



Logo guidelines

December
2021



Our logo should carry or endorse all communications we create.

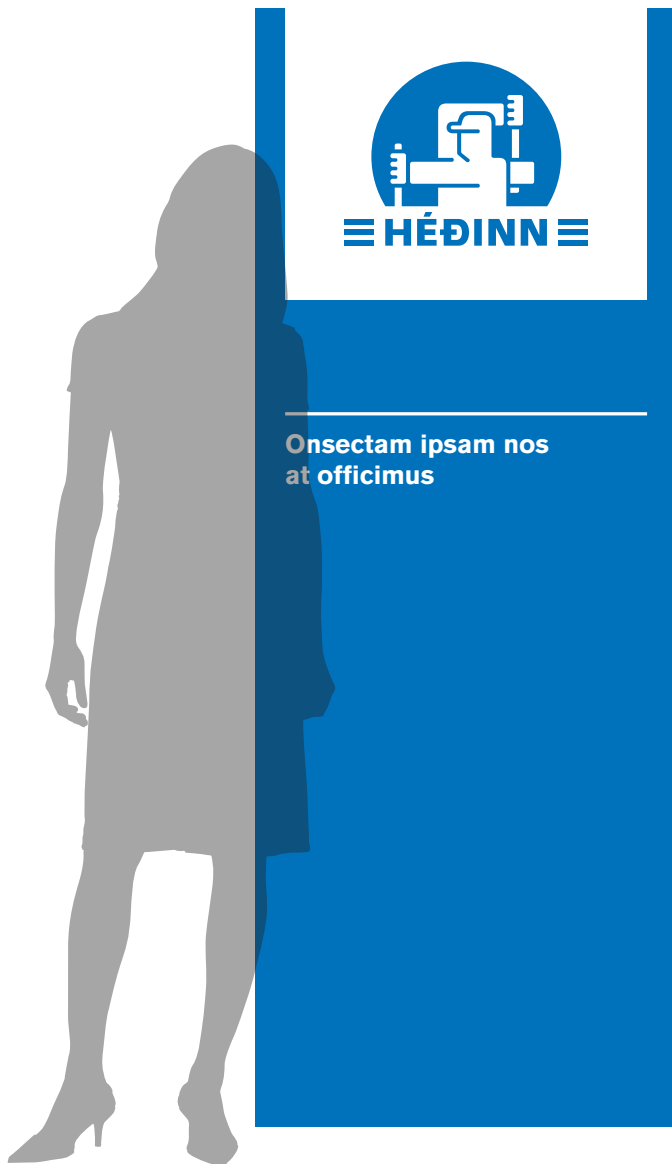
The precise positioning of the logotype and the proportions of its elements must always be reproduced in the set relationship shown here.

On no account should it ever be redrawn or modified.

The logo comes in two variations: top and side.

Generally the top version is the primary version. The side version should be used when the situation dictates, i.e. size or format of medium.

The logo should always appear on a white background.



Exclusion zone

An area entirely clear of text and any other graphic devices must always surround our logo.

The formula for this exclusion zone is shown below and applies to all sizes of logotype reproduction.



17 mm
47 px

Minimum size

For ease of recognition a minimum size for reproduction of the logotype has been set.



40 mm
112 px

File names

There are two logo packages: Office and Pro.

The Office package is intended for office use in Word, Power Point etc. All files are in png-format (RGB).

Naming system

HED_Top_RGB.ai

Side or Top

Color system

File format

HED_Logo_Office

HED_Top_RGB.png

HED_Side_RGB.png

HED_Top_RGB_blk.png

HED_Side_RGB_blk.png



The Pro package is intended for professionals. In the package there are four folders: HED_Logo_4Color, HED_Logo_RGB and HED_Logo_Spotcolor.

4Color (4C) is for four-color-process printing. RGB is for screen use and Spotcolor is for production with Pantone (PNT) color or RAL-colour system.

In special cases The “Eldsmiður” (transl. fire smith) may be used alone. This requires special permission.

HED_Logo_Pro

HED_Logo_4Color

HED_Logo_RGB

HED_Logo_Spotcolor

HED_Side_4C.ai

HED_Top_4C.ai

HED_Side_4C_blk.ai

HED_Top_4C_blk.ai

HED_Side_RGB.ai

HED_Top_RGB.ai

HED_Side_RGB_blk.ai

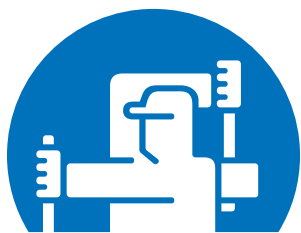
HED_Top_RGB_blk.ai

HED_Side_PTN.ai

HED_Top_PTN.ai

HED_Side_RAL.ai

HED_Top_RAL.ai

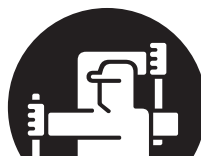


≡ HÉÐINN ≡

HED_Smith_special-use

HED_Smith_circle.ai

HED_Smith_no-circle.ai

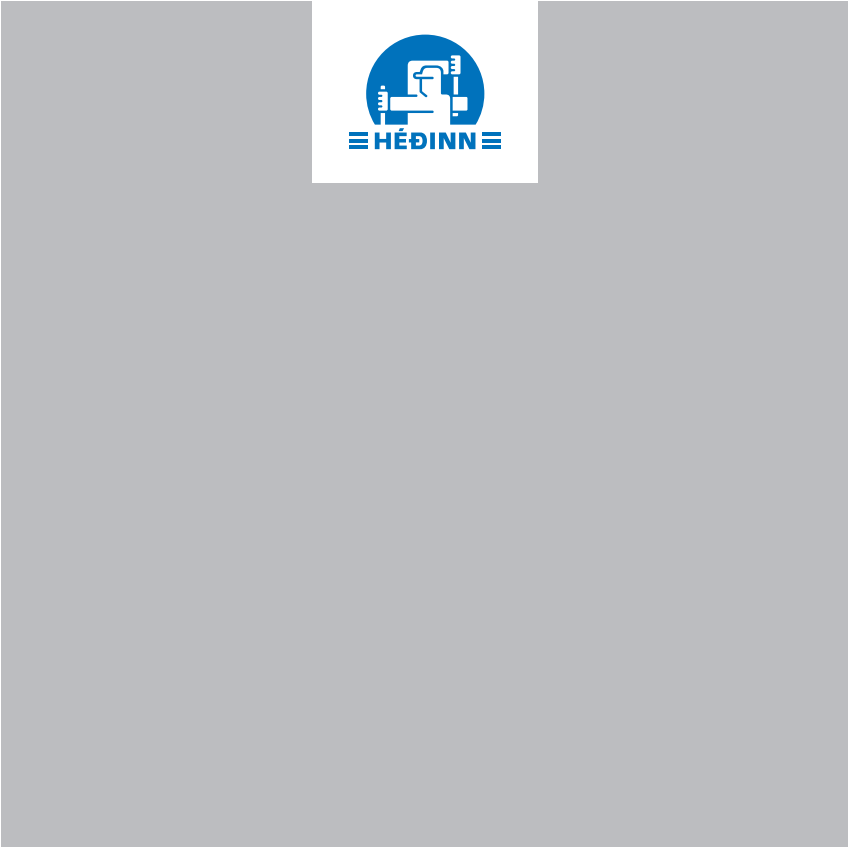


100/50/0/0
0/114/188
#0072bc

Pantone 293
RAL 5005



The placement of the logo should ideally bleed of the top or bottom edge, but never on the sides.







HED_Anniversary_Logo_Office

HED_Top_2022_RGB.png
HED_Side_2022_RGB.png
HED_Top_2022_RGB_blk.png
HED_Side_RGB_blk.png

HED_Anniversary_Logo_Pro
HED_Anniversary_Logo_4Color

HED_Side_2022_4C.ai
HED_Top_2022_4C.ai
HED_Side_2022_4C_blk.ai
HED_Top_2022_4C_blk.ai

HED_Anniversary_Logo_RGB

HED_Side_2022_RGB.ai
HED_Top_2022_RGB.ai
HED_Side_2022_RGB_blk.ai
HED_Top_RGB_2022_blk.ai

HED_Anniversary_Logo_Spotcolor

HED_Side_2022_PTN.ai
HED_Top_2022_PTN.ai
HED_Side_2022_RAL.ai
HED_Top_2022_RAL.ai



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