

Logo Usage



The HID Logotype

Recognition and brand awareness begin with our HID logo. It is our primary identifier.

Correct use of our HID logo insures that the image and meaning of our brand remains stable and strong, from marketing materials to product packaging. Consistent use reinforces our visual identity, enabling us to strengthen and grow our brand.

The proportions of the basic logo elements are based on the relationship shown here. Block type is centered in the blue 'brick' with equal margin all the way around.



Logo Variations

Generally, the HID logo should be presented in full color. However, in special cases, the HID logo may need to be presented as a single-color. The use of the logo on promotional items would be an example of this use.

The logo may be printed as 1-color positive in black (100%K), as shown below. Use full values of the color as opposed to screens of the color.



The logo may be printed as 1-color negative, as shown below. Use full values of color and the background (white) of the paper as opposed to screens of color.



In both special use cases of the black or white variations, the inside letters shall remain "knocked out" and display the color of the media beneath it.

Clear space area

A clear zone of 'control field' must always surround the freestanding HID logo. No text or graphics should intrude this field. The clear zone around the logo must be at least the height of an uppercase letter of HID (see X) in any size that the logo may be reproduced. When the logo is used in large formats for signs and exhibits, the clear zone may be reduced to a minimum of $\frac{1}{2}$ X.



Positioning of logo

Web and digital interface projects

For all Web and other public digital projects, the HID logo should be placed at the upper left corner, making sure that clear space requirements are met.



Collateral and environmental projects

For other projects, place the HID logo in the upper right corner, also making sure that clear space requirements are met.



Special use cases

For special projects that already have HID marketing management approval, use the HID logo in an appropriate manner, but do not violate clear space requirements.



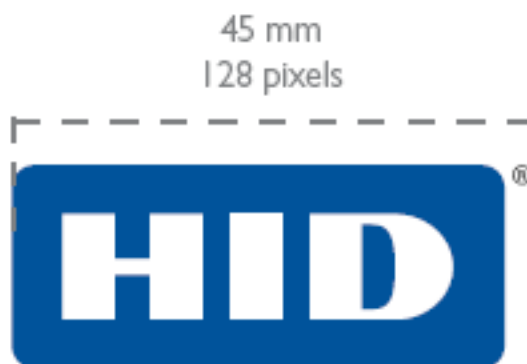
Preferred Logo Use Sizes

The HID logotype represents the HID brand and company in its most simple form. As such, the HID logo may only be used on HID partners' web sites as a link to the HID web site. All other usage is reserved for HID marketing.

For most web site applications, a .gif or .jpeg file format of the HID logo can be used. For any other usage of the HID logo, please contact HID marketing.

The digital files of the HID logo can be obtained from the HID Sales & Marketing Toolkit CD or by contacting HID Marketing.

Preferred size of the HID logo:



Minimum size of the HID logo:

25 mm
71 pixels



Product Brands

As part of the HID Global “branded house”, all existing product brands are secondary to the HID brand and, generally, all existing product brand logos should not be used. In some instances, an occasion may arise which would benefit from the presence of a product brand logo (for instance, the use of a FARGO logo at a Card Issuance tradeshow.) Please consult [June Colagreco](#) for special use case circumstances.

Product Brand Usage

Generally, the HID Global logo is the prime brand that should be associated with all HID products. While many of the products in the portfolio previously had a dedicated logo and particular design look-and-feel, all products ought to now display the HID Global brand. Any reference to the product brand will be in text, as defined in the “Explanations of Product Brand Usage and Text Styling” page on the online Brand Guidelines.

Product Branding

The HID brand is known around the world in large part by the recognizability of its product design and its strong and distinctive branding on products. The HID logo is to be a clear and accurate mark of the brand on all Genuine HID products, enhancing the design and further promoting equity of the brand in the marketplace. As a “branded house”, HID always displays its branding in a collective and cohesive manner, promoting the corporate HID brand primarily and a specific product name secondarily.

Product Badges

Given the variety of the HID Global product portfolio, it is acceptable to spotlight the “product brand” on select products. In this case, the product name is provided in conjunction with the HID logo to produce a “product badge.”

Are product badges “logos” that should be used on marketing collateral?

No. Product badges are ONLY created for the expressed purpose of placement on products themselves. They are NOT intended to be used as a “product logo” on marketing collateral materials.

Designing the Product Badge

The product badge consists of the HID logo and product name within a contained “badge.” Contact Creative Services for the development of the source file.

The HID Global brand

Our Story

Over the years, the HID Global brand has become synonymous with quality, leadership and integrity as the trusted leader in providing the delivery of secure identity solutions to customers worldwide. The HID Global brand—how we are perceived by our customers, investors, and the public—is one of our most valuable assets.

We maintain the brand with the four cornerstones of Realism, Vision, Courage, and Ethics. Supported by a base of collaboration and protected by the people who make the difference, the HID Global brand represents one company, with one vision, and one face to market.

When we talk about the HID brand, we're really talking about the total HID Global experience. We're talking about all the factors that come together to form our image and reputation.

Every HID Global employee is a brand ambassador. With every customer contact and whenever we represent HID, we have the opportunity to strengthen our brand. HID employees have fostered our strong brand presence through hard work, a spirit of innovation, passion for quality, and commitment to customers. These guidelines ensure that everyone in HID has necessary tools to effectively and consistently communicate and protect our brand by presenting one powerful voice to the market.

Brand Platform and Values

HID Global is the trusted leader in the delivery of secure identity solutions worldwide.

Our goal is simple; to extend and enhance the HID Global customer experience in product quality, know how, delivery and service to our customers.

Building customer value is at the core of everything we do; adhering to the HID brand standards ensures we are consistently providing partners, customers and prospective customers with concise and relevant communications, tools and resources that are presented in a manner that reflects our utmost commitment to quality and enhancing customer value.

The One External Voice

HID Global should always be represented in a strong, distinctive and confident voice. As a rule, all communications should be clear and concise with a knowledgeable, trustworthy and respectful tone. This also means avoiding casual and clever language or a negative tone; all messaging should be presented in business professional language.

Through every customer contact and whenever we represent HID, there is an opportunity to either reinforce our brand or to cause it to lose some of its luster and prestige. We are counting on every employee to continue our legacy of trust, quality and delivering customer value by reflecting these core HID values through a strong and consistent representation of our brand.