BRAND GUIDELINES

2026

HUMPHREY

WELDING & GAS

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LOGO SYSTEM

The logo system is designed to be flexible, consistent, and scalable across all applications. It ensures the brand is presented clearly and professionally, whether used on large-format signage, digital platforms, or small printed materials.

The system includes multiple logo variations to accommodate different use cases while maintaining a cohesive visual identity.

PRIMARY LOGO

The primary logo for Humphrey Welding & Gas features a bold, badge-style design that reflects strength and reliability. The name “Humphrey” is set in a large, arched, industrial typeface, with “Welding & Gas” centered below in a smaller, supporting style.

Enclosed within a strong, double-lined geometric frame, the logo has a rugged, established feel. The high-contrast black and white palette enhances visibility and reinforces a timeless, hardworking identity suited for industrial applications.



SECONDARY LOGO

The secondary logo for Humphrey Welding & Gas is a simplified version of the primary badge, featuring a lighter frame and clean typography. It maintains the arched “Humphrey” wordmark with “Welding & Gas” below for consistency.

Designed for flexibility, this version works well at smaller sizes and in more minimal applications while preserving the brand’s strong, industrial identity.



SECONDARY LOGO (ALTERNATE)

This alternate secondary logo for Humphrey Welding & Gas removes the badge frame, focusing on the typography for a cleaner, more flexible look. The arched “Humphrey” wordmark remains the focal point, with “Welding & Gas” centered below and subtle divider elements for balance.

This version is ideal for minimal applications where a lighter, more open presentation is needed while still maintaining the brand’s strong, industrial character.



BADGE LOGO – CLEAN

This version uses a more structured badge to provide clarity and consistency in professional and everyday applications. The cleaner style ensures better legibility and a more controlled presentation across formats.



BADGE LOGO - RUGGED

This version uses a more dynamic badge shape to add character and visual impact. The variation allows the brand to feel more expressive and adaptable in bold, statement-driven applications.



CLEAR SPACE & LEGIBILITY

To maintain visibility and impact, the Humphrey Welding & Gas logo should always be surrounded by adequate clear space. This space prevents visual clutter and ensures the logo stands out across all applications.

The minimum clear space is defined by the width of the letter “H” in “Humphrey.” No text, graphics, or edges should enter this area.



CLEAR SPACE & LEGIBILITY

The logo must always remain clear and easy to read at all sizes. Avoid scaling the logo too small or placing it on busy backgrounds that reduce contrast.

Use high-contrast color combinations and ensure the logo is applied on backgrounds that preserve its clarity and detail, especially for smaller or detailed variations.



INCORRECT LOGO USE

To maintain a consistent and professional brand identity, the Humphrey Welding & Gas logo should never be altered or misused. Avoid the following:



DO NOT stretch or distort the logo proportions



DO NOT rotate or tilt the logo



DO NOT alter or replace typography



DO NOT add effects such as shadows, outlines, or glows



DO NOT rearrange or separate elements of the logo

DO NOT place on low-contrast or busy backgrounds that reduce readability



DO NOT change colors outside of the approved palette

COLOR PALETTE

The brand color palette is designed to support a strong, professional, and cohesive visual identity. The colors work together to ensure clarity, legibility, and consistency across all applications.

COLOR PALETTE

The Humphrey Welding & Gas color palette combines deep industrial tones with refined accents for a strong yet balanced identity:

TWILIGHT INDIGO
HAX: 1D2D5B
RGB: 29, 45, 91
CMYK: 100, 91, 36, 28

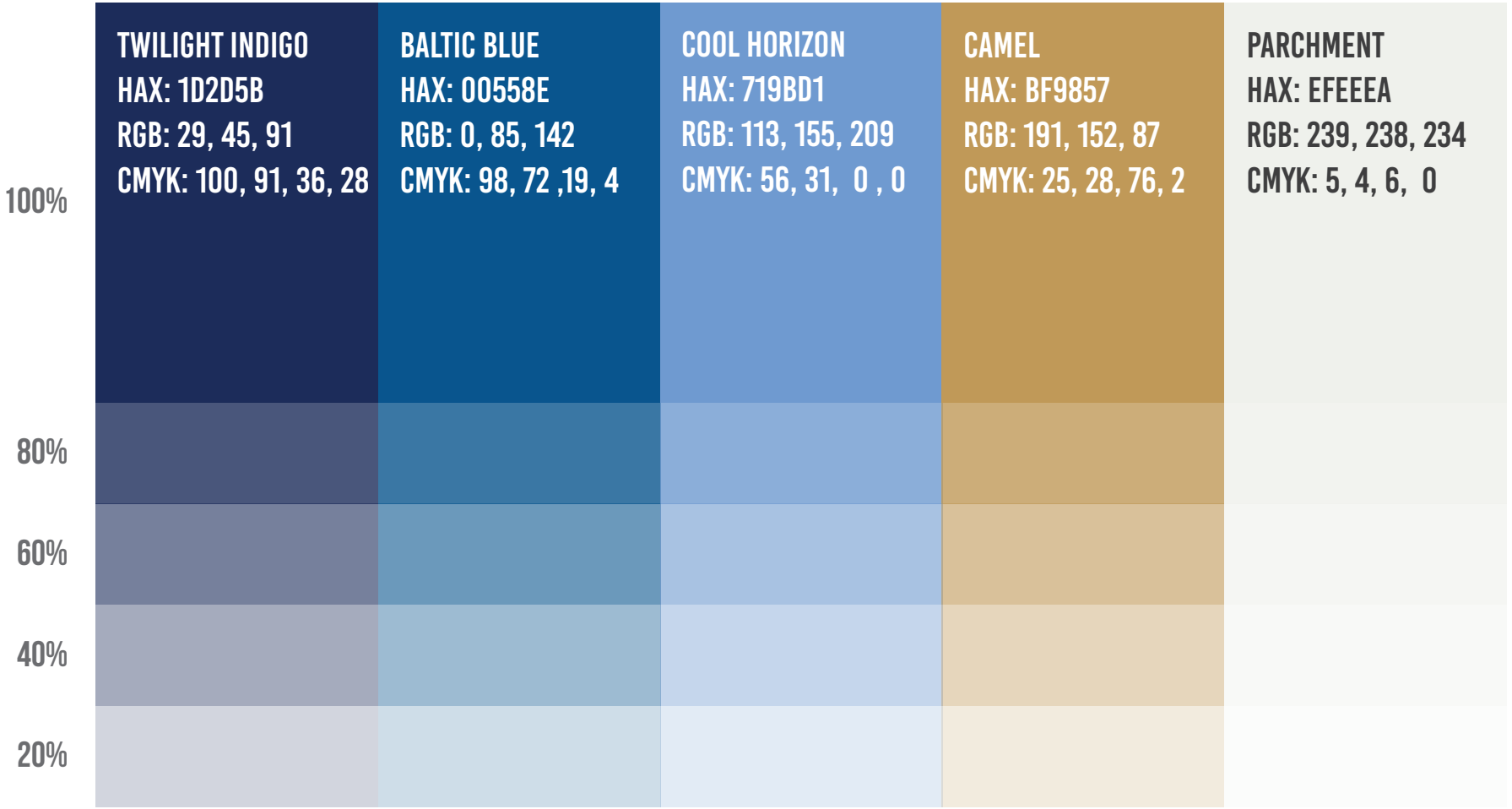
BALTIC BLUE
HAX: 00558E
RGB: 0, 85, 142
CMYK: 98, 72 ,19, 4

COOL HORIZON
HAX: 719BD1
RGB: 113, 155, 209
CMYK: 56, 31, 0 , 0

CAMEL
HAX: BF9857
RGB: 191, 152, 87
CMYK: 25, 28, 76, 2

PARCHMENT
HAX: EFEEEA
RGB: 239, 238, 234
CMYK: 5, 4, 6, 0

COLOR PALETTE WITH OPACITY



GRADIENT COLOR SYSTEM DESCRIPTION

The Humphrey Welding & Gas gradient system extends the core palette by blending colors to create depth, dimension, and visual interest. These gradients are designed to add versatility and hierarchy, allowing the brand to feel dynamic while maintaining consistency.



BLUE GRADIENT (LIGHT BLUE --> DEEP NAVY)

A smooth transition from soft sky tones into deep navy, creating a sense of depth, stability, and flow.

DEEP BLUE GRADIENT (STEEL BLUE --> NAVY)

A richer, more saturated blend that adds intensity and a strong, grounded presence.

GOLD TO NAVY GRADIENT

Combines warm metallic gold with deep navy, balancing warmth and strength while adding a premium feel.

COOL TO WARM GRADIENT (LIGHT BLUE --> GOLD)

Moves from cool, airy tones into warm, grounded hues, creating contrast and visual progression.

NEUTRAL GRADIENT (OFF-WHITE --> GOLD)

A soft, subtle blend that provides a clean and elevated background option.

COLOR USAGE ON BACKGROUNDS

The Humphrey Welding & Gas color system is designed to remain clear and impactful across a variety of backgrounds:

- **Light Backgrounds (Off-White / Neutral)** Use Deep Navy or Steel Blue logos to ensure strong contrast and readability. Subtle gold accents can be added for emphasis.
- **Dark Backgrounds (Deep Navy / Blue Tones)** Use Off-White or light-colored logos to maintain visibility. This creates a clean, high-contrast presentation.
- **Gradient Backgrounds** Use solid, high-contrast logo versions (typically Off-White or Deep Navy) to ensure legibility over color transitions.



TYPOGRAPHY

The Humphrey Welding & Gas typography is bold, clean, and highly legible, reflecting strength and reliability.

PRIMARY TYPEFACE

A heavy, condensed sans-serif is used for the main wordmark “Humphrey.” Its tall, structured letterforms create a strong presence and ensure readability at all sizes.

Bebas Kai - Regular

AABBCC

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ
1234567890
()&?!.,:;”’’/

SECONDARY TYPEFACE

A complementary serif or slab-style font is used for “Welding & Gas,” adding contrast and a subtle sense of craftsmanship.

Shackleton - Condensed

AaBbCc

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
1234567890
()&?!.,:;”” /

TYPOGRAPHY HIERARCHY

The Humphrey Welding & Gas typography hierarchy is designed to create clear structure and strong visual impact across all materials:

TYPE: BEBAS NEUE
SIZE: 60PX
WEIGHT: BOLD

HEADLINE 1

TYPE: BEBAS NEUE
SIZE: 50PX
WEIGHT: BOLD

HEADLINE 2

TYPE: BEBAS NEUE
SIZE: 40PX
WEIGHT: REGULAR

HEADLINE 3

TYPE: BEBAS NEUE PRO
SIZE: 30PX
WEIGHT: REGULAR

Headline 4

TYPE: BEBAS NEUE PRO
SIZE: 20PX
WEIGHT: REGULAR

Headline 5

PARAGRAPH HIERARCHY

Paragraph hierarchy establishes a clear structure and visual flow within written content. Through consistent use of spacing, font sizes, line heights, and text styles, it helps guide the reader smoothly from headings to body text and supporting details.

A well-defined hierarchy improves readability, enhances clarity, and ensures a cohesive, organized appearance across all brand communications—whether in print, digital, or presentations.

Body Large
Header: Bebas Neue
Body: Bebas Neue Pro

PARAGRAPH HEADER

Body Large. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Body Small
Header: Bebas Neue
Body: Bebas Neue Pro

PARAGRAPH HEADER

Body Small. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

HUMPHREY

THANK YOU

WELDING & GA