

hammond  
POWER SOLUTIONS



## Brand Logo Guidelines

May 2023 – version 1



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## Primary Corporate Logo

The Primary Hammond Power Solutions logo is the main element of our brand identity. To ensure the strongest impact, only use the logo in its original form as indicated. Please don't modify, distort, or change the logo in any way.

Primary Logo files use the following nomenclature:

Hammond\_Primary\_[colour-variation]\_[colour-space].[format]

Further information on the colour variations and colour spaces can be found on the following page.



## Primary Corporate Logo Colour Variations

You'll find Primary Corporate logo files on SharePoint here: [Marketing > Corporate > HPS brand > HPS logos and logo guidelines](#).

The colour variations present are:

Hammond\_Primary\_Colour (Top Left)

Hammond\_Primary\_Colour-Reverse (Bottom Left)

Hammond\_Primary\_Full-Black (Top Right)

Hammond\_Primary\_Full-White (Bottom right)

When selecting logos for use in **digital** applications, **RGB** files are ideal.

When selecting logos for use in print applications, either **CMYK** or **PMS** (Pantone Matching System) are acceptable, but **CMYK** is more widely used.



# Primary Corporate Logo Regulations

## Logo clearance

The Primary Hammond Power Solutions logo should always be positioned horizontally with the indicated clearance to ensure consistency and dominance versus other graphic elements or logos that may need to be included.



## Minimum size

Ensure you don't use the primary logo smaller than 1.875" (48mm/135 pixels) wide.

When using the primary logo in smaller sizes, readability of the "Power Solutions" text will become an issue. In these cases, use the secondary or tertiary logos to maintain brand recognition. Please remember not to modify, distort, or change the secondary or tertiary logo in any way, and use it in its original form as indicated.



1.875" smallest display size

Secondary minus  
Hammond Power Solutions



Tertiary



preferred versions <1.875"

## Secondary Corporate Logo (Full)

The Hammond Power Solutions Secondary logo is an alternative representation of our brand identity. While it is not the primary logo, it maintains brand recognition by featuring "HPS", spelling out "Hammond Power Solutions" below it and having the Core logo to the right in the same position as the Primary logo. To ensure a consistent and professional appearance, only use the secondary logo in its original form as indicated. Please refrain from modifying, distorting, or changing the logo in any way.

Primary Logo files use the following nomenclature:

HPS-Full\_Secondary\_[colour-variation]\_[colour-space].[format]

Further information on the colour variations and colour spaces can be found on the following page.



## Secondary Corporate Logo (Short)

Secondary (Short) Logo files use the following nomenclature:

HPS-Short\_Secondary\_[colour-variation]\_[colour-space].[format]

Further information on the colour variations and colour spaces can be found on the following page.



## Secondary (Full) Corporate Logo Color Variations

You'll find the Secondary Corporate logo files on SharePoint here:

Marketing > Corporate > HPS brand > HPS logos and logo guidelines.

The colour variations present are:

HPS-Full\_Secondary\_Colour (Top Left)

HPS-Full\_Secondary\_Colour-Reverse (Bottom Left)

HPS-Full\_Secondary\_Full-Black (Top Right)

HPS-Full\_Secondary\_Full-White (Bottom right)

When selecting logos for use in **digital** applications, **RGB** files are ideal.

When selecting logos for use in print applications, either **CMYK** or **PMS** (Pantone Matching System) are acceptable, but **CMYK** is more widely used.





## Secondary (Short) Corporate Logo Color Variations

The colour variations present are:

HPS-Short\_Secondary\_Colour (Top Left)

HPS-Short\_Secondary\_Colour-Reverse (Bottom Left)

HPS-Short\_Secondary\_Full-Black (Top Right)

HPS-Short\_Secondary\_Full-White (Bottom right)

When selecting logos for use in **digital** applications,  
**RGB** files are ideal.

When selecting logos for use in print applications,  
either **CMYK** or **PMS** (Pantone Matching System) are  
acceptable, but **CMYK** is more widely used.



## Secondary (Full and Short) Corporate Logo Regulations

### Logo clearance

The Secondary logo should always be positioned horizontally with the indicated clearance to ensure consistency and dominance versus other graphic elements or logos that may need to be included.



### Minimum size

Ensure you don't use the secondary logo smaller than 1.625" (42mm/117 pixels) wide.

When using the secondary logo in smaller sizes, readability of "Hammond Power Solutions" will become an issue. In these cases, either remove "Hammond Power Solutions" or use the tertiary logo to maintain brand recognition. Please remember not to modify, distort, or change the secondary or tertiary logo in any way, and use it in its original form as indicated.



1.625" smallest display size

Secondary minus  
Hammond Power Solutions



Tertiary



preferred versions <1.625"

## Tertiary Corporate Logo

The Tertiary logo is designed exclusively for use in situations where the Primary and Secondary logos are below the minimum size limit, for instance, embroidery or digital assets



## Tertiary Corporate Logo Color Variations

You'll find the Tertiary Corporate logo files on SharePoint here: [Marketing > Corporate > HPS brand > HPS logos and logo guidelines](#).



# Tertiary Corporate Logo Regulations

## Logo clearance

The Tertiary logo should always be positioned horizontally with the indicated clearance to ensure consistency and dominance versus other graphic elements or logos that may need to be included.



## Maximum size

Ensure you don't use the tertiary logo larger than the minimum sizes specified by the primary and secondary logo guidelines.

When a larger size is required replace it with either the primary or secondary logos.



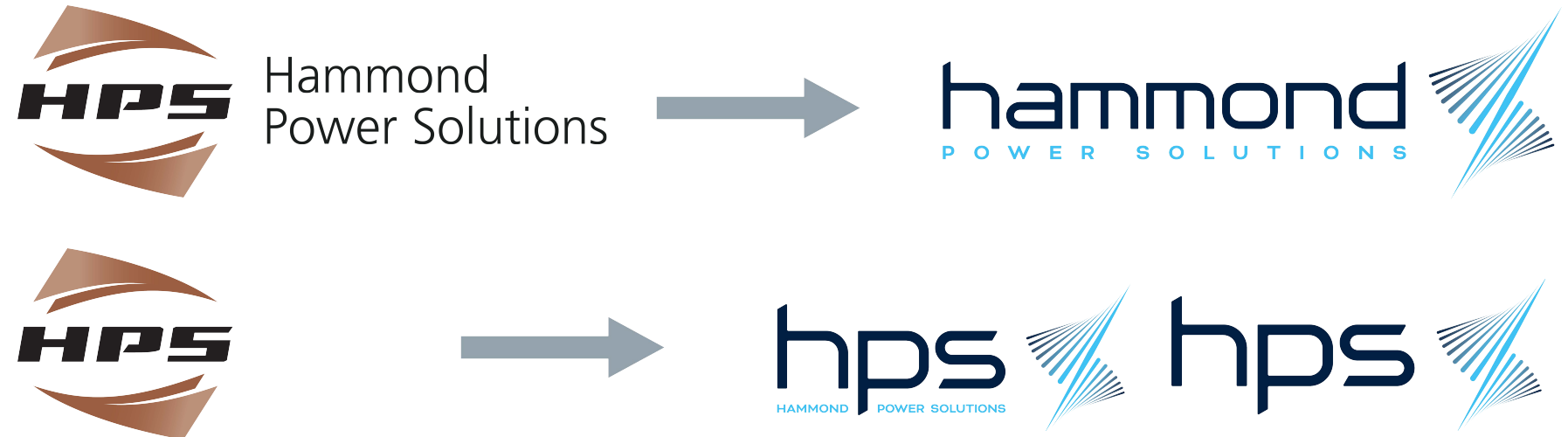
## Logo Replacement Regulations

### Logo clearance

When replacing old logos in existing documents be sure to follow these guidelines unless otherwise instructed.

These regulations take into account usage of Primary, Secondary, or Tertiary logos, not the colour variations or colour spaces for each example. Use best judgment when replacing logos - if the outdated logo is white on a black background, the updated logo replacing it should also be white on a black background.

The Tertiary Corporate Logo is only for use where the Secondary Corporate Logo will be displayed but no other instances of the company's full name are in displayed.



# Primary Color Palette

The primary color palette designed to emphasize innovation and steady progression. We have achieved this, with sleek blue and gray color palette. A Primary Gradient is also present when needed. Please use these colors with a generous amount of white space to maintain a fresh and future forward design.

#041E42  
R4 G30 B66  
C100 M90 Y13 K68  
PMS282 C

#003A70  
R0 G58 B112  
C100 M71 Y10 L47  
PMS654 C

#007DBA  
R0 G125 B186  
C98 M24 Y1 K3  
PMS7461 C

#41B6E6  
R65 G182 B230  
C67 M2 Y0 K0  
PMS298 C

#99D6EA  
R153 G214 B234  
C34 M0 Y5 K0  
PMS2975 C

#FFFFFF  
R255 G255 B255  
C0 M0 Y0 K0

#D9E1E2  
R217 G225 B226  
C7 M1 Y3 K2  
PMS7541 C

#98A4AE  
R152 R164 R175  
C24 M9 Y8 K22  
PMS7543 C

#1D252D  
R29 R37 R45  
C90 M68 Y41 K90  
PMS433 C

Primary Gradient

## Secondary Color Palette

The secondary color palette consists of bold, vibrant colors meant to bring energy, excitement and vibrancy to the Hammond Power Solutions (HPS) brand. By introducing a balance of low and high colors, we offer further diversity to our creative toolkit. In this palette as well, a well-calculated use of white space is always needed to maintain a clean and balanced design.

#E0D5D3  
R228 G213 B211  
C0 M8 Y5 K4  
PMS7604 C

#FFA300  
R255 G163 B0  
C0 M41 Y100 K0  
PMS137 C

#E35205  
R227 G82 B5  
C0 M76 Y100 K0  
PMS166 C



## Brand Fonts

Our brand typeface is the **Articulat CF** family and **Changling Neo Regular**. It's an important element of our brand identity.

- › For communications where **Articulat** isn't available, such as PowerPoint, Word or online applications, please use Arial
- › The **Articulat CF** family is available for download at <https://fonts.adobe.com/fonts/articulat-cf>
- › **Changling Regular** is available for download at <https://fonts.adobe.com/fonts/changling-neo>

### NOTE

Once further Brand Assets/Guidelines are built out more details on fonts and alternates will be developed.

#### Brand Font - Articulat CF Normal

AaBcCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvXxYyZz | 1234567890

#### Brand Font - Articulat CF Medium

AaBcCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvXxYyZz | 1234567890

#### Brand Font - Articulat CF Bold

AaBcCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvXxYyZz | 1234567890

#### Brand Font - Changling Neo Regular

abcdefghijklmnopqrstuv  
ABCDEFGHIJKLMNopqrSTUV  
0123456789