

1. THE RATIONALE FOR A LOGO REFRESH:

H+M Communications was founded 20 years ago. As we look to the future, we want to refresh the logo we used at the time of our launch, which has remained unchanged as the agency has grown and evolved into what it is now.

Today, H+M is widely known and recognized as the No. 1 Hispanic entertainment and consumer PR agency in the U.S. - and we can and will continue to bask in that spotlight based on the achievements, impacts, and accolades that brought our PR dream team to that place.

2. LOGO REFRESH REQUIREMENTS:

Over the last 20 years, H+M Communications has set itself apart as an agency that enables brands to engage with their target audiences, and specifically Hispanics, by developing culture-forward campaigns that create awareness, business impact, and transformative outcomes for entertainment, media, and consumer lifestyle brands among U.S. Hispanics and multicultural audiences. Throughout the time, the H+M logo was there becoming, in essence, a beacon for where a client could come for top-notch results and for employees to be part of an inspiring, collaborative, and supportive culture. Of course, that all happened while we all lived into our commitment to “delivering the unexpected” - always on strategy, on time, and on budget.

Today, we want to acknowledge and celebrate the current logo - and all that it stands for - while ensuring it continues to be a visible representation of an iconic brand - H+M Communications!

In refreshing the H+M logo, we want to call out a few imperatives while also expressly sharing how its design can be changed or altered at this time.

Imperatives:

- The primary colors need to be red, white, and black, with a visual emphasis on red.
- A “+” needs to be included between the “H” and “M.” We should not use the “&.” Also, fonts should not be used that makes the logo look too much like the global clothing brand, H&M.
- “Communications” needs to be an integral part of the logo, but in some treatments it can be shortened to read as “Comms.” The visual emphasis should still be on “H+M.”
- While we don’t need to incorporate “Delivering the Unexpected” into the logo, we’d like to see treatments that show how the tagline and logo can visually be used together.
- The logo should shine on social media, meaning that it should fit well within the icons used for Instagram, Facebook, X, etc. We do understand that the version of the logo used on social media may ultimately not include “communications” based on the final design.
- While the H+M name and logo includes “communications” in English, we want to make sure the logo resonates among all audiences - especially Spanish-speaking ones!

Allowable Changes:

- The logo doesn’t need to include the “speech bubble” - or at least how it stands now.
- “H+M” and “communications” can be written in a different font.
- The plus sign between “H” and “M” can receive a heavier weight and stand out more than it does now.
- While “H” and “M” should be written in caps, “communications” doesn’t need to be written in all lowercase.

Overall, we'd like a strong, refreshed logo that stands out in any way that it's used. As a point of reference, the primary places where the H+M logo will be used and/or appear include the following:

- Employee email signatures
- The agency website: hm-com.com
- Agency social media platforms: [Instagram](#), [LinkedIn](#), and [Facebook](#)
- H+M letterhead
- A PPT template for use with proposals and our capabilities presentation
- Signage at our offices - or at special events held for clients and others
- Merchandise (like shirts or mugs) for team members and others

3. INSIGHTS ABOUT OUR OVERALL BRAND + OUR TEAM:

Our Brand:

Proudly already the No. 1 Hispanic entertainment and consumer PR agency in the country, the secret to our success for nearly 20 years is a simple one: **We enable brands to engage with their target audiences, and specifically Hispanics, by developing PR and culture marketing campaigns that are inclusive, respectful, meaningful, and business-positive and, as a result, create awareness, business impact, and transformative outcomes for our clients.** But our success isn't just rooted in our approach to the work. At its core is our **talent-rich dream team of PR professionals** who seek excellence at every turn.

Public relations is at the center of all that we do. We take a 360-degree approach to our work. We bring the right communications mix to our clients to best meet their goals - no matter if that includes media outreach, influencer relations, celebrity partnerships, event production, media buying, and more. **We add value to (and are valued by) our clients thanks to our optimal size and agility, our culture-first mindset, our entrepreneurial spirit, our welcoming approach, and our ability to deliver the unexpected.**

We proudly represent popular, iconic consumer, entertainment, and culture-first brands - located across the U.S. and the world. Some of our clients include Amazon Music, Amazon Stores, EndemolShine Boomdog, Paramount Pictures, Telemundo Network, Thoma Bravo, Walt Disney Pictures, Warner Bros., and Universal Pictures - just to name a few!

Our Effectiveness:

The proof of our effectiveness is in:

- Our resilience and 20-year track record of success;
- The awards we receive from leading industry organizations;
- The testimonials we receive from our clients;
- The expansion of our remits beyond traditional PR and long-standing relationships we've built and maintained with leading brands;
- And, the quality of our people, the strength of the work we've done, and the success we've achieved.

Our Team:

We're glad to have built a unique employee culture at H+M, and together, we continuously improve as a strong, united, and unstoppable team. In doing so, we're better able to serve our business and our clients while remaining as the **PR and culture marketing agency of choice for brands and companies looking to reach Hispanic and multicultural consumers.**

Today, our team includes nearly 30 multilingual and ambi-cultural PR experts from diverse backgrounds with a wide range of age demographics, from recent college graduates to industry veterans with more than 20 years of experience. With co-headquarters in Los Angeles and Miami, and a focused team in and around New York City, a

large percentage of our team members are based in some of the biggest media markets in the U.S. We're proud to also have team members in other Latin American gateway markets like Mexico City and Madrid.

The Key Traits of an H+Mer:

Our team members always strive to deliver on our promise of "delivering the unexpected." But, what makes each of us able to do so in such an impactful way? We all exhibit and hold true to many distinct, critically important, time-tested, and proven personality traits that show that we're great as individuals and even better as a team at H+M. These traits include:

- **Passionate:** We work at H+M, and in public relations and client service, because it excites us. We put 100% into everything we do - and it shows.
- **Motivated:** We start each day ready to dig in and end each day ready to do more. We take initiative without being asked or told to do something. We recognize the means to the desired end, and you work hard to get there.
- **Curious:** We want to learn more about our industry and our clients, and we realize that learning never stops. We thrive in questioning things, connecting the dots, and identifying solutions. We seek out alternate views when assembling your own ideas and POV.
- **Proactive:** We're the first ones to raise our hands and get in line. We make quick decisions, and you act fast to make them happen.
- **Trustworthy:** We appreciate that our value is driven by our words and our actions. We earn people's trust by being dependable and reliable.
- **Innovative:** We always look at new ways of doing something, even if it's something we've done before. We challenge prevailing assumptions and suggest better approaches.
- **Resourceful:** We try to stay at least three steps ahead, and always think through solutions to any likely issues. We view new challenges as new opportunities.
- **Inclusive:** We see the value in our differences and embrace the beauty in diversity. We look at things from many different vantage points and routinely seek out different views.