

General Directive

- ## Usage

- ## Variations and files

-
- The Hermes Standard**
for "M-to-M" in SMT Assembly
- Bitch
PARMZ
MIRTEL
L. Kim
TI LINK
M. Kim
MYCROWIC
F.M. ASS
Saki
Sakahara
D. Bee
Viscom
K. Young
We have started it.
The participants of the Founders Initiative
Kick Off Meeting held in Munich, Germany,
March 22nd and 23rd, 2017.



The Hermes Standard at Productronica 2017

Additional Materials: The 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.

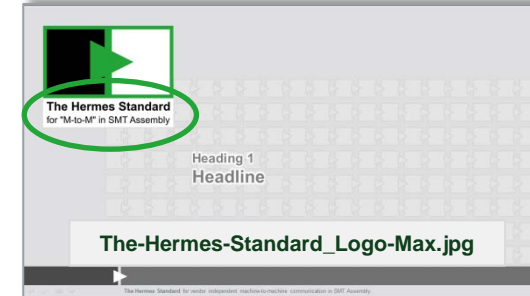
Colors

- ▶ **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

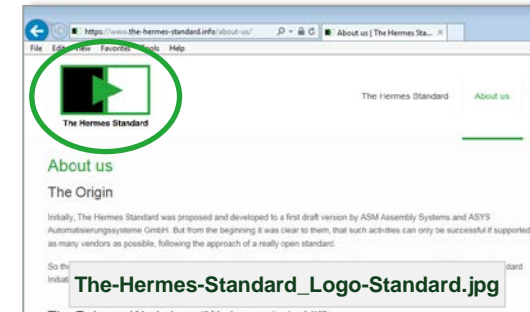
Availability

- ▶ 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)

