



7-Eleven Hawai'i Logo Guidelines

2024

Box and Channel Logos

We represent 7-Eleven Hawai'i through two distinct logos: our primary box logo and the secondary channel logo. The 7-Eleven Hawai'i logo is the most immediate representation of the company and its people. It is a valuable corporate asset that must be used appropriately in the proper approved forms.

The use of the 7-Eleven Hawai'i logo must be approved by a designated Marketing Representative of 7-Eleven Hawai'i, Inc., and is not permitted for marketing use to represent any other brand outside of the Hawai'i territory.

For inquiries regarding file types and sizes, please contact a 7-Eleven Hawai'i Marketing Representative.

BOX LOGO



CHANNEL LOGO





Box Logo

The box logo is used with the greatest frequency and is most often seen above our stores, on the point-of-purchase (POP) signage, on billboards, ads and social media.

Always refer to the designated clear space guidelines on page 4 when using the logo. It is our biggest asset, and it needs room to breathe.



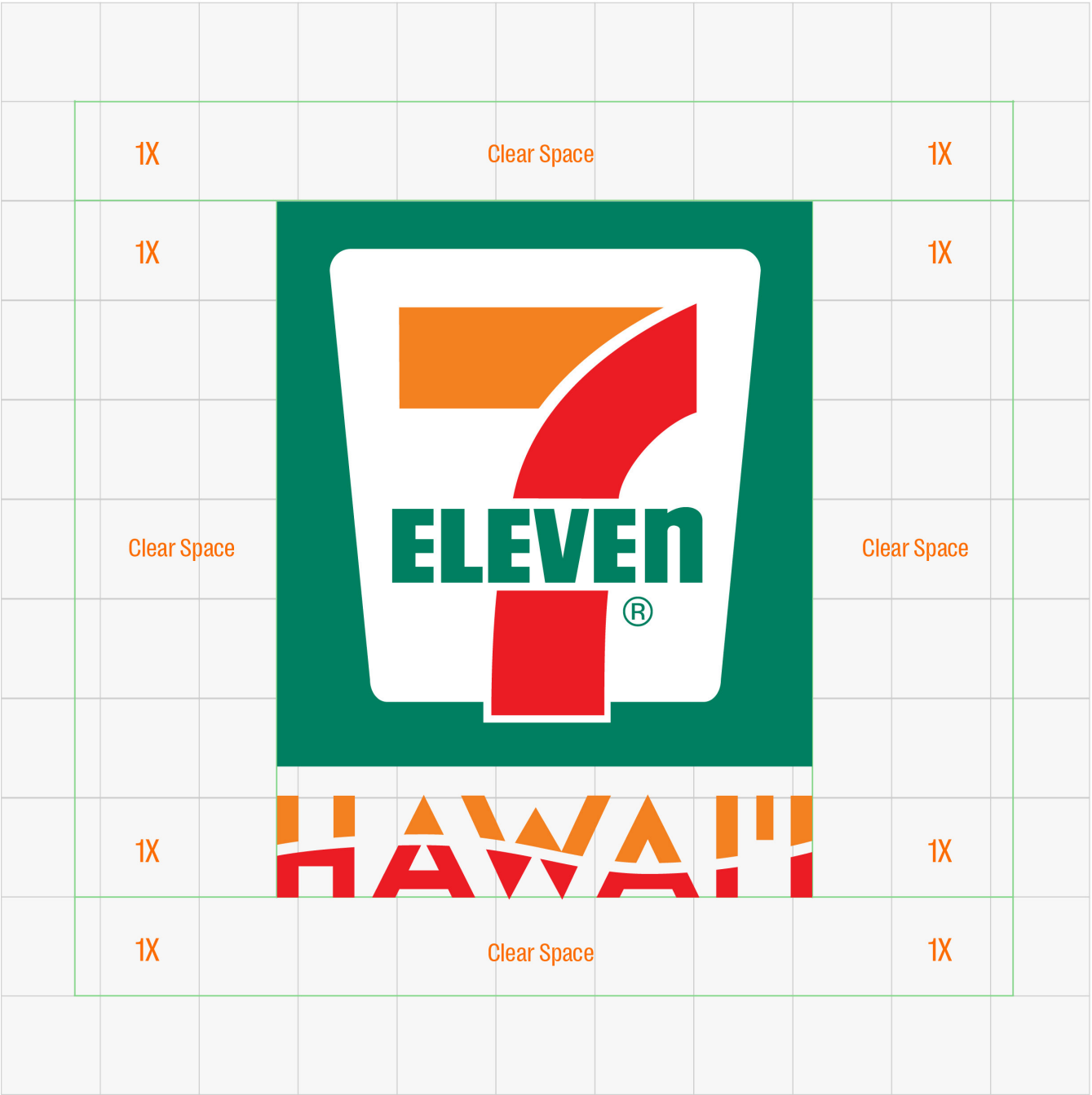


Clear Space

To ensure visibility, the 7-Eleven Hawai'i logo must have a minimum clear space around each side. We measure the clearance using the bottom of the illustrated "Hawai'i".

Above and below, one-quarter (25%) of the height should be kept free from any other design elements. This clearance is equal to 1 square on both sides. To the left and right of the logo, half the width (50%) should also be kept free. The clearance is equal to 2 squares on each side of the logo.

If you have room, go double. The more space available around the logo makes it easier to be read and recognized.





Minimum Size

Please keep in mind when placing the logo, that you don't go too small.

To keep our 7-Eleven Hawai'i logo clear and legible, be sure that it is never smaller than the sizes listed on the right. These will accommodate most print and web uses.

DIGITAL
30 PX wide

PRINT
0.5 inch wide
300DPI





Things to Avoid

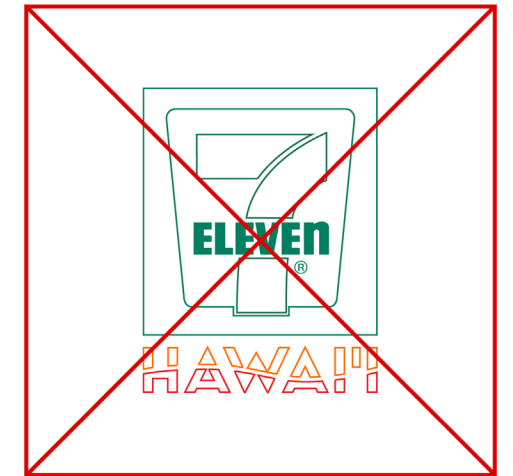
Consistent use of the 7-Eleven Hawai'i logo is essential in creating a united brand identity. Do not alter or change the colors in any way. There is an exception for using the color in black and white, but see pages 11-15 for more details.



Do not skew the logo.



Do not rotate the logo.
It should be placed upright.



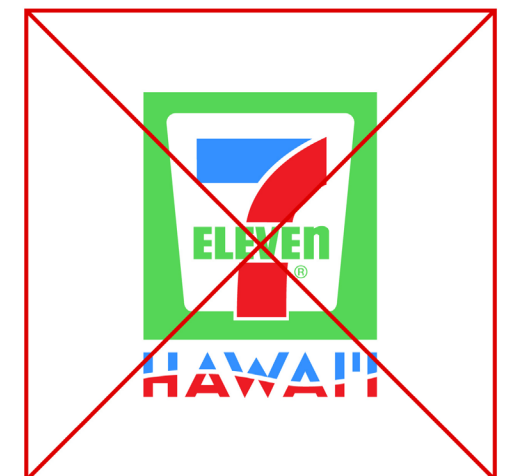
Do not outline or create a stroke.



Do not separate the elements.



Do not pinch the logo.

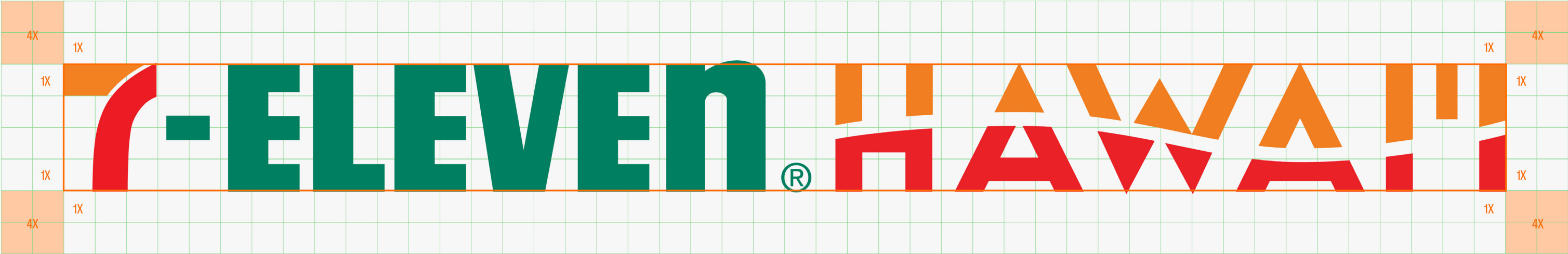


Do not change the colors.



Channel Logo

The channel logo has been developed for applications with limited vertical space and/or where displaying our logo inline as part of an editorial message is essential to the point.



Clear Space

Again, logos need room to breathe and be recognized. The secondary logo must always have twice the height (50% as represented by a perfect square) of space around every margin. Incidentally if you're selling the secondary logo in a sentence, the space immediately to the left is equal to that of a full, typeset space between words.



Minimum Size

Please keep in mind when placing the logo, that you don't go too small.

To keep our 7-Eleven Hawai'i logo clear and legible, be sure that it is never smaller than the sizes listed on the right. These will accommodate most print and web uses.

DIGITAL
10 PX
HEIGHT

55 PX
WIDE

7-ELEVEN HAWAII

PRINT
1 inch wide
300 DPI





Things to Avoid

Maintaining the integrity of our logo is essential to everything we do. So the following advice bears repeating:

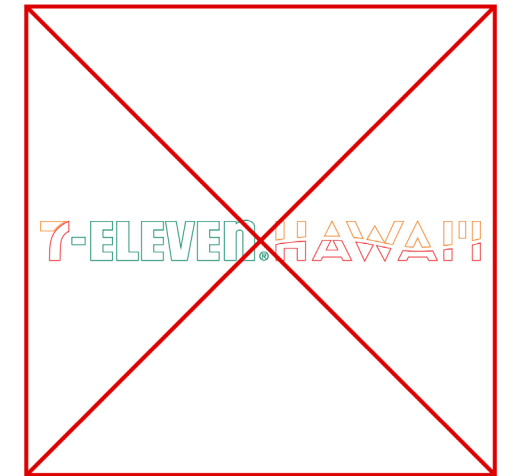
Do not alter or change the colors in any way. It should be used as directed in every application and without exception.



Do not apply a gradient or fade the logo.



Do not rotate the logo. It should be placed upright.



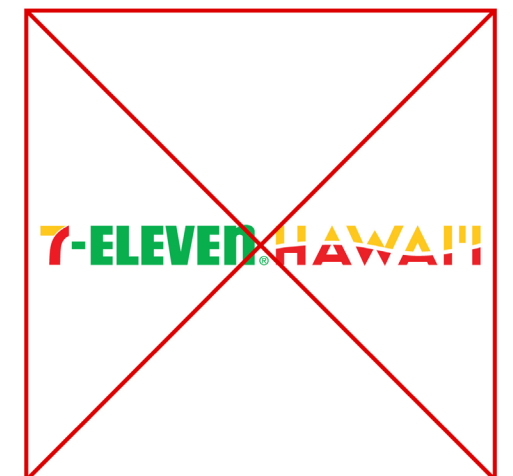
Do not outline the logo.



Do not alter or move any part of the logo.



Do not pinch or stretch the logo.



Do not change the colors.



Using the Logo on Colors

Be clear about the intended usage of the logo and ask clarifying questions to ensure proper compliance.

If the colored logo is placed on ANY COLOR other than white, use the color logo with the white border.



DO



DON'T





Using the Black & White Logos

There are times where the full-color logo just doesn't work especially when placed on colors other than white. Luckily, there is an answer for that: the solid white or black versions may be used interchangeably based on the background color.





Using the Channel Logo

The secondary, channel logo can also be placed on ANY COLOR other than white, use the color logo with the white border or use the solid white or black version.



7-ELEVEN® HAWAII

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