



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



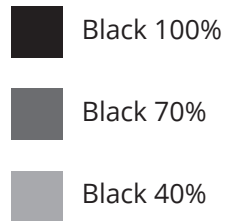
The minimum clear space surrounding the logo is defined by the unit (u). The measurement of "u" is the space between the top line of the logo and the top of the capital letters of HiLumi.

Font

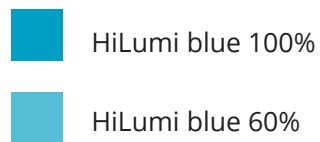
The font used for the HiLumi logo is an adapted version of "Bauhaus" police. The underlined text police is "Univers Light Condensed". The font has been manually adapted so do not try to re-create the typography in the logo.

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.



No other colour



Colour background version



Only reversed version on:

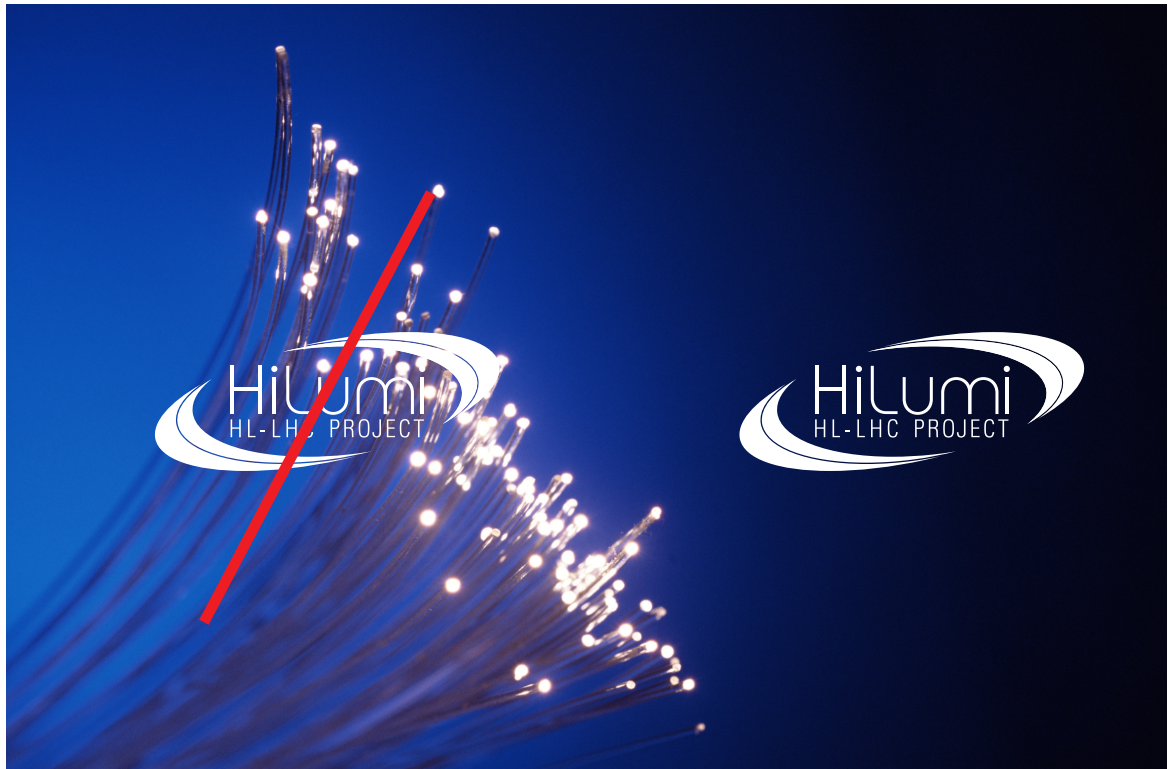
- Black
- Dark grey (min 60%)
- HiLumi Blue 100 %



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.



The title slide template features a white background with blue decorative curves on the left and right sides. At the top center is the HiLumi logo, which consists of the word "HiLumi" in a blue sans-serif font with a blue swoosh underneath, and "HL-LHC PROJECT" in a smaller, grey sans-serif font below it. Below the logo, the text is arranged as follows:

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

Below the title lines, the text "Author(s) - Arial 20 pt – HiLumi dark grey" is centered. At the bottom left, the text "Conference - Location - Date" is displayed in a smaller, blue font. At the bottom right, the word "presentation" is partially visible in a small, blue font.








The slide template features a white background with blue decorative curves on the left and right sides. At the top, the text is arranged as follows:

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

At the bottom left is the HiLumi logo, identical to the one on the title slide. At the bottom center, the text "To edit speaker name go to Insert > Header & Footer and apply to all slides except title page" is displayed in a small, blue font. At the bottom right, a small blue hash symbol "#" is visible.

List of files for HiLumi logo

		Mainly for printing application		Mainly for screen application	
		.eps format	.pdf format	.png format	.jpg format
	HiLumi-logo-REF-CMYK	✓	✓		
	HiLumi-logo-REF-RVB			✓	✓
	HiLumi-logo-Black-CMYK	✓	✓		
	HiLumi-logo-Black-RVB			✓	✓
	HiLumi-logo-Blue-CMYK	✓	✓		
	HiLumi-logo-Blue-RVB			✓	✓
	HiLumi-logo-Black-Invert-CMYK	✓	✓		
	HiLumi-logo-Blue-Invert-RVB			✓	✓
	HiLumi-logo-Blue-Invert-CMYK	✓	✓		
	HiLumi-logo-Blue-Invert-RVB			✓	✓

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

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