

HREMF Logo Use Guidelines

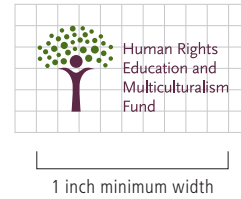
Colour breakdown

The Pantone numbers apply to all spot colour printed applications. Refer to the following chart for 4-colour process (CMYK) printing, web application and digital presentations:

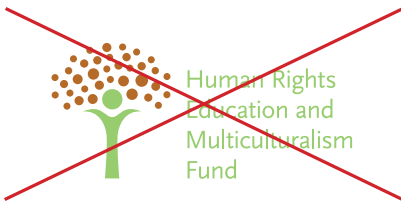
Spot Colour	RGB	CMYK	WEB
Pantone 5115	R 092	Cyan 75%	5C
	G 041	Magenta 100%	29
	B 070	Yellow 70%	46
		Black 15%	
Pantone 575	R 076	Cyan 48%	4C
	G 114	Magenta 0%	72
	B 029	Yellow 100%	1D
		Black 53%	

Minimum Size

The visual identity should not be reduced to a size less than 1 inch. Using the logo at a smaller size will cause a loss of recognition and readability.



Do not use other colours



Do not use complex backgrounds



Colour (Pantone 5115 and 575)



Do not screen



Do not use boxes or shapes



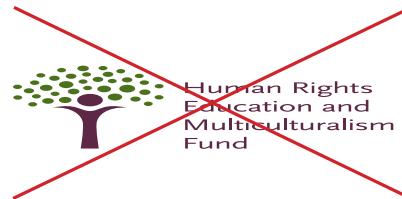
Black & White



Do not angle



Do not stretch



Reversed-Out (Black or other dark colours)



Never attempt to re-create this visual identity. Approved master artwork must always be used. The examples above show INCORRECT usage.

The examples above show CORRECT usage.

Typography

The typeface used in this visual identity is:

Scala Sans, regular

0 1 2 3 4 5 6 7 8 9

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Notes

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