

## Logo Guidelines

This guide explains the proper use of the Hendrickson corporate identity elements – our logo, tagline, H symbol and color usage, internal and external communication formats.

### The most visible identity element is the Hendrickson logo.

- The logo consists of the H symbol and the Hendrickson name
- Standard logo colors are black for the H symbol and PMS 201 red for the Hendrickson name (see page 1-8 for complete logo color usage guidelines)

### When reproducing the logo:

- Never change or alter the element in either symbol
- Use only the artwork provided on the H-NET or by the communications department
- Do not create new artwork

### Logo setup:

- The H is always placed to the left of Hendrickson – the Hendrickson element or component may not appear by itself when using Aachen Bold typeface
- The H symbol must be the same height as the type
- You may not put any other words or graphics anywhere around the logo within the distance equal to the height of the H symbol (see example) except when it is placed over a ghosted background  
Exception: tagline (see page 1-7)

When printing or creating promotional items, please refer to the color usage section (1-8) for logo (size, color, positioning, etc.). The ® symbol can be removed if it is filling-in on publications or promotional items. However, please remember that applicable trademark symbols (® or ™) must be clearly legible when trademarks are used on Hendrickson products, product packaging and shipping materials, and trade show and other marketing displays.

Contact Hendrickson legal at 630-773-9111 with any questions or comments.



Correct



Incorrect



Incorrect

**H Symbol**

**When using the H symbol, always follow these guidelines:**

- When enlarging the H, use the artwork with the appropriate ® symbol
- If reducing the H makes the ® symbol illegible on publications or promotional items, the symbol may be omitted. However, please remember that applicable trademark symbols (® or ™) must be clearly legible when trademarks are used on Hendrickson products, product packaging and shipping materials, and trade show and other marketing displays.

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**The H symbol may be used alone, without the Hendrickson element in the following applications:**

- Upper right position on memo stationery
- In areas where size restrictions make the full logo impractical
- With selected Hendrickson promotional items
- On products such as castings or rubber components
- With the tagline and on PowerPoint presentations (see page 2-7 for PowerPoint information)
- When using the Hendrickson name or approved product and publication nomenclature in the Aachen Bold typeface, it must be accompanied by the H symbol
- If using the product and publication nomenclature in body copy, the H symbol does not accompany it, the H symbol must be the same height as the type, as shown below



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**H HENDRICKSON**

**H AIRTEK®**

**H VANTRAAX®**

**H PRICE LIST**

**H PARTS UPDATE**

**H HENDRICKSON AERO BRIGHT®**

AIRTEK®

HENDRICKSON AERO BRIGHT®

### Tagline

#### The Hendrickson Tagline – The World Rides On Us

- When used as a graphic element, the tagline must always appear in the script form shown here
- The tagline is always accompanied by the Hendrickson logo or the H symbol
- The tagline is always followed by the ™ symbol
- If reducing the tagline makes the ™ illegible, the ™ symbol may be omitted on publications or promotional items

In literature or ad applications, the format shown to the right is preferred logo and tagline relationship.

Applicable trademark symbols (® or ™) must be clearly legible when trademarks are used on Hendrickson products; product packaging and shipping materials, and trade show and other marketing displays.

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## Color Usage

### When the logo appears on a white or light-colored background:

- The H symbol and tagline are printed in black with the “Hendrickson” word printed in PMS\* 201 – red



PMS 201



Black

### When the logotype appears on a dark background:

- The H symbol and tagline are reversed out in white with the Hendrickson word printed in PMS 201 – red
- The tagline, H symbol and the Hendrickson word are reversed out in white



### When printing one-color:

- All logotype elements should appear in the same color – either black or reversed out in white



### When printing four-color:

- When building PMS 201 – red, use the CMYK percentages of:  
C: 0  
M: 100  
Y: 65  
K: 34
- Recommended to print as a five-color job with PMS 201 – red as a spot color



\* PMS stands for Pantone Matching System, Pantone Inc.’s standard trademark for color reproduction and color reproduction materials.



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## Apparel and Promotional Items

When ordering apparel and promotional items, you must follow all logo and color standards and guidelines established in this manual.

### Recommended Thread Specifications:

Thread Manufacturer:	Madeira
Thread Color:	1982
Stitch Count:	2843

The H symbol and tagline may be used for select apparel and premium items, such as mugs, baseball caps, sticky notes, etc.

**NOTE:** the H symbol is centered directly above the tagline.

**NOTE:** The ® symbol is eliminated when the small size of the symbol renders it illegible on publications or promotional items.\*

When printing or creating promotional items, please refer to the color usage section (1-8) for logo (size, color, positioning, etc.). The ® symbol can be removed if it is filling-in on publications or promotional items.

\*Applicable trademark symbols (® or ™) must be clearly legible when trademarks are used on Hendrickson products, product packaging and shipping materials, and trade show and other marketing displays.

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**Please contact Corporate Marketing Communications for approved vendors.**

