

Logo

Logo appearance and color

Logo placement and clear space

Logo size

Partner logos



1. Logo appearance and color

HP appearance and color

HP round logo:

- Our primary logo—used for all marketing materials, and internal and external communications.

HP progressive mark:

- Limited to premium products only. Not for use on marketing materials, ads, corporate communications, packaging, etc.

HP logo colors

- Black
- White
- HP Corporate blue

HP logo color rules

- Black and white.
- Logo color must match type color (black or white).
- Logo color must contrast well with its background.
- Never fill with textures, patterns, or effects.

HP corporate blue:

- This color is used for corporate communications only.
- We are almost entirely moving away from using HP Corporate blue for branding.
- We are relegating HP Corporate blue to existing signage, legacy items, and corporate internal communications.
- HP Corporate blue is never used on marketing materials such as ads, social media, banners, etc.

Marketing and advertising

Black logo (must match text color)



White logo (must match text color)

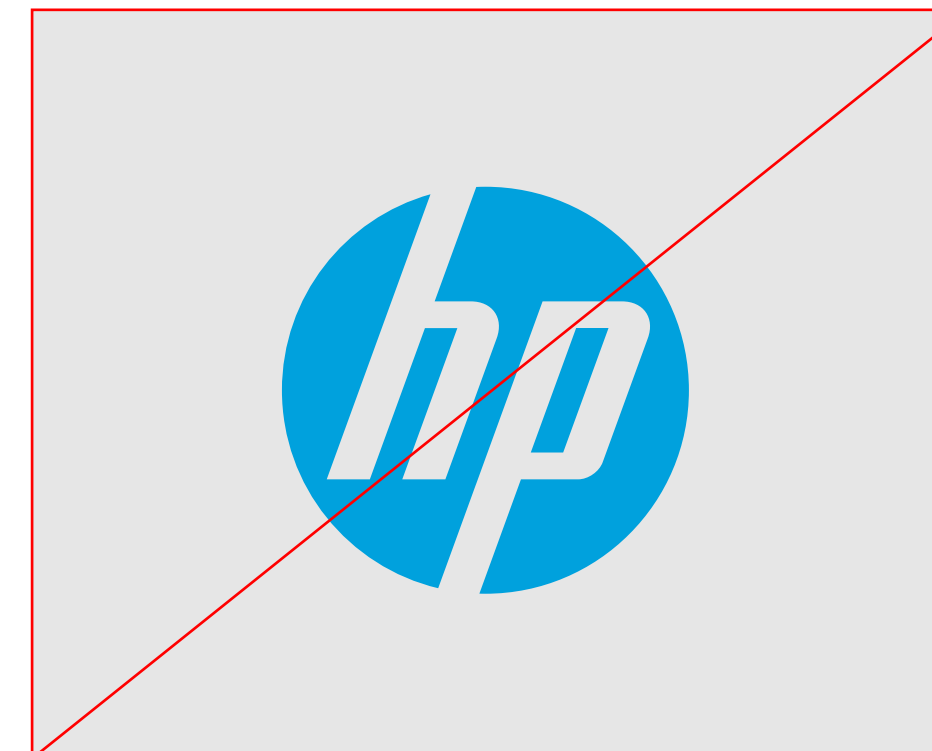


Corporate communications only

HP Corporate blue logo



Never use on marketing materials.

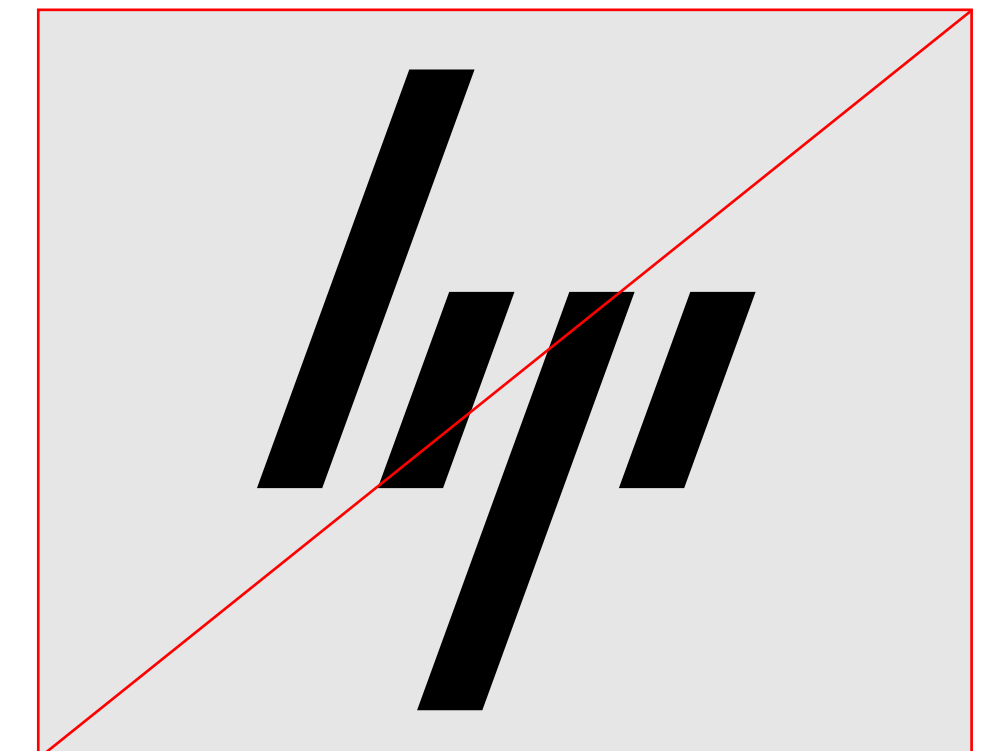


Premium products only

Progressive mark



Never use on marketing materials.



Logo appearance and color: don't

Appearance

- 1. Don't use progressive mark for marketing.
- 2. Don't use the HP Corporate blue mark for marketing.
- 3. Don't apply color to logos.
- 4. Don't mix type color and logo color. Logo color and type color should always match.
- 5. Don't place the logo where it has no contrast.
- 6. Don't apply effects to the logo (for contrast or any other reason).

1. No Progressive mark.



2. Don't use the HP Corporate blue for marketing.



3. No colors other than black or white.



4. Don't mix type and logo colors.



5. Don't place logo where there is no contrast.



6. No effects.



Logo appearance and color: do

Appearance

- 1. Use round mark.
- 2. Logo is black or white (matching text).
- 3. Logo is black or white (matching text).
- 4. Logo matches text “color” (black or white).
- 5. Logo has contrast with background.
- 6. Logo is clean (no effects).

Note: The “correct” layouts on this page are intentionally the same—just isolating and correcting the “don’t” logo usage from the previous page.

1. Round mark only.



2. Logo matches text color (black or white).



3. White logo is used.



4. Type and logo are the same color.



5. Logo has contrast with background.



6. Logo is clean (no effects).



2. Logo placement and clear space

Logo placement and clear space overview

Placement principles

- The logo is the punctuation point of the layout.
 - › Logo placement concludes the flow of information down or across a layout.
 - › Logo placement also follows the alignment of text.
- The logo belongs in the corner of a layout or the logo module—never floating in the middle of a margin or unanchored in white space.
- When imposed over a photo, the logo should never obscure products, people, or critical content.

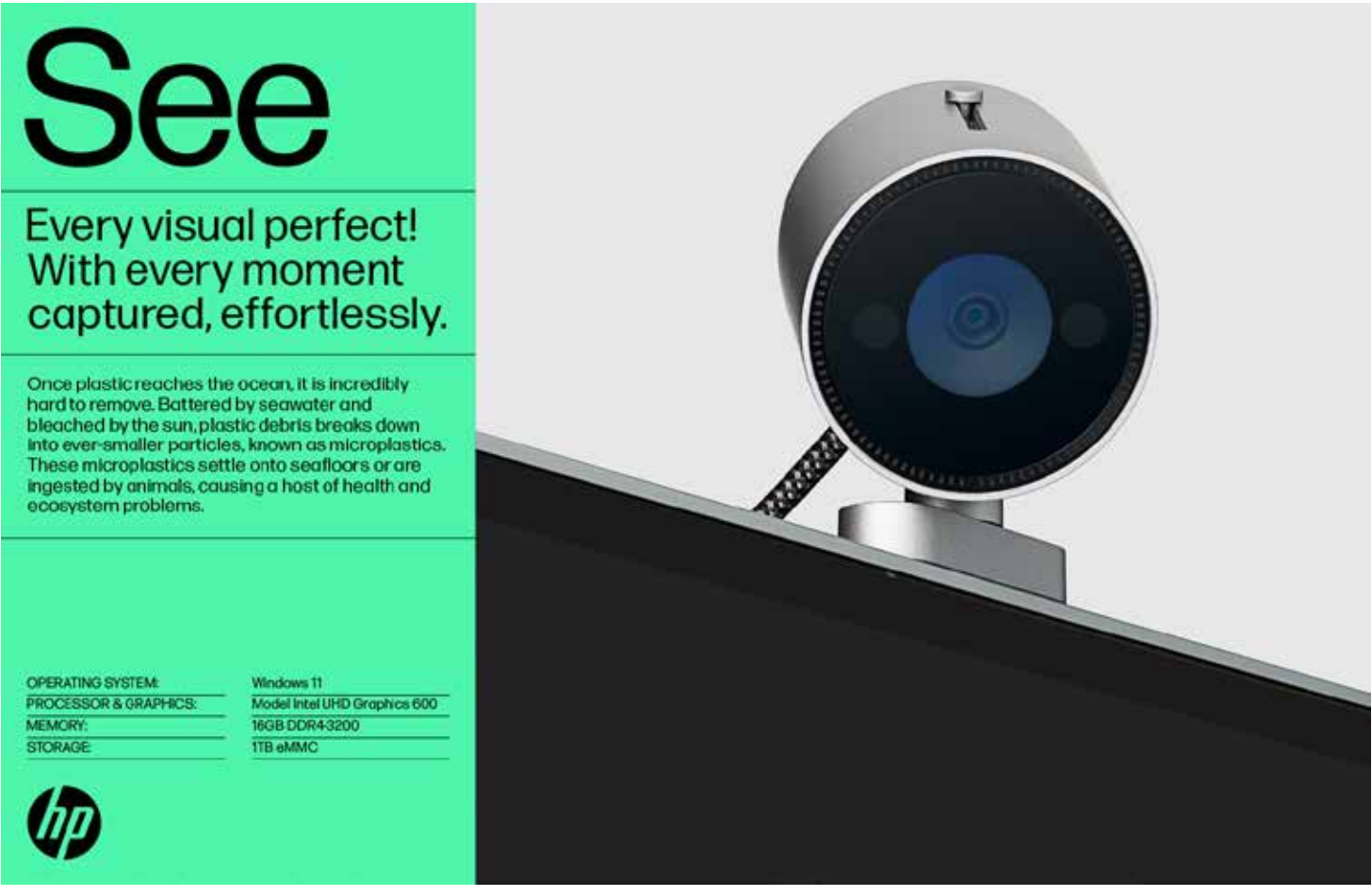
Logo clear space is equal to layout margin width

- Clear space around the logo is the same as the layout margin (and module spacing).
- This is the minimum amount of space the logo should have in relation to the edge of a layout.
- Add additional white space as need to optically correct for spaces that look or feel wrong.
- Logos when placed inside the text box may require slight adjustments optically. See size and place explain in logo size section.

Horizontally stacked layout



Vertically stacked layout



Headlines or quotes with lines (inside text box)



(Size and placement explained in Logo size section)

Headlines or quotes with lines (outside of text box)



Logo placement and clear space overview

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Horizontally stacked layout



Vertically stacked layout



Headlines or quotes with lines (inside text box)



(Size and placement explained in Logo size section)

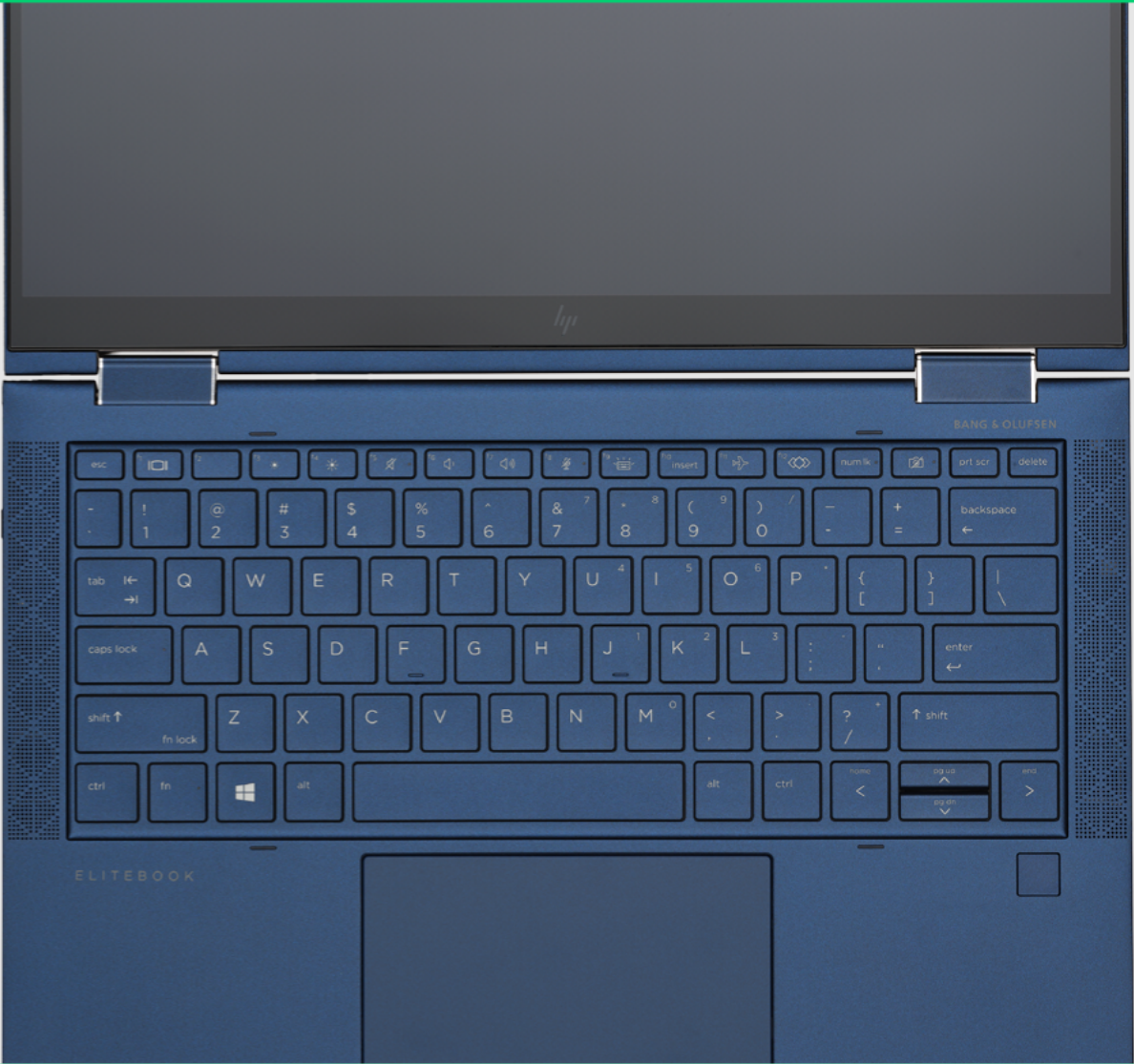
Headlines or quotes with lines (outside of text box)




Logo placement options

Vertical stacking

HP Elite Dragonfly




OPERATING SYSTEM:	Windows 11
PROCESSOR & GRAPHICS:	Model Intel UHD Graphics 600
MEMORY:	16GB DDR4-3200
STORAGE:	1TB eMMC




Horizontal stacking

HP Elite Dragonfly



OPERATING SYSTEM:	Windows 11
PROCESSOR & GRAPHICS:	Model Intel UHD Graphics 600
MEMORY:	16GB DDR4-3200
STORAGE:	1TB eMMC



The logo in this layout can be aligned vertically or horizontally.

Logo placement options

Vertical stacking

Show and tell

Every visual perfect!
With every moment captured, effortlessly.

Once plastic reaches the ocean, it is incredibly hard to remove. Battered by seawater and bleached by the sun, plastic debris breaks down into ever-smaller particles, known as microplastics. These microplastics settle onto seafloors or are ingested by animals, causing a host of health and ecosystem problems.

OPERATING SYSTEM:

PROCESSOR & GRAPHICS:

MEMORY:

STORAGE:

Windows 11

Model Intel UHD Graphics 600

16GB DDR4-3200

1TB eMMC





Horizontal stacking

Show and tell



Every visual perfect!
With every moment captured, effortlessly.

Once plastic reaches the ocean, it is incredibly hard to remove. Battered by seawater and bleached by the sun, plastic debris breaks down into ever-smaller particles, known as microplastics. These microplastics settle onto seafloors or are ingested by animals, causing a host of health and ecosystem problems.

OPERATING SYSTEM:

PROCESSOR & GRAPHICS:

MEMORY:

STORAGE:

Windows 11

Model Intel UHD Graphics 600

16GB DDR4-3200

1TB eMMC



This logo placement interrupts the vertical stacking of this layout.

Logo placement: don't

Placement principles

- Don't separate the logo from the content
- Don't place logo anywhere outside content modules.
- Logo should always live within the content modules. Adjust the sizes of the content as necessary to make the logo fit in a module.
- Always try to have it act as the punctuation to the layout.
- Don't place logos over photos unless the type, content, or headline is also over the photos.
- Logo over image creates a messy and confusing hierarchy.
- Logo over image and can be hard to find or see and creates too many inconsistencies for placement.
- Placing a logo on a product image often conflicts with the logos already existing on the product, thus introducing a scenario with a double logo.

Don't move logo horizontally outside of module box.



Don't float logo above content modules.



Don't move logo to opposite corner of content.



Don't separate logo from content and move to a corner.

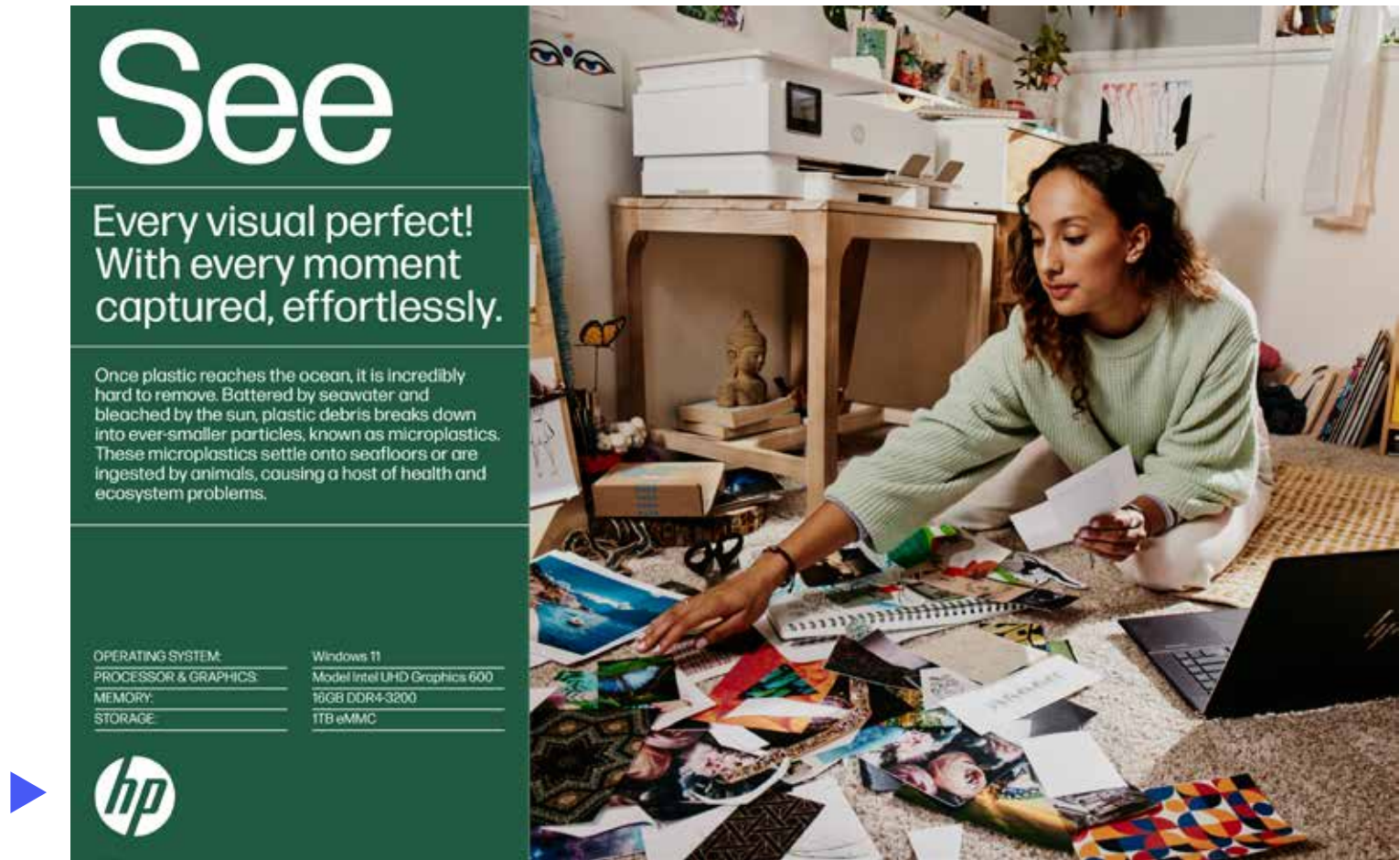


Logo placement: do

Placement principles

- Adjust layout to make space for logo within modules.
- Make the logo the punctuation of all layouts.
- Always keep the logo inside the modules.
- Logos follow the flow of content and left align when possible or appear at the end of content that flows horizontally.

Logo included in colored module stack.



Logo included in colored module stack.



Logo included in colored module stack.



Logo included in colored module stack.



Logo placement and clear space: don't

Placement principles

- 1. Don't insert logo into the middle of a layout.
- 2. Don't right align logo under left-aligned text.
- 3. Don't place logo in the middle of a margin.
- 4. Don't float logo in white space.
- 5. Don't fill the space too tightly or unevenly (logo too big).
- 6. Don't fill the space too loosely or unevenly (logo too small).
- 7. Don't obstruct product with logo.
- 8. Don't obscure critical photo content with logo.

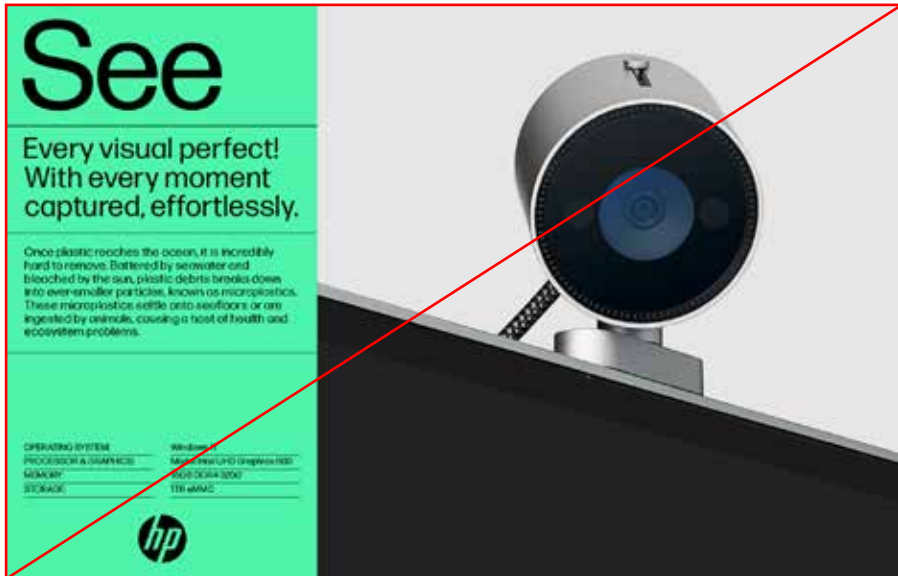
1. Don't place logo in middle of layout.



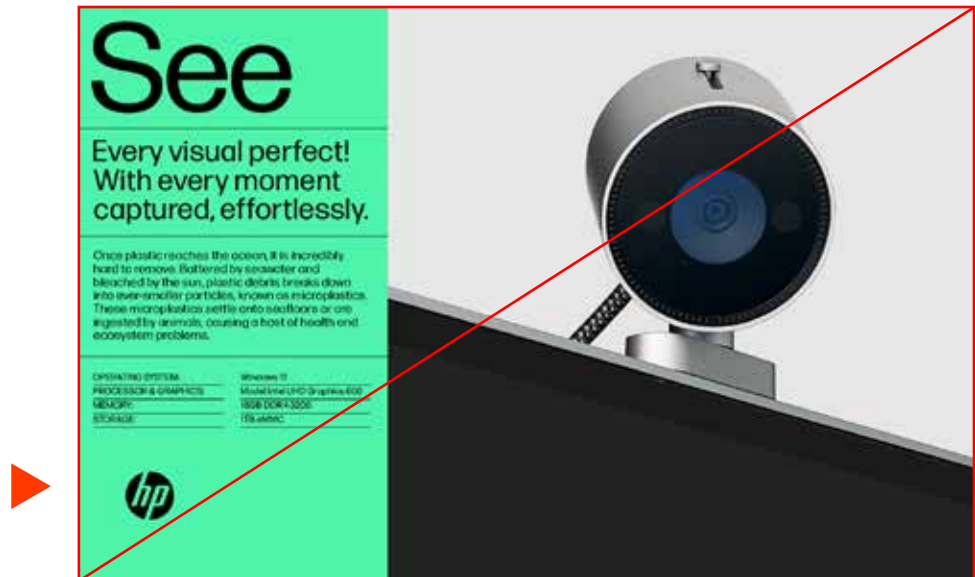
2. Don't align logo differently than text.



3. Don't place logo in the middle of a margin.



4. Don't float logo in white space.



5. Don't fill the space too tightly or unevenly.



6. Don't fill the space too loosely or unevenly.



7. Don't obstruct product with logo.



8. Don't obscure critical photo content.

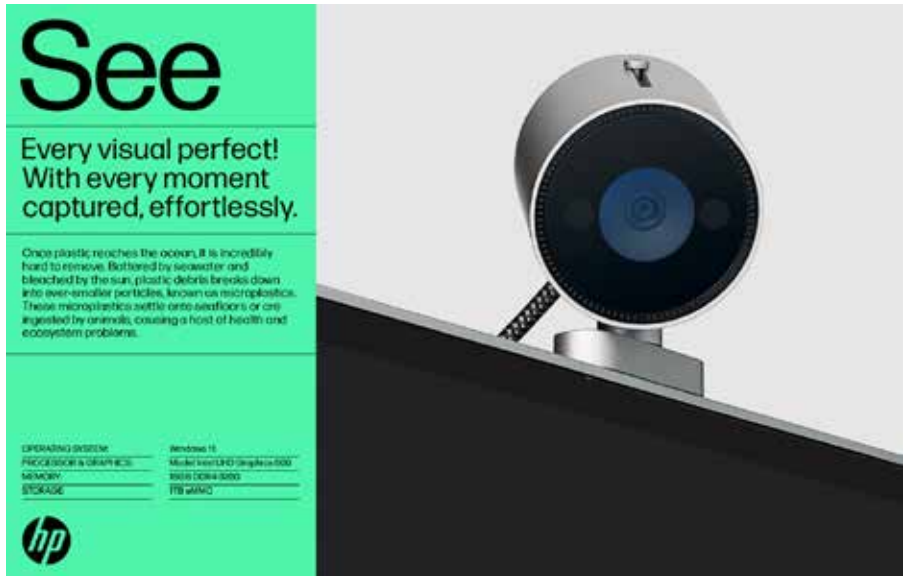


Logo placement and clear space: do

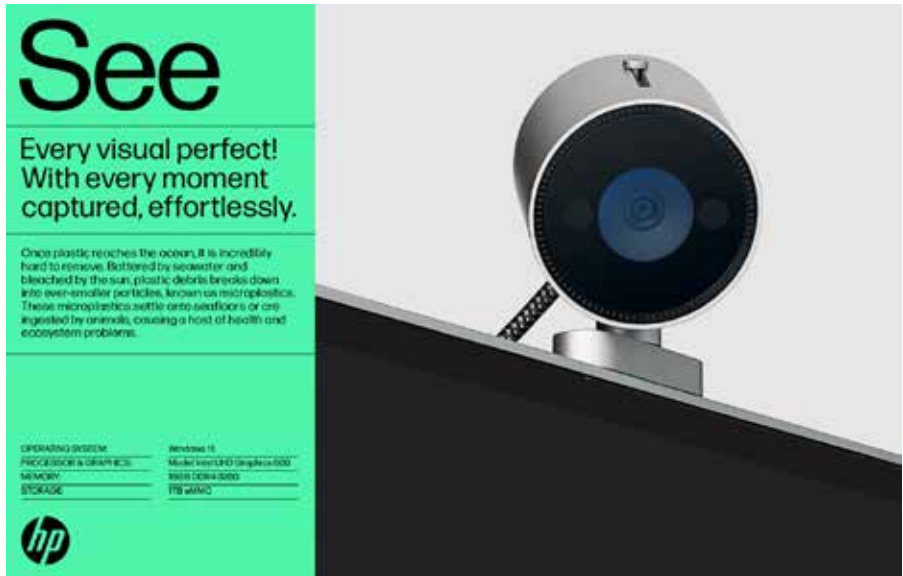
Placement principles

- 1. Logo belongs at end of a layout.
- 2. Logo is left aligned with type.
- 3. Logo is anchored to a corner.
- 4. Logo snaps to layout margins.
- 5. Logo has plenty of clear space and correct margins.
- 6. Logo has correct margins.
- 7. Product unobstructed.
- 8. Content unobscured.

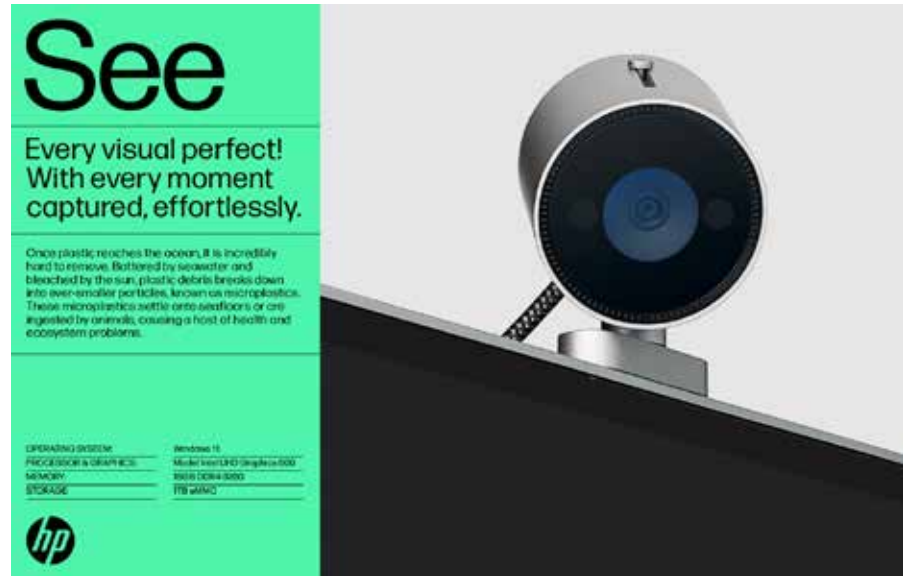
1. Logo belongs at end of layout.



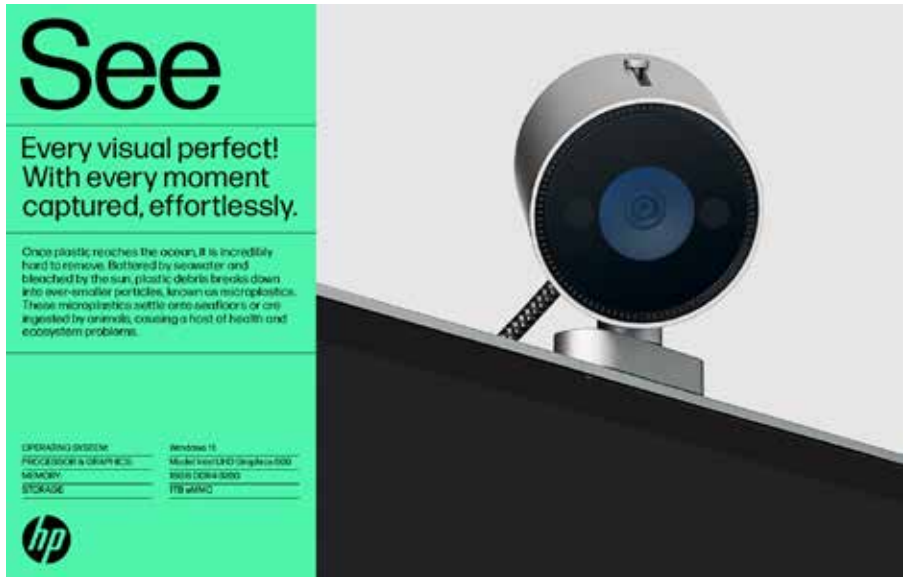
2. Logo is aligned (left) with type.



3. Logo is anchored to a corner.



4. Logo snaps to layout margins.



5. Minimum clear space/correct margins.



6. Correct margins.



7. Product unobstructed.



8. Content less obscured.



Logo margin/clear space

Too little.



Just right.



Too much.



Logo margin and clear space can be evaluated visually, don't overthink it and trust your eye.

3. Logo size

Logo size: basic layouts overview

Logo sizing is more art than science.

It varies based on the following items:

- Layout dimensions
- Layout proportions
- Type size
- Type quantity
- White space

Estimating logo size

The logo should be easy to read but should not be too large and not too small.

- Appropriate size range varies for different layout proportions.

Percentages

An initial logo size can be estimated by a percentage of the long edge of a layout.

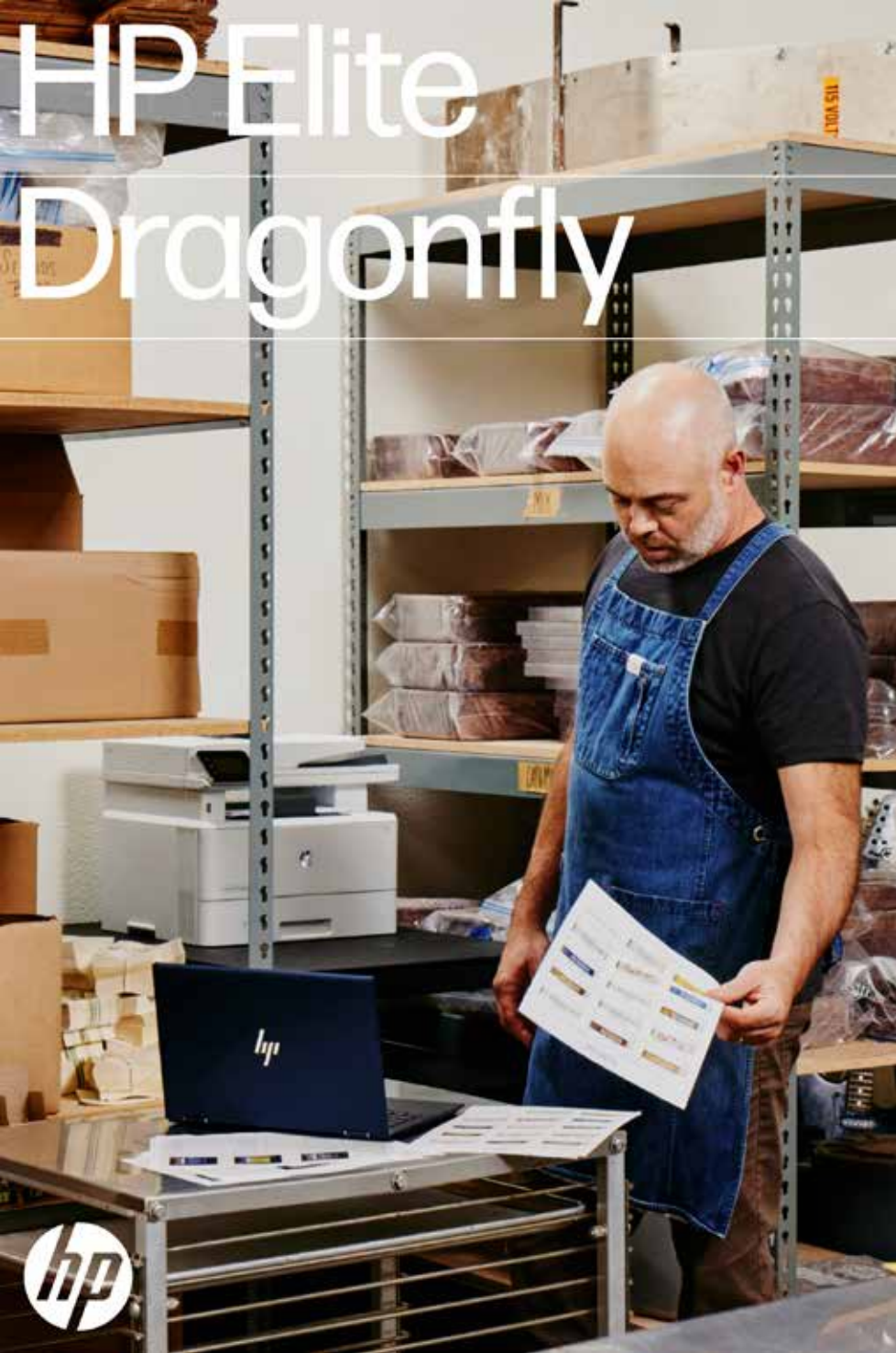
- Logos should not be smaller than 4% of a layout's long edge.
- 5-6% is a general minimum and good starting point for most layouts.
- 10-16% is a general maximum.

Extreme vertical
6-9% range



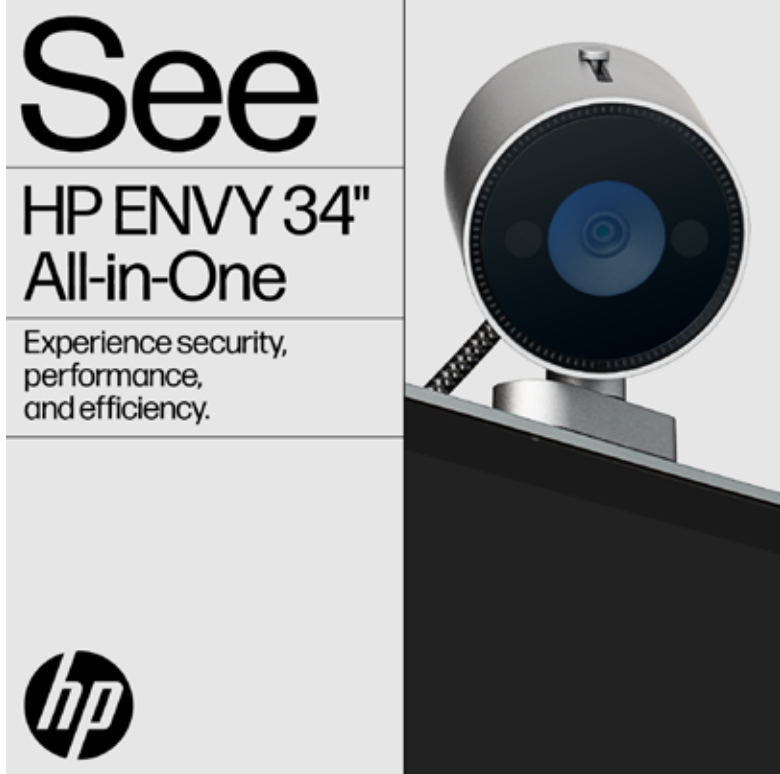
8%

Vertical
7-11% range



8%

Square
2-15% range



14%

Horizontal
5-8% range



6%

Ultrawide 4-6% range



5%

Logo size: extreme vertical layouts

Logo sizing is more art than science.

It varies based on the following items:

- Layout dimensions
- Layout proportions
- Type size
- Type quantity
- White space

Estimating logo size

The logo should be easy to read but should not be too large and not too small.

- Appropriate size range varies for different layout proportions.

Percentages

An initial logo size can be estimated by a percentage of the long edge of a layout.

- Logos should not be smaller than 4% of a layout's long edge.
- 5-6% is a general minimum and good starting point for most layouts.
- 10-16% is a general maximum.

Extreme vertical (6-9% range)



4%



6%

sweet spot



8%



9%



12%

Logo size: vertical layouts

Logo sizing is more art than science.

It varies based on the following items:

- Layout dimensions
- Layout proportions
- Type size
- Type quantity
- White space

Estimating logo size

The logo should be easy to read but should not be too large and not too small.

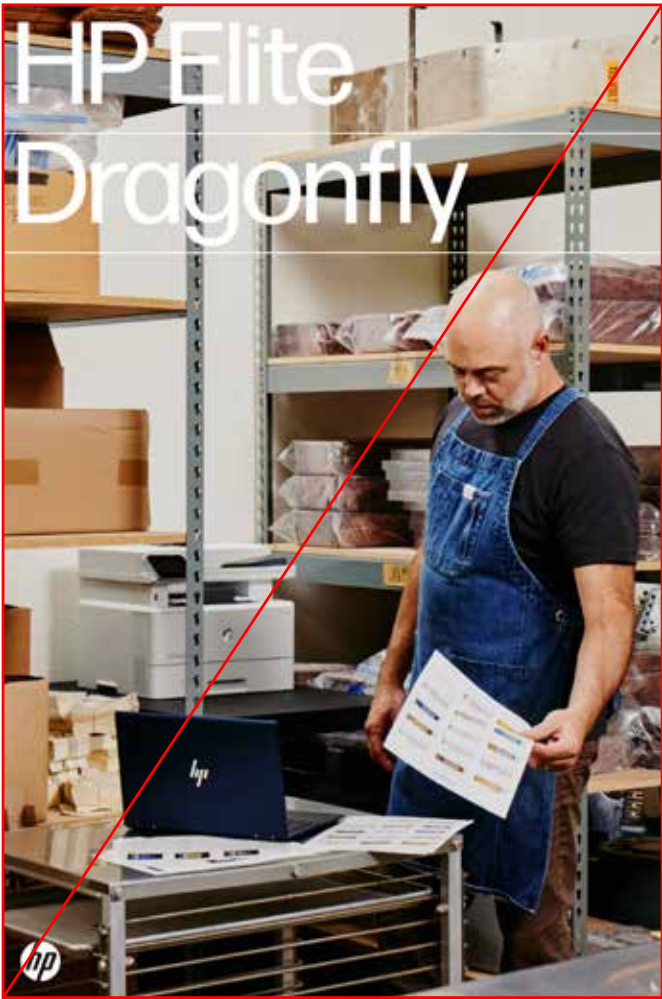
- Appropriate size range varies for different layout proportions.

Percentages

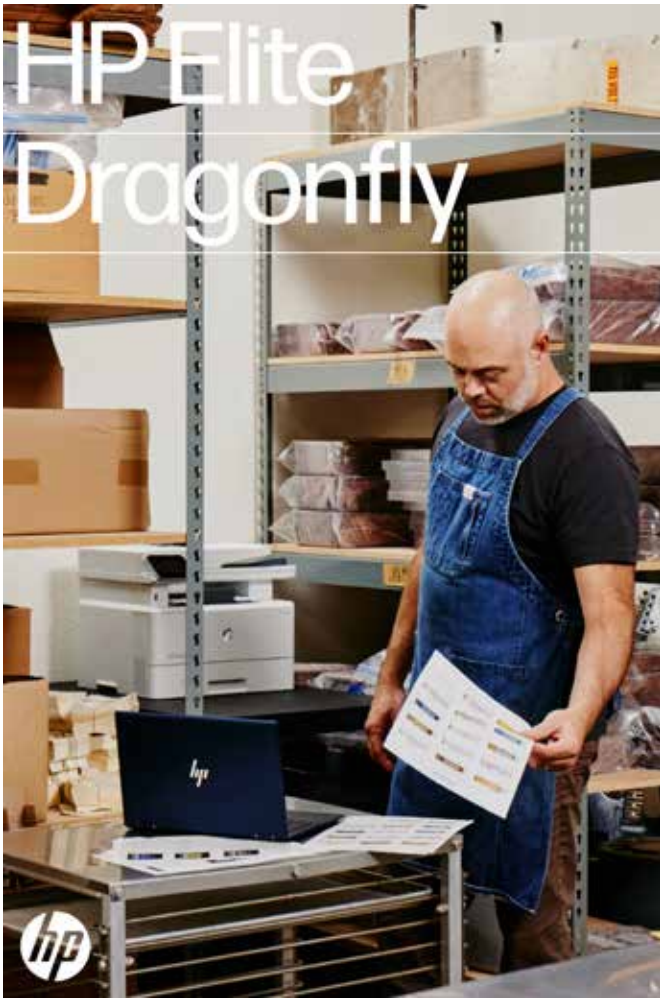
An initial logo size can be estimated by a percentage of the long edge of a layout.

- Logos should not be smaller than 4% of a layout's long edge.
- 5-6% is a general minimum and good starting point for most layouts.
- 10-16% is a general maximum.

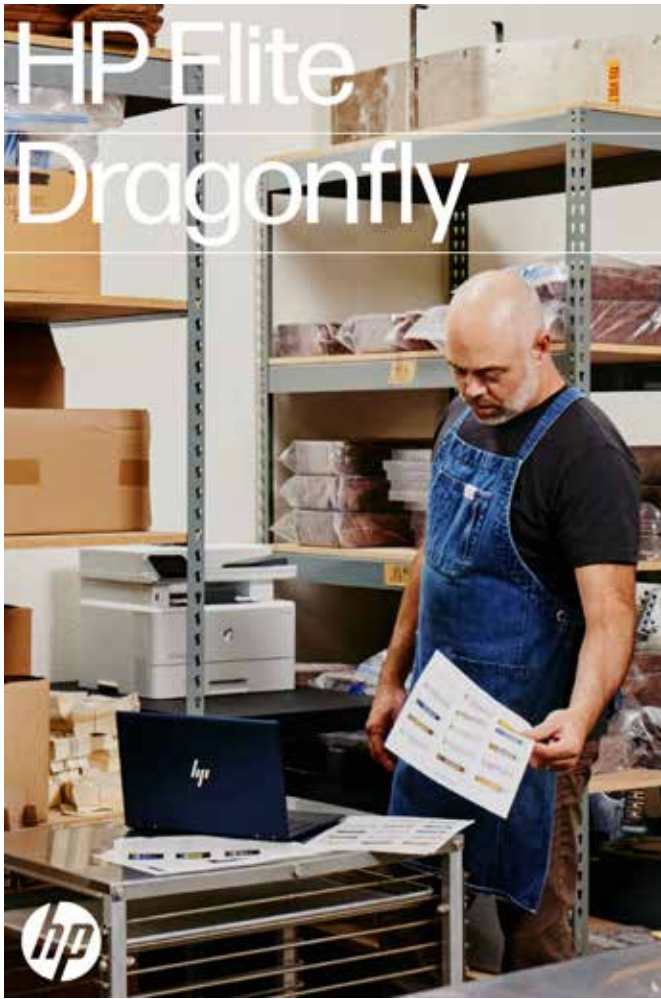
Vertical (7-11% range)



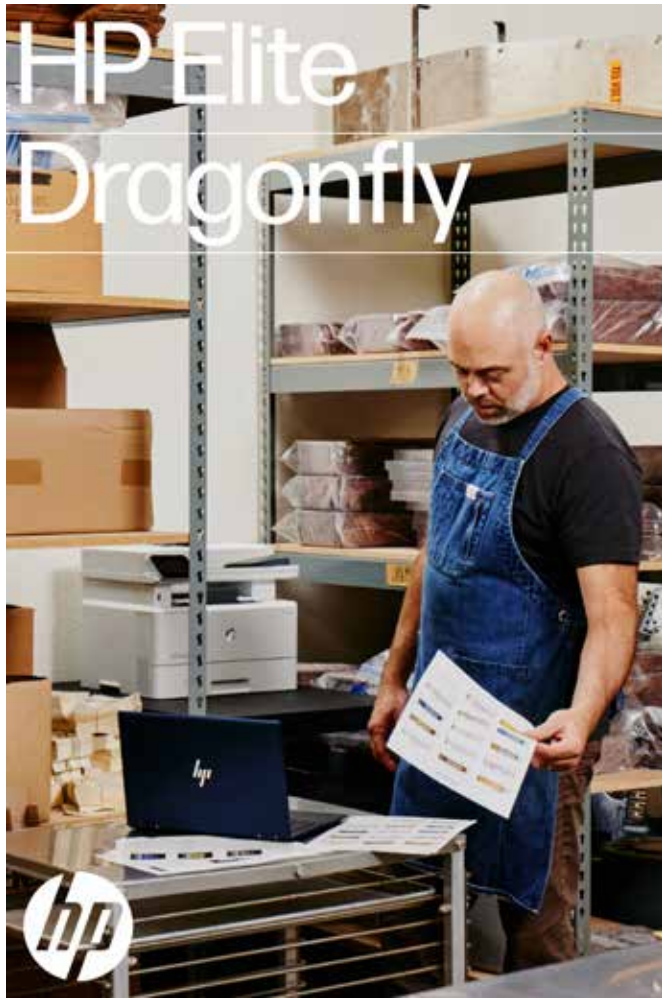
4%



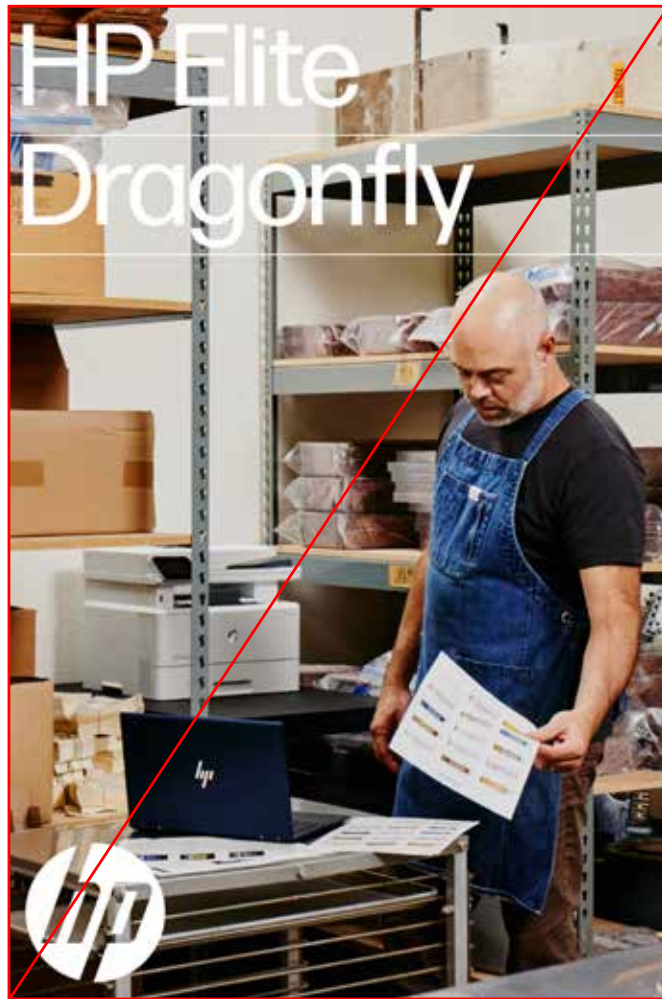
7%



8%



11%



14%

Sweet spot.

Logo size: square layouts

Logo sizing is more art than science.

It varies based on the following items:

- Layout dimensions
- Layout proportions
- Type size
- Type quantity
- White space

Estimating logo size

The logo should be easy to read but should not be too large and not too small.

- Appropriate size range varies for different layout proportions.

Percentages

An initial logo size can be estimated by a percentage of the long edge of a layout.

- Logos should not be smaller than 4% of a layout's long edge.
- 5-6% is a general minimum and good starting point for most layouts.
- 10-16% is a general maximum.

Square (12-15% range)



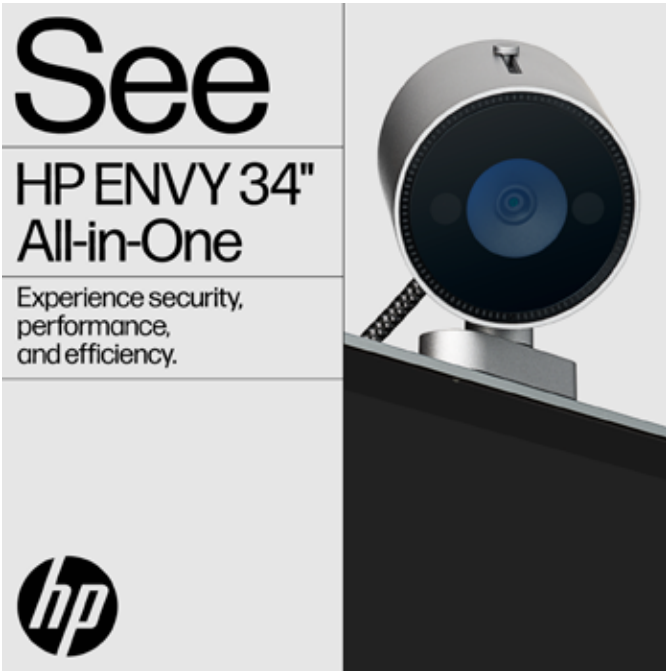
8%



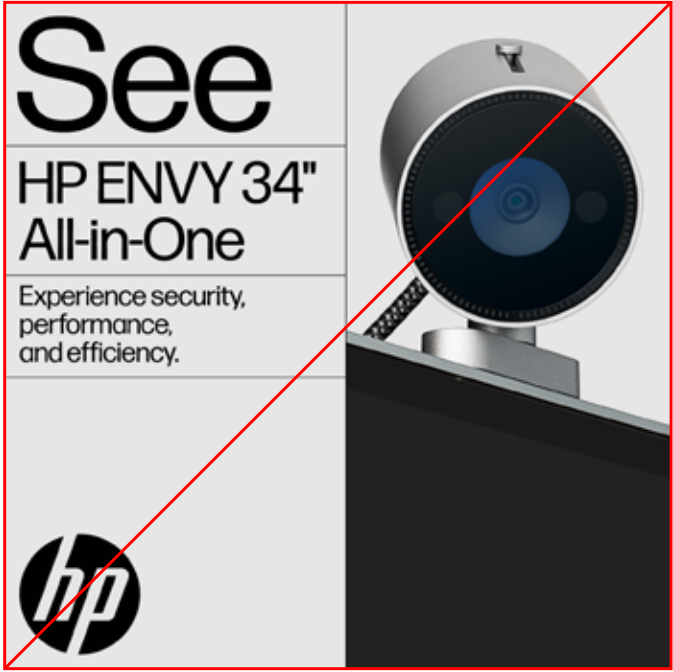
12%



14%



15%



18%

sweet spot

Note: The logo choice skewed larger for this layout because of its large headline type and wealth of clear space around the logo.

Logo size: horizontal layouts

Logo sizing is more art than science.

It varies based on the following items:

- Layout dimensions
- Layout proportions
- Type size
- Type quantity
- White space

Estimating logo size

The logo should be easy to read but should not be too large and not too small.

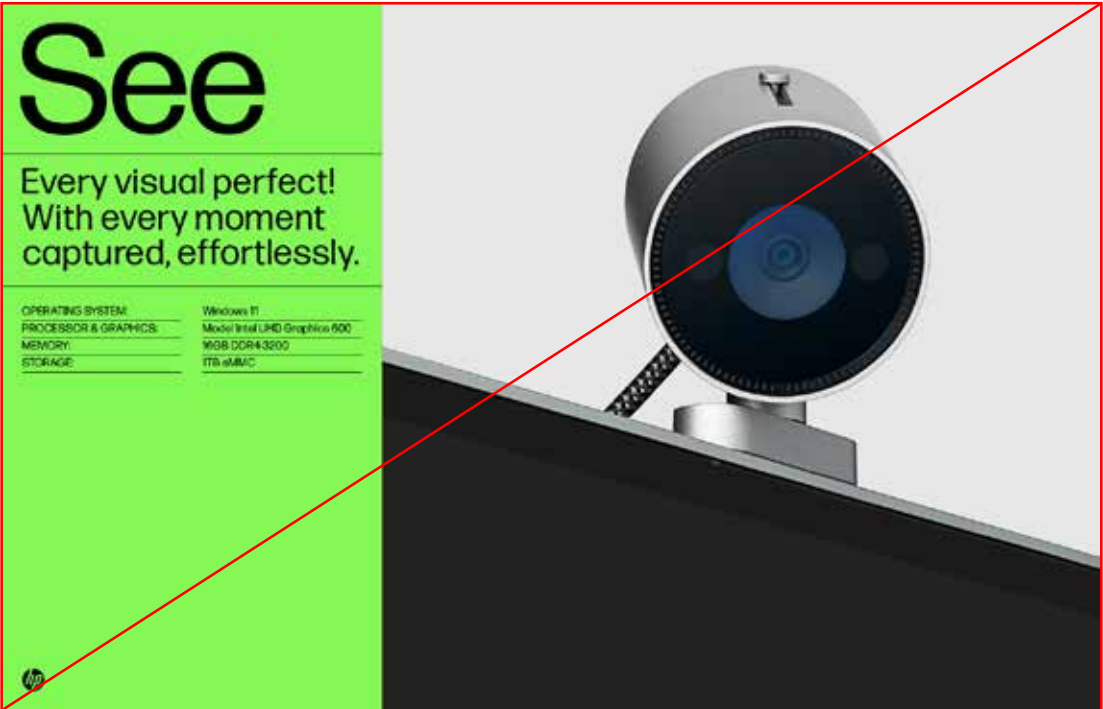
- Appropriate size range varies for different layout proportions.

Percentages

An initial logo size can be estimated by a percentage of the long edge of a layout.

- Logos should not be smaller than 4% of a layout's long edge.
- 5-6% is a general minimum and good starting point for most layouts.
- 10-16% is a general maximum.

Horizontal (5-8% range)



2%



5%

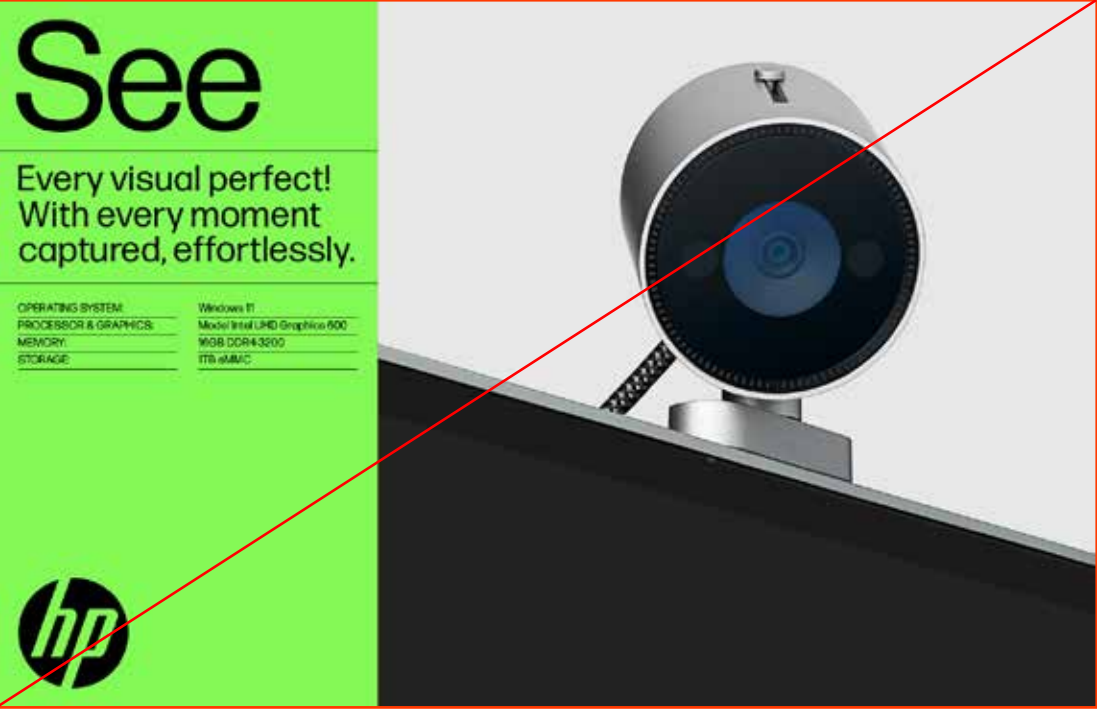


6%



8%

sweet spot



10%



12%

Logo size: ultrawide layouts

Logo sizing is more art than science.

It varies based on the following items:

- Layout dimensions
- Layout proportions
- Type size
- Type quantity
- White space

Estimating logo size

The logo should be easy to read but should not be too large and not too small.

- Appropriate size range varies for different layout proportions.

Percentages

An initial logo size can be estimated by a percentage of the long edge of a layout.

- Logos should not be smaller than 4% of a layout's long edge.
- 5-6% is a general minimum and good starting point for most layouts.
- 10-16% is a general maximum.

Ultrawide (4-6% range)



2%



4%



5%



6%



8%

sweet spot

Four things to consider when picking logo size

1. Size and Dimensions

- How big is the document: Is it pixels, points, inches, or feet?
- Logo sizing range is based on basic layout proportions (see previous pages for details).
- A digital layout might require a slightly bigger logo to accommodate for the small screen size, whereas a poster can be smaller because you view it on a 1-to-1 human scale. It can be more nuanced and harmonious to the execution and less heavy handed.

2. Shape and Proportions

- Factor in how the layout is structured and how it flows by assessing how much space you have top to bottom or left to right.
- Is the layout tall or wide?
- Is the module more vertical or horizontal?

3. Content (quantity and scale)

- How much text is there: a lot or a little?
- What is the biggest thing?
- What is the smallest thing?
- Size the logo in relation to those things.
- Size the logo no bigger than the biggest type and no smaller than typically the medium type, but definitely never smaller than the smallest type.

4. White Space

- Factor in white space.
- Is it a layout that has lots of white space at the bottom or side?
- Can the logo scale up slightly to accommodate for that negative space? Or is the space small and tight and does it need to shrink to fit?
- Don't force the logo to fill the space have it comfortably match the proportions of the other things described above.

Example: From L to R the logos scale up and adjust as needed when type size, quantity, and proportions change.



5% logo

- **Side bar layout:**
1:4 module/photo ratio
- **Headline:**
Short, bold headline
- **White space:**
20% module stack



6% logo

- **Side bar layout:**
1:3 module/photo ratio
- **Headline:**
Short, bold headline
- **White space:**
15% module stack



7% logo

- **Side bar layout:**
1:2 module/photo ratio
- **Headline:**
Long, large headline
- **White space:**
20% module stack



8% logo

- **Side bar layout:**
1:2 module/photo ratio
- **Headline:**
Short, bold headline
- **White space:**
15% module stack

Percentages point to an appropriate size range but final sizing should be determined visually:

- The logo should not be the dominant element in the layout.
- Logo size is affected by the biggest and smallest type size. Bigger type allows for a bigger logo. The logo should never be smaller than copy.
- Plenty of white space allows for a larger logo.
- These logos all feel appropriate to their size, shape, proportions, content, and white space.
- They scale up and adjust as needed when type size, quantity, and proportions change.
- As long as the logo isn't too small and it isn't massively oversized, it will look OK either way.

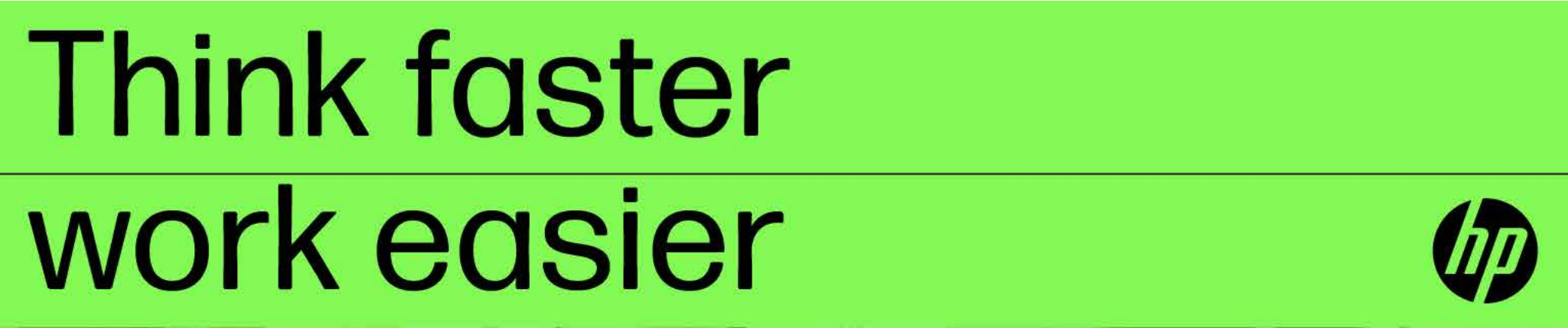
Logo size and placement: headlines or quotes with lines

Logo sizing for headlines or quotes with lines:
A logo that is in-line with structured type should be sized to the cap height of associated text and centered vertically between lines. Optically adjust the alignment of the logo as needed to compensate for any spaces that look visually off.

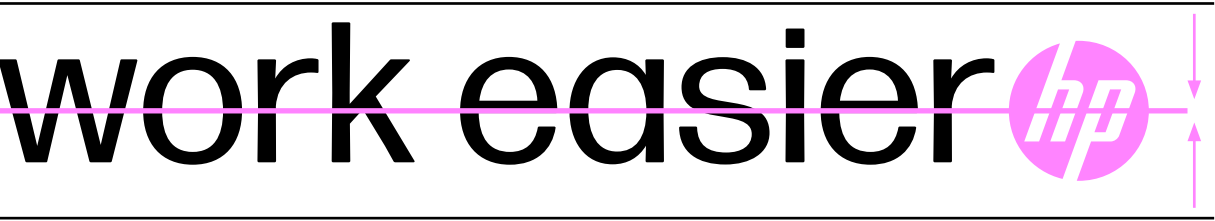
Headlines or quotes with lines



Detail



Scale the logo to the cap height of the type.



Center the logo vertically between lines.

Logo size and placement: headlines or quotes with lines

Too small.



Just right.



Too big (never cross lines with the logo).

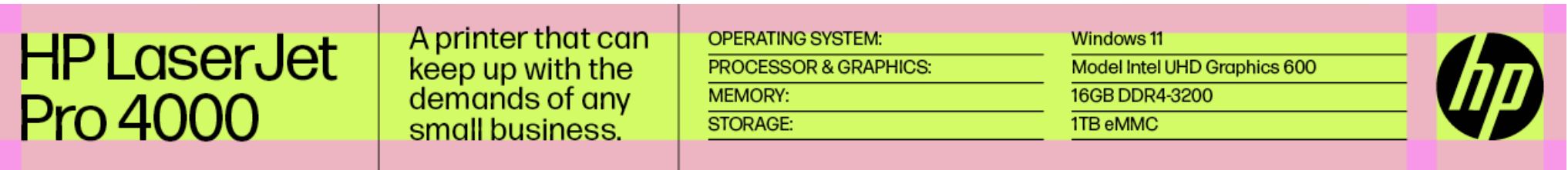
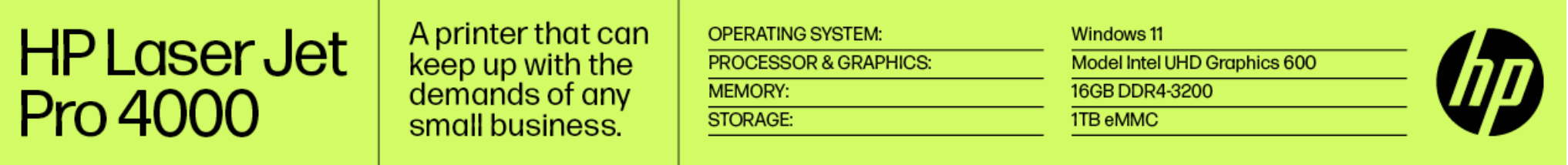


Logo size and placement can be evaluated visually, don't overthink it and trust your eye.

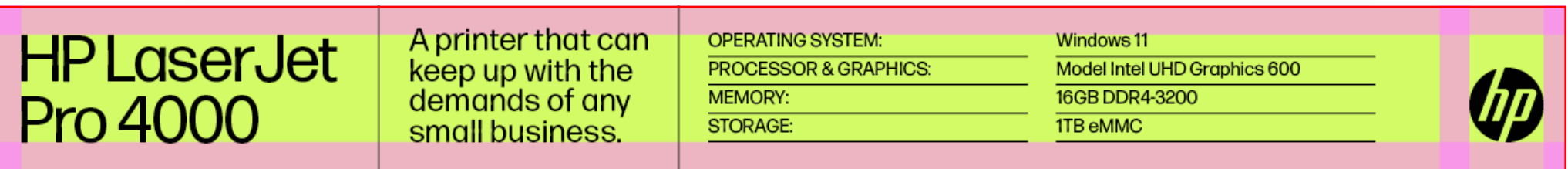
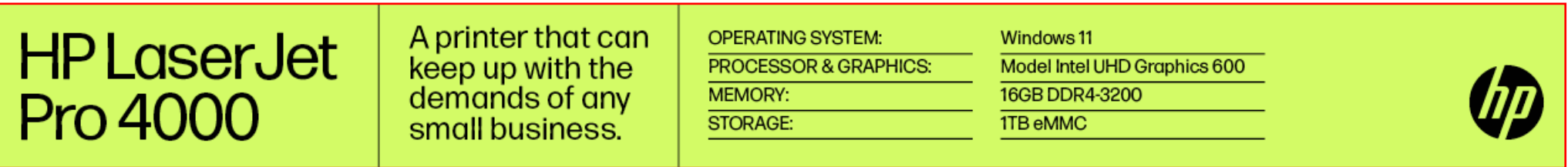
Logo size and placement: horizontal bar layouts

- Logo sizing for horizontal bar layout:**
- Place the logo at the end of the flow of content from left to right.
 - Try to have copy equally spaced with the same margins between each piece of content.
 - The logo should span the vertical space, stopping at the top and bottom margin in a bar layout.
 - Avoid making the logo too small in this instance as it will look weird and uneven.
 - If filling the vertical height doesn't work, pick a simple proportion like 1/2 the height of space, or match height and placement of another element in the horizontal bar.

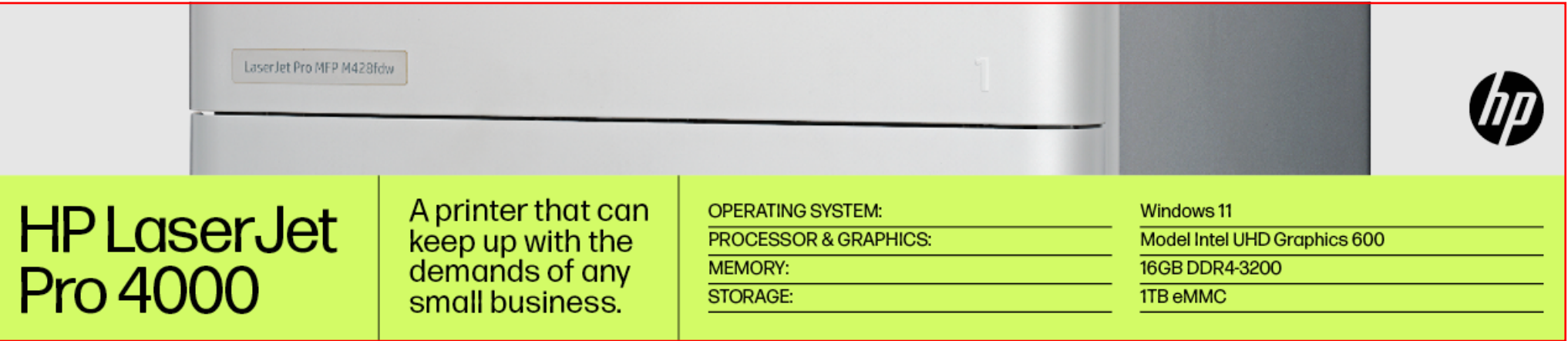
Narrow bar instance



Detail: Logo should fill space between vertical margins in a bar layout.



Detail: Logo should not leave empty vertical space in a bar layout.

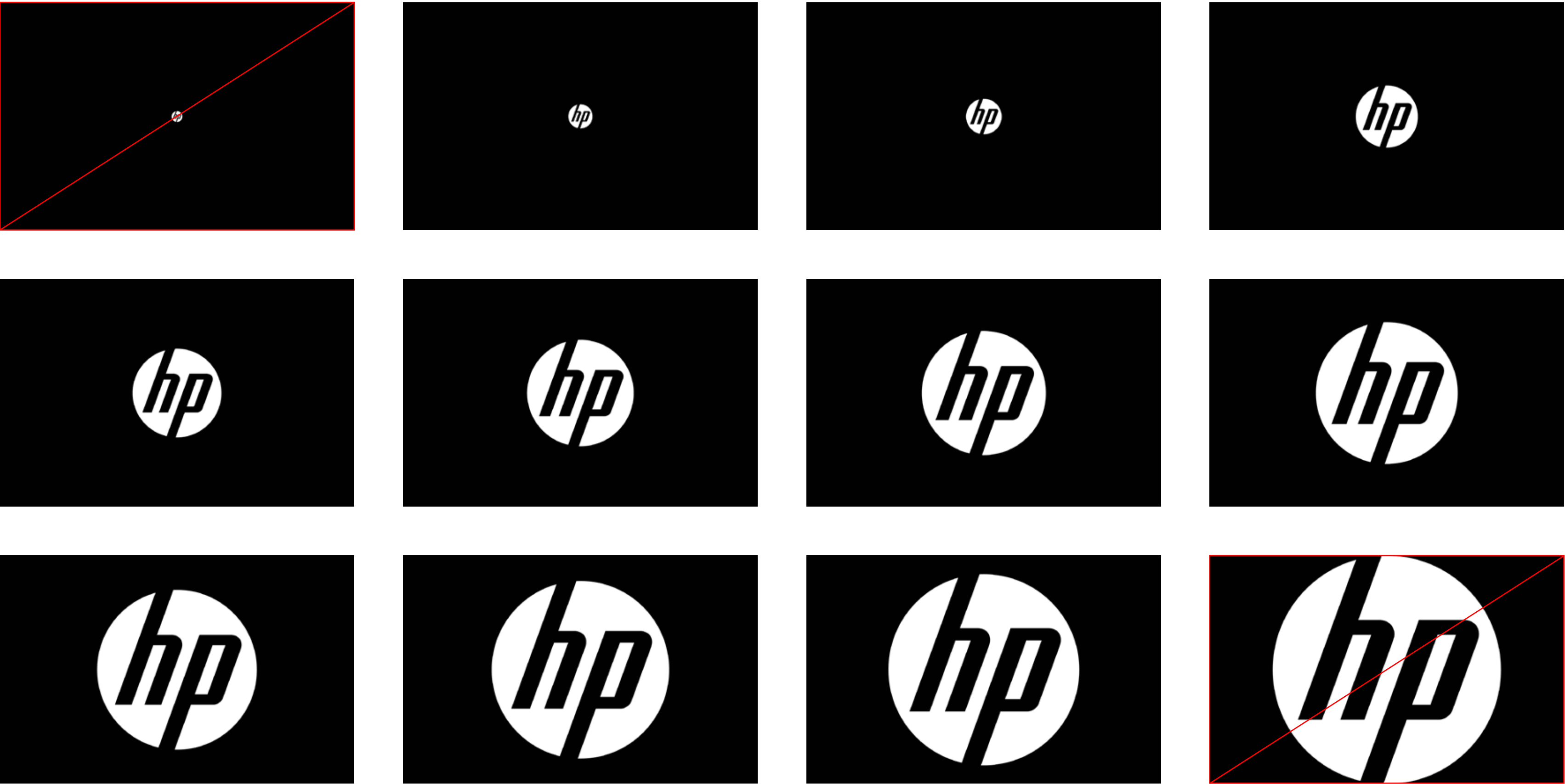


Detail: Logo should not live outside colored modules.

Logo size: stand-alone logo

- Range for stand-alone logo (end card/signage):**
- Minimum size: Logo must be large enough for the “HP” to be legible. The logo size should match tone of work without appearing weak or lost in space.
 - Maximum size: Logo size should bias large. Logo should have a clear space equal to the width of the stem of the “h” in the HP logo.

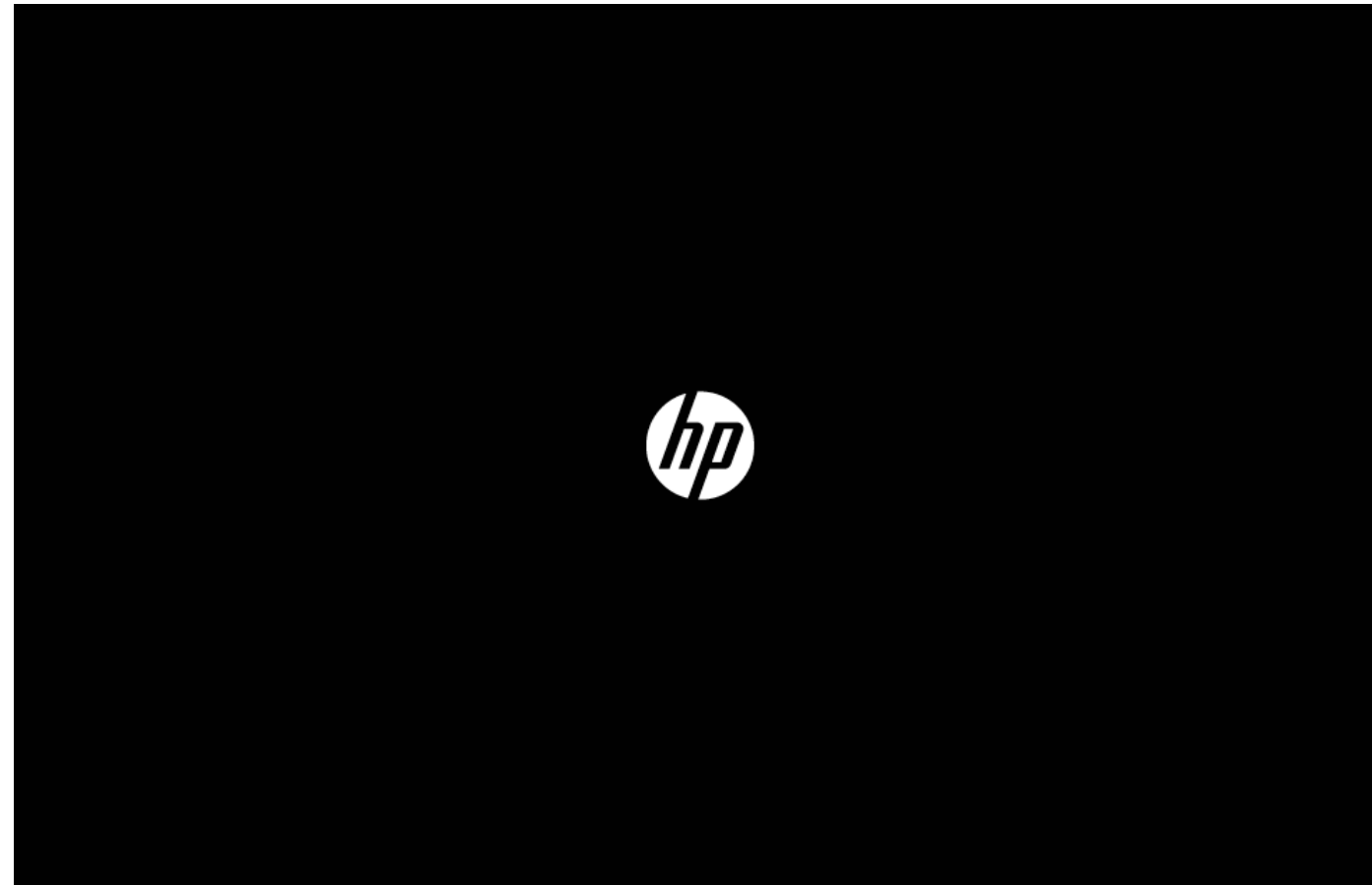
Single instance range



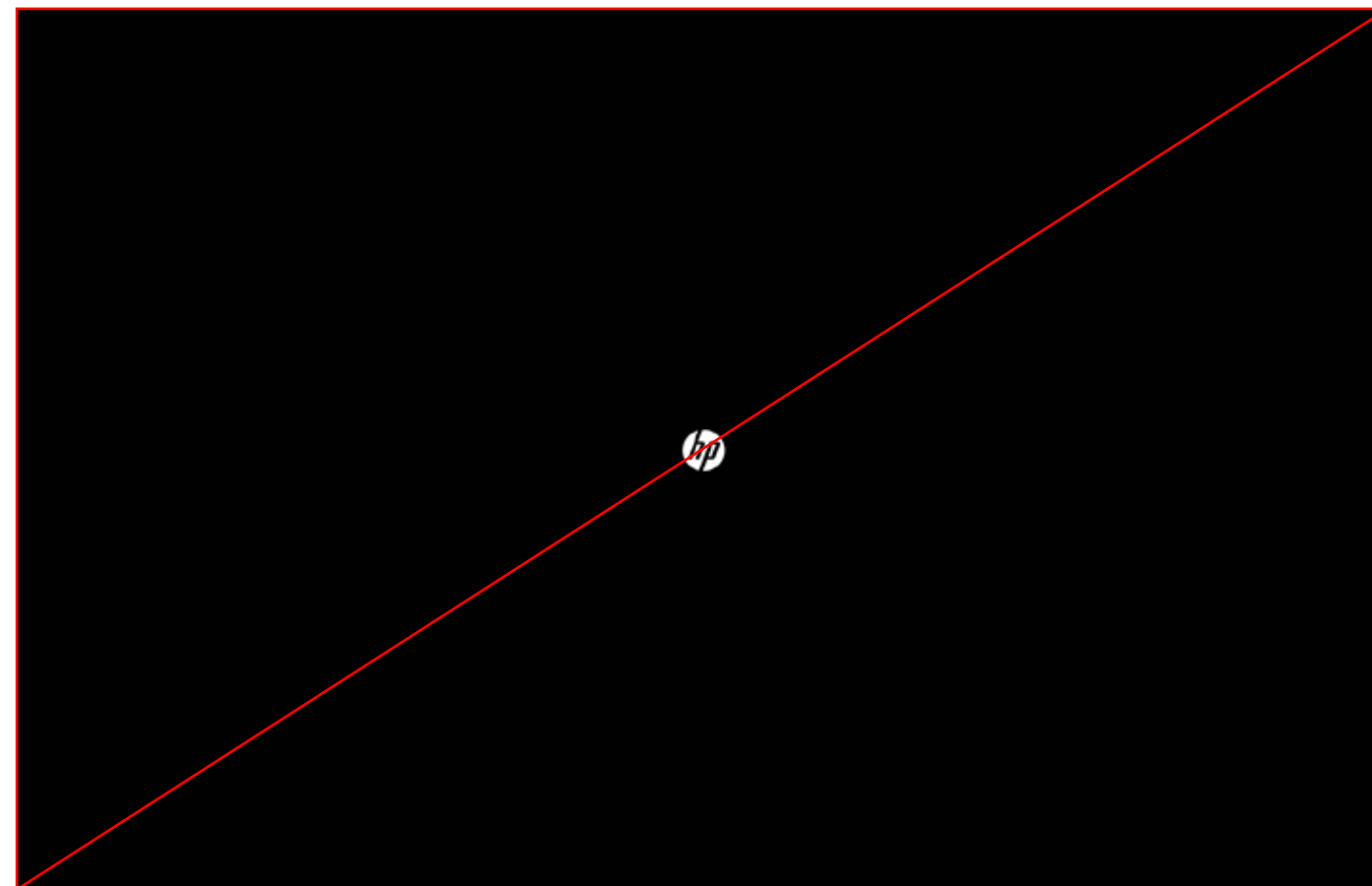
Note: The logo size can bias oversized if the space and context deem it necessary. We don’t have to be shy with the size of the HP logo.

Logo size: stand-alone logo

Minimum size: Quiet and poetic to match the tone of creative content (i.e. end card of an emotional film).



Too small: Unreadable/lost in space.



Maximum size: Loud, present, and punchy. The large logo is intended to be felt and seen (i.e., end card of an energetic product demo).



Too big: No clear space.



Logo size can be evaluated visually, don't overthink it and trust your eye.

Logo size: stand-alone logo clear space

Minimum clear space



Clear space requirement: Use the stem width of the “h” to dictate clear space margin size.



Maximum logo size



4. Partner logos

Partner logos: individual pairing

Individual partner pairing

- The HP logo always comes first when paired with another brand.
 - › The logo should be placed to the left in a horizontal layout, and if possible, above in a stacked layout.
- Partner’s logo should never appear larger than the HP logo and usually should fall between 85%-90% of the HP logo it is being paired with.
- Use the word “with” between the HP logo and the partner logo.
 - › “HP with [Partner]”

Multiple partner pairings

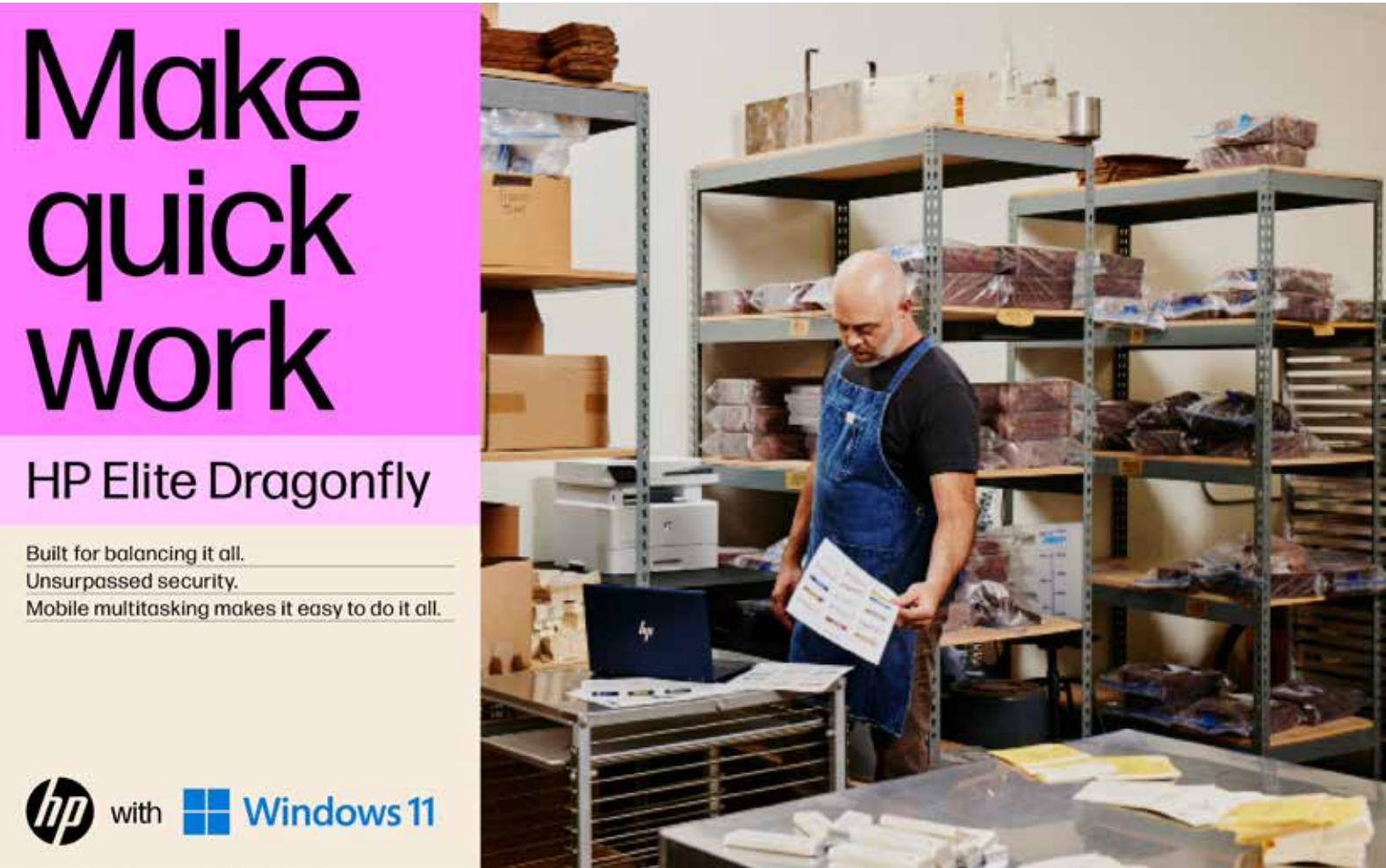
- When pairing the HP logo with multiple partner logos, only use the word “with” once and then separate each partner with a space and a vertical line.
- Example: “HP with [Partner] | [Partner] | [Partner].”
- A few current partners include but are not limited to: Intel, Google Chrome, Pfizer, and Microsoft.

Specific partner rules

All jumpstart and CCF guidelines must be adhered to.

- Intel
 - › The Intel logo needs to be 100% the same size as the HP logo.
- Microsoft
 - › Only use the blue Microsoft logo, never the black, in all instances (HP with Windows, Windows with HP, Mock-ups).
 - › The ONLY exception to this rule is end cards. On end cards the Microsoft logo can be either white or black depending on the usage.

Partner logo Windows



Partner logo Intel



Partner logos: individual pairing

Individual partner pairing

- The HP logo always comes first when paired with another brand.
 - › The logo should be placed to the left in a horizontal layout, and if possible, above in a stacked layout.
- Partner’s logo should never appear larger than the HP logo and usually should fall between 85%-90% of the HP logo it is being paired with.
- Use the word “with” between the HP logo and the partner logo.
 - › “HP with [Partner]”

Multiple partner pairings

- When pairing the HP logo with multiple partner logos, only use the word “with” once and then separate each partner with a space and a vertical line.
- Example: “HP with [Partner] | [Partner] | [Partner].”
- A few current partners include but are not limited to: Intel, Google Chrome, Pfizer, and Microsoft.

Specific partner rules

All jumpstart and CCF guidelines must be adhered to.

- Intel
 - › The Intel logo needs to be 100% the same size as the HP logo.
- Microsoft
 - › Only use the blue Microsoft logo, never the black, in all instances (HP with Windows, Windows with HP, Mock-ups).
 - › The ONLY exception to this rule is end cards. On end cards the Microsoft logo can be either white or black depending on the usage.

Partner logo



The partner logo comes after the HP logo and is 85% of HP logo size.

Partner logo Web banners

See every raised eyebrow

Select devices now enhanced by HP Presence

See every raised eyebrow

Select devices now enhanced by HP Presence

Select devices now enhanced by HP Presence

Partner logo: multiple partners

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Multiple parter pairings

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- Example: “HP with [Partner] | [Partner] | [Partner].”
- A few current partners include but are not limited to: Intel, Google Chrome, Pfizer, and Microsoft.

Specific partner rules

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Partner logo: Intel

Individual partner pairing

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- Partner’s logo should never appear larger than the HP logo and usually should fall between 85%-90% of the HP logo it is being paired with.
- Use the word “with” between the HP logo and the partner logo.
 - › “HP with [Partner]”

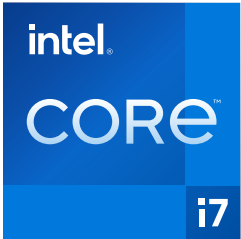
Multiple parter pairings

- When pairing the HP logo with multiple partner logos, only use the word “with” once and then separate each partner with a space and a vertical line.
- Example: “HP with [Partner] | [Partner] | [Partner].”
- A few current partners include but are not limited to: Intel, Google Chrome, Pfizer, and Microsoft.

Specific partner rules

All jumpstart and CCF guidelines must be adhered to.

- Intel
 - › The Intel logo needs to be 100% the same size as the HP logo.
- Microsoft
 - › Only use the blue Microsoft logo, never the black, in all instances (HP with Windows, Windows with HP, Mock-ups).
 - › The ONLY exception to this rule is end cards. On end cards the Microsoft logo can be either white or black depending on the usage.



Partner logo: Microsoft

Individual partner pairing

- The HP logo always comes first when paired with another brand.
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- Partner’s logo should never appear larger than the HP logo and usually should fall between 85%-90% of the HP logo it is being paired with.
- Use the word “with” between the HP logo and the partner logo.
 - › “HP with [Partner]”

Multiple parter pairings

- When pairing the HP logo with multiple partner logos, only use the word “with” once and then separate each partner with a space and a vertical line.
- Example: “HP with [Partner] | [Partner] | [Partner].”
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Only use blue Microsoft logo

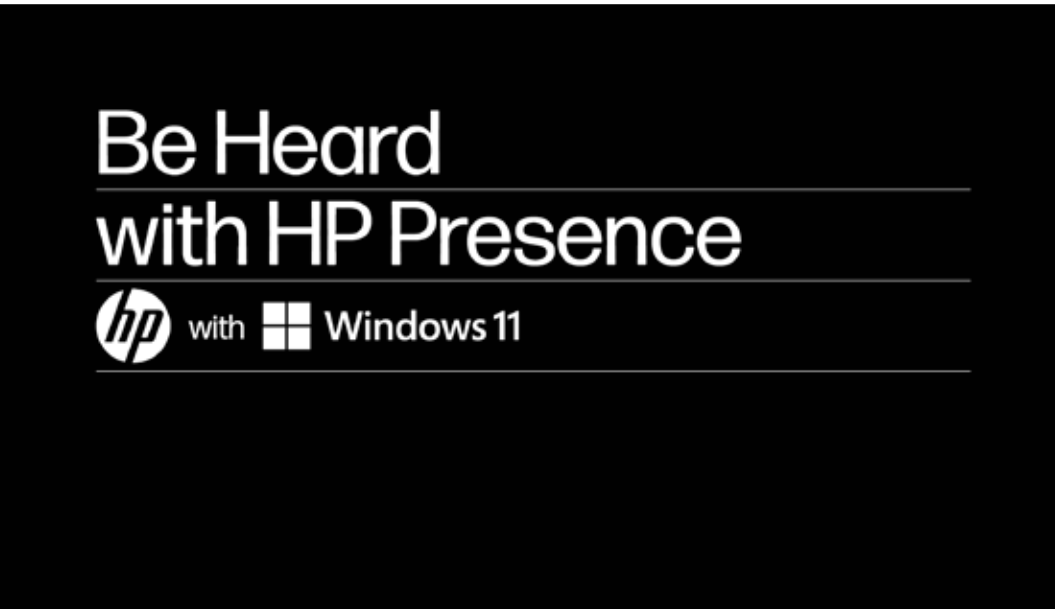


Do not use the black logo.

HP logo with blue Microsoft logo

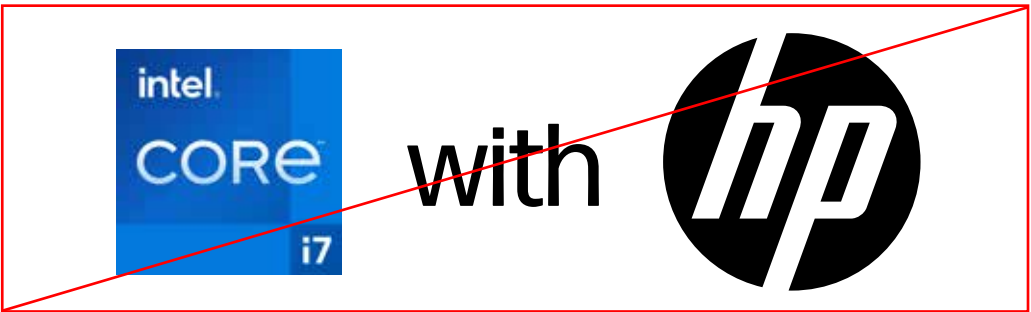


End cards exception



Partner logo rules

- 1. HP comes before the partner logo.
- 2. All partner logo are 90% of HP logo size.
- 3. Partner logo is vertically centered off of the HP logo.
- 4. Width of “with” is 75% of the width of the HP logo.
- 5. Spacing between HP logo, “with,” and partner logo is approximately 25% of the width of the HP logo.
- 6. Space partner logos with vertical lines. Do not use “x” “–” or other “graphics.”
- 7. Film: Fit lockup into a ruled layout when possible.
- 8. When placing logo over photo:
 - Do not obstruct vital content.
 - Do not place over product.
 - Place where it can be easily seen and read.
 - Avoid excessively busy backgrounds.
- 9. Partner logos should be horizontally aligned with HP logo. No stacking.
- 10. Keep lockup left aligned in narrow vertical spaces.
- 11. Monochromatic versions of logos are preferred.
 - Monochromatic logo examples in situ.



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Optically spaced

Square partner logo is 90% of HP logo size.



Don't mathematically space

HP logo (circle) and Intel logo (square) are both 135px tall, resulting in a partner logo that looks bigger even though it is the same size.

HP logo (circle) and Windows logo (square) are both 135px tall, resulting in a partner logo that looks bigger even though it is the same size. This is further exacerbated by the Windows word mark length.

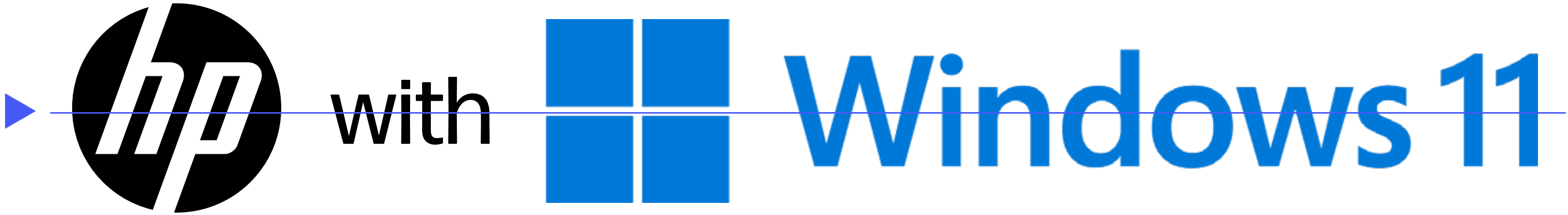
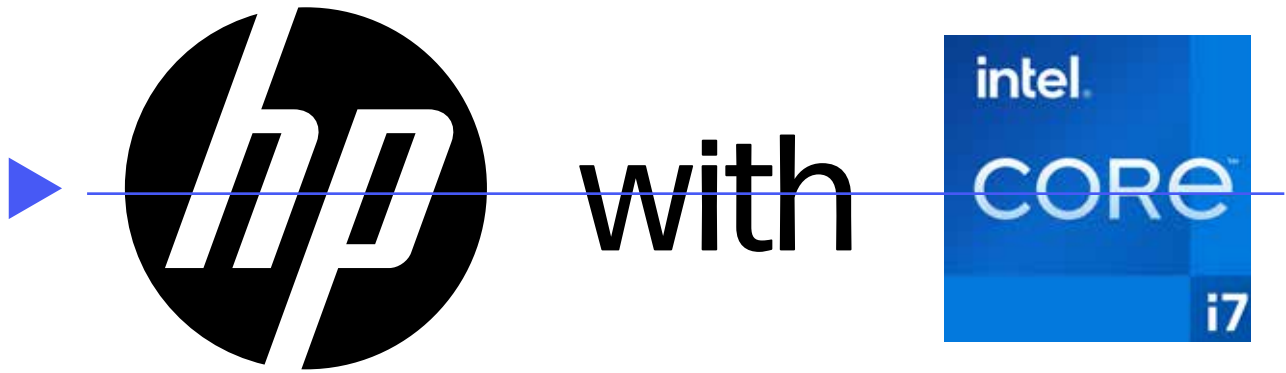


IMPORTANT NOTE: All partner logos should be sized optically. Although our partners have their own sizing requirements and suggestions, we look to adjust for optimal proportions and balance. For example, making a square the same mathematical measurement of a circle will result in a logo that looks much bigger even though they are numerically the same size. Use our partner logo sizing requirements as a suggestion, not gospel; always trust your eye. We must educate them and push for the best possible and most harmonious proportions whenever possible.

Partner logo rules

- 1. HP comes before the partner logo.
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- 3. **Partner logo is vertically centered off of the HP logo.**
- 4. Width of “with” is 75% of the width of the HP logo.
- 5. Spacing between HP logo, “with,” and partner logo is approximately 25% of the width of the HP logo.
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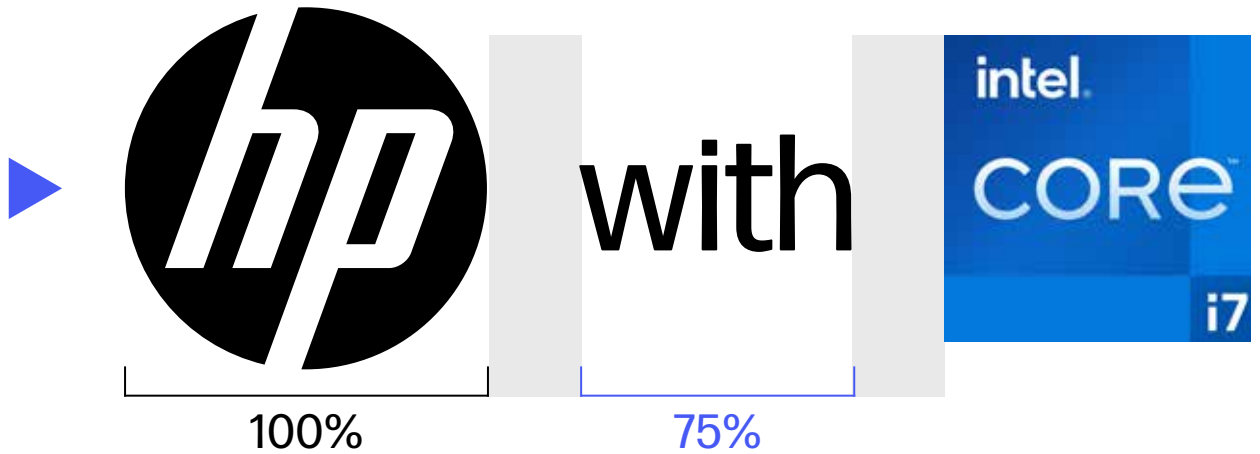
Partner logos and “with” are always vertically centered with HP logo.



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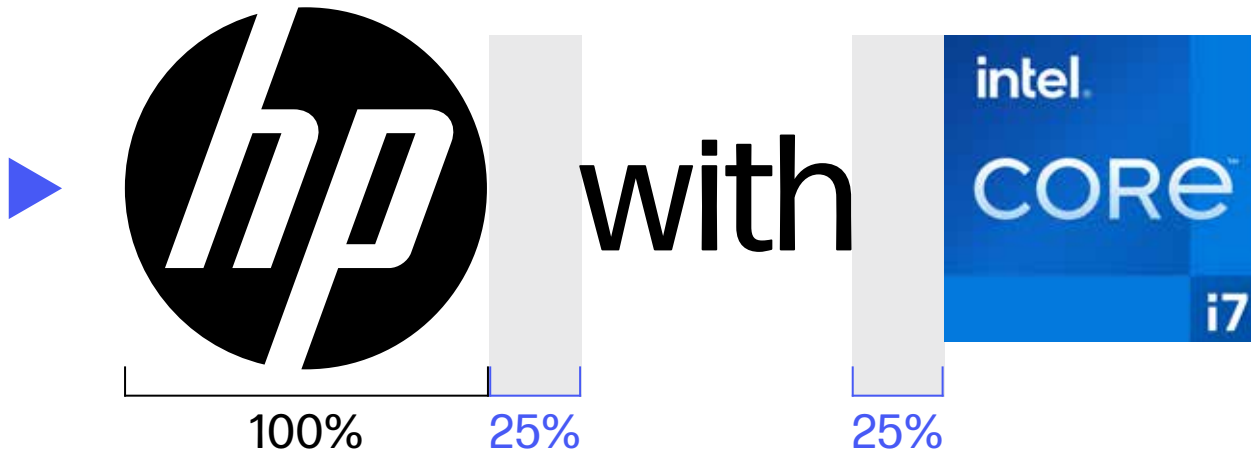
Width of “with” is 75% of the width of the HP logo.



Partner logo rules

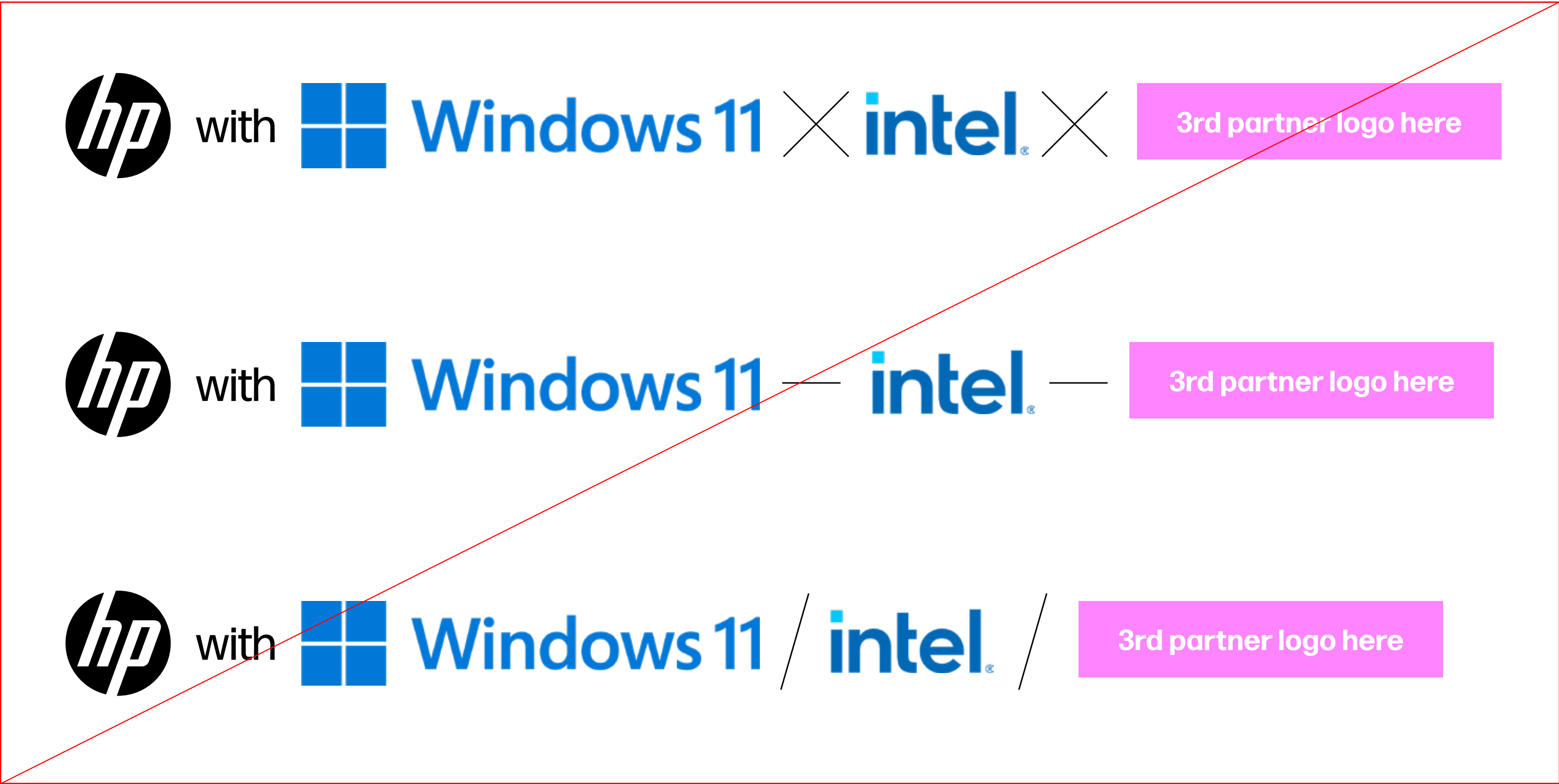
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Special “optical” spacing may be needed for oddly shaped logo pairings. Since the left side of the word “with” is angled it will always appear slightly farther away then the right side. Correct this by tapping left or right as needed to compensate for the optical spacing adjustment.



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Partner logo rules

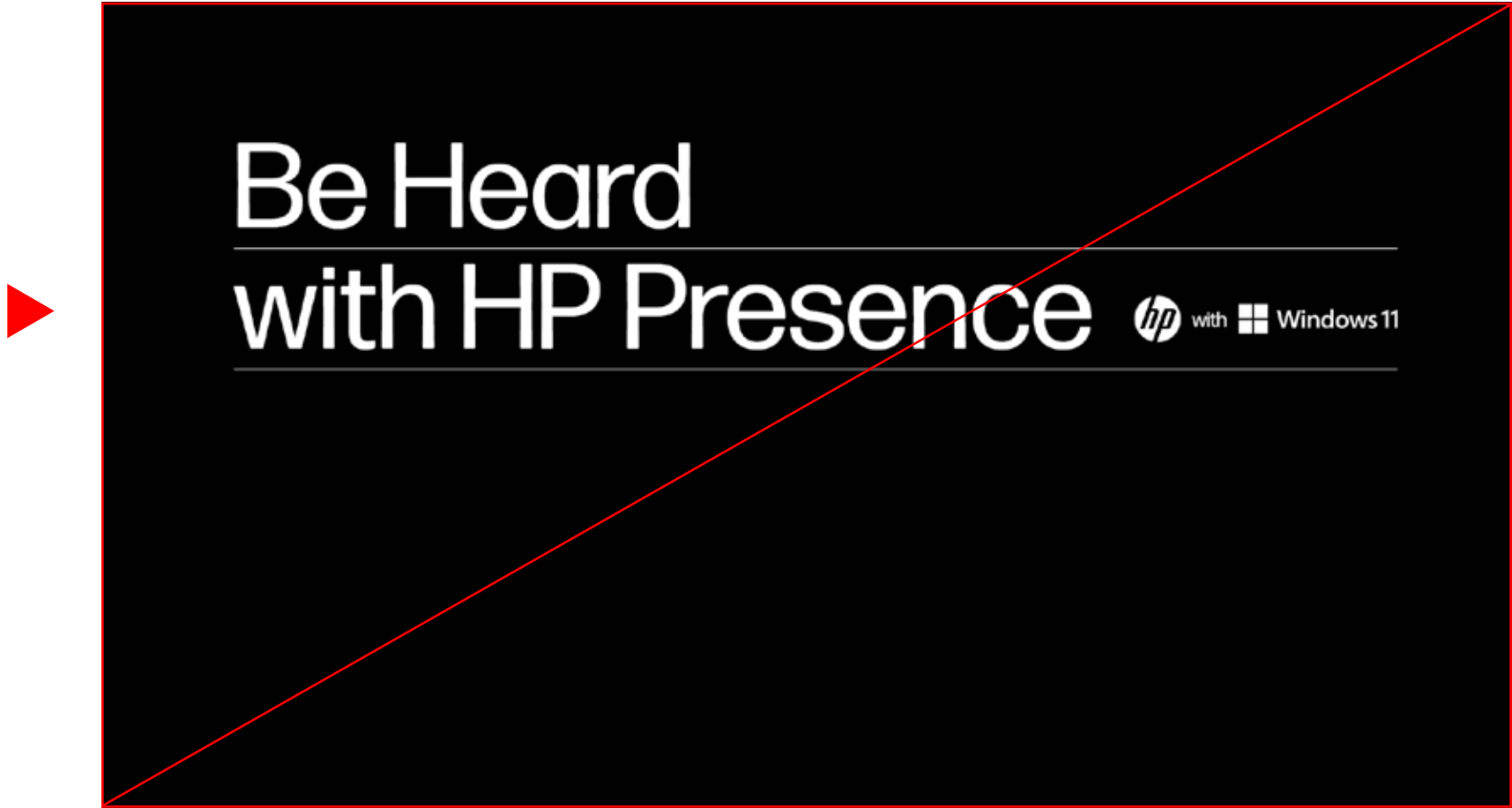
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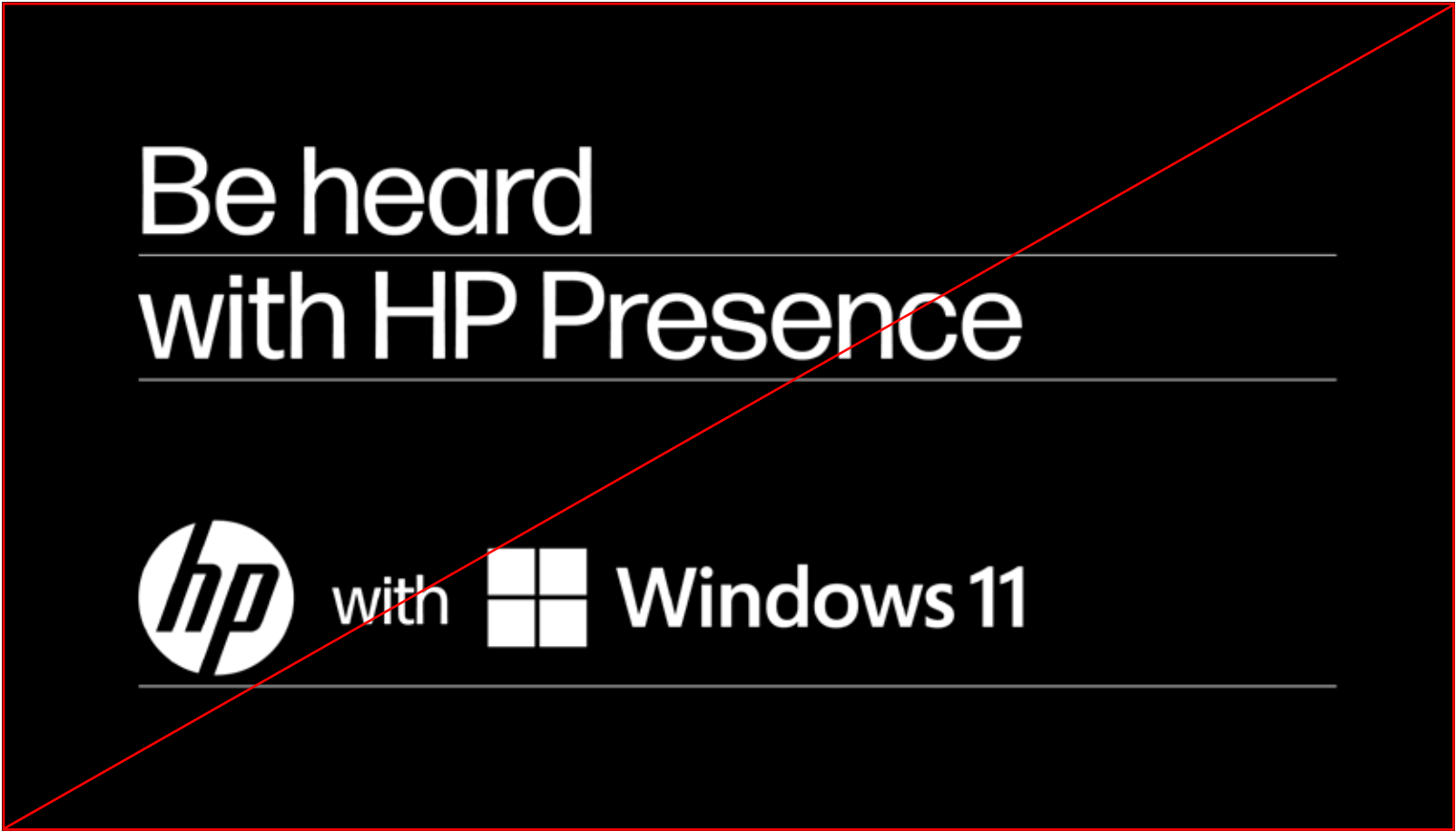
Logo is bigger than the cap height of the type.



If scale is an issue, create negative space and drop the logos down to the last line.



Don't crowd lockup on same line with text.



Don't break the alignment/flow of layout.

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Logo is visible against background and not imposed over product.



Do not place partner logos over product.

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Keep partner logo/lockup horizontally aligned with HP logo.



Do not stack partner logo below HP logo.



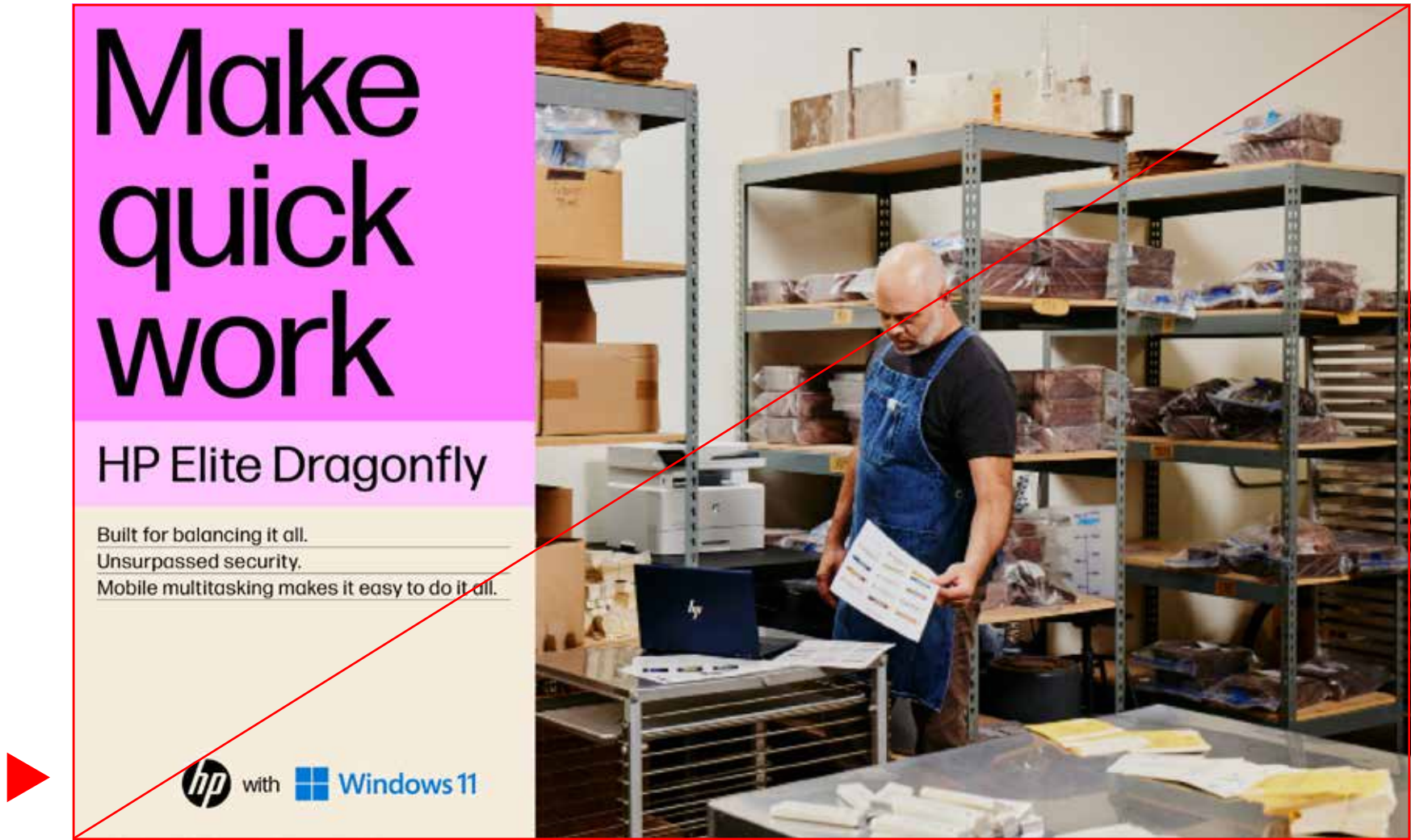
Do not stack partner logo below HP logo.

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In a narrow vertical space, keep partner logos left aligned with other information.



Don't break alignment with information in a narrow vertical space.

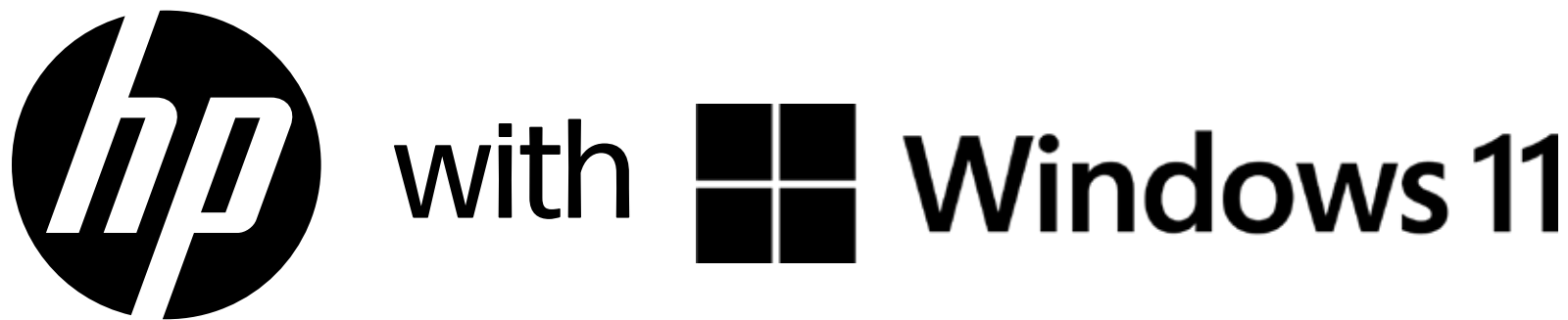
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Client-mandated logo



When possible, monochromatic version of Windows logo is preferred.



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Client-mandated logo



When possible, monochromatic version of Windows logo is preferred.



Client-mandated logo



When possible, monochromatic version of Intel logo is preferred.



