



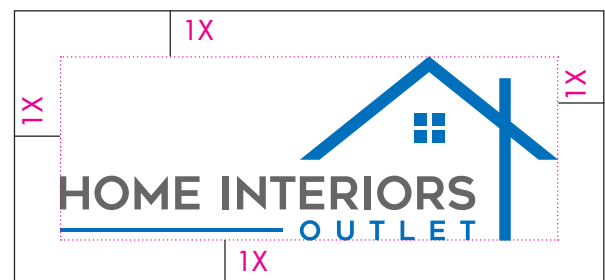
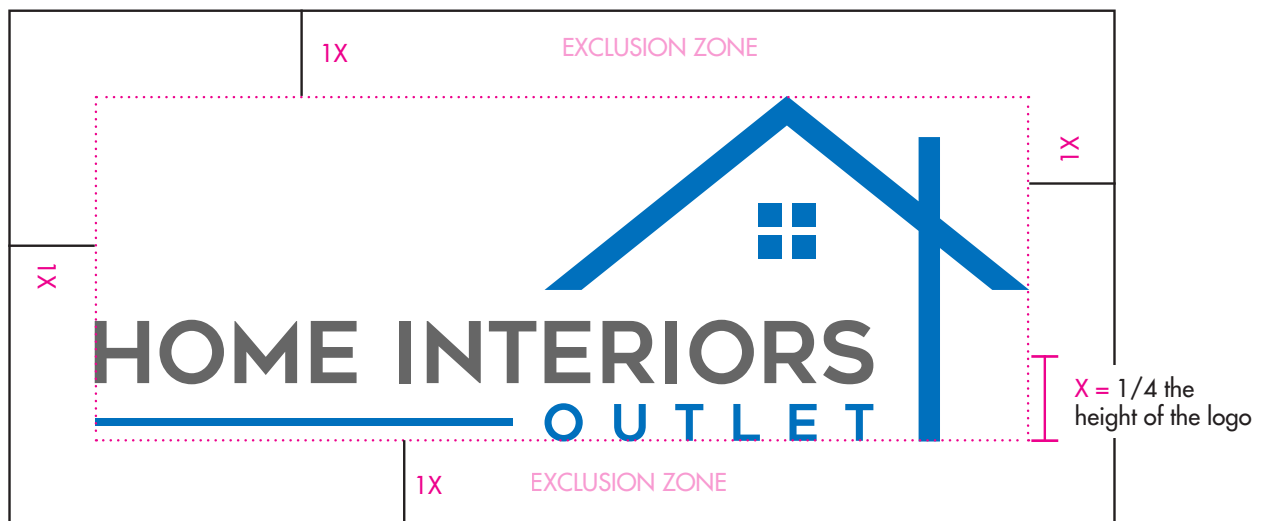
BRAND GUIDELINES

February 21, 2018

LOGO USAGE

EXCLUSION ZONE

To ensure that the HIO logo is always presented clearly and effectively, it is important to stick to a minimum exclusion zone—an area of clear space around the logo that no other graphical elements should enter. Our exclusion zone scales proportionately to the height of our logo.



LOGO USAGE VERSIONS

Wherever possible we use the full color primary logo. This should only be used against a light background. Gray scale versions are also available for use in small scale for low cost print jobs. We have two versions, one for use on a light background and one for use on a dark background.

PRIMARY
LOGO
(light background)



PRIMARY
LOGO
(dark background)



PRIMARY
LOGO
(gray scale)



LOGO USAGE COLORS

Our color palette should be dominant in any branded communications. Additional colors should only be introduced if absolutely necessary, and should be both subordinate and complimentary to the main palette.

PRIMARY
Blue

RGB = 0,113,188
CMYK = 87,53,0,0
HEX = 0070bc

PRIMARY
gray

RGB = 102,102,102
CMYK = 60,51,51,20
HEX = 666666

LOGO USAGE TYPESTYLE

Our approved heading font should also be used in all but the most exceptional circumstances, including all documentation and promotional materials, whether for internal or external consumption.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

GEOMETOS medium
WITH 40 kerning for
headings



Line one always
1.5 x font size of
second line

