

Extract

Handelsbanken

Logo

Main logo

The logo should preferably be shown in Handelsbanken's main colour, PMS 2945, otherwise as negative white or as black.
The black logo is only used in black and white productions, that is, when colour reproduction is not possible.
In this case, the logo is always 100 per cent black.

Handelsbanken

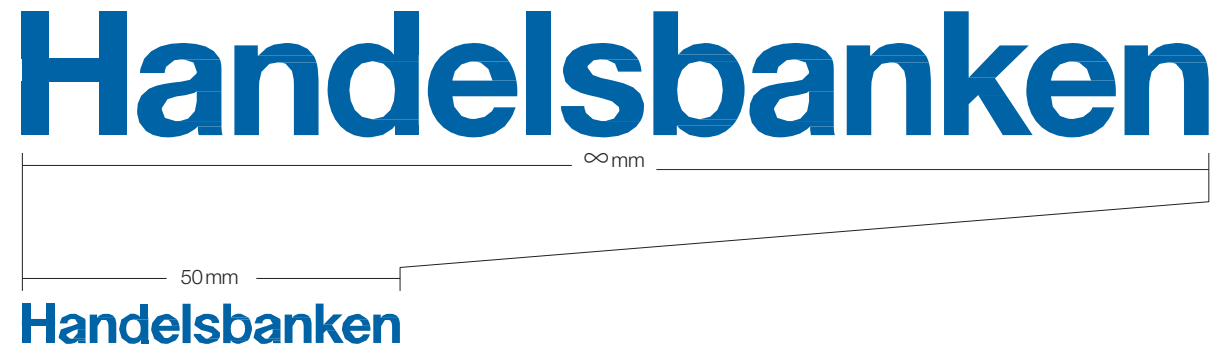
Logo

Main logo
Large/Small

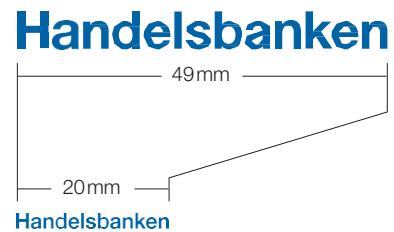
There are two versions of the logo. One Large where the logo is more than 50 mm wide and one Small where it is 20–49 mm. 20 mm is the minimum width for Small.

Digital media. Large where the logo is more than 200px wide and Small where it is less than 199px wide.

Logo/Large



Logo/Small



Logo

Main logo
File format

Handelsbanken's logo is available in various file formats.
For printing: EPS. For digital units: GIF, PNG, JPG.

Logos for
professional printing
such as magazine and
brochure printing.

HB_LARGE_CMYK.eps
HB_LARGE_PMS2945.eps
HB_LARGE_SV.eps
HB_LARGE_NEG.eps

HB_SMALL_CMYK.eps
HB_SMALL_PMS2945.eps
HB_SMALL_SV.eps
HB_SMALL_NEG.eps

Logos for printing for
daily papers.

HB_LARGE_DP_CMYK.eps
HB_SMALL_DP_CMYK.eps

Logos for digital media,
Word, PPT and Excel.

HB_LARGE_RGB.jpg
HB_LARGE_RGB.png
HB_LARGE_NEG.png
HB_LARGE_RGB.gif

HB_SMALL_RGB.jpg
HB_SMALL_RGB.png
HB_SMALL_NEG.png
HB_SMALL_RGB.gif

Logo

Main logo
Clearspace

The logo should always be surrounded by a free zone. No other objects are placed in the clear space, such as messages, addresses or other information.

The clear space is a minimum space based on the width of the letter “n” in the logo.
The defined clear space must not be reduced, but can be increased.

x		x	x
	Handelsbanken		
x		x	x

Logo colour codes

Handelsbanken's main colour is blue



Identity colour
HB1

CMYK:
C100, M50,
Y0, K15

PMS:
Pantone 2945 C&U

RGB:
R0, G92, B155

NCS:
S 3065-R90B
