

Logo asset overview

# Primary logo

Logos for regular size use



**Hewlett Packard  
Enterprise**

hpe\_pri\_grn\_pos\_cmyk.ai  
hpe\_pri\_grn\_pos\_spot.ai  
hpe\_pri\_grn\_pos\_rgb.ai  
hpe\_pri\_grn\_pos\_rgb.svg



**Hewlett Packard  
Enterprise**

hpe\_pri\_grn\_rev\_cmyk.ai  
hpe\_pri\_grn\_rev\_spot.ai  
hpe\_pri\_grn\_rev\_rgb.ai  
hpe\_pri\_grn\_rev\_rgb.svg



**Hewlett Packard  
Enterprise**

hpe\_pri\_blk\_pos\_cmyk.ai  
hpe\_pri\_blk\_pos\_spot.ai  
hpe\_pri\_blk\_pos\_rgb.ai  
hpe\_pri\_blk\_pos\_rgb.svg



**Hewlett Packard  
Enterprise**

hpe\_pri\_wht\_rev\_cmyk.ai  
hpe\_pri\_wht\_rev\_spot.ai  
hpe\_pri\_wht\_rev\_rgb.ai  
hpe\_pri\_wht\_rev\_rgb.svg

Logos for small size use



**Hewlett Packard  
Enterprise**

hpesm\_pri\_grn\_pos\_cmyk.ai  
hpesm\_pri\_grn\_pos\_spot.ai  
hpesm\_pri\_grn\_pos\_rgb.ai  
hpesm\_pri\_grn\_pos\_rgb.svg



**Hewlett Packard  
Enterprise**

hpesm\_pri\_grn\_rev\_cmyk.ai  
hpesm\_pri\_grn\_rev\_spot.ai  
hpesm\_pri\_grn\_rev\_rgb.ai  
hpesm\_pri\_grn\_rev\_rgb.svg



**Hewlett Packard  
Enterprise**

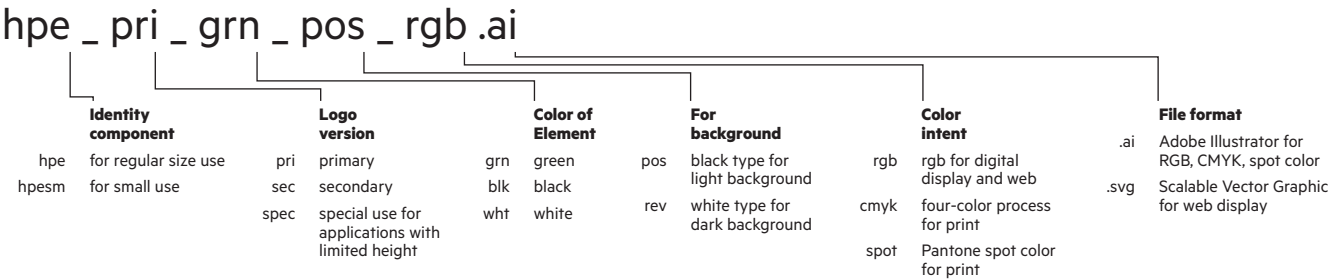
hpesm\_pri\_blk\_pos\_cmyk.ai  
hpesm\_pri\_blk\_pos\_spot.ai  
hpesm\_pri\_blk\_pos\_rgb.ai  
hpesm\_pri\_blk\_pos\_rgb.svg



**Hewlett Packard  
Enterprise**

hpesm\_pri\_wht\_rev\_cmyk.ai  
hpesm\_pri\_wht\_rev\_spot.ai  
hpesm\_pri\_wht\_rev\_rgb.ai  
hpesm\_pri\_wht\_rev\_rgb.svg

Base file nomenclature



**Clear space**  
The clear space surrounding our logo measures one-half of its height.



Logo asset overview

# Secondary logo

Logos for regular size use



**Hewlett Packard  
Enterprise**

hpe\_sec\_grn\_pos\_cmyk.ai  
hpe\_sec\_grn\_pos\_spot.ai  
hpe\_sec\_grn\_pos\_rgb.ai  
hpe\_sec\_grn\_pos\_rgb.svg



**Hewlett Packard  
Enterprise**

hpe\_sec\_grn\_rev\_cmyk.ai  
hpe\_sec\_grn\_rev\_spot.ai  
hpe\_sec\_grn\_rev\_rgb.ai  
hpe\_sec\_grn\_rev\_rgb.svg



**Hewlett Packard  
Enterprise**


hpe\_sec\_blk\_pos\_cmyk.ai  
hpe\_sec\_blk\_pos\_spot.ai  
hpe\_sec\_blk\_pos\_rgb.ai  
hpe\_sec\_blk\_pos\_rgb.svg



**Hewlett Packard  
Enterprise**


hpe\_sec\_wht\_rev\_cmyk.ai  
hpe\_sec\_wht\_rev\_spot.ai  
hpe\_sec\_wht\_rev\_rgb.ai  
hpe\_sec\_wht\_rev\_rgb.svg

Logos for small size use




**Hewlett Packard  
Enterprise**

hpesm\_sec\_grn\_pos\_cmyk.ai  
hpesm\_sec\_grn\_pos\_spot.ai  
hpesm\_sec\_grn\_pos\_rgb.ai  
hpesm\_sec\_grn\_pos\_rgb.svg




**Hewlett Packard  
Enterprise**

hpesm\_sec\_grn\_rev\_cmyk.ai  
hpesm\_sec\_grn\_rev\_spot.ai  
hpesm\_sec\_grn\_rev\_rgb.ai  
hpesm\_sec\_grn\_rev\_rgb.svg



**Hewlett Packard  
Enterprise**

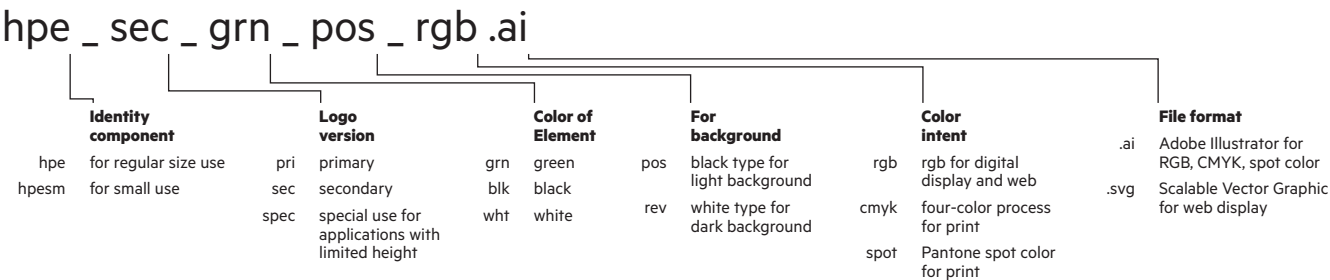
hpesm\_sec\_blk\_pos\_cmyk.ai  
hpesm\_sec\_blk\_pos\_spot.ai  
hpesm\_sec\_blk\_pos\_rgb.ai  
hpesm\_sec\_blk\_pos\_rgb.svg



**Hewlett Packard  
Enterprise**

hpesm\_sec\_wht\_rev\_cmyk.ai  
hpesm\_sec\_wht\_rev\_spot.ai  
hpesm\_sec\_wht\_rev\_rgb.ai  
hpesm\_sec\_wht\_rev\_rgb.svg

Base file nomenclature





**Clear space**  
The clear space surrounding our logo measures one-half of its height.





# Special use logo

Logos for small size use where vertical space is limited

**Hewlett Packard Enterprise**  
hpesm\_spec\_grn\_pos\_cmyk.ai  
hpesm\_spec\_grn\_pos\_spot.ai  
hpesm\_spec\_grn\_pos\_rgb.ai  
hpesm\_spec\_grn\_pos\_rgb.svg

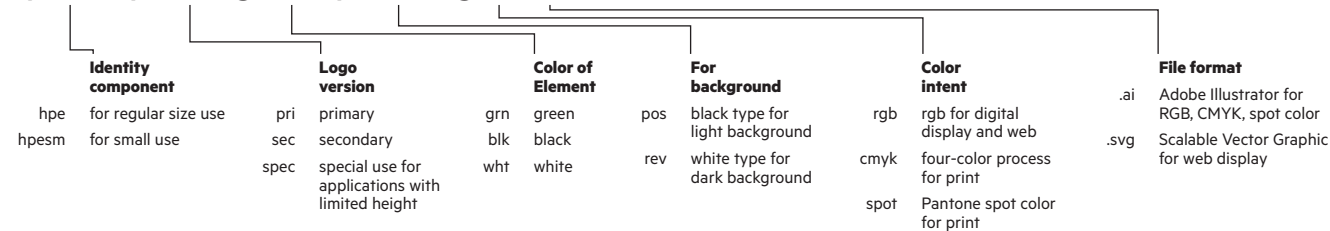
**Hewlett Packard Enterprise**  
hpesm\_spec\_grn\_rev\_cmyk.ai  
hpesm\_spec\_grn\_rev\_spot.ai  
hpesm\_spec\_grn\_rev\_rgb.ai  
hpesm\_spec\_grn\_rev\_rgb.svg

**Hewlett Packard Enterprise**  
hpesm\_spec\_blk\_pos\_cmyk.ai  
hpesm\_spec\_blk\_pos\_spot.ai  
hpesm\_spec\_blk\_pos\_rgb.ai  
hpesm\_spec\_blk\_pos\_rgb.svg

**Hewlett Packard Enterprise**  
hpesm\_spec\_wht\_rev\_cmyk.ai  
hpesm\_spec\_wht\_rev\_spot.ai  
hpesm\_spec\_wht\_rev\_rgb.ai  
hpesm\_spec\_wht\_rev\_rgb.svg

Base file nomenclature

hpe \_ spec \_ grn \_ pos \_ rgb .ai



Clear space

The clear space surrounding our logo measures one-half of its height.

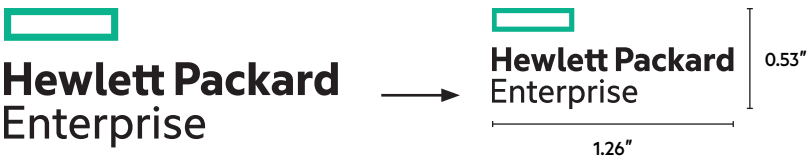


# Minimum sizes for print

To ensure clarity and legibility of the logo, do not use logos smaller than the minimum sizes detailed below.

**Primary logo**

Minimum size for print



Regular logos can be used down to a minimum width of 1.26". For smaller sizes, use the Small Use logos.

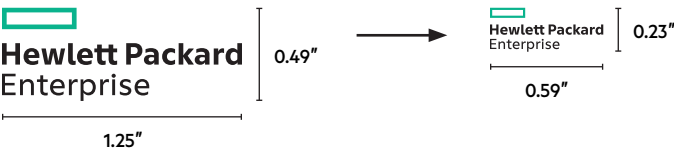
**NOTE:**

Secondary logos have the same sizing requirements.



**Small Primary logo**

Maximum and minimum sizes for print



Small logos can be used up to a maximum width of 1.25". For larger sizes, use the Regular Use logos.

Small logos can be used down to a minimum width of 0.59".

**Special use logo**

Limited vertical space  
Maximum and minimum sizes for print



Special use logo can be used up to a maximum width of 3.8".

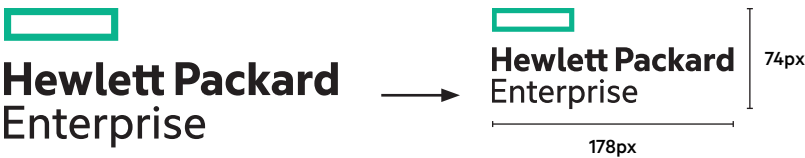
Special use logo can be used down to a minimum width of 1.1".

# Minimum sizes for digital display

To ensure clarity and legibility of the logo, do not use logos smaller than the minimum sizes detailed below.

**Primary logo**

Minimum size for digital display



Regular logos can be used down to a minimum width of 178 pixels. For smaller sizes, use the Small Use logos.

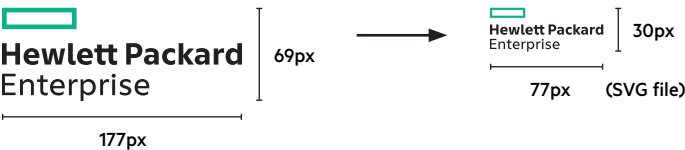
**NOTE:**

Secondary logos have the same sizing requirements.



**Small Primary logo**

Maximum and minimum sizes for digital display



Small logos can be used up to a maximum width of 177 pixels. For larger sizes, use the Regular Use logos.

Small logos can be used down to a minimum width of 77 pixels.

**Special use logo**

Limited vertical space  
Maximum and minimum sizes for digital display



Special use logo can be used up to a maximum width of 341 pixels.

Special use logo can be used down to a minimum width of 152 pixels.