



GRAPHIC STANDARDS MANUAL

THE GRAPHIC STANDARDS

The graphic standards contained in this document have been developed to serve as a guideline for the presentation of the Hermes Sargent Bates corporate identity within any medium or environment. In order to maintain consistency and uniformity, all reproduction of the Hermes Sargent Bates logo or graphic elements should conform to these standards.

Included in this document are guidelines for the presentation of:

- The logos
- The tagline
- The corporate colors
- The corporate fonts
- Business materials

These guidelines should be applied as closely as possible when producing any of the following items:

- Presentation materials
- Brochures and publication materials
- Websites and electronic media
- Advertising materials
- Business forms
- Signage
- Logo wear
- Promotional items

REPRODUCING THE IDENTITY

ARTWORK

A CDROM containing electronic files of the official logo artwork in all of its approved versions and formats, the official business materials mechanical artwork and a PDF version of the official graphic standards has been produced in conjunction with this document. The Hermes Sargent Bates identity and business materials should only be reproduced using these approved graphic files. The files should only be used in their original form and should never be altered or modified in any way.

REPRODUCTION INTEGRITY

To maintain the integrity of our corporate identity and to maintain consistency in its presentation, use only the approved electronic files copied from the CD-ROM. **DO NOT** reproduce the logo or any graphics by scanning or photo-copying any logos or graphics from this document or any other printed materials. Doing so will degrade the image quality and compromise our standards.

FILE FORMATS

Versions of the logo for a wide range of applications have been prepared in a variety of file formats to accommodate both PC and Mac platforms, a full range of media and all of the most commonly used forms of professional reproduction and publication.

COLOR VERSIONS

Color renditions of the logo and graphic elements have been prepared to allow for reproduction on both light and dark color backgrounds.

SPECIAL USES

On rare occasions, some form of reproduction may require a format or modification that is not included in the files on the CD-ROM.

For any special usage needs, please contact our advertising agency:

Holmes Millet Advertising, Inc.

info@holmesmillet.com

Tel 214-526-4885

Fax 214-526-4887

3101 North Fitzhugh #200

Dallas, Texas 75204

THE CORPORATE LOGO - EPS FORMAT

The following versions of the Hermes Sargent Bates logo are scalable vector images suitable for all high resolution lithographic, digital or large format printing applications. The logo versions are listed by actual file name and are identified for use in applications as follows:

LOGOS - EPS - With LLP

1) **HSB_Logo_LLQ_4C.eps** - for use in 4 color process printing/reproduction



2) **HSB_Logo_LLQ_2C.eps** - for use in 2 color spot printing/reproduction



3) **HSB_Logo_LLQ_BW.eps** - black logo for use in 1 color to 4 color process printing/reproduction

4) **HSB_Logo_LLQ_white.eps** - white logo for use in 1 color to 4 color process printing/reproduction



LOGOS - EPS - Without LLP

1) **HSB_Logo_4C.eps** - for use in 4 color process printing/reproduction



2) **HSB_Logo_2C.eps** - for use in 2 color spot printing/reproduction



3) **HSB_Logo_BW.eps** - black logo for use in 1 color to 4 color process printing/reproduction

4) **HSB_Logo_white.eps** - white logo for use in 1 color to 4 color process printing/reproduction



THE CORPORATE LOGO WITH TAGLINE - EPS FORMAT

The following versions of the Hermes Sargent Bates logo with tagline are scalable vector images suitable for all high resolution lithographic, digital or large format printing applications. The logo versions are listed by actual file name and are identified for use in applications as follows:

LOGOS - EPS - Tagline with LLP

1) **HSB_Logo_LLQ_tag_4C.eps** - for use in 4 color process printing/reproduction



2) **HSB_Logo_LLQ_tag_2C.eps** - for use in 2 color spot printing/reproduction



3) **HSB_Logo_LLQ_tag_BW.eps** - black logo for use in 1 color to 4 color process printing/reproduction

4) **HSB_Logo_LLQ_tag_white.eps** - white logo for use in 1 color to 4 color process printing/reproduction



LOGOS - EPS - Tagline without LLP

1) **HSB_Logo_tag_4C.eps** - for use in 4 color process printing/reproduction



2) **HSB_Logo_tag_2C.eps** - for use in 2 color spot printing/reproduction



3) **HSB_Logo_tag_BW.eps** - black logo for use in 1 color to 4 color process printing/reproduction

4) **HSB_Logo_tag_white.eps** - white logo for use in 1 color to 4 color process printing/reproduction



THE CORPORATE LOGO - JPG FORMAT

The following versions of the Hermes Sargent Bates logo are rasterized images suitable for same-size, high resolution desktop publishing and printing and screen resolution video and electronic applications. *Not recommended for enlargements.* The logo versions are listed by actual file name and are identified for use in applications as follows:

LOGOS - JPG - With LLP

1) **HSB_Logo_LLQ_color_lg.jpg** - large color logo for use in color printing and reproduction (high resolution)



2) **HSB_Logo_LLQ_bw_lg.jpg** - large black logo for use in 1 color to full color printing/reproduction (high resolution)



3) **HSB_Logo_LLQ_color_sm.jpg** - small color logo for use in video and electronic applications (low resolution)

4) **HSB_Logo_LLQ_bw_sm.jpg** - small black logo for use in video and electronic applications (low resolution)

LOGOS - JPG - Without LLP

1) **HSB_Logo_color_lg.jpg** - large color logo for use in color printing and reproduction (high resolution)



2) **HSB_Logo_bw_lg.jpg** - large black logo for use in 1 color to full color printing/reproduction (high resolution)



3) **HSB_Logo_color_sm.jpg** - small color logo for use in video and electronic applications (low resolution)

4) **HSB_Logo_bw_sm.jpg** - small black logo for use in video and electronic applications (low resolution)

THE CORPORATE LOGO WITH TAGLINE - JPG FORMAT

The following versions of the Hermes Sargent Bates logo with tagline are rasterized images suitable for same-size, high resolution desktop publishing and printing and screen resolution video and electronic applications. *Not recommended for enlargements.* The logo versions are listed by actual file name and are identified for use in applications as follows:

LOGOS - JPG - Tagline with LLP

1) **HSB_Logo_LLQ_tag_color_lg.jpg** - large color logo for use in color printing and reproduction (high resolution)



2) **HSB_Logo_LLQ_tag_bw_lg.jpg** - large black logo for use in 1 color to full color printing/reproduction (high resolution)



3) **HSB_Logo_LLQ_tag_color_sm.jpg** - small color logo for use in video and electronic applications (low resolution)

4) **HSB_Logo_LLQ_tag_bw_sm.jpg** - small black logo for use in video and electronic applications (low resolution)

LOGOS - JPG - Tagline without LLP

1) **HSB_Logo_tag_color_lg.jpg** - large color logo for use in color printing and reproduction (high resolution)



2) **HSB_Logo_tag_bw_lg.jpg** - large black logo for use in 1 color to full color printing/reproduction (high resolution)



3) **HSB_Logo_tag_color_sm.jpg** - small color logo for use in video and electronic applications (low resolution)

4) **HSB_Logo_tag_bw_sm.jpg** - small black logo for use in video and electronic applications (low resolution)

THE CORPORATE LOGO - GIF FORMAT

The following versions of the Hermes Sargent Bates logo are rasterized images suitable for same-size, screen resolution web, multimedia, video and electronic applications. *Not recommended for enlargements.* The logo versions are listed by actual file name and are identified for use in applications as follows:

LOGOS - GIF - With LLP

- 1) **HSB_Logo_LLQ_color_lg.gif** - large color logo for use in web, video and electronic applications (low resolution)
- 2) **HSB_Logo_LLQ_bw_lg.gif** - large black logo for use in web, video and electronic applications (low resolution)
- 3) **HSB_Logo_LLQ_white_lg.gif** - large white logo for use in web, video and electronic applications (low resolution)
- 4) **HSB_Logo_LLQ_color_sm.gif** - small color logo for use in web, video and electronic applications (low resolution)
- 5) **HSB_Logo_LLQ_bw_sm.gif** - small black logo for use in web, video and electronic applications (low resolution)
- 6) **HSB_Logo_LLQ_white_sm.gif** - small white logo for use in web, video and electronic applications (low resolution)



LOGOS - GIF - Without LLP

- 1) **HSB_Logo_color_lg.gif** - large color logo for use in web, video and electronic applications (low resolution)
- 2) **HSB_Logo_bw_lg.gif** - large black logo for use in web, video and electronic applications (low resolution)
- 3) **HSB_Logo_white_lg.gif** - large white logo for use in web, video and electronic applications (low resolution)
- 4) **HSB_Logo_color_sm.gif** - small color logo for use in web, video and electronic applications (low resolution)
- 5) **HSB_Logo_bw_sm.gif** - small black logo for use in web, video and electronic applications (low resolution)
- 6) **HSB_Logo_white_sm.gif** - small white logo for use in web, video and electronic applications (low resolution)



THE CORPORATE LOGO WITH TAGLINE - GIF FORMAT

The following versions of the Hermes Sargent Bates logo with tagline are rasterized images suitable for same-size, screen resolution web, multimedia, video and electronic applications. *Not recommended for enlargements.* The logo versions are listed by actual file name and are identified for use in applications as follows:

LOGOS - GIF - Tagline with LLP

- 1) **HSB_Logo_LLQ_tag_color_lg.gif** - large color logo for use in web, video and electronic applications (low resolution)
- 2) **HSB_Logo_LLQ_tag_bw_lg.gif** - large black logo for use in web, video and electronic applications (low resolution)
- 3) **HSB_Logo_LLQ_tag_white_lg.gif** - large white logo for use in web, video and electronic applications (low resolution)
- 4) **HSB_Logo_LLQ_tag_color_sm.gif** - small color logo for use in web, video and electronic applications (low resolution)
- 5) **HSB_Logo_LLQ_tag_bw_sm.gif** - small black logo for use in web, video and electronic applications (low resolution)
- 6) **HSB_Logo_LLQ_tag_white_sm.gif** - small white logo for use in web, video and electronic applications (low resolution)



LOGOS - GIF - Tagline without LLP

- 1) **HSB_Logo_tag_color_lg.gif** - large color logo for use in web, video and electronic applications (low resolution)
- 2) **HSB_Logo_tag_bw_lg.gif** - large black logo for use in web, video and electronic applications (low resolution)
- 3) **HSB_Logo_tag_white_lg.gif** - large white logo for use in web, video and electronic applications (low resolution)
- 4) **HSB_Logo_tag_color_sm.gif** - small color logo for use in web, video and electronic applications (low resolution)
- 5) **HSB_Logo_tag_bw_sm.gif** - small black logo for use in web, video and electronic applications (low resolution)
- 6) **HSB_Logo_tag_white_sm.gif** - small white logo for use in web, video and electronic applications (low resolution)



THE CORPORATE LOGO - BACKGROUNDS & CLEAR SPACE

BACKGROUND COLORS

It is preferred that the logos appear on a white background (see business materials paper stocks).

BLACK OR DARK BACKGROUNDS

If it is necessary to print the logo on a dark colored background, use the reversed (white) version of the logo.

CLEAR SPACE

When placed among other elements, a minimum clear space equal to the height of the logo should be maintained around the logo at all times. No other elements may appear in the clear space. Do not place the logo over any other graphic element or text.

DO NOTS!!!

Do not place the logo within any shapes, over any blocks of foreign color or combined with any other graphic elements of any kind.

UNAUTHORIZED USES

Do not re-proportion or reposition any of the elements within the logo or alter the size relationship of the "mark" to the "logotype"

THE CORPORATE COLORS

	PMS Colors	CMYK Colors	RGB Colors
Dark Blue	PMS 294	C100 M56 Y00 K18	R15 G69 B136 Hex #: 0F4588 Websafe: R00 G51 B153 Hex #: 003399
Black	Black	C00 M00 Y00 K100	R00 G00 B00 Hex #: 000000 Websafe: R00 G00 B00 Hex #: 000000

THE CORPORATE FONTS

The corporate typefaces include the Frutiger font family for body copy and correspondence and Christiana font family for headlines and callouts.

Frutiger Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%&^*()+

Frutiger Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%&^*()+

Frutiger Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%&^*()+

Christiana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%&^*()+

Christiana Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%&^*()+

BUSINESS MATERIALS PRINT SPECIFICATIONS

These are the specifications and standards for all business materials. The specifications include sizes, paper stocks/weights and colors and may not be altered.

Letterhead (and blank second sheets)

Size: 8.5" x 11"

Stock: Brand - Neenah Classic Crest

Color - Solar White

Weight - 24# Writing

Inks: Blue PMS 294

Black PMS Black

(Second sheet is not printed)

Pocket Contact Card

Size: 3.25" x 5.5"

Stock: Brand - Neenah Classic Crest

Color - Solar White

Weight - 80# Cover

Inks: Blue PMS 294

Black PMS Black

2/2

Envelope

Size: #10

Stock: Brand - Neenah Classic Crest

Color - Solar White

Weight - 24# Writing

Inks: Blue PMS 294

Black PMS Black

2/2

Mailing Labels

Size: 4" x 3.375"

Stock: Brand - Avery Multi-Purpose Labels

Color - White

Template - 6464

Inks: Blue PMS 294

Black PMS Black

Business Cards

Size: 3.5" x 2"

Stock: Brand - Neenah Classic Crest

Color - Solar White

Weight - 80# Cover

Inks: *FRONT*

Blue PMS 294

Black PMS Black

BACK

Blue PMS 294



Attorneys and Counselors

1717 Main Street

Suite 3200

Dallas, Texas 75201

214.658.6500

214.658.6300 fax

hsblaw.com