

HUMO
IDENTITY SYSTEM

2024

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IDENTITY SYSTEM

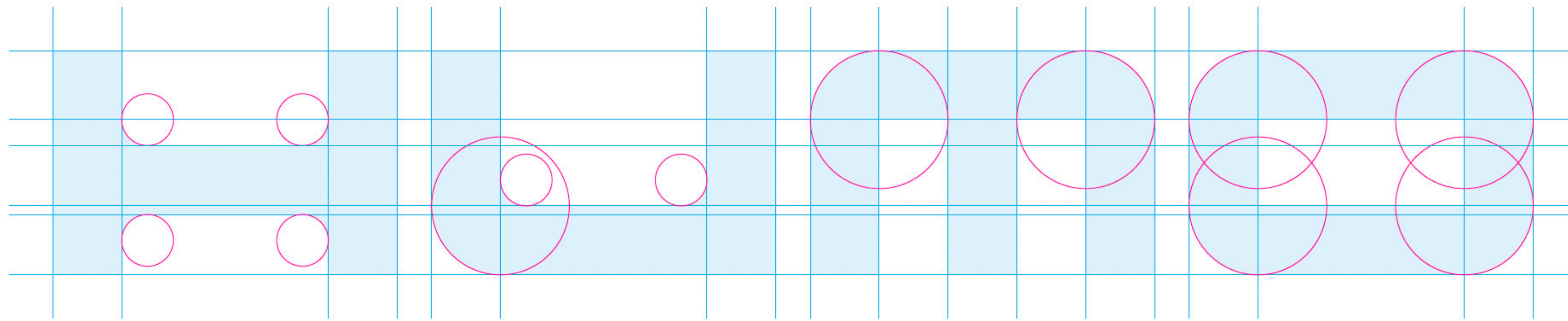
This section showcases the color and black & white design system for the HUMO logo, as well as the wordmarks created for HUMO GO, HUMO PRO, and HUMO GOLF.

1.1	LOGO _____	04
1.2	WORDMARK _____	06



Pantone 6104 C **Pantone 7737 C** **Pantone 1788 C**

Hex #213B8B **Hex #6BA539** **Hex #EE2737**



HUMO

HUMO

HUMO



Pantone 6104 C Pantone 7737 C Pantone 1788 C

Hex #213B8B Hex #6BA539 Hex #EE2737

HUMO
GO

HUMO
PRO

HUMO
GOLF

HUMO
CO 

HUMO
PRO 

HUMO
GOLF 

HUMO
CO 

HUMO
PRO 

HUMO
GOLF 




Pantone 6104 C Pantone 7737 C Pantone 1788 C

Hex #213B8B Hex #6BA539 Hex #EE2737

HUMMO G 

HUMMO PRO 

HUMMO  GOLF


HUMMO **g** 

HUMMO **PRO** 

HUMMO  **GOLF**

HUMMO **g** 

HUMMO **PRO** 

HUMMO  **GOLF**

HUMMO **g** 

HUMMO **PRO** 

HUMMO  **GOLF**

HUMMO **g** 

HUMMO **PRO** 

HUMMO  **GOLF**

PGA SHOW

This section showcases the booth display panels, podium, additional panel, tabletop banner, web banner, and business card designs.

2.1	BOOTH DISPLAY_____	11
2.2	WEB_____	15
2.3	BUSINESS CARD_____	16

PANELS



PODIUM



ADDITIONAL PANEL

Front



Back



TABLETOP BANNER



PGA SHOW 2024 BANNER



NFC BUSINESS CARD



BUSINESS CARD (PAPER)

