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Introduction

HHMI challenges the status quo. We explore new ways to practice and teach science and work to build understanding of the importance of knowledge-driven research. We have a lot to share with the world, and we’re interacting with more audiences than ever before.

One way we communicate with these groups is through our brand identity—the name, colors, and designs we use to represent who we are and what we stand for as an organization.

The HHMI brand is synonymous with excellence in scientific research and education. The logo is meant to convey forward movement, with a bold quality.

This document identifies the elements of HHMI’s brand identity and provides guidelines for using these components when designing presentations, grant program announcements, posters, and other communications. By following these design standards, you help our many audiences experience HHMI and our affiliated brands (e.g., Janelia, BioInteractive) in a consistent way. This ensures HHMI’s name is easily recognizable.
Overview

The whole picture

A visual identity is more than a logo. It is the whole “kit of parts”—font, color, language, imagery—that creates the overall visual representation of who we are.
Design Principles

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Logo
Containing Forms
Clear Space
Scale
Design Don’ts
Tagline
Color
Gradient
Primary Typography
Secondary Typography
Typography Usage
Photography
Sub-Brands
External Co-Branding
For a modern look, the logo is set lowercase in a font called Helvetica Neue. Helvetica has become a classic of the modern era. When set in a heavy weight, Helvetica Neue balances the curved, friendly shapes of the lowercase letterforms.

The HHMI logo employs a color scheme that displays a progression from blue to green. The four different colors refer back to the green of the previous HHMI logo and carry it forward. The logo may also be black, gray, or white.
Containing Forms

The HHMI logo invites designers to bring it to life. By filling the logo with illustrations and photographs, you can keep it fresh and ever-changing.

Over time the horizon form will become recognizably HHMI. To raise awareness of the association between the horizon and HHMI, it is important to always use it in conjunction with the HHMI logo.

Imagery Tip
To maintain its shape, please make sure the image extends to the edge of the containing form.
Containing Forms Cont’d

Here are a few examples showing how graphics and color can fill the horizon containing form.

When using the horizon form as a design element, be sure to use the HHMI signature to provide context. Do not use the containing form in isolation.

Sample Containing Forms

Proper usage
The full HHMI logo is used in relation to the horizon imagery.
Clear Space

Minimum clear space around the logo should be the height of the letter m. Maintaining this clear space around all sides of the logo will create a clear, unmarked boundary.

To preserve the integrity and visual impact of the logo, always maintain the clear space around it. This space is integral to the design. It ensures the HHMI logo can stand out, distinct from other artwork, text, symbols, or other logos.
Scale

The HHMI identity is designed to hold up well at various scales and screen sizes. The bold typeface has a large visual footprint.

The full HHMI signature cannot be used less than 1.5 inches in width, due to legibility. For sizes smaller than this, just use the basic HHMI logo.

<table>
<thead>
<tr>
<th>Scaling</th>
<th>Minimum Horizontal Signature Size</th>
<th>Minimum Vertical Signature Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>![hhmi]</td>
<td>![hhmi]</td>
<td>![hhmi]</td>
</tr>
</tbody>
</table>

**Vector**

When scaling the logo to larger sizes, be sure to use a vector-based file format that will not pixelate or blur when enlarged. See the image asset library for the correct file to use.

To ensure the HHMI logo reproduces legibly at smaller sizes, do not set the signature less than 1.5 inches in width. Instead, use the small version of the logo.

To make sure the vertical HHMI signature reproduces with proper legibility, do not set the signature less than 0.5 inches in height.
Design Don’ts

HHMI’s identity guidelines aim for flexibility, so you can express your creativity and meet the needs of your audience with a wide range of designs. However, it’s important that we are consistent. Please refrain from altering the logo itself to ensure that the HHMI logo is recognizable and legible.

Do Not Use a Gradient
The logo is made up of four individual colors to give the effect of a gradient, but is not a gradient itself. A gradient should not be applied to the logo.

Do not rotate. Do not change letter colors. Do not use non-HHMI colors. Do not stack vertically.

Do not use a gradient in the logo. Do not change scale of elements. Do not replace horizon element. Do not substitute artwork for the horizon.

Do not compress. Do not stretch. Do not place on similar color background. Do not bisect visually.

Do not capitalize letters. Do not place on cluttered background. Do not add effects. Do not add clip art.
Tagline

The best taglines are simple and memorable. *Science Forward* describes HHMI’s ultimate goal.

We offer scientists and educators the opportunity to work with the highest quality resources to advance knowledge and make a contribution to the understanding of basic science for the benefit of humanity.

Please do not add anything to the beginning or end of the *Science Forward* tagline. It should be used independent of any other language.

Visual Examples

Science Forward

hhmi

Science Forward

Graphic Usage

Science Forward should be set in HHMI-approved typefaces, brand colors, and gradients.
**Color**

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### Color Communicates

Color can powerfully express a mood or convey a feeling. When designing HHMI materials, please use this palette of colors.

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#### Primary Colors

The core HHMI colors are selected to work across all our communications materials.

**Digital**

<table>
<thead>
<tr>
<th>Hex</th>
<th>Color</th>
<th>Hex</th>
<th>Color</th>
<th>Hex</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>058d96</td>
<td>R 5 G 141 B 80</td>
<td>00a450</td>
<td>R 0 G 164 B 180</td>
<td>8ac341</td>
<td>R 138 G 195 B 65</td>
</tr>
</tbody>
</table>

**Print**

<table>
<thead>
<tr>
<th>Pantone</th>
<th>Color</th>
<th>Pantone</th>
<th>Color</th>
<th>Pantone</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>3285u</td>
<td>C 84 M 23 Y 55 K 4</td>
<td>347u</td>
<td>C 83 M 15 Y 83 K 2</td>
<td>361u</td>
<td>C 73 M 9 Y 94 K 0</td>
</tr>
<tr>
<td>367u</td>
<td>C 47 M 0 Y 77 K 0</td>
<td>Black</td>
<td>C 0 M 0 Y 0 K 100</td>
<td>Cool Gray 10</td>
<td>C 51 M 43 Y 40 K 6</td>
</tr>
<tr>
<td>Cool Gray 6</td>
<td>C 37 M 31 Y 29 K 0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Secondary Colors

In addition to the primary colors, this palette of complementary colors can add flexibility and variety to your designs. These colors should be used sparingly.

<table>
<thead>
<tr>
<th>Pantone</th>
<th>Color</th>
<th>Pantone</th>
<th>Color</th>
<th>Pantone</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>319</td>
<td>R 63 G 194 B 205</td>
<td>3365</td>
<td>R 238 G 220 B 17</td>
<td>138</td>
<td>R 221 G 130 B 53</td>
</tr>
<tr>
<td>M 0</td>
<td>C 0 M 0 Y 100 K 0</td>
<td>11</td>
<td>C 11 M 58 Y 82 K 1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---
Gradient

Gradients are meant to bring a sense of movement to graphics, and you can create your own.

Create gradients using the four primary HHMI brand colors. Do not use secondary colors to create gradients.

Use the sample palettes to build your own gradients. Test color configurations to find harmonious or dynamic shifts between hues. All gradients should shift from left to right and move from darker to lighter.

Gradient Usage
The logo itself is four separate colors, and should not use a gradient overlay.
Primary Typography

Helvetica Neue is a versatile font, legible at small sizes.

With a combination of weights and sizes, the Helvetica Neue family can be used across most applications.

Note: We have a limited number of licenses for Helvetica Neue. To discuss requirements for getting access to this font, contact Rachel da Silva at dasilvar@hhmi.org. For users who don’t have access to this font, please use Arial as a substitute for Helvetica Neue.

Headline Example

Lorum Ipsum

42pt. Helvetica Neue LT STD 45 | Tracking -10 optical

Sub-Headline Example

Lorum Ipsum

20pt. Helvetica Neue LT STD 75 | Tracking -10 optical

Body Copy Example

Parum et, cus eumquuntoties es dolore vel ipidi ipsa idionsequis ut la doloremipios ut quis ad qui dolor molest hanchici exeratquasim fugitium resicia pa volorist quasipita sum ressequae. Anias voluptatum lat et utendant ut fuga. Uit eum fugiat officius aut aris expliquo doluptwa esti nobis si blaboritem rem facilique sae voloris eicium nullabo. Nam quinditas perchici ipsame pre non restioriae re sed ut omminus doloritrem quatem quas.

10pt. Helvetica Neue LT STD 45 | Leading 12pt. | Tracking -10 optical
Secondary Typography

To balance the look and feel of Helvetica Neue, timeless Sabon, a serif-style font, can be used.

Sabon works well for applications that require sustained reading online and in print.

Note: We have a limited number of licenses for Sabon. To discuss requirements for getting access to this font, contact Rachel da Silva at dasilvar@hhmi.org. For users who don’t have access to this font, please use Garamond as a substitute for Sabon.

Sabon Lt Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body Copy Example

Parum et, cus eumquuntotas es dolore vel ipidis ipsa idionsequis ut la dolorepedios ut quis ad qui dolor molest harchiciis exeratquasim fugitium rescia pa valoristi quaspsia sum ressequae. Anias voluptatum lat et utendant ut fuga. Ut eum fugtat officios aut aris expliquo doluptwa esti nobis si blaboritem rem faciliqe sae volors eicium nullabo. Nam quanditas perchici ipsame pre non restioriae re sed ut omnimus doloritem quatem

Sus ipsam quatenim que ventis que voluptas sitas nes provit hit es re seque dis minvendi optis nhiciatiam ullorem. Saped eum que odia sintur, sequis eaqui dollqui aut lam facist ea non estiur, ipsametur sitium eliti omnis.

11pt. | Leading 14pt. | Tracking 0 optical
Typography Usage

For a clean, clear look, consider these font combinations and a consistent visual hierarchy. This system works particularly well for headlines, subheads, and body copy.

### Hierarchy

**Sample Title**

_nias voluptatum lat et utendant ut fuga. Ut eum fugit officius aut aris expilqo doluptwa esti nibis si blaboritem rem faciliqae sae voloris eciurn nullabo. Nam quanditas perchici ipsame pre non resti_

_Different point sizes, same weight_


**Sample Title**

_nias voluptatum lat et utendant ut fuga. Ut eum fugit officius aut aris expilqo doluptwa esti nibis si blaboritem rem faciliqae sae voloris eciurn nullabo. Nam quanditas perchici ipsame pre non_

_Helvetica Title, Sabon Body, different weights_


**HHMI Sample Title**

_Same point size on one line, different weights_

Example: Helvetica Neue 75 20pt. / Helvetica Neue 45 20pt.

### Use of Color

**Sample Title**

_nias voluptatum lat et utendant ut fuga. Ut eum fugit officius aut aris expilqo doluptwa esti nibis si blaboritem rem faciliqae sae voloris eciurn nullabo. Nam quanditas perchici ipsame pre non resti_

_Color title, black body copy_

Color can be used in the titles, but should be avoided in the body copy.

### Typography Tips

_Headlines should always be in Helvetica Neue 45. Body copy is subjective, and can be either Sabon or Helvetica Neue depending on use-case and preference._

### Typography Color Tips

_With type, simpler is generally better. Legibility is the most important thing. Sometimes adding a color to the headline can make it more eye-catching. Do not use color in body copy. It will make it hard to read._
HHMI is known for our “people, not projects” approach. Showing people at work can convey this philosophy. When photographing people, shoot tight, crop close, and light for drama. Use natural light in candid, informal settings. Avoid posed shots that look staged.

Shoot with a shallow depth of field, with focus drawing attention to the subject. Use objects in the foreground to give depth or frame the subject.

For architectural settings, use of motion blur can give an added energy to the scene.
Sub-Brands

HHMI’s sub-brands are Janelia Research Campus, BioInteractive, and Tangled Bank.

Designed to work as a system, HHMI’s logo and sub-brand logos connect through consistent styles and colors.

Each sub-brand is identified with a drawing rendered in a color gradient. A dividing line keeps the brands separate yet unites them.

The structure shown here should not be used with department, program, or project names.
External Co-Branding

HHMI partners with many organizations. To keep a consistent look for HHMI, please follow the style shown here.

Spatial Alignment

When using the full HHMI signature, the spatial alignment co-branding system should be used. Two full m-heights should be used to space the logos of the separate identities. The visual height of the overall identities should be matched.
Design Applications

Section 3 – Design Applications

Stationery
Business Cards
Presentation
For all prebuilt Microsoft Word letterhead templates, please Hughes Hub (hugheshub.hhmi.org). Select the Info & Resources tab and click on Brand & Style.

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Business Cards

Standard card

John Doe
John Doe's Title
Contact Information Line 1
Contact Information Line 2
Contact Information Line 3
Contact Information Line 4

Investigator

Jane Doe
Investigator
Contact Information Line 1
Contact Information Line 2
Contact Information Line 3
Contact Information Line 4

Janelia

Business Card Customization
Contact information can be printed in any order in the new business card design.
Business Cards
Multiple Addresses

Standard card

John Doe
John Doe's Title
Contact Information Line 1
Contact Information Line 2
Contact Information Line 3
Contact Information Line 4

Additional Information Line 1
Additional Information Line 2
Additional Information Line 3
Additional Information Line 4
Additional Information Line 5
Additional Information Line 6

Investigator

Jane Doe
Investigator
Contact Information Line 1
Contact Information Line 2
Contact Information Line 3
Contact Information Line 4

Additional Information Line 1
Additional Information Line 2
Additional Information Line 3
Additional Information Line 4
Additional Information Line 5
Additional Information Line 6

Janelia

Jane Doe
Jane Doe's Title
Contact Information Line 1
Contact Information Line 2
Contact Information Line 3
Contact Information Line 4

Additional Information Line 1
Additional Information Line 2
Additional Information Line 3
Additional Information Line 4
Additional Information Line 5
Additional Information Line 6
Presentation

Templates designed for PowerPoint with HHMI’s new look are available.

For all pre-built Microsoft PowerPoint templates, please visit Hughes Hub (hugheshub.hhmi.org). Select the Info & Resources tab and click on Brand & Style.

The PowerPoint template provided allows users to drop in their own imagery, which will be automatically treated with the HHMI gradient.
Glossary & Contact
### Capitalization

Capitals may be used for headlines or titles, although initial caps and lowercase titling is preferred.

### Identity—Signature

A design system incorporating two primary elements: the logo “HHMI” and the logotype “Howard Hughes Medical Institute.”

### Clear Space, Protected Area

An area of space, clear of text or graphics, that surrounds the signature or logo. The protected area keeps the space immediately around the identity elements free of clutter and distractions and focuses attention upon it.

### CMYK

The color model used in color printing. Each letter represents a pigment: C = cyan, M = magenta, Y = yellow, K = black. These pigments are mixed to obtain all other colors.

### Leading

As type gets smaller, the leading in proportion to the type size tends to increase. For example 30/32 for a headline and 10/12 for the accompanying text are equally appropriate.

### Lockup

The manner in which elements of the signature—logo and logotype—are always arranged.

### Hex Color

Hex numbers represent the intensity of the colors red, green, and blue (RGB) in that order. These numbers are used to specify colors on a computer screen.

### Point Size

A typographic measurement used to specify type sizes.

### RGB

Abbreviation of red, green, blue, the three colors of the spectrum that create all of the other colors on a computer screen.

### Pantone® Matching System (PMS)

The universal color-matching system used by the printing industry to ensure 100% correct color matches, regardless of where the item is printed. It ensures color uniformity by designating PMS numbers to each individual color.

### Secondary Typeface

The style of lettering used for body copy or in supporting roles in print materials, e.g., addresses and phone numbers on business cards and letterhead, and callouts, charts, and diagrams in other applications.

### Primary Typeface

The style of lettering to be used for headline or body copy of materials.

### Identity—Signature

A design system incorporating two primary elements: the logo “HHMI” and the logotype “Howard Hughes Medical Institute.”
For any questions or concerns, please contact:

Rachel da Silva
Graphic Designer
Office of Communications
240-435-5375
dasilvar@hhmi.org