

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.



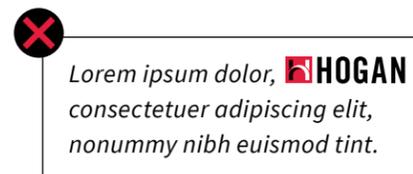
Do not alter the logo colors. Only those noted above are acceptable.



Do not dimensionalize 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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