HYPERX LOGO – Tagline Usage Guidelines

There are two logo/tagline combinations. Please use the proper version for the following materials. There will be materials where either option is acceptable. The tagline is not to be used on packaging or product labeling.

For guidance on when to use the HyperX® version of the logo versus the HyperX™ version of the logo, please consult pages 2 and 3.
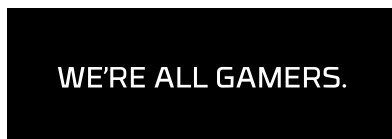
HYPERX ™ | WE'RE ALL GAMERS.

HYPERX ® | WE'RE ALL GAMERS.

WE'RE ALL GAMERS.

HORIZONTAL VERSION	STAND-ALONE VERSION
› Wide-format Tradeshow/PoP graphics	› Tradeshow/PoP graphics
› Wide-format Ads	› Ads
› T-Shirts	› T-Shirts (Ok to split onto front and back of shirt.)
› Product video end card	*Note: when using the stand-alone version, the "HyperX" logo should appear on the same plane without repeating tagline.*

COLOR-SPECIFIC GUIDELINES	COLOR-SPECIFIC GUIDELINES

Left column:

› On dark backgrounds, the tagline must be White.

HYPERX ™ | WE'RE ALL GAMERS. — 45% Black

| PMS 186 — 30% Black

HYPERX ™ | WE'RE ALL GAMERS.

HYPERX ™ | WE'RE ALL GAMERS.

HYPERX ™ | WE'RE ALL GAMERS.

PMS 186

C: 0%   R: 219
M: 100%   G: 38
Y: 81%   B: 39
K: 4%   HEX: DB2627

Right column:

› On dark backgrounds, the tagline must be White.

› On lighter background, use 45% Black, 75% Black, or 100% Black, depending on designer discretion.

WE'RE ALL GAMERS. — 45% Black

WE'RE ALL GAMERS. — 75% Black

WE'RE ALL GAMERS. — 100% Black

WE'RE ALL GAMERS.

HYPERX LOGO – Registered (®)

The proper trademark symbol should be used to identify the goods whenever the HyperX trademark or logo is used. The ® symbol does not apply to unregistered trademarks nor does it belong on unregistered goods or services.

The HyperX® logo should be used on the following products and associated packaging, to indicate they are federally registered for the HyperX trademark:

- SSDs
- Memory modules
- USB Flash drives

NOTE: If the HyperX logo is used on a banner or other marketing display for a HyperX gaming event, and the event promotes any of the products from the above categories, the HyperX® logo may be used.

▶ **NEW HyperX URL**
For all marketing materials in all media, use this URL in all lowercase: **hyperxgaming.com**
(Please note that *www* is not used before the URL)

HyperX Logo: Color Version

30% Black

	PMS 186 or 4/C Process	**RGB (sRGB)**
PMS 186	C: 0% M: 100% Y: 81% K: 4%	R: 219 G: 38 B: 39 HEX: DB2627

30% Black

When reversed, the HyperX icon remains in full color.
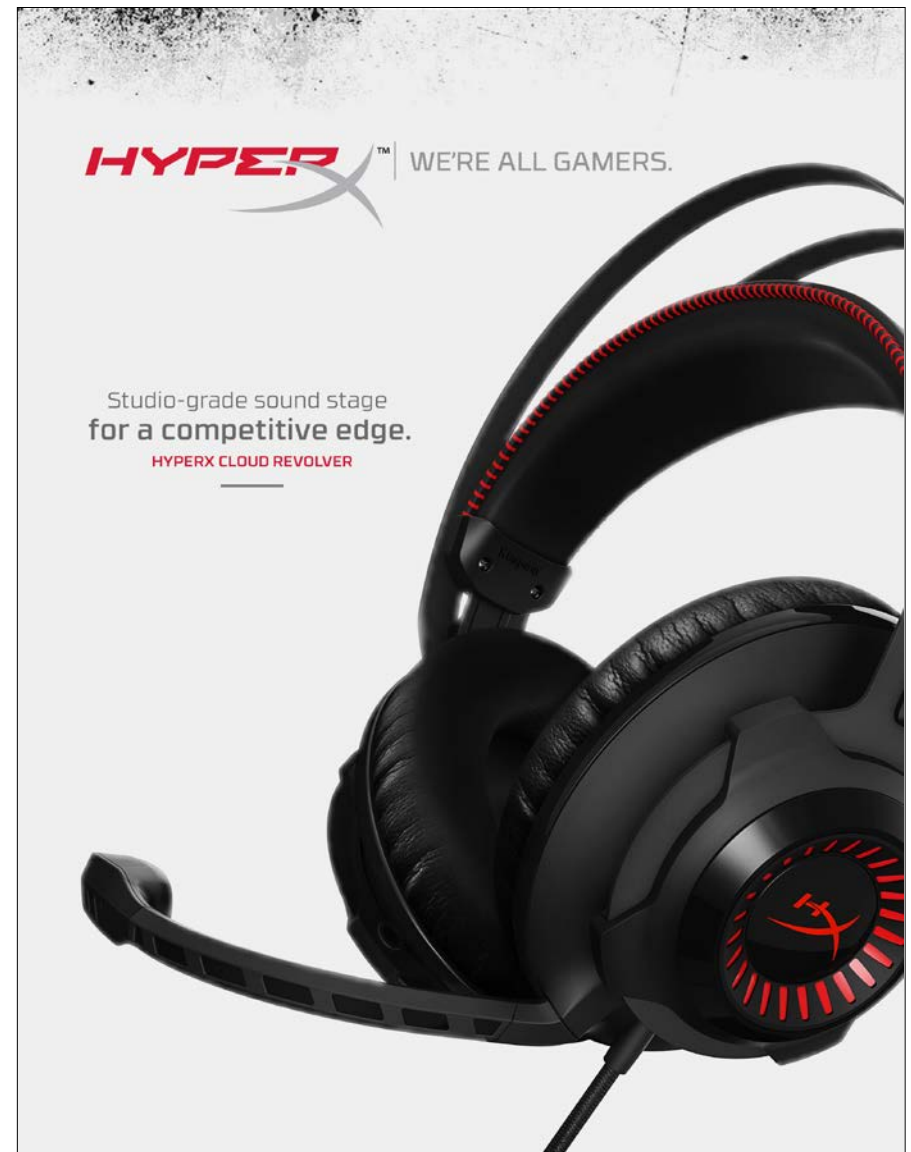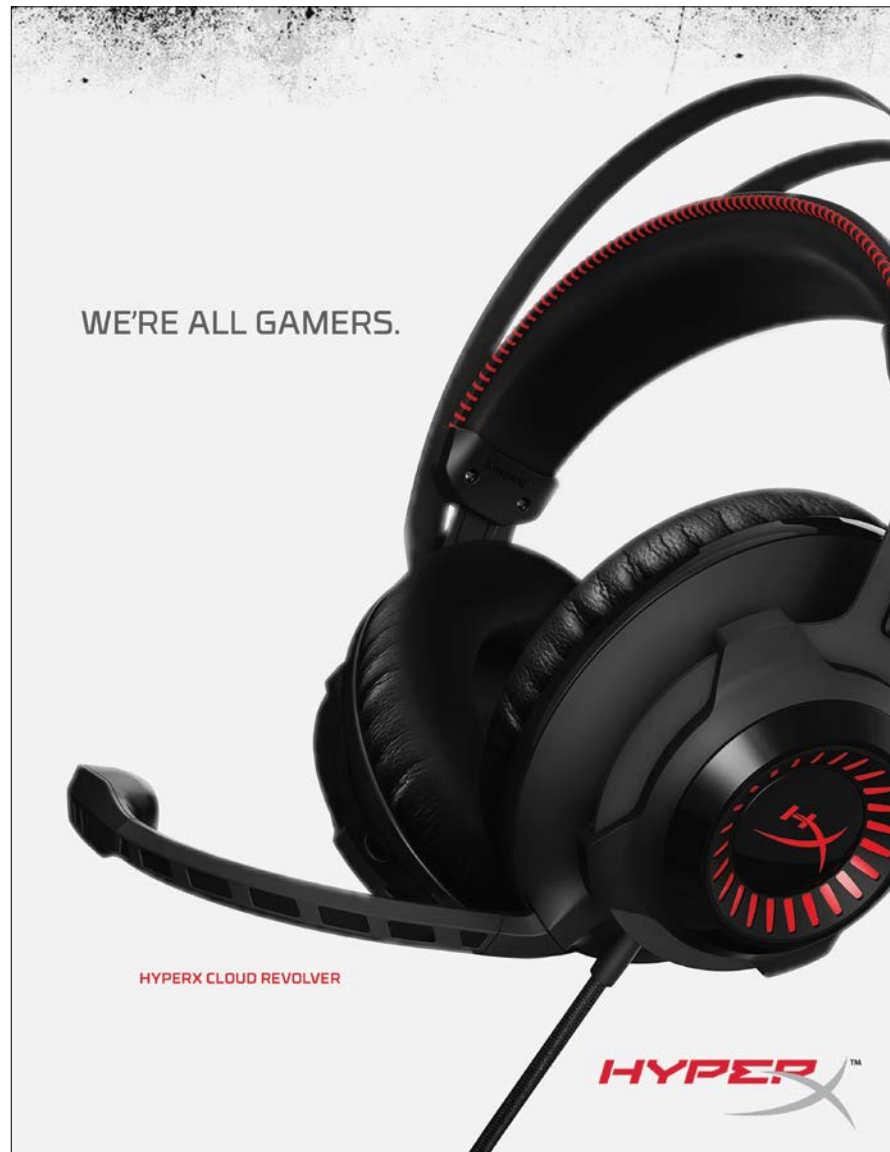
HyperX Logo Clearance

HyperX logo must have a clearance of the "H" height on all four sides.

HyperX Logo: Black & White Version

30% Black

30% Black

HYPERX LOGO – Unregistered (™)

Subject to changes in each country's law and to new registrations obtained, the **HyperX™** logo should be used with the following unregistered goods and associated packaging:

- Mouse pads
- Keyboards
- Headsets
- Mice
- Chairs

Kingston™

In cases where a Kingston logo is also required on a HyperX product or packaging, the **Kingston™** logo instead of the Kingston® logo should be used. This applies to the following products:

- Mouse pads
- Chairs
- Headsets
- Other peripherals
- Fans

Marketing and promotional giveaways such as backpacks, pens, bags, stress balls, key chains and other items produced in the promotion of HyperX or Kingston should usually use the ™ symbol. However, please check with your Kingston Legal Contact to obtain authorization, especially for items not listed here. In the U.S., please contact Tracy Chang at tracy_chang@kingston.com; in Asia Pacific, please contact Amanda Huang at amanda_huang@kingston.com.tw; in EMEA, please contact Virginia Gould at vgould@kingston.eu.

If there is any confusion about which symbol to use, please email the Legal Contact in the appropriate region for the proper trademark symbol to use.

HyperX Logo: Color Version

30% Black

PMS 186	PMS 186 or 4/C Process	RGB (sRGB)
	C: 0%	R: 219
	M: 100%	G: 38
	Y: 81%	B: 39
	K: 4%	HEX: DB2627

30% Black

When reversed, the HyperX™ icon remains in full color.

HyperX Logo Clearance

HyperX™ logo must have a clearance of the "H" height on all four sides.
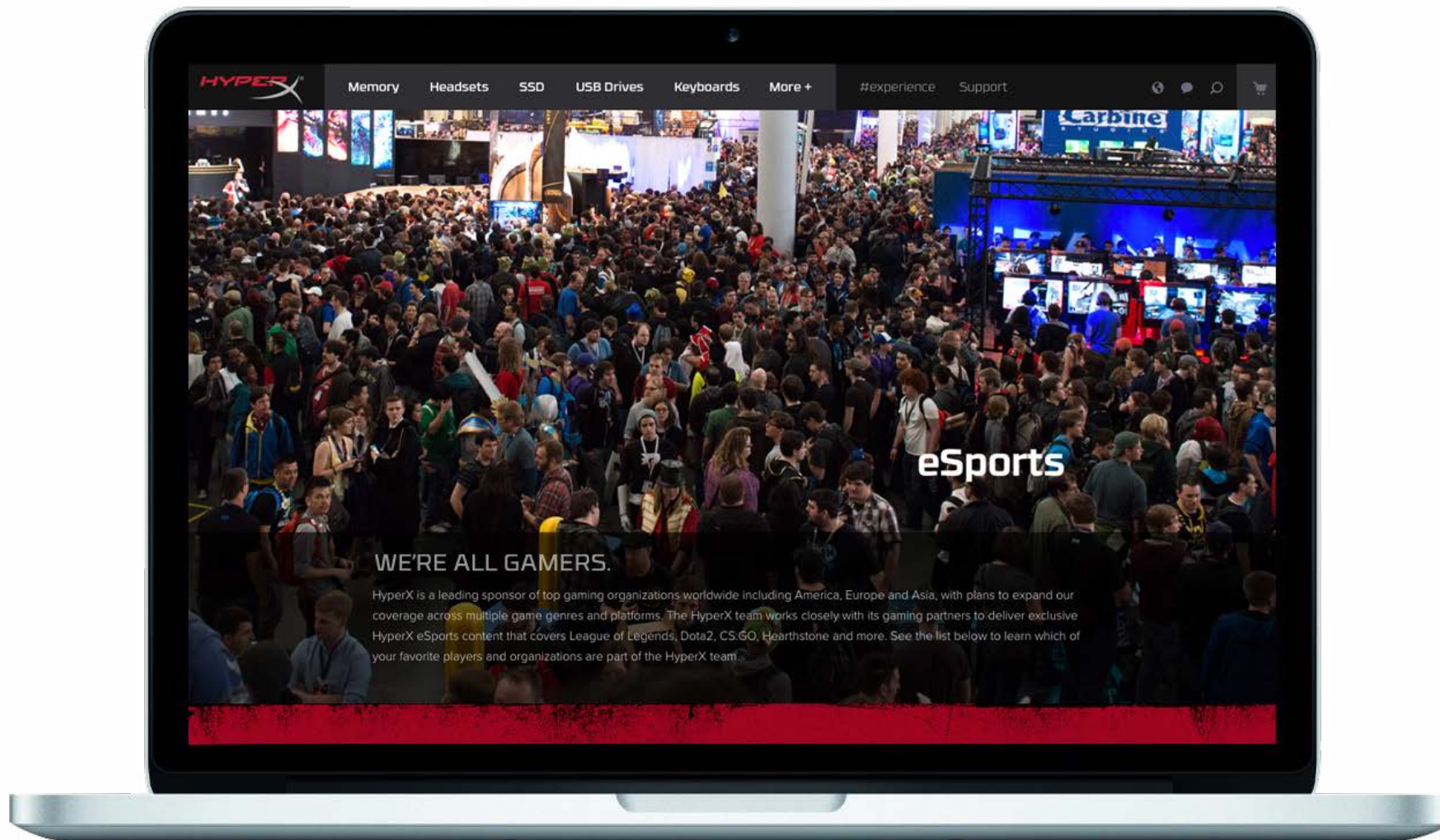

HyperX Logo: Black & White Version

30% Black

30% Black

HYPERX LOGO – Tagline Usage / Ad examples

WE'RE ALL GAMERS.

HYPERX CLOUD REVOLVER

WE'RE ALL GAMERS.

Studio-grade sound stage
for a competitive edge.
HYPERX CLOUD REVOLVER

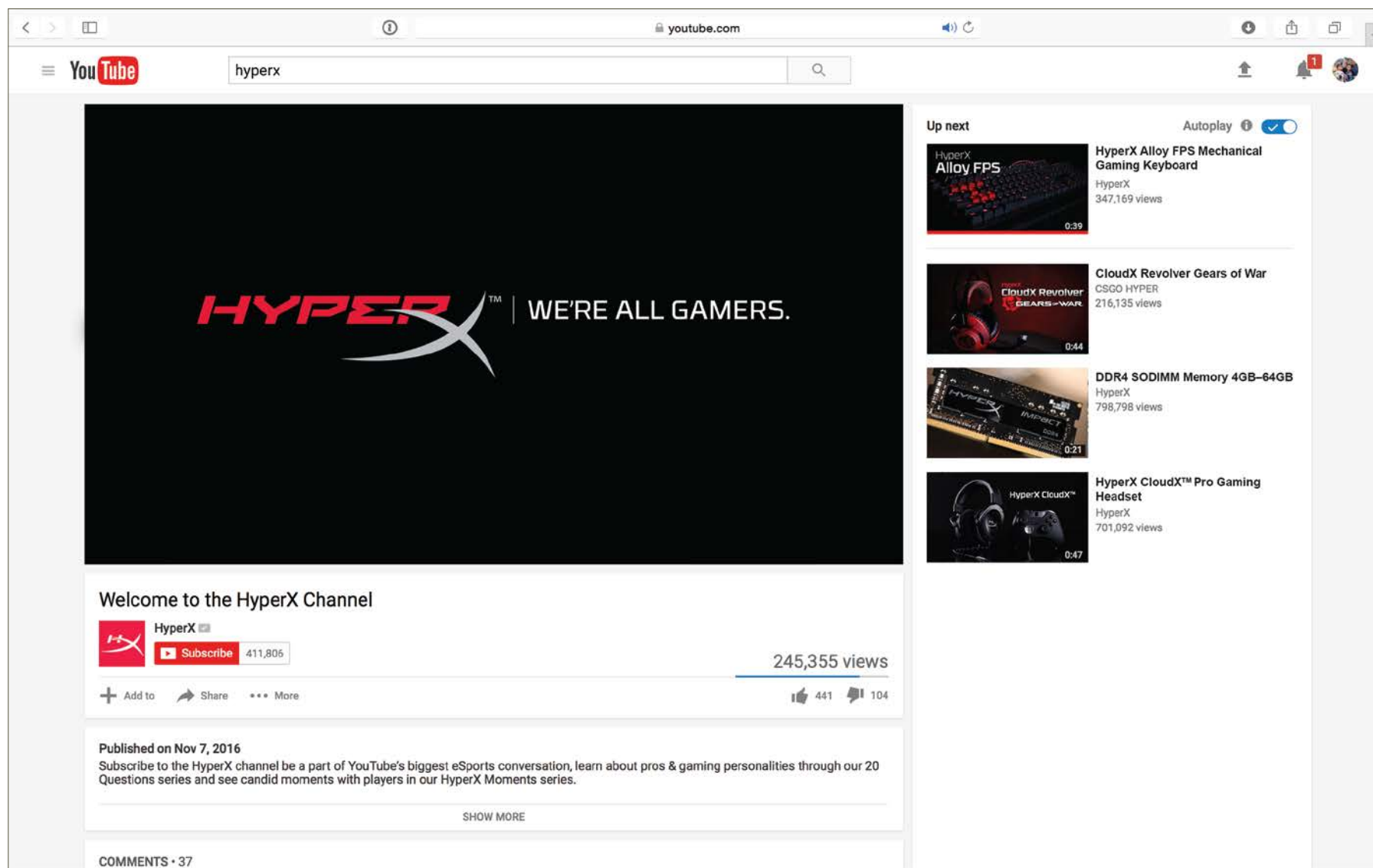# HYPERX LOGO - Tagline Usage / Tradeshow/POP example

HYPERX LOGO – Tagline Usage / Website example

HYPERX LOGO – Tagline Usage / Video End Card

This HyperX Logo and tagline treatment should only be used as the end card for product videos.

HYPERX LOGO – Tagline Usage / T-Shirt example