



Hammer Nutrition
Identity Style Guide



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The Hammer Nutrition mark

The Hammer Nutrition mark consists of two equally important pieces, the Crank and the Badge. The Crank is part of the original mark and is essential in the Hammer brand. The Badge consists of the logotype and tagline and was developed in 2006.

On the following pages is the style guide to use when using the Hammer Nutrition name or mark in any printed or electronic form.



The Crank



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The Badge

The mark should always be easy to read

Visibility of the Badge and the Crank is of utmost importance. Below are some general guidelines to help accomplish that along with examples of what not to do when using the Badge and Crank.

Do not alter the color of the Badge

*If PMS 186 cannot be used,
reproduce in black and white*

Do not alter the transparency of the Badge

Do not alter the angle of the Badge

Do not alter the layout of the Badge

Do not alter the fonts used in the Badge or tagline

Do not alter size relationship of the Badge

Do not change the angle of the Crank

Do not change the stroke around the Crank

Size range of the mark

The readability of the Badge and the recognition of the Crank are essential. In order to accomplish this the Crank should be no smaller than a 1/2 inch and the Badge should be no smaller than 1 inch.

Corporate color & fonts

Color

Pantone 186 Red

Fonts

Serif – Century Schoolbook family

Sans Serif – Helvetica Neue Condensed family



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A clear zone must surround the mark

When dealing with the Badge there must be a clear zone on all four sides to increase the visibility. Below are the size requirements for the clear zone.

In the case of the Badge, that zone is equivalent to the height of the large Hammer letters



Badge tagline uses

The Badge contains a tagline to be used below in all print applications. Below are guidelines for the tagline

Endurance Fuels & Supplements
To be used in all layouts that include both product lines

Endurance Fuels
To be used in all layouts that highlight only Hammer Nutrition Fuels

Endurance Supplements
To be used in all layouts that highlight only Hammer Nutrition Supplements



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ENDURANCE FUELS



ENDURANCE SUPPLEMENTS

Hammer Nutrition Tagline

The tagline 'Fuel Right, Feel Great!' is to be used whenever possible. Possible uses include ad headlines, within ad text, as part of the call to action, near the logo. If used within ad text or a less prominent area tagline should be in a heavier, oblique version of the font.

Fuel Right, Feel Great!

Using the Crank and Badge together

Ideally the two logos will be used together in all instances. The Badge is the main source of the words 'Hammer Nutrition' and should be used in the lower right corner of any print media. The crank can be used anywhere, and at any size in the layout that is deemed appropriate. It however, should not be obstructed by photos or type.

Contact information

All printed material should feature a strong call to action with the phone number and website URL clearly mentioned. The phone number convention is as follows - 1.800.336.1977 - using dots in place of dashes. The URL convention should always include the WWW.

1.800.336.1977
www.hammernutrition.com