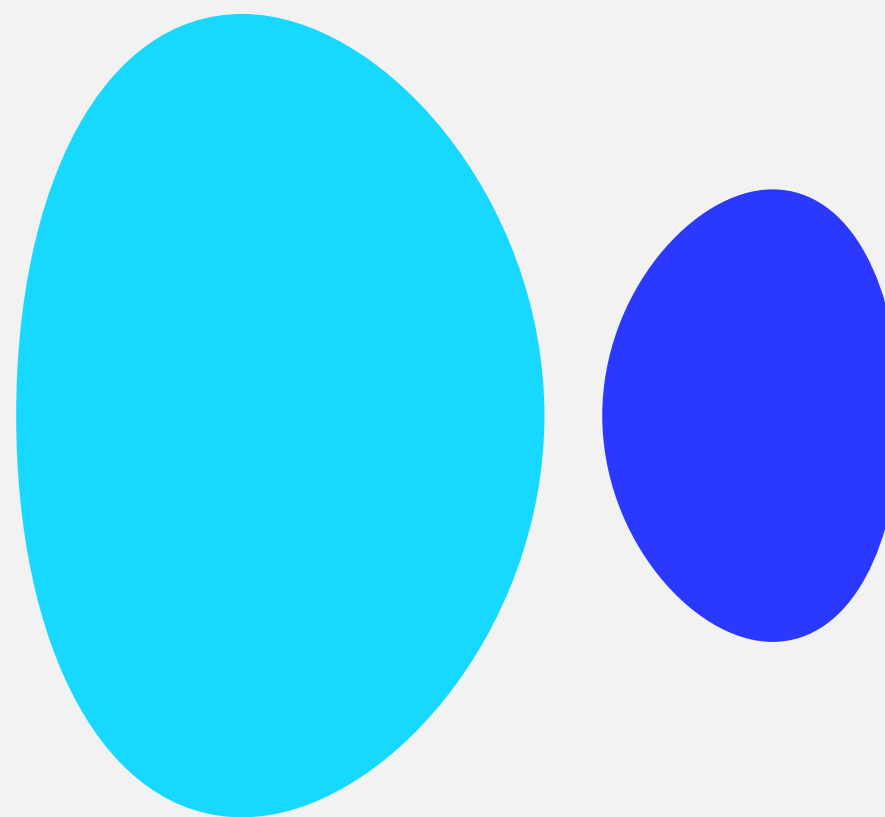


Identity guidelines

Versjon 01

Our logo



The Hylleraas's H-mark is an abstract representation of the orbitals.
Unless the mark is used as the decoration it should be used together with the company's name only.
It is not allowed to change the proportions, angle, distances of the mark's elements.

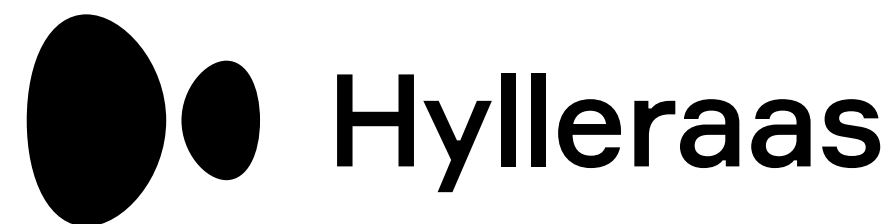
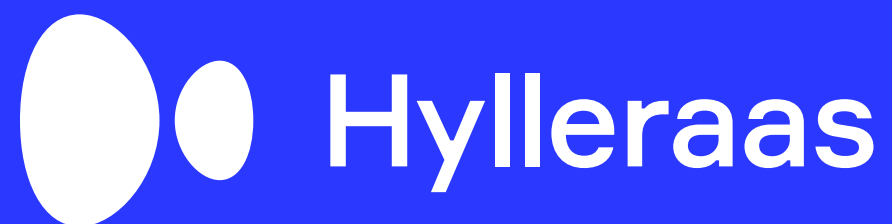


Main logo in brand colours without payoff.

It is not allowed to change the proportions, distances, colours or the typeface of the logo.

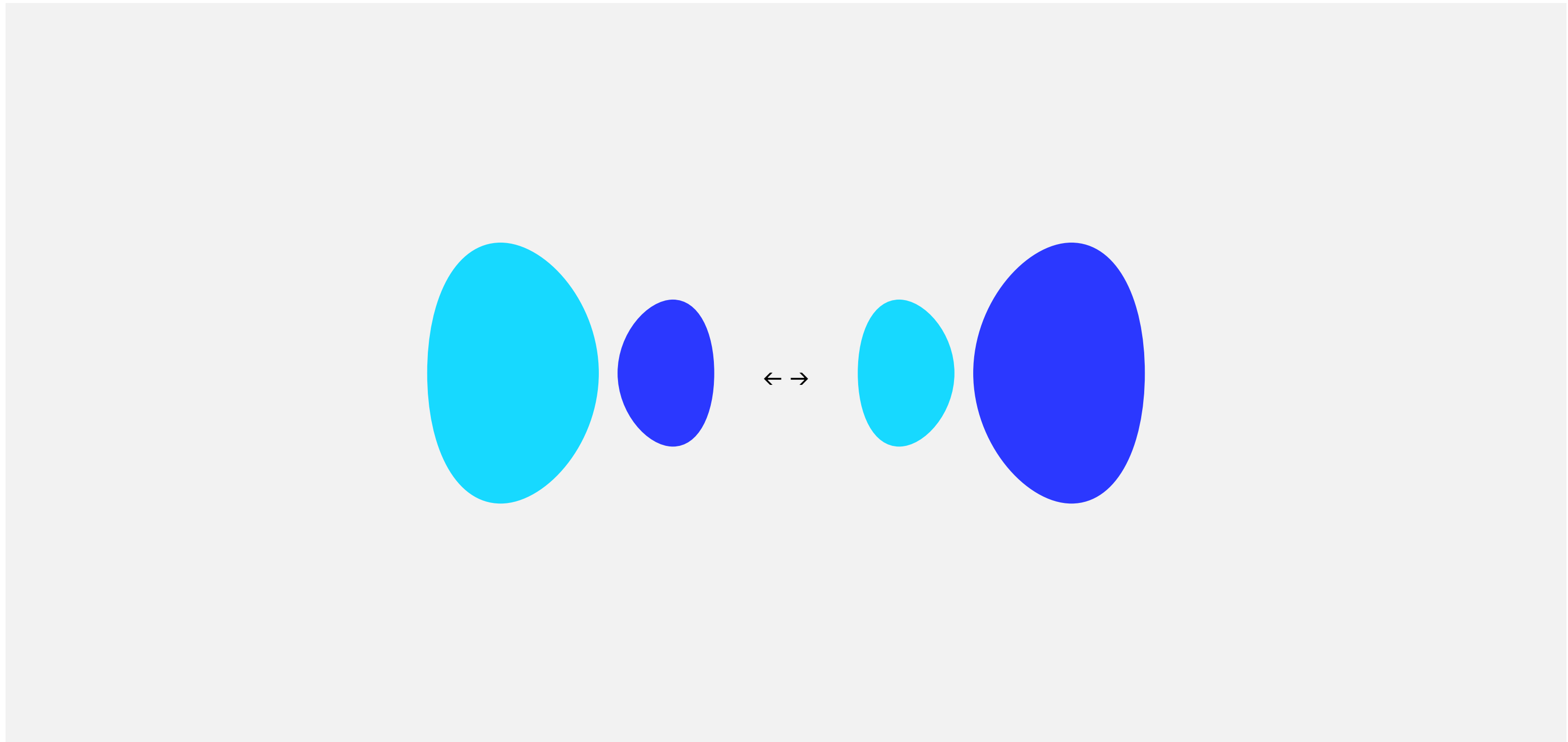


Minimum margin of clearence. Always maintain a margin size around the logotype equal to the size of the biggest circle in the mark.



Under development

Animated logo



Under development



Our colour palette

Hylleraas Blue

RGB: 43, 56, 255

HEX: #2b38ff

CMYK: –

Pantone: 285 / 2728 / 2935 / 2126 C

Hylleraas Cyan

RGB: 23, 217, 255

HEX: #17d9ff

CMYK: -

Pantone: 311 / 305 / 2985 C

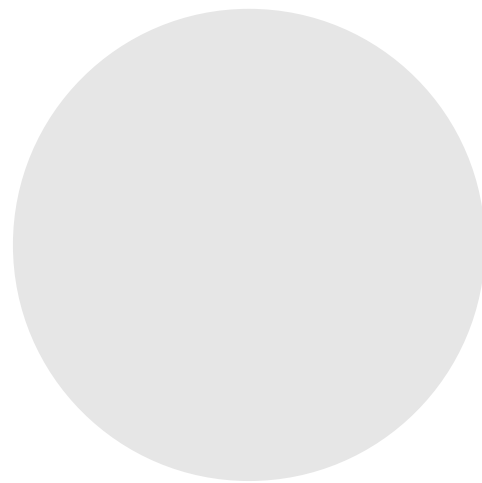
Black

RGB: 0, 0, 0

HEX: #000000

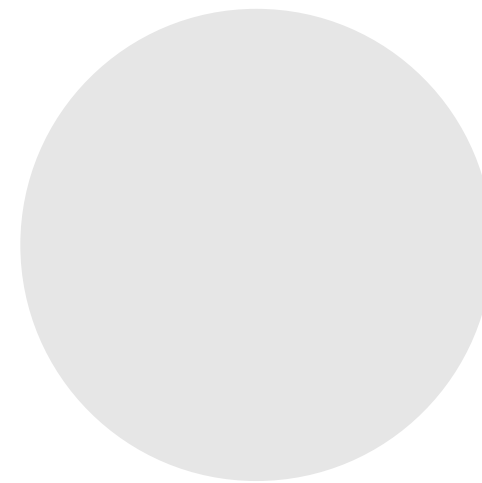
CMYK: 0, 0, 0, 100

Pantone: Black C



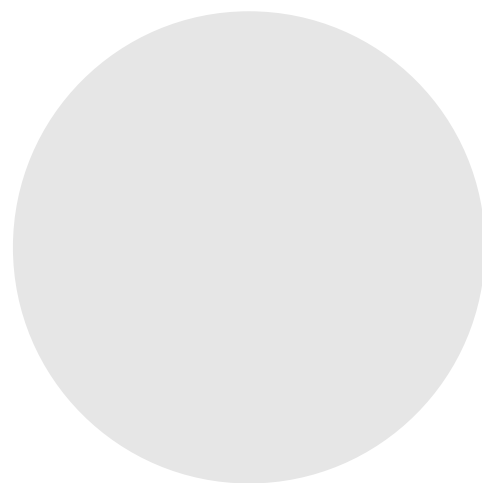
–

RGB: –
HEX: –
CMYK: –



–

RGB: –
HEX: –
CMYK: –



–

RGB: –
HEX: –
CMYK: –



–

RGB: –
HEX: –
CMYK: –



Our typography

Formular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

! " § \$ % & / () ? @ € © ® ™ „ “ • — « » † |

Ω ð Δ ¶ π + − ± × ÷ = ≠ < > ≤ ≥ ~ ≈ Σ · √ μ ∞ ∫ ∠ ° / ¬

1234567890

Formular is the main typeface of Hylleraas's identity and is the typeface of choice in all marketing material like presentations, business cards, web pages, brochures and posters, roll-ups and so on. The license can be purchased at brownfox.org/fonts/formular

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

! " § \$ % & / () ? @ € © ® ™ „ • — « » † ‡

Ω ∂ Δ Π π + − ± × ÷ = ≠ < > ≤ ≥ ~ ≈ Σ □ √ μ ∞ ∫ ◊ ° / ¬

1234567890

In cases when you are not allowed or can not use the profile typeface Formular – use Helvetica.

However font used in logo should never be replaced.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!"#\$%&'()*@€©®™„“•—«»†|

Ω∂Δ∏π+-±×÷=≠<>≤≥~≈Σ·√μ∞∫◊°/¬

1234567890

In cases when you are not allowed or can not use the profile typeface Formular – use Arial.
However font used in logo should never be replaced.

Our graphics



Hylleraas graphics are blurry and based on the shape of symbol. Graphics can be applied as decoration on marketing material or animated on digital media. Can be used as scaled-up crop or as a collage of different icons all all together.



Example of identity in use



Hylleraas Centre for Quantum Molecular Sciences

We develop and apply methods to simulate complex molecular systems interacting with fields and radiation.

www.hylleraas.no



**We develop and
apply methods to
simulate complex
molecular systems
interacting with
fields and
radiation.**

The Hylleraas Centre aims to develop and apply computational methods to understand, interpret, and predict new chemistry, physics, and biology of molecules in complex and extreme environments.

www.hylleraas.no

 Hylleraas

Annual report

2018

Centre for Quantum Molecular Sciences
hylleraas.no



Hylleraas
Centre for Quantum Molecular
Sciences

We develop and apply methods to simulate complex molecular systems interacting with fields and radiation.

The Hylleraas Centre aims to develop and apply computational methods to understand, interpret, and predict new chemistry, physics, and biology of molecules in complex and extreme environments.

MacBook

Presentations

Under development

