



# Identity Guidelines

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# The Guidelines

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At William S. Hein & Co., Inc., we strive to expand and advance the services we provide to a growing, worldwide customer base, while maintaining our reputation for competency, professionalism and outstanding customer service. Our efforts to achieve these goals have helped our name, William S. Hein & Co., Inc. and our premier product, HeinOnline, achieve recognition around the world. These guidelines are provided to reinforce a consistent use of our identity and the marks that represent our company and our services.

## A new brand mark

In 2010 we introduced a new brand mark for William S. Hein & Co., Inc. The company brand mark was also incorporated into the brand mark for HeinOnline.

Our customers sometimes blend our premier product into our brand name, often referring to us solely as HeinOnline. With this trend, we found it important to develop a brand identity that not only represents William S. Hein & Co, Inc. as a company, but also uniformly portrays HeinOnline as the company's premier product. To achieve this identity, we have merged the William S. Hein & Co., Inc. brand mark within the mark for HeinOnline.

Though we are widely recognized as HeinOnline, we remain committed to maintaining our roots as William S. Hein & Co., Inc. In 2011, we proudly celebrated fifty years as William S. Hein & Co., Inc.

## Help us maintain our professionalism

To help maintain our marks and reputation, we ask that you follow these guidelines as a general rule when referring to William S. Hein & Co., Inc., and HeinOnline. We also ask that you do not alter the appearance of the logos, tag lines or company or product names in any way.

## Company & Product Names

Founded in 1961, William S. Hein & Co., Inc. is the formal company name. William S. Hein & Co., Inc., is a thriving, customer service-driven provider of legal products and

William S. Hein & Co., Inc.

HeinOnline

HeinOnline, a product of William S. Hein & Co., Inc.

services including HeinOnline, the world's largest image-based legal research database, which was launched in May 2000. Hein is further recognized as a leader in the preservation of retrospective legal materials. Our digital images of American State Papers have been used by the United States government, and a major legal research institution is utilizing our expertise to digitally store and reproduce high-quality reprints of legal classics, insuring the availability of these important works for future generations of legal researchers.

Our growth and development have been steady since our founding. Our focus to deliver the highest quality products and services to the law library profession remains the primary goal at Hein. As we move into the digital age of information delivery, our commitment to our customers remains as strong as ever.

HeinOnline, is a product of William S. Hein & Co., Inc. It is Hein's premier online research product, with more than 100 million pages of legal history available in an online, fully searchable, image-based format.

## Common Usage

As a company, William S. Hein & Co., Inc. is often referred to by the library community as the "Hein Company." The use of our name as the "Hein Company" is permitted in informal channels such as internal communications, emails, blogs, twitter, and other such mediums. However, when referring to the company in a formal medium such as a press release, news announcement (email or print format), published newsletter, or other similar medium, we encourage the use of William S. Hein & Co., Inc.

Furthermore, as HeinOnline continues to grow with subscribers in more than 150 countries around the world, it is not uncommon to hear the company referred to as HeinOnline. This use is especially common in markets where we previously did not conduct much of our traditional business. When referring to HeinOnline in formal media, we encourage the use of "HeinOnline, a product of William S. Hein & Co., Inc."

## William S. Hein & Co., Inc., Logo

### Full-color logo:

The full-color version of the William S. Hein & Co., Inc., incorporates the traditional Hein house top, followed by HEIN from our company name, four stairs, and then our original company tag line, *Serviens Integritate*, Service with Integrity. The full color logo should be used whenever possible and should always incorporate the tag line directly underneath the Hein house. You can download a full-color version at <https://www.wshein.com/branding/logos/>.



### Black/white logo:

*With solid fill*



*No fill*



*Inverted on black background*



### Tag lines:

*Serviens Integritate* is the William S. Hein & Co., Inc. company tag line. This is integrated into the company logo and translates to Service With Integrity.

### Logo incorporated into company name:

This version of the logo is used primarily on company-related documentation such as letterhead and envelopes.





## HeinOnline Logo



### Full-color logo:

The full-color version of the HeinOnline logo incorporates the William S. Hein & Co., Inc. logo without the Hein tagline underneath, followed by "Online". The full color logo should be used whenever possible. You can download a full-color version at [home.heinonline.org/library-corner/branding/logos/](http://home.heinonline.org/library-corner/branding/logos/).

### Black/white logo:

*With gradient fill*



*No gradient fill*



*Inverted on black background*



### Tag lines:

There are two primary tag lines that we use for HeinOnline:

*The Modern Link to Legal History*  
*Image is Everything*

Tag lines can be found on company promotional items such as pens, post-it notes, or note pads, on which the HeinOnline logo is used in conjunction with one of these tag lines.

### Screenshots & Images of the HeinOnline Interface:

We encourage the use of screen shots and images of the HeinOnline interface when developing training materials, promotional literature, newsletters, blog posts, or other similar media that will be used to inform the reading audience what HeinOnline does, and how to use it, or introduces them to a new HeinOnline library or feature. Visit our image library at [home.heinonline.org/library-corner](http://home.heinonline.org/library-corner) for images that we've made available.



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## Questions

Please direct any questions or inquiries about the use of our company name, logos, or tag lines to the Marketing Department at [marketing@wshein.com](mailto:marketing@wshein.com).