

Hornbuckle

Logo usage guidelines

Do's

Colour variations

The Hornbuckle logo is to be represented in grey or white within the two colour container (Grey #53565a, Blood #af272f). On black and other dark backgrounds the logo is to be reversed to 100% white.

Minimum clear space

Separate the Hornbuckle logo from surrounding text, graphics and/or images with a minimum area of isolation equal to the height of the o in the mark.

Minimum size

The minimum allowable size for printed applications is 3.28 cm wide. On our website the logo is 109 pixels wide by 16.25 pixels high.

Logo placement

The Hornbuckle logo is typically positioned in the top left corner of printed properties and the top left of website properties.



Hornbuckle

3.28 cm

Minimum size for print
3.28 cm overall logo width

Hornbuckle

109 px

Minimum size for online
109 px wide by 16.25 px high

Hornbuckle 0.74 cm

5.08 cm

Typical size for print
5.08 cm wide by 0.74 cm high

Hornbuckle 29.8 px

200 px

Typical size for online
200 px wide by 29.8 px high

Don'ts

Never modify or re-draw the logo in any way.



Hornbuckle

Hornbuckle

Never display the logo in a different colour container or holding shape

Never outline the logo

Never change the proportions of the logo

Hornbuckle

ABC is a proud partner of
Hornbuckle

Never reproduce the logo in different colours (except reversing out 100% white)

Never append a name or other text to the logo

Approvals

Please direct all questions regarding the use of the Embark Group logo to marketing@embarkgroup.co.uk