VISUAL IDENTITY STANDARDS

HMC

+

CLARK

Everything should be made as simple as possible, but not simpler.

ALBERT EINSTEIN

01

BRAND MARK

THE
LOGO

This is the primary logo for HMC/Clark. Please use this version whenever possible.

02

ITERATIONS & USAGE

GROUP
TAGLINE

This is the *HMClark Group* tagline logo for HMC/Clark. Use this version where appropriate.

MINIMAL
ICON

This is the icon for HMC/Clark. Use this version whenever the full lockup isn't necessary or in small applications such as email signatures or social media avatars.

CORRECT
LOGO USAGE

PADDING

The logo should always have ample breathing room. Maintain a generous "safe" area, roughly equal to the height of the "H" in "HMC", or the "A" in "Clark" on all sides. This frames the logo with visually equal padding. Note the clearly defined spacing limits in the example.

FILE FORMATS

Digital files with an .eps extension should be used for printed materials. Digital files with a .jpg (for most applications) or .png (for transparency) should be used for on-screen viewing. If you are sending artwork to a vendor, please consult with them for their preferred file format(s) prior to production.

SIZES

The minimum size for print applications of the Primary Logo is .75 inches across. Smaller uses of the logo will detract from the overall visual impact and cohesive branding. Be sure sizing is always proportional, height-to-width.
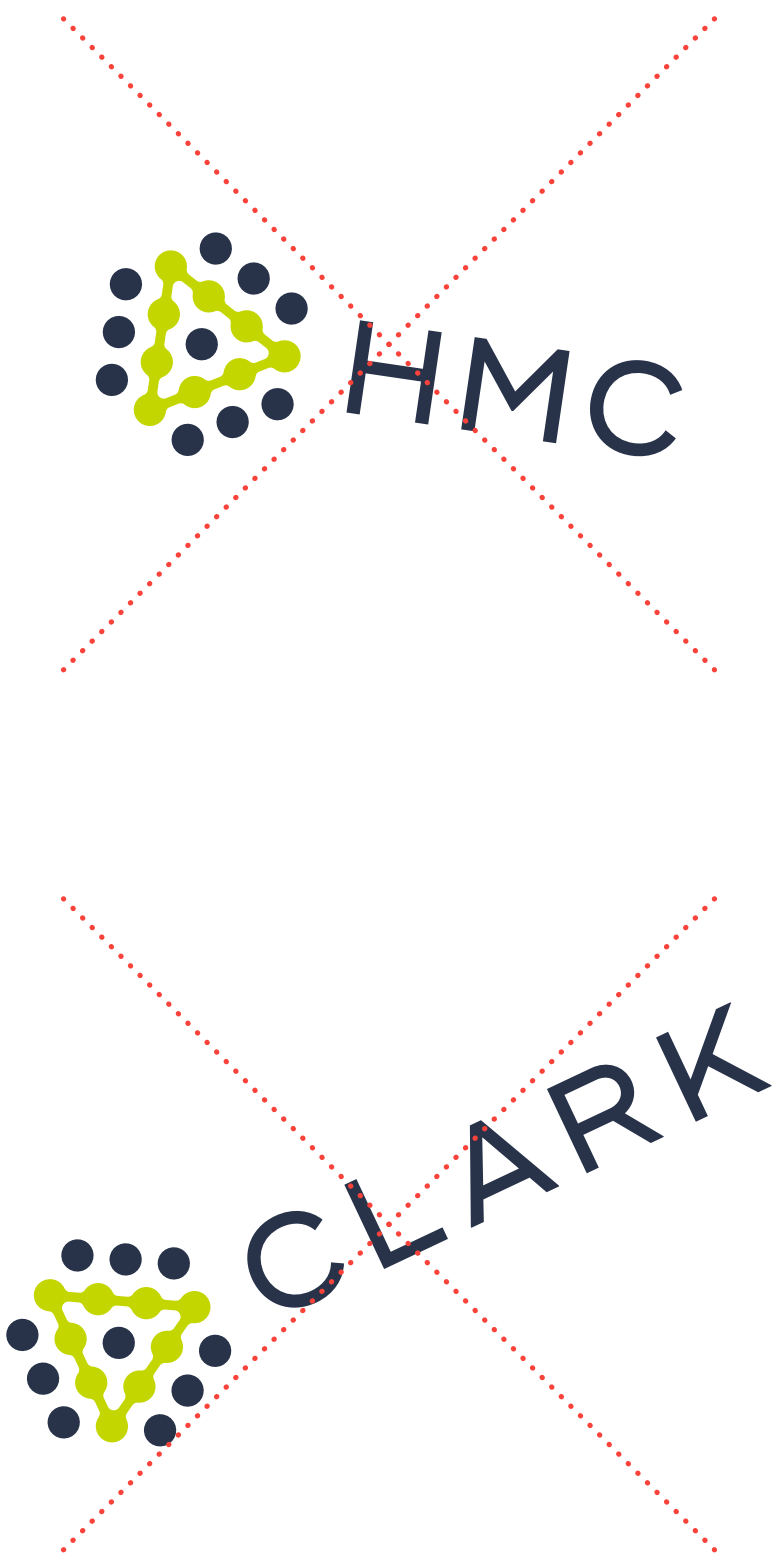
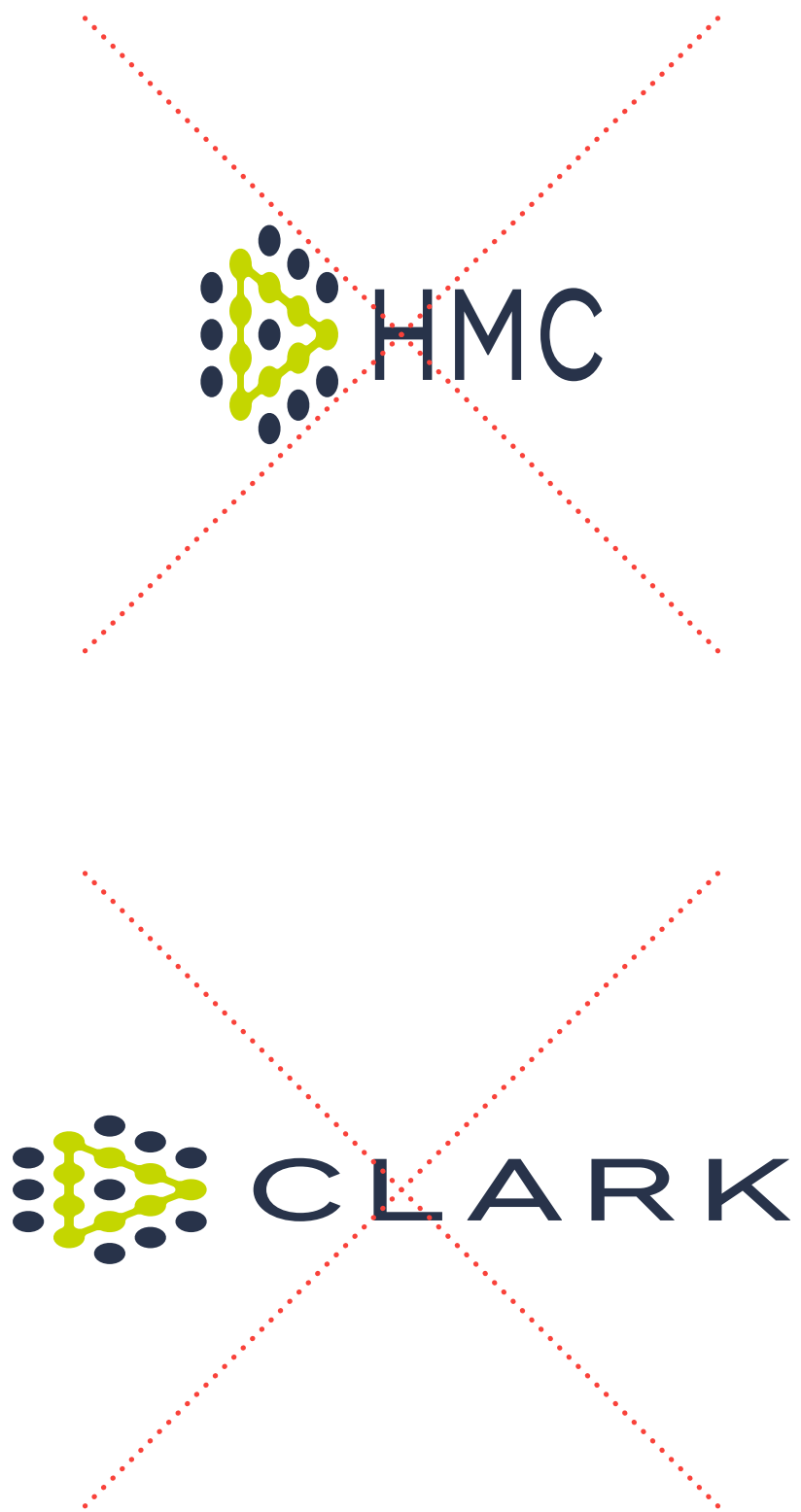.75 INCH MIN.

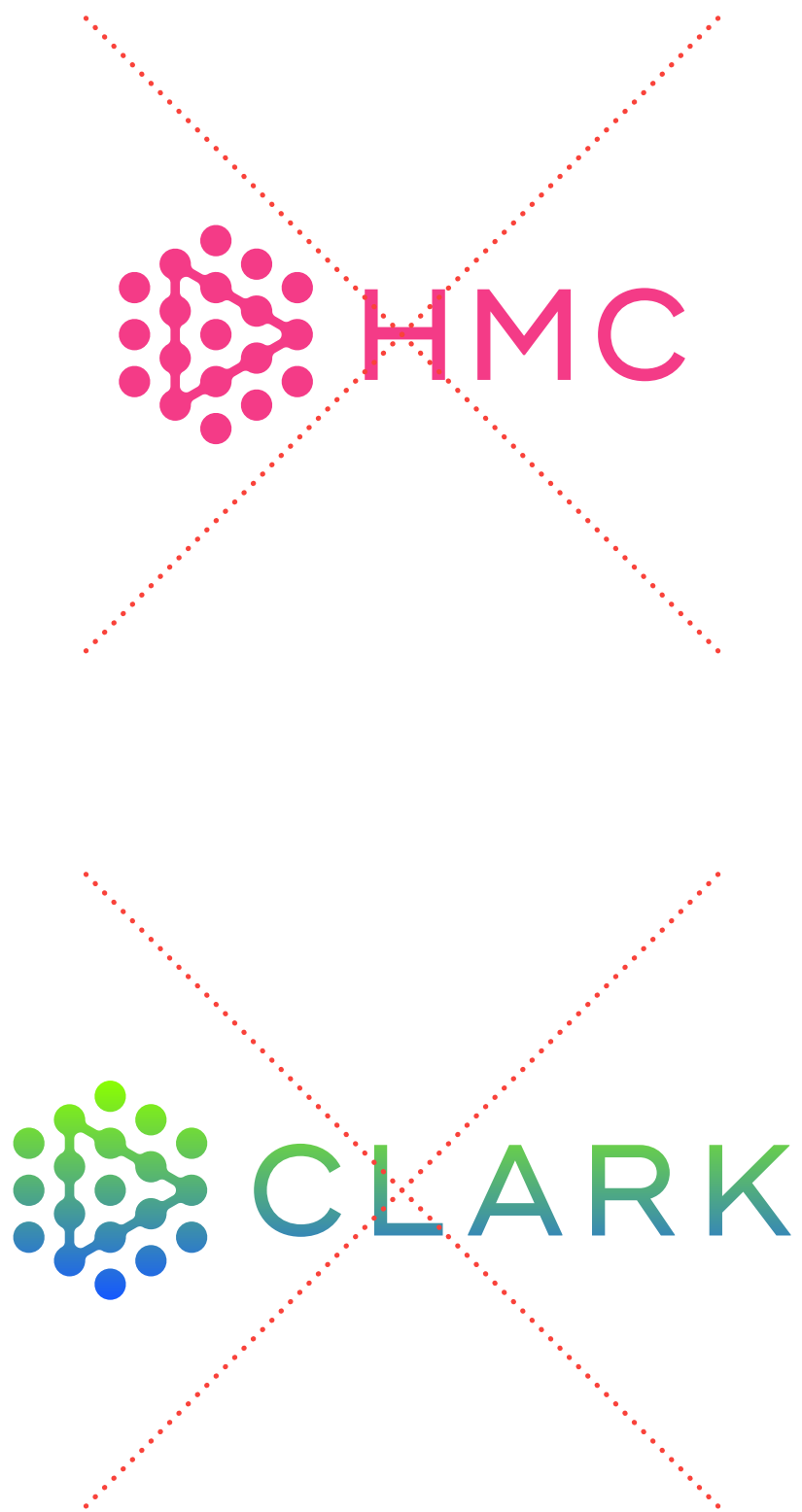# INCORRECT USAGE

ROTATION
Do not angle.

PROPORTION
Do not distort the logo horizontally or vertically when scaling.

COLOR
Use only approved colors.

EFFECTS
Do not use any bevel, emboss, or drop shadow effects.

03

TYPOGRAPHY

TYPE
PAIRINGS

Heading

RIDLEY GROTESK MEDIUM UPPERCASE

Sub Heading

RIDLEY GROTESK EXTRABOLD UPPERCASE • TRACKING: 150EM

Body Copy

Lato Regular • Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Call Out

Ridley Grotesk Light Italic Title Case • Tracking: 50em

Lato Regular • Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Action Items

SIGN UP   ❯ **RIDLEY GROTESK EXTRABOLD**

HEADLINES
RIDLEY GROTESK

Ridley Grotesk Light

AaBbCcDdEeFfGgHhIiJjKk

Ridley Grotesk Light Italic

AaBbCcDdEeFfGgHhIiJjKk

Ridley Grotesk Medium

AaBbCcDdEeFfGgHhIiJjKk

Ridley Grotesk Medium Italic

AaBbCcDdEeFfGgHhIiJjKk

Ridley Grotesk ExtraBold

AaBbCcDdEeFfGgHhIiJjKk

Ridley Grotesk ExtraBold Italic

AaBbCcDdEeFfGgHhIiJjKk

Tabular Numerals

0123456789 0123456789 **0123456789**

BODY
LATO

Lato Regular
AaBbCcDdEeFfGgHhIiJjKk

Lato Italic
AaBbCcDdEeFfGgHhIiJjKk

Lato Heavy
AaBbCcDdEeFfGgHhIiJjKk

Lato Heavy Italic
AaBbCcDdEeFfGgHhIiJjKk

Tabular Numerals
0123456789 **0123456789**

04

COLOR PALETTE

COLOR
PALETTE

This palette was carefully chosen for its bright and bold feel and for versatility in print, environmental, and web applications.

Primary Identity Color

Solid Fill   Outline

Primary Contrast Color

Solid Fill   Outline

Call to Action / Hover

Solid Fill   Outline

Support Colors

Solid Fill   Outline   Solid Fill   Outline

Black

Solid Fill   Outline

Utility / Web Grays

COLOR
VALUES

To ensure the closest color match from screen to print, use the Pantone (Spot) values for print when possible. Be aware that CMYK (Process) print values can shift from printer to printer. When picking paints or shirt colors, use Pantone Coated values as a reference, but be aware that vendors will match the color by eye to their own swatch books—this can cause some color shift as well. Always request proofs to ensure the color values are as close as possible.

Web development can require various degrees of gray to be used to aid design. We've included some standard shades here.

01

HEX	#C4D600
RGB	196 • 214 • 0
CMYK	28 | 0 | 100 | 0
PMS	382

02

HEX	#28334A
RGB	40 • 51 • 74
CMYK	91 | 71 | 36 | 56
PMS	2380

03

HEX	#101820
RGB	16 • 24 • 32
CMYK	100 | 79 | 44 | 93
PMS	BLACK 6

04

HEX	#D9E1E2
RGB	217 • 225 • 226
CMYK	7 | 1 | 3 | 2
PMS	7541

05

HEX	#53565A
RGB	83 • 86 • 90
CMYK	44 | 34 | 22 | 77
PMS	COOL GRAY 11

WEB GRAYS

#B2B2B2	#CCCCCC	#E5E5E5	#F2F2F2	#F7F7F7	#FFFFFF

05

IMAGERY

IMAGERY

When searching for imagery, please avoid using overtly staged stock photos. HMC/Clark represents intentional process and thoughtful design—the imagery needs to reflect the same.

THANK YOU

For any questions, please don't hesitate to drop us a line at *info@historicagency.com*

Thank you for your commitment in making the **HMC/Clark** brand clear and strong.
Please remember that this is a guide and exceptions to the rules may be necessary.