Hammond Manufacturing Co. Ltd. Graphic Standards



WORDMARK AND LOGO USAGE

Correct Wordmark Usage:













Hammond Logo Colours:

Black



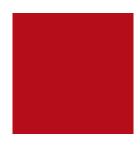
Process Black

0% Cyan 0% Magenta 0% Yellow 100% Black

0 Red 0 Green 0 Blue

Web 000000

Red



Pantone 1807U

0% Cyan 100% Magenta 96% Yellow 28% Black

181 Red 18 Green 27 Blue

Web B5121B (Safe Web CC0033)

Incorrect Wordmark, Logo Usage:















OTHER WORDMARK AND LOGOS

Below includes both word marks and logos Hammond Manufacturing uses for other brands and programs.



The Q-Assembly Logo has been in use since May of 2010. Q-Assembly is used for Hammond's online configuration website and should only be used for materials referencing the URL www.q-assembly.com.

Red: See Page 2

Yellow:

0% Cyan 255 Red 19% Magenta 205 Green 100% Yellow Blue

0% Black

Web FFCD03 (Safe Web FFCC00)



The Rack Basics wordmark has been in place since late 2010 and is used as the economy brand for Hammond racks and cabinets. Rack Basics should not be used in conjunction with the Hammond wordmark.

Green: Pantone 376C

50% Cyan 141 Red 0% Magenta 198 Green 100% Yellow Blue 63

0% Black

8DC63F (Safe Web 99CC00) Web

Black: See Page 2



Tel: +44(0)1256 812812 • Fast Service • Rack Accessories

Rack Basics UK was introduced in 2012.

Same as above RACK BASICS





When indicating new products please use one of the above icons.

Black: See Page 2

Yellow:

Red 0% Cyan 255 Magenta 19% 205 Green 100% Yellow Blue 3

0% Black

Web FFCD03 (Safe Web FFCC00) AvantGarde LT Medium

We use a mix of both AvantGarde and Helvetica fonts for our marketing collateral.

AvantGarde CE - Regular

AvantGarde CE - Bold

The Electrical E6 Catalog is formatted using Helvetica while the DCI Catalog is formatted using a mix of AvanteGarde (for titles) and Helvetica for body text.

Helvetica (T1) - Medium Helvetica (T1) - Obilique Helvetica (T1) - Bold

For downloadable logos in a variety of formats, please visit: https://www.hammfg.com/about/logos