HUMMINBIRD

HUMMINBIRD LOGO GUIDELINES

July 2019

LOGO USAGE

CORE ELEMENTS

Humminbird's identity consists of two core elements, the "bird" brand icon and the brand wordmark. They can be used independently but overall awareness improves when they are used together. The following pages outline the approved combinations of our core elements.

BRAND ICON

Color	1-Color	Reversed

BRAND WORDMARK

HUMMINBIRD.

Color

HUMMINBIRD.

HUMMINBIRD.

1-Color

HUMMINBIRD.

Reversed

LOGO USAGE

PRIMARY LOGO WITHOUT TAGLINE

The Humminbird logo is a recognized icon in the fishing industry. Great care has been taken to build the Humminbird brand and graphic identity. Wherever appropriate, we encourage you to use the Humminbird logo on communications materials, sales presentations, apparel, premium items, etc. When used properly, the Humminbird logo should conjure images of innovation, ease of use, passion for the sport, leadership and unparalleled product support.

Color

Reverse

1-Color

LOGO USAGE

PRIMARY LOGO WITH TAGLINE

The "Simply. Clearly. Better." position is a core element of the Humminbird identity and story. Use the logo with tagline wherever space allows. Flexibility will be allowed in certain circumstances such as apparel.

HUMMINBIRD.

SIMPLY. CLEARLY. BETTER.

Color

HUMMINBIRD.
SIMPLY. CLEARLY. BETTER.

HUMMINBIRD.
SIMPLY. CLEARLY. BETTER.

HUMMINBIRD.
SIMPLY. CLEARLY. BETTER.

HUMMINBIRD.
SIMPLY. CLEARLY. BETTER.

Reverse

1-Color

LOGO USAGE

SECONDARY LOGO OPTIONS

The primary Humminbird logo should be used in most cases. However, there are special situations that will require a more vertical logo that gives the Humminbird "bird" more primacy. These instances include apparel, such as a pro jersey, and merchandise.

THE SECONDARY LOGO OPTIONS ARE
RESERVED FOR HUMMINBIRD USE ONLY.

Color

Reverse
(Available with and without tag)

1-Color
(Available with and without tag)

LOGO USAGE

MINIMUM SIZE

To ensure that the logo is legible, the minimum width should be 2" (50mm) when using the tagline and 1.5" (38mm) when using the logo without the tagline.
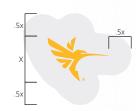
HUMMINBIRD.
SIMPLY. CLEARLY. BETTER.

←———— 2" (50mm) ————→

HUMMINBIRD.

←——— 1.5" (38mm) ———→

CLEAR SPACE

Make sure to allow adequate space around the logo marks. The minimum clear space should be the width of the logo's "m". The minimum clear space on the "bird" mark is ½ its height.

m HUMMINBIRD. w
SIMPLY. CLEARLY. BETTER.

.5x   .5x
x
.5x

CENTER ALIGNMENT (BEST PRACTICE)

When centering the primary logo, always use the center axis of the Humminbird type as the midpoint. This will ensure that other elements on the page will align correctly. The Bird mark acts as an accent to the type and can be sightly off center.

←—— HUMMINBIRD. ——→
SIMPLY. CLEARLY. BETTER.

LOGO COLORS

The primary use for the Humminbird logo is the 2-color version—Cool Gray 11 C and Pantone 7409. When color or printing prohibits this, it may be used in 1-color or reversed out to white.

The logo can be placed over a photograph or background image, as long as the legibility and integrity of the logo are not diminished.

HUMMINBIRD.

HUMMINBIRD.
SIMPLY. CLEARLY. BETTER.

2-Color

HUMMINBIRD.

HUMMINBIRD.

1-Color

LOGO USAGE

LOGO MISUSE

There are many things you can do to a logo, but most of them shouldn't be done. Smart, consistent logo usage is key to forming the brand's visual identity—and protecting Humminbird's leadership position within the marketplace.

Never squeeze, stretch or rotate

Never apply effects such as a drop shadow

Never use a background that affects visibility of the "bird"

Never resize or reposition the logo elements

Never change the colors

Never use a background that affects legibility

Never recreate with other fonts

Humminbird
59 East Broadway, Little falls, MN
humminbird.com

Avoid putting any content in the clearspace

Never use the old logo and bird mark

LOGO USAGE

PAIRING WITH MINN KOTA
AND CANNON LOGOS

When the assignment calls for
two or more fishing brands to be
featured together, please follow
the order, color, spacing and
sizing guidelines shown here.
Logos can be arranged vertically
or horizontally in color, black,
reverse, or white. As a general
rule, please use the pre-made
lockups of the family logos,
available in the options shown
here. If the situation calls for it,
you can build your own versions
using the guidelines below.

Horizontally Aligned (Color)

Horizontally Aligned (1-Color: Black)

Horizontally Aligned (Color/Reverse)

Vertically Aligned
(Color)

Vertically Aligned
(1-Color: Black)

Vertically Aligned
(Color/Reverse)

Vertically Aligned
(1-Color: White)

SIZING AND POSITIONING

When sizing the logos, reference the icon widths shown in Figure A.
The sizing on the Cannon logo should include the "circle" icon and
the space that follows before the Cannon name. Figure B shows
correct spacing between logos. Logos should be centered when
vertically aligned, and base aligned when horizontally aligned.

Align Center
of Logos

Align
Workmark
Bases