

# Hammond Manufacturing Co. Ltd. Graphic Standards



# WORDMARK AND LOGO USAGE

## Correct Wordmark Usage:



## Hammond Logo Colours:

### Black



Pantone 1797U

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.



Red: See Page 2

Yellow:

0%	Cyan	255	Red
19%	Magenta	205	Green
100%	Yellow	3	Blue
0%	Black		
Web	FFCD03 (Safe Web FFCC00)		

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](http://www.q-assembly.com).



Green: Pantone 376C

50%	Cyan	141	Red
0%	Magenta	198	Green
100%	Yellow	63	Blue
0%	Black		
Web	8DC63F (Safe Web 99CC00)		

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.

Black: See Page 2



Red: See Page 2

Hammond Communicator is branded as the communications newsletter for Hammond.

Black: See Page 2



Black: See Page 2

Yellow:

0%	Cyan	255	Red
0%	Magenta	242	Green
100%	Yellow	0	Blue
0%	Black		
Web	FFF200 (Safe Web FFFF00)		

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

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**

If you require logos for print or web or if you need a font please contact:

Krystal Livingston  
 klivingston at hammfg.com

or

Scott Hammond  
 shammond at hammondmfg.com