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1.0 Preferred Signature

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Preferred Signature

HIPPY USA Symbol



HIPPY USA Signature

HIPPY USA Logotype

HIPPYUSA®
Home Instruction for Parents of Preschool Youngsters

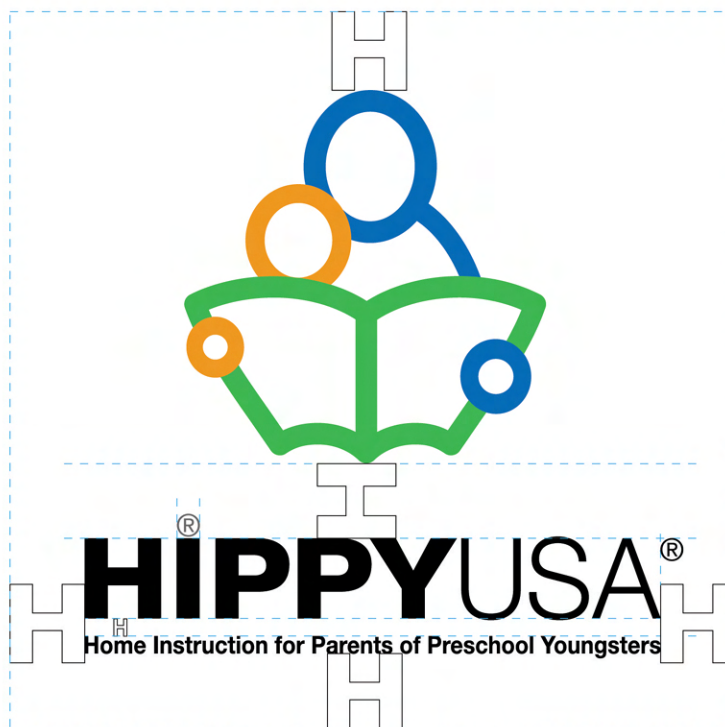
Reduced Signature



HIPPYUSA®
Home Instruction for Parents of Preschool Youngsters

Preferred Signature - Clear Space

It is important to have clear space around the HIPPY USA signature. Follow the guidelines below for minimum clear space.

**How to establish minimal clear space**

Distance around logo and between logo and type = 1 H of HIPPY



Distance between logo and typography



Distance between primary and secondary typography



Width of trademark symbol

Preferred Signature - Size Variations



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Minimum size of the preferred signature:

The minimum width of the preferred logo should never be less than 2."

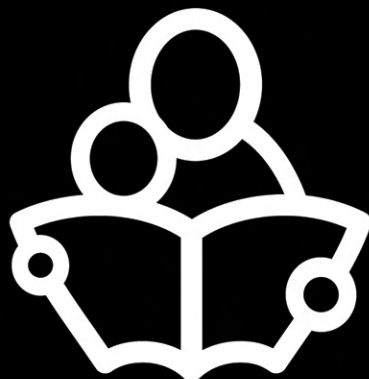
Anything smaller would make the secondary type difficult to read.

The secondary type should never be less than 6 point.



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2"

Preferred One-Color Reversed Signature - Size Variations

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HIPPYUSA®
Home Instruction for Parents of Preschool Youngsters

Minimum size of the preferred signature:

The minimum width of the preferred logo should never be less than 2."

Anything smaller would make the secondary type difficult to read.



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Preferred Signature - Color Variations

Four color



Preferred one-color positive



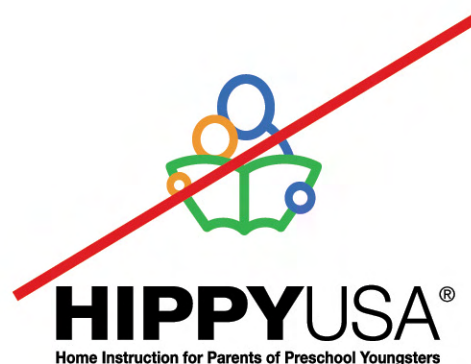
Alternate one-color positive



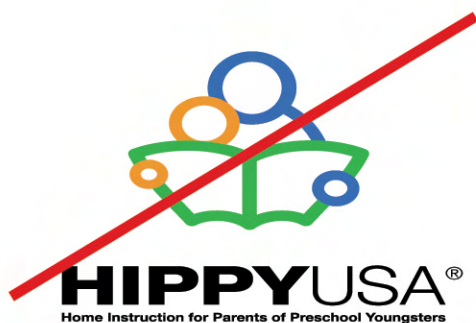
Improper Use of Preferred Signature



Do not change or switch the colors of the logo.



Do not alter the proportions of the symbol to the type.



Do not stretch or distort the logo.



Do not use unauthorized colors for the logo.



Watch for insufficient contrast.



Do not place the logo on patterns or photographs.



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2.0 Alternate Signature

2.1 Large and Small Versions

2.2 Clear Space

2.3 Size Variations

2.4 One-Color Reversed Size Variations

2.5 Color Variations

2.6 Improper Usage

Alternative Signature

HIPPY USA Signature



HIPPY USA Symbol

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HIPPY USA Logotype

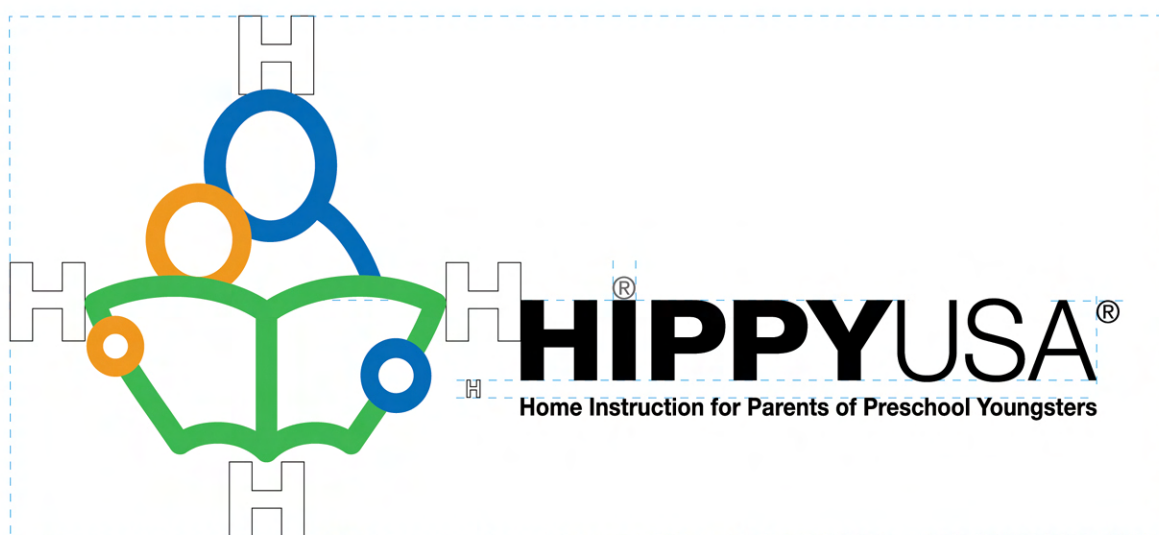
Reduced



HIPPYUSA[®]
Home Instruction for Parents of Preschool Youngsters

Alternate Signature - Clear Space

It is important to have clear space around the HIPPY USA signature. Follow the guidelines below for minimum clear space.

**How to establish minimal clear space:**

Distance around logo and between
logo and type = 1 H of HIPPY



Distance between primary and secondary typography



Width of trademark symbol

Alternate Signature - Size Variations

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**Minimum size of the
alternate signature:**

The minimum width of
the preferred logo should
never be less than 2.825."

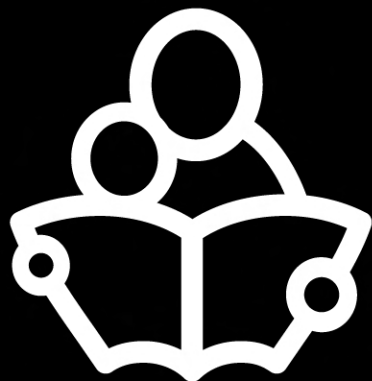
Anything smaller would
make the secondary type
difficult to read.

The secondary type should
never be less than 6 point.

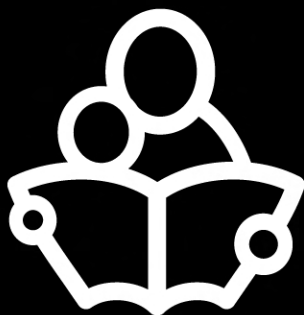


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2.825"

Alternate One-Color Reversed Signature - Size Variations

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HIPPYUSA®
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HIPPYUSA®
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Alternate Signature - Color Variations

Four color



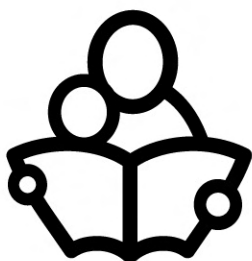
HIPPYUSA[®]
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Preferred one-color positive



HIPPYUSA[®]
Home Instruction for Parents of Preschool Youngsters

Alternate one-color positive



HIPPYUSA[®]
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Do not invert the position of the logotype.



Do not use unauthorized color treatments.

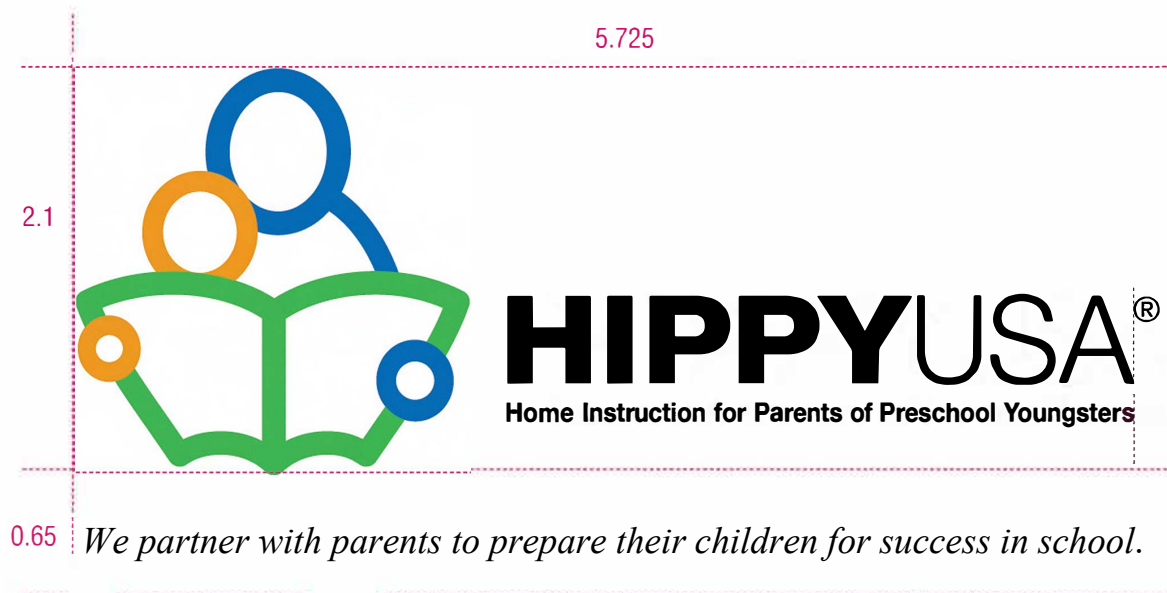


Do not manipulate the positioning of the symbol and the logotype.



Do not use unauthorized colors or place the logo in a box.





3.0 Corporate Colors

3.1 PMS Coated, Uncoated and CMYK Palettes

PMS Coated, Uncoated and CMYK Colors



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Pantone Coated



PMS 293 C PMS 165 C PMS 361 C BLACK

Pantone Uncoated



PMS 293 U PMS 165 U PMS 361 U BLACK

CMYK



C = 100	C = 0	C = 76	C = 0
M = 56	M = 60	M = 0	M = 0
Y = 0	Y = 100	Y = 91	Y = 0
K = 0	K = 0	K = 0	K = 100

4.0 Corporate Typography

4.1 HIPPY USA Type

HIPPY USA Type

Primary Typeface: Helvetica Neue
Secondary Typeface: Times New Roman

Headline: Helv. Neue Cond. Bold

Home Instruction for Parents of Preschool Youngsters

Subhead: Helv. Neue Cond. Medium

Starting a HIPPY Program

Body Copy: Helv. Neue Roman

While the basic shapes of letters have not changed much in hundreds of years, there have been thousands of variations on the theme. There are special types for telephone books, newspapers and magazines, and for the exclusive use of corporations. Some typefaces have a leisurely look about them while conforming to everyday typographic expectations. Others were born with unusual, yet casual, shapes and make the best of it. Some typefaces have a leisurely look about them while conforming to everyday typographic expectations. Others were born with unusual, yet casual, shapes and make the best of it. There are special types for telephone books, newspapers and magazines, and for the exclusive use of corporations.

Call-out: Times New Roman

Paraprofessionals gain job experience while the programs flexibility allows them to deal with their ongoing concerns as parents.