

hhmi

Identity Guide

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Introduction

HHMI challenges the status quo. We explore new ways to practice and teach science and work to build understanding of the importance of knowledge-driven research. We have a lot to share with the world, and we're interacting with more audiences than ever before.

One way we communicate with these groups is through our brand identity—the name, colors, and designs we use to represent who we are and what we stand for as an organization.

The HHMI brand is synonymous with excellence in scientific research and education. The logo is meant to convey forward movement, with a bold quality.

This document identifies the elements of HHMI's brand identity and provides guidelines for using these components when designing presentations, grant program announcements, posters, and other communications. By following these design standards, you help our many audiences experience HHMI and our affiliated brands (e.g., Janelia, BioInteractive) in a consistent way. This ensures HHMI's name is easily recognizable.

Logo

For a modern look, the logo is set lowercase in a font called Helvetica Neue. Helvetica has become a classic of the modern era. When set in a heavy weight, Helvetica Neue balances the curved, friendly shapes of the lowercase letterforms.

The HHMI logo employs a color scheme that displays a progression from blue to green. The four different colors refer back to the green of the previous HHMI logo and carry it forward. The logo may also be black, gray, or white.

The Horizon Over the i

Think of the horizon dot as a window into what's coming next at HHMI. The horizon should be used only in the logo or as an independent containing form, not in text.



Logo Usage

The logo (without the Howard Hughes Medical Institute signature) is best used in situations where the audience is wholly familiar with HHMI.

Horizontal Signature



Vertical Signature



Logo



Black Logo



Gray Logo



White Logo



Clear Space

Logo



Horizontal Signature



Vertical Signature



Minimum clear space around the logo should be the height of the letter m. Maintaining this clear space around all sides of the logo will create a clear, unmarked boundary.

To preserve the integrity and visual impact of the logo, always maintain the clear space around it. This space is integral to the design. It ensures the HHMI logo can stand out, distinct from other artwork, text, symbols, or other logos.

Scale

The HHMI identity is designed to hold up well at various scales and screen sizes. The bold typeface has a large visual footprint.

The full HHMI signature cannot be used less than 1.5 inches in width, due to legibility. For sizes smaller than this, just use the basic HHMI logo.

Scaling



Vector

When scaling the logo to larger sizes, be sure to use a vector-based file format that will not pixelate or blur when enlarged. See the image asset library for the correct file to use.

Minimum Horizontal Signature Size



To ensure the HHMI logo reproduces legibly at smaller sizes, do not set the signature less than 1.5 inches in width. Instead, use the small version of the logo.

Minimum Vertical Signature Size



To make sure the vertical HHMI signature reproduces with proper legibility, do not set the signature less than 0.5 inches in height.

Design Don'ts

HHMI's identity guidelines aim for flexibility, so you can express your creativity and meet the needs of your audience with a wide range of designs.

However, it's important that we are consistent. Please refrain from altering the logo itself to ensure that the HHMI logo is recognizable and legible.

Do Not Use a Gradient
The logo is made up of four individual colors to give the effect of a gradient, but is not a gradient itself. A gradient should not be applied to the logo.

Do not rotate.



Do not change letter colors.



Do not use non-HHMI colors.



Do not stack vertically.



Do not use a gradient in the logo.



Do not change scale of elements.



Do not replace horizon element.



Do not substitute artwork for the horizon.



Do not compress.



Do not stretch.



Do not place on similar color background.



Do not bisect visually.



Do not capitalize letters.



Do not place on cluttered background.



Do not add effects.



Do not add clip art.



External Co-Branding

HHMI partners with many organizations. To keep a consistent look for HHMI, please follow the style shown here.

Spatial Alignment



When using the full HHMI signature, the spatial alignment co-branding system should be used. Two full m-heights should be used to space the logos of the separate identities. The visual height of the overall identities should be matched.



Contact

For any questions or concerns, please contact:

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