



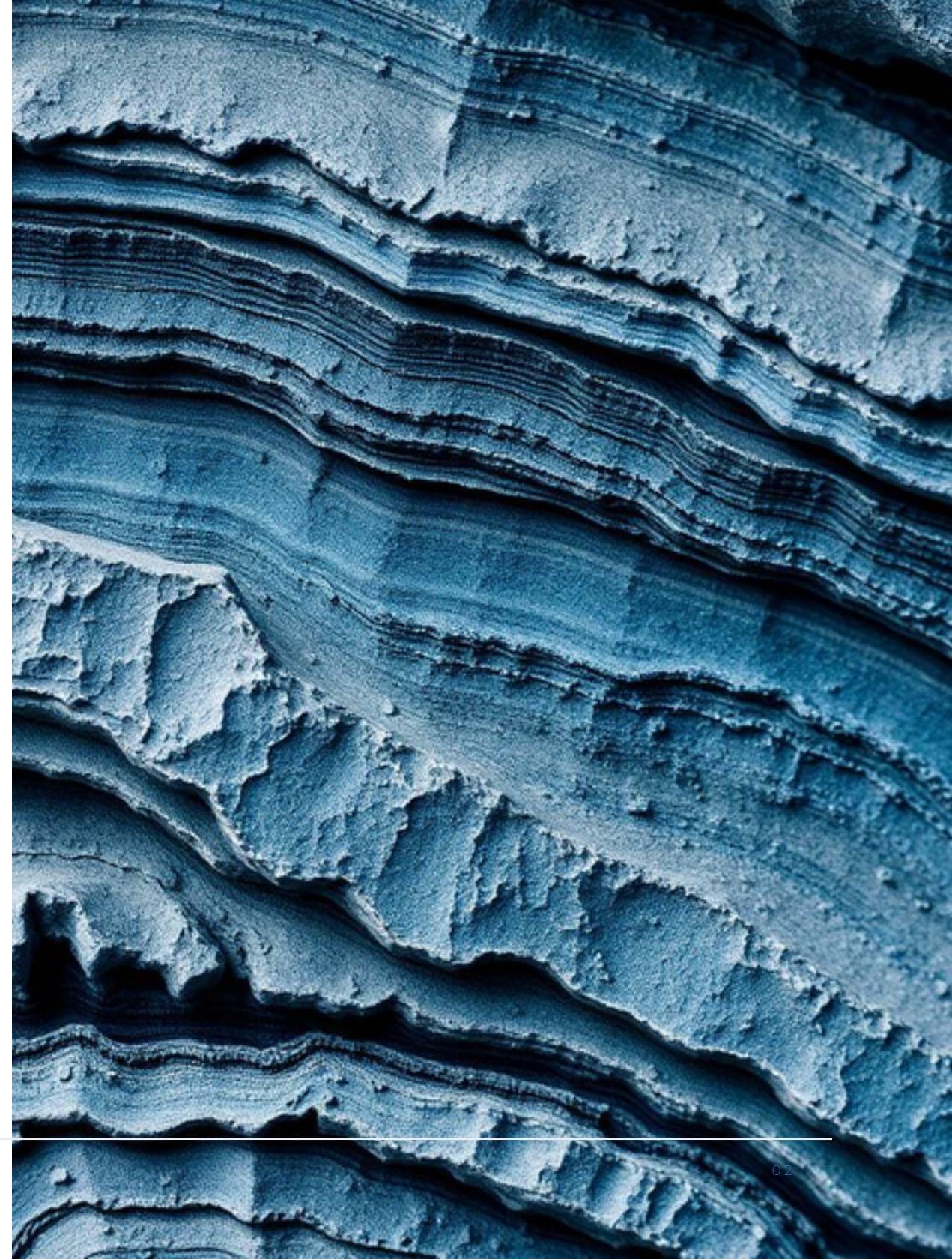
Brand guidelines

03	Brand story	11	Photography
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05	Logo system	13	Business cards
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07	Logo misuse	15	Safety equipment
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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



Independent, technical, global

Trust

Data before opinion.

Precision

Measured, verified,
repeatable.

Discovery

We look where others
have not.

Global

Six continents of field
experience.



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

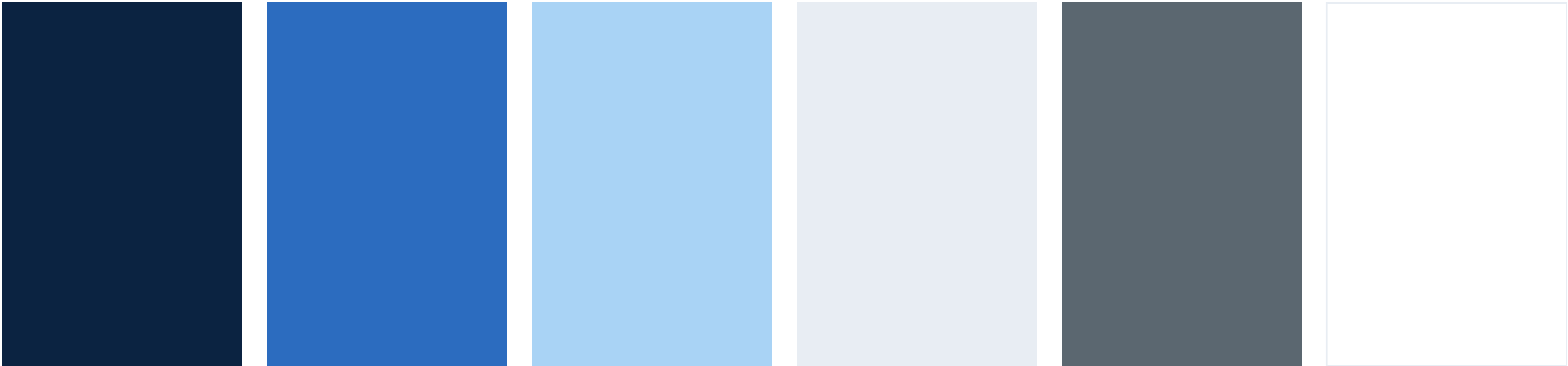


Add effects or shadows



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

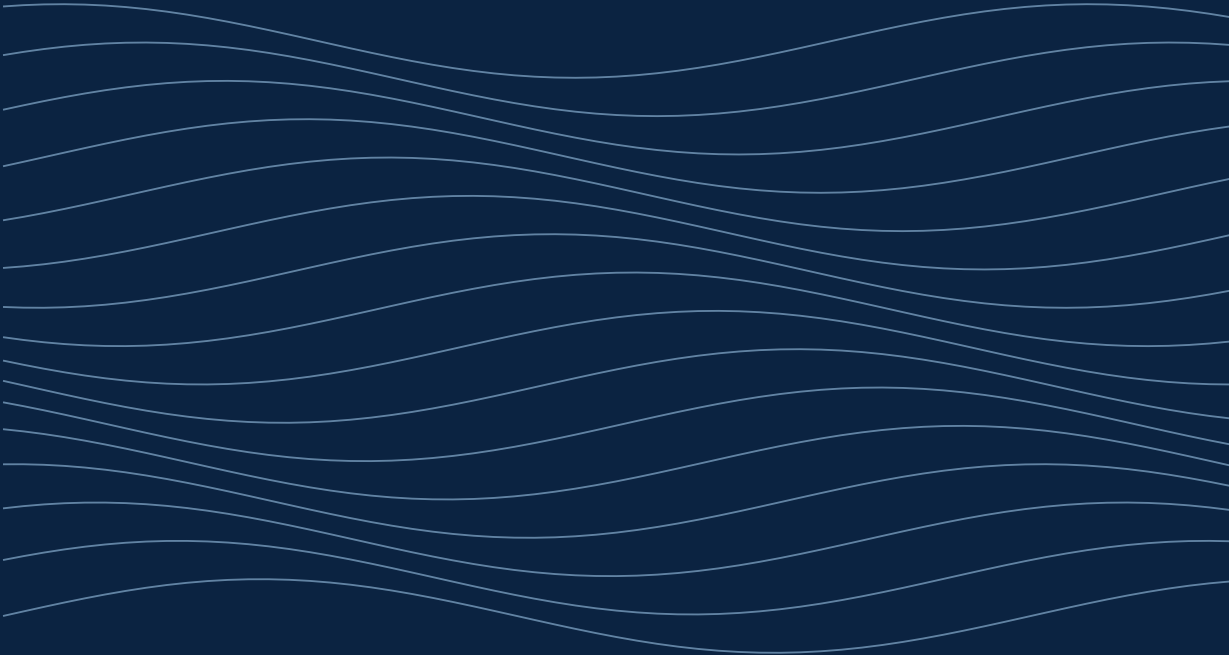
LIGHT — HEADLINES

Aa

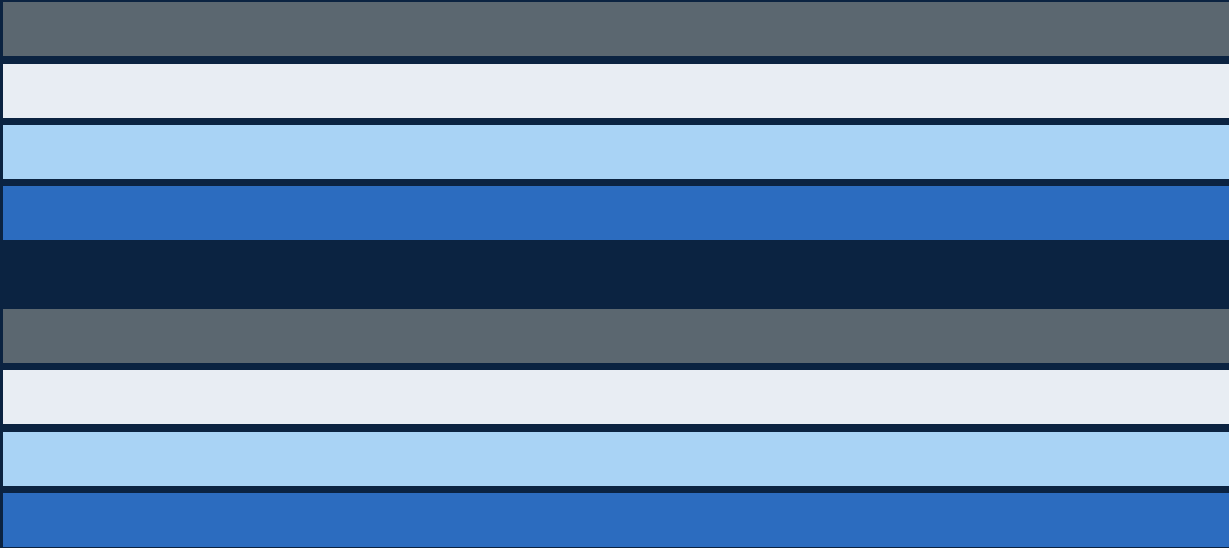
BOLD — LABELS

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



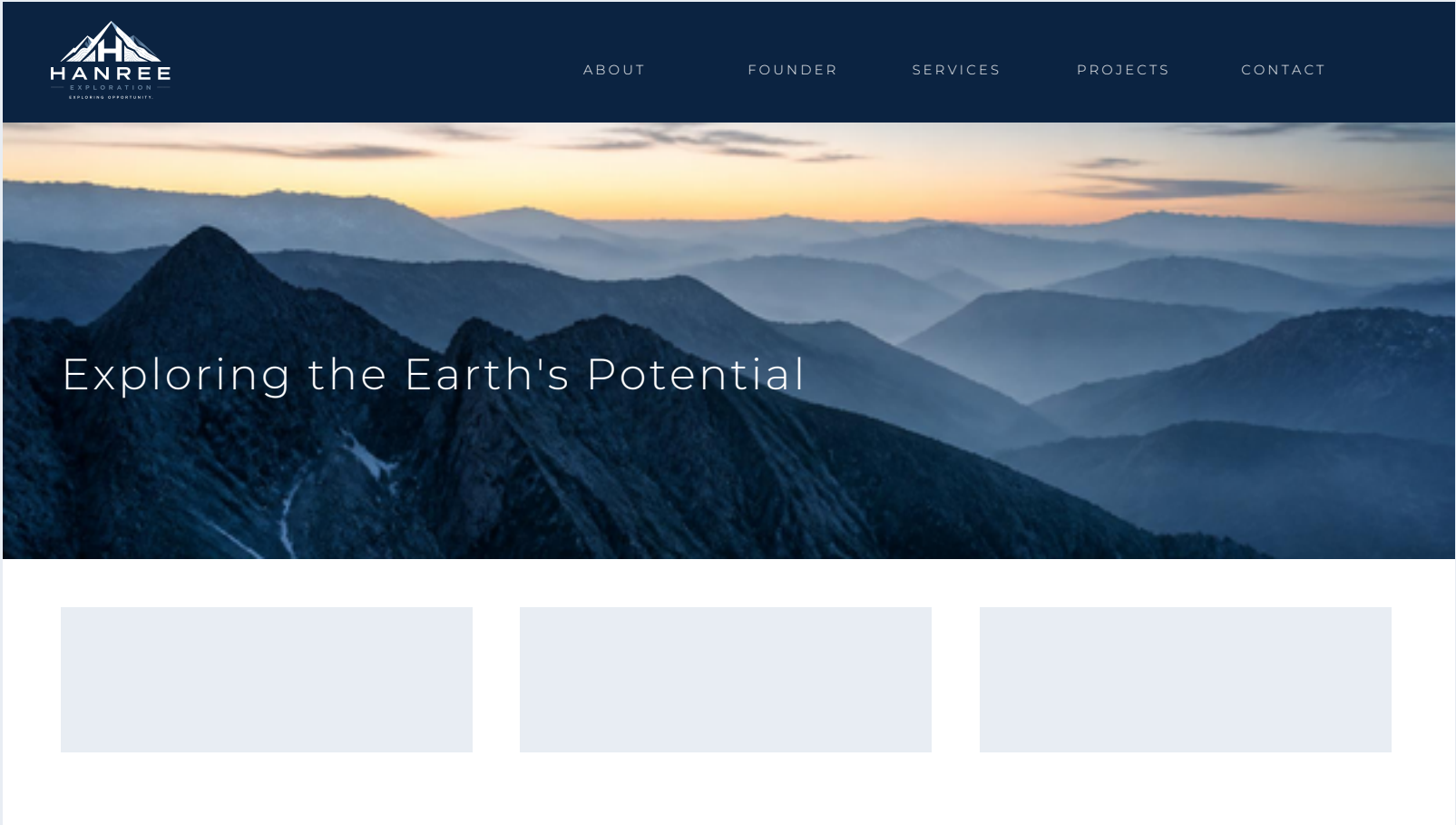
HI-VIS — WHITE PRINT



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

BRAND VOICE

Evidence, plainly stated.

WE SAY

Independent technical opinion, grounded in data.

WE AVOID

Hype, superlatives, prospecting romance.

WE SOUND

Measured, specific, quietly confident.



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AUSTRALIA TO THE WORLD · EXPLORATION · EXPLORING OPPORTUNITY