



Hammer Nutrition
Identity Style Guide

The Hammer Nutrition mark

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

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



Hammer Crank



Hammer Badge

Mark Do's

Size range of the mark

The legibility 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.

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.



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 Hammer Badge and Hammer Crank.

Mark Do Not's

- 1) Do not change the angle of the Hammer Crank.
- 2) Do not change the stroke around the Hammer Crank.
- 3) Do not alter the color of the Hammer Badge. If PMS 186 cannot be used: Reproduce in black and white.
- 4) Do not alter the transparency of the Hammer Badge.
- 5) Do not alter the angle of the Hammer Badge.
- 6) Do not alter the layout of the Hammer Badge.
- 7) Do not alter the fonts used in the Hammer Badge. Do not alter size relationship of the Hammer Badge.

1)



2)



3)



4)



5)



6)



7)



Specifics

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. ALWAYS include the ® at the end of tagline.

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.’ 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.

Size range

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

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–800.336.1977–using dots in place of dashes. The URL convention should not include the www in neither our business to consumer nor our business to business URLs. Also note that the Business to Business number is different than our Business to Consumer number

Business to Consumer:

800.336.1977
hammernutrition.com

Business to Business:

800.366.1977
global.hammernutrition.com

Corporate Color & Fonts

Color

Pantone 186 Red

C: 11.88 M: 100 Y: 91.92 K:2.83



Fonts

Serif – Century Schoolbook family

Sans Serif – Helvetica Neue LT STD. Condensed family

International Logos

All International Distributors are responsible for having a country specific Hammer Nutrition logo. It is important that the logo distinguishes the International Distributor from Hammer Nutrition Global. A country flag and/or name can be added to the Hammer Nutrition Badge Logo. International Distributor logos can be designed by Hammer Nutrition Global on request.

Examples:

