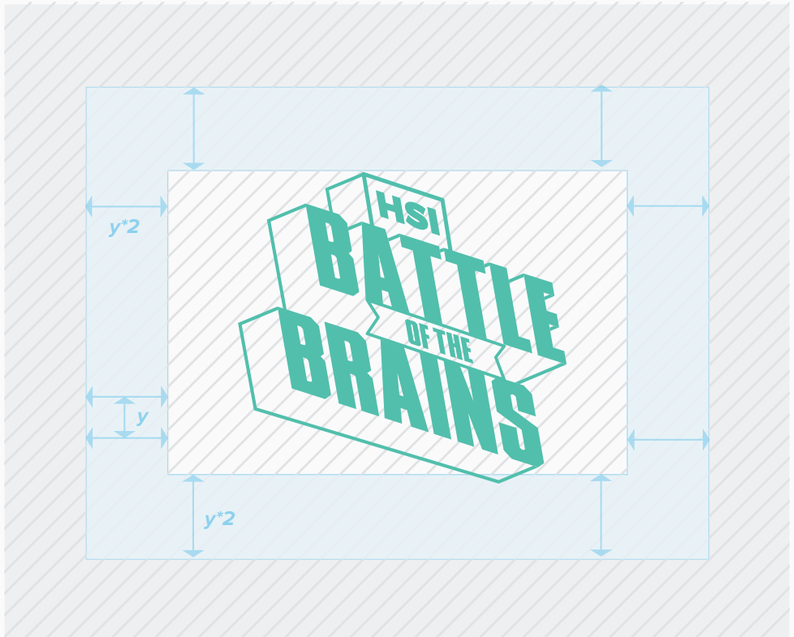
Logo Specifics

Logo Clear Space

Grey stripped area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining Blue area.

Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height'. The width is equal to the height.)



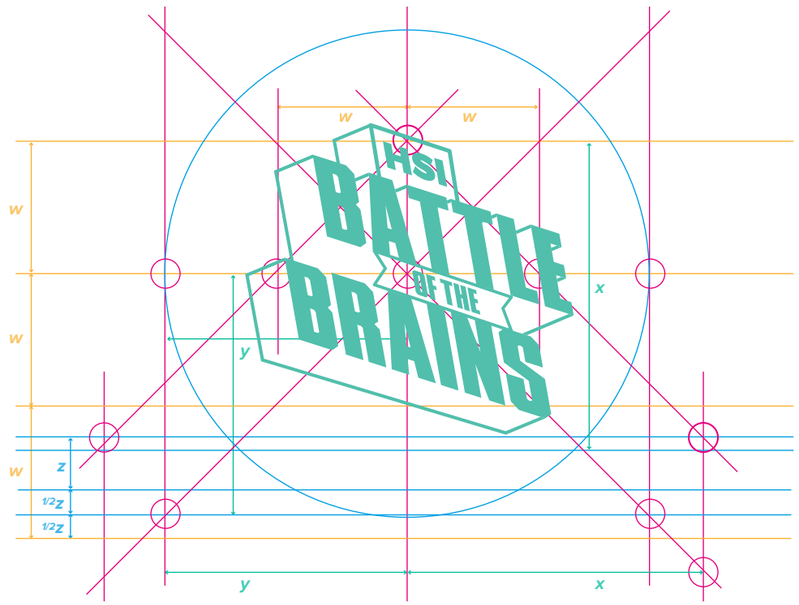
Logo Construction

Blue (z) indicates overall proportions for the logotype and logomark. Height of (z), the cap-height, is equal to baseline of tag-line to baseline of logotype.

Green (x+y) indicates distance from center of logo to top of logomark, and logotype etc. The blue area must be kept free of all other graphical and visual elements.

Magenta indicates various item alignments and intersects (shown as circles).
For example: the end of the logotype meets the 45 degree intersect from top of the logomark, or end of tag-line meets the 45 degree intersect from middle of the logomark.

Yellow/Grey (w) shows how complete logo is divided into 3 equal horizontal segments



Logo Slick

HSI Battle of the Brains

Logo Slick - Exhibit C

Color Guide

#50c0ad



Black & White Guide

#000000



Dark Background Guide

#FFFFFF

