



# Logo Manual 2008

by Benjamin Stacey

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# Logo Guidelines

Below is a summary of the logo guidelines concerning the Hexner Logo

- If the logo prints in three colors, it must be printed in PMS Process Cyan, PMS Process Yellow and PMS Process black (Pantone Matching System)
- If the logo prints in a single color it should be PMS Process Black or white if on a colored background.
- If the logo is resized, the height to width ratio must be maintained.
- A minimum size of 20mm by 14mm must be maintained.
- A minimum white space must be maintained around the logo that is equal to or greater than 1/6 the height of the logo.
- The logo should not be surrounded on all sides by graphics or text.
- All characters in the logo are purpose made for this specific logo and are not part of a wider font or typeface

# Color Usage

Below is the color coding information for the Hexner Logo

## Color

### Web:

Blue: #00AEEF  
Yellow: #FFF200  
Black: #000000  
White: #FFFFFF



### Pantone:

Pantone DS Process Yellow  
Pantone DS Process Cyan  
Pantone DS Process Black

### RGB:

Blue:  
R: 0 G: 174 B: 239  
Yellow:  
R: 255 G: 242 B: 0  
Black:  
R: 0 G: 0 B: 0

### CMYK

Blue:  
C=100 M=0 Y=0 K=0  
Yellow:  
C= 0 M=0 Y=100 K=0  
Black:  
C= 0 M=0 Y=0 K=100

## Grayscale

### Web:

Dark Gray: #808285  
Light Gray: #C6C8CA  
Black: #000000  
White: #FFFFFF



### Pantone:

Dark Gray: Pantone DS 325  
- 4 C  
Light Gray: Pantone DS 325  
- 7 C  
Black: Pantone DS  
Process Black

### RGB:

Dark Gray:  
R: 128 G: 130 B: 130  
Light Gray:  
R: 198 G: 200 B: 202  
Black:  
R: 0 G: 0 B: 0

### CMYK:

Dark Gray:  
C= 0 M= 0 Y= 0 K= 60  
Light Gray:  
C= 0 M= 0 Y= 0 K= 25  
Black:  
C= 0 M= 0 Y= 0 K= 100

# Color Usage

Below is the color coding information for the Hexner Logo

## Black & White Inverted

Web:

Black: #000000

White: #FFFFFF

Pantone:

Pantone DS Process Black

RGB:

Black

R: 0 G: 0 B: 0

White

R: 255 G: 255 B: 255

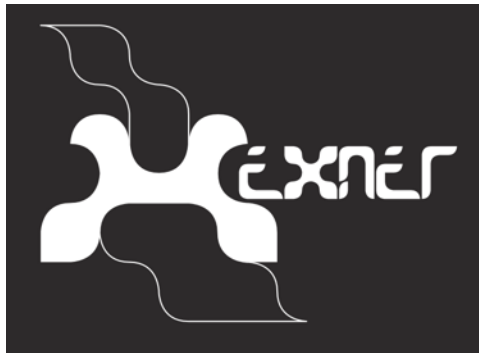
CMYK:

Black:

C= 0 M= 0 Y= 0 K= 100

White:

C= 0 M= 0 Y= 0 K= 0



## Black & White

Web:

Black: #000000

White: #FFFFFF

Pantone:

Pantone DS Process Black

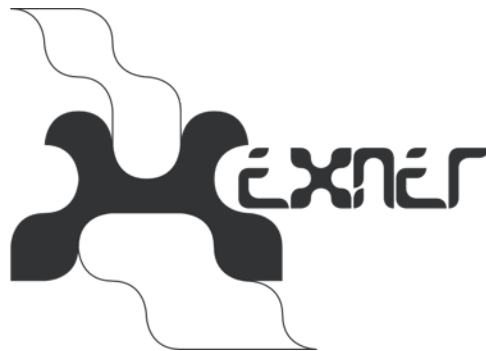
RGB:

Black

R: 0 G: 0 B: 0

White

R: 255 G: 255 B: 255



CMYK:

Black:

C= 0 M= 0 Y= 0 K= 100

White:

C= 0 M= 0 Y= 0 K= 0

# Copyright

Copyright information

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Graphic Design by Benjamin Stacey.

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