

# HP ColorSphere Toners wordmark guidelines

One Voice

Before reading the HP ColorSphere Toners wordmark guidelines, refer to the HP brand standards document. It provides an overview of our brand and corporate identity and is available at <http://h30060.www3.hp.com/onevoice/>



# HP ColorSphere Toners wordmark

HP created the HP ColorSphere Toners ingredient brand in order to differentiate our laser printing products by elevating our proprietary technology and communicating its tangible customer benefits. HP ColorSphere Toners promise to bring business ideas to life quickly, consistently and brilliantly.

The multiple colors that make up the HP ColorSphere Toners wordmark celebrate the power of color, while the clean black type emphasizes HP's superior quality for crisp black printing. Additionally, the visual identity creates a strong link to HP Viva Inks, underscoring the strength of our supplies products.

The position, size, color, and spatial and proportional relationships of the wordmark's elements are pre-determined and may not be altered. When referencing HP ColorSphere Toners in text, it should be written and capitalized exactly as it appears here: HP ColorSphere Toners. Use the HP Futura typeface in black or white type reversed out of one of the approved HP colors. Please note that the spelling of "color" should not be altered to reflect regional differences, but should retain the trademarked spelling. Never place the wordmark within a block of text.

The HP ColorSphere Toners wordmark guidelines, master artwork and templates are available at the HP One Voice brand identity site in the **SMB initiatives** section: [https://h30060.www3.hp.com/onevoice/oov\\_smbsegment.asp](https://h30060.www3.hp.com/onevoice/oov_smbsegment.asp)  
These guidelines are designed to address the first phase of the wordmark rollout. Additional guidelines will be created for the next phase. **Please note that all artwork created using these guidelines must also adhere to the One Voice brand guidelines.**

For inquiries related to the wordmark and its usage, please contact Nancy Theobald, Worldwide IPG Customer Communications (650/857.2303).

The logo features the word "ColorSphere" in a sans-serif font. The letters "C", "o", "l", "o", and "r" are colored green, yellow, magenta, blue, and red respectively. The letters "S", "p", "h", "e", "r", "e" are in black. Below "ColorSphere" is the text "HP TONERS" in a smaller, black, all-caps sans-serif font.

ColorSphere  
HP TONERS

## HP ColorSphere Toners wordmark: scale and sizing

Three standard sizes of the HP ColorSphere Toners wordmark have been created: small, medium and large. Each size of the wordmark has been designed specifically to work at that scale.

Use the small size for smaller-sized communications such as print samples, small collateral pieces, in-box communications and labels. Use the medium size for most printed pieces including collateral and packaging. Use the large size for large posters and banners.

The wordspacing and letterspacing have been modified in each instance for maximum legibility. The HP ColorSphere Toners wordmark should not be reproduced smaller than 7 mm (0.25 inches) in height (measurement based on the height of the lowercase "l").

**Small HP ColorSphere  
Toners wordmark**  
Minimum height from  
baseline to the top  
of the "l":  
7 mm (.25 inches)

The small wordmark features the word "ColorSphere" in a sans-serif font where "Color" is multi-colored (C: green, o: yellow, l: blue, o: red, r: black) and "Sphere" is black. Below it, "HP TONERS" is written in a smaller, black, all-caps sans-serif font. A vertical dashed line on the left indicates the minimum height from the baseline to the top of the lowercase letter 'l' in "Color".

ColorSphere  
HP TONERS

**Medium HP  
ColorSphere Toners  
wordmark**  
Minimum height from  
baseline to the top  
of the "l":  
28 mm (1.1 inches)  
Maximum height:  
102 mm (4 inches)

The medium wordmark features the word "ColorSphere" in a sans-serif font where "Color" is multi-colored (C: green, o: yellow, l: blue, o: red, r: black) and "Sphere" is black. Below it, "HP TONERS" is written in a smaller, black, all-caps sans-serif font. A vertical dashed line on the left indicates the minimum height from the baseline to the top of the lowercase letter 'l' in "Color".

ColorSphere  
HP TONERS

**Large HP  
ColorSphere Toners  
wordmark**  
Minimum height  
from baseline to  
the top of the "l":  
112 mm  
(4.4 inches)

The large wordmark features the word "ColorSphere" in a sans-serif font where "Color" is multi-colored (C: green, o: yellow, l: blue, o: red, r: black) and "Sphere" is black. Below it, "HP TONERS" is written in a smaller, black, all-caps sans-serif font. A vertical dashed line on the left indicates the minimum height from the baseline to the top of the lowercase letter 'l' in "Color".

ColorSphere  
HP TONERS

## HP ColorSphere Toners wordmark: clear space

The proper use of clear space protects the integrity of the HP ColorSphere Toners wordmark and ensures maximum impact. As a unit of measurement, “y” equals the height of the lowercase “l” in ColorSphere. The preferred clear space around the HP ColorSphere Toners wordmark is equal to the distance of “y”. Please note that the required clear space applies to the entire wordmark, including the phrase “HP TONERS.”

In special instances where there is not enough space available to meet that requirement, the minimum clear space around the HP ColorSphere Toners wordmark is equal to the distance of “z,” where “z” equals the height of the phrase “HP TONERS.” Special care should be taken to keep sufficient distance between the wordmark and other text in your printed piece. Never use the wordmark with clear space of less than “z.”



## HP ColorSphere Toners wordmark: color

The multiple-color HP ColorSphere Toners wordmark is the approved version. The wordmark is shown against a white background, with the phrase “HP TONERS” appearing in black.

The multiple-color HP ColorSphere Toners wordmark may not be placed over an image, illustration or color field. It may not be rendered in colors other than those contained in the approved lockup.

Because the HP ColorSphere Toners ingredient brand is intended to promote brilliant color, one-color black reproduction of the wordmark is not recommended. For specific needs related to the use of a one-color black wordmark, please contact Nancy Theobald, Worldwide IPG Customer Communications (650/857.2303).

Do not create your own single-color wordmark.



The approved HP ColorSphere Toners wordmark on a white background.



Do not use the wordmark on a black background.



Do not use the wordmark over a photograph.



One-color black versions of the wordmark may be used by exception only.









Do not reverse out the wordmark against a color field.

## HP ColorSphere Toners wordmark: print and web specifications







Adhere to the specifications in these standards and use qualified vendors and reliable reproduction methods to ensure consistency of colors. The CMYK mixes are based on media tests using coated stock. The mixes may need to be adjusted to suit your process.

For all communications that will be displayed onscreen or on the web, refer to these RGB and HEX color formulas. They have been developed for the best fidelity on a variety of screens.

HP ColorSphere Toners color palette: print specifications chart

Color name	CMYK equivalent
 ColorSphere Green	60c 0m 100y 0k
 ColorSphere Yellow	0c 30m 100y 0k
 ColorSphere Magenta	0c 100m 0y 0k
 ColorSphere Blue	100c 0m 0y 0k
 ColorSphere Red	0c 100m 80y 0k
 ColorSphere Black	0c 0m 0y 100k

HP ColorSphere Toners color palette: web and screen specifications chart

Color name	web-safe (HEX)	R	G	B
 ColorSphere Green	669933	102R	184G	33B
 ColorSphere Yellow	FF9900	255R	179G	0B
 ColorSphere Magenta	FF0066	240R	3G	127B
 ColorSphere Blue	0099CC	0R	160G	198B
 ColorSphere Red	FF0000	252R	0G	25B
 ColorSphere Black	000000	0R	0G	0B

## HP ColorSphere Toners wordmark: applications

As print application templates and examples are made available, they will be posted to the HP One Voice brand identity site; visit often to check for updates. In the meantime, please contact Worldwide IPG Customer Communications for guidance in creating your deliverable.