



HEMI

INTRODUCTION

The HEMI logo is a visual representation of the essence of HEMI's mission and vision. It is the interplay of a bold, unique mark and crisp typography that communicates HEMI's work to advance the science associated with materials and structures under extreme conditions.

The importance of a consistent brand image plays a vital role in HEMI's success. Therefore, all marketing materials (print and digital) should conform to the standards within this brand style guide.

LOGO ANATOMY

The HEMI logo is composed of two major elements: the logomark and the logotype. These elements are meant to work together as a unit and should not be separated.

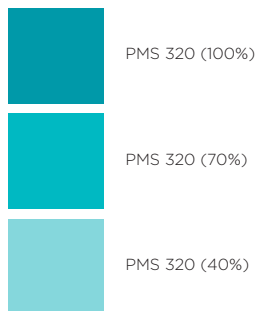
The logomark, the “HEMI shield” is made up of three concentric rings, or layers, that shape and define its angled dimensionality. Each of these three layers is divided into three sections that create the three angled faces of the shield mark.

The accompanying logotype is set in Gotham Medium: a clean, concise, and contemporary sans serif typeface.



LOGOMARK

LOGOTYPE



The HEMI logotype is PMS 280 (HEMI blue)

The HEMI logomark is composed of three tints of PMS 320 (HEMI teal)

PRIMARY LOGO

The primary two-color logo should be the first choice when used in any marketing materials. The primary logo utilizes the primary brand colors, Pantone 320 (HEMI teal) and Pantone 280 (HEMI blue) and can appear on either a light background or with the logotype reversed out on a HEMI blue background.

TWO-COLOR LOGO (LIGHT BACKGROUND)



TWO-COLOR LOGO (DARK BACKGROUND)



LOGO REQUIREMENTS

CLEAR SPACE

Establishing a clear space, or area of isolation around the logo, preserves the integrity of the brand. The clear space highlighted below is the minimum amount of space that must surround the logo. The space is equal to the height of the “H” within the HEMI logotype. No graphics, type, illustrations, or photos should enter the clear space area.



MINIMUM SIZE

To ensure that the logo is clear and legible, there is a minimum size requirement. Noted sizes are based on width of the logo.



MINIMUM SIZE 1"
OR 75 PIXELS

LOGO NAMESAKE LOCKUP

A variation of the primary logo that includes the full namesake alongside the “HEMI” acronym may be used whenever necessary or appropriate. “Hopkins Extreme Materials Institute” is typeset in Gotham Book (caps).

TWO-COLOR LOGO NAMESAKE LOCKUP (LIGHT BACKGROUND)



TWO-COLOR LOGO NAMESAKE LOCKUP (DARK BACKGROUND)



HEMI SUBSETS

In some cases, the HEMI logo will need to appear in tandem with a HEMI subset. The examples below demonstrate acceptable logo lockups when pairing the HEMI logo with a subset. Subsets are typeset in Gotham Book (caps).



HEMI

MEDE

MATERIALS IN EXTREME
DYNAMIC ENVIRONMENTS



HEMI

CAMCS

CENTER FOR ADVANCED
METALLIC AND CERAMIC SYSTEMS

LOGO COLOR VARIATIONS

In rare cases where printing will not allow for the usage of the primary two-color logo, these logo variations are acceptable to use, although not preferred.

ONE-COLOR LOGO (HEMI BLUE)



ONE-COLOR LOGO (HEMI BLUE) REVERSED



GRAYSCALE LOGO



GRAYSCALE LOGO REVERSED



ONE-COLOR LOGO, SIMPLE SHIELD (HEMI BLUE)



ONE-COLOR LOGO, SIMPLE SHIELD (HEMI BLUE) REVERSED



BLACK & WHITE LOGO, SIMPLE SHIELD





BLACK & WHITE LOGO, SIMPLE SHIELD REVERSED



BRAND COLORS

PRIMARY BRAND COLORS

The use of color plays a vital role in creating a unique brand identity and consistency is the key to maintaining it. To ensure color consistency, the following color standards should be strictly followed. The primary brand colors should be used both in the logo and a variety of other applications. In addition to the HEMI logo, they are the strongest reflection of the brand.

	HEMI BLUE		HEMI TEAL
COATED	PMS 280 C	COATED	PMS 320 C
UNCOATED	PMS 280 U	UNCOATED	PMS 320 U
RGB	1 33 105	RGB	0 156 166
HTML	012169	HTML	009CA6
CMYK	100 85 5 22	CMYK	96 0 31 2

SECONDARY BRAND COLORS

The secondary palette provides accent and neutral colors that complement the primary brand colors. These colors should only be used sparingly to accent the primary brand colors and never in place of them.

	PMS 298		PMS 545		PMS 7549
	PMS 1807		PMS 298		PMS COOL GRAY 10
	PMS 7527		PMS 441		PMS COOL GRAY 1
	BLACK				

LOGO USAGE

The HEMI logo is bold and unique and should always be used with this in mind. It represents more than just the institute's name; it acts as the primary identifier to the public. Appropriate use of the logo is necessary for upholding and maintaining the personality and authenticity of the HEMI brand.

Shown below are primary examples of how the logo can be used.



UNACCEPTABLE LOGO USAGE

The consistent use of the HEMI logo is very important. Improper use of the logo undermines the brand identity. Shown below are some examples of **unacceptable** ways to use the logo.



DO NOT REARRANGE THE ELEMENTS.



DO NOT CHANGE THE APPROVED COLORS.



DO NOT COMPRESS OR DISTORT THE LOGO.



DO NOT ALTER THE SIZE RELATIONSHIP OF THE ELEMENTS.



DO NOT USE A DIFFERENT TYPEFACE.



DO NOT USE ON A LOW-CONTRAST BACKGROUND.



DO NOT SEPARATE LOGO ELEMENTS.



DO NOT USE ON A BUSY BACKGROUND.

