

HINKLEY

BRAND GUIDELINES



03 THE HINKLEY BRAND

08 IDENTITY ELEMENTS

- 09 LOGO + USAGE
 - 12 COLOR
 - 14 TYPOGRAPHY
 - 16 CREATIVE ASSETS
 - 17 SOCIAL MEDIA
-

18 PRODUCT CATEGORIES

- 19 LIGHTING
 - 20 LANDSCAPE
 - 21 FANS
 - 22 FREDRICK RAMOND
-

24 COLLECTIONS

- 25 LISA MCDENNON
- 29 COASTAL ELEMENTS
- 31 OPEN AIR
- 33 HERITAGE
- 35 GALERIE

THE HINKLEY BRAND

HINKLEY

WHAT WE STAND FOR

We're proud to be a 4th generation family company, and love what we do. We've been around for nearly 100 years, creating thoughtful designs with the same quality and style we put in our own homes.

JESS + ERIC WIEDEMER

OUR MISSION

Our mission is to provide consumers with exceptional products that are superior in design and quality, and we pride ourselves on delivering unrivaled customer service that is second to none. Hinkley understands the passion our customers feel for their homes and we are dedicated to helping them realize their vision.

OUR VALUES

Operating as a family-owned business for more than 98 years, we prioritize family over everything else. From the office, to our homes, family comes first.

We strive to deliver the highest caliber of customer service in the industry.

Thoughtful design, impeccable attention to detail and quality craftsmanship are the backbone of every single product we release.

We encourage our employees to explore new areas of business and empower them with an open-minded culture. All employees have access to direct and fluid communication with all levels of leadership.

We take pride in our Northeast Ohio roots where nothing is given. Everything is earned.

WHY WE HAVE GUIDELINES

The Hinkley brand is our most valuable asset. We believe that the growing awareness and brand identity is due in part to our powerful branding philosophy and approach.

We continue to invest significantly in our brand and are committed to maintaining its integrity. We take great care in managing the Hinkley brand across all divisions and channels of communication.

We are thankful to you, our partner, for upholding the value of the Hinkley brand and respecting our guidelines.

IDENTITY ELEMENTS

HINKLEY

HINKLEY

The Hinkley logo is strong, simple and timeless—a graphic representation of the Hinkley brand.
It is crisp, recognizable and easy to work with.



Clearspace around the
Hinkley logo is equal to the width
of the logo "H"

The Hinkley logo is designed to scale seamlessly.
The minimum size for logo usage is 0.75" wide or 54 pixels wide.

HINKLEY HINKLEY

HINKLEY

We ask that the integrity of the Hinkley brand and logo be upheld by using only the official logo above.
The following examples represent misuse of the Hinkley logo.

HINKLEY

HINKLEY

HINKLEY

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Hinkley

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HINKLEY

HINKLEY

The main Hinkley colorway is black and white. Like the Hinkley brand, it is simple, strong and timeless. The main colorway should be used when visually representing the brand in entirety.



BLACK
RGB: 0-0-0
CMYK: 0-0-0-100
HEX: #000000



WHITE
RGB: 255-255-255
CMYK: 0-0-0-0
HEX: #FFFFFF

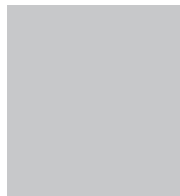
The secondary colorway is designed to individualize product categories and collections while complementing Hinkley's main colorway.



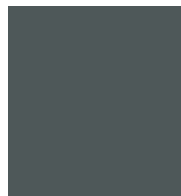
FAN YELLOW
PMS: 605C, 605U
RGB: 224-204-0
CMYK: 6-3-94-2
HEX: #E0CB00



LANDSCAPE TEAL
PMS: 7717C, 2403U
RGB: 0-131-28
CMYK: 98-0-48-30
HEX: #00857D



**LISA McDENNON
GRAY**
RGB: 199-200-202
CMYK: 0-0-0-25
HEX: #C7C8CA



**COASTAL ELEMENTS
SLATE**
PMS: 445C, 445U
RGB: 78-88-89
CMYK: 69-54-54-29
HEX: #4E5859



HERITAGE IVY
PMS: 2278C, 2278U
RGB: 78-128-31
CMYK: 62-0-98-35
HEX: #4E801F



OPEN AIR SKY
PMS: 2143C, 2171U
RGB: 62-135-203
CMYK: 86-40-0-0
HEX: #3E87CB

Chalet: ParisNineteenSixty

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()

Chalet: LondonNineteenSixty

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()

Chalet: NewYorkNineteenSixty

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()**

Chalet is Hinkley's primary typeface in all communications. Secondary typefaces may only be used to complement Chalet as headlines, captions or callouts. All paragraph copy should be set in Chalet London NineteenSixty.

KNOCKOUT: JUNIOR FEATHERWEIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()

KNOCKOUT: FEATHERWEIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()

CHRONICLE DISPLAY CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()

Knockout is a secondary Hinkley typeface, mainly used for Fans and Landscape. All paragraph copy should be set in Chalet London NineteenSixty.

Chronicle Display Condensed is a secondary Hinkley typeface. Additional weights and italics may also be used to complement Chalet as headlines, captions or callouts. All paragraph copy should be set in Chalet London NineteenSixty.

Hinkley has invested in high-quality application photography and videos to best represent our brand. Please take note of the following guidelines:



Do not use a Hinkley asset in conjunction with the name, logo or product asset of another manufacturer.

Do not retouch or alter an asset in any way.

Identify the asset as "Hinkley" by including the Hinkley name or logo.

If promoting a specific product, please do so in the following formats:

When accompanied by Hinkley name or logo:

HOVER FAN AND ARTI SCONCE

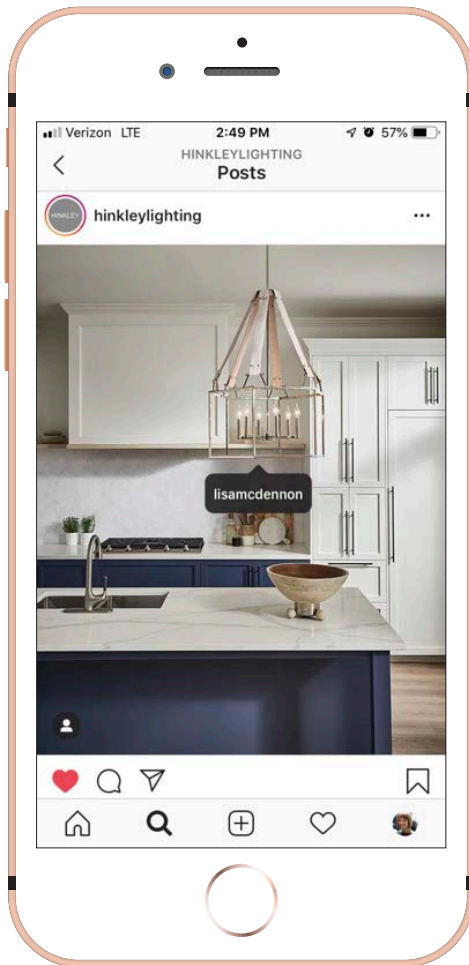
HOVER 900760FMB-LWD AND ARTI 3692BK

When not accompanied by Hinkley name or logo:

HINKLEY HOVER FAN AND ARTI SCONCE

HINKLEY HOVER 900760FMB-LWD AND ARTI 3692BK

Visit **hinkley.photoshelter.com** to view and download our creative assets.



We take pride in the creative content we produce and share. We are passionate about engaging each audience with thoughtfully curated material in every social space. Find us here:



Instagram: @HINKLEYLIGHTING



YouTube: HINKLEY



Facebook: HINKLEY



Houzz: HINKLEY LIGHTING



Pinterest: HINKLEY

GUIDELINES

Show us your #hinkleystyle

When referencing the Hinkley brand, product or content in a social channel, be sure to mention, tag or link to Hinkley.

When reposting visual or written content created by Hinkley, please acknowledge the original source by mentioning or tagging Hinkley.

SEE PAGE 16 FOR GUIDELINES ON ATTRIBUTING PRODUCT INFORMATION.

PRODUCT CATEGORIES

HINKLEY



Lighting has been Hinkley's core since 1922. Our extensive line of interior and outdoor fixtures span every style with a thorough attention to detail.

LOGO

The Hinkley name and logo should be consistently represented as "Hinkley" in reference to lighting as a product category.

COLOR

The main Hinkley colorway of black and white is to be used for lighting. It is classic and complements all styles of decor.



BLACK

RGB: 0-0-0

CMYK: 0-0-0-100

HEX: #000000



WHITE

RGB: 255-255-255

CMYK: 0-0-0-0

HEX: #FFFFFF

TYPOGRAPHY

Chalet and all secondary typefaces may be used for lighting.



Hinkley's full line of landscape lighting offers stylish solutions for those who seek superior form, function and thoughtful design.

LOGO

The Hinkley name and logo should be consistently represented as "Hinkley" in reference to landscape as a product category.

COLOR

Landscape teal is calming yet visually complex. It's the rejuvenating color that appears in a landscape as the sky changes from light to dark and back again.



LANDSCAPE TEAL

PMS: 7717C, 2403U

RGB: 0-131-28

CMYK: 98-0-48-30

HEX: #00857D

TYPOGRAPHY

Chalet and Knockout are the main typefaces used for landscape.



Durable materials, performance and style are the factors that guarantee Hinkley fans will keep you cool.

LOGO

The Hinkley name and logo should be consistently represented as “Hinkley” in reference to fans as a product category.

COLOR

Fan yellow is bright and invigorating. It signifies energy and optimism, aligning with the positivity of movement and the impact of a beautiful day. It gets noticed, and that’s a good thing.



FAN YELLOW

PMS: 605C, 605U

RGB: 224-204-0

CMYK: 6-3-94-2

HEX: #E0CB00

TYPOGRAPHY

Chalet and Knockout are the main typefaces used for fans.



Fredrick Ramond is Hinkley's line of livable luxury lighting that artfully combines unexpected materials and innovative technology. Fixtures are designed with an open-minded sense of modernity and artisan craftsmanship.

LOGOS



FREDRICK RAMOND

FULL LOGO

FREDRICK RAMOND

LINEAR

COLOR



BLACK

RGB: 0-0-0

CMYK: 0-0-0-100

HEX: #000000

TYPOGRAPHY

NEUTRAFACE 2 DISPLAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()

Neutraface may be used in reference to Fredrick Ramond only.
Additional weights and italics are also available

COLLECTIONS

HINKLEY



lisa mcdennon
COLLECTION



The Lisa McDennon Collection offers a striking mix of edgy, sculptural silhouettes that incorporate modern, organic elements and luxe materials, brought to life by her innovative and original point of view.

LOGOS



lisa mcdennon
COLLECTION

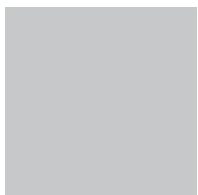
ENCLOSED

lisa mcdennon
COLLECTION

TYPOGRAPHIC

COLOR

LISA McDENNON GRAY



RGB: 199-200-202

CMYK: 0-0-0-25

HEX: #C7C8CA

LOCKUPS

The following Hinkley + Lisa McDennon Collection lockups are also available. The Hinkley logo may also appear in white when applicable.

HINKLEY



lisa mcdennon
COLLECTION

HINKLEY

lisa mcdennon
COLLECTION

The collection must be referenced as:

LISA McDENNON COLLECTION FOR HINKLEY LIGHTING

Please note that even when in all caps or all lowercase,
the “c” in “McDennon” must be lowercase.

The design name and fixture type should be noted whenever possible,
and are ideally accompanied by both logos.

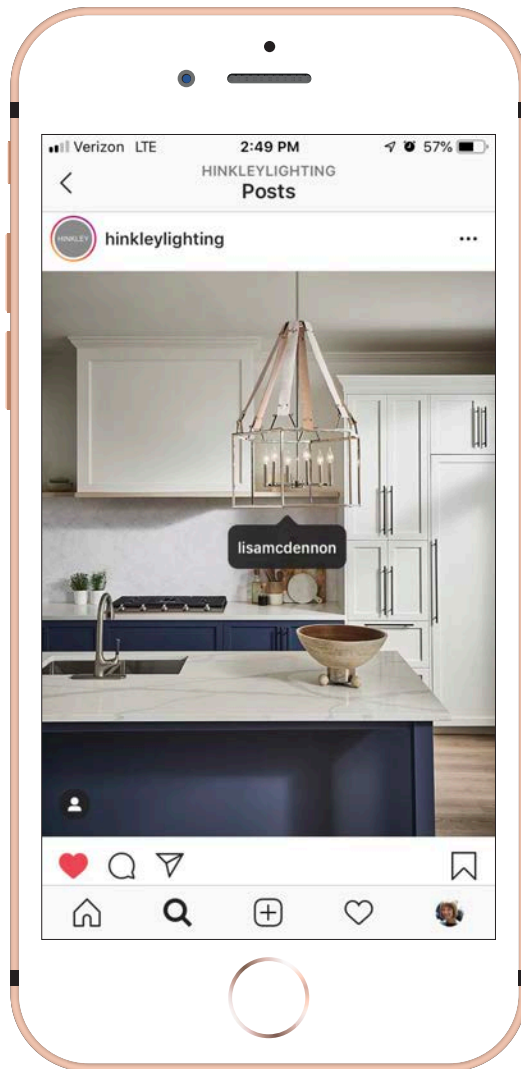
Referencing a product when accompanied by the Hinkley logo
and a product or application image:

MONROE PENDANT | LISA McDENNON COLLECTION

Referencing a product when not accompanied by Hinkley logo or images:

THE MONROE PENDANT FROM THE LISA McDENNON COLLECTION FOR HINKLEY

MONROE 34206PNI FROM THE LISA McDENNON COLLECTION FOR HINKLEY



When posting the Lisa McDennon Collection for Hinkley on all platforms, the following tags/mentions must be included:

@HinkleyLighting #HinkleyStyle
@LisaMcDennon

COASTAL ELEMENTS™ collection



Rain or shine, the Coastal Elements Collection from Hinkley is built to defy the elements. Hinkley recognizes that an added layer of protection from Mother Nature is required in coastal environments. This versatile collection offers maximum durability in harsh climates.

**COASTAL
ELEMENTS™**
collection

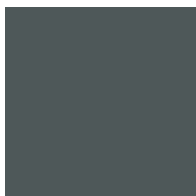
STACKED

COASTAL ELEMENTS™ collection

LINEAR

COLOR

COASTAL ELEMENTS SLATE



PMS: 445C, 445U
RGB: 78-88-89
CMYK: 69-54-54-29
HEX: #4E5859

IN WRITING

Referencing the collection:

THE COASTAL ELEMENTS COLLECTION BY HINKLEY

Referencing a product when accompanied by the Hinkley logo
and a product or application image:

REPUBLIC LANTERN | COASTAL ELEMENTS COLLECTION

Referencing a product when not accompanied by Hinkley logo or images:

THE REPUBLIC LANTERN FROM HINKLEY'S COASTAL ELEMENTS COLLECTION
REPUBLIC 1004SI FROM HINKLEY'S COASTAL ELEMENTS COLLECTION

OPEN AIR™ collection



As design and construction trends blur the line between interior and exterior spaces, Hinkley offers a collection of outdoor-rated chandeliers, pendants and sconces to provide design-conscious solutions to a variety of exterior environments.

OPEN AIR™
collection

STACKED

OPEN AIR™ collection

LINEAR

COLOR

OPEN AIR SKY



PMS: 2143C, 2171U
RGB: 62-135-203
CMYK: 86-40-0-0
HEX: #3E87CB

IN WRITING

Referencing the collection:

THE OPEN AIR COLLECTION BY HINKLEY

Referencing a product when accompanied by the Hinkley logo and a product or application image:

CARSON CHANDELIER I OPEN AIR COLLECTION

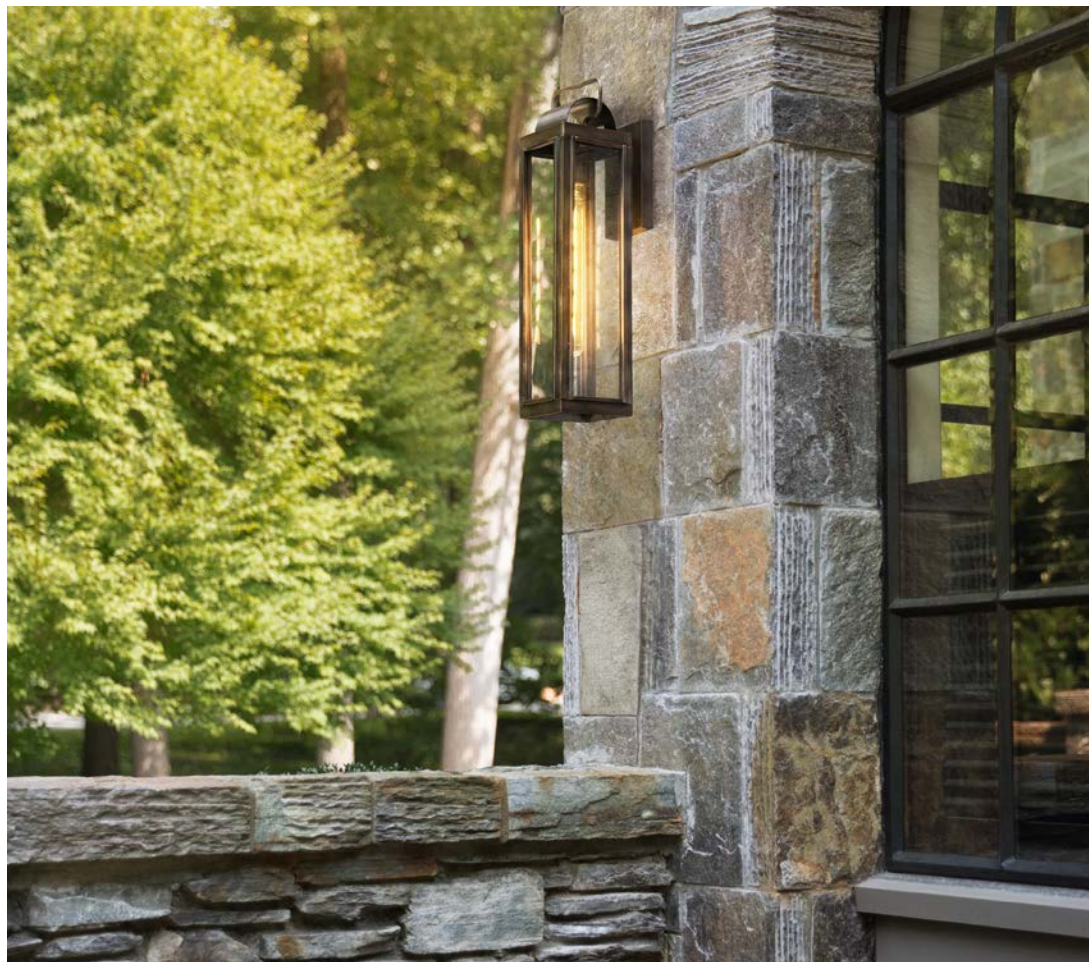
Referencing a product when not accompanied by Hinkley logo or images:

THE CARSON CHANDELIER FROM HINKLEY'S OPEN AIR COLLECTION

CARSON 29705VI FROM HINKLEY'S OPEN AIR COLLECTION

Heritage

COLLECTION



The Heritage collection represents a unique grouping of premium outdoor fixtures that pay tribute to the nostalgia of America's past, while reinforcing the Hinkley philosophy of timeless, classic lighting design.

LOGO



COLOR

HERITAGE IVY



PMS: 2278C, 2278U

RGB: 78-128-31

CMYK: 62-0-98-35

HEX: #4E801F

IN WRITING

Referencing the collection:

THE HERITAGE COLLECTION BY HINKLEY

Referencing a product when accompanied by the Hinkley logo and a product or application image:

SAG HARBOR LANTERN | HERITAGE COLLECTION

Referencing a product when not accompanied by Hinkley logo or images:

THE SAG HARBOR LANTERN FROM HINKLEY'S HERITAGE COLLECTION

SAG HARBOR 2845BU FROM HINKLEY'S HERITAGE COLLECTION

GALERIE

COLLECTION



Merging modern and classic elements, the Galerie collection offers a selection of ceiling and scone fixtures with unique details that effortlessly balance a variety of spaces with form and function.

GALERIE

COLLECTION

COLOR

BLACK



RGB: 0-0-0

CMYK: 0-0-0-100

HEX: #000000

IN WRITING

Referencing the collection:

THE GALERIE COLLECTION BY HINKLEY

Referencing a product when accompanied by the Hinkley logo and a product or application image:

AXIS FLUSH MOUNT | GALERIE COLLECTION

Referencing a product when not accompanied by Hinkley logo or images:

THE AXIS FLUSH MOUNT FROM HINKLEY'S GALERIE COLLECTION

AXIS 41705HB FROM HINKLEY'S GALERIE COLLECTION

THANK YOU

for respecting our guidelines to ensure
the long-term integrity and vitality of
the Hinkley brand.

HINKLEY