



Guidance for using HMD logos

Creating a unified voice

As we join together to mark Holocaust Memorial Day, it's vital that our voices are unified to have the most impact in our neighbourhoods and communities. We've put together this advice to help you use our logos in a way that will assist in creating a unified and recognisable brand across the UK. We know that many activity organisers do not have designers to call upon to create their marketing materials and this guide has been produced with them in mind. We assume that you will have access to basic MS software (word/publisher) to create your resources.

We know how busy HMD activity organisers are and this guide is intended to help you in using HMD artwork to create engaging, on-brand and accessible materials to promote your HMD activity. As always, if you do need some help in using our resources, please call the HMDT team on 0845 838 1883.

If you work with a [steering group](#) to plan your HMD activity, please ensure that you share this guidance with them.

Why use our logos and guidance?

HMD is marked across the UK by a large variety of organisations and individuals. Presenting activities and materials with a common and recognisable look and feel will enhance the impact we can have together.

We hope that using our guidance and resources will help you to create high quality, professional and useful marketing materials to highlight your work.

What you can use

You can use any of the logos in the [artwork category](#) on our website.

You can use the images in our [image library](#).

Our logos are available online in jpeg format. If you need alternative versions such as .eps or .png files, please contact the HMDT team on **0845 838 1883**.

You must use these resources in their entirety and we do not allow you to alter or change any details without our written permission. Please download and save any logo or image

you wish to use and do not copy these directly from the website – doing so will result in a breach of our terms and conditions and will mean that your artwork will be of poor quality.

What you can't use

We do not allow others to use the Holocaust Memorial Day Trust logo from our website. We will prevent others from using this logo.

Please delete any logos you have on file from your previous HMD activities. These are no longer valid. Currently used [logos](#) are available on our website.

We ask that you do not invert logo colours on your posters and leaflets. Logos are available in a range of colour combinations and all have been designed to work on a greyscale so these will still look crisp if you do not have access to a colour printer.

If you are resizing logos to suit your materials, please do not stretch them as this will result in an odd looking logo which is likely to pixelate. To ensure the dimensions are correct:

- > insert logo
- > click on the logo
- > hover over the bottom left hand corner of the logo until the arrow appears and hold down your left hand mouse key and the SHIFT key at the same time
- > adjust the size by moving your mouse toward the centre of the logo (makes it smaller) or into your document (makes it larger)

Tips for designing high quality materials

- delete any existing HMD logos you have and download the [new HMD logos](#)
- be clear in your content. Ensure invitations include the date, time, venue and other important information for your audience. Posters should be easy to read and not overly complex
- use the same font throughout your marketing literature. At HMDT we use calibri throughout our materials and to match the font in the logos we're using Impact (a standard font available in MS Word)
- balance out the text of your materials by using images. Browse our [image library](#) at or you may have photographs from your own HMD activities that will be suitable

HMD 2012 theme logo

This is the logo we would like you to use as much as possible in your events. We hope that this will help your audience decide to **Speak Up, Speak Out**.

Colours

There are a number of colour combinations you can use for the HMD 2012 theme logo. When you are designing your materials, keep these in mind and consider why you are using them and how they will appear to your potential audiences. We supply guidance on using each of these with our colour palettes below.

Exclusion zones

All of our logos are supplied with a 15mm exclusion zone. Please do not alter this.



Theme logo – black on white

Use on a white background **only** – great for documents and leaflets if you do not have a colour printer.



Theme logo – white on black

Works well within posters which cover the whole page.
Use on a black background only.



Theme logo – orange and magenta

Perfect for using on a white background

Theme colours

Below, you will find the two main colours we are using for HMD 2012.

Magenta
CMYK 0,100,0,0
RGB 236,0,140
HEX #ec008c

Orange 021 C
CMYK 0,79,100,0
RGB 241,93,34
HEX #f15e22

These additional colours can be used to compliment the main colours.



HMD logos

HMD tag

We have 2 choices of tags for you to use on your materials where you do not wish to include the HMD 2012 theme logo.



HMD 2012 tag

Available in black on white or white on black

Conditions for use:

- place in any of the corners of a document
- 15mm exclusion zone (automatically included in our tags)
- a minimum of 70 pixels high on websites, and must include a link to www.hmd.org.uk



HMD 27/01 tag

Available in black on white and white on black

Conditions for use:

- place in any of the corners of a document
- 15mm exclusion zone (automatically included in our tags)
- a minimum of 70 pixels high on websites, and must include a link to www.hmd.org.uk
- do ensure that the date of your event is clear on any materials you produce with this logo

Ways to use HMD logos

In our [activities section](#) you will find ideas of how you can publicise your event. We've supplied some practical ways you can use the HMD tag and logo to do this, based on the work carried out by previous activity organisers.

- create an invitation
- create a poster advertising your event
- create billboards, hoardings and exhibition panels – if you do this, ensure that signage is visible from a minimum of 5 meters. We recommend logos are a minimum of 300mm high.
- create certificates of attendance for your audience
- advertise for new members for your steering group
- create a web page or facebook event for your group

Terms of use

You may use the logos on your promotional materials, online and other items that will benefit raising awareness of Holocaust Memorial Day but you cannot profit financially in any way from the use of this branding and cannot use it to promote other causes. You must not modify the logos or add a strapline to the artwork supplied. Logos remain the property of HMDT at all times and we reserve the right to prevent you from using our materials if they are used in a way which does not comply with the terms above or are used in a way that can be considered derogatory or inappropriate. By downloading the logos, you are agreeing to the terms of use.