

## HippoCampus Logos

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HippoCampus logo lockups include three possible components:

1. the wordmark  
HippoCampus
2. the Hippo symbol
3. the Powered by NROC tag

Note the small print to choose the appropriate graphic for your intended application.

Do NOT alter the proportions, placement or colors of the HippoCampus logo elements.

Do NOT add shadows, outlines, or other effects to the HippoCampus logos.

On dark colored backgrounds use the one-color wordmark.



A white outline/shape is included behind HippoCampus logo lockups for use on light gray backgrounds as shown below. **The color HippoCampus logo is not intended for use on dark backgrounds.**



With NROC tag, text only



Without NROC tag, text only

– Ok to use for simplicity, and/or if "NROC" is represented elsewhere



With Hippo and NROC tag

– Ok to use when space allows and if Hippo is not otherwise represented



Without NROC tag, with Hippo

– Ok to use if NROC is already represented

