

Hammond Manufacturing Co. Ltd. Graphic Standards



WORDMARK AND LOGO USAGE

Correct Wordmark Usage:



Hammond Logo Colours:

Black



Process Black

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.



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.

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 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.

Green: Pantone 376C

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

Black: See Page 2



Tel: +44(0)1256 812812 • Fast Service • Rack Accessories

Rack Basics UK was introduced in 2012.

Same as above RACK BASICS



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

Black: See Page 2

Yellow:

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

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

For downloadable logos in a variety of formats, please visit:
<https://www.hammfg.com/about/logos>