



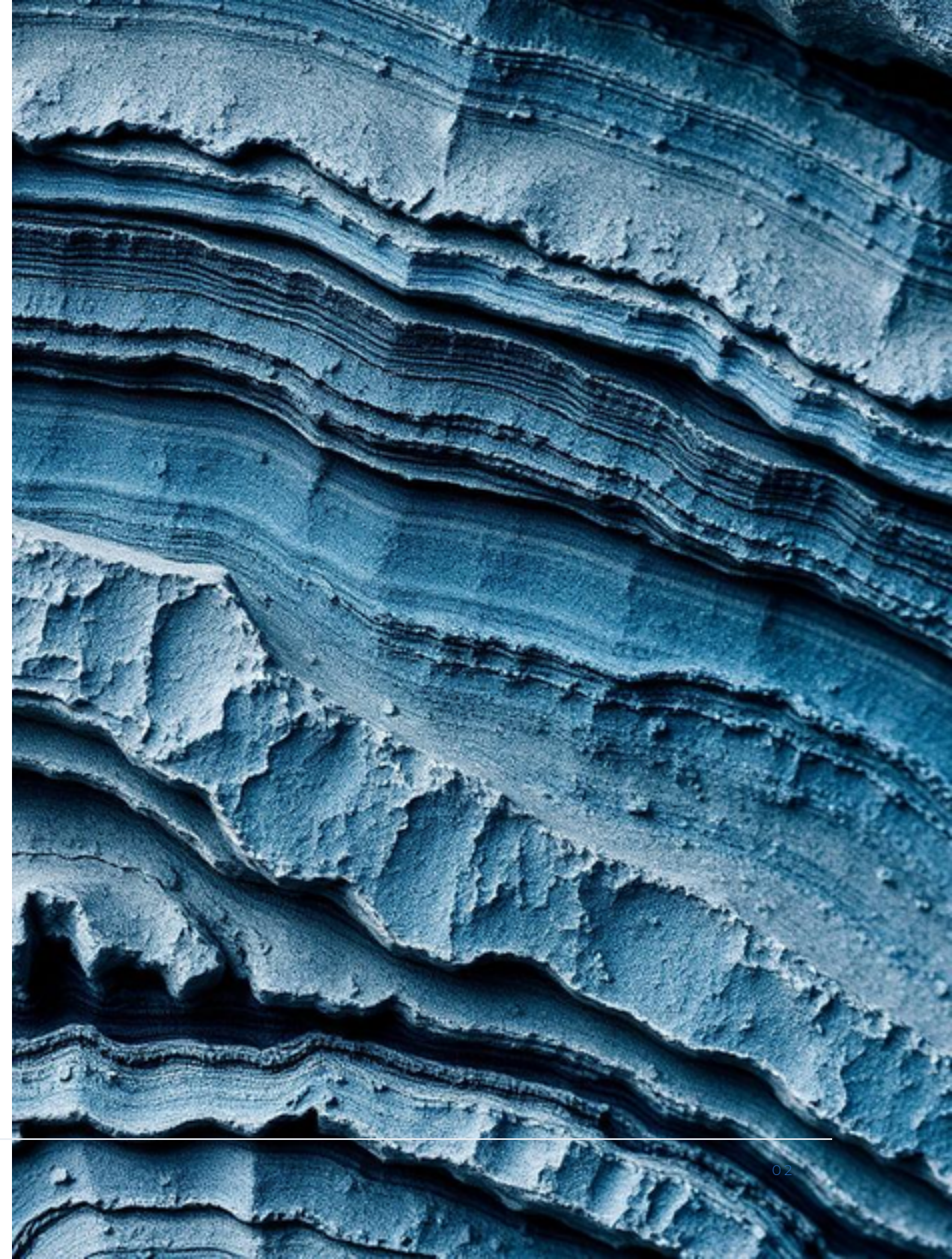
Brand guidelines

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Built on evidence.

Hanree is an independent exploration and geological consultancy founded by Peter Spitalny. The identity is drawn from the discipline itself: layered ground, measured lines, and a clear read of what lies beneath. Precision over spectacle, evidence over opinion.

- Australia to the world
- Three decades of field experience
- Independent technical opinion



Evidence over opinion.

Hanree exists because too many resource decisions are made on optimism. The company was founded by Peter Spitalny, an international exploration geologist with more than three decades in the field, to give mining companies, governments and investors a technical opinion with nothing attached to it but the geology.

Three decades of mapping outcrop, logging core and testing structural models built the discipline behind the brand: read the ground carefully, state plainly what the data supports, and be equally clear about what it does not.

From a base in Perth, Western Australia, Hanree works from Australia to the world — greenstone belts in Africa, emerging jurisdictions in Asia, and evaluation work across Europe and the Americas.

WHAT THE BRAND STANDS FOR

Independence

No stake in the outcome — only in the quality of the geology.

Field grounding

Opinions formed on the ground, not from a desk.

Clarity

Plain technical language that survives board and lender scrutiny.

Longevity

A reputation built engagement by engagement, over thirty years.

Independent, technical, global

Trust

Data before opinion.

Precision

Measured, verified,
repeatable.

Discovery

We look where others
have not.

Global

Six continents of field
experience.



Six commitments, held in the field.

01

Integrity

Independent conclusions, reported without commercial pressure.

02

Technical excellence

Rigorous method, verified data, defensible interpretation.

03

Discovery

Curiosity applied to hard ground — asking better questions of it.

04

Precision

Measured, repeatable work; no overstatement of confidence.

05

Partnership

Long client relationships built on candour, not billable hours.

06

Global capability

Remote-program discipline: logistics, permitting, safety.

The Hanree lockup

Primary lockup, mark, and reversed treatment. The mountain carries the H as negative space — never redraw or separate it.



PRIMARY — NAVY ON LIGHT



REVERSED — WHITE ON NAVY

CLEAR SPACE & SIZING

Give the mark room

Minimum clear space equals the height of the mountain mark on all sides. Minimum reproduction width is 24 mm print / 96 px digital.



120 PT — PRINT & COVERS



72 PT — MINIMUM WITH DESCRIPTOR



MARK ONLY — BELOW 72 PT

Do not



Stretch or condense



Recolour outside palette

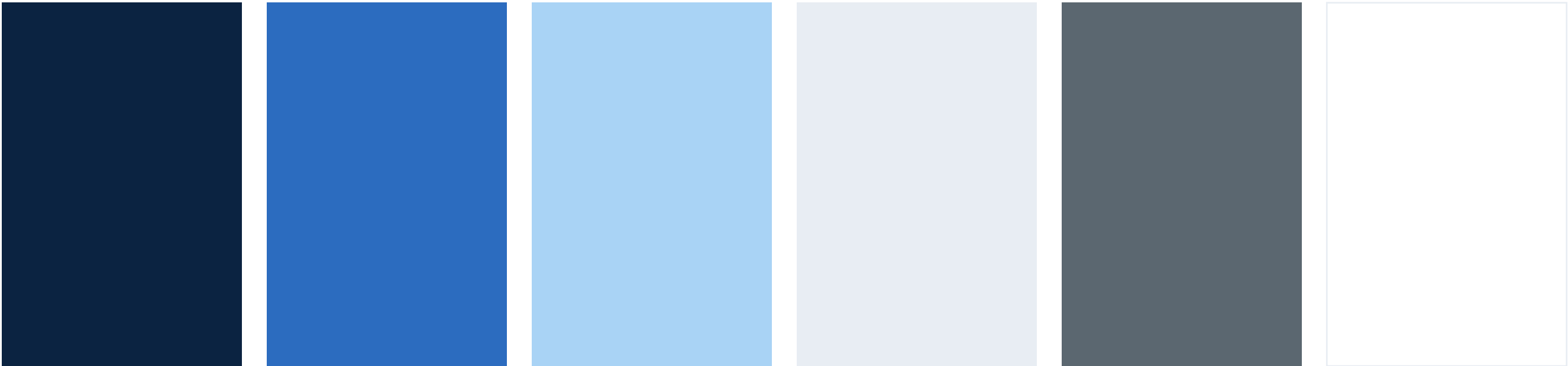


Add effects or shadows



Place on busy imagery

Navy ground, blue signal



Deep Navy

#0B2341

Mountain Blue

#2C6CBF

Ice Blue

#A9D3F5

Soft Grey

#E8EDF3

Steel Grey

#5B6770

White

#FFFFFF

Navy carries authority and is the default ground for covers, headers and reversed applications. Mountain Blue is the single accent — used for emphasis, links and data. Ice, Soft Grey and White carry the whitespace the identity depends on.

Montserrat

Aa

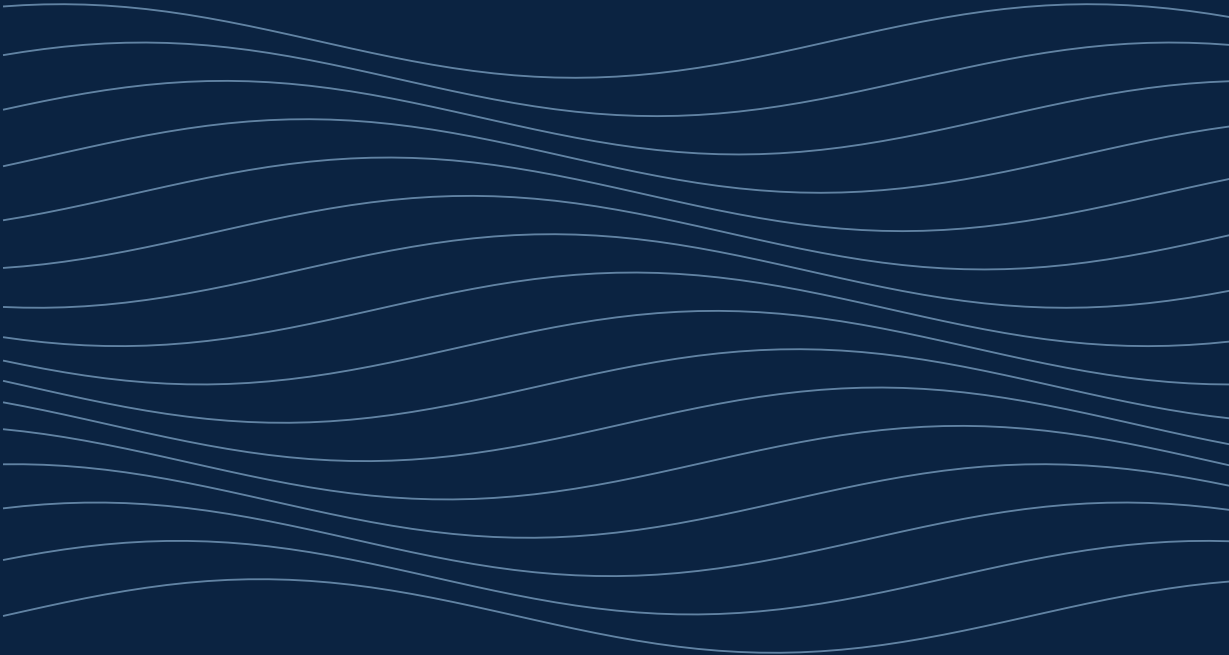
LIGHT — HEADLINES

Aa

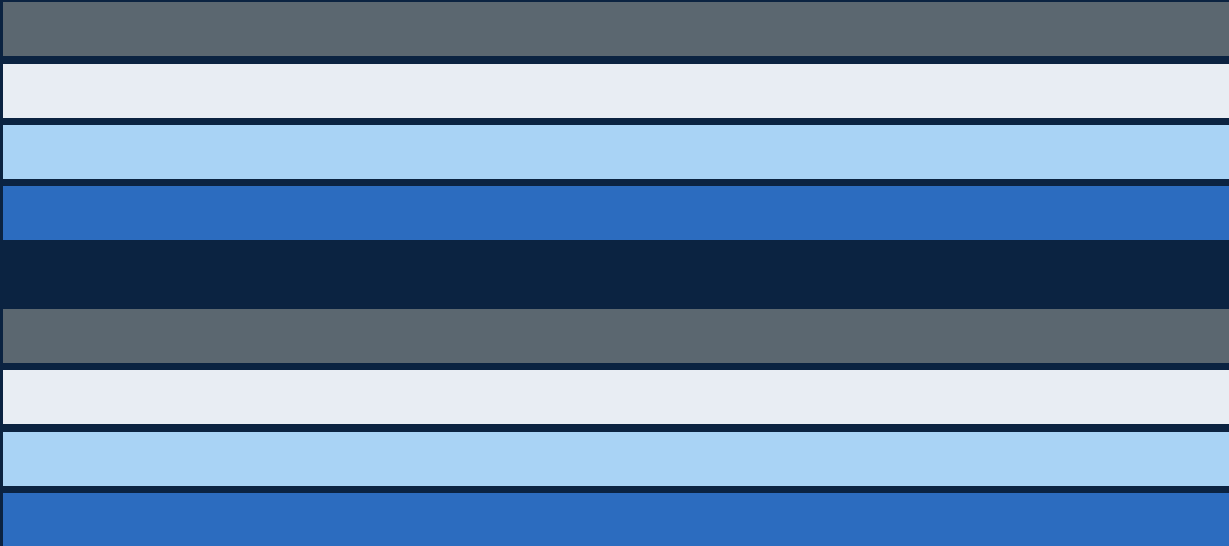
BOLD — LABELS

Display	Light	30–60 pt	Headlines, covers
Heading	SemiBold	16–24 pt	Section titles
Body	Regular	10–12 pt	Running copy
Label	SemiBold	7–9 pt / +200 tracking	Eyebrows, captions

Contour & section



TOPOGRAPHIC LINEWORK



GEOLOGICAL SECTION BANDING

Cool, wide, evidential



Blue-hour and overcast light, cool grading, real field conditions. People at work, never posed. Avoid warm sunsets, heavy machinery heroics or stock-styled corporate imagery.

Letterhead & compliment slip



BUSINESS CARDS

85 × 55 mm



FRONT / REVERSE

Uncoated 450 gsm stock, navy edge paint, blind-deboss on the reverse mark.

Fleet identification



PPE & site presence



HELMET — NAVY



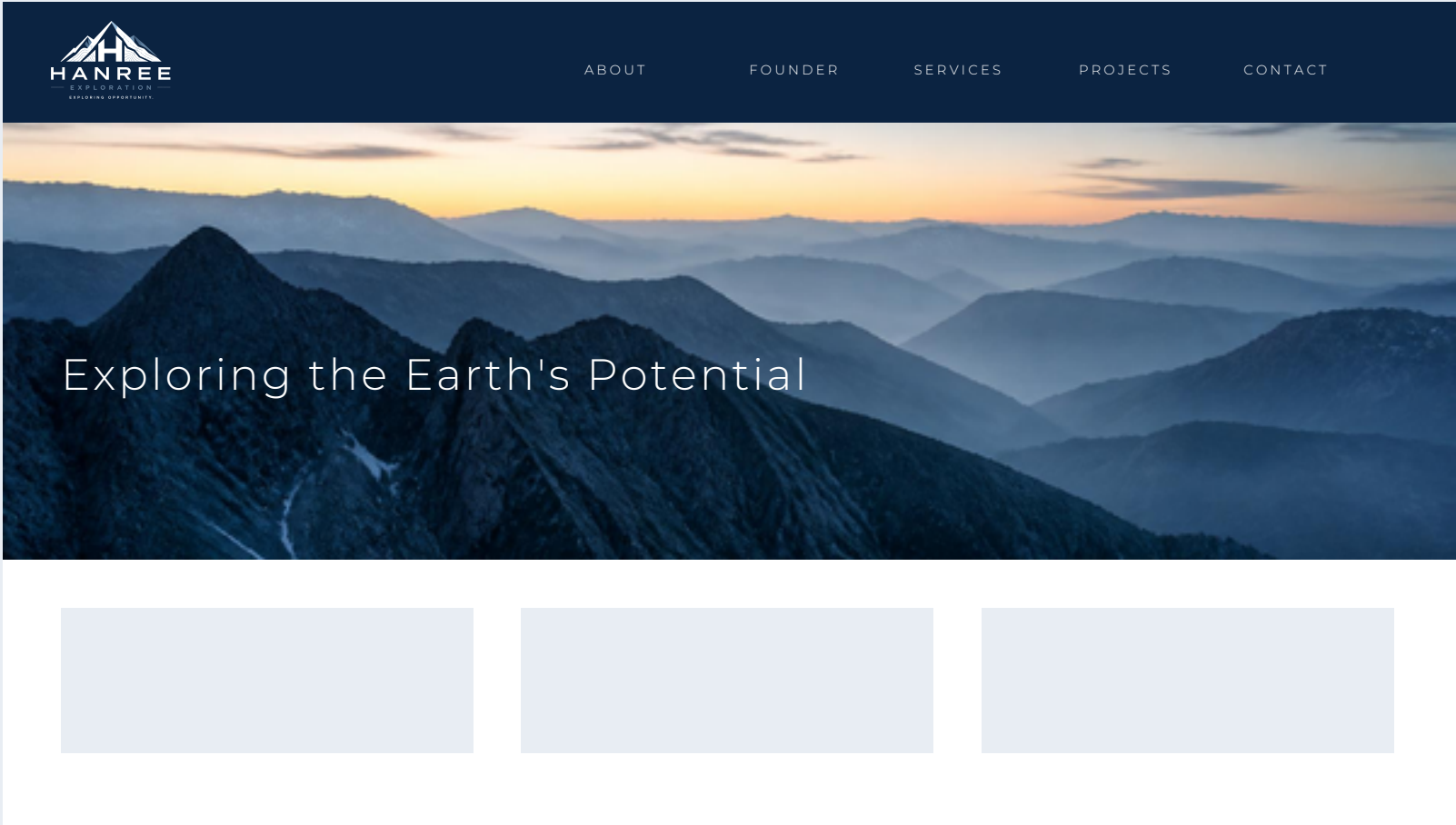
HI-VIS — WHITE PRINT



FIELD VEST

Mark-only application on all PPE. Minimum 40 mm height, always in a single flat colour with full clear space maintained.

Website & social



AVATAR



PROFILE CARD

Precise. Measured. Never loud.

Hanree sounds like a senior geologist explaining findings to a board: calm, specific, unhurried, and unwilling to overstate. Every sentence should be something the data can support.

Evidence first

Lead with what was observed and measured, then the interpretation.

Plain technical

Use the correct term, then make it legible to a non-geologist.

Understated

No superlatives, no hype, no promises about discovery.

Confident, not certain

State confidence levels honestly, including the limits.

WE SAY

- Independent technical opinion, grounded in field evidence.
- The data supports a strike extension of at least 800 m.
- Three decades of exploration across six continents.

WE DON'T SAY

- World-leading, cutting-edge, game-changing.
- Guaranteed discovery or company-making potential.
- Marketing language dressed as technical conclusion.



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AUSTRALIA TO THE WORLD · EXPLORATION · EXPLORING OPPORTUNITY