

# Logo Guidelines



## COLOR PALETTE

### PRIMARY



#### RED

PMS 186  
5c 100m 80y 0k  
224r 0g 26b  
HEX e0001a



#### BLACK

Process Black  
0c 0m 0y 100k  
0r 0g 0b  
HEX 000000

### ASSESSMENTS



#### RED (HDS)

PMS 186  
5c 100m 80y 0k  
224r 0g 26b  
HEX e0001a



#### YELLOW (HPI)

PMS 123  
0c 22m 88y 0k  
255r 199g 55b  
HEX ffc737



#### BLUE (MVPI)

PMS 646  
67c 39m 13y 0k  
94r 138g 181b  
HEX 5e8ab5



#### GREEN (HBRI)

PMS 7489  
61c 14m 92y 1k  
114r 168g 77b  
HEX 72a84d

## LOGO



**RED**  
PMS 186  
5c 100m 80y 0k  
224r 0g 26b  
HEX e0001a

**BLACK**  
Process Black  
0c 0m 0y 100k  
0r 0g 0b  
HEX 000000

The Hogan logo is the most visible form of the organization's brand identity and equity, and should be managed carefully to ensure the integrity of Hogan's global brand. Hogan logos are made up of two elements: the Hogan logotype and the stylized H icon. While the icon may be used without the Hogan logotype in some instances, the logotype may never appear without the H icon.

## APPROPRIATE USE



Clear space equals the height of the uppercase "H". No written information or other logos should appear within this space.



Vertical logo width size should not be less than a width of 0.5" (1.6 cm) and horizontal logo size width of 1" (2.5 cm).



On black backgrounds, the logotype for the two-color logo should be reversed to white.



When a 100% black logo is used, it should not be placed on a background with a value of more than 30% black.



When 100% white logo is used, it should not be placed on a background with a value of less than 30% black.

## INAPPROPRIATE USE



Do not modify the logo replace the logotype with an alternate typeface.



Do not substitute another name for Hogan.



Do not place the two-color logo on colored backgrounds or patterns.



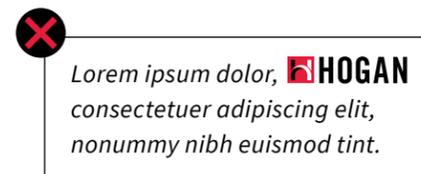
Do not alter the logo colors. Only those noted above are acceptable.



Do not dimensionize or add highlights and shadows to the logo.



Do not distort the proportions of the logo.



Do not use the logo as part of any sentence or slogan.

## QUESTIONS?

To ensure that Hogan's brand standards are consistently met, we require that our partners and distributors submit any and all Hogan-branded marketing materials to Hogan Marketing for approval prior to production or publication. Please don't hesitate to contact Hogan marketing with any additional questions during the planning, concept, or design process.

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