

Brand Identity Guideline

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FINE ART OF ASIA & THE PACIFIC

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Vertical Position



Horizontal Position



Symbol



Color

Pantone Solid Color

 PMS 7551 U

 PMS 419 U

CMYK Process Printing

 C25 M35 Y65 K10

 C00 M00 Y00 K90

RGB Digital Media

 R189 G158 B95

 R63 G59 B58



RBHG Bronze



RBHG Gray

For light backgrounds, use the logo in RBHG Bronze and Gray.

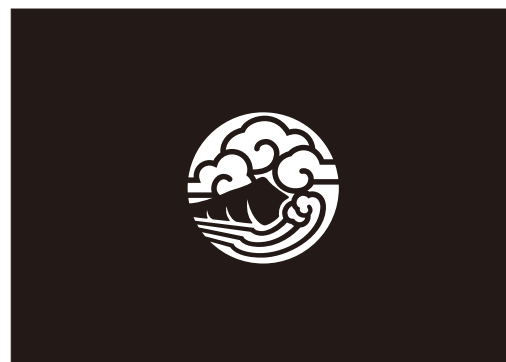
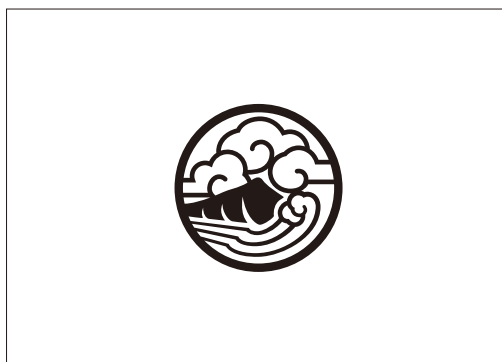
Monotone

Black

 K100

For one color use, use the logo in Black or White.

For dark backgrounds, use the logo in White.



Minimum Size Restriction

Displayed to the right are examples of the smallest allowable logo size for any printed communication, including signage, stationery, brochures, and advertisements.



1.25 in or 32 mm



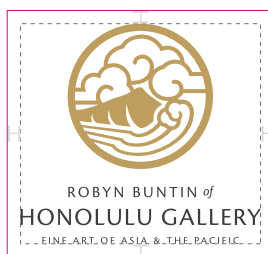
1.75 in or 45 mm



.35 in or 9 mm

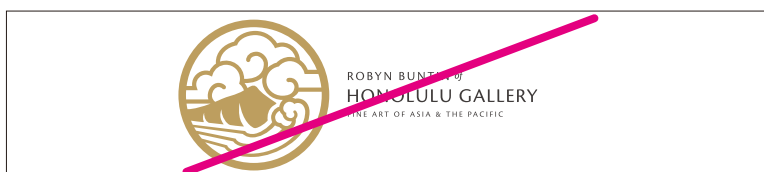
Clear Space

To give the logo prominence, it is important to create clear space between it and other elements. The clear space is equal to the size of the letter "H" of the logo.



Don'ts

We do not stretch, rotate, arch, distort or re-draw our brand logo.



We do not alter approved colors or add background, strokes, gradients, drop shadows or reflections to our brand logo.



We do not place other elements on top of our brand logo.



Typefaces

Cronos Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Cronos Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Cronos Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Stationery Suite

