



# HP CIRCULAR LOGO GUIDELINES

PSG Worldwide Marketing

# HP CIRCULAR LOGO: BLUE SHADED VERSION

The HP Circular Logo Blue Shaded Version is the preferred HP logo for all communications deliverables, unless there are production issues or other considerations that require the use of the alternative options shown on the following pages. When creating deliverables, consider this logo as the default choice.

You can download all variations of the HP Circular Logo on EPS files or JPEGs from the [www.psgtoolkit.com](http://www.psgtoolkit.com) site.



Blue Shaded Logo on color background

# HP CIRCULAR LOGO: BLACK AND WHITE SHADED VERSION

This version of the HP Circular Logo is for use in black and white deliverables. However, in special circumstances, you can use this logo if a black and white effect is desired within color deliverables.

You can download all variations of the HP Circular Logo as EPS files or JPEGs from [www.psgtoolkit.com](http://www.psgtoolkit.com).



Black and White Shaded Logo on color background

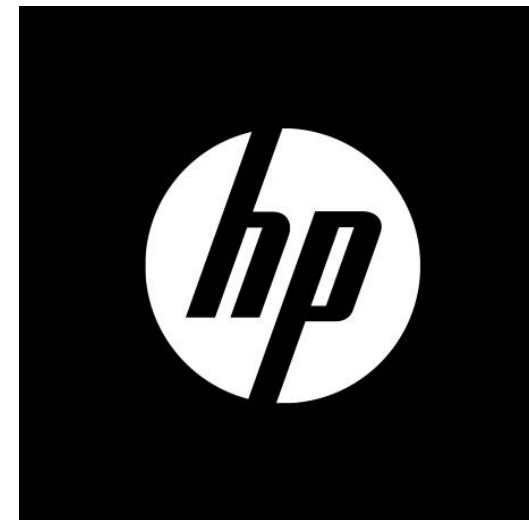
# HP CIRCULAR LOGO: FLAT VERSION

A flat version of the HP Circular Logo is available for instances where size or reproduction limitations make it impossible or impractical to use the blue shaded version of the HP Circular Logo (such as branded merchandise that requires vector-based artwork), or whenever a flattened look is desired over the blue shaded logo.

The flat HP Circular Logo is available in both black and HP Blue.

HP Blue specs:  
PMS 653  
100C 62M 0Y 20K  
HEX: 0A357E  
41R 86G 143B

You can download all variations of the HP Circular Logo as EPS files or JPEGs from [www.psgtoolkit.com](http://www.psgtoolkit.com)



Flat Logo on color background

# HP CIRCULAR LOGO: SELECTING

The order of preference for which version of the HP Circular Logo to use is as follows, depending on your reproduction or design requirements:

**First choice:** Blue Shaded Version

**Second choice:** Black and White Shaded Version

**Third choice:** Flat Version



1.



2.



3.

# HP LOGOS: USAGE

## HP Stretch Logo

We are moving away from the HP Stretch Logo except in limited applications where PSG, IPG & TSG merge (An example of this is [www.hp.com](http://www.hp.com)). If you think you need to use the stretch logo, please check with PSG Worldwide Marketing, otherwise all marketing communications should transition to the new Circular Logo.

Do not reprint marketing materials just to change the logo. Continue to use existing materials with the HP Stretch or HP Rectangular Logos, as we do not want to incur additional costs to transition to the HP Circular Logo. Instead, wait until you are updating the materials, and then make the transition.

## HP Rectangular Logos

This is still the official company logo and you will continue to see it used in company building signage, corporate communications, letterhead, memos, business cards, etc.

## HP Circular Logo

You may start using the new HP Circular Logo immediately for all new consumer and commercial marketing communications.



# HP LOGOS: USAGE

The Personal Again Hand placing the HP logo is still permitted in interactive and some applications



# HP CIRCULAR LOGO: SIZING

The new HP Circular Logo is designed to be visible in both large and small applications.

If the application forces the size to be smaller than .375", consider using the "flat" version of the HP Circular Logo.

You can download all variations of the HP Circular Logo as EPS files or JPEGs from [www.psgtoolkit.com](http://www.psgtoolkit.com).

Maximum size: No maximum size



Minimum size: .375" or 9.5mm



Smaller than .375" use solid HP logo





# HP CIRCULAR LOGO: SIZING

The following are guidelines for sizing and placing the Circular Logo treatment:  
The HP Circular Logo “Shaded” version has a minimum width of 9.5 mm or .375”.

Clear space is the area surrounding the logo that must be kept free of text and other graphics.

The clear space is measured by the width of the HP circle, shown as x in the exhibit to the right. The minimum clear space is dependent on the intended usage.

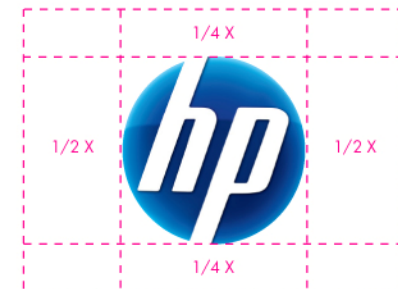
NOTE: These are general sizing recommendations. Some nature or objectives of some deliverables may require you to make adjustments.

You can download all variations of the HP Circular Logo as EPS files or JPEGs from [www.psgtoolkit.com](http://www.psgtoolkit.com)

“X” = width of  
HP Circular Logo



Clear space formula for most applications



# HP CIRCULAR LOGO: SIZING

When used in Intel co-op advertising, the width of the HP Circular Logo should match the width of the Intel Logo. This brings prominence to the HP Circular Logo relative to the Intel logo, while still maximizing reimbursement levels.

For more information on Intel print specifications, visit the Intel Inside Program site at <http://intelinside.intel.com>.



# PACKAGiNG

The HP Circular Logo brings new punch to packaging, and enables HP brand to be more closely connected to product names. The HP Circular Logo: Blue Shaded Version is required for HP packaging.



# ONLINE AD BANNERS

The HP Circular Logo puts a spotlight on the brand and provides a powerful signature for banner advertising.

In online skyscraper units, place the HP Circular Logo upper right. In online billboard units, place the HP Circular Logo upper right.



# HP LOGOS: ANiMATiON

On banner ads, flash, and rich media the HP Circular Logo can be animated if done tastefully.



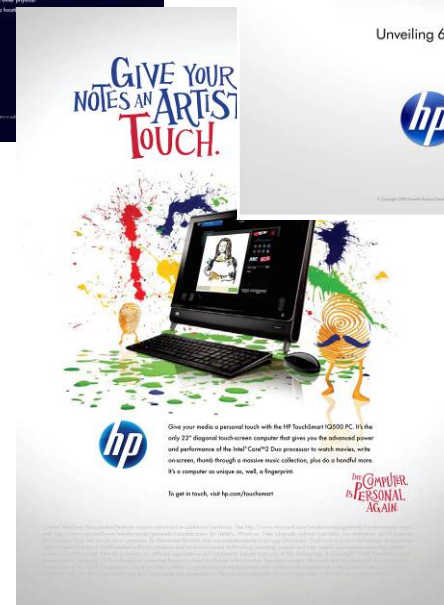
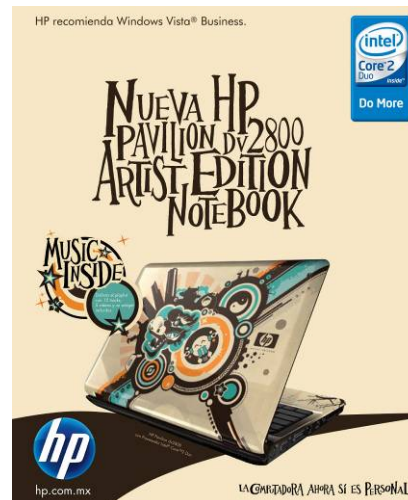
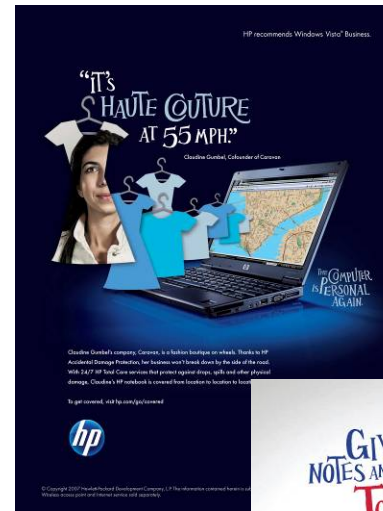
# HP LOGOS: FADiNG

In broadcast and multimedia applications, the logo may fade in and out, or may be stylized through other approaches, depending on the subject matter.



# PRINT ADVERTISING

The new HP Circular Logo provides a powerful, flexible brand identity for print advertising. The HP Circular Logo can be placed for maximum impact at the bottom left; center; top or bottom right; or strategically aligned with body copy.

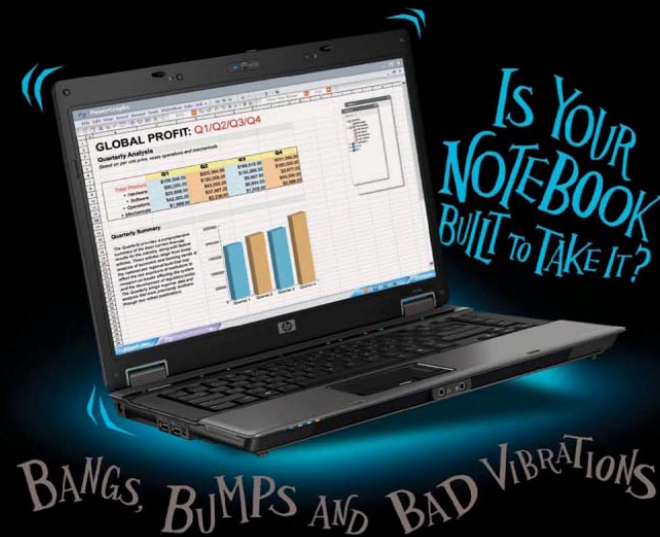




# COLLATERAL

The HP Circular Logo enlivens both consumer and commercial collateral by bringing a fresh, hip design to collateral communications. Its placement at lower right reinforces a strong convention for direct response deliverables.

## HP 3D DRIVEGUARD



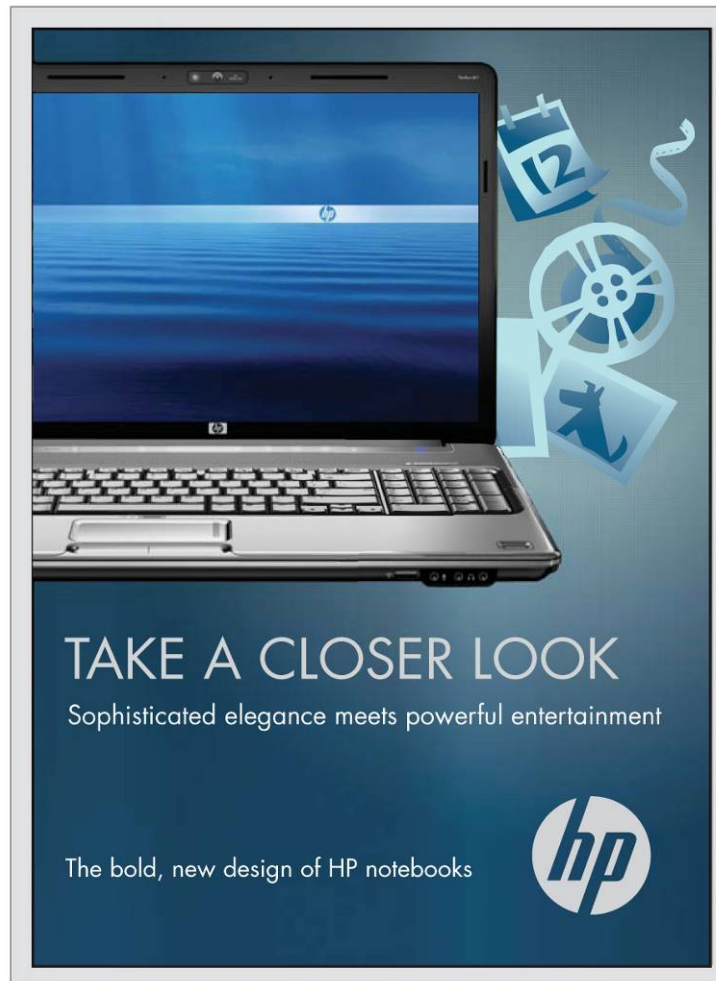
TECHNOLOGY SPOTLIGHT  
HP BUSINESS NOTEBOOKS





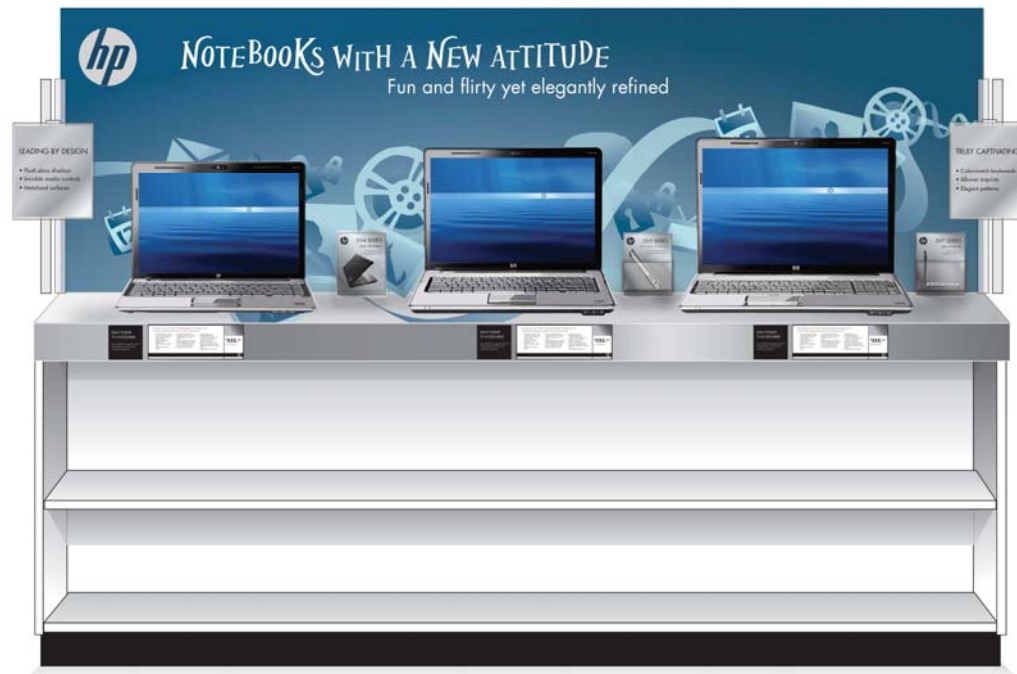
# POSTERS

In this situation the flat logo was used because matched the artwork and typography design.



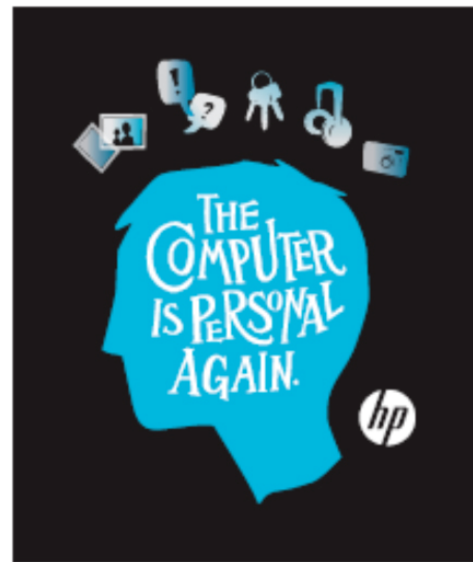
# POINT OF PURCHASE

The brand at hand: The HP Circular Logo enables the brand to be aligned more closely to in-store offerings, and brings new pop to the point of persuasion.



# POINT OF PURCHASE

Use either the preferred blue shaded or flat versions of the logo, depending on the desired effect.



# POINT OF PURCHASE

On monitor toppers and other deliverables placed on or adjacent to products, the HP Circular Logo adds a consumer-friendly appeal to visuals.



# POWERPOINT TEMPLATE

The HP Circular Logo makes for a crisp, colorful visual element in new, streamlined PowerPoint templates for both consumer and commercial presentations.

These templates will be available soon for download at [www.psgtoolkit.com](http://www.psgtoolkit.com)



# BRANDED MERCHANDISE

The HP Circular Logo flat version makes for great embroidered merchandise that shows off our brand in style.



# QUESTIONS

- Contact Michael Ainscow
- [Michael.ainscow@hp.com](mailto:Michael.ainscow@hp.com)
- 408-447-5139