In the company of equals... the two institutions’ logos should appear visually balanced with each other.

HHMI CO-BRANDING
HHMI is a cosponsor of many programs and events. These guidelines demonstrate the correct way of displaying the HHMI identity when used with logos of other institutions. Using these guidelines will ensure that both HHMI and the associated institution are given equal importance on all program materials. These materials could include, brochures, booklets, web sites, scientific poster presentations and power point, and invitations.

The diagrams above and on the following pages illustrate how to scale and lock up the HHMI logo with another logo. The two logos should be separated by a space equal to the width of the “HH” in “HHMI.” Depending upon the shape (tall or wide) of the other logo, it should be sized to either three times the height or equal to the width of the HHMI logo. In the case above, the other logo has been sized to three times the height of the HHMI logo. Whenever possible, the full name “Howard Hughes Medical Institute” should appear elsewhere in the various applications being prepared. Grantees should take particular note that the use of the full signature is not required. Where desired and in the presence of another institutional logo, only the HHMI logo should appear.
In the co-branding situation illustrated above, the other logo has been sized to equal the width of the HHMI logo.
In a similar fashion, the HHMI logo may be locked up with that of a host institution for meetings, conferences, etc. Here again, the other logo has been sized to equal the width of the HHMI logo.