hemi

Visual Style Guide

The following guidelines provide a standard for the visual style of the Hemi brand.

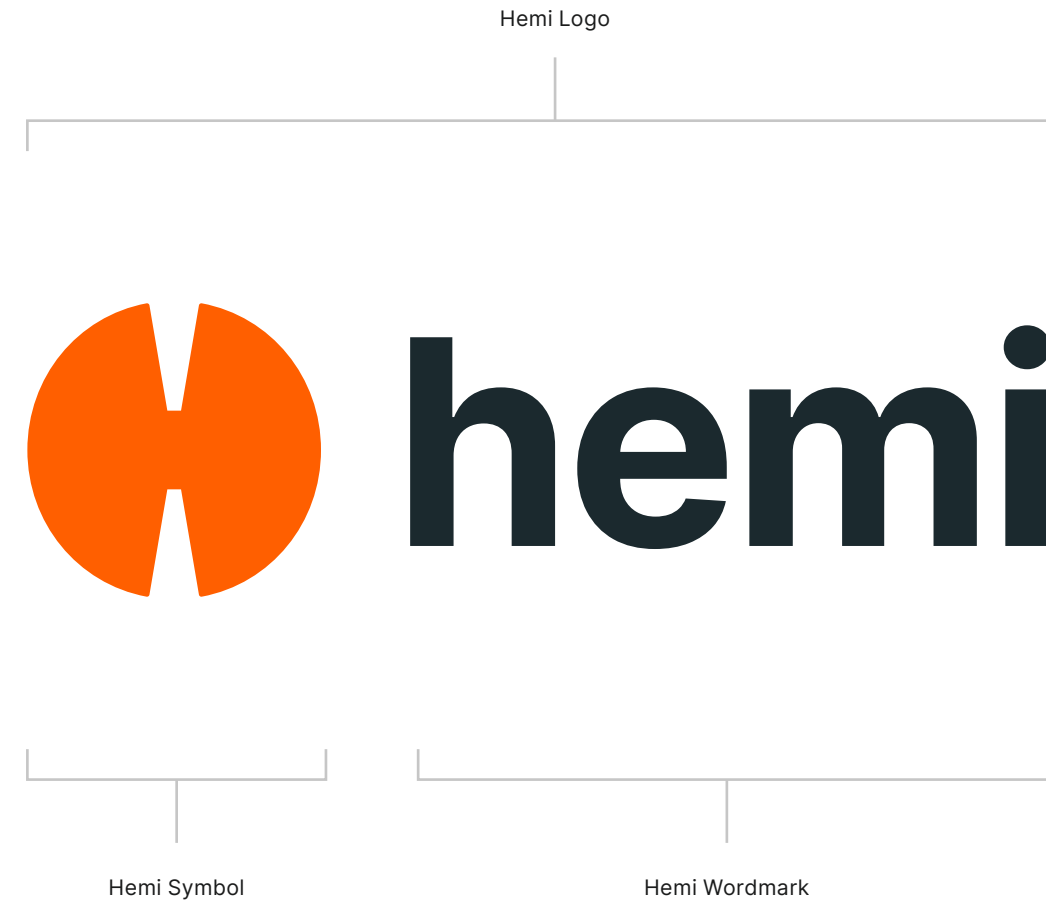# The Hemi Logo

Logo Introduction

The Hemi Logo is the primary representation of the brand and is comprised of the Hemi Symbol and the Hemi Wordmark.

A Few Ground Rules:

The Symbol may be used independently of the Wordmark. However, the Symbol must always accompany the Wordmark, as the Symbol is essential to brand recognition.

Do not try to recreate the Hemi Logo, Symbol, or Wordmark yourself. Use the logo assets provided by the Hemi Team.

Do not adjust the elements in the Hemi Logo. Do not rotate, skew, move, or modify. Use the logo as provided.

Hemi Logo

Hemi Symbol

Hemi Wordmark

Logo

For use on white or light backgrounds, use the Positive Hemi Logo. For use on black or dark backgrounds, use the Reversed Hemi Logo.

This allows for all elements of the Hemi Logo to be clear and legible in many applications and use cases.

Hemi Logo on White Background

Hemi Logo on Slate Background

Symbol / Ticker

When used independently of the Wordmark, the Hemi Symbol should be in the color Orange in all possible applications and use cases.

For alternate color treatments, please see the Alternate Logos section of this document.
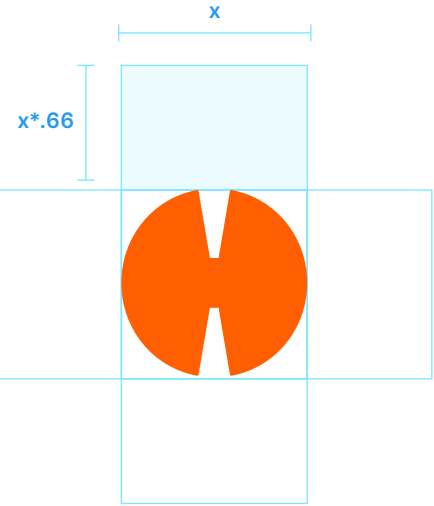
Hemi Symbol on White Background

Hemi Symbol on Slate Background

Clear Zone

The Hemi Logo should be presented with a clear zone around it, ensuring that the mark will be clear and not overwhelmed by other marks or images.

To identify the clear zone for the Hemi Logo, use the diagram shown on the right. Clear zone measurements are based on the width of the Hemi Symbol.

Minimum Size

For print:

The minimum size of the Hemi Logo is 18mm in width. The Hemi Logo loses integrity and legibility when displayed smaller than 18mm in width.

The minimum size of the Hemi Symbol when used independently is 4mm in width.

For use on the web or screens:

The minimum size of the Hemi Logo is 60 pixels in width. The Hemi Logo loses integrity and legibility when displayed smaller than 60 pixels in width.

The minimum size of the Hemi Symbol when used independently is 16 pixels in width.

18mm

4mm

60 pixels

16 pixels

Minimum Size for Print (Millimeters)

Minimum Size for Web (Pixels)

Alternate Logos

In certain cases, a one-color version of the logo may be necessary. For example, this is a common request for any screen printed materials, as the cost of the printing increases with each color added.

If used on an Orange, Slate (or Black), or Cyan background, the One-Color Hemi Logo should be in presented in White.

One-Color Hemi Logo & Symbol
on Orange Background

One-Color Hemi Logo & Symbol
on Slate Background

One-Color Hemi Logo & Symbol
on Cyan Background

hemi

Need logo assets?

To access the most recent logo files, please contact the Hemi Team.

There are dedicated files for both print and web. Ensure that the correct files are being used for the specific use case.

Note: Process colors are used for most common printing scenarios, including any digital printing projects. Process color builds color using values of Cyan, Magenta, Yellow, and Black (CMYK) to achieve the desired color. Spot colors are solid colors created using a specific premixed ink. This approach is typically used for specialized projects such as embroidery, screen printing, and for printing on various promotional items.

Brand Colors

Primary Color Palette

The Hemi Primary Color Palette is comprised of Orange, Slate, Cyan, Mist and White.

Note: Do not sample colors from this document. Instead, use the web and print color values (shown on the right) when creating branded elements or promotional materials. This will result in a more accurate color representation and brand consistency across all materials and printing techniques.

Orange

Web Colors

Hex	#ff6a00
RGB	255 / 106 / 0

Print Colors

CMYK	0 / 69 / 100 / 0
Process	Pantone P 30-8 C
Spot	PMS Orange 021 C

Slate

Web Colors

Hex	#1D2E34
RGB	29 / 46 / 52

Print Colors

CMYK	0 / 0 / 0 / 95
Process	Pantone P 179-15
Spot	PMS 433 C

Cyan

Web Colors

Hex	#2599EE
RGB	37 / 153 / 238

Print Colors

CMYK	50 / 0 / 0 / 0
Process	Pantone P 115-6 C
Spot	PMS 2727 C

Mist

Web Colors

Hex	#ECF8F9
RGB	236 / 248 / 249

Print Colors

CMYK	4 / 0 / 0 / 0
Process	Pantone P 115-1 C
Spot	PMS 656 C

White

Web Colors

Hex	#FFFFFF
RGB	255 / 255 / 255

Print Colors
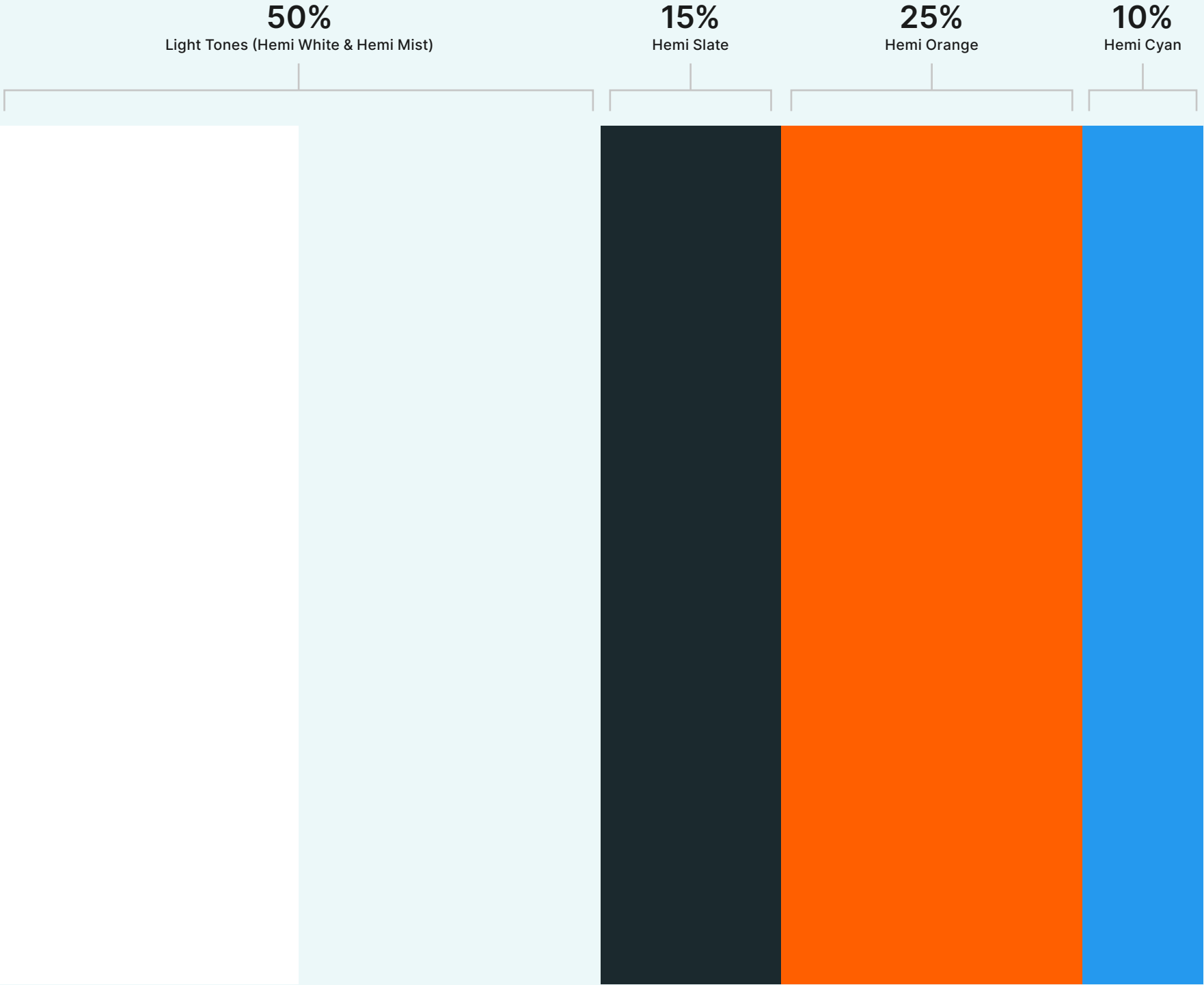
CMYK	0 / 0 / 0 / 0
Process	N/A
Spot	White

Color Ratio

The following color ratio is used to generally illustrate how the brand colors should be utilized.

When looking at the all of the branded elements (website, app, social, marketing materials, investor materials, etc), the collective effect should reflect this color ratio.

For example, if the majority of new assets being created all appear dark - this may not align with the Hemi Color Ratio. It is helpful to have consistent check-ins on the use of color throughout all materials.

50%
Light Tones (Hemi White & Hemi Mist)

15%
Hemi Slate

25%
Hemi Orange

10%
Hemi Cyan

Brand Typography

Typeface

Inter is a variable typeface that serves as the Hemi brand typeface, used for all text applications such as headlines (H1, H2, H3) and paragraph text.

To download the Inter typeface family, visit: https://fonts.google.com/specimen/Inter or https://rsms.me/inter/

Inter

9 Standard Weights:

Inter Thin

Inter ExtraLight

Inter Light

Inter Regular

Inter Medium

Inter SemiBold

Inter Bold

Inter ExtraBold

Inter Black

Preview:

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

! @ # $ % ^ & * ( )

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin mollis sit amet turpis non viverra. Suspendisse eleifend nunc urna, ac faucibus ligula tincidunt eu. Aenean mattis, metus ac laoreet mollis, quam dolor porttitor lectus, ac mattis eros ligula ut sapien. Ut non suscipit nisi.

Typography Usage

Please refer to this example when laying out text for any Hemi branded materials. Exact font sizes and colors will depend on the specific scenario and may vary slightly, but should largely follow the visual hierarchy shown to the right.

Some exceptions and adjustments can be made based on the application in which the text is presented. For example exact font sizes for the web may not also translate to a printed piece. This can also be adjusted for small scale items vs. large scale items.

H1:
Inter SemiBold

The quick brown fox jumps over the lazy...

H2:
Inter SemiBold

The quick brown fox jumps over the lazy dog.

H3:
Inter Medium

The quick brown fox jumps over the lazy dog.

Paragraph:
Inter Regular or Medium
(depending on the use
case and size)

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.