HDI Corporate Identity Guidelines

Use of all old versions of the HDI logo should be discontinued effective immediately. If you have not received an updated logo from HDI, please contact our Customer Care Team, at support@thinkhdi.com or 1.800.248.5667.

Maintaining clear and consistent brand identity policies are important to the overall promotion of the HDI brand. The HDI logo and colors are the visual representation of our brand and should be respected as such. The guidelines listed in this document aim to form a consistent, integrated system of communications and have been developed to ensure the integrity of the HDI brand. Following these guidelines will ensure that a cohesive, professional, and trustworthy image is projected wherever the HDI brand is used.

To ensure the integrity and visibility, the HDI logo should be kept clear of surrounding text, images, and graphics. It must be surrounded on all sides by an adequate amount of clear space. The clear space should not be less one-half the height of the logo. For example, if the logo is sized at 1.375 inches wide by 0.5 inches high, there must be a minimum of 0.25 inches of clear space surrounding all sides of the logo. Clear space must be free of any other type or graphics.

Minimum logo size
The HDI logo has a minimum size value to ensure legibility and optimum definition in print and digital reproduction. The size of the logo is measure across the width from edge to edge.
In print: The minimum size for reproducing the logo is 1.375 inches wide by 0.5 inches high.
In digital formats: The logo should not be reproduced any smaller than 98 x 36 pixels.

Unacceptable logo applications
The HDI logo has been carefully designed to be a flexible mark that can be used in a variety of applications. However, to maintain the impact and integrity of the logo there are certain situations in which the logo should not be used. If you ever have any doubt about an application of the HDI logo, the HDI Marketing Department is always available to assist you.

- ☐ Never use anything but the approved logo provided to you.
- ☐ Never attempt to create your own HDI-based logo without prior approval.
- ☐ Never stretch or compress the logo.
- ☐ Never display the logo on an angle.
- ☐ Never alter the colors of the logo.
- ☐ Never apply a shadow or other effects to the logo.
- ☐ Never place the logo on busy imagery.
- ☐ Never use a logo that is low in resolution or quality.
- ☐ Never use the logo on a background that does not provide enough contrast.
- ☐ Never use the logo to replace text as part of a sentence.