



BRANDING TOOLKIT 2020

**We believe that
people's lives can
be improved
through better
processes.**

Efficient, effective and innovative processes enable every organization to improve service, increase productivity and reduce risks.

Logo

LOGOTYPE



COLOR



BLACK & WHITE

LOGOTYPE FORMATS



LOGOTYPE AND CLAIM



LOGOTYPE



ICON

LOGOTYPE SIZES

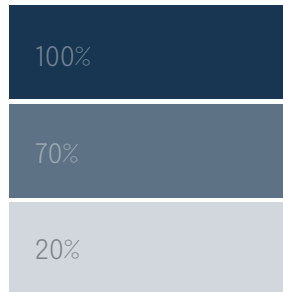


Minimum size 70px wide

LOGOTYPE CLEAR AREA



COLOUR PALETTE



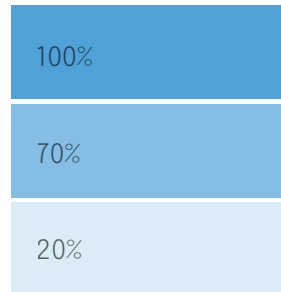
Blue

R 24

G 54

B 81

#183651



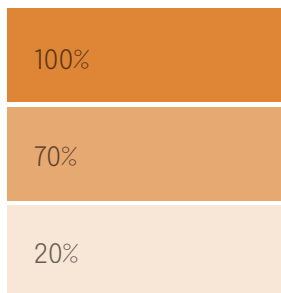
Cornflowerblue

R 81

G 161

B 217

#51A1D9



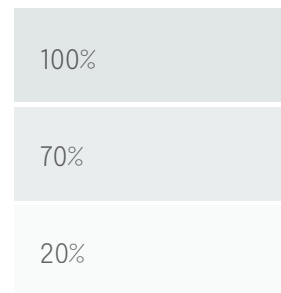
Peru

R 222

G 133

B 54

#DE8536



Gainsboro

R 225

G 230

B 231

#E1E6E7

LOGOTYPE COLOR VARIATIONS

LOGOTYPE



ICON



Use of Type

TYPEFACES

PRIMARY TYPEFACE

Epilogue

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!"§\$%&/()_

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!"§\$%&/()_

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!"§\$%&/()_

TYPEFACES

PRIMARY TYPEFACE

Epilogue

AaBbCc123

Epilogue Regular

Pellentesque vitae pulvinar lectus. Duis pretium lectus eu lobortis consequat. Vivamus lobortis rutrum justo, a dictum nisl congue non. Praesent aliquam at urna in tempus. Quisque a lorem quis dui mattis mattis. Etiam ac ipsum risus. Nullam a finibus

AaBbCc123

Epilogue Light

Pellentesque vitae pulvinar lectus. Duis pretium lectus eu lobortis consequat. Vivamus lobortis rutrum justo, a dictum nisl congue non. Praesent aliquam at urna in tempus. Quisque a lorem quis dui mattis mattis. Etiam ac ipsum risus. Nullam a finibus neque.

AaBbCc123

Epilogue Black

Pellentesque vitae pulvinar lectus. Duis pretium lectus eu lobortis consequat. Vivamus lobortis rutrum justo, a dictum nisl congue non. Praesent aliquam at urna in tempus. Quisque a lorem quis dui mattis mattis. Etiam ac ipsum risus. Nullam a

TYPEFACES

SECONDARY TYPEFACE

Inter

Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!"\$%&/()_

TYPEFACES

SECONDARY TYPEFACE

Inter

ABC123

Inter Semi Bold

PELLENTESQUE VITAE PULVINAR LECTUS. DUIS
PRETIUM LECTUS EU LOBORTIS CONSEQUAT.
VIVAMUS LOBORTIS RUTRUM JUSTO, A DICTUM
NISL CONGUE NON. PRAESENT ALIQUAM AT URNA
IN TEMPUS. QUISQUE A LOREM QUIS DUI MATTIS
MATTIS. ETIAM AC IPSUM RISUS. NULLAM A
FINIBUS NEQUE.

TYPEFACES

HEBREW TYPEFACE

Assistant

Regular אבגדהוזחטיכלמנסעפצקרשת
אבגדהוזחטיכלמנסעפצקרשת
0123456789! "§ \$% & / () _

Light אבגדהוזחטיכלמנסעפצקרשת
אבגדהוזחטיכלמנסעפצקרשת
0123456789! "§ \$% & / () _

Black **אבגדהוזחטיכלמנסעפצקרשת**
אבגדהוזחטיכלמנסעפצקרשת
0123456789! "§ \$% & / () _

TYPEFACES

HEBREW TYPEFACE

Assistant

AaBbCc123

Assistant Regular

העולם משתנה והסניפים הבנקאיים חייבים להשתנות עימו. בזמן שפעילות לקוחות מוסטת מהסניפים לערוצים ישירים (כולל עמדות לשירות עצמי), הצמיחה בכלכלה קטנה והרגוציה גדלה, יותר ויותר בנקאים מקבלים את העובדה שהסניף העתידי יהיה קטן יותר וככל הנראה מוכוון מכירות ושירות אחת התוצאות של מגמה זו הינה שינוי מבנה הסניף ממודל של שירות "הכל

AaBbCc123

Assistant Light

העולם משתנה והסניפים הבנקאיים חייבים להשתנות עימו. בזמן שפעילות לקוחות מוסטת מהסניפים לערוצים ישירים (כולל עמדות לשירות עצמי), הצמיחה בכלכלה קטנה והרגוציה גדלה, יותר ויותר בנקאים מקבלים את העובדה שהסניף העתידי יהיה קטן יותר וככל הנראה מוכוון מכירות ושירות אחת התוצאות של מגמה זו הינה שינוי מבנה הסניף ממודל של שירות "הכל

AaBbCc123

Assistant Black

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H1
Epilogue Black
50/56px

People's lives can be improved through better processes.

H2
Epilogue Black
36/42px

Hoshen offers a diverse and vary solutions

H3
Inter Semi Bold
28/42px
<-> 50

IMPROVEMENT IN PROCESS

p.intro
Epilogue Light
20/30px

Efficient, effective and innovative processes enable every organization to improve service, increase productivity and reduce risks.

p
Epilogue Light
16/28px

Hoshen is a management industrial engineering consulting firm, specializing in processes improvement for the banking sector, healthcare, insurance, financial services and government. Since established in 2002, Hoshen has designed and implemented hundreds of projects in a variety of organizations, experience which allows achieving maximum results in a short time.

STRUCTURE OF TYPE

p.pullquote
Epilogue Light Italic
16/28px

Hoshen is a management industrial engineering consulting firm, specializing in processes improvement for the banking sector, healthcare, insurance, financial services and government.

Bold

Since established in 2002, **Hoshen has designed and implemented hundreds of projects** in a variety of organizations, experience which allows achieving maximum results in a short time.

Unordered list

- **Communication:** We are constantly in touch with our customers, to understand them best and to ensure that our products meet their and their customers' needs.
- **Passion to learn:** We have over 17 years of experience in various and varied projects and we love to learn, so we learn all the time - from you, from the outside world, from the academy, from each other.
- **Initiative:** They say if you want to get something done, give it to someone busy. We are always busy, and our internal impulse does not allow us to rest until our projects are progressing at their best pace.

Icons

ICON STYLE

COMPANY



Vision



Management



Team



Career



Contact



Clients

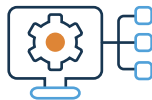


Publications

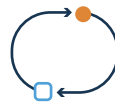
AREAS OF EXPERTISE



Process improvement



Automation and digital



Change management



Regulation Implementation



Knowledge management



Multidisciplinary project management



Organizational structure



Customer's journey



System Analysis



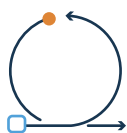
Remote working



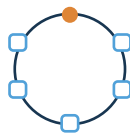
Queue management



Risk management



Agile organization



Lean Management



Service (support-centers)

ICON STYLE

VERTICALES OF ACTIVITY



Banking



Insurance



Healthcare



Government Offices



Financial Services



General icon
for corporate

TERMS FOR PRICE QUOTES



Budget



Package
(scope of work)



Measuring
(Stopwatch)



Time Frame
(of a project)



Product
(out-come)



Agenda
(checklist)



Target
(what do we aim for)



Study
(learning the business)



Benchmark



Brainstorm