

## Illinois Hires Heroes Consortium Logo Usage and Guidelines

*The following agreement contains guidelines that are required to ensure brand integrity and consistency when utilizing the official Illinois Hires Heroes Consortium (IHHC) logo. When using the IHHC logo, please adhere to these guidelines. For questions, please contact the Illinois Department of Veterans' Affairs at (312) 814-5538.*

### **IHHC Member Logo:**



### **Usage in Company Communications**

IHHC Members (which are employers who have submitted a pledge via the Illinois Department of Transportation IHHC webpage) are welcome to use the IHHC Member Logo in their various forms of official communication and marketing including websites, emails, and other promotional material.

### **Restrictions on Use**

Outside of IHHC Members, the IHHC Member Logo cannot be used. The IHHC Member Logo cannot be used (1) for promotional purposes in selling products and services, (2) in support of political candidates or campaigns, and (3) in any instance that will discredit, deride, or negatively represent the State of Illinois and its partners.

### **Coupled Logos**

When coupling the IHHC Member Logo with company logos, please adhere to the following:

- When using multiple logos, the IHHC Member Logo should directly follow your organization's logo and to avoid crowding, allow white space that is at least the width of the word "HEROES" in size surrounding the IHHC logo in its entirety.

### **Partner Logos**

Use of the IHHC Member Logo in conjunction with logos from additional state entities or organizations, such as the Illinois Department of Veterans' Affairs or the Illinois Department of Employment Security, must be approved by the IHHC Administrative Team marketing team. Please call (312) 814-5538 for more information.

### **General**

Spacing, alignment, font, or relative locations of the design elements of the IHHC Member Logo may not be altered. The design elements may also not be separated, added to or super imposed.

### **Stretching and Skewing**

Users may resize the IHHC Member Logo, but the size shall not be enlarged greater than 4 inches width by 4 inches height and shall not be reduced less than 1 inch in width and 1 inch in height. In addition, the proper aspect ratio must always be retained to avoid stretching or skewing.

### **Colors**

The IHHC Member Logo colors may not be altered for any reason. The IHHC Member Logo may not be used on similarly-colored backgrounds. The IHHC Member Logo may be printed in black and white. Any logo modification needs approval of the IHHC Administrative Team.

### **Modifications**

Other than resizing the IHHC Member Logo in accordance with the provisions set forth above, any modifications to the IHHC Member Logo must be approved by the IHHC Administrative Team before use.

### **Breaking Apart**

Do not break apart the logo to use pieces of it.

### **Who to Contact**

Have questions regarding IHHC or the use of our logo? Please call (312) 814-5538 for more information.