Helm

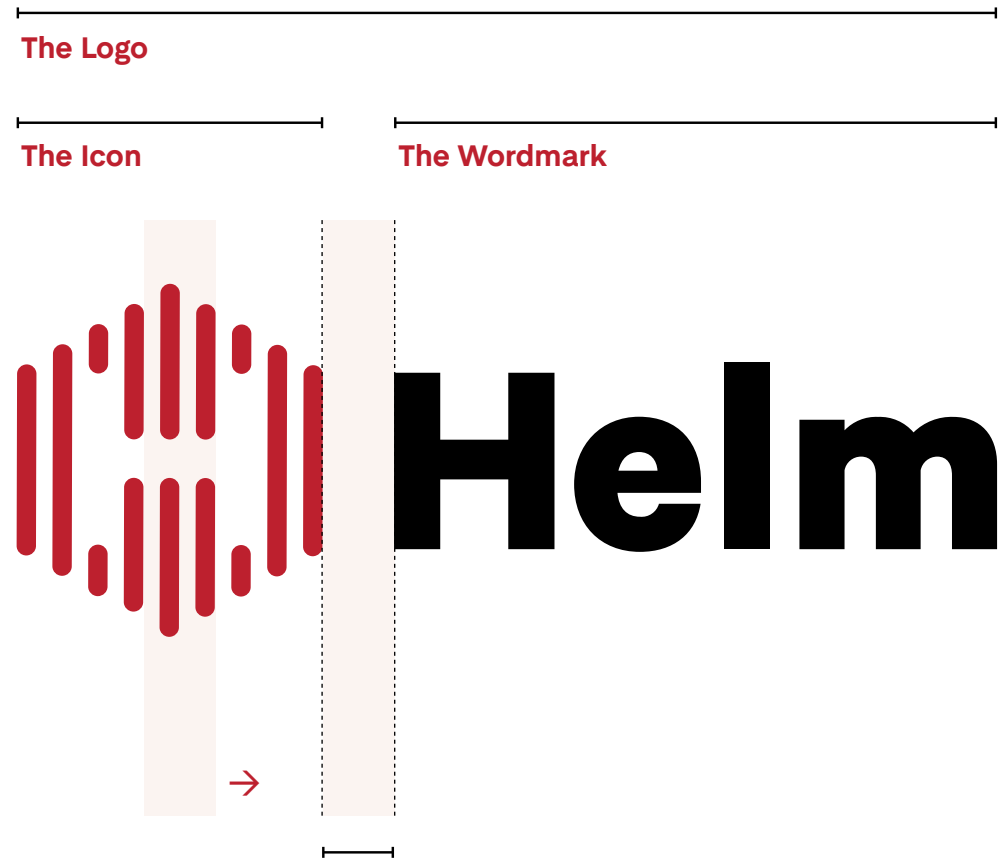**Brand Guidelines**

The Logo

The space between the icon and the
workmark is equal to two red bars and
two negative spaces within the icon.

The Logo

The Icon   **The Wordmark**

→

The Exclusion Zone

The exclusion zone's primary objective is to create space between the identity and any potential competing graphics that would come in close contact with it. This helps isolate the logo and maintain maximum legibility for the brand.

The exclusion zone is equal to 1/3 the height of the icon (marked as × in the diagram)

The Exclusion Zone

Examples

No

The Image is too close to the logo.

No

The copy line is too close to the logo.

Yes

The Image allows the logo to stand out and be easily read and identitfied.

Yes

The text and the logo do not compete with one another

The Icon

The icon can be utilized when the logo or brand has already been established.

Note: The icon can be decoupled from the wordmark, but the wordmark should never exist without the icon.

The Icon

Minimum Sizes

To maintain the brand's legibility, we recommend the following minimum sizes for print and digital applicatons:

Print
0.8in

Digital
70px

Print
0.25in

Digital
22px

Logo Color Options

The new Helm logo carries forward the black from the previous identity and pairs it with a rich red hue.

To maintain brand consistency, while providing multiple design/layout options, we've developed and approved the following color options for use.

It is acceptabe to place the Helm logo on Helm Gray (see page 14).

Red Logo Options

Mono Logo Options

Logo Misuse (Don'ts)

It is important that the logo does not get altered and remains consistent to maintain the integrity and characteristics of the brand. Modifying the logo in any manner should be avoided at all times.

Common logo misuses are shown on this page. Logo color options can be viewed on page 9. Minimum sizes are specified on page 8.

Helm

Do not use the wordmark without the icon

Helm

Do not change the logo's color outside the Logo Color Options on page 8. Do not use unapproved background colors.

Helm

Do not distort or warp the logo

Helm

Do not rotate the logo

Helm

Do not change the typeface or recreate the wordmark.

Helm

Do not outline

Helm

Do not manipulate or draw your own icon

Helm

Do not add drop-shadows