

Condensed

HP Vis ID

March 2022

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 - 2.8 Large format and industrial photography
 - 2.9 Sourcing existing imagery
 - 2.10 Layout
 - 2.11 Animation & graphic illustration
 - 2.12 FAQs
-

Part 3

The HP brand

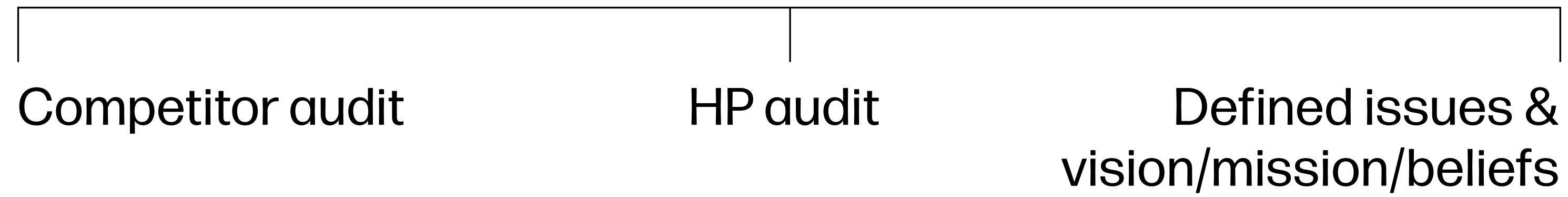
-
- 3.1 Tone of voice
 - 3.2 Writing guidance
-

Part 01

Our journey

Part 1

Discovery phase

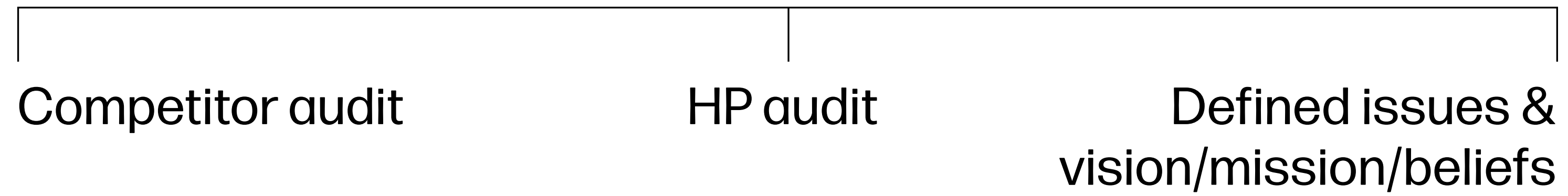


Development phase



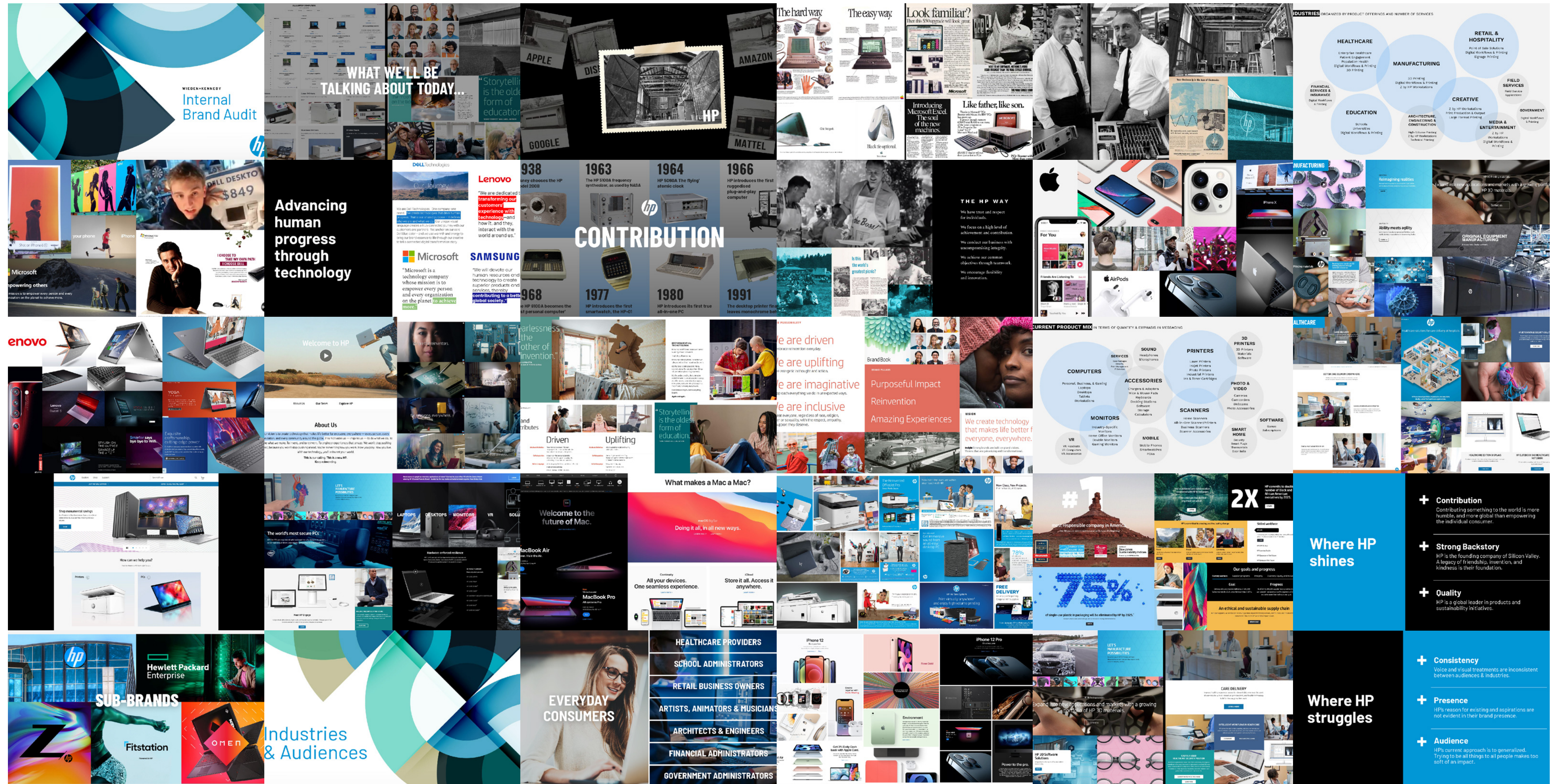
Part 1

Discovery phase

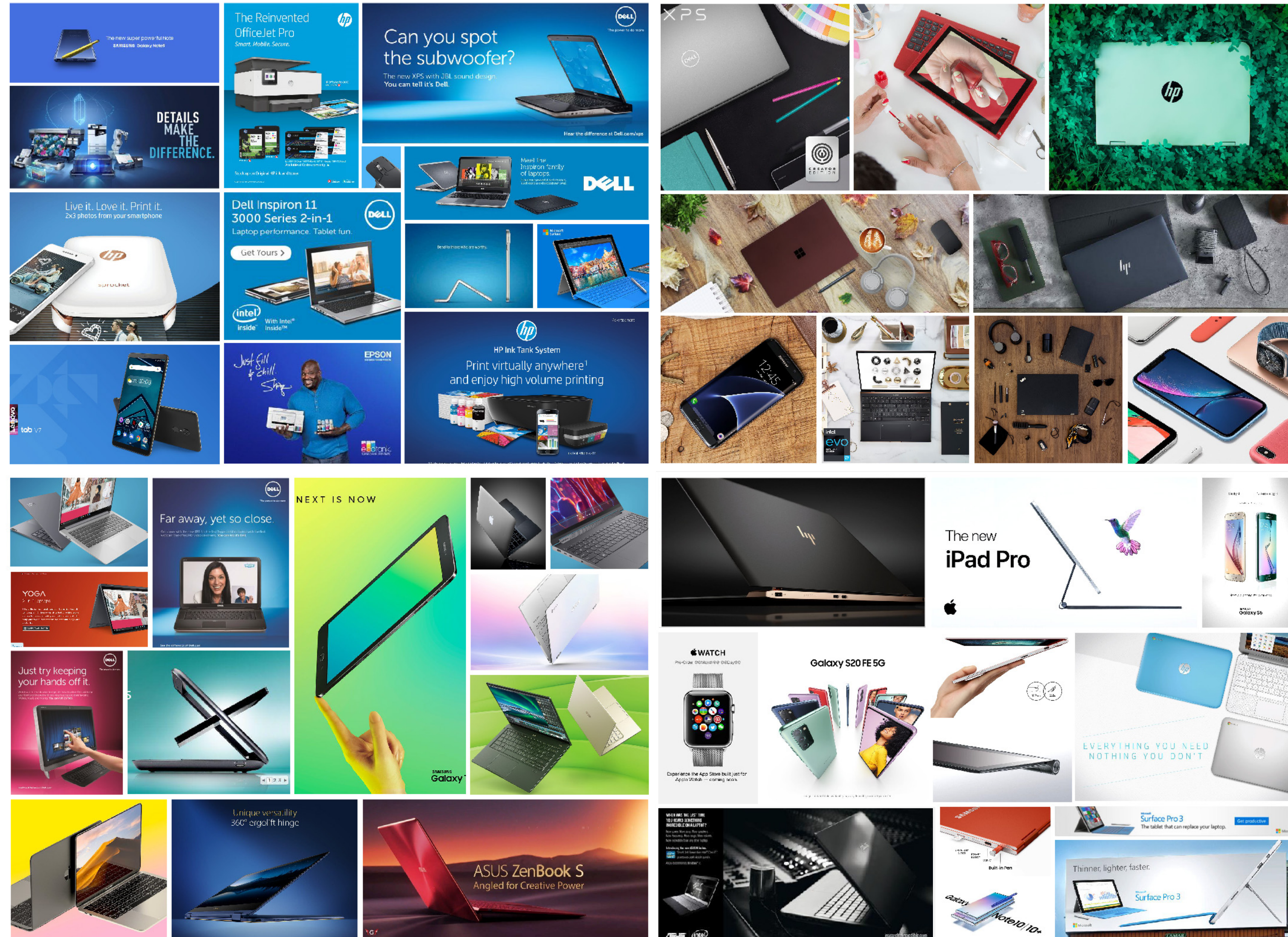


The Vis ID discovery phase was born out of a look around...

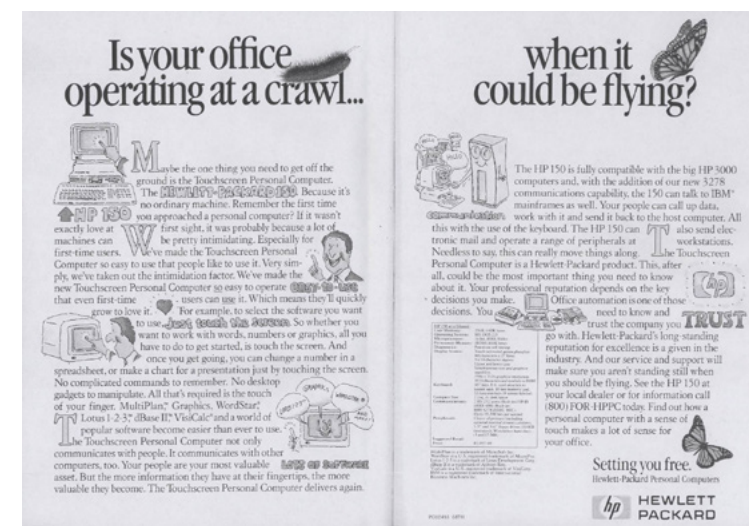
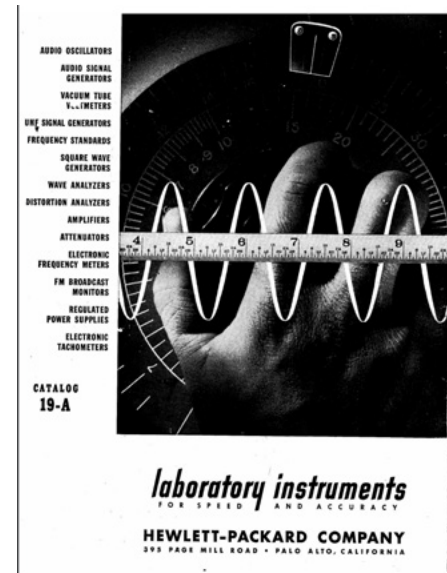
a look at ourselves,



and a look at our competitors.



It's fundamentally rooted in our history,



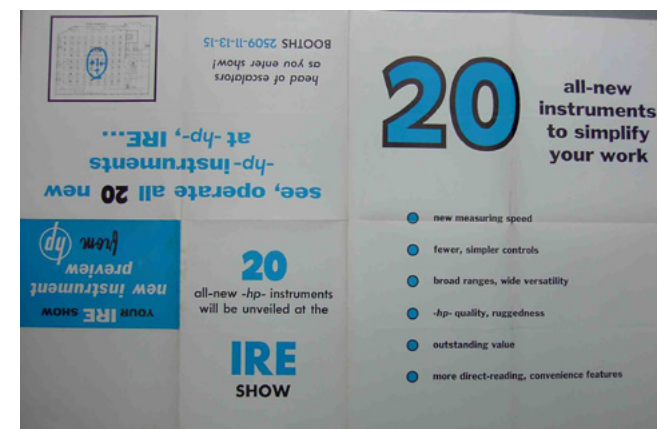
1950s

1960s

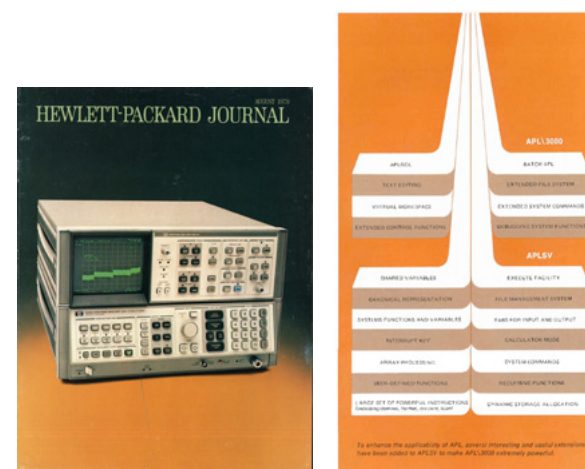
1970s

1980s

1990s



It's made time-sharing a graphic art.



PC Power, Simple Administration. It's the Best of Both Worlds.



The HP Windows Client meets user and system administration needs that once seemed worlds apart.

For users, the HP Windows Client offers 800 power on the desktop with a friendly graphical interface, windows-based terminal windows, access to PC applications, and robust, worry-free operation.

More power for users
For users, the HP Windows Client offers 800 power on the desktop with a friendly graphical interface, windows-based terminal windows, access to PC applications, and robust, worry-free operation.

Simplified administration
For system administrators, the HP Windows Client offers clear, concise, easy-to-use management of PC software and data for users, central log and simplified management of applications. The elimination of disk drives from the desktop enhances data security and control of the software environment, while reducing the risk of data theft and virus infections.

Desktop solutions starting at \$895
With its small size, low power requirements, high reliability, bundled software, and central administration, the HP Windows Client is the ultimate in low-cost desktop computing. In fact, the U.S. list price is only \$895!

A world of difference
For more information on the HP Windows Client, contact your local HP sales office or HP authorized reseller, or call HP at 1-800-857-7739 extension 7739. (A \$5.00 U.S. postage fee applies.) It could make a world of difference to your organization.

HEWLETT-PACKARD
CIRCLE 40 ON READER CARD

and built around our Vision, Mission & Belief.

Vision

A world where innovation drives extraordinary contributions to humanity.

Mission

Create technology that inspires ambitious and meaningful progress.

Belief

One thoughtful idea has the power to change the world.

Part 1

Development phase

Explored design routes

Determined Vis ID

Part 02

The *visual identity*

Vis ID assets overview

Photography People & products

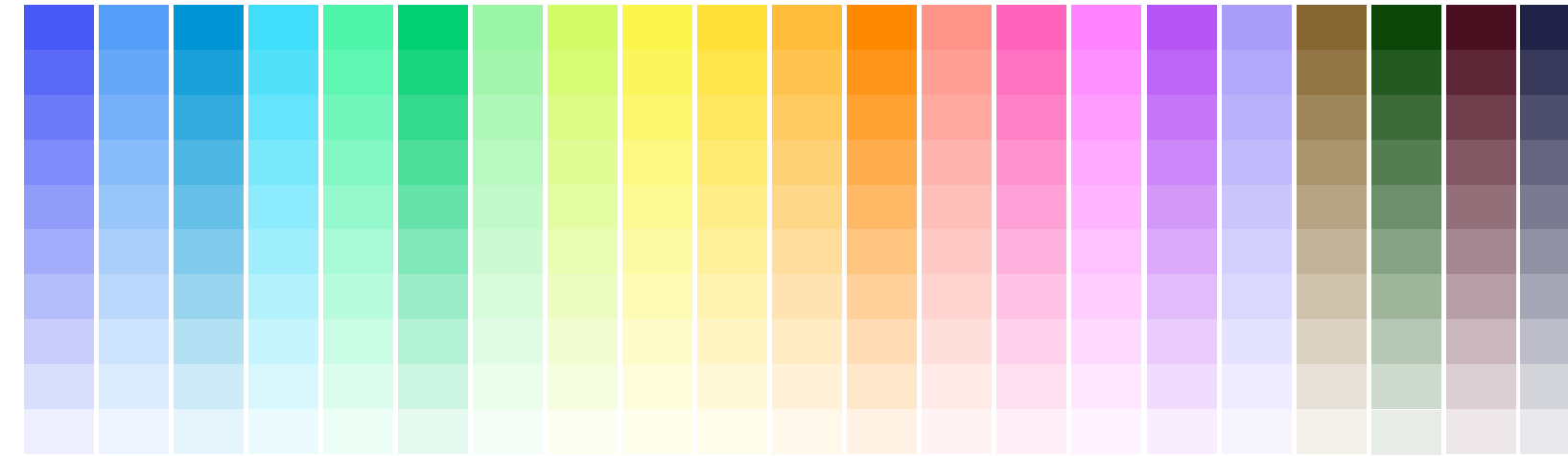


Type Forma DJR



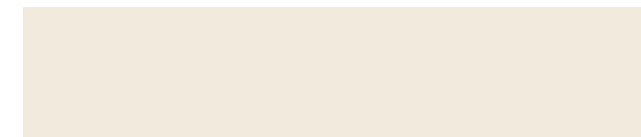
Lines Black or white

Colors Reduced but dynamic color system

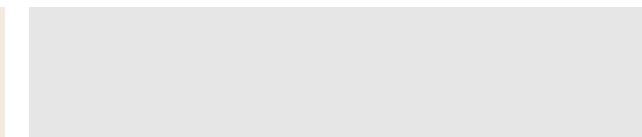


Base colors are 100% saturation; additional colors are made from stepped tints of the original

HP standard cream
(text background color)



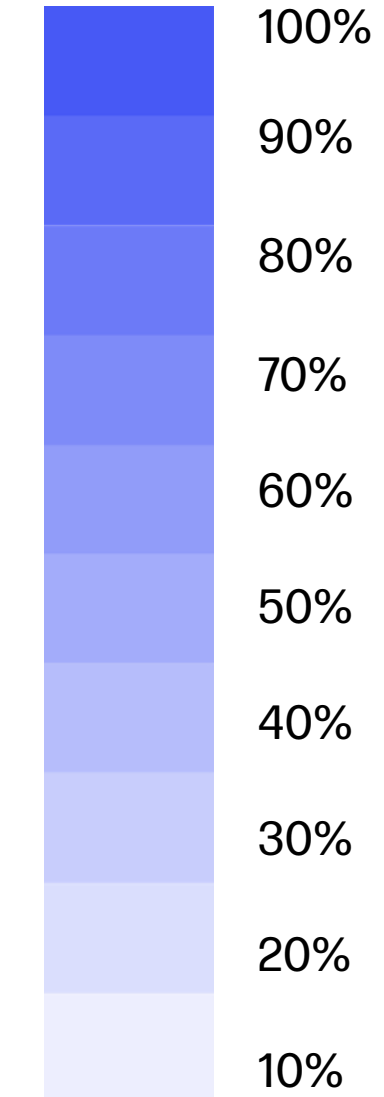
HP standard gray
(photo background color)



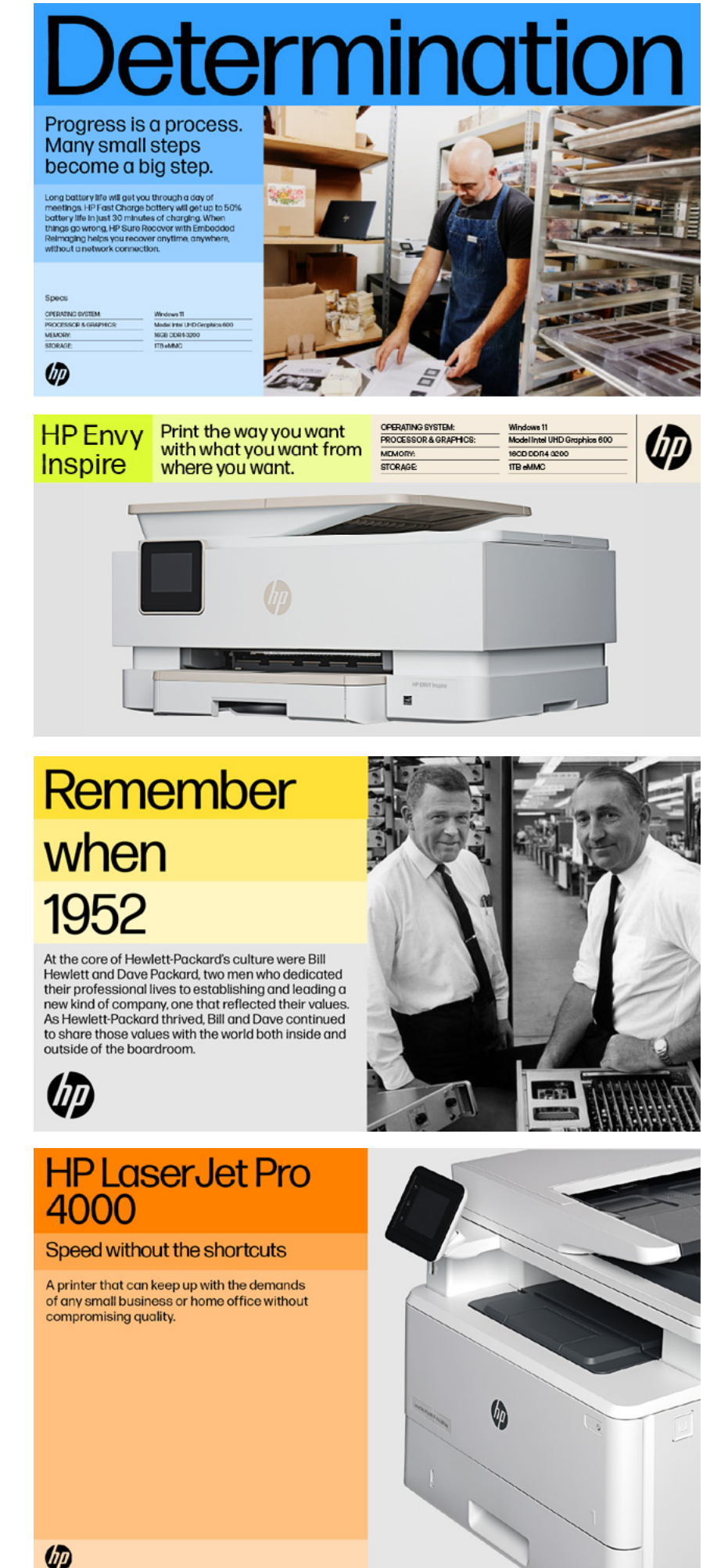
Logo Black or White and HP Blue



Detail shown in 10% increments

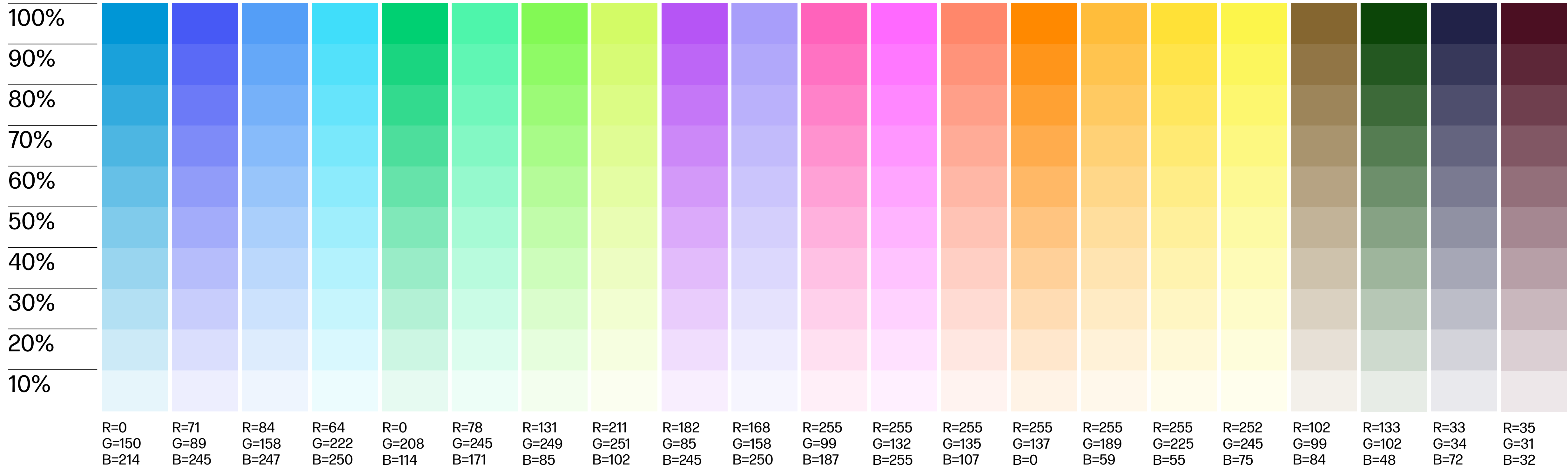


Layout Putting it all together

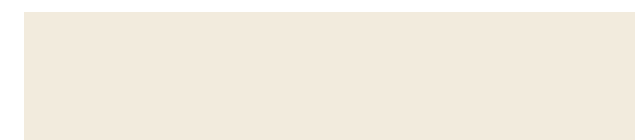


Color

New HP color palette

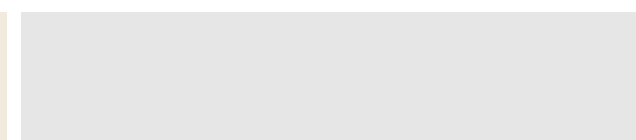


HP standard cream
(text background color)



R=242
G=235
B=220

HP standard gray
(photo background color)



R=230
G=230
B=230

Warning red
(used for annotating)



R=255
G=57
B=0

Black
(used for text & lines)



R=0
G=0
B=0

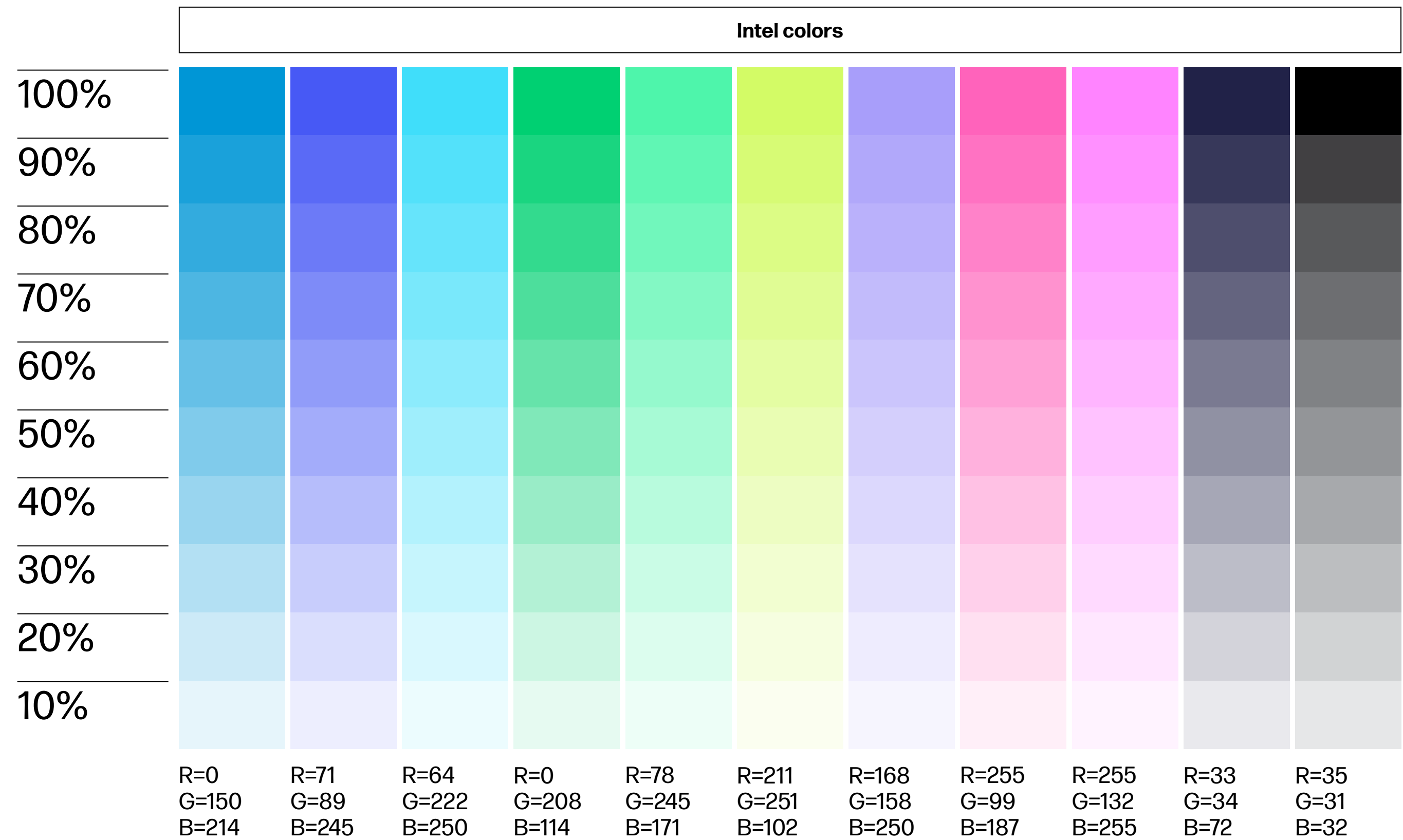
Intel confusingly similar color guidelines

Intel x HP color guidelines

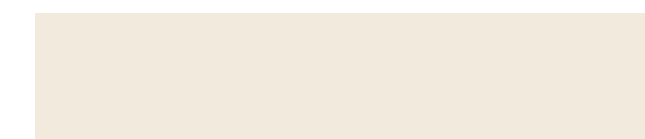
When creating Intel assets you'll have to abide by Intel's confusingly similar guidelines. Within those guidelines they categorize colors as approved 'Intel' colors vs. their 'universal' colors. We've reviewed all of their colors and determined the ones that can be used within the Vis ID for each.

Intel colors

Intel colors are the colors that should be used for the Intel version of assets within an Intel x HP campaign. Please see the full Intel confusingly similar guidelines for more details.

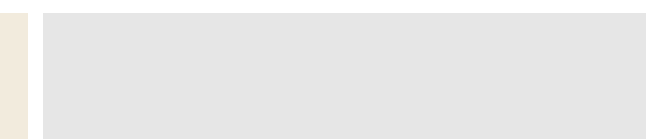


HP standard cream
(text background color)



R=242
G=235
B=220

HP standard gray
(photo background color)



R=230
G=230
B=230

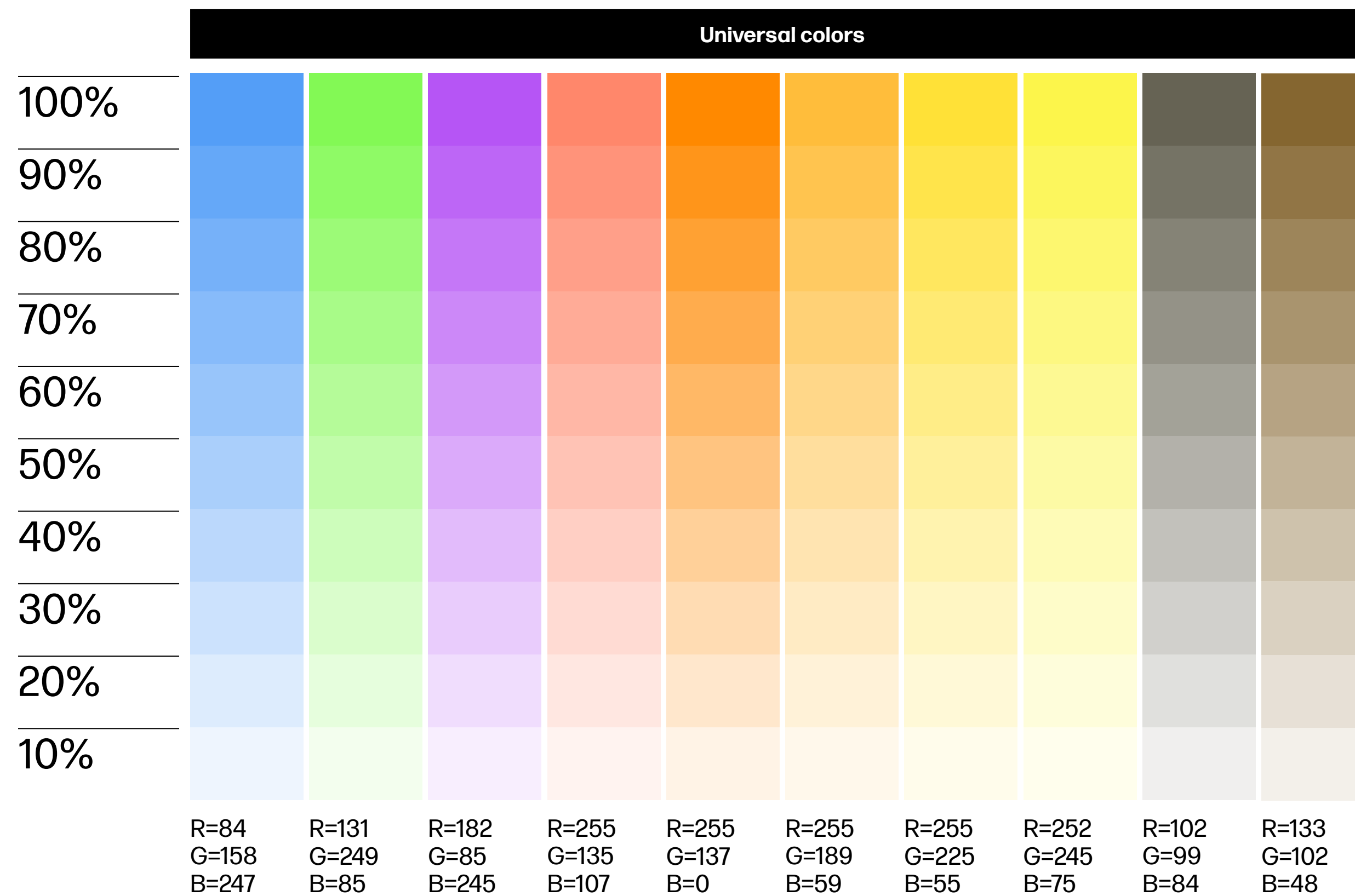
Intel confusingly similar color guidelines

Intel x HP color guidelines

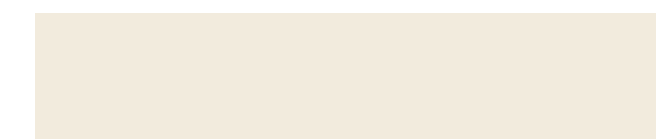
When creating Intel assets you'll have to abide by Intel's confusingly similar guidelines. Within those guidelines they categorize colors as approved 'Intel' colors vs. their 'universal' colors. We've reviewed all of their colors and determined the ones that can be used within the Vis ID for each.

Universal colors

Universal colors are the colors that should be used for the non-Intel version of an asset within an Intel x HP campaign. Please see the full Intel confusingly similar guidelines for more details.

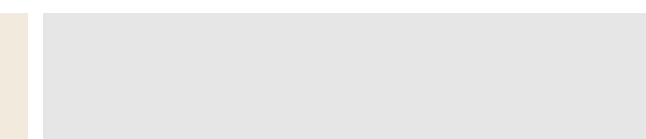


HP standard cream
(text background color)



R=242
G=235
B=220

HP standard gray
(photo background color)



R=230
G=230
B=230

HP color system

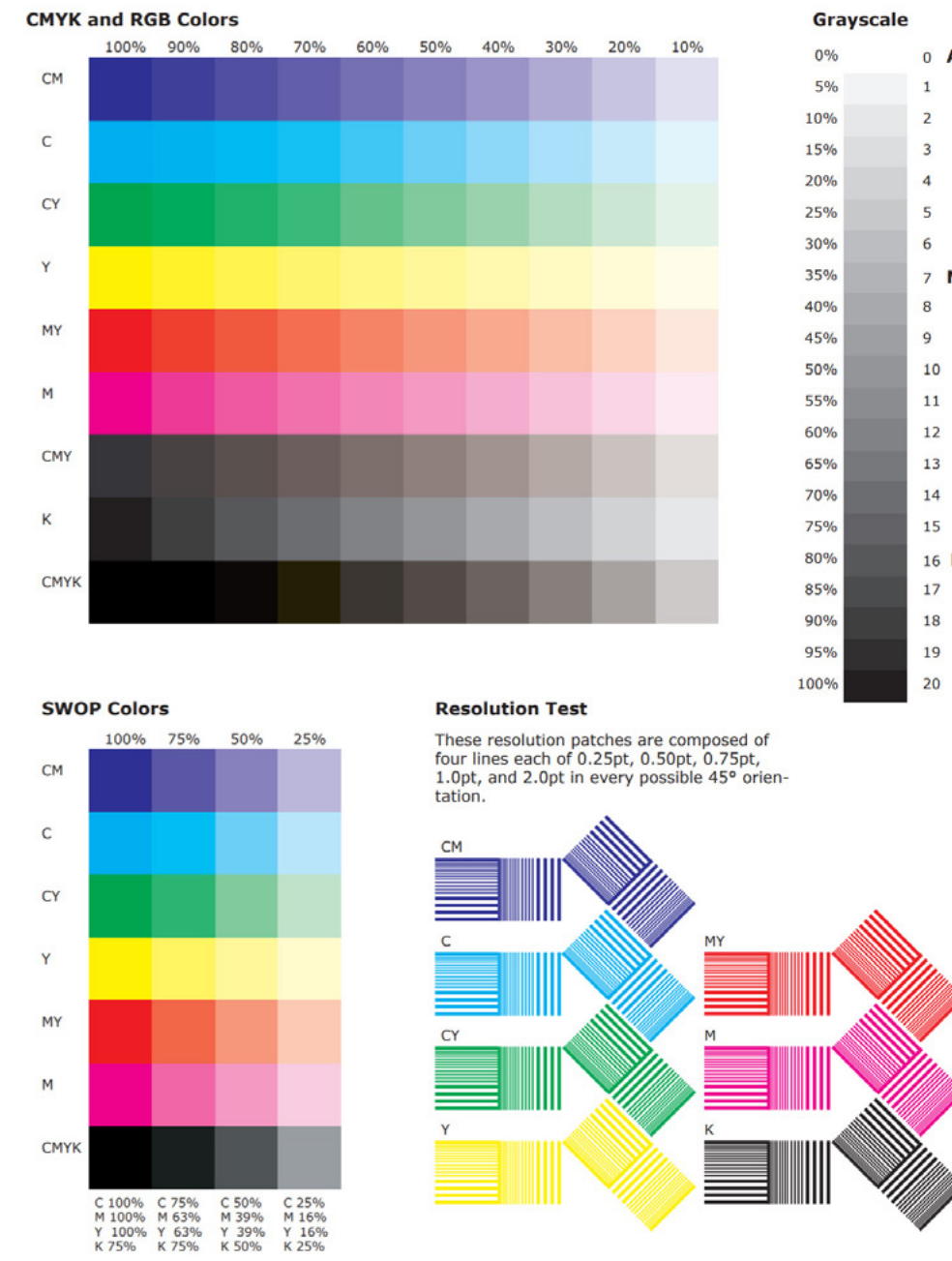
Inspiration

Color steps were inspired by a printer test sheet

How it works

1. Select one color to use (no mixing multiple colors)
2. Use color step/tint to make stacks or use your selected color at full bleed

Inspiration



Color system applied

HP LaserJet Pro 4000

Speed without the shortcuts

A printer that can keep up with the demands of any small business or home office without compromising quality.

Focus your time on growing your business and staying ahead—the HP LaserJet Pro 4000 is designed to lighten your workload and maximize productivity. This compact monochrome laser printer is made to keep you moving forward, with features like automatic 2-sided printing, fast print speeds, and built-in Ethernet and wireless capabilities.

Detect and stop attacks with best-in-class security; this printer has embedded features that help ensure the safety of your confidential information and instantly notify you about security issues. This black and white laser printer is designed with the environment in mind: save up to 18% energy over prior products with HP EcoSmart black toner, and help save paper right out of the box with the default paper savings mode.

MAXIMUM PRODUCTIVITY	Printing for modern professionals
SMART TO MANAGE WITH HP+ PRO	Simple set up and management
HP WOLF PRO SECURITY	Embedded proactive security
SUSTAINABLE PRINTING	Print with a purpose

HP Elite Dragonfly

A premium solution for everyone.

Being fast for performance. Accurately your ability to create with precision and professional design.

Maximum productivity | Best for security | Ready to go | Best for sustainability | Best for mobile security

Smart to manage with HP+ | EcoSmart | Best for security | Best for sustainability | Best for mobile security

HP DeskJet Plus

Create with ease

HP LaserJet Pro 4000

Speed without the trade-offs

Maximum Productivity | Smart to Manage with HP+ | HP Wolf Pro Security

Computers | Printers | Technology | Services

Remember when 1978

Alum Ernest Priestly started his career with HP in the late '70s. He went on to found several software startups and was awarded a patent for a graphics controller timing circuit.

Remember when 1952

At the core of Hewlett-Packard's culture were Bill Hewlett and Dave Packard, two men who dedicated their professional lives to establishing and leading a new kind of company, one that reflected their values. Hewlett-Packard named Bill and Dave continued to share those values with the world both inside and outside of the boardroom.

Remember when 1974

HP actively worked to increase the diversity of its workforce through participation in programs with colleges and universities. These programs invited promising women and minority students like MIT student Cheryl Whiteman to intern with HP.

Single color

One color

See

Every visual perfect! With every moment captured, effortlessly.

Once plastic reaches the ocean, it is incredibly hard to remove. Blattered by seawater and bleached by the sun, plastic debris breaks down into ever-smaller particles, known as microplastics. These microplastics settle onto seafloors or are ingested by animals, causing a host of health and ecosystem problems.

Specs
OPERATING SYSTEM: Windows 10 Home in S
PROCESSOR & GRAPHICS: Model Intel i5-10210U Graphics 600
MEMORY: 16GB DDR4-3200
STORAGE: 1TB eMMC

See

Every visual perfect! With every moment captured, effortlessly.

Once plastic reaches the ocean, it is incredibly hard to remove. Blattered by seawater and bleached by the sun, plastic debris breaks down into ever-smaller particles, known as microplastics. These microplastics settle onto seafloors or are ingested by animals, causing a host of health and ecosystem problems.

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MEMORY: 16GB DDR4-3200
STORAGE: 1TB eMMC

1 color 100% + 3 lines 1 color 50% + 3 lines

Color stacking

Color tints

See

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PROCESSOR & GRAPHICS: Model Intel i5-10210U Graphics 600
MEMORY: 16GB DDR4-3200
STORAGE: 1TB eMMC

2 tints + 2 lines 3 tints + 1 line 4 tints (no separator line) 5 tints (no separator line)

HP color system

Inspiration

Color steps were inspired by a printer test sheet

How it works

1. Select one color to use (no mixing multiple colors)
2. Use color step/tint to make stacks or use your selected color at full bleed

Color executions

- Single color
- Color steps
- Color with cream or gray
- Neutral (all gray)

Design matrix

- The matrix is a tool designed to guide the selection of the best basic layout option for different assets and deliverables.
- The matrix showcases all the basic layout options in different layout proportions, color applications, and photo options.

Color executions

1. Single color 100%

See

Every visual perfect! With every moment captured, effortlessly.

Once plastic reaches the ocean, it is incredibly hard to remove. Battered by seawater and bleached by the sun, plastic debris breaks down into ever-smaller particles, known as microplastics. These microplastics settle onto seafloors or are ingested by animals, causing a host of health and ecosystem problems.

Specs

OPERATING SYSTEM:	Windows 11
PROCESSOR & GRAPHICS:	Model Intel UHD Graphics 600
MEMORY:	16GB DDR4-3200
STORAGE:	1TB eMMC

2. Sequence 4 tints

See

Every visual perfect! With every moment captured, effortlessly.

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Specs

OPERATING SYSTEM:	Windows 10 Home in S
PROCESSOR & GRAPHICS:	Model Intel UHD Graphics 600
MEMORY:	16GB DDR4-3200
STORAGE:	1TB eMMC

3. Color + natural

See

Every visual perfect! With every moment captured, effortlessly.

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Specs

OPERATING SYSTEM:	Windows 11
PROCESSOR & GRAPHICS:	Model Intel UHD Graphics 600
MEMORY:	16GB DDR4-3200
STORAGE:	1TB eMMC

4. Neutral gray

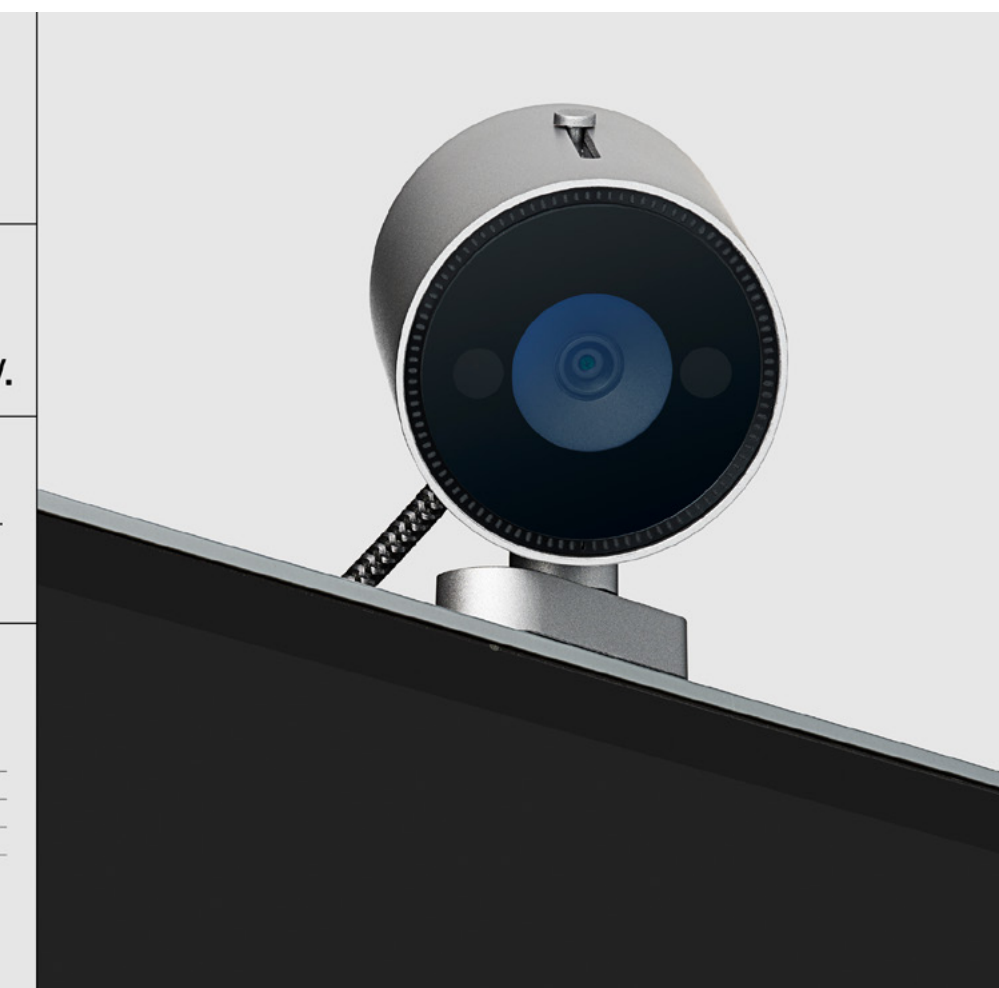
See

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Specs

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PROCESSOR & GRAPHICS:	Model Intel UHD Graphics 600
MEMORY:	16GB DDR4-3200
STORAGE:	1TB eMMC



Color executions applied across layouts

	Product	People
1 color		
1 color + tints		
1 color + natural		
Product on neutral		

Neutral color

In the new Vis ID, the neutral cream and gray can be used to create balance and problem-solve.

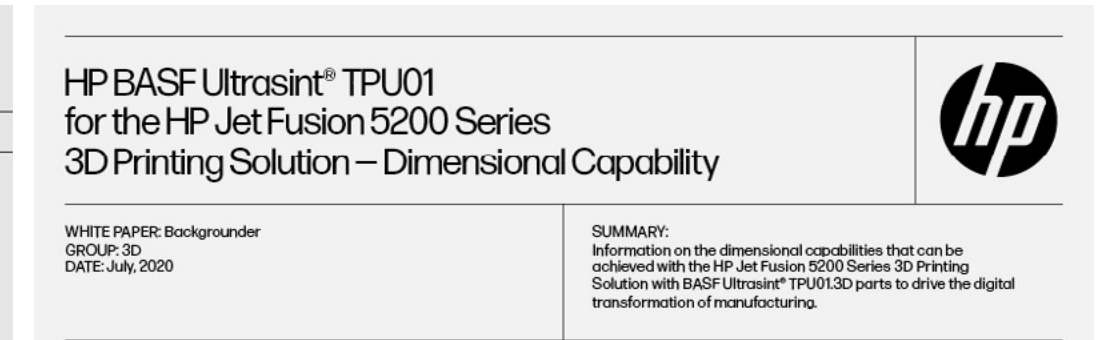
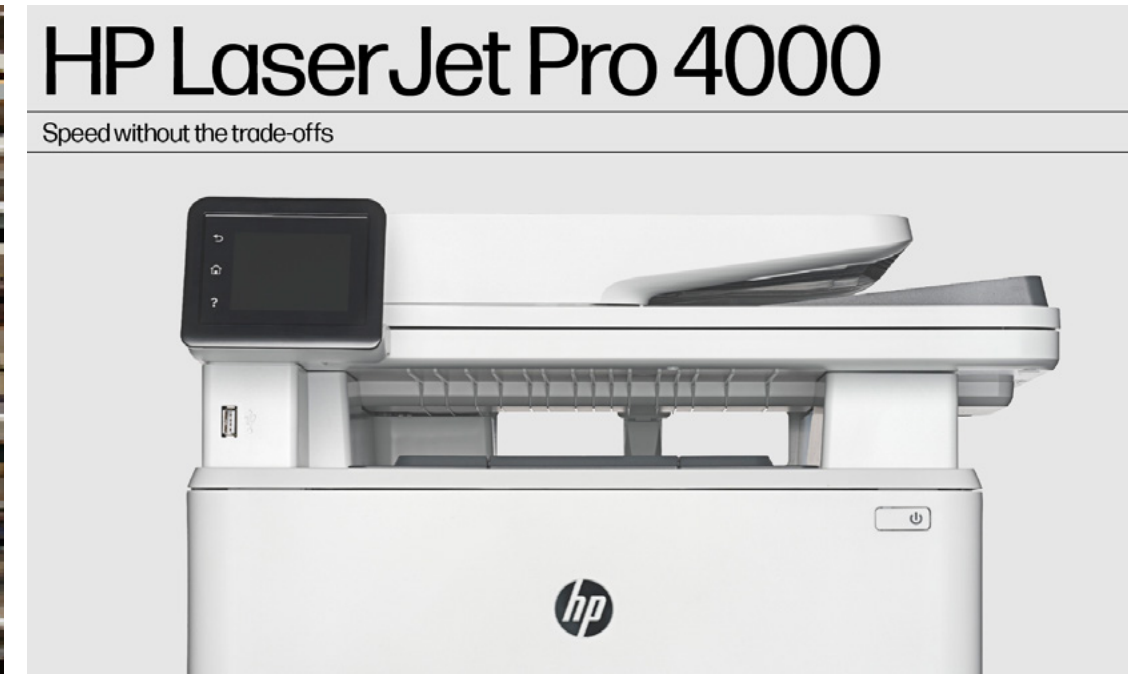
Neutrals can be used in layout when...

1. You want to create a layout with no color
2. Attempting to create a feeling of sameness
3. Multiple colors have made the layout confusing

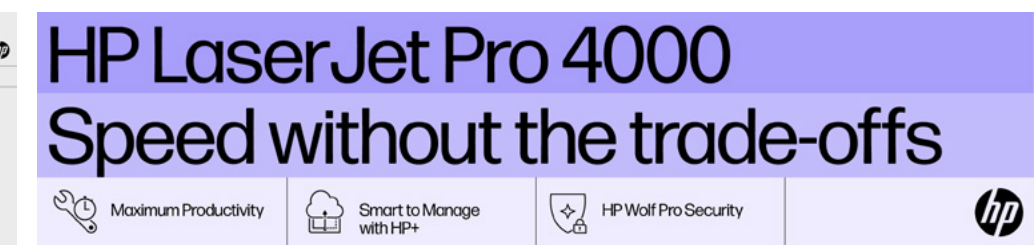
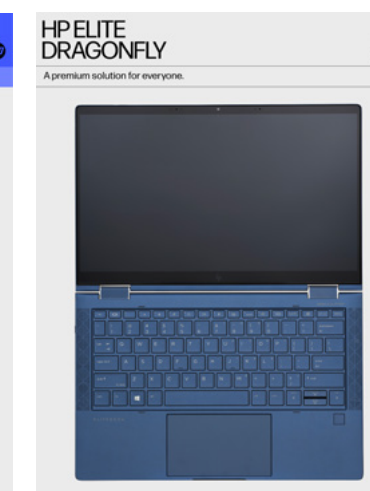
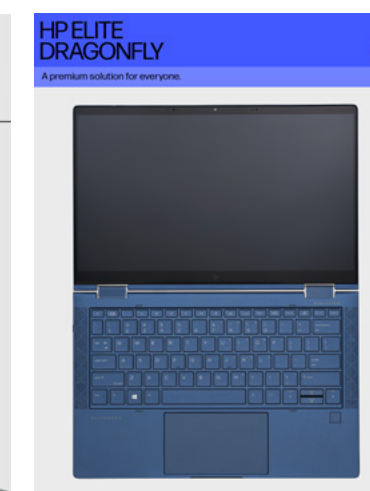
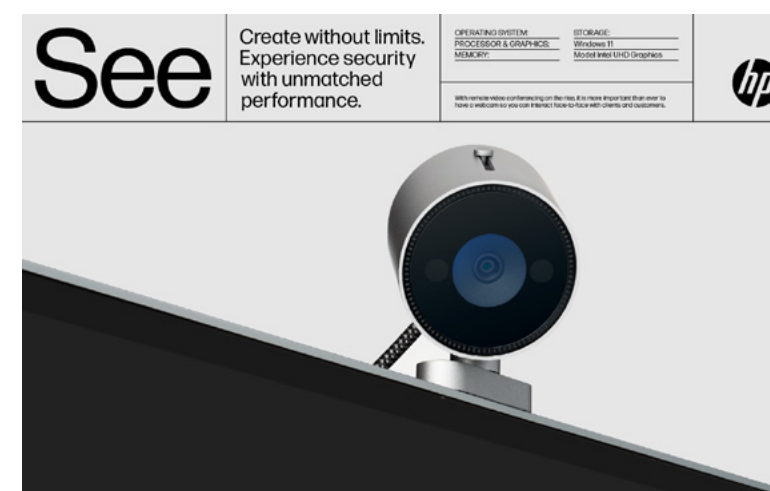
Product photography

For product photography, always use the HP standard gray background. Products cannot be placed on color backgrounds or gradients.

Neutral layout examples



Color and neutral comparison



Type

Type inspiration

The type used in HP's Measure magazine inspired our new type choice.

Forma DJR is the new font. It has a modern but still human approach.

non si tratta di semplice "forma" filosofica, metafisica, musicale, biologica, psicologica, cristallina, gotica, tipografica, per fondere, per fabbricare carta;

si tratta di pura forma estetica, grafica, del nuovissimo carattere lineare FORMA della Società Nebiolo.

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Editorial Director DAVID KIRBY
 Editor WILLIAM BIGLER
 Production Assistant BYRD BEH

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60/72 ABCDEFGHIJK
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 UVWXYZ&abc
 defghijklmnop
 qrstuvwxyz.,;'-!
 ?«»()1234567
 890 GRa

48/60 ABCDEFGHIJKL
 MNOPQRSTUVWXYZ
 XYZ&abcdefghijkl
 mnopqrstuvwxyz
 ,;'-!?'«»()12345
 67890 GRa

48 ABCDEFGHIJKLMNO
 PQRSTUVWXYZ&
 abcdefghijklmnopqrst
 uvwxyz.,;'-!?'«»()1234
 567890 GRa

Forma SERIE FONDA NERA 420-20

28 - 10A-30a - 11x1 - 8g 9.00
 38 - 10A-30a - 8x1 - 8g 11.00
 48 - 7A-17a - 6x1 - 8g 13.00
 48/70 - 7A-16a - 5x1 - 8g 14.00
 60/72 - 5A-11a - 5x1 - 8g 15.00

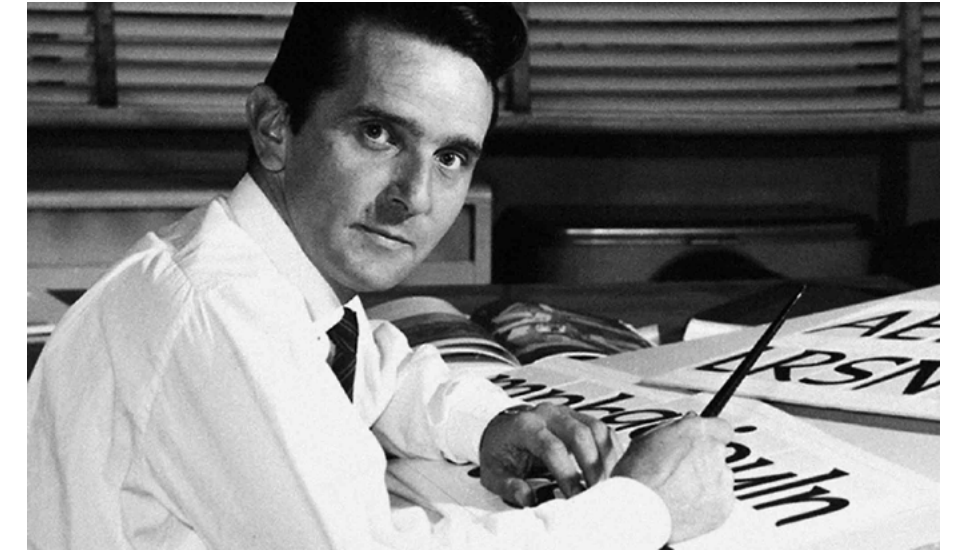
Rotationsmaschinen
 Desafortunados
 Enfantement
 Huntsman
 Nemiche

ABCDEFGHIJKLMNO
 PQRSTUVWXYZ abcdefghijk
 lmnopqrstuvwxyz.,;'-!?'«»()
 &1234567890

GRa Questo carattere è fornito su richiesta esplicita del Cliente in aggiunta all'altro carattere secondo le quantità e le condizioni previste per i rapporti.

Forma nera SOCIETÀ NEBIOLO TORINO

FFFC
 FCOOPR
 RRRNM
 MAAA



▲ Type used on HP's Measure magazine share qualities of Forma DJR, like the lowercase "a".

New font

Forma DJR in Display and Micro is the sole font that should be used in all places where HP shows up.

Forma DJR

Display

Style 1
Big type (40pt+)

Regular weight
Used for heading

Black or white

Major difference

Has tighter spacing; does not look good or read well when small.

Micro

Style 2
Small type (-40pt)

Regular weight
Used for body copy,
subtitles & information

Black or white

Major difference

Has more open letter spacing and is better for smaller type.

Type

1. One font: Forma DJR
2. Two styles: Display & Micro
3. One weight: regular
4. Two colors: black or white
5. Capitalization style: sentence case

Important notes

All Forma DJR Display layout

Has tighter spacing; does not look good or read well when small. Has a classic look of "tight but not touching."

Testing

A layout used in this weight only

To see the difference between spacing and feel between the two styles

The major difference is that Display has tighter spacing, and does not look good or read well when small. It has a classic look of "tight but not touching." Another way to distinguish between Display and Micro, is that Micro has more open letter spacing and is better suited for smaller type and longer paragraphs. This example is to show how a layout would look if it was only set in Display, or if it was only set in Micro. To get the optimal readability and best experience for the audience, it is important that Display weight is only used for headlines while Micro is used consistently for subheads, body copy, subtitles, and information.

All Forma DJR Micro layout

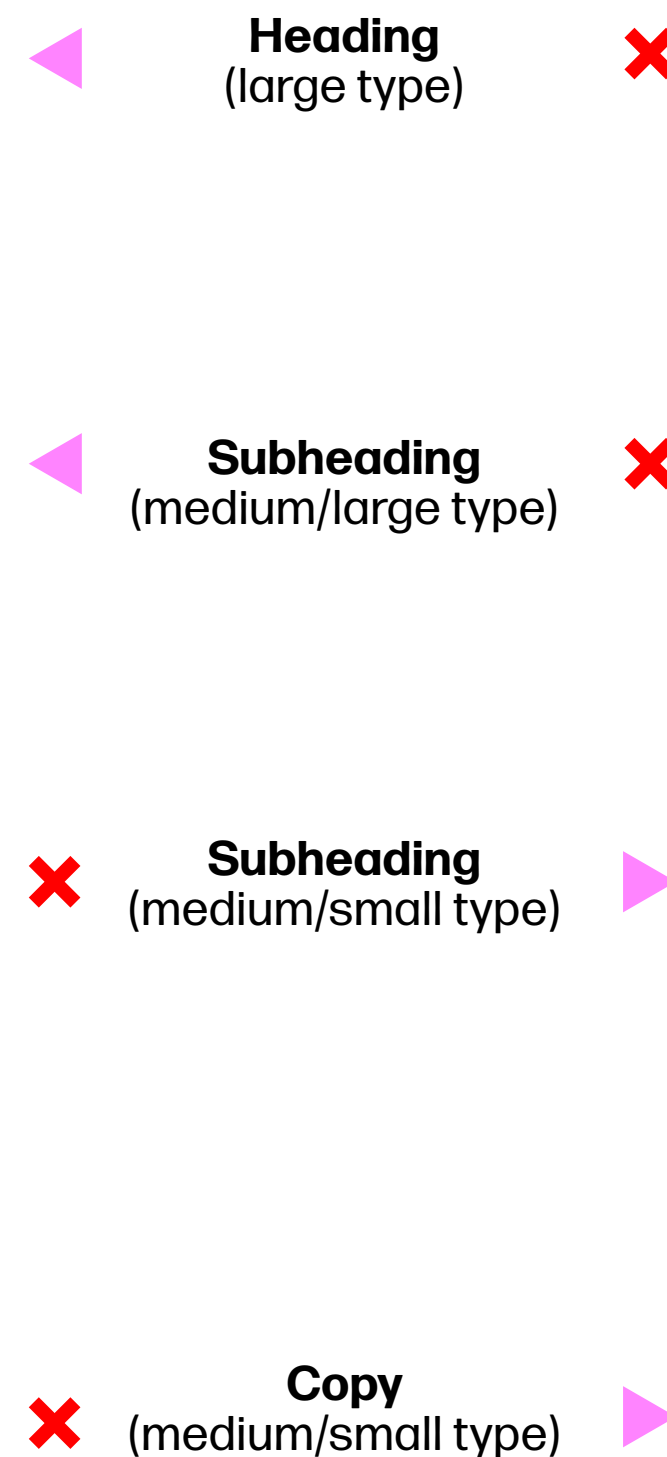
Has more open letter spacing and is better suited for smaller type and longer paragraphs.

Testing

A layout used in this weight only

To see the difference between spacing and feel between the two styles

The major difference is that Display has tighter spacing, and does not look good or read well when small. It has a classic look of "tight but not touching." Another way to distinguish between Display and Micro, is that Micro has more open letter spacing and is better suited for smaller type and longer paragraphs. This example is to show how a layout would look if it was only set in Display, or if it was only set in Micro. To get the optimal readability and best experience for the audience, it is important that Display weight is only used for headlines while Micro is used consistently for subheads, body copy, subtitles, and information.



Type

Important notes

1. One font: Forma DJR
2. Two styles: Display & Micro
3. One weight: regular
4. Two colors: black or white
5. Capitalization style: sentence case

Leading (big type)
Forma DJR Display 80-100% type size

See and
be seen

Leading (small/medium type)
Forma DJR Micro 100-140% type size

Every visual perfect!

With remote video conferencing on the rise, it's more important than ever to have a webcam to interact face-to-face with clients and customers.

This monitor with built-in webcam combines convenience and safety—ease of use meets ease of mind.

Tracking
No special requirement. Track for type under 12pts when necessary.

Forma DJR has a fascinating story that emulates HP's own. It conveys engineering and universality with the touch of humanity and expression.



Headline style
Sentence case

A first
look

Subhead style
Sentence case

Create without limits.
Experience security with
unmatched performance.

Long battery life will get you through a day of meetings. HP Fast Charge battery will get up to 50% battery life in just 30 minutes of charging. When things go wrong, HP Sure Recover with Embedded Reimaging helps you recover anytime, anywhere, without a network connection.

Alignment
Always left justified

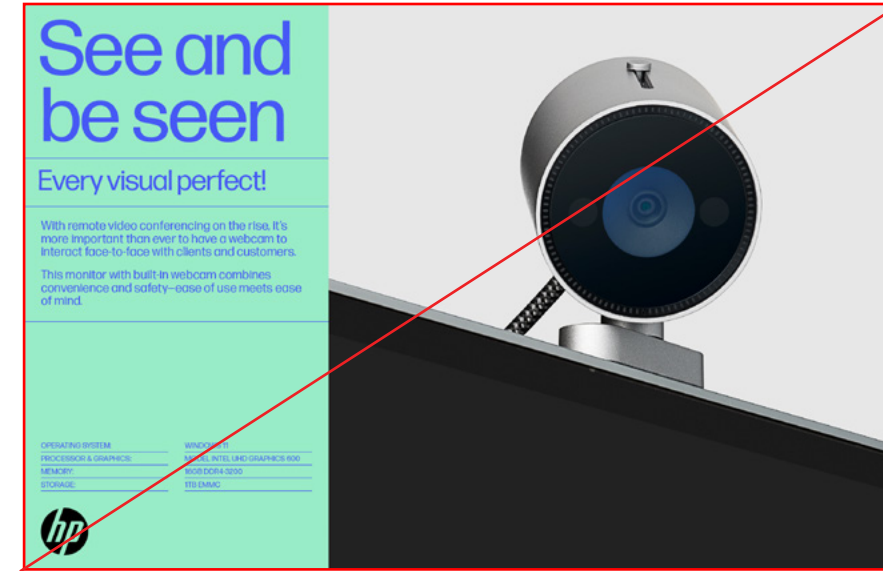


Type

1. One font: Forma DJR
2. Two styles: Display & Micro
3. One weight: regular
4. Two colors: black or white
5. Capitalization style: sentence case

Important notes

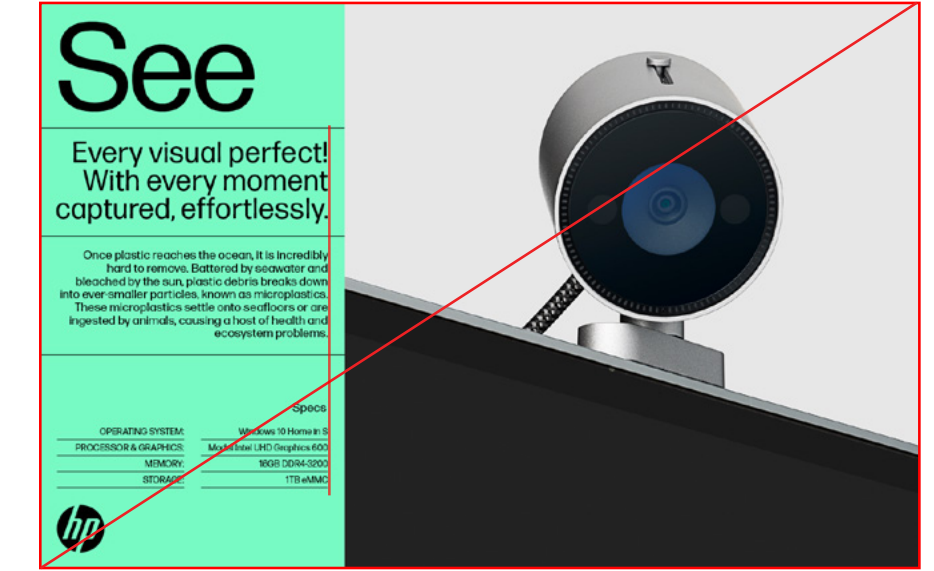
No color



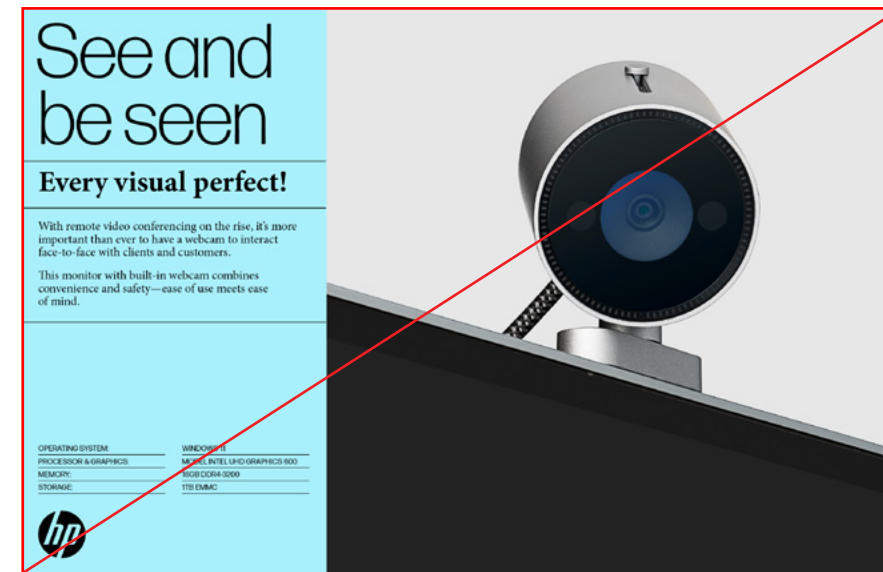
No all caps



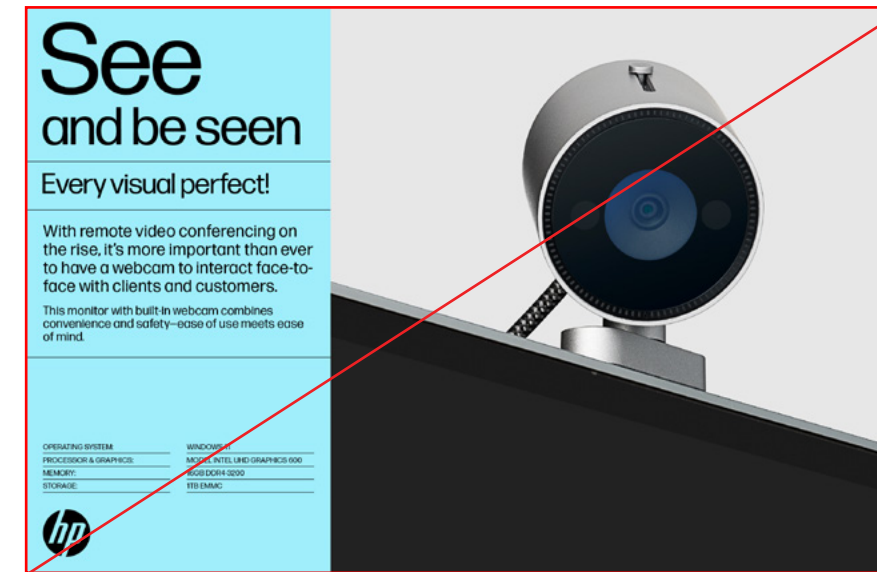
No mixed alignments



No other typefaces



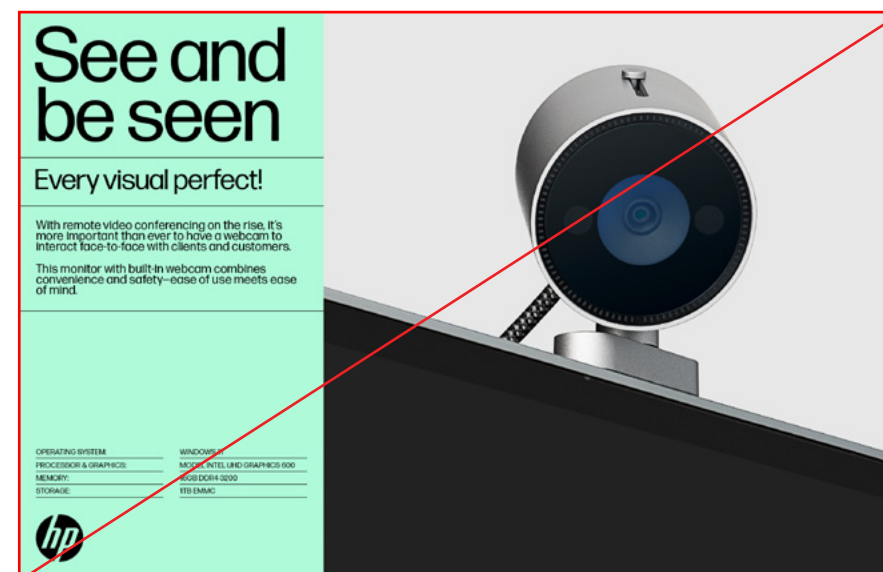
No other styles



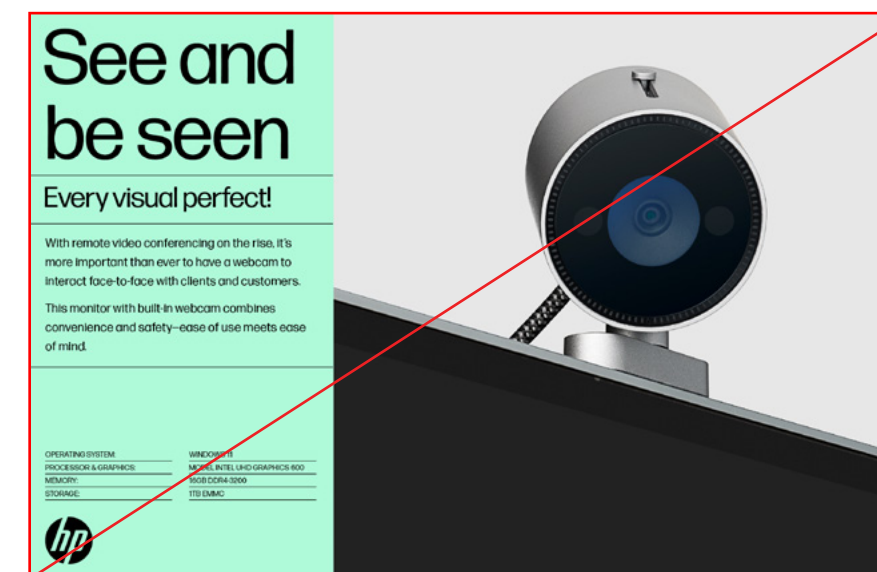
No effects



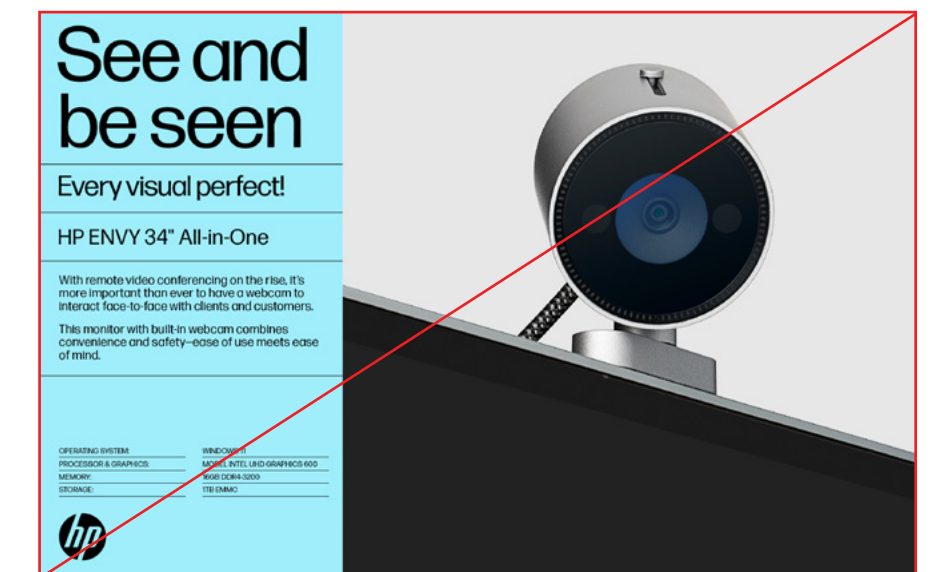
No tight leading



No loose leading



No > than 4 type sizes



Lines

Lines inspiration

Historically HP used lines to separate content and organize a ton of necessary information.

We wanted to lean into this in a modern way.

Red, Yellow and Green Seven Segment LED Displays

Device	Description	Package	Application
5082-7650	43" High Efficiency Red, Common Anode, LHDP	14 Pin Epoxy, 3" DIP (Package Drawing #1)	General Purpose Market <ul style="list-style-type: none"> Test Equipment Digital Clocks TV Channel Indicators Business Machines Digital Instruments Automobiles
5082-7660	43" Yellow, Common Anode, LHDP	14 Pin Epoxy, 3" DIP (Package Drawing #1)	
5082-7670	43" Green, Common Anode, LHDP	14 Pin Epoxy, 3" DIP (Package Drawing #1)	
5082-7750	43" Red, Common Anode, RHDP	14 Pin Epoxy, 3" DIP (Package Drawing #1)	
5082-7751	43" Red, Common Anode, RHDP	14 Pin Epoxy, 3" DIP (Package Drawing #1)	
5082-7752	43" Red, Common Anode, Polarity & Overflow Indicator	14 Pin Epoxy, 3" DIP (Package Drawing #1)	
5082-7760	43" Red, Common Cathode, RHDP	14 Pin Epoxy, 3" DIP (Package Drawing #1)	
5082-7730	3" Red, Common Anode, LHDP	14 Pin Epoxy, 3" DIP (Package Drawing #2)	
5082-7731	3" Red, Common Anode, RHDP	14 Pin Epoxy, 3" DIP (Package Drawing #2)	
5082-7732	3" Red, Common Anode, Polarity & Overflow Indicator	14 Pin Epoxy, 3" DIP (Package Drawing #2)	
5082-7740	3" Red, Common Cathode, RHDP	14 Pin Epoxy, 3" DIP (Package Drawing #2)	
5082-7402	11" Red, 3 Digits Right, [1] Centered Decimal Point	12 Pin Epoxy, 3" DIP (Package Drawing #3)	Small Display Market <ul style="list-style-type: none"> Portable/Battery Power Instruments Portable Calculators For further information ask for Application Note 827 on Monolithic LED Displays
5082-7403	11" Red, 3 Digits Left, [1] Centered Decimal Point	12 Pin Epoxy, 3" DIP (Package Drawing #3)	
5082-7404	11" Red, 4 Digits, Centered Decimal Point	12 Pin Epoxy, 3" DIP (Package Drawing #3)	
5082-7405	11" Red, 5 Digits, Centered Decimal Point	12 Pin Epoxy, 3" DIP (Package Drawing #3)	
5082-7413	11" Red, 3 Digits Right, [1] RHDP	12 Pin Epoxy, 3" DIP (Package Drawing #3)	
5082-7413	11" Red, 3 Digits Left, [1] RHDP	12 Pin Epoxy, 3" DIP (Package Drawing #3)	
5082-7414	11" Red, 4 Digit, RHDP	12 Pin Epoxy, 3" DIP (Package Drawing #3)	
5082-7415	11" Red, 5 Digit, RHDP	12 Pin Epoxy, 3" DIP (Package Drawing #3)	
5082-7432	11" Red, 2 Digits Right, [2] RHDP	12 Pin Epoxy, 3" DIP (Package Drawing #5)	
5082-7433	11" Red, 3 Digits, RHDP	12 Pin Epoxy, 3" DIP (Package Drawing #5)	

NOTES: 1. Three Digit Displays are mounted in four-digit packages with digits placed to the left or right.
2. Two Digit Displays are mounted in three-digit packages with digits placed to the right.

A quick memory test.

Feature	Our HP 1000 and 21MX Computers	Your old favorite
Memory	High density 128K byte modules use new 16K bit RAMs—just 5¢ per byte for 595 ns speed. Capacity to 1.8 million bytes with 22 bit Hamming fault control. Cache-speed 350 ns MOS/RAMs available for all memory.	
CPU	Mapped memory addressing for large memories. Standard instruction set includes floating point, integer arithmetic and data communications. Fast FORTRAN processor optional. User microprogramming. Direct memory access rates up to 7M bytes/sec; microprogrammed burst rates to 11.4M bytes/sec. Standardized interfaces for parallel TTL, process I/O, RS232 and IEEE-488 (HP IB).	
Reliability	Memory parity standard; fault control also available. Automatic microcoded diagnostics. High resistance to shock, vibration and temperature variations. Down-out proof power supply. Battery backup.	
Cost	16K byte 595 ns memory - \$4,480* 128K byte 595 ns memory - \$4,160* 32K byte 350 ns memory - \$1,365* 21MX M-Series computer with 256K bytes of fault control memory - \$13,310* HP 1000 System with 21MX E-Series computer and 512K bytes of fault control memory, 1.5M bytes of disc storage, CRT console with dual mini-cartridges, and RTE operating system - \$67,300	
Delivery	3 to 12 weeks ARO	

*Prices shown include 35% OEM quantity discount. All other prices U.S. domestic list.

It's hard to beat that kind of performance at those prices. Especially when you have one of our compatible RTE operating systems to make it all work smoothly. So if your old favorite didn't score very well in this test, maybe you should call your nearest HP sales office listed in the White Pages. Or write to Robert Puette, Hewlett-Packard, 11000 Wolfe Road, Dept. 809, Cupertino, CA 95014. The quicker, the better.

HEWLETT hp PACKARD

CIRCLE NO. 8 ON INQUIRY CARD

Hewlett-Packard put it all together.

The HP-41C personal computing system...
The HP-41C personal computing system...
The HP-41C personal computing system...

HP NewWave was designed to All the clamor from the me

HP NewWave was designed to All the clamor from the me...
HP NewWave was designed to All the clamor from the me...
HP NewWave was designed to All the clamor from the me...

Check it out.

- ✓ 100% accuracy
- ✓ 100% accuracy
- ✓ 100% accuracy
- ✓ 100% accuracy
- ✓ 100% accuracy
- ✓ 100% accuracy
- ✓ 100% accuracy
- ✓ 100% accuracy
- ✓ 100% accuracy
- ✓ 100% accuracy

PAGE 2 PART NO. 09100-70831

Step	Key	Code	Display	Step	Key	Code	Display
0	PRINT	45	* RGE *	0			
1	PRINT	45		1			
2	PRINT	45		2			
3	PRINT	45		3			
4	PRINT	45		4			
5	GO TO 11	44		5			
6	0	00		6			
7	0	00		7			
8	ROLL ↓	31		8			
9	IF FLAG	43		9			
10	9	11		10			
11	6	06		11			
12	PRINT	45	* X _i *	12			
13	ROLL ↑	22		13			
14	IF X = Y	50		14			
15	2	02		15			
16	3	03		16			
17	GO TO 11	44		17			
18	b	14		18			
19	PRINT	45	* X _B *	19			
20	PRINT	45		20			
21	SET FLAG	54		21			
22	GO TO 11	44		22			
23	5	05		23			
24	END	46		24			

* DENOTES INSIGNIFICANT DISPLAY

Hewlett-Packard brings a bright new look to low-cost graphics.

Auto-Plot Zoom
Auto shading Pictorial-lead line
Auto shading Pictorial-lead line

Measure

How HP got started (pages 2-9)
New Corporate office structure (pages 10-11)
HP Roundup (pages 12-13)
From the president's desk (page 15)

Table 7. Examples of Good Waveforms Using FET Checker.

	FET	MOSET	MOSET
1			
2			

Figure 3. FET Checker

3. Double exposure photo of a test tube base, the bottom right tube. The lower trace was exposed first.

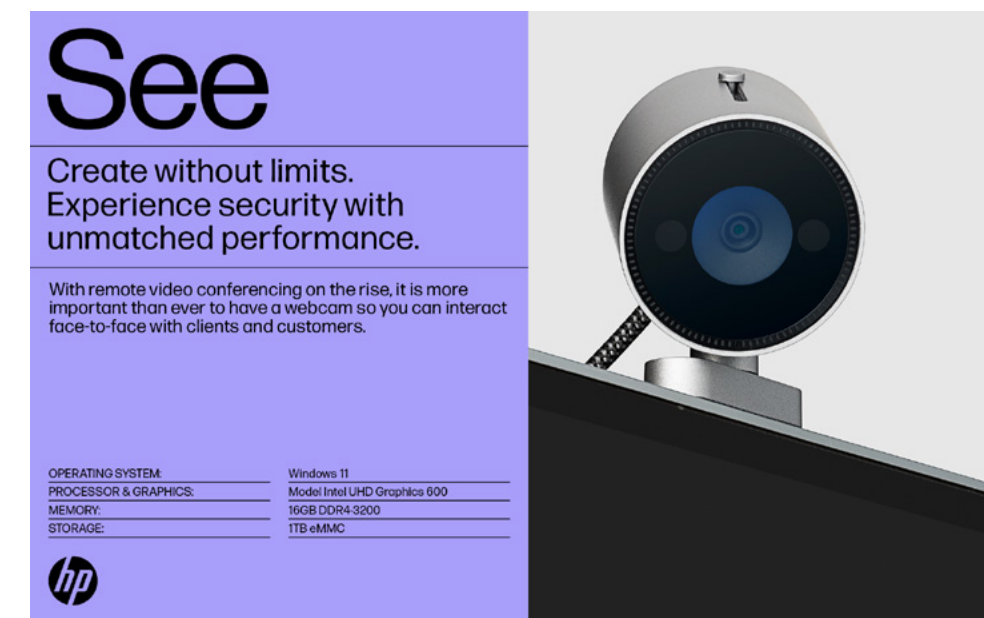
Lines

Within the new Vis ID we use lines to organize content or provide structure.

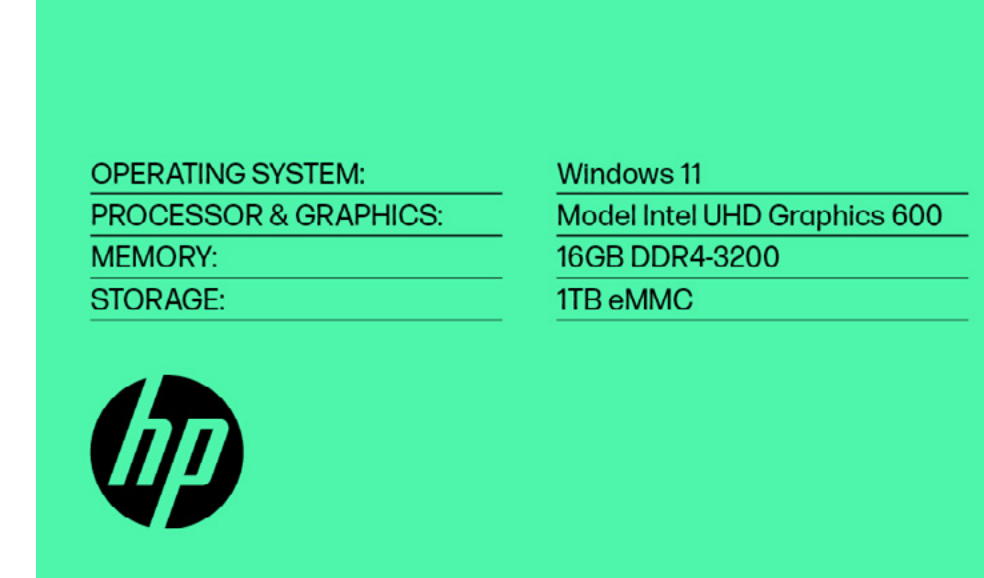
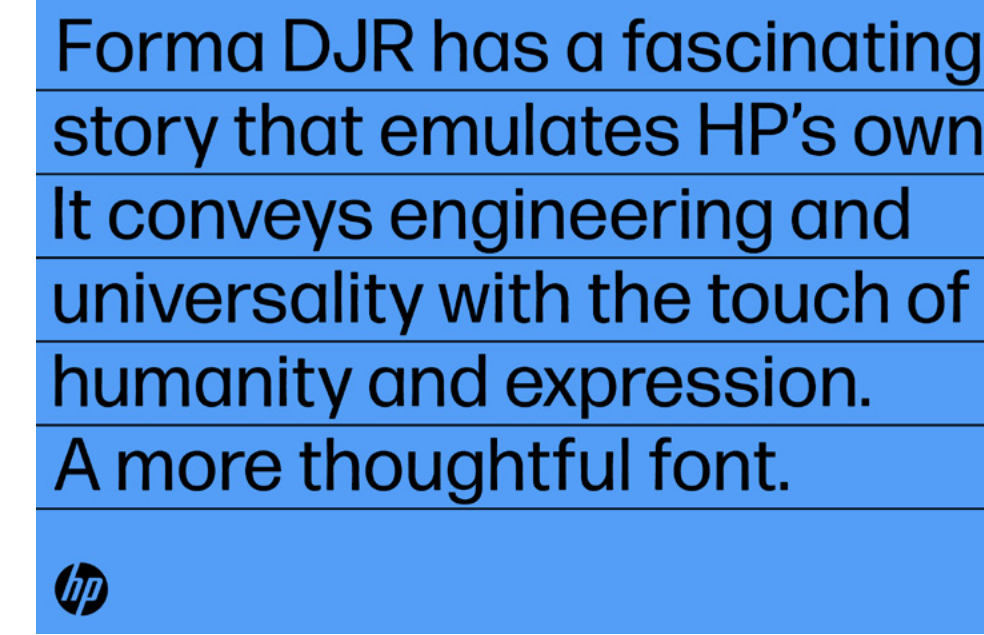
We also use lines to emphasize an important headline or statement.

Important notes

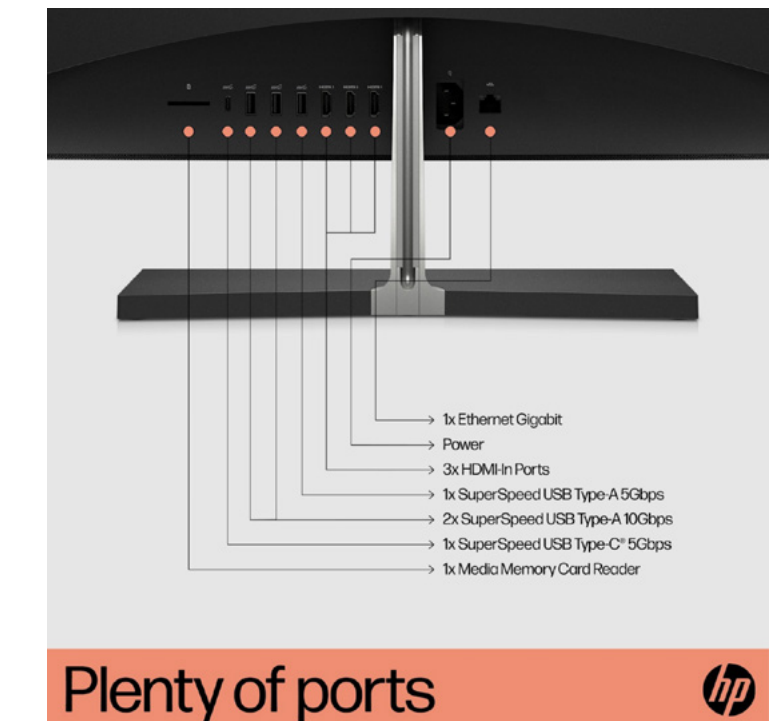
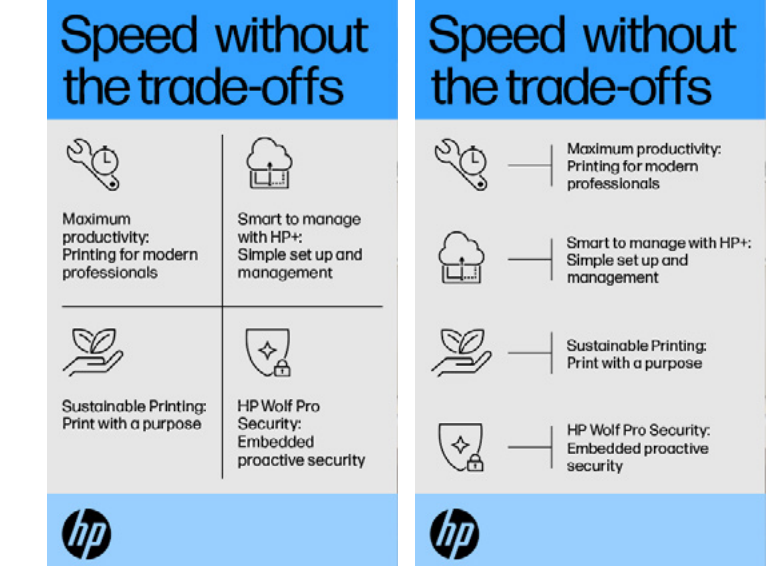
Lines as separators Create sections/modules



Lines and lists Structure headlines, quotes, and lists



Lines and annotations Organize content

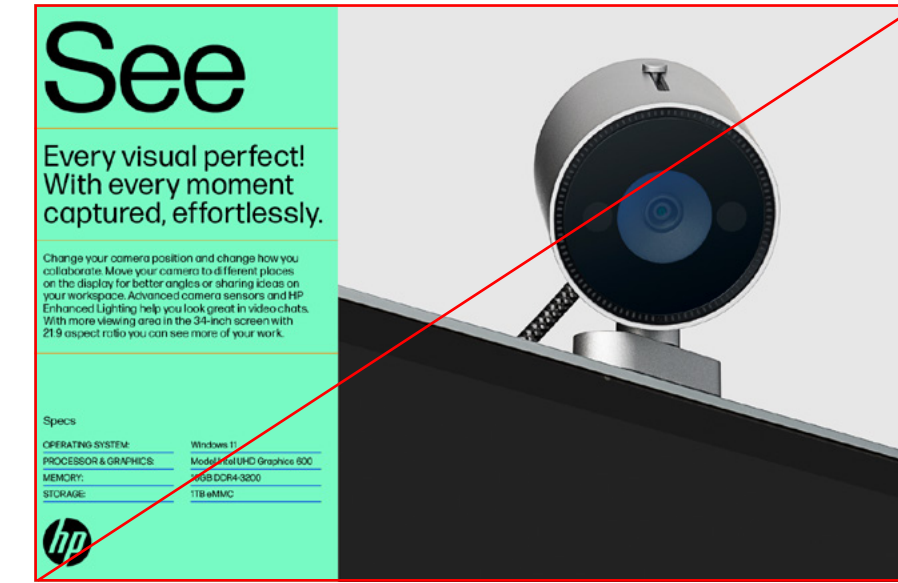


Lines

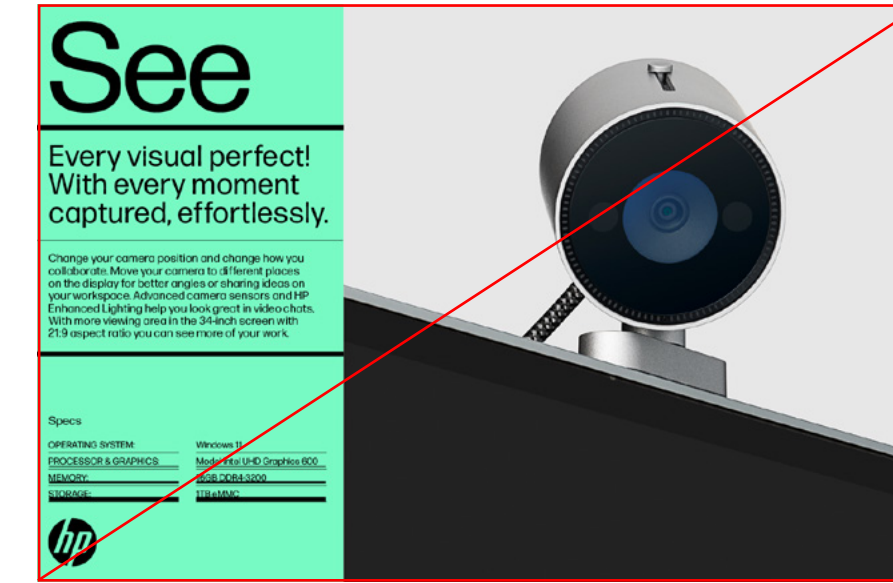
1. Two colors: black or white
2. One weight
3. Two angles: 0 or 90

Important notes

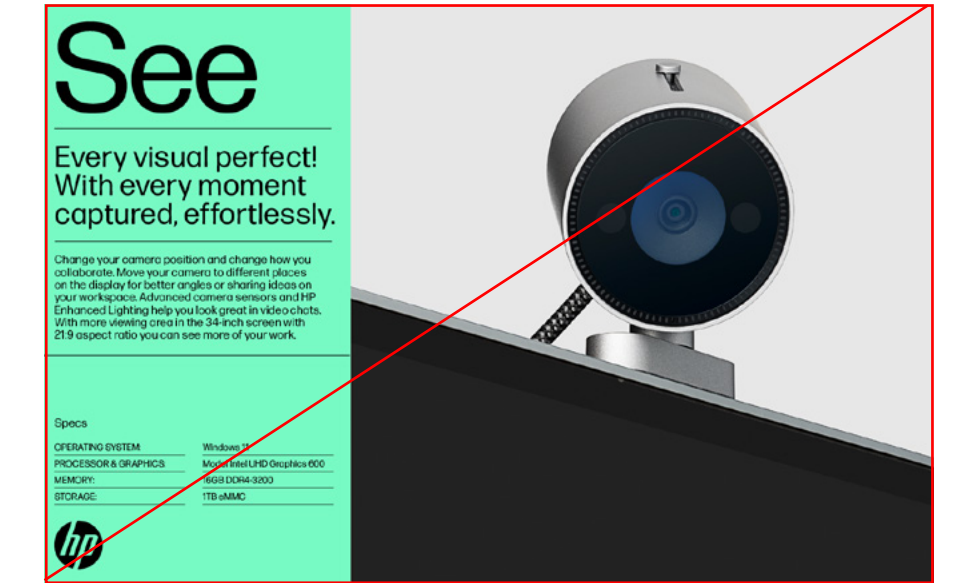
No colored lines



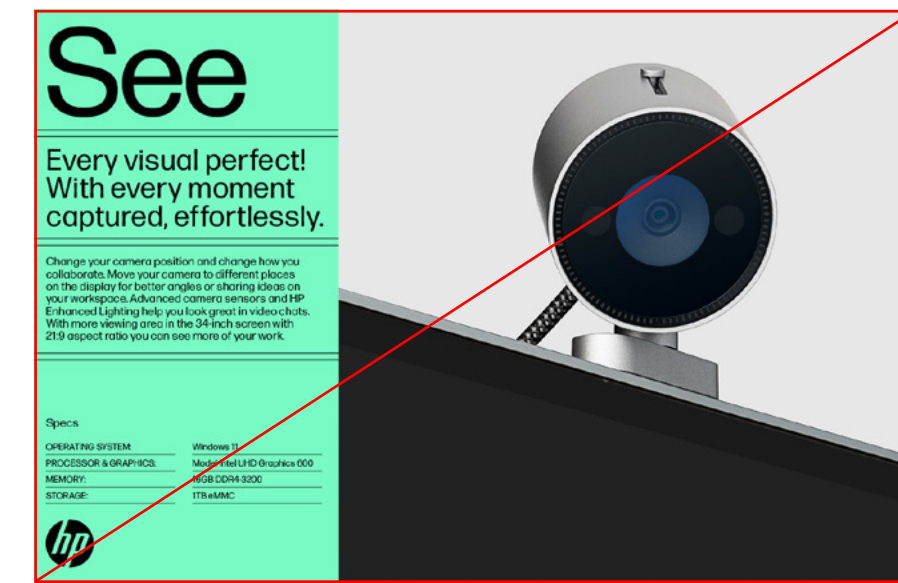
No mixed line weights



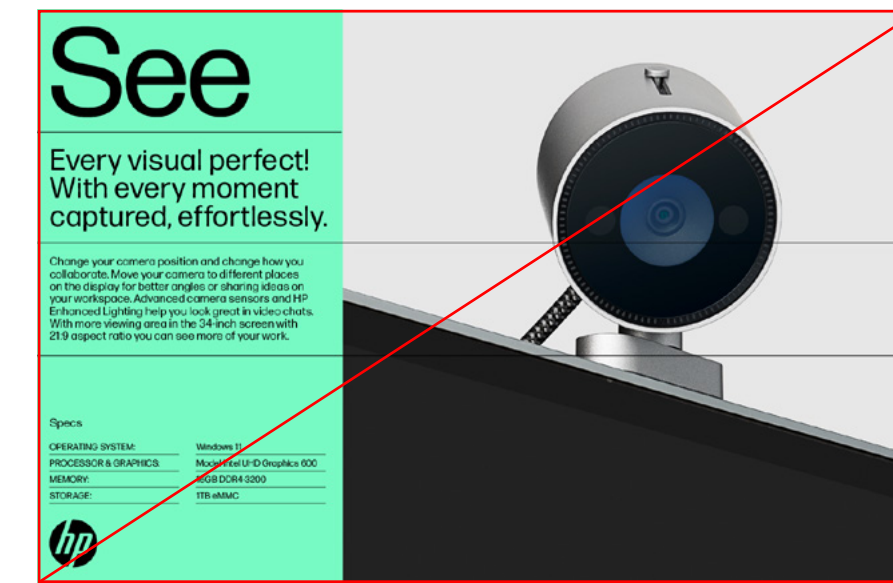
No untethered lines



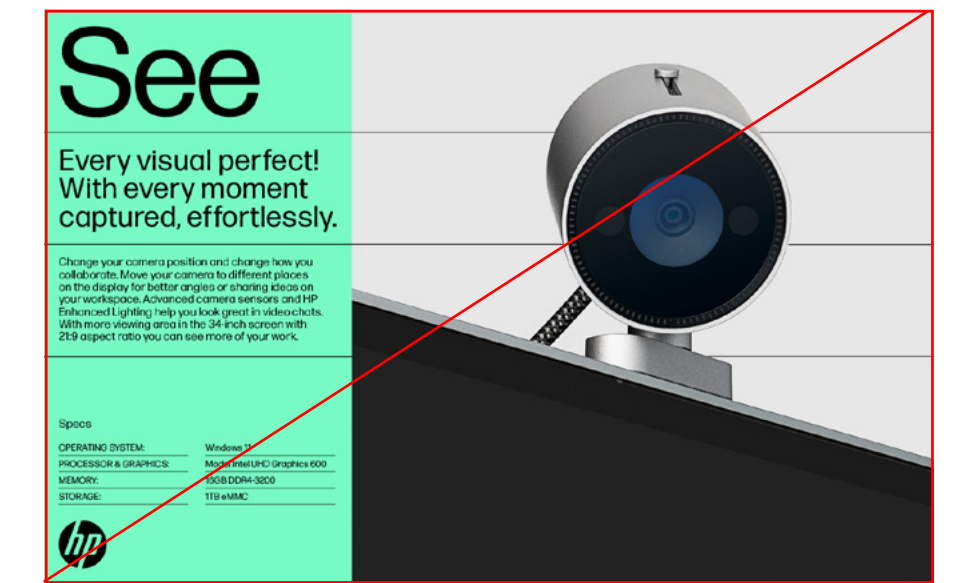
No back-to-back lines



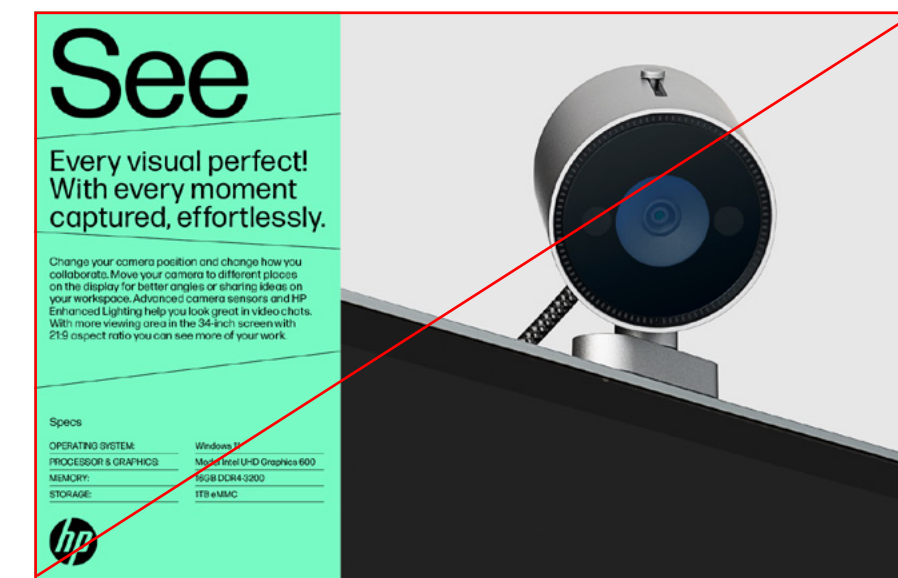
No lines on photos



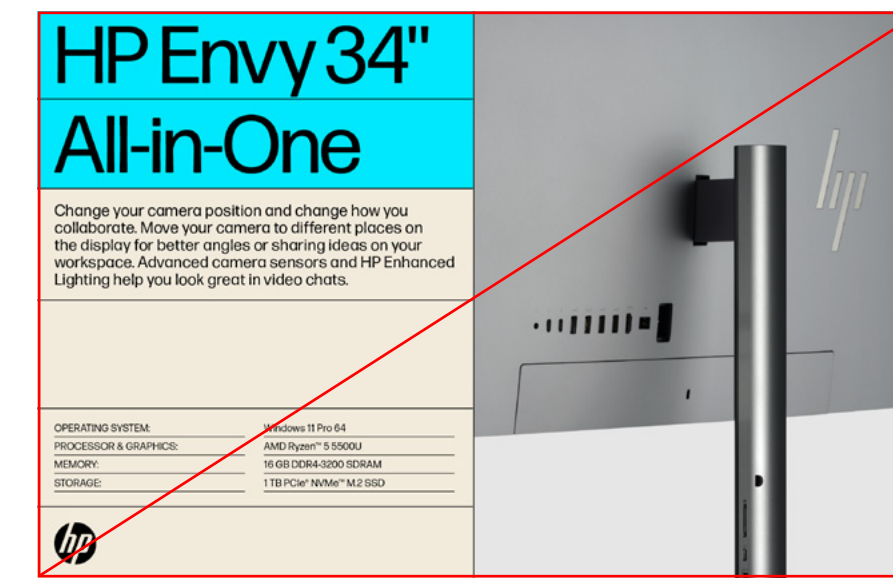
No lines behind photos



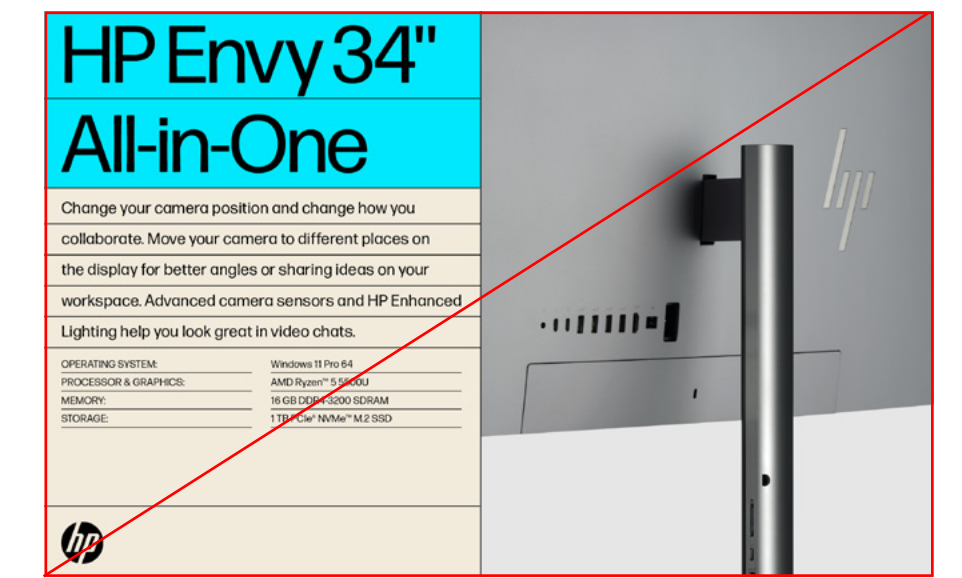
No angled lines



No lines on every section



No lines between all copy



Logo

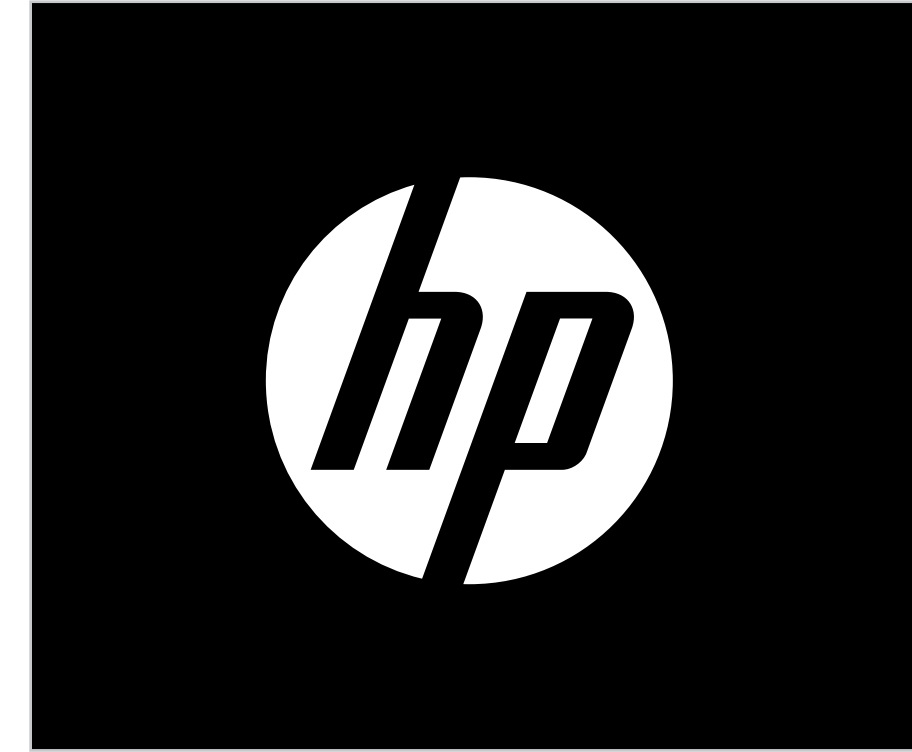
Logo

We use the black and white logo in all external marketing/communication work. The blue logo is reserved for corporate communications.

Important notes

Colors

Black and white marketing and advertising



Blue-HP for singular instances



Contrast choose the value (black or white) that gives the logo contrast



Logo

The logo acts as the punctuation mark of a layout.

1. Color: black or white (should be same color as type)
2. Placement: always in a corner following the end of all content
3. Clear space: same as layout margin and equal on all four sides
4. Size: not first or last in basic layout hierarchy—6-18% layout height—neither yelling nor whispering. (Logo can be more dominant in logo-primary layouts.)

Important notes

Placement Vertical layout

See

Every visual perfect! With every moment captured, effortlessly.

Once plastic reaches the ocean, it is incredibly hard to remove. Battered by seawater and bleached by the sun, plastic debris breaks down into ever-smaller particles, known as microplastics. These microplastics settle onto seafloors or are ingested by animals, causing a host of health and ecosystem problems.

OPERATING SYSTEM:	Windows 10 Home in S
PROCESSOR & GRAPHICS:	Model Intel UHD Graphics 600
MEMORY:	16GB DDR4-3200
STORAGE:	1TB eMMC

hp

Clear space Vertical layout detail

OPERATING SYSTEM:	Windows 10 Home in S
PROCESSOR & GRAPHICS:	Model Intel UHD Graphics 600
MEMORY:	16GB DDR4-3200
STORAGE:	1TB eMMC

hp

The logo uses the margin space of the layout

Placement Horizontal layout

HP LaserJet Pro 4000

A printer that can keep up with the demands of any small business.

OPERATING SYSTEM:	Windows 11
PROCESSOR & GRAPHICS:	Model Intel UHD Graphics 600
MEMORY:	16GB DDR4-3200
STORAGE:	1TB eMMC

hp

Clear space Horizontal layout detail

OS:	Windows 11
PHICS:	Model Intel UHD Graphics 600
	16GB DDR4-3200
	1TB eMMC

hp

The logo uses the margin space of the layout

Logo

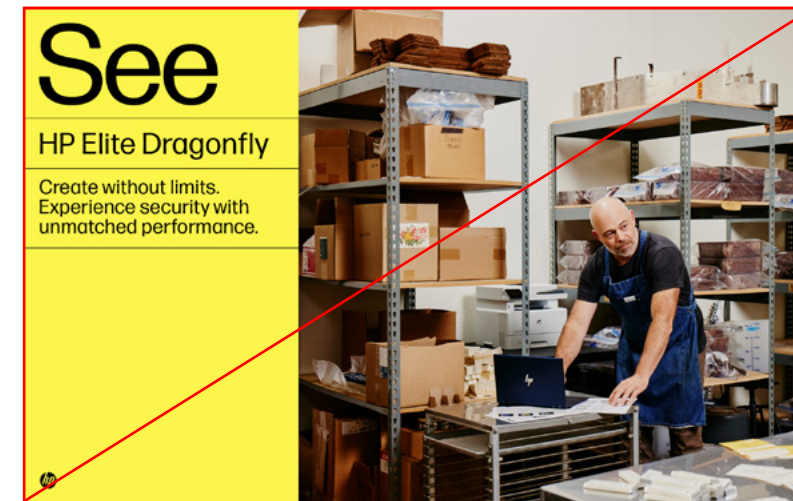
The logo acts as the punctuation mark of a layout.

1. Color: black or white (should be same color as type)
2. Placement: always in a corner following the end of all content
3. Clear space: same as layout margin and equal on all four sides
4. Size: not first or last in basic layout hierarchy—6-18% layout height—neither yelling nor whispering. (Logo can be more dominant in logo-primary layouts.)

Important notes

Size (vertical basic layouts)

Too small (logo 3% layout height)



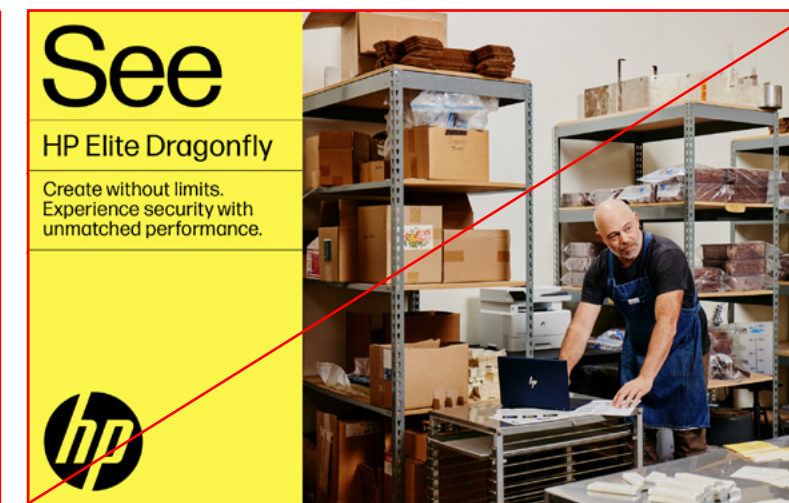
Good (logo 12% layout height)



Good (logo 7% layout height)



Too large (logo 20% layout height)



Size (horizontal basic layouts)

Too small (logo 5% layout height)



Good (logo 9% layout height)



Good (logo 10% layout height)



Too large (logo 20% layout height)



Logo

The HP logo can happily live with partner logos.

Partner logo guidance

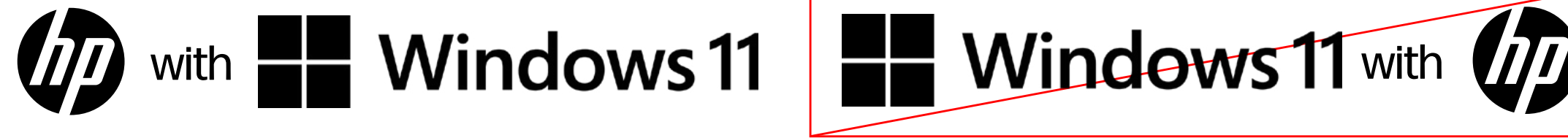
1. HP is always first i.e. to the left in horizontal and above in a stack
2. It's always written "HP with [partner]"
3. Partner logo should not appear larger than HP logo
4. And if multiple partners are needed, use "HP with [partner | partner | partner]" i.e. just one 'with' and '|' to separate each partner

All jumpstart and CCF guidelines must be adhered to.

Important notes

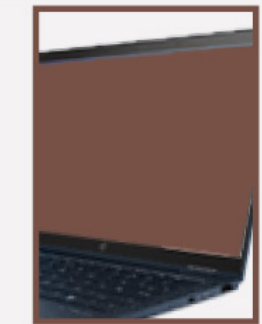
Partner logo placement

HP logo before partner logo



Web banners

See every raised eyebrow



Select devices now enhanced by HP Presence



Select devices now enhanced by HP Presence



See every raised eyebrow



Select devices now enhanced by HP Presence



End cards



People photography

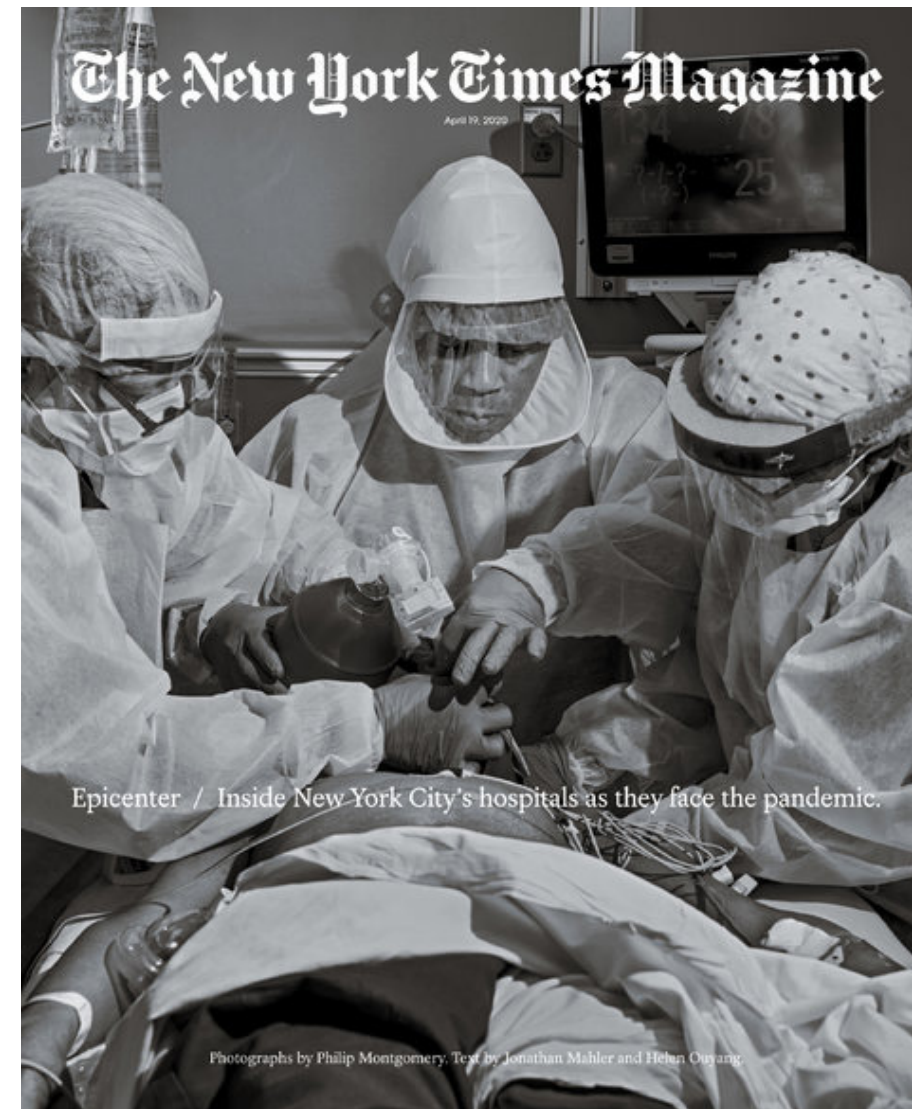
People photography

References

When looking for inspiration, look to sources from the following:

Publications

- New York Times
- National Geographic
- WIRED
- Apartamento
- Time
- VICE
- Popeye
- Space Magazine



People photography

All people photography should have a documentary/editorial style. The goal is to capture people in their real environments doing real/authentic things.

When capturing people, the product should be secondary. The purpose of people photography is to bring humanity to the HP brand, not to force product into the human story.



People photography

Use a documentary/editorial photography style that is journalistic in nature. These images capture people and their personal experiences, hobbies, skills, and professions. Highlight them as unique individuals, and share their stories through HP.

Shot list rubric

Activities

The hero's actions and the environments where they happen.

Portraits

Confident hero portraits captured with a range of expressions.

Product interaction

Hero using products or products in proximity.

Wide



Mid



Tight

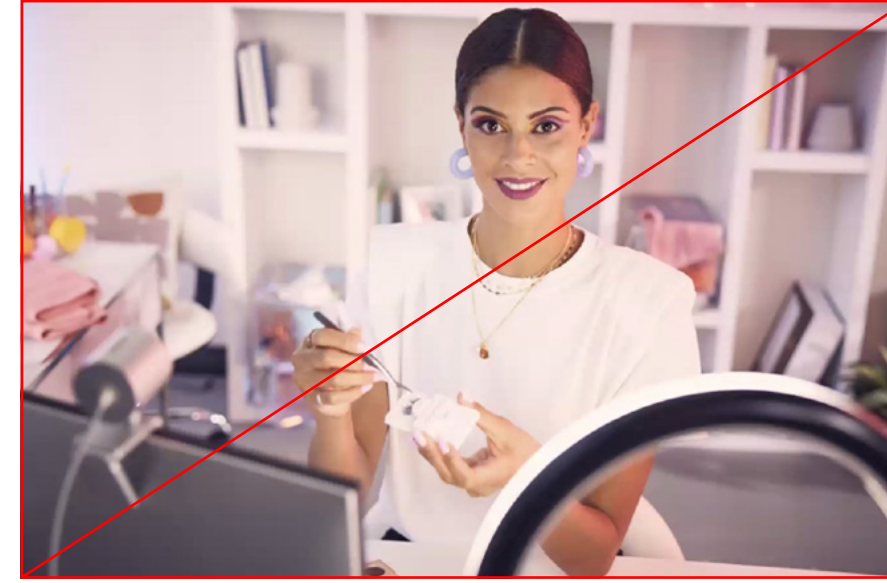


People photography

Avoid overly staged “lifestyle” type shots.

Important notes

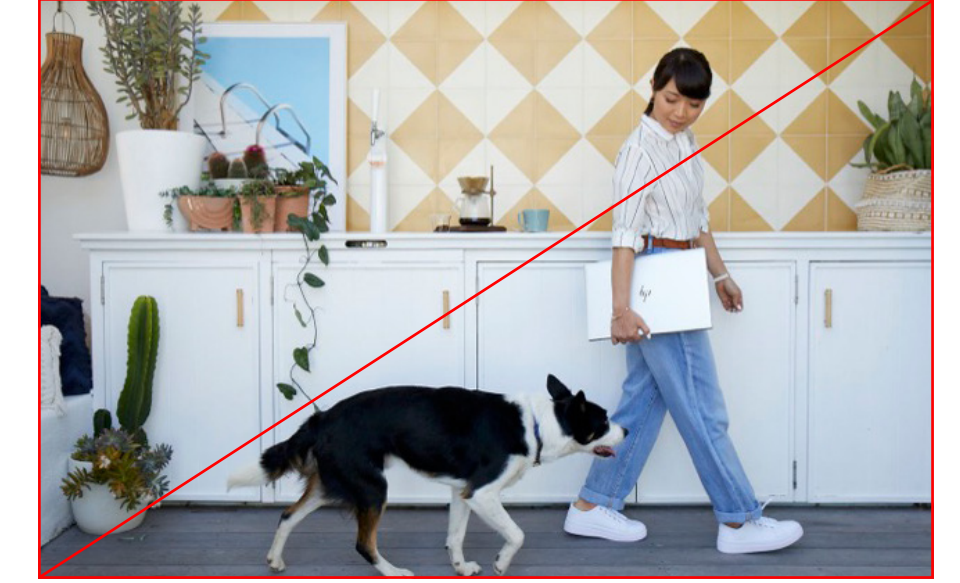
No frozen shots



No uninteresting poses



No perfect decor



Not too casual



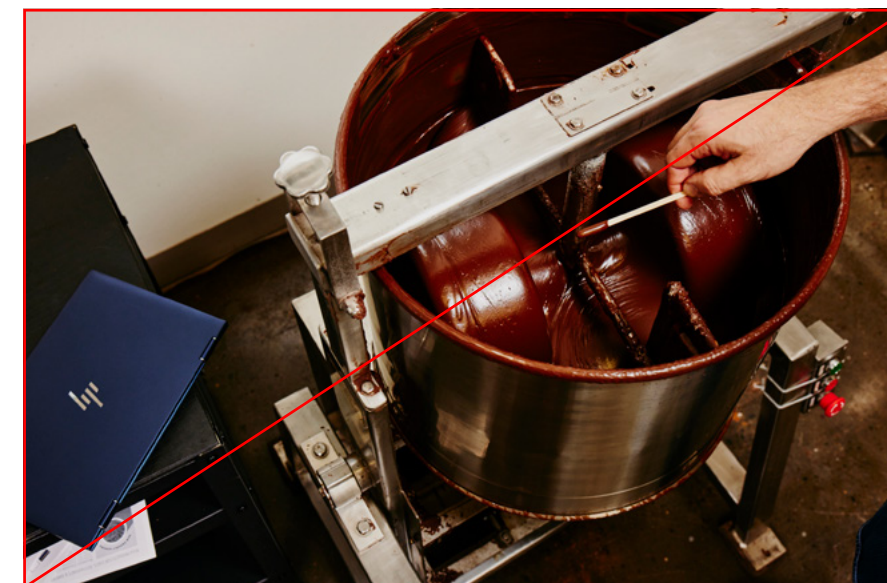
No forced poses



No fake action/expression



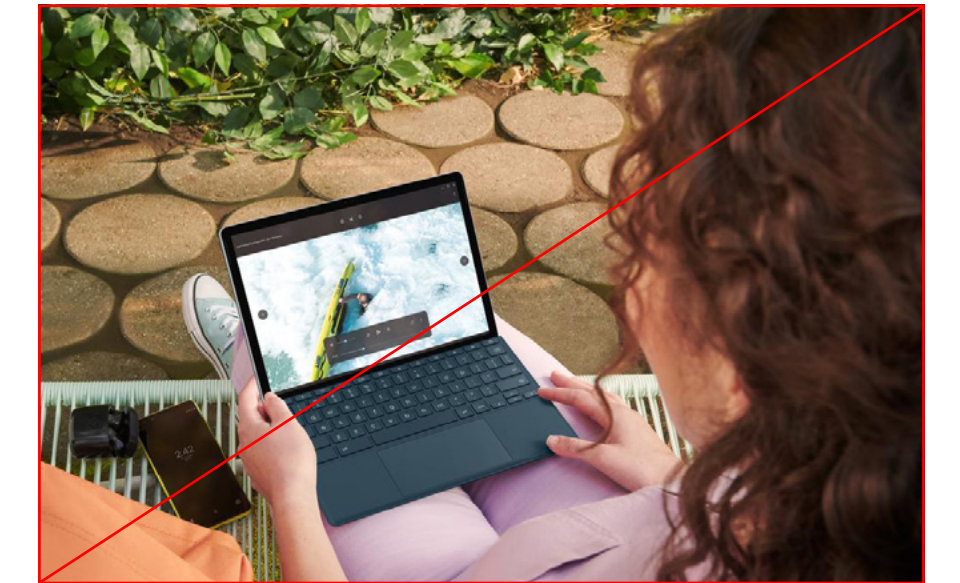
No irrelevant content



No awkward poses



No focus on screens



Product photography

Photo inspiration

Focus on form, composition, product shape, and texture.

Highlight the materials, and remove the distracting shadows.

1. Standard gray background
2. Product facing forward
3. Products on the same plane
4. Black screens
5. No shadows

Inspired by mid century modern architecture

(Consistent angles, minimal yet thoughtful)



Inspired by minimalist sculpture

(Minimal yet intentional. Beautiful and monolithic forms)



Inspired by archival catalogs

(Products were shot at consistent angles—inspired by a clean, organized, and archival feel)

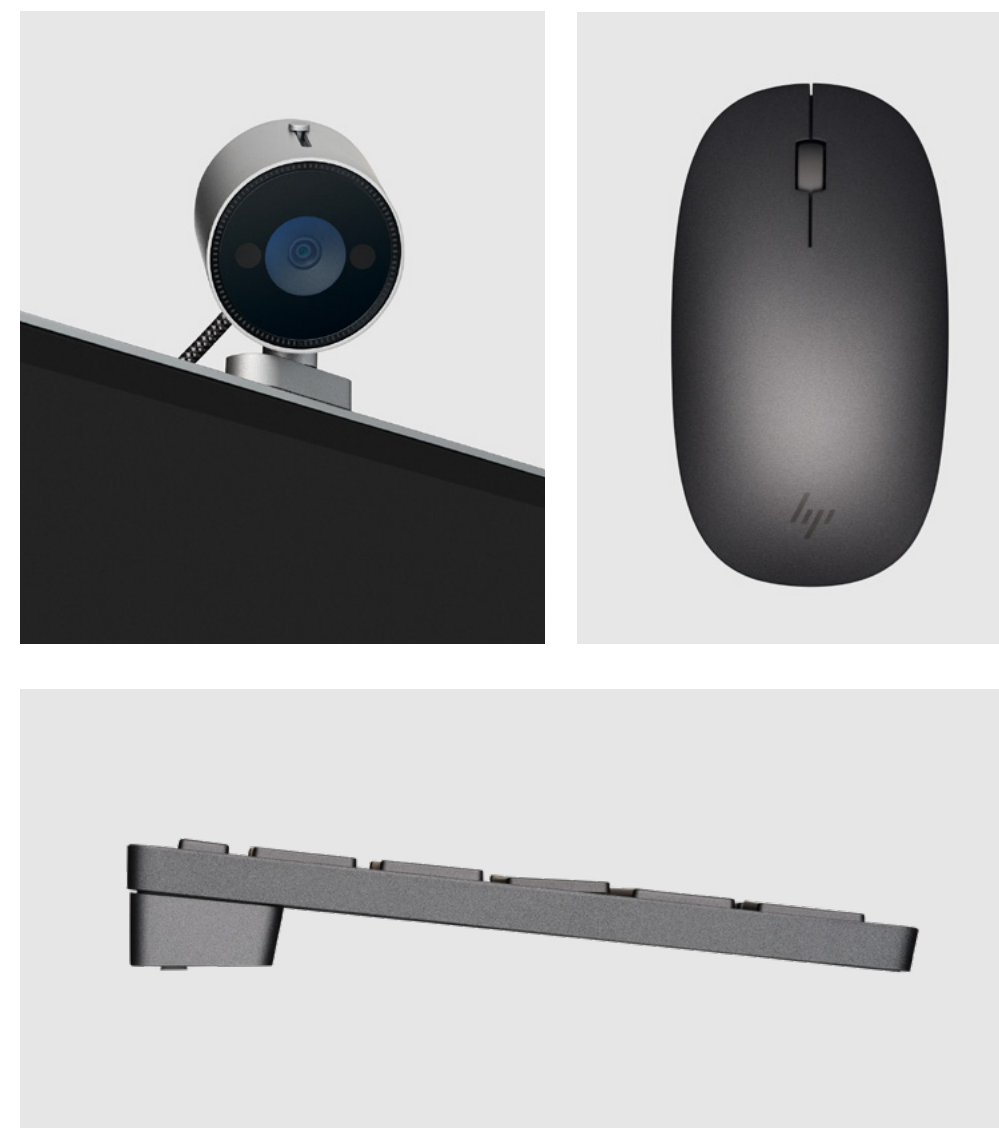
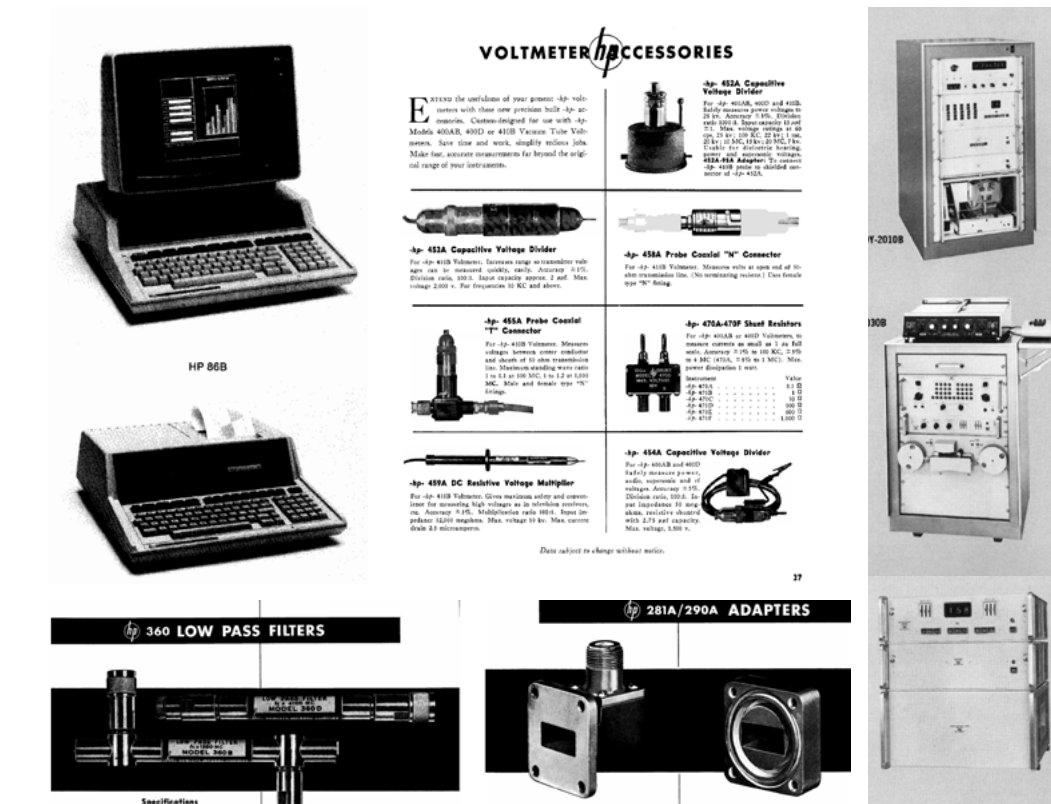


Photo inspiration

Focus on form, composition, product shape, and texture.

Highlight the materials, and remove the distracting shadows.

1. Standard gray background
2. Product facing forward
3. Products on the same plane
4. Black screens
5. No shadows



Product photography

Important notes

Examples of what to avoid when selecting or shooting product photography.

No focus on environment



No screens



No drop shadows



No skewed angles



No in-situs



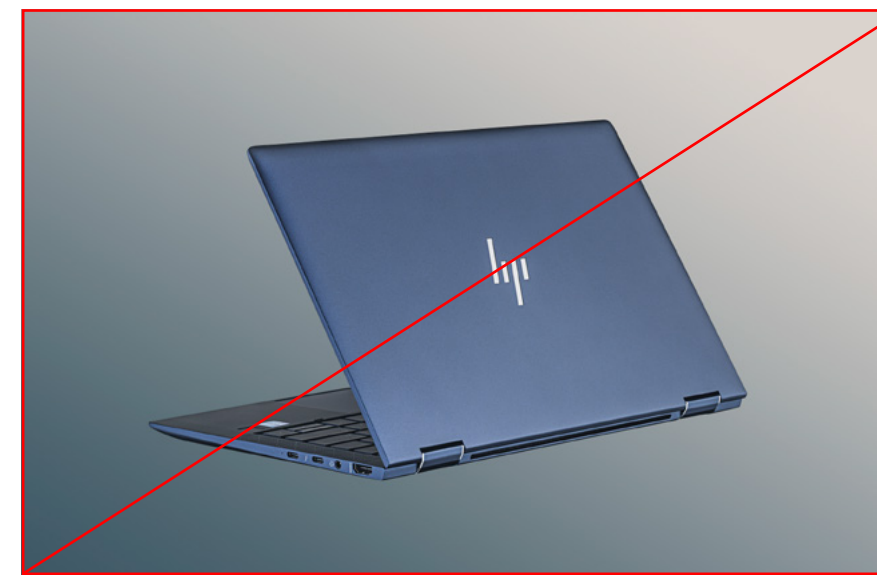
No bad Photoshopping



No "floating"



No color background



No composites

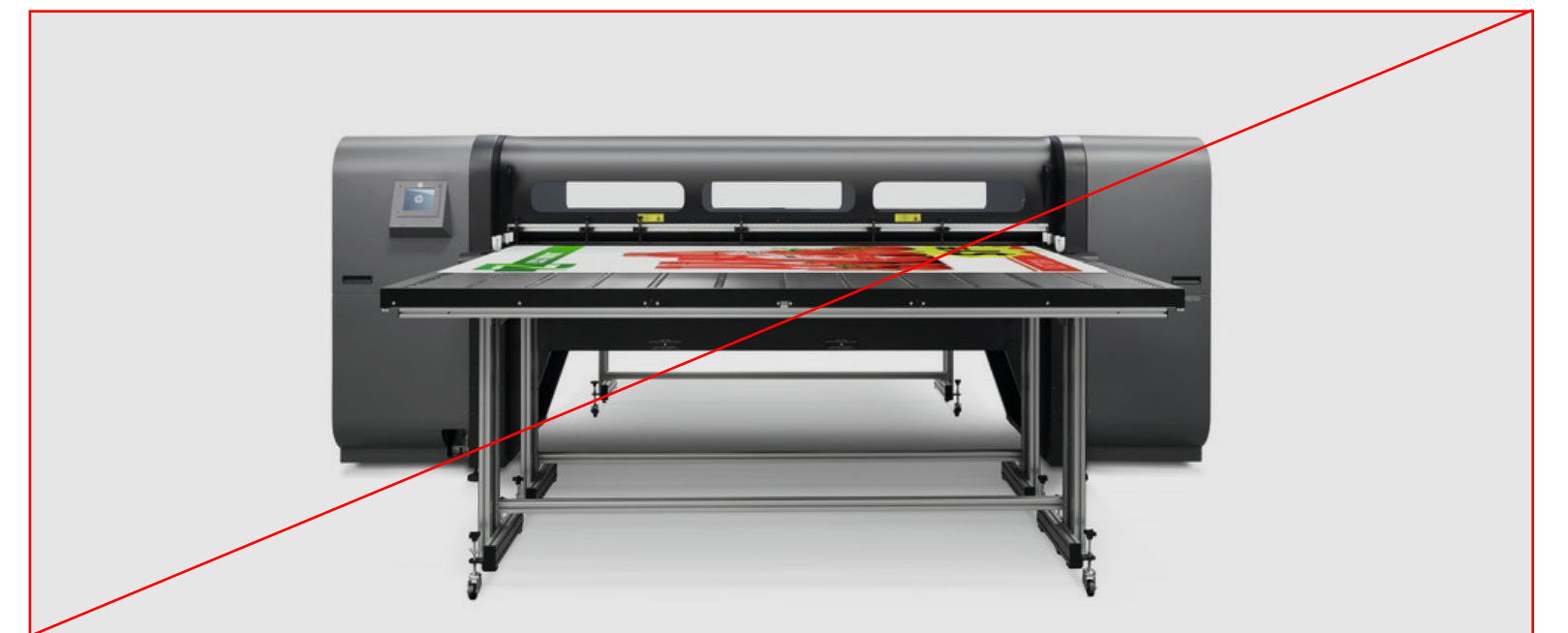
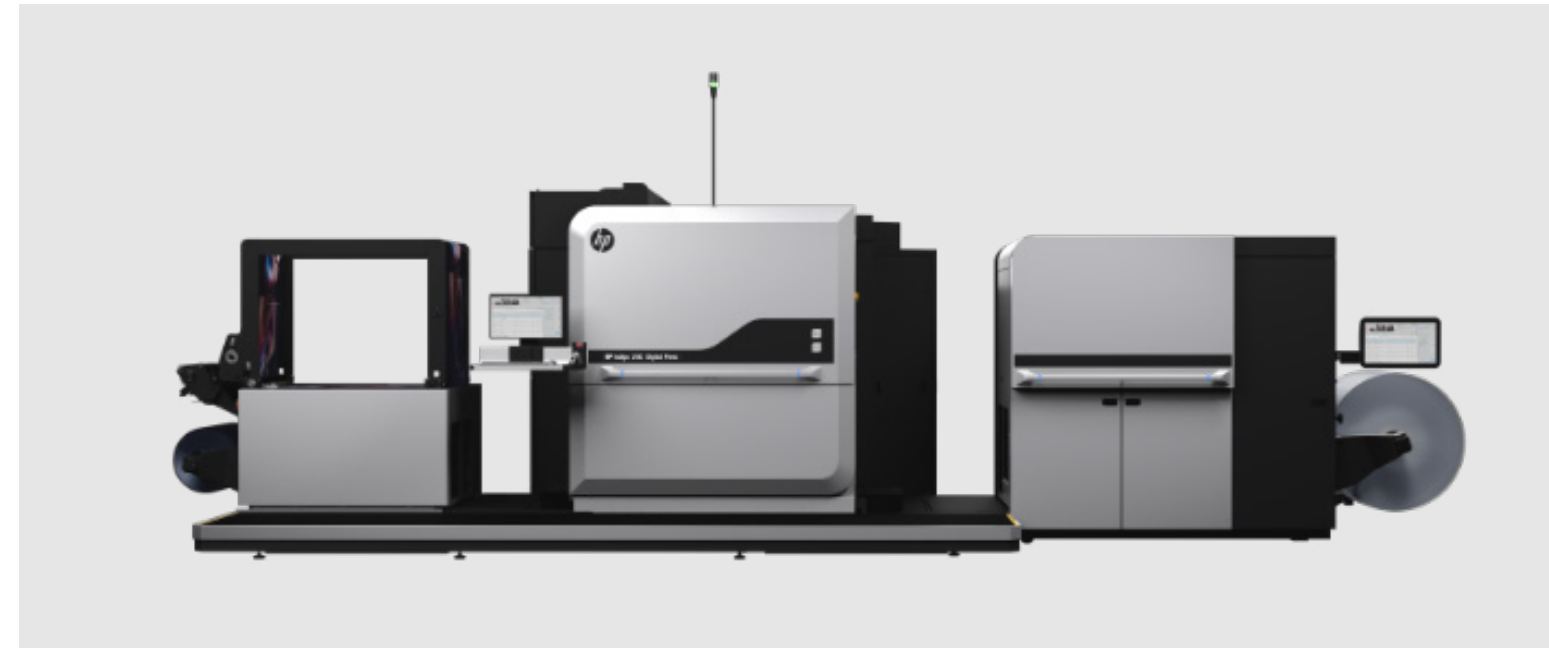


Large format and industrial photography

Large format product photography

Approach industrial and large format photography the same way you would with product photography. Try to shoot in an editorial/documentary style that captures the true quality and aesthetics of the printer without detracting from the subject with unnecessary additions and editing.

- No printouts unless people are featured
- Gray background



Large format product & people photography

When photographing a large format or industrial printer in a specific space, approach it as you would when shooting people using HP products.

The printer should still look and feel clean and purposeful, but in a realistic setting. Photography of these spaces should feel editorial and authentic.



Sourcing
existing
imagery

Sourcing existing imagery

When looking for existing imagery, keep the Vis ID photography guidelines in mind.

- Editorial/documentary feel
- Authentic and real people/actions
- Minimal processing/editing

Inspiration for this look/feel can be found via:

- National Geographic
- Colors
- WIRED
- VICE

Ex: Sustainability

Lighting and imagery is too cliché



Generic, stock photo, too soft

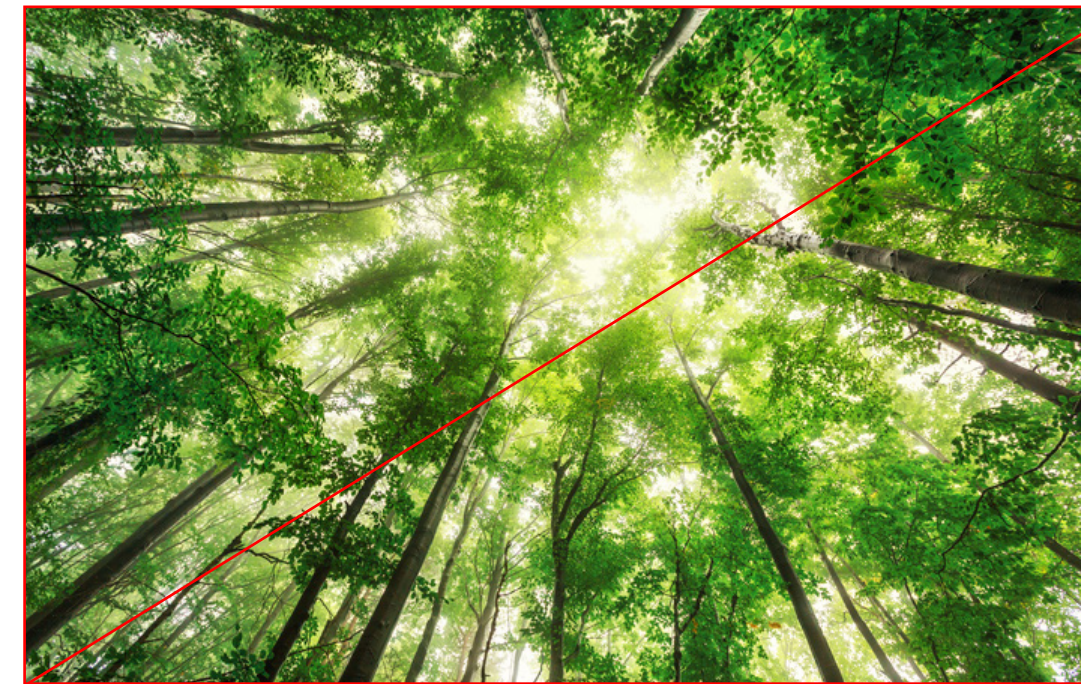


Photo is over edited and feels stock



Authentic and real



Interesting shot with minimal processing



Interesting editorial feel



Sourcing existing imagery

When looking for existing imagery, keep the Vis ID photography guidelines in mind.

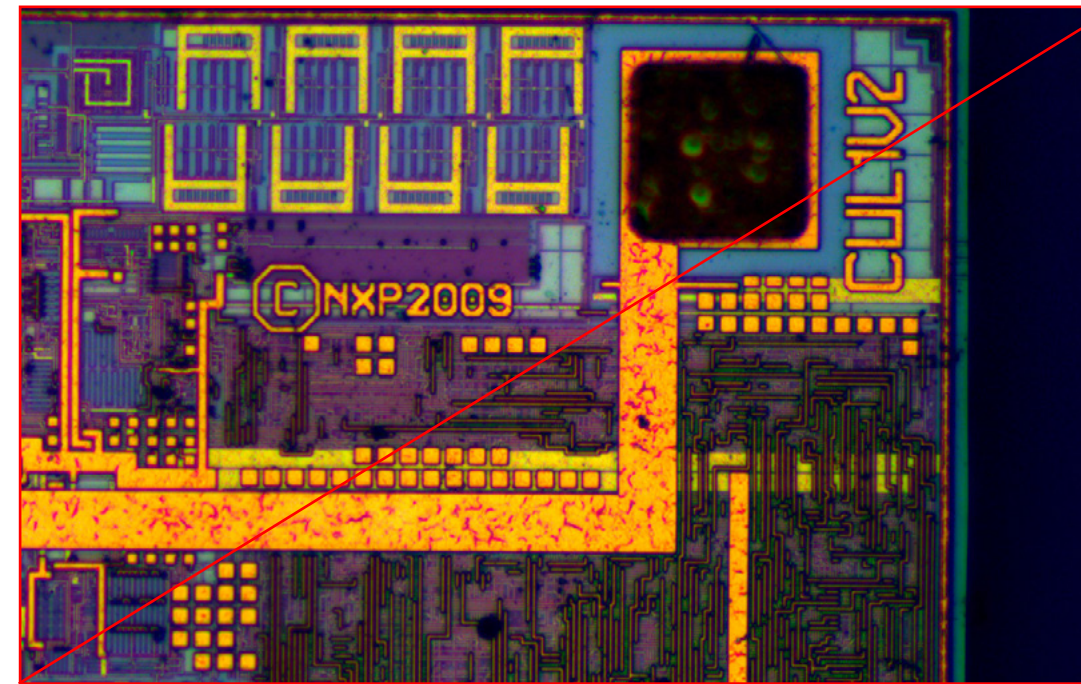
- Editorial/documentary feel
- Authentic and real people/actions
- Minimal processing/editing

Inspiration for this look/feel can be found via:

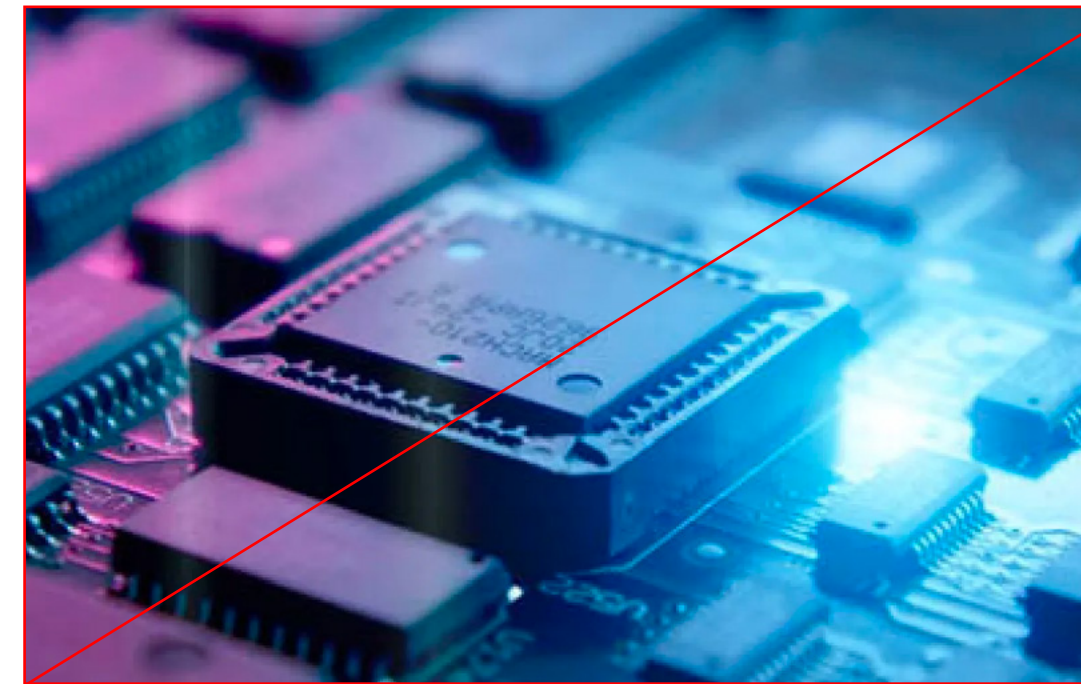
- National Geographic
- Colors
- WIRED
- VICE

Ex: Microchip

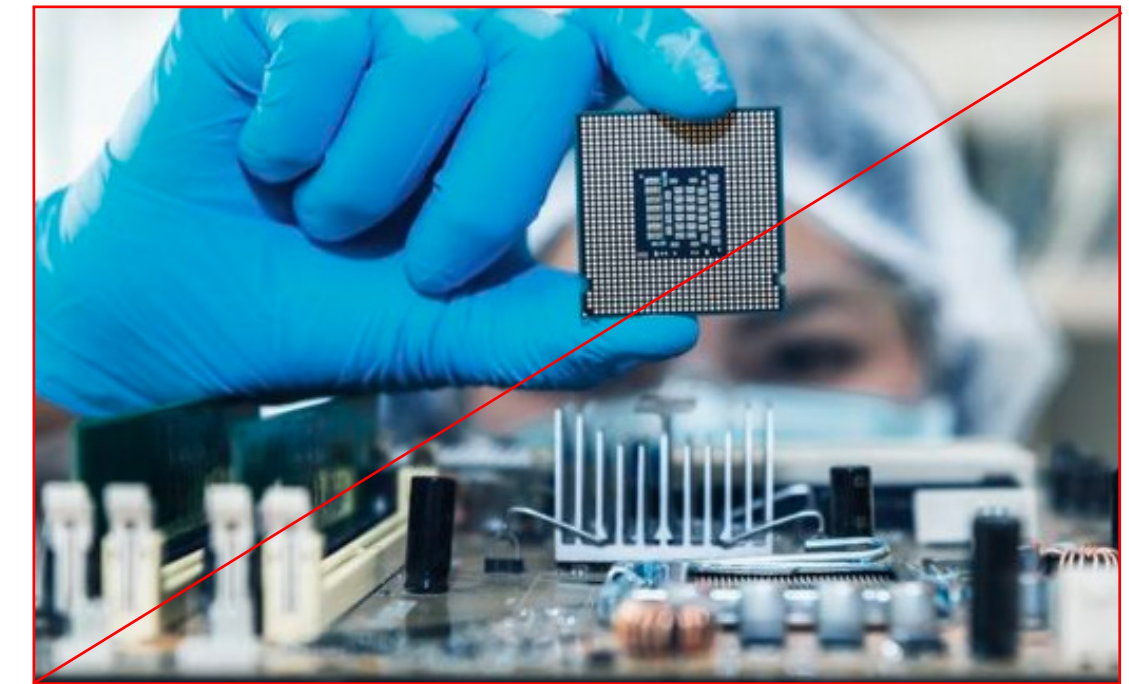
Over edited and superficial



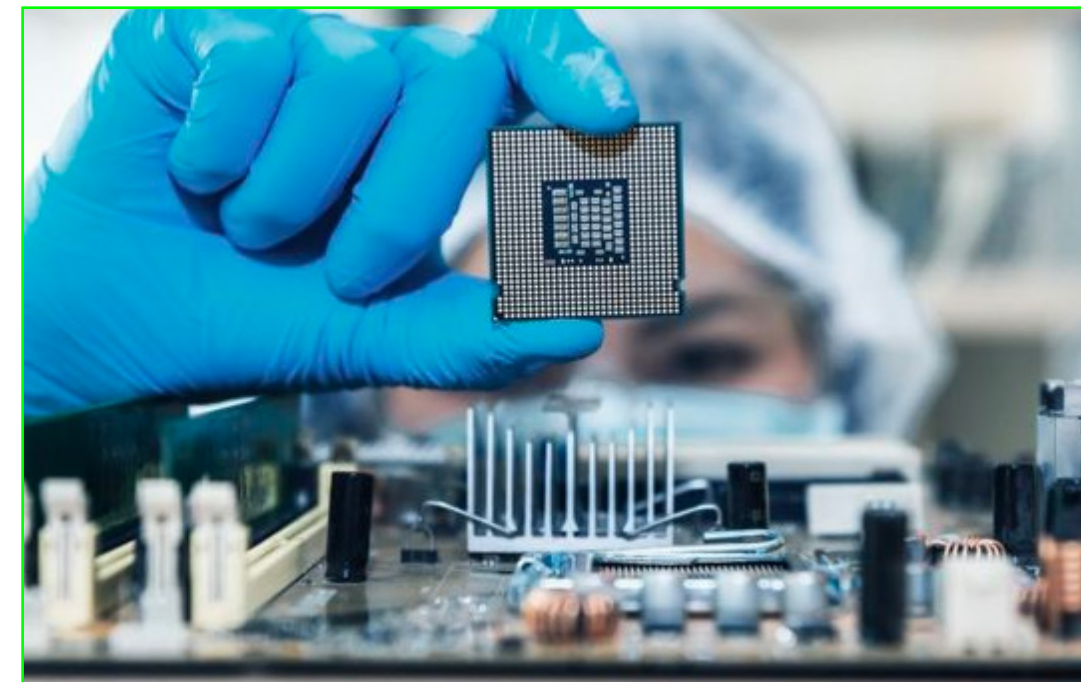
The lighting is confusing



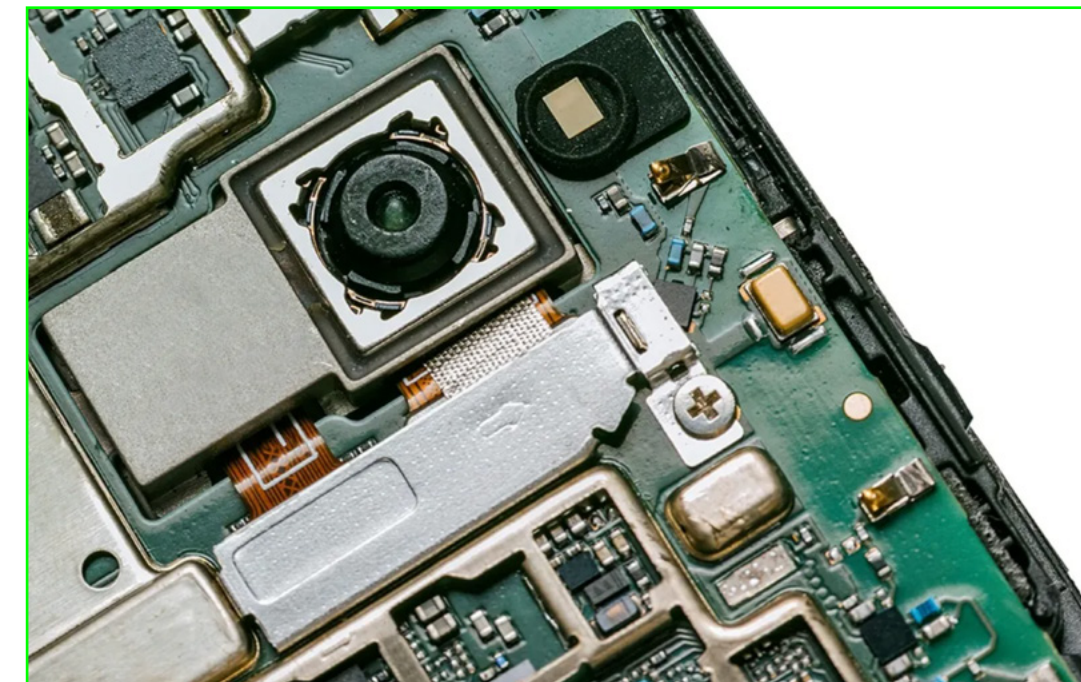
Interesting shot, but over edited



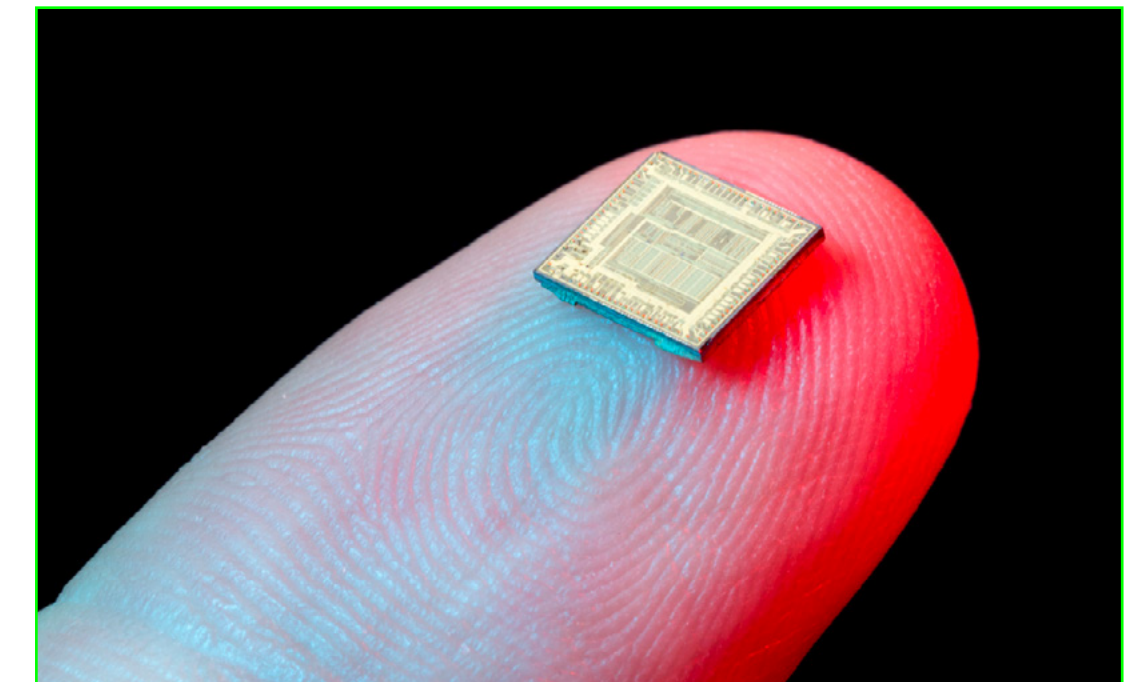
Authentic and real



Straightforward yet interesting



Intriguing shot



Layout

Basic layouts

Layouts are a flexible system that expand and contract based on the content.

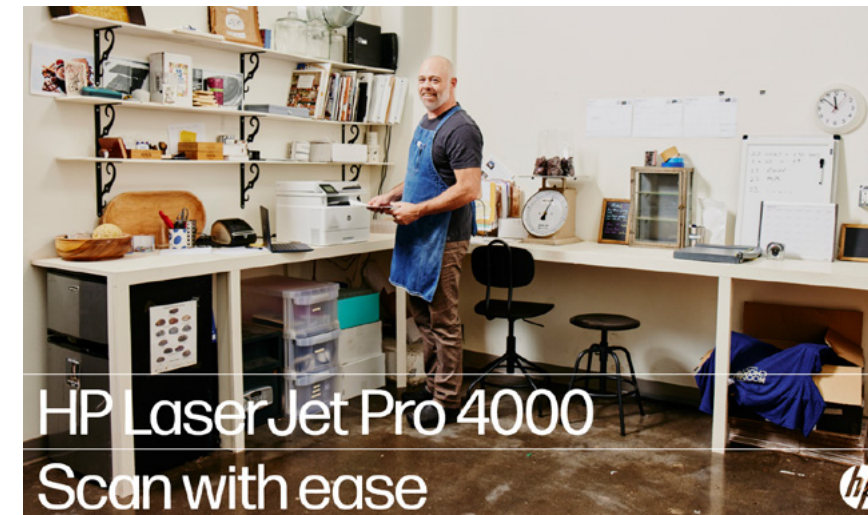
Layouts organize images, messaging, and branding in a clean and pragmatic way.

All headlines and subheads should be in sentence case. Proper nouns are the exception.

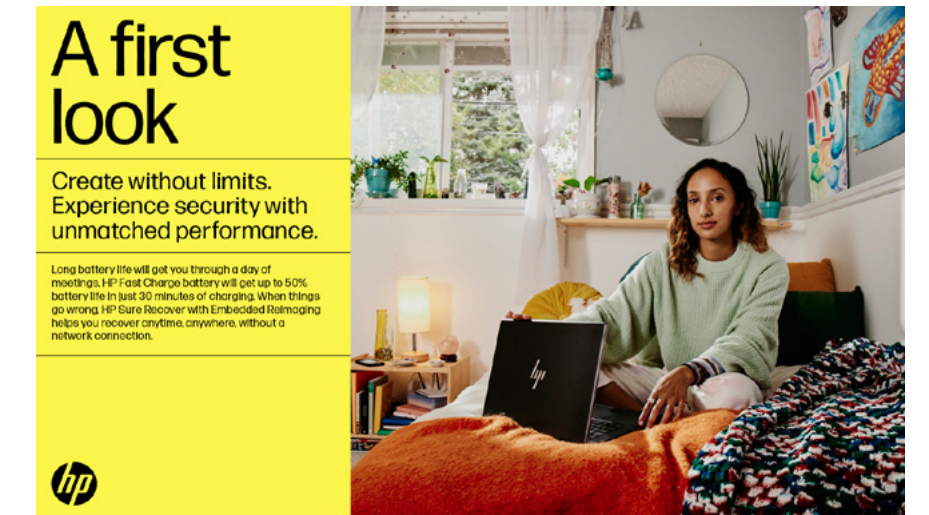
1a. Bar (top & bottom)



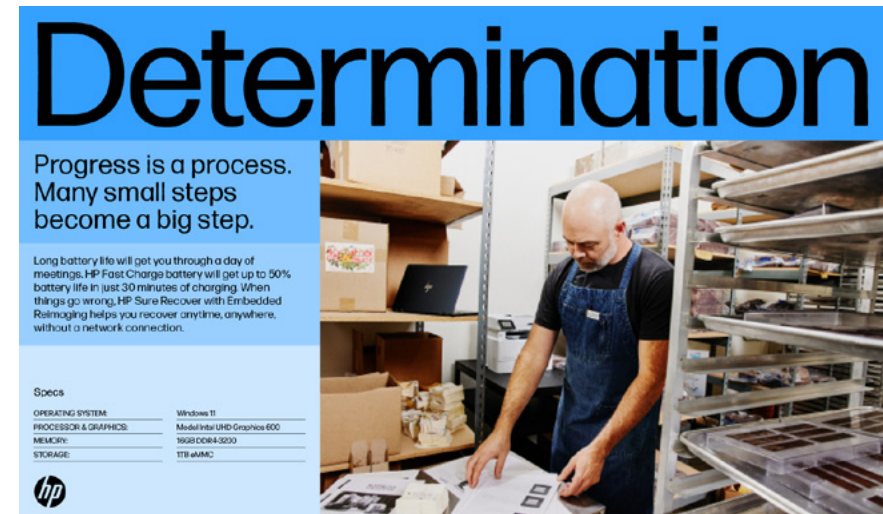
1b. Bar (type over image)



2. Split (left & right)



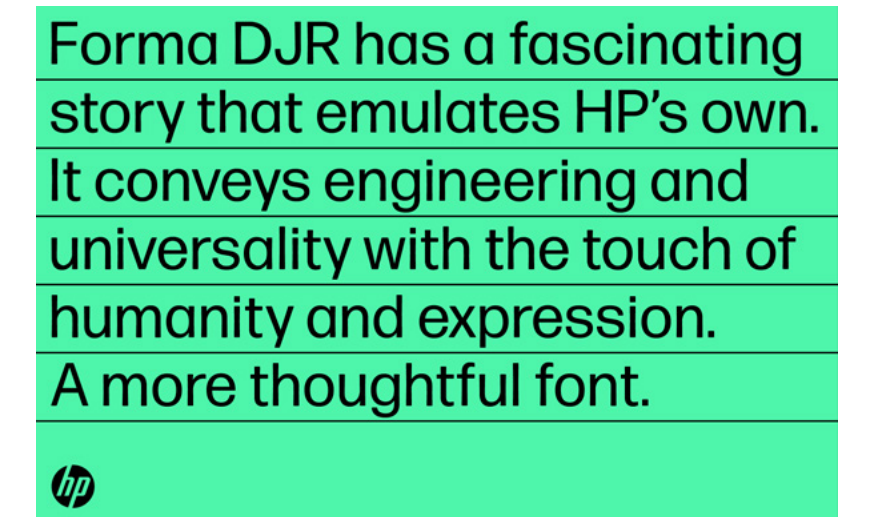
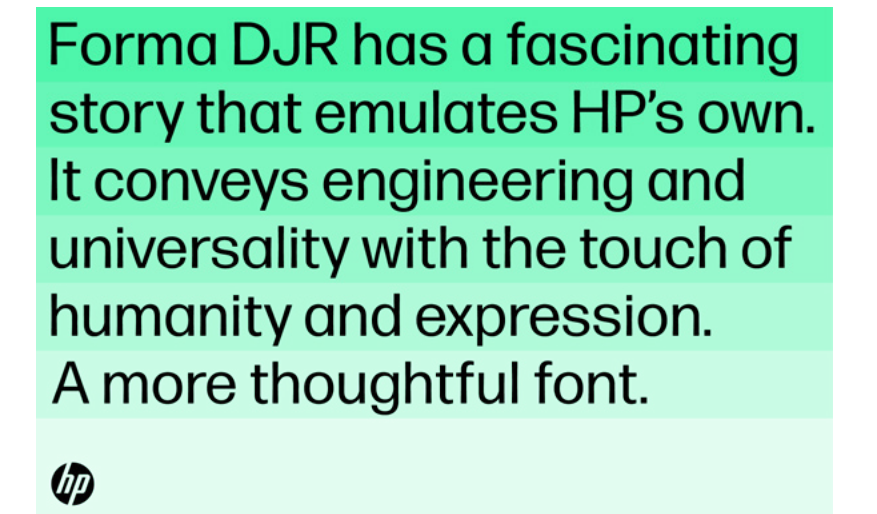
3. Bisected (left and right)



4. Sandwiched



5. Type driven



Hierarchy

Text size descends from larger to smaller

Heading module (500 pt)

See

Subhead module (38 pt)

Every visual perfect!
With every moment captured, effortlessly.

Copy module (16 pt)

Once plastic reaches the ocean, it is incredibly hard to remove. Battered by seawater and bleached by the sun, plastic debris breaks down into ever-smaller particles, known as microplastics. These microplastics settle onto seafloors or are ingested by animals, causing a host of health and ecosystem problems.

List/logo module (10 pt)

OPERATING SYSTEM:	Windows 11
PROCESSOR & GRAPHICS:	Model Intel UHD Graphics 600
MEMORY:	16GB DDR4-3200
STORAGE:	1TB eMMC



Vertically stacked

Modules stack either vertically or horizontally

See

Every visual perfect!
With every moment captured, effortlessly.

Once plastic reaches the ocean, it is incredibly hard to remove. Battered by seawater and bleached by the sun, plastic debris breaks down into ever-smaller particles, known as microplastics. These microplastics settle onto seafloors or are ingested by animals, causing a host of health and ecosystem problems.

OPERATING SYSTEM:	Windows 11
PROCESSOR & GRAPHICS:	Model Intel UHD Graphics 600
MEMORY:	16GB DDR4-3200
STORAGE:	1TB eMMC



Modules

Are separated by either line divider or color sections

See

Every visual perfect!
With every moment captured, effortlessly.

Once plastic reaches the ocean, it is incredibly hard to remove. Battered by seawater and bleached by the sun, plastic debris breaks down into ever-smaller particles, known as microplastics. These microplastics settle onto seafloors or are ingested by animals, causing a host of health and ecosystem problems.

OPERATING SYSTEM:	Windows 10 Home in S
PROCESSOR & GRAPHICS:	Model Intel UHD Graphics 600
MEMORY:	16GB DDR4-3200
STORAGE:	1TB eMMC



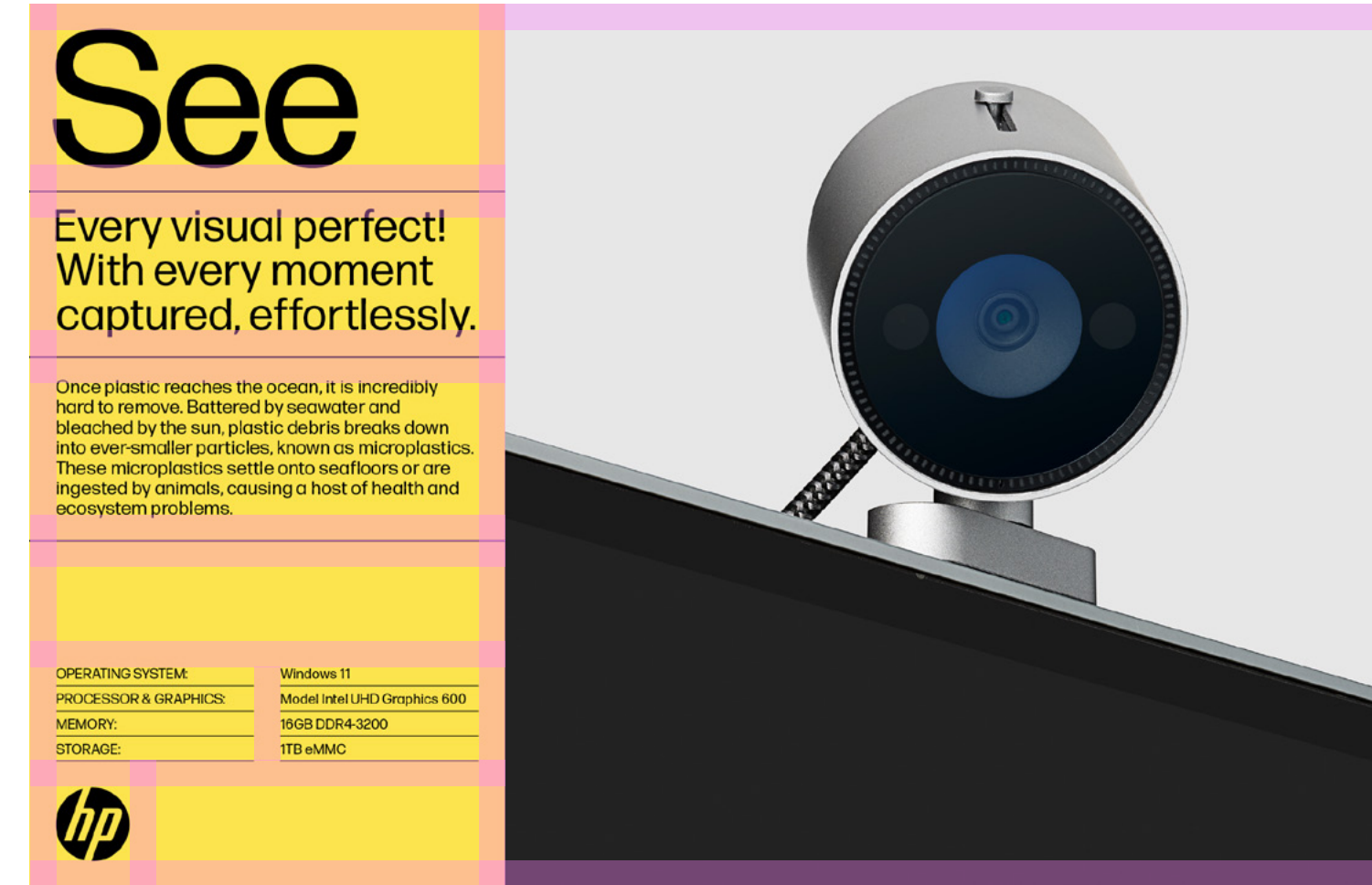
Basic layouts

Spacing for layout margins and modules is the same. The grid guides horizontal proportions. White space plays an important role—it should be consolidated between opposing module stacks.

Important notes

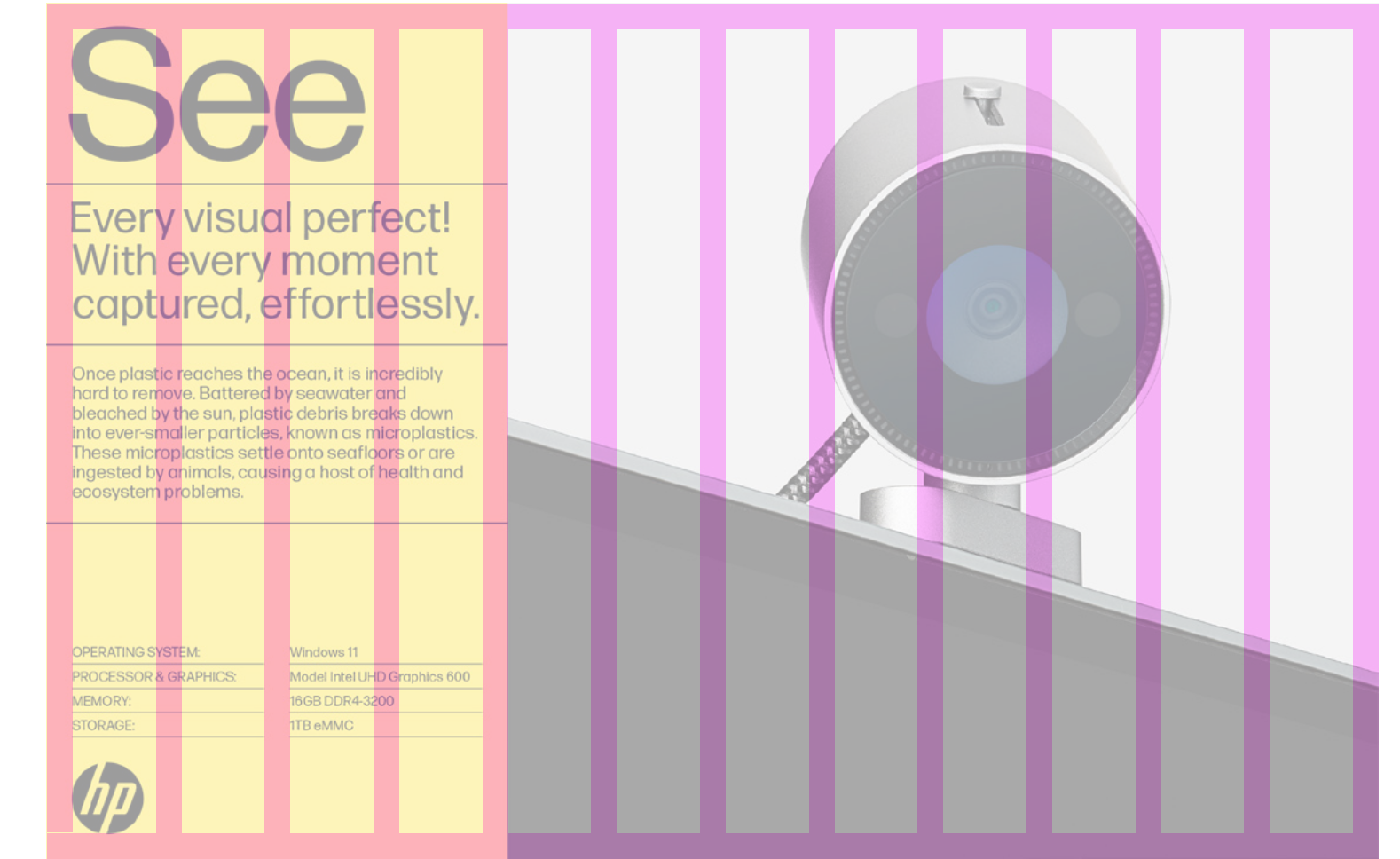
Margins

Consistent throughout layout



Grid

Determines horizontal proportions: 12 column grid



Embrace white space

White space responds to content. It is consolidated between opposing module stacks.



Animation & graphic illustration

Animation

Animation style should be fun, and witty. We use a minimal graphic illustration approach and expressive typography to communicate aspects of the product or service.

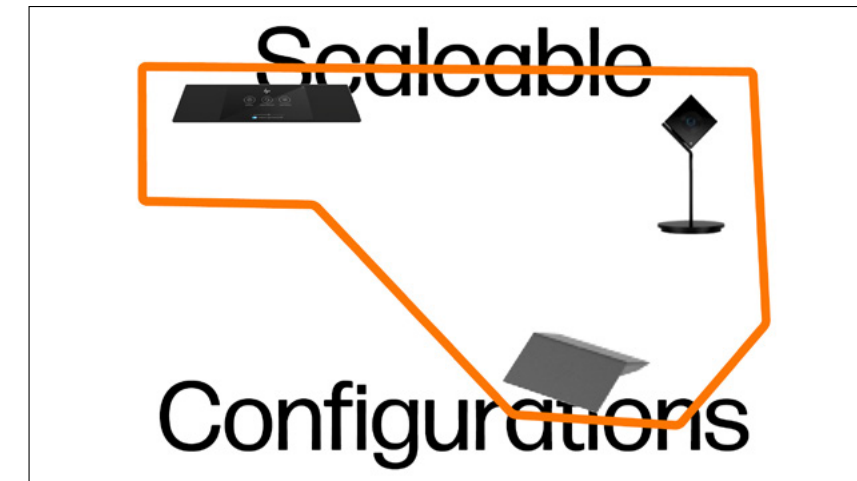
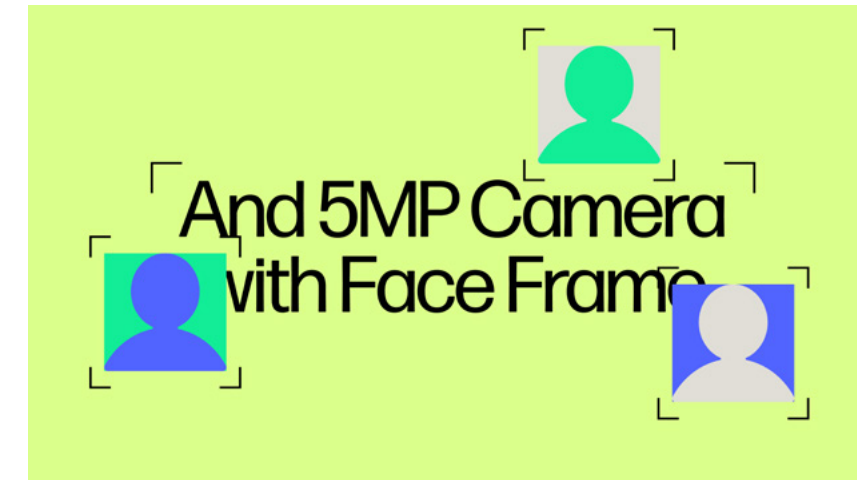
Leaning into visual metaphors to explain complex things is key.

Must Know Things

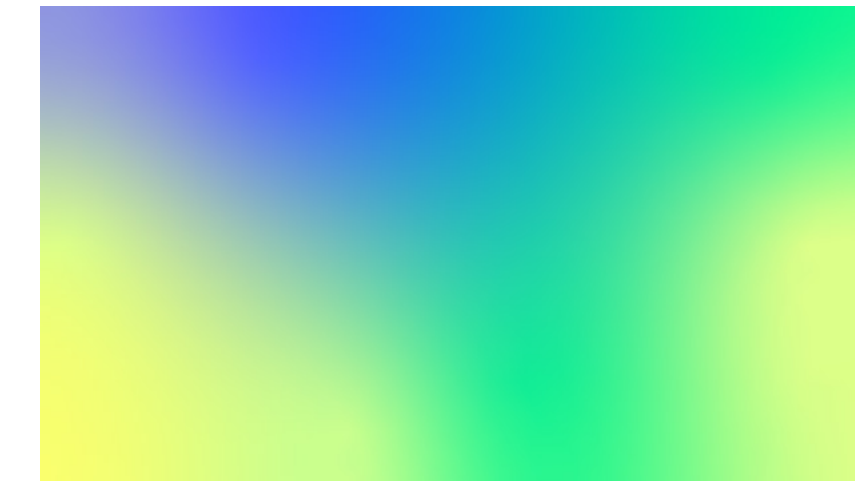
- Forma DJR Font only
- Colorful type and backgrounds ok when animated

Product demo screenshots

Forma DJR + Vis ID colors



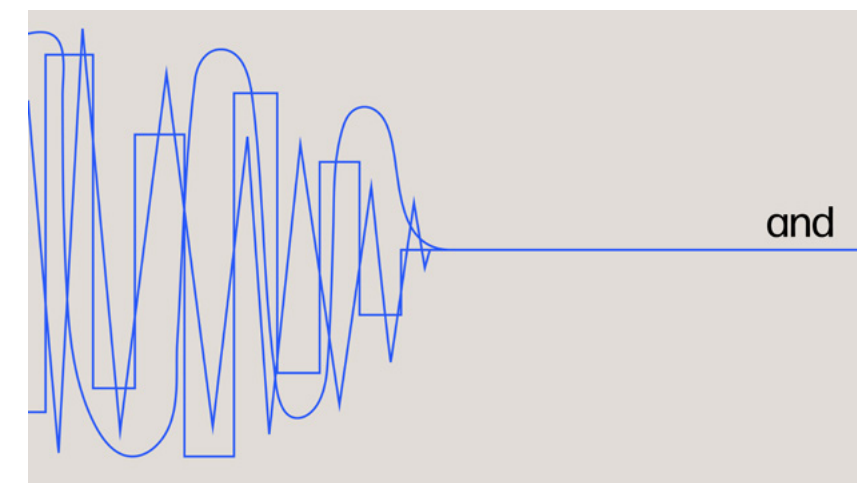
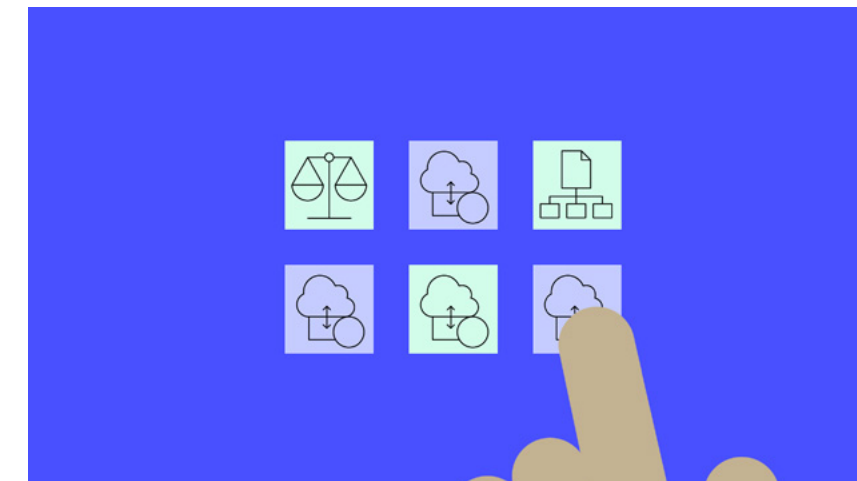
Colorful type + backgrounds



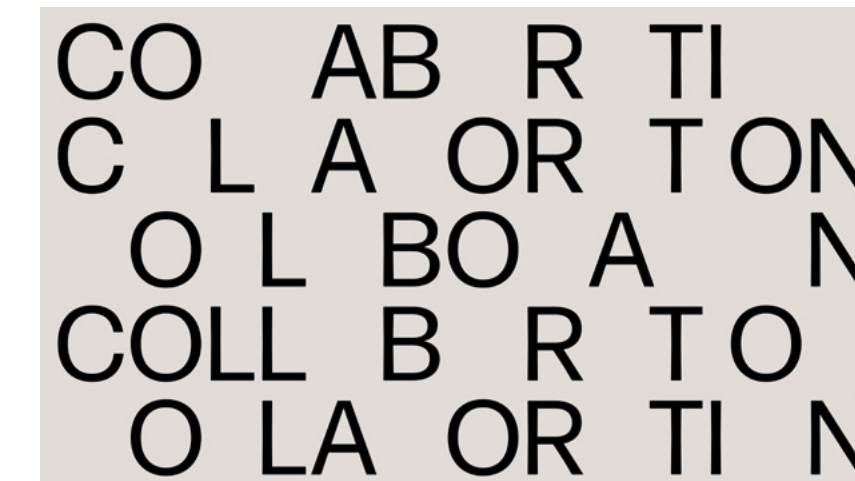
Product renders or studio shots



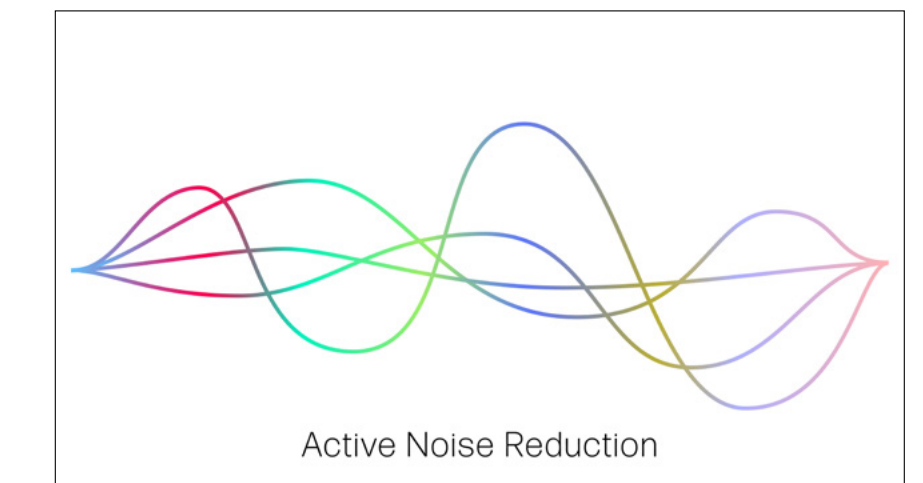
Minimalistic, graphic illustrations



Expressive type manipulation



Simple and concise information



Graphic creative expressions

Campaigns allow us to be more flexible with the general Vis ID and come up with more creative solves. Type, color, and form are manipulated to create see-say visual metaphors to abstractly represent an idea.

Must Know Things

- Only Forma DJR and Vis ID colors
- Colorful type and backgrounds allowed
- Flat and simple illustrations
- Typography manipulation

Important notes

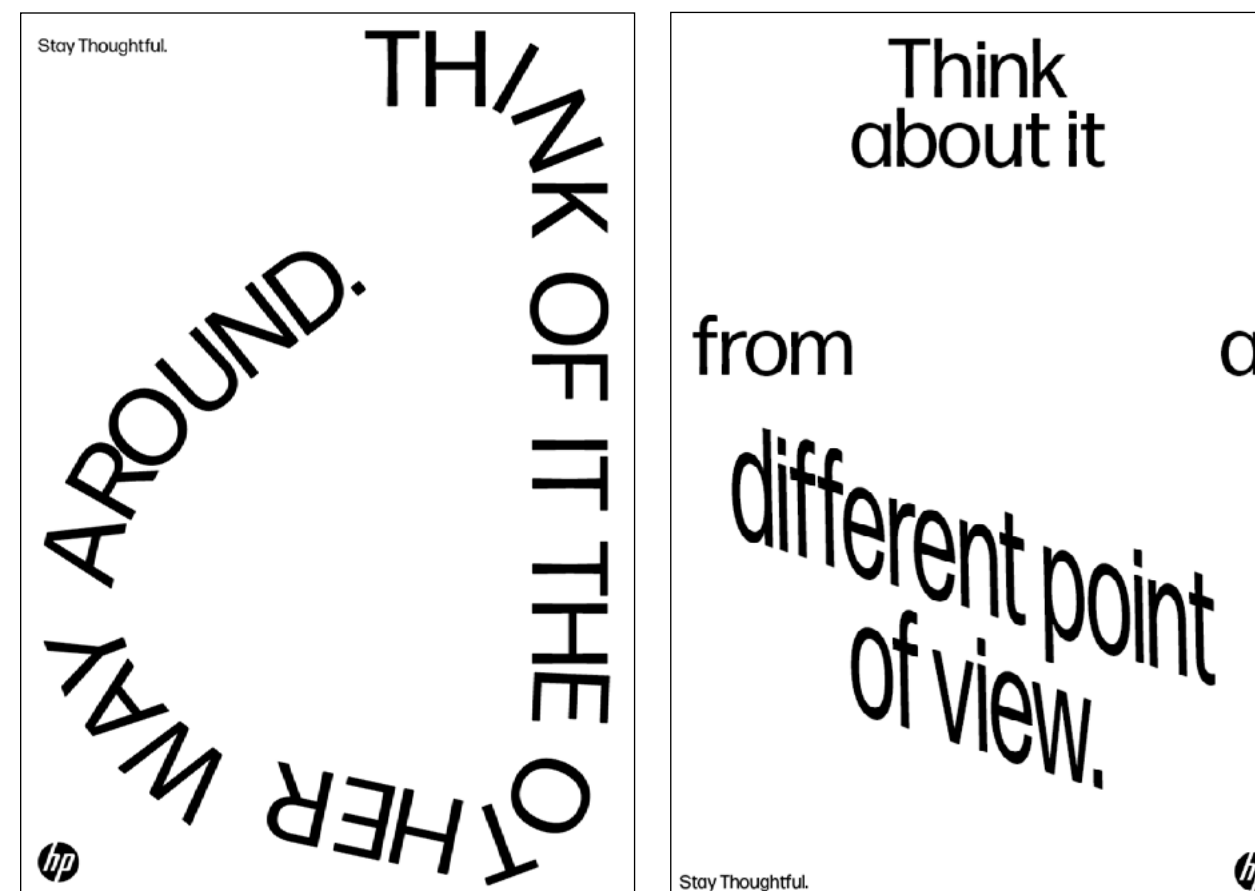
Forma DJR + Vis ID colors



Colorful type + backgrounds



Typography manipulation



Flat and simple illustrations



Infographics

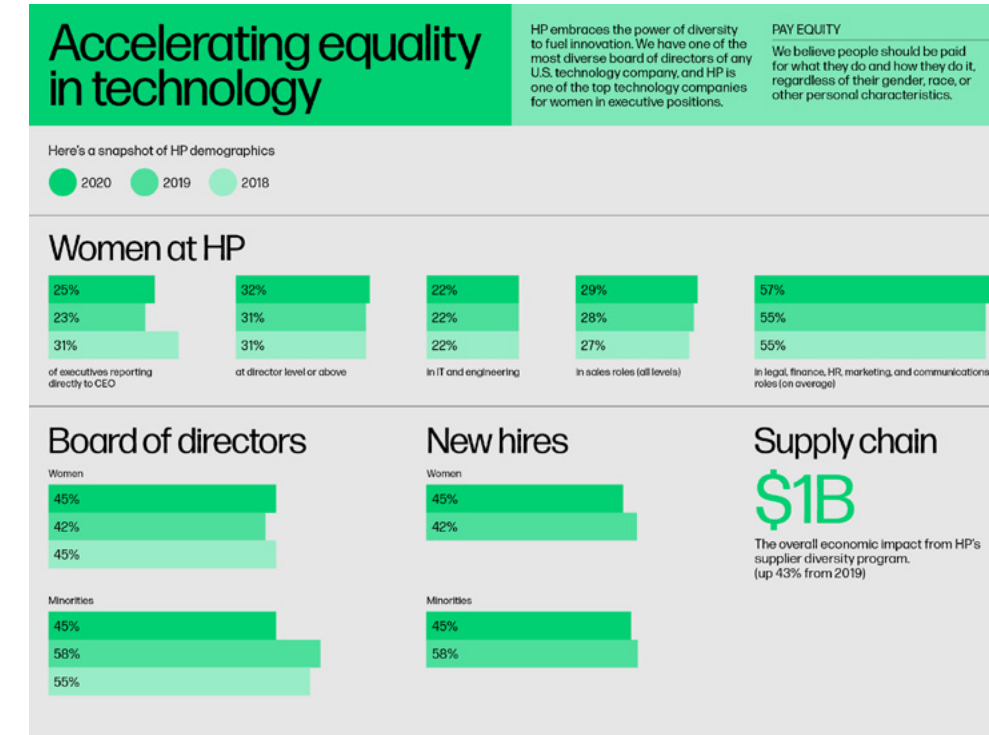
Reports and documents require infographics, charts, and other forms of information-based imagery. This is an opportunity to incorporate the Vis ID color spectrum with gestural typography and graphic illustrations to communicate data and information.

Must Know Things

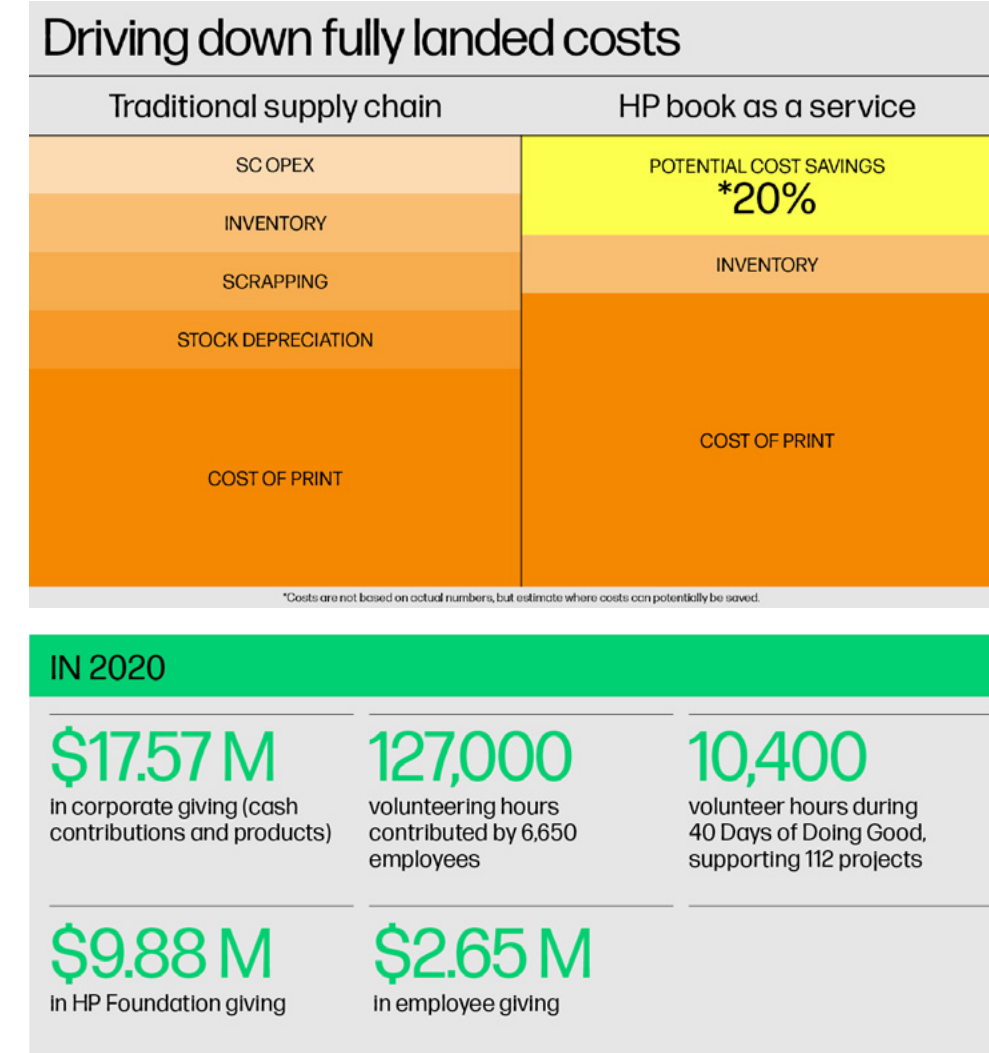
- Only Forma DJR and Vis ID colors
- Colorful type and backgrounds allowed
- Simple, graphic illustrations
- Use type as illustration
- Use icons from the HP icon library where appropriate

Important notes

Forma DJR + Vis ID colors



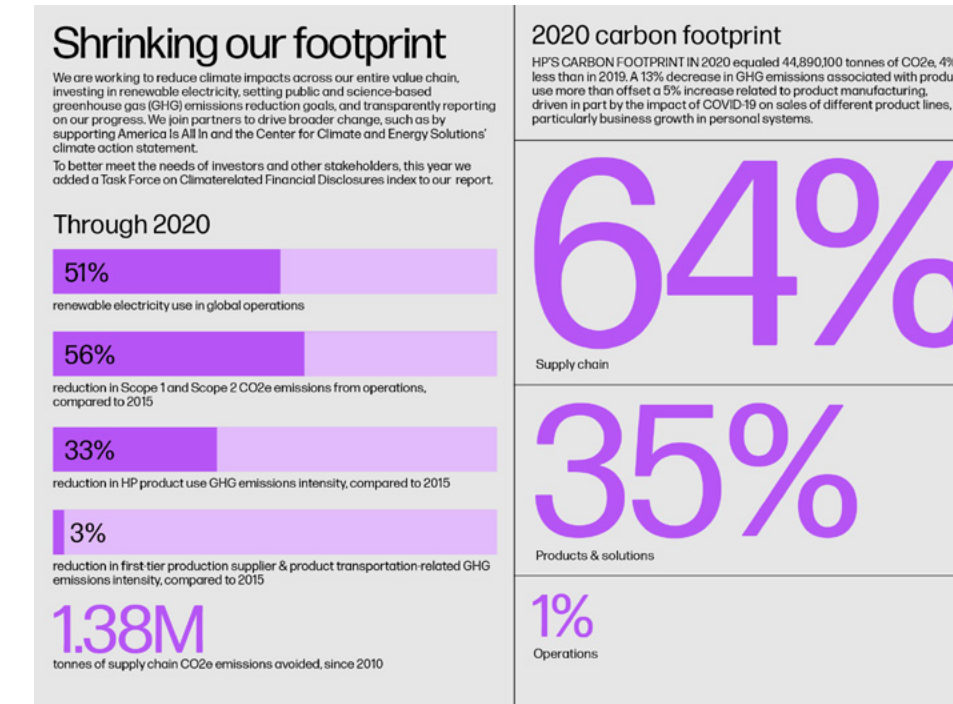
Colorful type + backgrounds



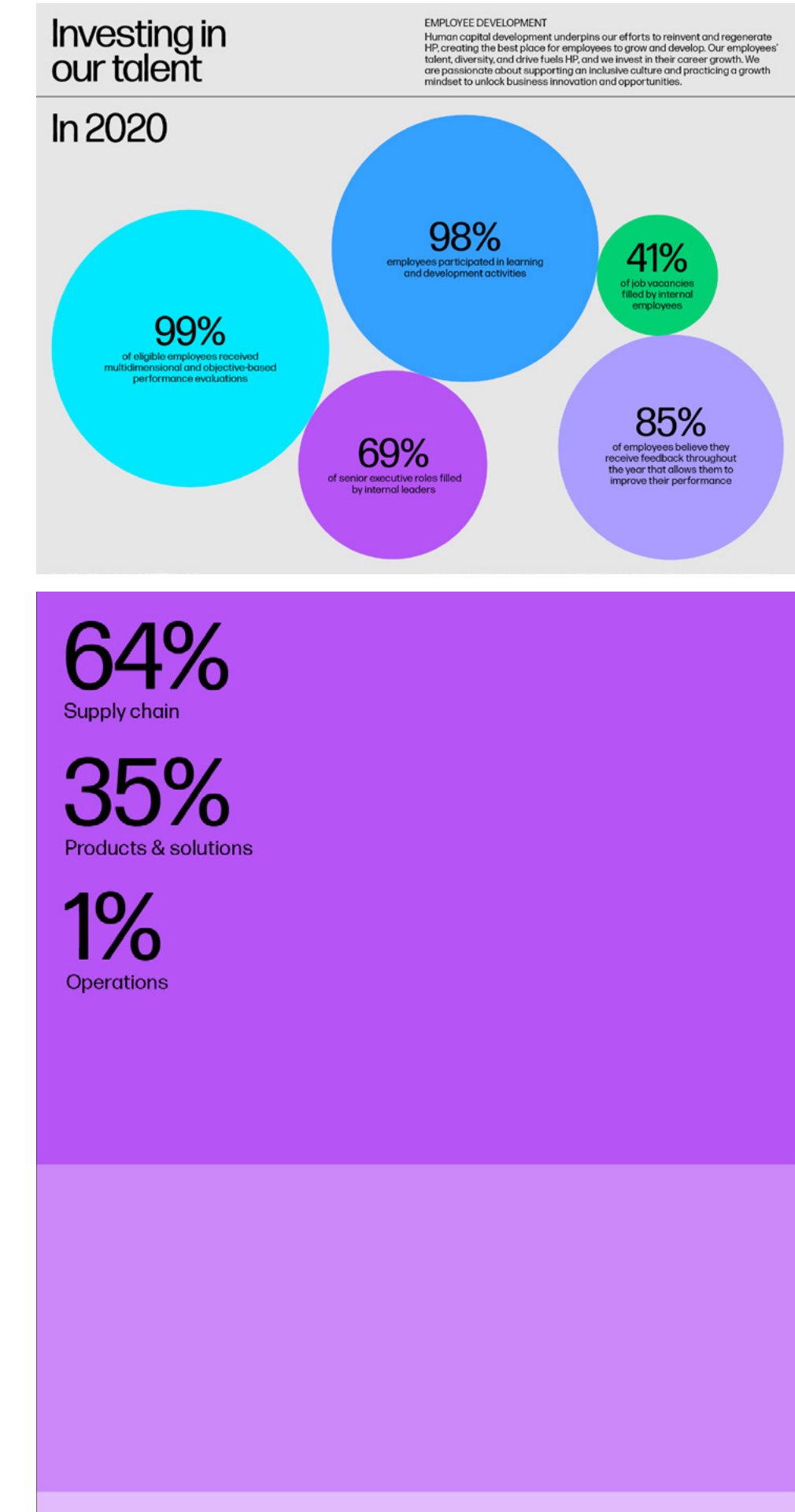
HP Icons



Type as imagery



Simple graphics



FAQs

Frequently asked questions

Questions

Overall	Will a PPT template, email signature, zoom background, etc that match the Vis ID be available to everyone?
	Will VisID assets and materials be easily accessible?
	Does this affect other sub-brands like Wolf, OMEN, Z by HP, and HP+?
Font	Are we still allowed to use HP Simplified? Where?
	Is there language support beyond English?
	Can I use a different weight or styles other than regular Display and regular Micro?
Logo/ partner guidelines	What happened to the blue HP logo?
	Is there a minimum size or clear space rule for the HP logo?
	Is there a certain way to treat alliance partner logos when paired with the HP logo?
Photography	Will there be a library or repository for photography in the new style?
	Is there a certain way to approach product photography for large format, industrial, and enterprise?
	Can I use props in product photography? e.g., printer paper or other office supplies?

Answers

YES	The PPT template, email signature, zoom background, etc. will all be available on Brand Central.
YES	Most VisID assets and materials that have been delivered to date can be accessed from Brand Central.
NO	OMEN and Z by HP will continue to have unique brand identities. Please refer to the specific OMEN and Z guidelines. In the case of Wolf Security and HP+, please carry on as usual for the time being.
NO	Forma DJR should replace Simplified in all places. Forma DJR is currently available for download on Brand Central for most languages.
YES	Multiple languages are supported, and more are coming.
NO	Regular Display & regular Micro only. No Italics or bold.
	The blue HP logo should only be used in corporate standalone instances. All marketing materials should use a black or white HP logo.
YES	See logo section 2.5 for clear space guidance.
YES	See logo section 2.5 partner logo guidance.
YES	There is a bank of people and product photography for reference. Please contact the HP head of photography for all photography-specific questions.
YES	All product photography should be approached in the same way.
NO	Props like printer paper should only be used when the product is in use. Do not use props if there are no people in imagery with products. Props for HP Papers (ex: photo paper) are the exception.

Frequently asked questions

Questions

Color Is there guidance on when to use a neutrals vs colors?

Is there a set percentage to use when choosing tints?

Can I assign a specific color to my product?

Lines Is there guidance around when to use lines vs color blocks?

Are there instances where lines would be preferred over color blocks?

Layout/Headlines Is there guidance around when to use sentence vs titled case in layouts?

If I need to put a long headline on a layout, can I use multiple lines?

Can I add more decoration or ornamentation to a layout I'm creating and still fit within the new VisID?

Answers

YES See color section 2.2. neutral colors are meant to be balancers and problem solvers.

YES Always start with 5-10%, the percentage may need to go up to add more color separation, but 5-10% is the starting point.

NO Colors are not assigned, the entire VisID color palette can be used for any product.

NO Using lines vs color blocks is dependent on the layout and what works best.

NO The VisID was created to be simple and logical, while being flexible. Use your judgement on what works best with your layout.

YES All headlines and subheads should be in sentence case. Proper nouns can be capitalized.

YES Yes. Long headlines work best on Bar and Sandwiched layouts. See page 60.

NO Don't try to overcompensate; just keep it clean and simple.

Part 03

The HP brand

The HP brand

Tone of voice

Dave and Bill wanted to make a difference to the world. Their wide-eyed pragmatism created something many considered counterintuitive—a business driven by purpose as much as profit. A company inspired by the possibilities of tomorrow, with a pragmatic plan on how to work toward it today.

This unexpected space where wonder and practicality come together is the distinctive DNA of HP. This is how we talk as a brand; this is our tone of voice.

Wide-eyed pragmatism

Writing guidance

1

Our voice doesn't exaggerate or ponder—it's to the point and clear on what needs to be done today.

- Be straightforward and to the point.
- Prioritize writing in the here and now.

2

We're motivated to understand problems, knowing technology can be the answer.

- Only include what's necessary and relevant; be rigorous with the word choice and omit all jargon.

3

We have an engineer's mindset—we're continuously asking questions and experimenting, knowing that's where unexpected solutions come from.

- Be direct without being definitive.
- Our voice comes from an open mind, one that knows there is always more to learn.

4

We're humbly confident, self-assured, and clear on who we are. We know that we don't need to compromise our values.

- Our words should have a humble confidence; they should feel written by someone with expertise in their field.

5

We're full of wonder. We know breakthroughs can be found everywhere—we're excited by and operate in places far beyond the tech category.

- We are first and foremost inspired by humanity, and our tone should reflect that.
- While we make machines, we don't talk like them.

END

See you next time :-)
