



**HAMMOND
MANUFACTURING®**

BRANDING GUIDELINES

1. Who We Are

Hammond Manufacturing is a global company serving numerous markets and customers worldwide.



Electrical Enclosures



Small Enclosures



Rack Mounting Solutions



Outlet Strips



Transformers

2. a) Logo

The logo to be used when referring to one of the divisions.



The logo to be used when referring to the entire Hammond Manufacturing business.



2. b) Logo Sizes & Clear Spaces

No other graphic element should encroach within the defined white space of the Hammond logo's limits; as defined by the width of 'HAMM' in the logo.



2. c) Use on Different Backgrounds

If possible, the full colour (red and black) logo should be used before others.



When placed on the Hammond 90% black, the all-white logo should be used.



The all black version of the Hammond logo should be avoided, unless the application requires it.



When placed on the Hammond hexagon background, the full colour logo should be used.



Unacceptable Logo Uses

The Hammond logo shall not be manipulated in any way. Under no circumstances should the logo be orientated or changed.

a) Colours shall not be changed.



b) The proportions and positions of elements shall not be manipulated.



c) The correct typeface should be used.



d) The orientation of elements shall not be changed.



3. Typeface

Hammond Manufacturing uses ITC Avant Garde Gothic, condensed fonts.

Book Condensed is used for paragraphs of text. The smallest size of text should be no smaller than 8pts size and 10 points of leading.

Headings can be the same size of the paragraph, but demi-condensed used for visual prominence.

Titles are all-caps, bold-condensed, and typically 30% larger text size.

SAMPLE TITLE

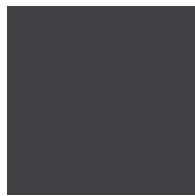
Sample heading text.

Sample paragraph text. Nus eum
ipienit ibusti ommodic totatum simil
is re modit que duntium faceate
doluptistiis quatur ad molene plabore
rnatum aut quias quistrupta cor aut
odia sequos aut opta sendenducid
etureniminis min.

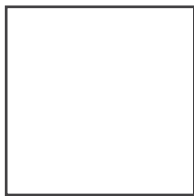
4. Colours



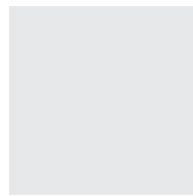
*Hammond Red
Pantone 186 C
#CF0A2C



Hammond Grey
90% Black
#404041



White
#FFF



Light Grey
10% Black
#E6E7E8

*Previous colours used for Hammond Red are acceptable.

5. Texture

Hammond uses a stainless steel texture with a hexagon overlay. The texture is not intended to be placed behind paragraphs of text, but rather as a title-element or anchor graphic.



An example of the texture being used. If possible, the Hammond logo is placed above the texture with a white background.

The copy on the texture is a subject text, with a larger font size.



6. Icons & Hammond Divisions

Hammond Manufacturing is divided into these five divisions. The divisions can be listed in plain text, or shown with the icons. They shall always be listed in this order. The icons shall only be presented in these colour formats, and always presented within the circular enclosure.



Electrical Enclosures



Small Enclosures



Rack Mounting Solutions



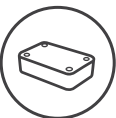
Outlet Strips



Transformers



Electrical Enclosures



Small Enclosures



Rack Mounting Solutions



Outlet Strips



Transformers



Electrical Enclosures



Small Enclosures



Rack Mounting Solutions



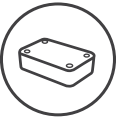
Outlet Strips



Transformers



Electrical Enclosures



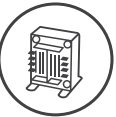
Small Enclosures



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Transformers

7. Auxiliary Logos

The logo for the **Hammond Advantage** program follows the same guidelines as the Hammond logo. It's proportions, colours, and features shall remain unchanged.



The **QAssembly** logo is typically featured digitally, and shall contain a hyperlink whenever possible to the QAssembly website.
<https://www.q-assembly.com/>



The **Manufactured in Canada** icon is to be used when the products represented are made in Canada and are being marketed in Canada. The French version should be used when marketing products in Quebec.



The **Hammond Training Portal** logo follows the same guidelines as the Hammond Logo. It's proportions, colours, and features shall remain unchanged.



The **Manufactured in North America** icon is to be used when the products represented are made and marketed in the USA and/or Canada.



8. Rack Basics

Rack Basics is Hammond Manufacturing's economy rack line. The Rack Basics brand is entirely separate from the Hammond Manufacturing brand and should not be shown in combination with the Hammond Manufacturing logo.

Other aspects of the Rack Basics brand such as typography, placement etc. are the same as the Hammond Manufacturing brand; except for colour.



The Rack Basics logo can be shown with it's optional tag line "When you just need the basics!"



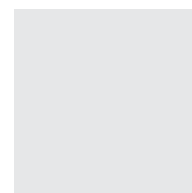
Rack Basics Green
Pantone 376 C
#82BC00



100% Black
#231F20



White
#FFF



Light Grey
10% Black
#E6E7E8