

Guidelines for using the hall kinion signature



hall kinion[®]
the talent source for the internet economy

To users of the hall kinion signature:

You may use the hall kinion signature to promote hall kinion in marketing literature, advertising, direct mail, trade shows, compact disc or video presentations, and on promotional gift items such as T-shirts or coffee mugs.

This brochure includes a set of guidelines for using the hall kinion signature as well as a Web address from which you can download the signature for reproduction. If you have signature questions or if you need camera-ready files of the signature, please contact the Hall Kinion Corporate Office.

Thank you for your cooperation.

Hall Kinion, inc.

Guidelines for using the hall kinion signature:

To preserve the legal protection and strength of the trademarked signature (logo and logotype), you must use it correctly and consistently, according to the following guidelines.

DOs

- Use the primary signature whenever possible.
- Display the signature only in the forms specified in this guide.
- Keep the logo and logotype together.
- Display the signature only in the colors specified.
- Always position the signature alone and apart from other text and graphics, especially other trademarks and service marks.
- Reproduce the signature only from the master art or electronic file provided by hall kinion.
- Do use the fonts: News Gothic or ITC Franklin Gothic.

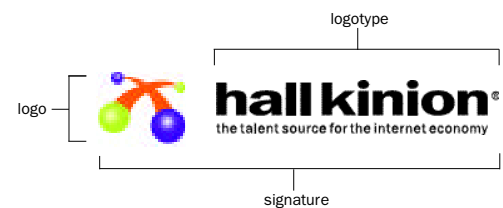
DON'Ts

- Do not use the secondary signature unless the primary will not work in a specific situation.
- Do not rotate, skew, redraw, repropotion, reproduce three-dimensionally, or otherwise alter the signature or its element in any way.
- Do not combine the signature with any other element—such as logos, words, graphics, photos, slogans, or symbols—that might seem to create a hybrid mark.



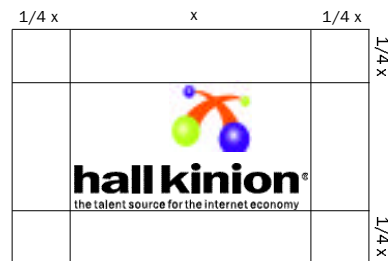
Signature Components

Primary Signature
Preferred usage



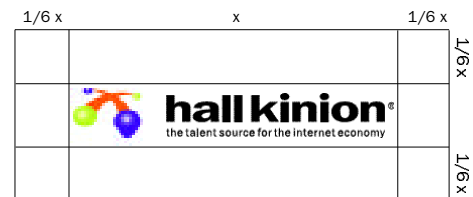
Signature Components

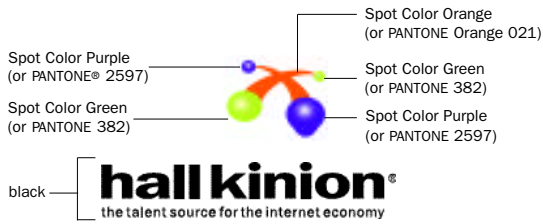
Secondary Signature
Use when primary signature is not workable.



Minimum Clear Space

Never use less than the minimum clear space, as shown.

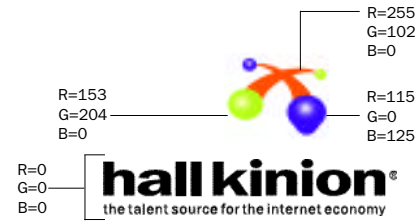




Color Specifications

Four-color version

The entire highlighted area inside the spheres reverses out to transparent, letting the background show through.



Color Specifications

Signature on black background. Use only the four-color version.
Four-color version: The entire highlighted area inside the spheres reverses out to white. All type reverses out to white.

Color Specifications

RGB version

Signature always appears as four-color version for RGB applications. The entire highlighted area inside the spheres reverses out to white.



Color Specifications

One-color version

Logo prints as half-tone art. Logotype prints as line art.
Signature can appear printed entirely in black or entirely in Spot Color Purple (or PANTONE 2597).

Color Specifications

One-color version

Logo prints as solid art. Logotype prints as line art.
Signature can appear printed entirely in black or entirely in white.

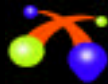


Newspaper Ad Applications

Choice of two versions. Additional type set in ITC Franklin Gothic Demi.
Logo prints as half-tone art. Logotype prints as line art. Signature prints entirely in black.

Minimum Size

Signature appears without tagline when signature reproduces smaller than 1.25" wide.



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