



Department *of*
**HUMAN
RESOURCE**
Management

STANDARD USAGE GUIDE



DEPARTMENT OF HUMAN RESOURCE MANAGEMENT

This logo should be used for all DHRM communications. This logo should be used for four-color process applications including advertisements, brochures, project sheets, etc.

As the official logo for DHRM, all communications featuring DHRM should contain this logo. Correct and consistent usage is critical, as it preserves the brand identity.

Use this version whenever possible

COLOR GUIDE



PMS: **7690 C**

95% Cyan | **41% Magenta** | **10% Yellow** | **0% Black**

0 Red | **125 Green** | **182 Blue**

HEX: **007DB6**



PMS: **Cool Gray 11 C**

0% Cyan | **0% Magenta** | **0% Yellow** | **80% Black**

89 Red | **90 Green** | **92 Blue**

HEX: **595A5C**



81% Cyan | **37% Magenta** | **0% Yellow** | **0% Black**

15 Red | **135 Green** | **201 Blue**



100% Cyan | **75% Magenta** | **29% Yellow** | **13% Black**

6 Red | **74 Green** | **120 Blue**

OTHER ACCEPTABLE LOGO USAGE

Use a color specific logo when needed. The colors shown below are the only acceptable usage.

**2 Color**

 PMS: **7690 C**

 PMS: **Cool Gray 11 C**

**Black****Reverse****Secondary Logo**

The secondary logo follows the same rules as the primary logo.

SECONDARY SERVICES LOGOS

The secondary services logos follows the same rules as the primary logo.



CLEAR-SPACE REQUIREMENTS

The corporate logo should always be allowed a clean visual separation from all other elements. Always allow a space for at least .1875" (3/16") around the entire logo.

**MAXIMUM REDUCTION**

The maximum reduction for the logo should not be smaller than the example shown below. There are no maximum enlargement size restrictions. Large-scale uses—such as signs, banners, trade show exhibits, etc.—require accurate enlargements and attention to retain the integrity of the logo.



INCORRECT USAGE

The logo is a unique piece of artwork and should be reproduced consistently. Shown below are examples of incorrect uses of the logo. The logo should never be altered in shape, proportion or color contrary to this Guide. Never use the full logo smaller than the maximum reduction size. Use only the reproducible logo supplied.



Do not alter the shape of the logo.



Make sure there's enough contrast so the logo stands out.



Do not change the color of the logo.



Do not exceed the maximum reduction size.

LOGO IN USE

Below are some examples on how the logo can be used on various department items.





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