The Logo: our signature

Our logo is the tangible representation of a brand and if we use it incorrectly, that same brand becomes diluted and we run the risk of creating confusion in the minds of those to whom we should be providing a consistent and clearly understandable service.

The entire logo is designed to work as a whole on all primary communications. For other uses as design elements, for example as an icon, a study has to be done and agreed beforehand.

Primary Application
Colour

HiLumi blue :  CMYK: 100, 10, 20, 0 / RGB: 0,147,190

Black :  CMYK: 0, 0, 0, 100 / RGB: 0, 0, 0

The standard version of the logo uses 2 colours and a lighter version of blue.

HiLumi light blue :  60% HiLumi blue / CMYK: 60, 6, 12, 0 / RGB: 100, 188, 217

Clear space

The minimum clear space surrounding the logo is defined by the unit (u). The measurement of “u” is the space between the top line of the logo and the top of the capital letters of HiLumi.

Font

The font used for the HiLumi logo is an adapted version of “Bauhaus” police. The underlined text police is “Univers Light Condensed”. The font has been manually adapted so do not try to re-create the typography in the logo.

The fonts to be used with the logo in documents should be of the same family: “Univers” if possible, Helvetica Neue” in second choice, “Arial” is acceptable when “Univers” or “Helvetica” are not available.
One colour version

When colour printing is not possible a black and white version can be used.

The only other one colour printing is the HiLumi blue.
Colour background version

Only reversed version on:
- Black
- Dark grey (min 60%)
- HiLumi Blue 100 %

No other combination (colour version on black, outline, other colour background, etc.)
Photo background version

Only use the reversed version if the area under the logo is dark enough with few or no details. Respect the space area around the logo for photo details.
Template for presentation

Standard design for title page and inside page of presentation. A complete set of pages in PowerPoint with a description of elements will be available separately in a specific document.

Presentation title - line 1 - Arial 30pt - bold
HiLumi dark grey - line 2
line 3
line 4

Author(s) - Arial 20 pt – HiLumi dark grey

Conference - Location - Date

Slide title – line 1 – Arial 30 pt – HiLumi blue
Slide title – line 2 – Arial 30 pt – HiLumi blue

To edit speaker name go to Insert > Header & Footer and apply to all slides except title page
List of files for HiLumi logo

<table>
<thead>
<tr>
<th>Logo Description</th>
<th>Mainly for printing application</th>
<th>Mainly for screen application</th>
</tr>
</thead>
<tbody>
<tr>
<td>HiLumi-logo-REF-CMYK</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>HiLumi-logo-REF-RVB</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>HiLumi-logo-Black-CMYK</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>HiLumi-logo-Black-RVB</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>HiLumi-logo-Blue-CMYK</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>HiLumi-logo-Blue-RVB</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>HiLumi-logo-Black-Invert-CMYK</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>HiLumi-logo-Blue-Invert-RVB</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>HiLumi-logo-Blue-Invert-CMYK</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>HiLumi-logo-Blue-Invert-RVB</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

.png format, .jpg format. 3 sizes: L = 300dpi, M = 150 dpi, S = 72 dpi

Note: files includes the «clear space» around the logo.