



# Brand Identity Standards



For internal use only. Not for distribution.



↑  
**Preferred**



↑  
**Limited space**



↑  
Hallmark policy is to use the copyright notice on product, packaging, advertising, promotional and marketing materials whenever possible. If space is not sufficient for brand logo and copyright, choose brand logo over copyright.

### Background

It's acceptable to use patterned backgrounds, gradations or images as long as there is sufficient contrast between them and the logo. Carefully select any patterned backgrounds. When choosing your background pattern, be sure to evaluate its level of contrast.



←  
**Acceptable**



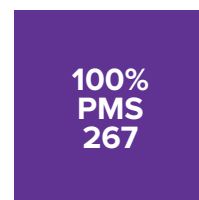
←  
**Unacceptable**

### Contrast

On a background value less than 30% of the gray scale (0 = white, and 100 = black), the logo should be used in positive form.

On a background value of 30-60%, a reverse or positive logo may be used.

On a background value greater than 60%, the reverse form of the logo should be used.



PMS 267 C  
CMYK: 77 / 97 / 0 / .5  
RGB: 96 / 38 / 158

## Corporate standards and product branding

### Color

You may choose to use the Hallmark consumer logo in black, white or purple depending on the need of the product or communication you're developing.

To help you choose what's best, here's a list of acceptable color uses of the Hallmark consumer logo, in order of preference:

- A white logo on a Hallmark purple background or seasonal color.
- White and black Hallmark consumer logos are acceptable as defaults.
- A Hallmark purple logo on a light-colored background.



**Maintain a clear space**  
on all sides of the logo equal to (or at least) the height of the Hallmark Crown. Clear space may include a background color or texture provided there is sufficient contrast.



**Suggested minimum size**  
for reproduction is .75" (19.05mm) in width. In some cases, such as online or in presentations, you might need to increase the size of the logo to ensure that the logo is readable.





## Understanding the Hallmark vision

**Where love lives and memories are made.**

At Hallmark, we're passionate about relationships. We're known for unmatched quality, creativity and craftsmanship. We thrive on helping people create beautiful lives.

Hallmark Home offers a unique, just-your-style atmosphere for dreaming and doing, kicking back and celebrating, and sharing all those remarkable moments...that special place your heart calls Home.

