

**HAMMERHEAD COMMUNICATION TOOLS**  
BRAND CORPORATE STANDARD GUIDELINES

**HAMMERHEAD**



OUR STANDARDS

These guidelines have been created for you, to make sure you understand key rules about the Hammerhead brand and that you respect it as if there were your own.

Use these guidelines as a framework for artwork with the Hammerhead brand, but do not forget that **all designs you create need to be approved. Nothing goes into production without our written approval.**

Your contact for questions and approval is Tom Zurawski, Creative Director at : [tzurawski@sram.com](mailto:tzurawski@sram.com)

## WORDMARK COLOR VARIATIONS



One color (Black)  
logo over light  
background



One color (White)  
logo over dark  
background

## CLEAR SPACE



## MINIMUM SIZE

**HAMMERHEAD**

Width : 25.4 mm | 1 in | 68 px

## IN-COPY USE

Lorem ipsum dolor sit amet, con  
sectetur elit, sed do Hammerhead  
eiusmod tempor incididunt ut  
labore. Ut enim ad minim veniam,  
quis nostrud exercitation ullamco  
laboris nisi ut aliquip ex ea  
commodo consequat.

NOTE : Hammerhead is always one  
word with a capital H.

## COLOR PALETTE



### CHARCOAL

PMS : Pantone Black 7C  
CMYK : 72 / 66 / 65 / 74  
RGB : 32 / 32 / 32  
HEX : #202020



### PURE WHITE

CMYK : 0 / 0 / 0 / 0  
RGB : 255 / 255 / 255  
HEX : #FFFFFF



### LEMON YELLOW

PMS : Pantone 108C  
CMYK : 3 / 2 / 98 / 0  
RGB : 255 / 233 / 0  
HEX : #FFE900



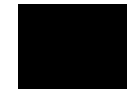
### MOSS GREEN

PMS : Pantone 5747C  
CMYK : 69 / 54 / 76 / 57  
RGB : 51 / 60 / 44  
HEX : #333C2C



### SAGE GREEN

PMS : Pantone 7494C  
CMYK : 69 / 54 / 76 / 57  
RGB : 154 / 174 / 137  
HEX : #9AAE89



### BLACK

CMYK : 0 / 0 / 0 / 100  
RGB : 0 / 0 / 0  
HEX : #000000

## DIAMOND COLOR VARIATIONS

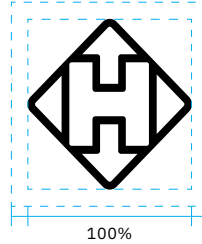


One color (Black)  
logo over light  
background



One color (White)  
logo over dark  
background

## CLEAR SPACE



Ensure that there is clear  
space of at least 10% of  
the logo's size.

## MINIMUM SIZE



Width : 8.636 mm | .34 in | 24 px

## IN-COPY USE

Lorem ipsum dolor sit amet, con  
sectetur elit, sed do Hammerhead  
eiusmod tempor incididunt ut  
labore. Ut enim ad minim veniam,  
quis nostrud exercitation ullamco  
laboris nisi ut aliquip ex ea  
commodo consequat.

NOTE : Hammerhead is always one  
word with a capital H.

## COLOR PALETTE



### CHARCOAL

PMS : Pantone Black 7C  
CMYK : 72 / 66 / 65 / 74  
RGB : 32 / 32 / 32  
HEX : #202020



### PURE WHITE

CMYK : 0 / 0 / 0 / 0  
RGB : 255 / 255 / 255  
HEX : #FFFFFF



### LEMON YELLOW

PMS : Pantone 108C  
CMYK : 3 / 2 / 98 / 0  
RGB : 255 / 233 / 0  
HEX : #FFE900



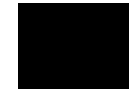
### MOSS GREEN

PMS : Pantone 5747C  
CMYK : 69 / 54 / 76 / 57  
RGB : 51 / 60 / 44  
HEX : #333C2C



### SAGE GREEN

PMS : Pantone 7494C  
CMYK : 69 / 54 / 76 / 57  
RGB : 154 / 174 / 137  
HEX : #9AAE89



### BLACK

CMYK : 0 / 0 / 0 / 100  
RGB : 0 / 0 / 0  
HEX : #000000

ALL BRAND LOCK UP COLOR VARIATIONS



Full color  
lock up over light  
background



One color (White)  
logo over red  
background



One color (White)  
logo over dark  
background



One color (Black)  
logo over light  
background

**LOCK UP USAGE**

- The proportions of the locked up logos cannot be altered
- The order of the locked up logos cannot be changed
- When scaling up or down, pay attention to these rules

**THANK YOU**

V03 / 2024.05.20

**HAMMERHEAD**