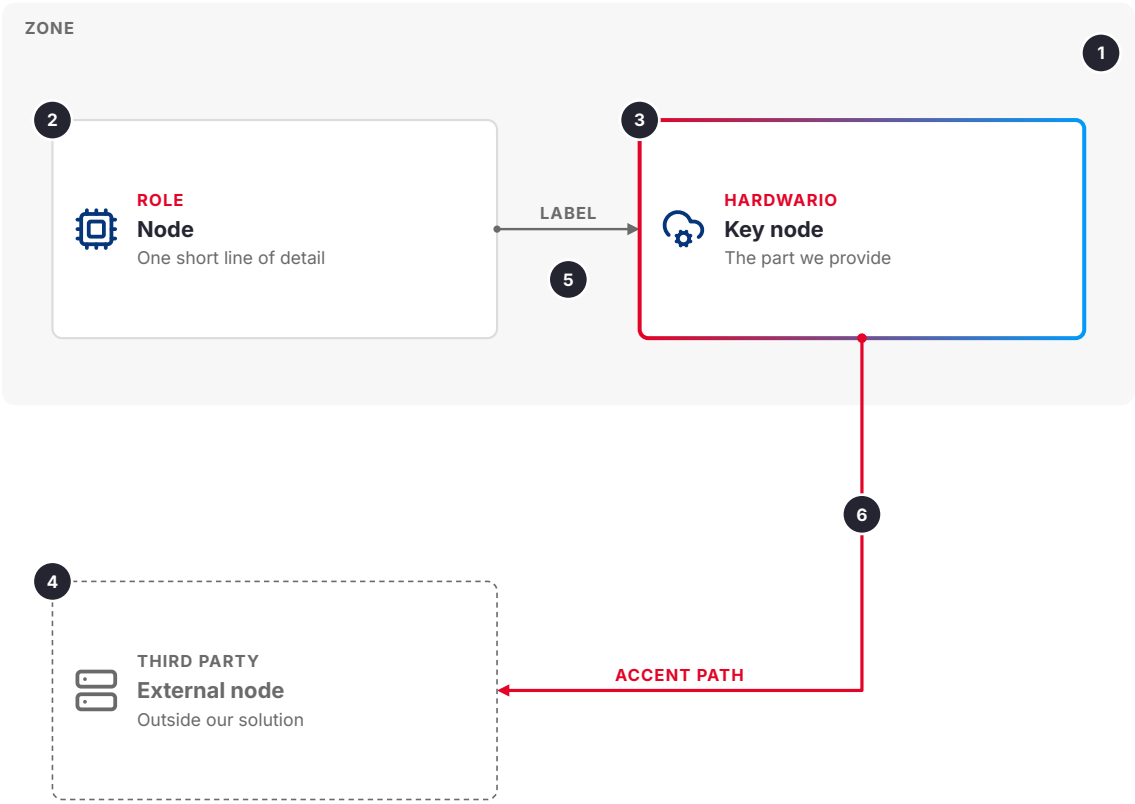
Diagrams and data

A light style for block diagrams, and simple, honest charts.

06

Block diagrams: anatomy

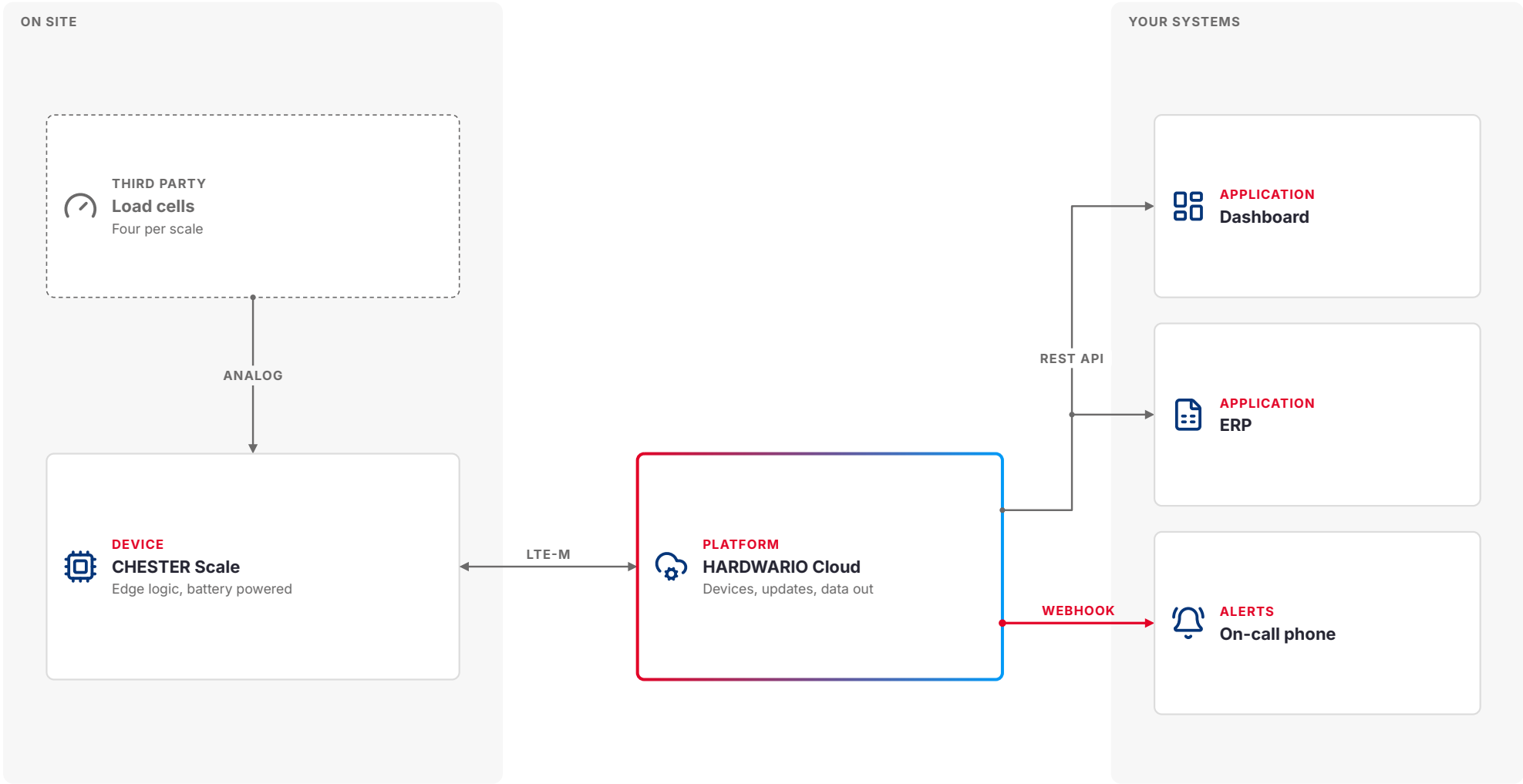
White nodes on a quiet ground, thin wires from a pad to an arrow and a gradient frame for the part we provide.



1. **Zone.** A Panel area with a Gray caps label groups nodes by place or owner: on site, cloud, your systems.
2. **Node.** White with a Hairline frame: an optional Lucide icon, a Red caps role, a bold title of one to three words and one Gray line of detail, the lines spaced by the title's line height.
3. **Key node.** The part HARDWARIO provides gets the 1.5 pt gradient frame. Usually one per diagram, never more than two.
4. **External node.** Parts outside the solution: a dashed Gray frame, Gray type, a Gray icon.
5. **Wire.** 0.9 pt Gray, orthogonal, from a pad at the source to an arrow; a two-way link has an arrow at each end. A short caps tag names the protocol: above a horizontal wire, on a vertical one.
6. **Accent path.** The one flow the diagram is about, in 1.2 pt Red.

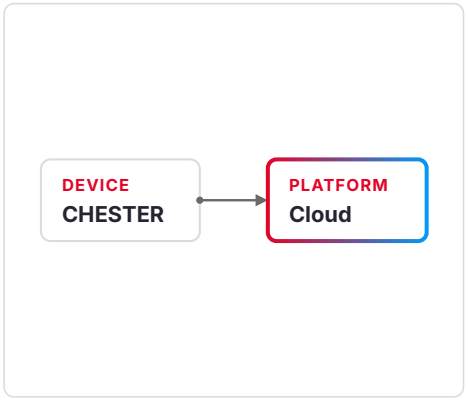
Block diagrams: an example

A diagram explains one thing. This one shows where the data goes, from a scale on site to the customer's systems.

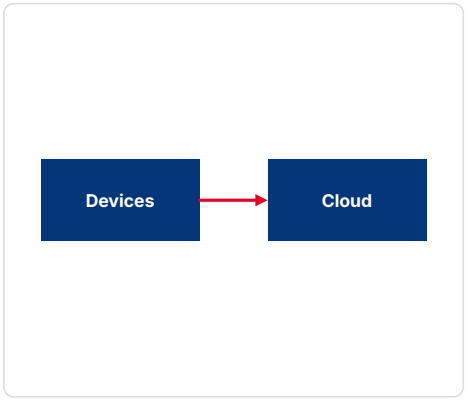


Block diagram rules

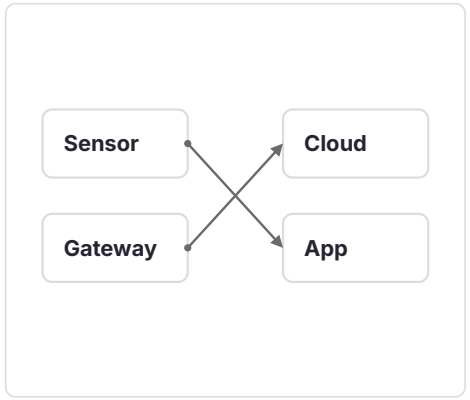
The style works when a diagram stays quiet. These rules keep it that way, and the examples show what breaks it.



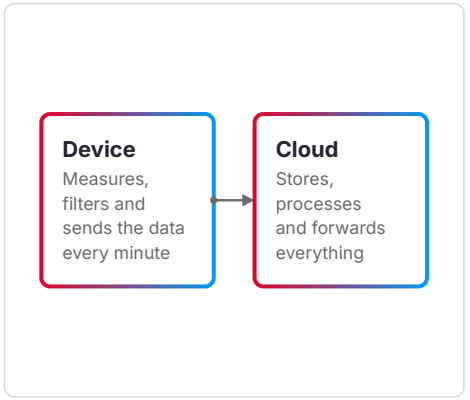
Quiet nodes, one key node, a pad at the source.



Filled boxes and every wire in Red: the old style.



Diagonal and crossing wires.

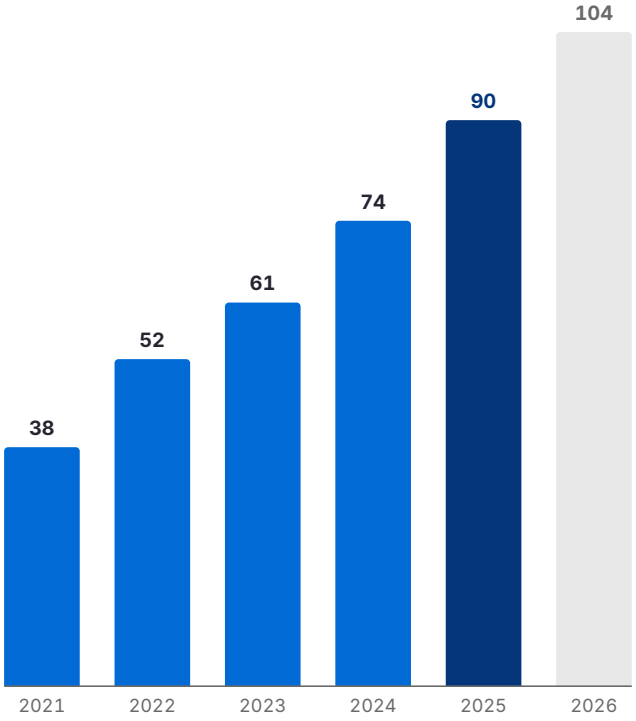


Every node highlighted, sentences inside nodes.

1. **One message.** One message per diagram; split anything larger than seven nodes.
2. **Direction.** Flow runs left to right; top to bottom for hierarchies or in a narrow column.
3. **Orthogonal.** Wires turn at right angles and never cross a node or a label.
4. **One accent.** One accent path at most, in Red.
5. **Things, not features.** Titles name things: “CHESTER,” not “Smart edge gateway.”
6. **One name.** The same thing has the same name in the diagram, the text and the price list.
7. **Other tools.** Diagrams drawn in tools such as Mermaid follow the same style: White nodes, Gray wires, the gradient frame for our part.
8. **Size.** Diagram text never below 6 pt in print or 12 px on screen.

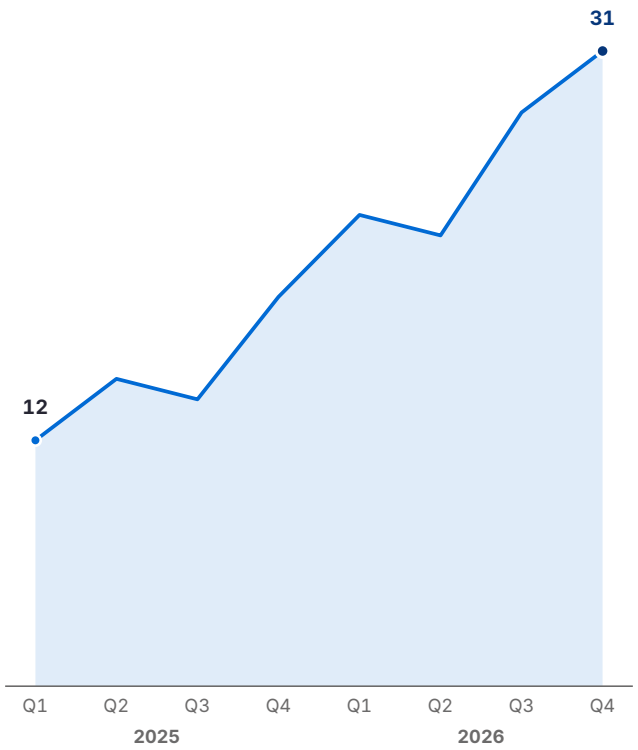
Charts

A chart answers one question. Show the values, drop what does not help reading them.



Columns

One baseline, values on the caps, no axis. The highlight in Navy, a forecast in Mist. Example data.



Line

Blue over the soft gradient, the first and the latest value labeled, the latest in Navy. Example data.

Rules

1. **Series.** Blue, Sky and Gray, in this order, three at most; the one highlighted value in bold Navy. Sky marks carry a direct label in Ink, or a thin Blue outline where no label fits: Sky alone reaches 2.9:1 on White.
2. **Direct labels.** Label values and series directly; a legend only when direct labels do not fit.
3. **Flat.** No 3D, no shadows, no pie charts with more than three slices.
4. **Red is a failure.** In data, Red means a failure and nothing else; status colors only for states, never for series.
5. **Source.** The source and the date under every chart that leaves the company.

HARDWARIO

CHAPTER 07

Isometric illustration

Isometric drawings explain how our things fit together: one projection, one light and a few tones.

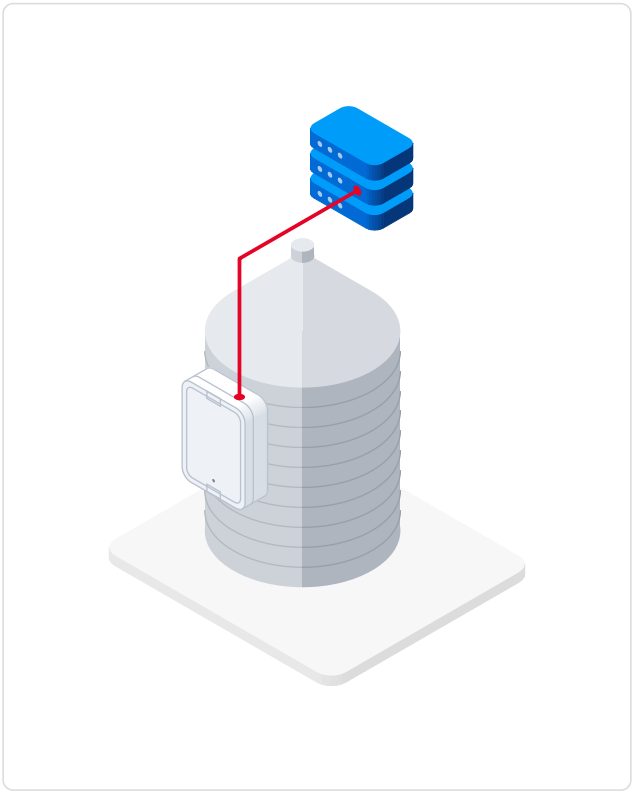
07

Where isometric illustration fits

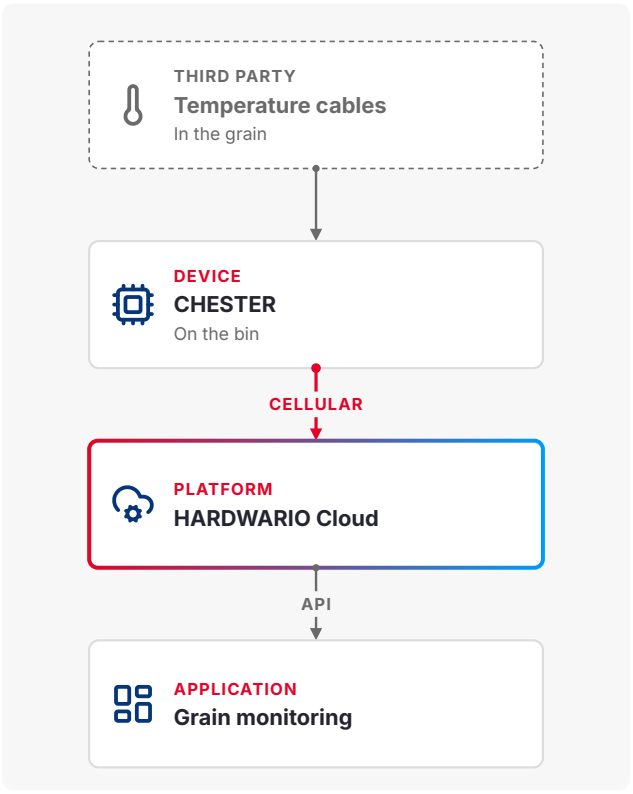
Between the photograph and the block diagram: pick the picture by what it has to prove or explain.



Photograph: proof
Real deployments, people at work, the product itself. Use it to show that something exists and works.



Isometric: how it fits
Where a device is installed, how a system fits together physically, the whole at a glance. Covers, openers, explainers.

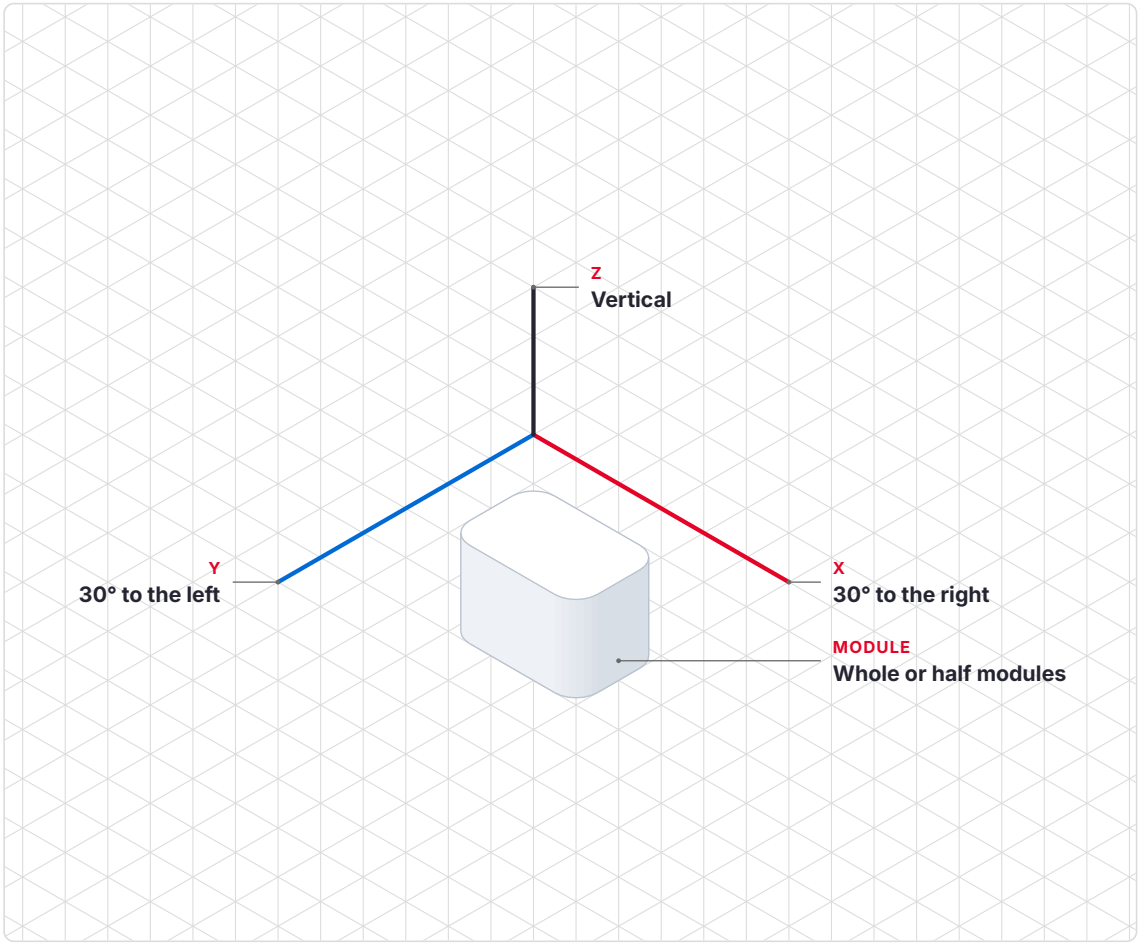


Block diagram: how it works
Logical structure and data flows, exact and labeled. Architecture, integration, processes.

One deployment, three pictures: a CHESTER-based unit on a grain bin in North America as a photograph, an isometric drawing and a block diagram.

Grid and projection

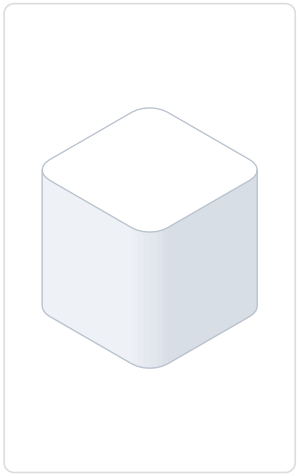
True isometric: the two ground axes run at 30° to the horizontal, the third is vertical and all three share one scale.



1. **True isometric, 30°.** Never 2:1 pixel dimetric (26.6°), never perspective, never a free angle.
2. **One view.** Every object shows its front toward the left and its right side toward the right, seen from above. The camera does not move within a document.
3. **One grid.** A module is one cell of the isometric grid. Place objects on whole or half modules; every line runs along one of the three axes.
4. **One scale per scene.** Objects keep believable proportions to each other: a sensor is smaller than a gateway, a gateway smaller than a cabinet. Context objects such as machines may be drawn smaller than life.
5. **Vector first.** Draw as vectors, keep the master as SVG in the artwork library and export each use from it.

Light and color

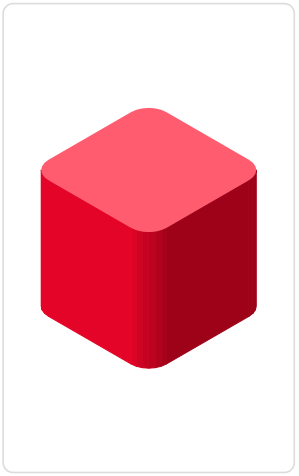
Light comes from the upper left: the top face lightest, the left face middle, the right face darkest. Three flat tones, no gradients.



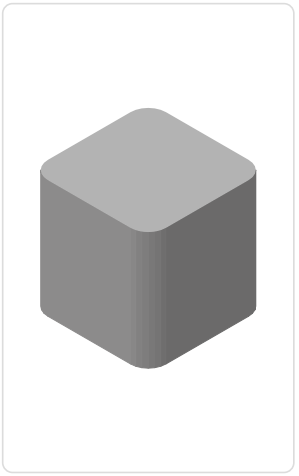
Neutral
#FFFFFF #EEF1F5 #D8DEE6
Our devices. A 0.5 pt edge so white holds on white.



Blue
#009CFA #016AD4 #06367A
HARDWARIO Cloud and data infrastructure.



Red
#FF5C70 #E30427 #9E0219
The one object or path that matters.



Gray
#B3B3B3 #8C8B8B #6B6A6A
Third-party equipment and context.



Ink
#4B4B5E #252532 #15151D
Dark products and displays.

Ground
#F7F7F7 #E8E8E8 #DCDCDC
The plate everything stands on.

Tones built on the palette. The Blue ramp is Sky, Blue and Navy, the Ground ramp Panel, Mist and Hairline; the Neutral, Red, Gray and Ink ramps add lighter or darker tones to a palette color.

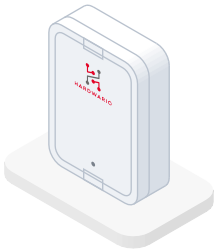
Flat and soft. No gradients on faces, no cast shadows or reflections; rounded edges blend between the two face tones in flat steps.

Red once. At most one Red object or one Red path per illustration. A product's own logo does not count.

On the gradient. Use the ghost ramp: white faces at three opacities, as on the cover.

Standard shapes

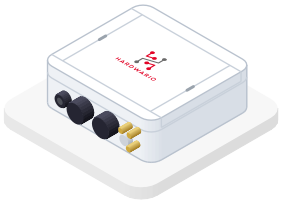
One standard drawing per product and per object around it.
Compose scenes from them; add a new shape to the library first.



CHESTER
The upright enclosure, the lid seam and the logo.



STICKER
The sensor lying on a table.



EMBER
The LoRaWAN gateway, lid up, connectors in front.



HARDWARIO Cloud
Stacked slabs in the Blue ramp.



Robot arm
Third-party equipment: a Gray body with dark joints.



Your application
A screen with a chart line.

Product gallery: CHESTER, EMBER

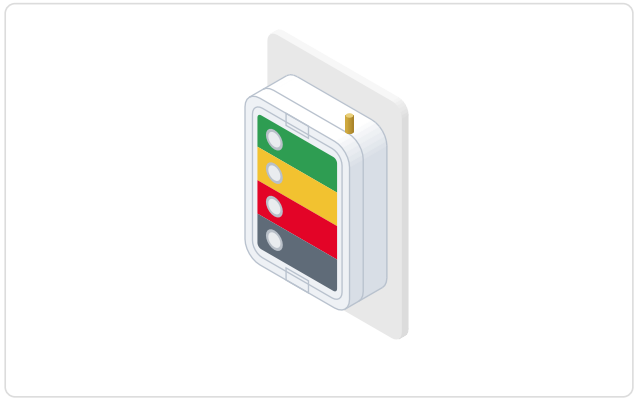
Each product in its real proportions, its front toward the left, drawn from its photographs. Each drawing has its own scale.



CHESTER
On the wall: the logo on the lid, the LED, two glands down, the antenna socket on top.



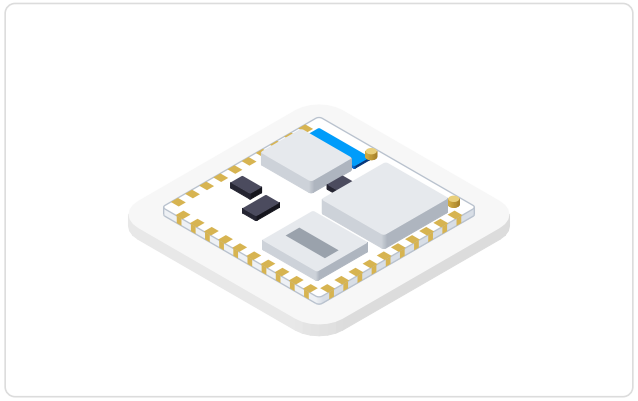
CHESTER Clime IAQ
The sensor column on the lid and the vents along the side; no antenna.



CHESTER Push
Four status bands with a steel button on each.



CHESTER Display
The display and three buttons in a red frame, the logo below.



CHESTER-U1
Castellated pads on three edges, the U.FL sockets on the fourth.



EMBER
The lid on top with its two hinged latches, the connectors and antenna sockets in front.

Product gallery: STICKER, FIBER, GAUGER, TOWER

STICKER on the wall and on a table, its vent end to either side; boards and connectors keep their own colors.



STICKER Clime
On the wall: the logo at the top, the sensor openings below.



STICKER Clime, lying left
On a table, the vent end toward the left.



STICKER Clime, lying right
On a table, the vent end toward the right.



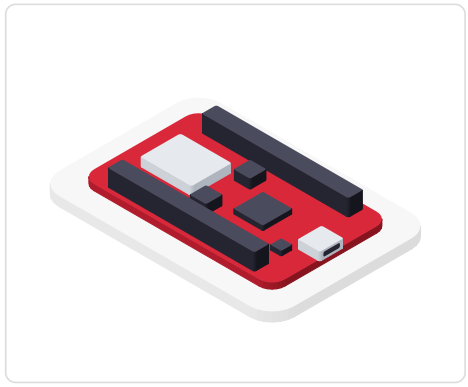
STICKER Input
The same body with a jack and an LED.



FIBER
The display, the LEDs, the Ethernet port, eight sensor sockets and the antenna socket.



GAUGER
On its DIN rail mount, terminals in front, the antenna at the back.



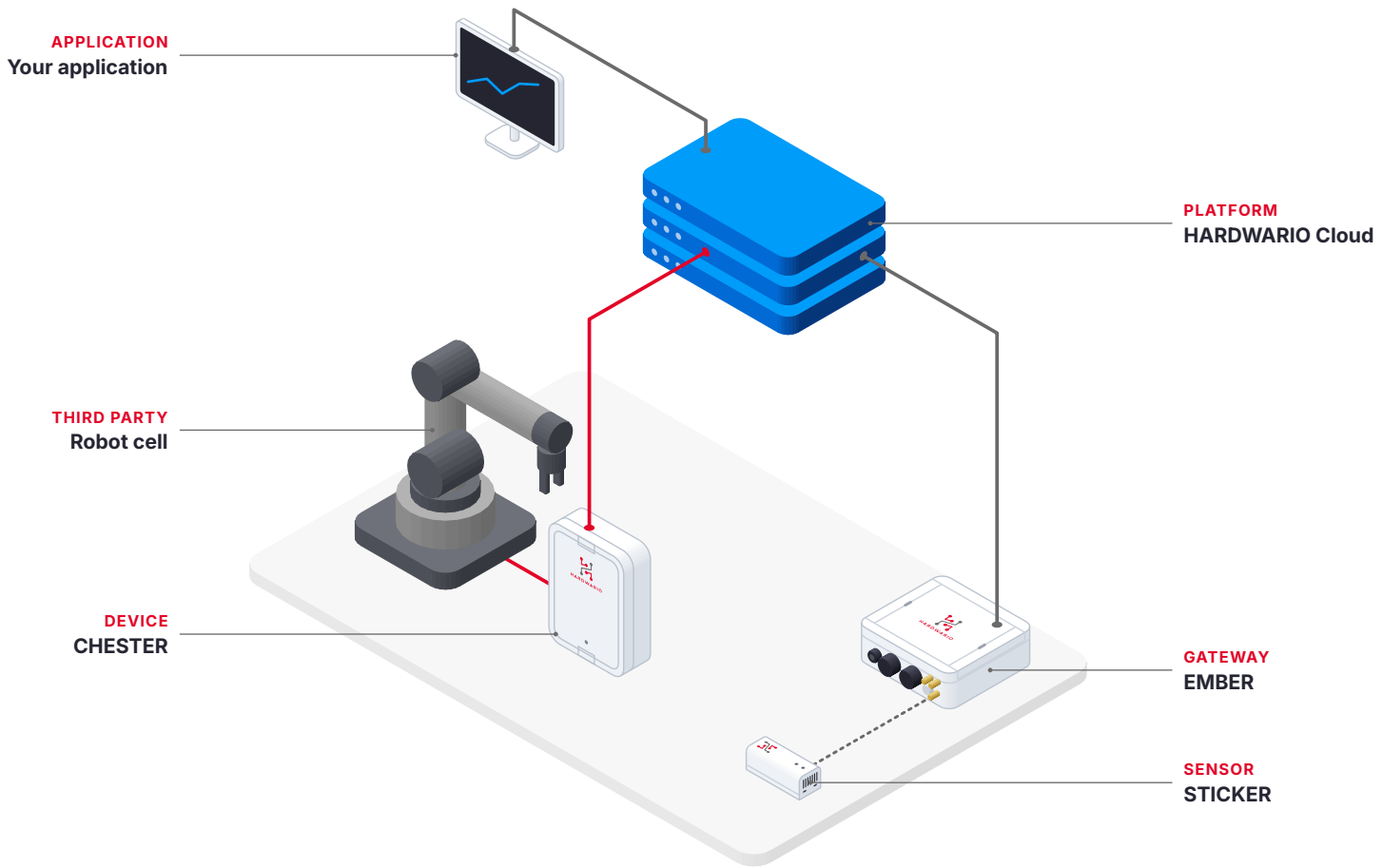
TOWER Core Module
The red board: pin headers, the radio at one end, USB at the other.



TOWER Radio Dongle
A red board with a USB plug.

A scene

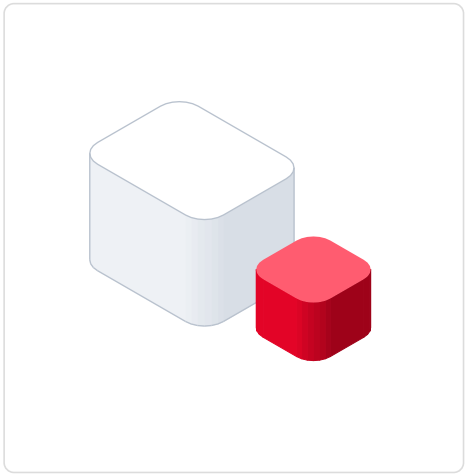
One ground plate, one hero, a few objects and the traces that connect them. Labels stay outside the drawing.



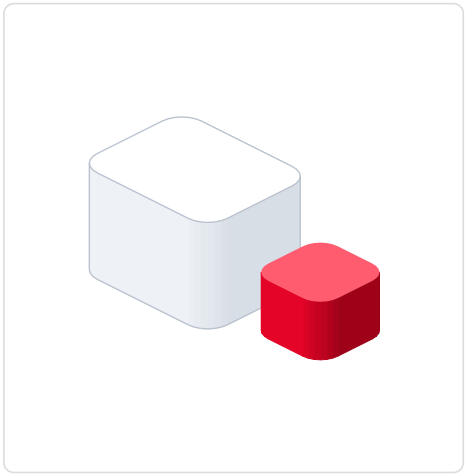
Solid traces are data paths, whatever the medium; the dotted line is a local radio link between devices. The Red path is the one the illustration is about.

Rules

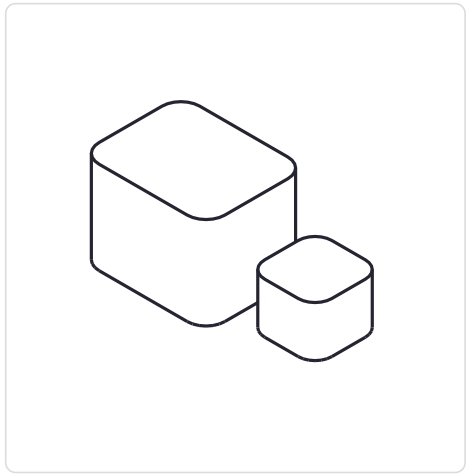
What keeps our isometric drawings consistent, and the mistakes that break them.



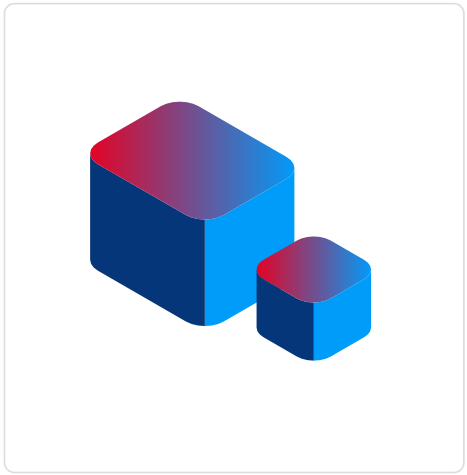
Right: 30°, flat tones, soft corners, light from the upper left.



Wrong angle: 2:1 dimetric (26.6°) or any other angle.



Black outlines and line art.



Gradients on faces, or light from the right.

Detail. Product portraits show the product's real features and the logo alone, never a product lockup. Scene objects are simplified: a soft silhouette and at most two identifying features. No screws, no loose cables, no other text on surfaces.

Labels. Horizontal type outside the drawing: Red caps kicker, bold title, a level hairline leader. No leader crosses a label or an object: move the label, not the line. Never skew a label onto a face.

Traces. Along the three axes, turning at right angles, with a pad three trace widths across at each end: the traces of our symbol. On the ground a trace runs under the objects it connects; on a face its pad lies flat on the face.

Composition. One hero, seven objects at most, one ground plate, generous white around it. Colors from the ramps only, Red once.

HARDWARIO

CHAPTER 08

Photography

Real places, real people, our devices at work. Photographs are our proof.

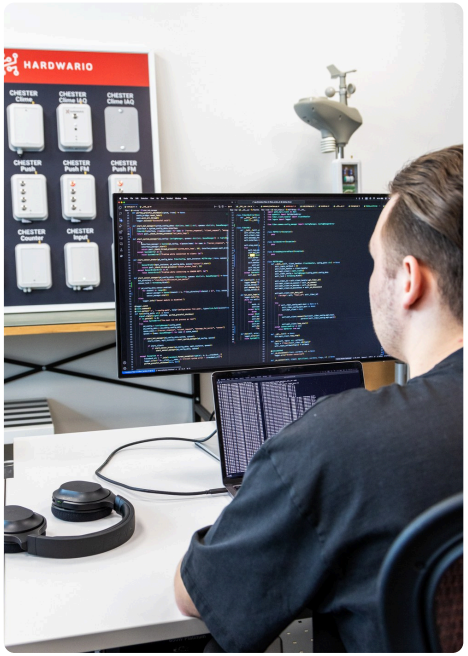
08

What we photograph

Four kinds of pictures, all of them real. A photograph that could come from any company does not belong to ours.



In the field
The device where it works: on the silo, the bridge, the machine. Context tells the industry.



People at work
Our engineers and technicians at their work, not posing for the camera.



Made in Liberec
Our workshop, printer farm and production: the proof that we make what we sell.



The product
Cut-out, three-quarter view from the front left, a soft shadow on the ground.

Real. No stock photography, no staged handshakes, no screens filled with invented data.

Natural light. True colors, light retouching only: remove dust, never change the product.

Recognizable. Our device is visible and in focus, or the picture is about people and place.

Cleared. Consent from everyone shown and from the site owner; customer names only with their consent or from a case study published on hardwario.com.

Product imagery

Every product photograph follows one recipe, so a row of products looks like one family.








1. **Three-quarter view.** From the front left, slightly from above, the same for every product.
2. **Cut-out.** On white or on the studio ground: Panel with a soft white light in the middle.
3. **One white.** The enclosures are matched to one white, a step above Panel, so no product melts into its ground.
4. **Soft ground shadow.** Under the product, nothing more: no reflections, no hard drop shadows.
5. **Same scale feel.** Products in a row are evened out by area, not by height.
6. **Source.** Product images come from the HARDWARIO artwork library; ask for them at ask@hardwario.com and never cut out a product yourself.

Type on photographs

White type sits on a dark, calm part of the picture, helped by a scrim that darkens toward the bottom edge.



Scrim clear across the top third, darkening to the bottom; White kicker and title at the bottom left.



The color logo, or colored type, on a photograph.



Type on a busy, bright area without a scrim.



The gradient as a wash over a photograph.



The White logo on a calm, dark area.

CHAPTER 09

Voice and writing

We write like the engineers we are: precise, concrete and calm, with the reader’s problem first.

Voice

Our readers are companies that run a use case or need a device, and their engineers. They trust numbers and shipped work.

01

Engineer to engineer

Precise terms, real values, complete sentences. Explain a term the first time; never use jargon to sound important.

02

Proof over promise

A measured outcome or a shipped deployment beats any adjective. If we cannot prove it, we do not claim it.

03

Their world first

Open on the reader's situation, then show how we help. The customer's use case is the hero; we are the guide.

04

Plain and calm

Short sentences, active voice, sentence case. No hype, no exclamation marks, no pressure.

WE SAY	WE AVOID
CHESTER sends its data over LTE-M or NB-IoT.	CHESTER seamlessly unlocks next-generation connectivity.
STICKER runs for more than two years on two AA batteries.	Batteries that last forever!
Electronics made in Europe, assembled and tested in Liberec.	World-class European quality.
More than 1 000 GrainLink units monitor grain bins in Canada and the USA.	Trusted by customers all over the world.

Naming

Names are part of the identity. Write them the same way everywhere: in text, in diagrams, on price lists and on the product.

WHAT	HOW
Company	HARDWARIO, always in capitals and one word. The legal names are HARDWARIO a.s., HARDWARIO LTD and HARDWARIO LLC.
Product families	In capitals, for example CHESTER, STICKER, EMBER, FIBER, GAUGER, TOWER.
Variants	The family and the application in title case: CHESTER Clime, CHESTER Scale, STICKER Input.
Hardware types	The family and a code with a hyphen: CHESTER-M, CHESTER-U1, CHESTER-X modules.
Names with HARDWARIO	In running text: HARDWARIO Cloud, HARDWARIO Docs, HARDWARIO Store, HARDWARIO Studio, HARDWARIO Academy. Their lockups set them in capitals.

Names never change form

Product and company names are never inflected, pluralized or made possessive.

- ✓ three CHESTER units, the CHESTER enclosure
- ✗ three CHESTERs, CHESTER’s enclosure
- ✓ the HARDWARIO team
- ✗ Hardwario’s team, HW
- ✓ zařízení CHESTER, s bránou EMBER
- ✗ CHESTERu, s EMBERem

Customers

Name a customer only with their consent, or when a case study or a press release naming them is already published on hardwario.com. A customer is called a customer: “partner” means a reseller or a technology partner.

Style rules

The house rules for numbers, dates, punctuation and language, shared by everything we write.

Numbers and units

- A non-breaking space between a number and its unit: 12 V, 85 °C, 80 %.
- Thousands with a non-breaking space in every language: 5 000, 24 490, never 5,000. A decimal point in English (15.9), a decimal comma in Czech (15,9).
- Ranges with an en dash and no spaces: 6–28 V, 2016–2026; with a negative value, “to”: −20 to +60 °C.
- Amounts with the currency after the number: 9 890 EUR, 5 390 Kč.
- Estimates stay hedged: “approx. 5 000,” “roughly half”; never a tilde.

Dates and time

- Always absolute, never “next week” or “soon.”
- English: October 28, 2026. Czech: 28. října 2026, the month written out.
- Times in the 24-hour clock: 14:30.

Punctuation

- No em dash, anywhere: restructure with a comma, a colon, parentheses or a new sentence.
- The en dash only for ranges and empty table cells; in Czech prose also the spaced pomlčka.
- Never break a name at its hyphen (CHESTER-U1, LTE-M, NB-IoT) or a number from its unit.
- Ratios without spaces: 16:9, 4.5:1.
- No exclamation marks; no “We are pleased to inform you.”

Languages

- English and Czech are written separately, each natural in its own language, never translated word for word.
- English in US spelling, without the serial comma; periods and commas inside quotation marks, except in a literal string (a code, a label on screen, what the user types).
- Czech addresses the reader with “vy” in lowercase: vy, váš, vám.
- Headings and slide titles in sentence case in both languages; the title of an English document or press release may take title case. Filenames, slugs and code stay in English.

Positioning line and claim

One sentence says what we do. The logo stands alone: no claim beside it.

POSITIONING LINE

Devices, cloud and manufacturing for the industrial Internet of Things.

OPENING STATEMENT

We design and manufacture the devices that bring industrial assets online.

The positioning line goes under the logo on title pages and covers; the opening statement opens a presentation or a page about us.

Retired claims

None of these may be used, in a lockup or in text. The positioning line does the work.

2023 EVERY THING TO CLOUD: a logo lockup with a claim.

WEB We transform today into a digital tomorrow: a brand promise once used on the website.

About HARDWARIO

The company in one paragraph, approved in English and Czech.
Use it as it stands; never shorten or rephrase it.

ABOUT HARDWARIO

HARDWARIO a.s. designs and manufactures industrial IoT devices in Liberec, Czech Republic, for its own product lines and to its customers' specifications. Founded in 2016, the company is traded on the Prague Stock Exchange.

CONTACT

HARDWARIO a.s., U Jezu 525/4, 460 01 Liberec, Czech Republic
www.hardwario.com · ask@hardwario.com

O HARDWARIO · CZECH

HARDWARIO a.s. vyvíjí a vyrábí průmyslová IoT zařízení v Liberci, vlastní i na zakázku pro své zákazníky. Společnost byla založena v roce 2016 a je obchodovaná na pražské burze.

Where it goes

At the end of every press release, on partner and distributor pages, in event programs and in the back matter of whitepapers and datasheets.

With the positioning line

Under a logo or on a cover, the positioning line says what we do in one sentence; the company paragraph follows wherever the reader needs to know who we are.

Facts that change

The facts in the paragraph are reviewed once a year with the annual report; the guideline's revision history records each change.

HARDWARIO

CHAPTER 10

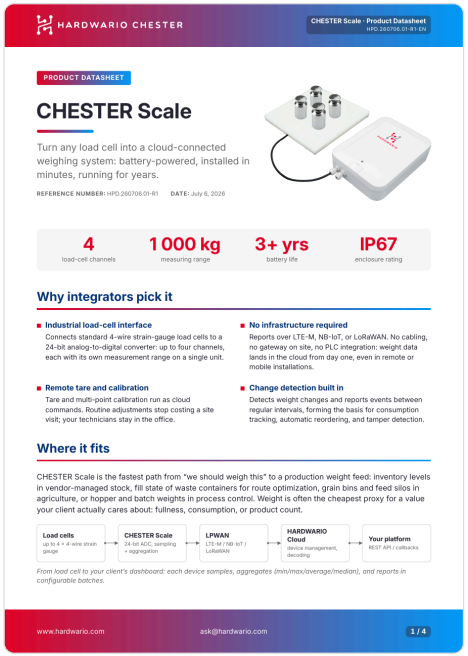
Applications

The identity at work: documents, presentations, print, products, trade fairs, screens and motion.

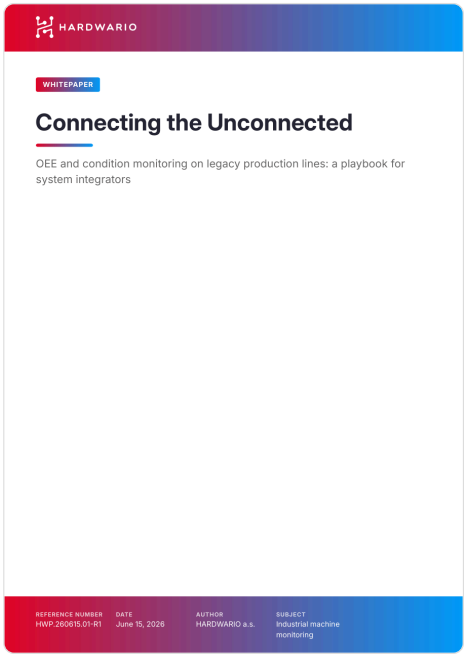
10

Documents

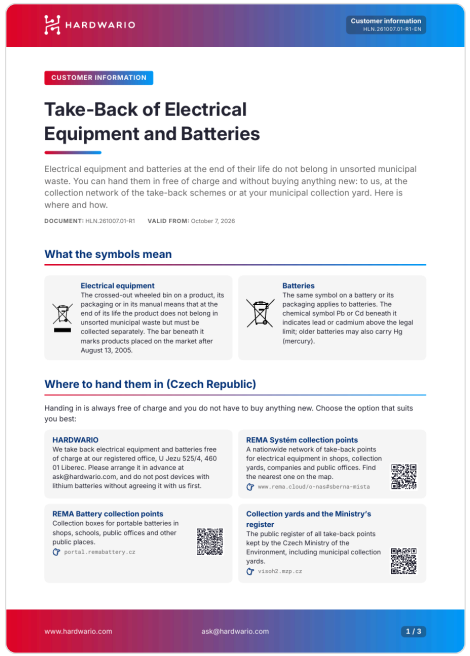
Marketing documents and public notices wear the gradient bands; business documents and press releases stay plain.



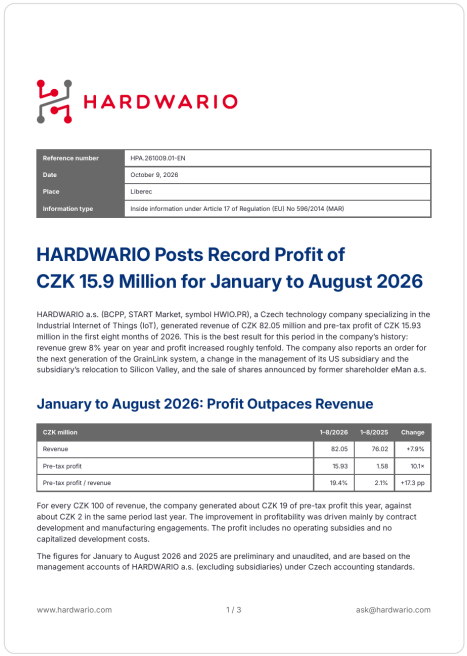
Datasheet



Whitepaper



Legal notice



Press release

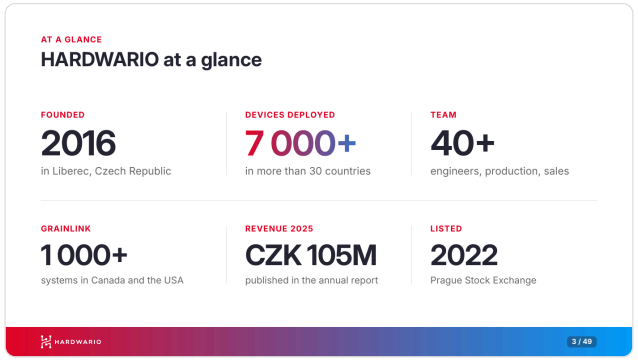
Pictures of current documents. Each document class has its own template, and the templates follow these guidelines.

Presentations

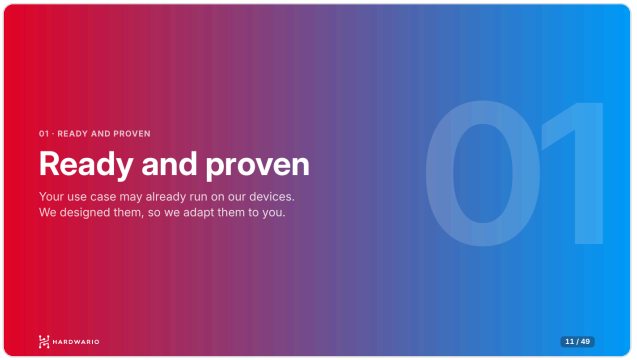
One idea per slide: a white ground with the gradient band, and gradient slides for the sections and the close.



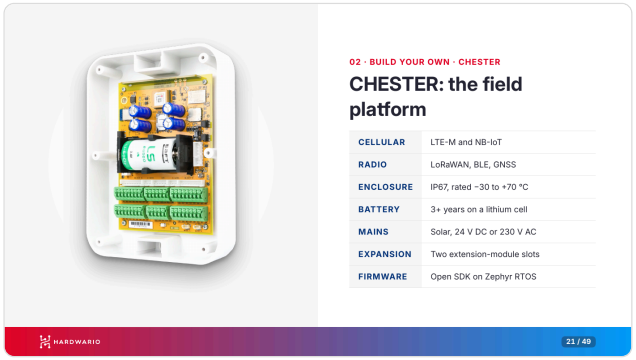
Title slide



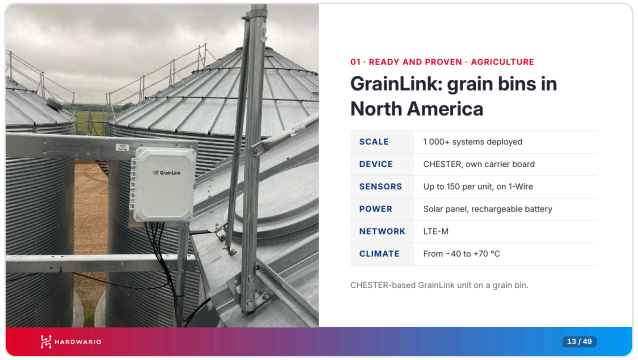
Key figures



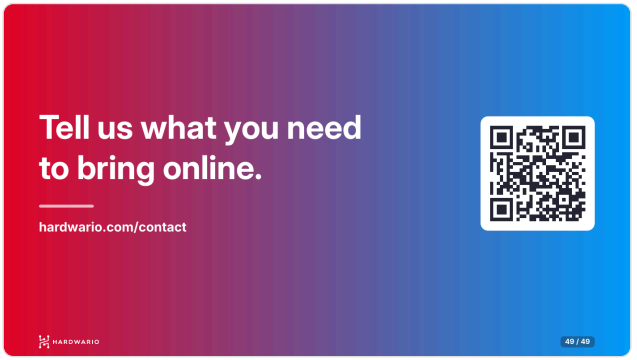
Section divider



Product on the studio ground



Reference on a photograph



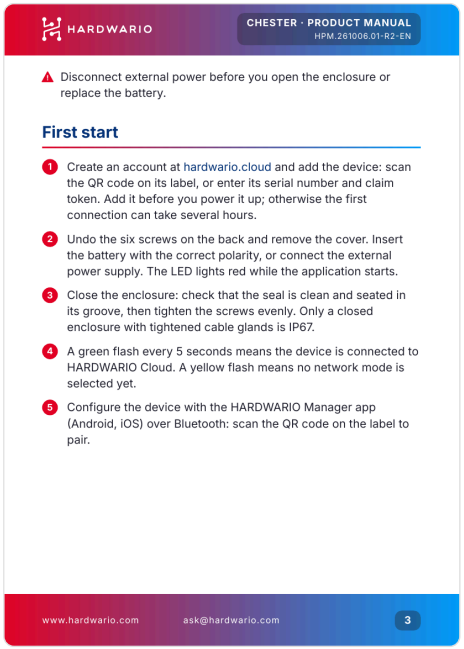
Closing slide

Print and product

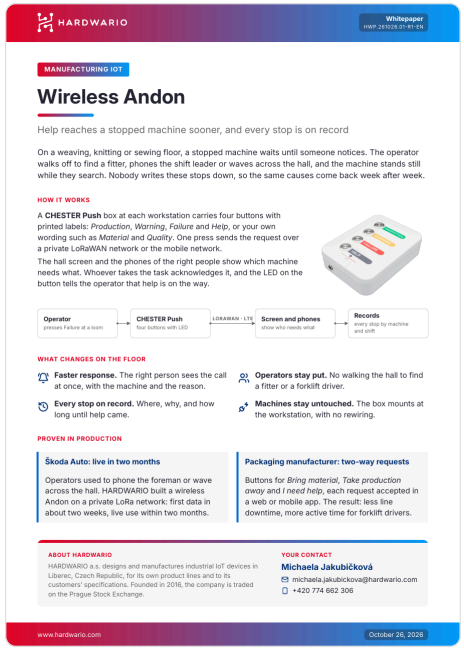
Printed pieces carry the gradient edge to edge, name their reference and show how to reach us.



Manual, cover (A6)



Manual, inside



Trade-fair one-sheet, front



Trade-fair one-sheet, back

1 **Bleed.** Print the gradient edge to edge, with 3 mm of bleed.

2 **Reference and contact.** Every printed piece names its reference and a way to reach us: a web address or a QR code.

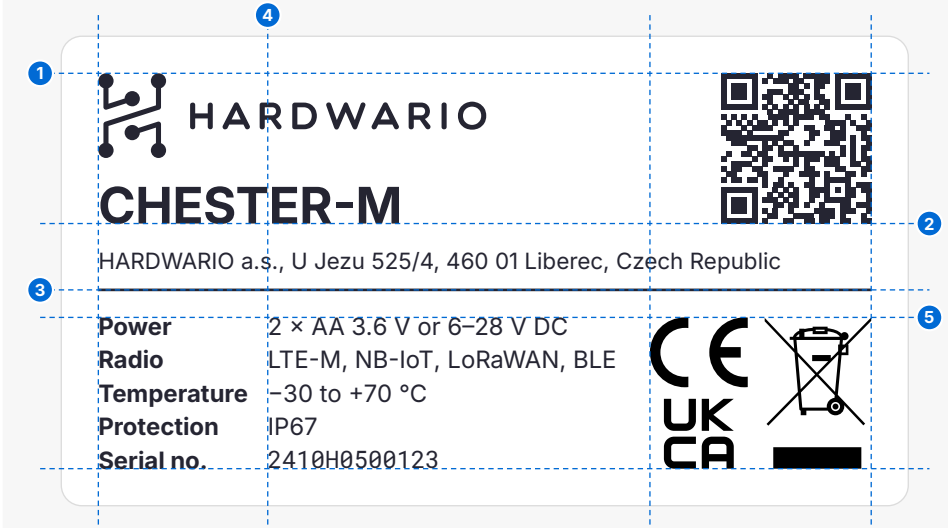
3 **Short addresses.** A printed web address never breaks across lines; use a short address.

Product marking

The product carries the logo small and quiet. Its type label carries what the law asks for, set as carefully as a page.



Type label
CHESTER-M at 1.4:1: one color on white film, 80 × 44.4 mm. Example serial number.



Construction
(1) A 3.5 mm margin. (2) The QR code as tall as the logo and the name. (3) One rule across. (4) Data on a 1.4 pitch, one value column. (5) The marks from the first cap height to the last baseline.

On the product. The primary logo on white enclosures, Ink or White on dark or colored ones, never the gradient; the symbol alone on small faces.

Type label. One color on white film: the Ink logo, the product name, the manufacturer's name and postal address, the data under one rule, the serial number in Roboto Mono and a QR code to the documentation.

Marks. CE, and UKCA for Great Britain, at least 5 mm high, as the product's declarations require; the crossed-out wheeled bin with its bar, at least 7 mm, for the WEEE rules. From their official artwork, never redrawn.

Batteries. Where a battery is inside, its symbol, chemistry and capacity, on the product or, where it is too small, on the box and in the manual.

Packaging

One box for the whole family: the same grid on every face; only the product and its name change.



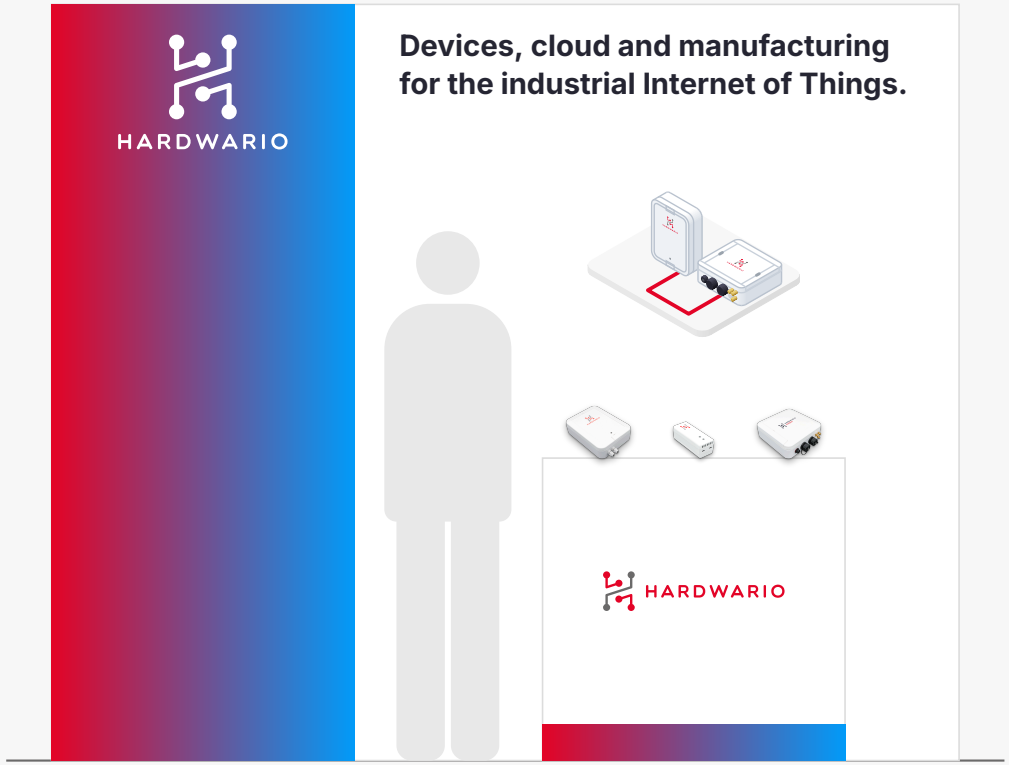
Box for CHESTER Scale, unfolded

200 × 150 × 70 mm at 1:2: the top, the front and the side. The side's text is shown as lines at this scale.

1. **White board.** The box is white; the gradient band, at least 12 mm high, runs round the bottom edge of the front and the sides.
2. **Front.** The family lockup on one line at its clear space top left, the product as a photograph or an isometric drawing, its full name in Inter Bold one margin above the band.
3. **Side.** A QR code to the documentation level with the lockup on the front, then the data and the contents of the box, the manufacturer's address, and the marks ending on the baseline of the product name.
4. **Top.** The family lockup, centered.
5. **One family.** Every box keeps the 10 mm margin, the band and these positions; only the product and its name change.

Trade fairs

A stand is seen from across the hall first: one wall, one message, the logo above the crowd and real products within reach.



A 3 m stand, front view

Schematic at 1:25. The gradient panel with the vertical logo above head height, the one message, a scene, the counter with real products; a visitor 1.75 m tall for scale.

1. **The wall.** The gradient on one panel with the vertical White logo above head height, so it shows over the crowd; white for the rest.
2. **One message.** The positioning line or one campaign sentence, large, in Inter Bold; no lists of features.
3. **Real products.** On the counter and in visitors' hands; an isometric scene on the wall explains the system.
4. **Print.** The gradient from the values of record in the printer's own profile, proofed before production; the logo from the master files.

Digital

On screens the same system applies: white space, Inter, the gradient as a frame, the logo in its clear space.

Best regards,

Name Surname
Role
+420 000 000 000
name.surname@hardwario.com

HARDWARIO

HARDWARIO a.s., U Jezu 525/4,
460 01 Liberec, Czech Republic
www.hardwario.com

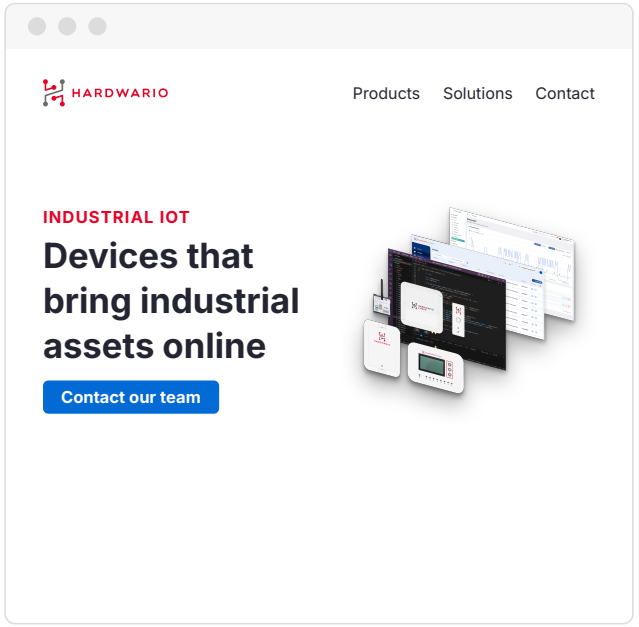
E-mail signature

Text and the logo only: no banners, no quotes, no social icons. The logo 28 px high (128 px wide), linked to the website; Inter where the mail client allows it, Arial otherwise.



Social post

A real photograph, a scrim, kicker and title in White, the band with the logo along the bottom.



Web

Blue for buttons and links, Ink text on a white ground, the product on a calm hero; the type scale of chapter 04.

Social media

One message per post: a real photograph or one sentence, a kicker and the logo, sized for a phone.



Square, 1 080 × 1 080



Portrait, 1 080 × 1 350



Story, 1 080 × 1 920



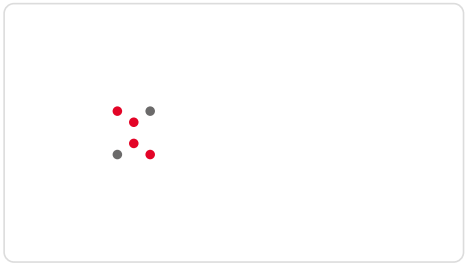
LinkedIn cover, 1 128 × 191

The page's profile picture covers its left end: the logo sits at the right.

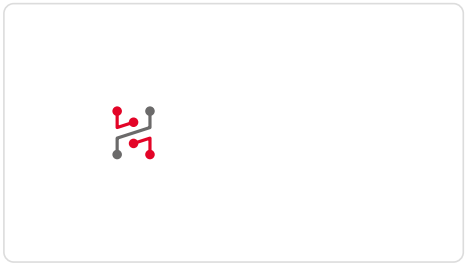
1. **One message.** A real photograph or one sentence, a kicker over a title in sentence case, the logo in the band or a corner.
2. **Formats.** 1 080 × 1 080, 1 080 × 1 350 and 1 080 × 1 920 px; the top and bottom 250 px of a story stay free of text, under the app's own controls (dashed).
3. **Profile picture.** The symbol on white, composed for the round crop (chapter 02).
4. **Words.** They follow chapter 09: plain, no hype, no exclamation marks, three hashtags at most.

Motion and video

Motion is calm and short: things move in and settle; nothing bounces or spins. The logo builds the way it is drawn.



0.0–0.3 s
The six pads appear.



0.3–0.8 s
The traces draw from pad to pad.



0.8–1.2 s
The wordmark fades in.



End card
The vertical logo on the gradient.



Opening
The logo on white for 2 s.



Lower third
Role and name in White on the scrim, bottom left.



Subtitles
Inter Bold, White on Ink at 60 %, two lines at most.



Closing
The end card for 3 s.

Calm. Ease-out curves, 200–400 ms in interfaces, 1.2 s for the logo; no bounces, spins or 3D.

The logo. Its animation is a master file from the artwork library: pads, traces, wordmark. Never build, morph or split your own.

Video. It opens on the logo on white and closes on the end card; lower thirds and subtitles as shown.

Sound. A short, quiet tone with the logo at most; spoken words carry the film, subtitles always on.

CHAPTER 11

Resources

Where to get the files and whom to ask, the words these guidelines use and what each revision changed.



Assets and contact

Use the master files. A logo copied from a website or a slide is a copy of a copy.

Logo files

The logo pack with every version of the logo and the symbol:
www.hardwario.com/downloads/brand/hardwario-logo-pack.zip

SVG, PDF and PNG of every version in chapter 02.

Typeface and icons

Inter: fonts.google.com/specimen/Inter
Lucide: lucide.dev

Both are open source. Roboto Mono, for codes, is on Google Fonts too.

Photographs and artwork

Product photographs, renders, illustrations and lockups are kept in the HARDWARIO artwork library. Partners and press receive them on request.

Contact

Questions, approvals and artwork requests: ask@hardwario.com

HARDWARIO a.s., U Jezu 525/4,
460 01 Liberec, Czech Republic

Glossary

The words these guidelines use, so that everyone, and every translation, means the same thing by them.

ACCENT PATH The one Red path a block diagram or an illustration is about.

BAND The gradient strip along the edge of a page or slide, carrying the White logo and the page number.

CLEAR SPACE The free space around the logo, X: half the height of the symbol.

DESCRIPTOR The name after HARDWARIO in a lockup, set in Gray: CHESTER, STORE, FACILITY REPORT.

DISPLAY TYPE Type of 28 pt and up: covers, statements, section slides, big figures.

END CARD The last frame of a deck or a video: the vertical White logo on the gradient.

EXTERNAL NODE A diagram node for a part outside our solution: a dashed Gray frame.

GIANT NUMBER A chapter or section number on the gradient, White at 16 % opacity, cut by the edges.

GRADIENT FIGURE One key number per page filled with the gradient.

GROUND What a logo, a drawing or a photograph stands on: White, Panel, a color, the gradient, a photograph. Also the studio ground of product photographs and the ground plate of an isometric scene.

H The height of the symbol; every measure of a lockup is a multiple of it.

KEY NODE The diagram node for the part HARDWARIO provides: a gradient frame.

KICKER The Red caps label over a title: where the reader is, in two or three words.

LOCKUP The logo with a descriptor, generated from fixed measures: for product families, services, parts of the company and reports.

MODULE One cell of the isometric grid; objects stand on whole or half modules.

PAD The round end of a trace, three trace widths across.

PANEL The light gray ground of cards, zones and tiles, and the palette color of that name.

POSITIONING LINE The one sentence that says what we do, used under the logo on covers and title pages.

RAMP The three tones of a material in an isometric drawing: the top, left and right faces.

SCRIM A dark fade over a photograph, from clear to Ink, that carries white type.

STUDIO GROUND The Panel ground with a soft white light behind a product photograph.

SYMBOL The H drawn as three circuit traces: the mark of the logo.

TRACE A line of the symbol or of an isometric drawing, with a pad at each end.

WIRE A line in a block diagram: Gray, orthogonal, a pad at the source and an arrow at the target.

WORDMARK HARDWARIO in Multicolore Regular: the name in the logo.

Revision history

What each revision of these guidelines changed. The latest revision is the one that applies.

REVISION	DATE	STATUS	CHANGES
1	October 28, 2026	Draft for approval	First edition. Replaces the brandbook published on www.hardwario.com since 2023: a named palette with computed contrast, the gradient from Red to Sky, one type family with a hierarchy and minimum line spacing, the graphic system on a grid of twelve columns, block diagrams, isometric illustration, photography, the applications, voice and writing.
2	October 29, 2026	Issued	Voice and writing: our readers are the companies that run a use case or need a device, and the customer’s use case is the hero; a customer is never called a partner; a new example of proof. A new company paragraph without the share of partner business. Dark mode adopted for screens.
3	October 30, 2026	Issued	No rule changed. The pictures of the Applications chapter show the current documents: the band with the page number on an Ink tint, one gradient figure per slide, the product family’s lockup on the covers of datasheets and manuals.
4	October 30, 2026	Issued	Panel lightened to #F7F7F7, so Red caps on Panel reach 4.5:1. The web type sizes apply from 1 024 px wide. A customer named in a press release on hardwario.com may be named. Sky chart marks carry a label or a Blue outline; charts and the key figure on dark grounds have their own colors.
5	October 30, 2026	Issued	The proposals of revision 4 become norm: status messages with Info in Blue, the type label, packaging, trade fairs, social media, and motion and video.
6	October 31, 2026	Issued	No rule changed. The pictures of the Applications chapter show the documents with the block diagrams of chapter 06.
7	November 1, 2026	Issued	No rule changed. The CHESTER-M values in the examples (label and value, type label, the product slide) state the operating range of −30 to +70 °C.
8	November 3, 2026	Issued	A lighter slide scale: slide title 26 pt, card title 17 pt, body 13 pt, caption 10 pt. Slide tables set their headers and cells at 11 pt. The presentation pictures show the new scale.