

## 3.03

### Master logo

This is our master logo. It is formed from our Helix symbol and the Hempel word mark.

Our logo has its roots in our Brand Values: the continuous form of the Helix reflects that we are a business that never stands still, constantly challenging ourselves to be the best in the coatings business; the interlocking colours within the Helix signify how we are connecting with customers to form an integrated partnership; blue represents the colour of trust, whilst red the colour of inspiration, and in combination with our impactful typeface they are inspiring confidence.

In the section that follows, you will see our master logo displayed across all primary applications, from brochures to advertising and online applications.

Always use the master artwork files provided. Never try to recreate the artwork from scratch.

**This master logo should always appear on white.**



Helix



Clear space



Clear space in exceptional circumstances

#### Download



Registered asset bank users can download all logo artwork files by following this link.

#### Helix

Do not separate the Helix from the wordmark. If there are exceptional circumstances where you require the standalone Helix, please seek approval from Group Communications.

#### Clear space

The clear space is proportional to the size of the 'H' in the logo. In some exceptional circumstance such as environmental applications the clear space relationship is calculated from the wordmark rather than the Helix.

**Please contact Group Branding & Communication** if you need to use the exceptional use clear space.

## 3.05

### Master logo

#### Additional colour variants

We have designed a set of additional colour variants of our master logo to ensure flexibility and cost effective application across certain materials. These formats are for restricted use only and must be approved from Group Communications before being used. See the specific descriptions and footnotes detailing where and how each version should be used.

Always use the master artwork files provided. **Never** alter or try to recreate the artwork from scratch.

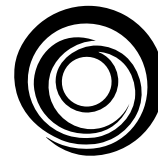


Master logo colour variants

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**HEMPEL**



**HEMPEL**

Alternative format colour variants (for restricted applications)

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#### Greyscale logo

Where colour is not possible use the greyscale logo version, on white background only.

#### Mono black logo

Use the mono black logo on applications such as a fax, packaging boxes or when basic reproduction methods are used.

## 3.06

### Master logo

#### Reversed version

We have created a reversed logo version for use when reversed out/white out of a dark colour as shown in the examples opposite.

This version is for exceptional circumstances where it is not possible to use the master logo version in full colour.

Please note some spacing adjustments have been made to the reversed version.

Always use the master artwork files provided. **Never** alter or try to recreate the artwork from scratch.



Master logo reversed version



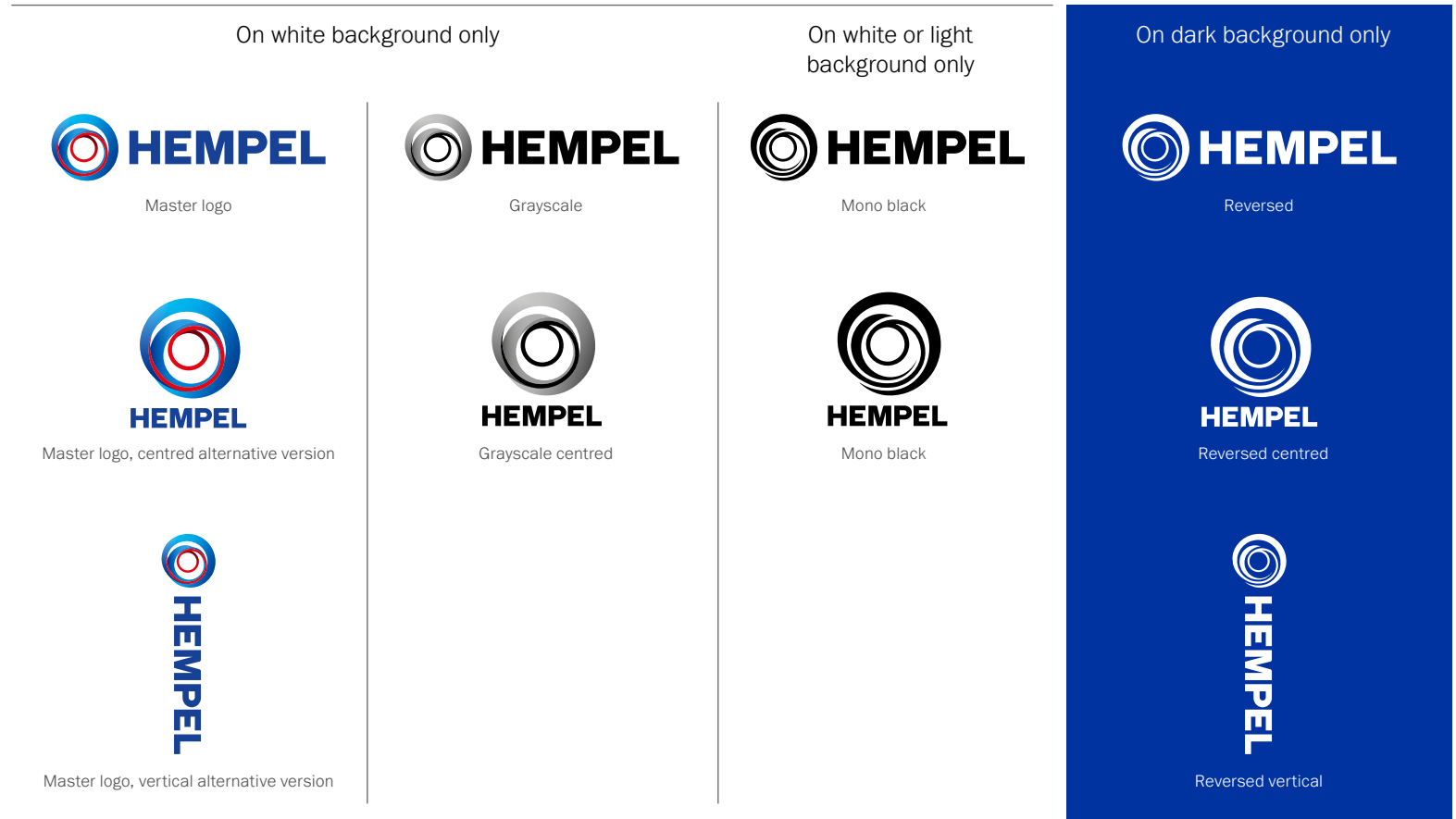
Alternative format reversed versions, centred and vertical, for restricted applications

## 3.07

### Master logo

#### Logo backgrounds guide

The chart opposite shows the correct logo selection depending on background.



## 3.09

### Incorrect logo uses

The examples on the right illustrate incorrect applications of our logo. We must never:

1. Deviate from the approved colour of our master logo
2. Distort the logo
3. Place the logo on a background colour not within our palette
4. Recreate the word mark in a different font
5. Place the logo on a congested photograph, image, graphic pattern or moving image.
6. Rotate the logo at any angle other than the approved artwork provided
7. Alter the defined colours of the Helix
8. Tilt both parts of the master logo. Only the word mark rotates. The Helix always stays in the same orientation
9. Use the Hempel word mark without the Helix

Always use the master artwork files provided. **Never** alter or try to recreate the artwork from scratch.

