IPC-HERMES-9852

The global standard for "M2M" in SMT assembly

The Hermes Standard IPC-HERMES-9852

Proposed Rules for Usage of Logos

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The Hermes Standard IPC-HERMES-9852

Proposed Rules for Usage of Logos (1/2)

General Directive

- The Hermes Standard logo was originally designed before the initial members meeting in March 2017 and approved at that very event. It was updated in August 2018 in order to prominently display the relationship to IPC.
- The main elements have not been changed: The two squares represent two separate equipment units of different vendors. The green arrow (apparently actually a triangle punched out the two boxes) illustrates the communication flow. (On purpose, it resembles a typical “play”-button) The colour green was chosen as reference to the “traditional” colour of PCB substrates (Still, it is the most common colour for boards.)

Usage

- Each member of The Hermes Standard initiative is free to use the logo for their own purposes.
- It was consented to not create detailed formal guidelines for usage as this would have to consider all members different current rules and specific requirements.
- The only “rule” to be applied was said to “apply the common procedures” like: Keep it “as is”, particularly keeping the aspect ratio exactly fixed, not changing the colour, keeping enough clear space around the logo, not to add other graphical elements, etc.
- As “proposed” graphical element the logo (except for the arrow) can be stretched to form a ribbon (see picture to the right)
- Further, the elements were used to created design elements of this power point template (see background of title pages showing many boxes and arrows in a row and the footer ribbon of each slide.

Variations and files

- There are three variations available. For more info and download information, see next slide.

The Hermes Standard IPC-HERMES-9852

Proposed Rules for Usage of Logos (2/2)

Variations

- In order to allow adaptation to different sizes however, three different variants are provided:
  1. A **“Maxi-Version”** with two lines of text when there is enough space for the text to be readable, e.g. at the front page of a presentation, large stickers, etc.
  2. The **“Standard Version”** with a single line of text”. It is meant to be the variant to be used in most cases, particularly when it is repeatedly used in header of footer lines or website headers.
  3. A **“Minimized Version”** for use without text when size or distance would make reading the text difficult such as used in the reduced header of The Hermes Standard website when scrolling down.

Colors

- **Green**: CMYK: 68/5/96/0 or RGB: 52/164/65
- **Black/White:** CMYK: (For print: „as pure as suitable“) RGB 0/0/0 & 255/255/255

Availability

- All logo files are available for download from www.members.the-hermes-standard.info/download (log-in required) or upon request from stefan.foerste@asmpt.com

1)

2)

3)

The Hermes Standard IPC-HERMES-9852

Usage of IPC Logos

General Directive

- IPC agreed to the usage of the IPC logo for presentations and materials that are related to The Hermes Standard IPC-HERMES-9852 as such.
- Usage in combination and/or in order to promote own products is approved only in parts where The Hermes Standard is evidently the “dominant” aspect.
- Further, it shall be used always in “visual context” of the actual IPC-HERMES-9852 logo.
- While there are no quantified rules regarding relation of size and minimum / maximum distance of both logos when used together, the “qualitative guideline” recommends that
  - “size should be “similar” and there shall be “some” space in between to present each logo in an appropriate manner.
  - There shall be by no means the impression of both logos being “merged”.
  - Both logos shall be reasonably aligned (either horizontally or vertically)

“Disclaimer”

- Further, IPC has strict rules for the usage of their logo (e.g. clear space, not to alter aspect ratio and colours, etc. Please refer to www.ipc.org for more.)
- Please note that The Hermes Standard can and will not accept liability for any “not authorized usage” of the logo by members of The Hermes Standard Initiative or any other third party.
- In case of doubt, please contact me at Stefan.foerste@asmpt.com for a first general clarification.

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The Hermes Standard IPC-HERMES-9852: Moving PCB related data management to the next level.

Thank You!

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