



BRAND IDENTITY GUIDELINES

# Heelum Data Recovery and Forensics

## Corporate Identity Guidelines

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**Corporate Logo**

SECTION 1

## The Heelum Data Recovery and Forensics Logo

### Introduction

These guidelines are intended to provide clear and reliable guidance on how to use the elements that represent the Heelum Data Recovery and Forensics Corporate Identity. Understanding how brand identity and design standards affect brand touch points is key to the effective usage of the brand.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company. These guidelines reflect Heelum Data Recovery's commitment to quality, functionality and service.



Pyramid Symbol

Logotype

The logo includes two components:  
The Pyramid Symbol and the Heelum DRF Logotype.

## The Heelum Data Recovery and Forensics Logo

### Logo Usage

The logo appears on all of the company's visual communications. The logo represents more than just our name -it is the primary means of identifying our company and our brand's presence in the marketplace. Appropriate use of the logo is necessary for maintaining the integrity of our brand and presenting an unified image of the company.

### Elements

The Heelum Data Recovery Logo is composed of the Pyramid Symbol and the Heelum Data Recovery and Forensics Logotype.

The Pyramid symbol is a rearrangement of the Heelum Co. Hexagon Symbol and can stand alone as a graphic element.

The Heelum Data Recovery and Forensics logotype may not be modified in any way or used without the pyramid symbol.

2-line logo



3-line logo



## The Heelum Data Recovery and Forensics Logo

### Safe Area

The logo should always be surrounded by a generous amount of open space to keep it free of any visually distracting elements.

Typographic or photographic material should not infringe on the imaginary clear space indicated around the logo.

2-line logo



3-line logo



## The Heelum Data Recovery and Forensics Logo

### The Logo on a White Background

The preferred appearance of the Heelum Data Recovery logo is on a white background in these color variations.

No other color variations on a white background are permitted.

2-line logo  
Original Gradient  
(Preferred)



Acceptable logo  
Base Corporate Color



Acceptable logo  
30% Black



Acceptable logo  
75% Black



Acceptable logo  
All Black



## The Heelum Data Recovery and Forensics Logo

### The Logo on Color Backgrounds

The corporate gradient, colors and shades of grey are also permitted when used in these color variations.

The logo may not appear on any other color background than those shown on this page.

- 1 All white logo is also acceptable in all cases
- 2 When on a clear background, Using a corporate color or gradient is also acceptable. Always ensure sufficient contrast is provided.

2% Black Logo<sup>1</sup> on corporate gradient background.



2% Black Logo on corporate color background.



2% Black Logo on 75% - 99% Black background.



75% Black Logo on 5% - 20% Black Background<sup>2</sup>



All White Logo on All Black Background.



## The Heelum Data Recovery and Forensics Logo

### Unacceptable Logo Color

No other color variations of the Heelum Data Recovery and Forensics logo than those shown previously are permitted.

The examples shown here demonstrate a few, but not all, potential misuses of color applied to the logo.

Do not use separate colors for the logo.



Do not use the logo in any color other than those shown in these guidelines.



Do not use any part of the logotype in a second color.



Do not use the pyramid symbol or its elements in any other color.



When using background colors or gradients, always ensure sufficient contrast is provided



## The Heelum Data Recovery and Forensics Logo

### Co-branding with the Heelum Network

This page illustrates how we apply the Heelum Network Membership logo in our visual communications.

The preferred lock-up for the Heelum Data Recovery and Forensics logo and the Heelum logo.



The preferred use for marketing collateral materials.



The preferred use for Premium membership collateral materials.





**Corporate Identification**

SECTION 2

# The Heelum Data Recovery and Forensics Master Brand

## Usage

Every application of the Heelum Data Recovery and Forensics corporate identity should strengthen the company's image as a leader in the data recovery industry. We must apply the masterbrand consistently and with the highest quality standards.

## Master Brand Elements

### Heelum Data Recovery Logo

The logo appears on all visual expressions of the company; it has two components; the pyramid symbol and the Heelum Data Recovery and Forensics logotype.

### Signature Corner

Used on most communications of the company.

### Signature Gradient

Used as a main component of the visual identity, the Heelum Data Recovery Gradient is our main signature color scheme.

2-line logo



Signature Corner



Signature Gradient



# Corporate Colors

## Primary and Secondary Colors

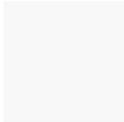
The main color scheme for our company includes the primary gradient (signature blues), and primary base colors. Use them as the dominant color palette for all internal and external visual presentations of the company.

2%, 75% and 95% Black are the secondary colors. Using 2% - 20% Black and 75% to 95% Black as additional secondary colors acceptable provided enough contrast is ensured. Use them to accent and support the primary color palette.

## Primary Gradient and Colors (Signature Blues)

	Pantone 7694 C CMYK 100.81.29.15 RGB 22.66.114 HEX #1a3d54
	Pantone 7691 C CMYK 98.72.14.2 RGB 0.86.147 HEX #005693
	The primary gradient is composed of the two primary colors.

## Secondary Colors

	Pantone P 179-1 C CMYK 0.0.0.2 RGB 248.248.248 HEX #F8F8F8
	Pantone P 179-11 C CMYK 0.0.0.75 RGB 98.99.102 HEX #006097
	Pantone P 179-16 C CMYK 0.0.0.95 RGB 35.31.32 HEX #231f20

# Typography

## Corporate Fonts

This page illustrates the fonts we use in all visual presentations of the company. Raleway and Source Sans Pro are the primary and secondary fonts. Using these fonts is always preferred, however, when the two primary fonts are not readily available, Helvetica and Arial are acceptable substitutes. No other fonts are permitted.

Primary corporate communications font

Raleway Extralight  
*Raleway Extralight Italic*  
Raleway Regular  
*Raleway Italic*  
**Raleway Bold**  
***Raleway Bold Italic***

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Secondary corporate communications font

Source Sans Pro Extralight  
*Source Sans Pro Extralight Italic*  
Source Sans Pro Regular  
*Source Sans Pro Italic*  
**Source Sans Pro Bold**  
***Source Sans Pro Bold Italic***

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Alternate fonts

Arial Regular  
*Arial Italic*  
**Arial Bold**

Helvetica  
*Helvetica Oblique*  
**Helvetica Bold**

## Corporate Stationery

### Business cards

This page displays the use of signature elements that define our masterbrand.



## Corporate Stationery

Letterhead and Envelopes

This page displays the use of signature elements that define our masterbrand.



## Corporate Stationery



# Corporate Stationery







Formulir  
123456789  
Connecticut, U.S.A.

Formulir  
123456789  
Connecticut, U.S.A.

Martina E. Ori  
Head Supervisor



123456789  
123456789  
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123456789  
123456789





[heelumdatarecovery.com](http://heelumdatarecovery.com)

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