

# Helmholtz Imaging Logo Guideline Preview

Hamburg, 26th November 2021

 The logo consists of a stylized 'H' and 'I' character on the left, followed by the words 'HELMHOLTZ' and 'IMAGING' in a bold, sans-serif font. The 'H' and 'I' are composed of two overlapping L-shaped blocks, with the 'H' being a larger block and the 'I' being a smaller one nested within it. The 'HELMHOLTZ' and 'IMAGING' text is aligned to the right of the graphic.

HELMHOLTZ  
IMAGING

# Corporate Design

## Logo Guide

### Helmholtz Imaging logo guideline

#### Colors: Black and White

The white logo should be placed primarily on a dark background and the black logo primarily on a light background. Please don't use any color versions.

#### Position and orientation

The bottom left position in the layout is preferred. Depending on the application, there may be exceptions.

#### Protected area

To maximize the effect of the Helmholtz Imaging logo, it is important to maintain the defined minimum distance to other objects. This has a proportional distance from an picture mark (1x) to respective format borders and to other layout elements.

#### Minimum size

To ensure the best legibility, the main size of the Helmholtz Imaging logo has to be not smaller than 25x5 mm (WxH) in use. The minimum size of the picture mark is 5 mm.

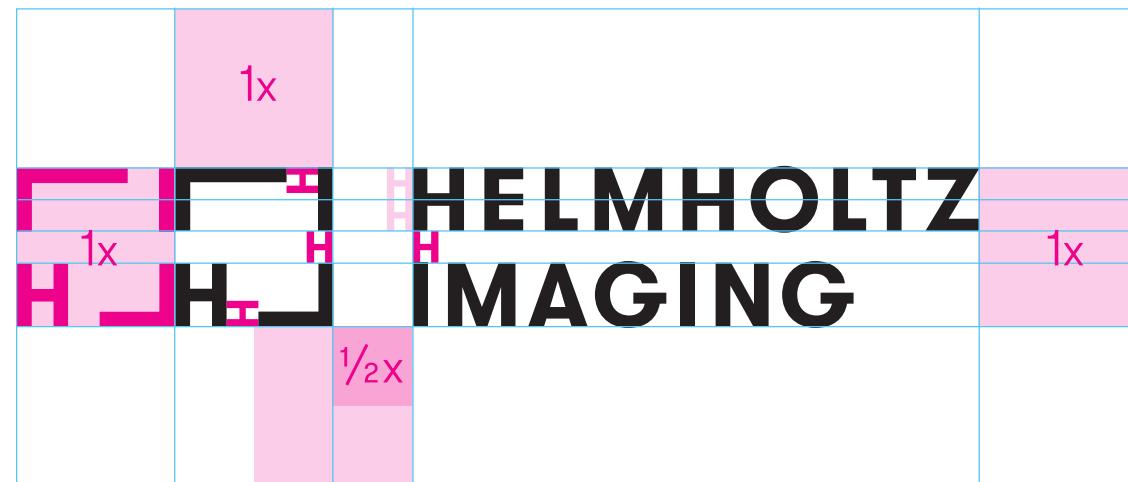
#### Logo formats

The logo is provided in the following formats: PDF, PNG and JPEG in RGB and CMYK (4C)

If possible, we recommend to use the vector based PDF data.

Please note that the complete corporate design guideline will follow in near future.

### Protected area



### Minimum size



25 x 5 mm  
Minimum size

5 x 5 mm  
Minimum size

**Important:** The logo may not be changed in any way.

Corporate Design

**Main Logo – White Version**

**HI HELMHOLTZ  
HJ IMAGING**

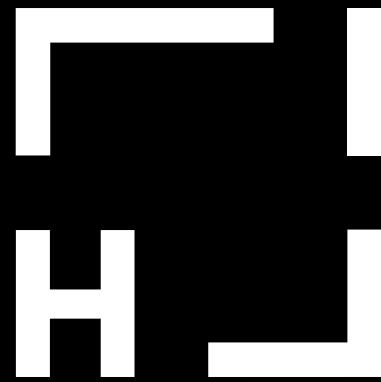
Corporate Design

**Main Logo - Black Version**

**HI HELMHOLTZ  
LI IMAGING**

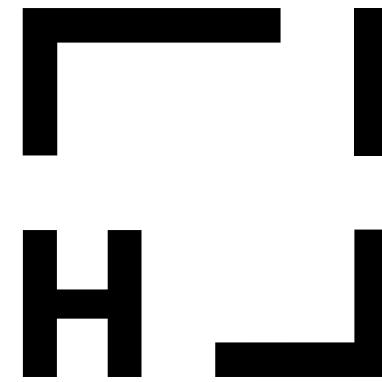
Corporate Design

**Picture mark - White Version**



Corporate Design

**Picture mark - Black Version**



## Contact

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