

## Logo

- The Lehigh blue has been changed in 2018 from Pantone Reflex Blue to PMS 287 U to facilitate consistency with printing and usage.
- Lehigh is always used with the logo supplement HeidelbergCement Group. This supplement to the name is a fixed component of all business logos.
- On business correspondence paper (letters, business cards, envelopes), the logo is positioned at the top right.
- The positioning of the logo is not obligatory for any other publications and communicative resources of the companies.
- The Corporate logo must be used as shown with the bar and logo supplement beneath. The bar and/or Group name may not be removed and the bar may not be extended. No attempt should be made to redraw the logo, either manually or electronically without consulting with the Corporate Communications department.
- For special applications, such as invitations, the logo may be blind embossed (raised above the surface without the use of color) or blind debossed (sunk into a surface without the use of color).
- Minimum reduction size, 1" (2.54 cm) length left to right.



1C – PMS 287 U



B&W



Reversed



Protection Zone  
a = Capital height