

2. Logo

MAIN LOGO. INVERSIONS.

Main logo

Our main logo consists of the company name „hep“ with our two-lined slogan „there is no planet b.“ (Font: Helvetica). Main coloring is black with a green „planet b.“. This version is to be used primarily in all working documents. Legibility when used on different backgrounds has to be guaranteed at all time.

Inversions

If the logo is not well visible on a certain background, an inversion can be used (listed in descending priority):

1. white/green
2. black/black

In general, the logo shall not be framed. The black background as seen here is used to showcase the different coloring and use is restricted to advertising materials.

ATTENTION:

The logo may not be cropped or compressed in height or width. Changes in coloring or other modifications such as shadowing, rotating or tilting are not allowed.

The logo only works in the combination of „hep“ PLUS the two-lined „there is no planet b.“ Neither of the two shall be used by itself.

„hep“ is written in small letters. „there is no planet b.“ is written in small letters and ends with a dot. The line break occurs between „no“ and „planet“.

Former logos cannot be used anymore. They have to be replaced in all documents, merchandise, equipment, etc. - preferably with the main logo in black/green.

Main Logo (black/green)

hep there is no
planet b.

Inversion (white/green - for dark backgrounds)

hep there is no
planet b.

Black version (for colored backgrounds)

hep there is no
planet b.



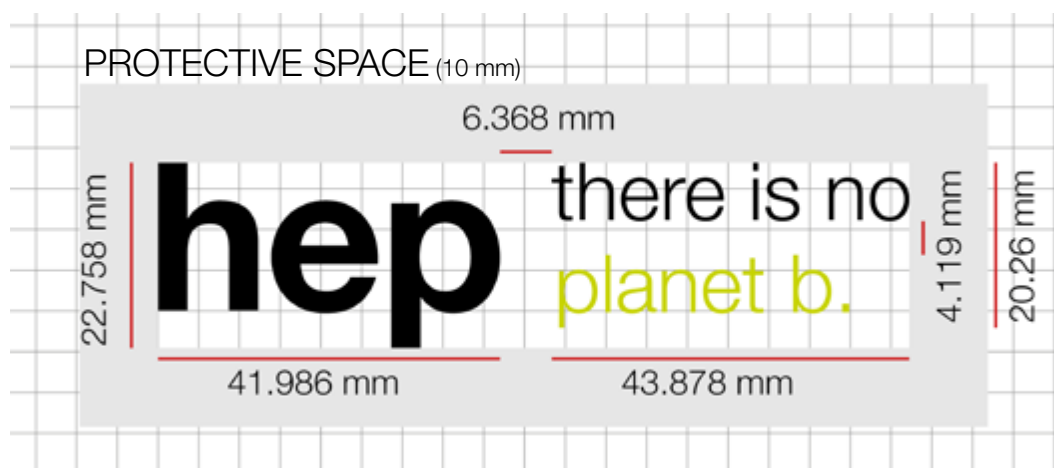
2. Logo

POSITIONING.

The basic file of hep's main logo in black and hep green is on a transparent background and available as .png, .jpg, .pdf and .eps document.

The general format of 100 x 30 mm can be modified in proportion to its original size. However, guidelines on the different forms of usage have to be taken into account (cf. 9. Templates), and we prefer use of our templates on the Intranet drive. In any case, the size of the logo file should not be reduced to a width smaller than 35 mm in order to guarantee visibility (cf. hep business card on p. 30).

Below, a squared background is used to display height and positioning of the individual elements as well as spacing between them.



Explanation

The company name „hep“ extends over 22.758 mm in height and 41.986 mm in width.

The slogan „there is no planet b.“ extends over 20.26 mm in height and 43.878 mm in width.

Between „there is no“ and „planet b.“, there is a gap of 4.119 mm.

The gap between „hep“ and „there is no planet b.“ amounts to 6.368 mm.

A protective space of 10 mm around the logo has to be respected at all times.

On documents (print or digital), the logo should be placed in the top right-hand corner by priority. It should be 4.5 mm in distance from the margin - even if there is an additional trim in print products.

3. Icon

GORILLA GEORGE.

We have chosen gorilla George as our icon and the visual representation of our slogan „there is no planet b.“.

George radiates strength, and he stands for the logical combination of sustainable energy production and environmental and species protection.

Eventually, this icon shall trigger recognition of our company without additional presence of the logo (comparable to Audi's four rings).

Main icon

The main icon is colored green. The face is transparent. This version is to be used whenever possible on the respective background. If necessary for a production process (e.g. Gorilla tattoos), the face can be colored white.

Inversions

If the icon is not well visible on a certain background, an inversion can be used (listed in descending priority):

1. black
2. white

ATTENTION:

The black background is not part of the icon. It is used only to showcase the different colorings. In general, the icon shall not be framed.

The icon may not be used in any other color than shown here. Additionally, it may not be used in any gradation of transparency.

Main Icon (green)



Inversion (black)



Inversion (white)



3. Icon

POSITIONING.

The basic file of hep's main icon in green is on a transparent background and available as .png, .jpg, .pdf and .eps document.

Here, a squared background is used to display measurements: The gorilla extends over 74.4 mm in width and 90.018 mm in height. The general format can be modified in proportion to its original size.

In any case, the size of the icon file should not be reduced to a width smaller than 20 mm. And a protective space of 10 mm around the icon has to be respected at all times.

Cut

When positioning the icon at the left bottom corner of a document, it should be cut off as follows:

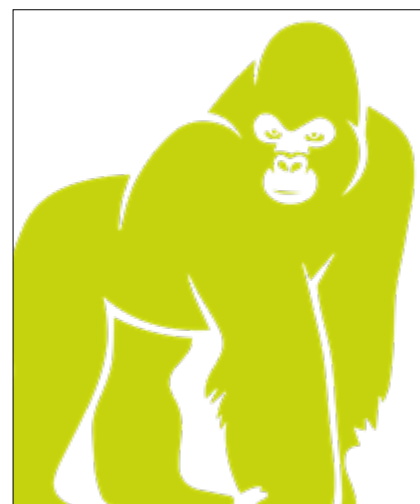
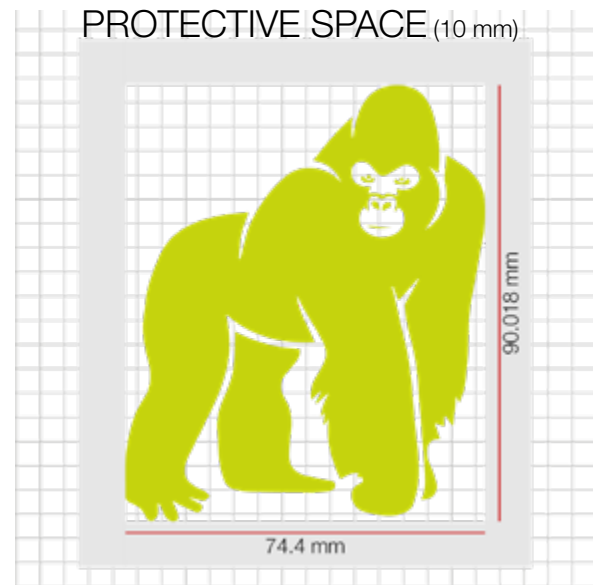
The gorilla stands on the horizontal line with its left rear foot. The vertical line cuts off the knee bend of the right rear foot.

ATTENTION:

The icon may not be cropped or compressed in height or width. Other modifications (such as shadowing, rotating or tilting) are not allowed.

Logo and icon have to be used with due space between them. For all products up until size DIN A3, „due space“ is complied with when both protective spaces are respected. Larger sizes call for a larger distance in proportion to logo and icon.

Former icon combinations cannot be used anymore. They have to be replaced in all documents, merchandise, equipment, etc. - preferably with either the main icon or the main logo by themselves.



5. Colors

hep COLOR PALETTE.

Main colors

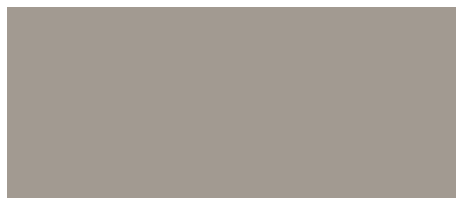
hep green, dark gray, light gray and black are part of our main color family.

The color codes have to be used as given and may not be altered. For example, they cannot be used in different gradations of transparency.



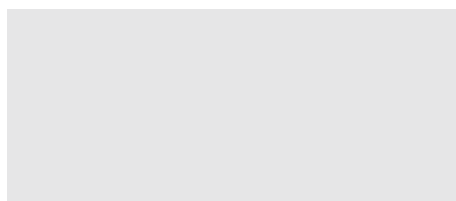
hep GREEN

PANTONE: 382 C
CMYK: 31 | 0 | 97 | 0
RGB: 198 | 211 | 0
HEX: #c6d300



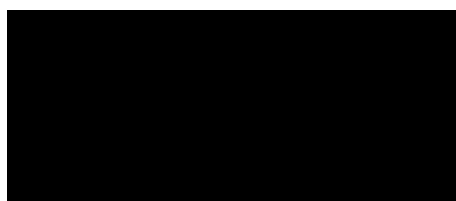
hep DARK GRAY

PANTONE: 402 C
CMYK: 10 | 15 | 20 | 40
RGB: 163 | 154 | 145
HEX: #a39a91



hep LIGHT GRAY

PANTONE: 427
CMYK: 12 | 8 | 9 | 0
RGB: 230 | 230 | 230
HEX: #e6e6e6



BLACK (usual black)

PANTONE: black 6
CMYK: 0 | 0 | 0 | 100
RGB: 0 | 0 | 0
HEX: #000000

Additional colors

The blue and red are additions to the hep color palette - to be used in graphs, infographics and on social media.



hep BLUE

PANTONE: 7697c
CMYK: 69 | 35 | 25 | 7
RGB: 85 | 135 | 162
HEX: #5587a2



hep RED

PANTONE: 492 C
CMYK: 28 | 84 | 71 | 27
RGB: 150 | 55 | 53
HEX: #963735