

Horton Automatics Distributor Council Logo

MAY 2019

– Usage Guide

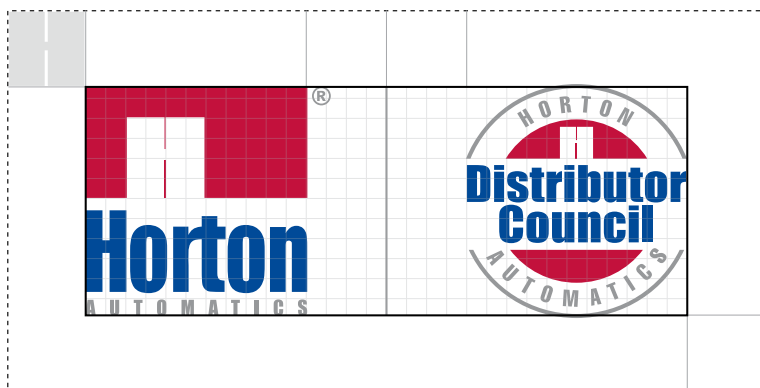
Usage

Clear zone



The logo is best presented with an amount of clear space around it.

The preferred "clear zone" is equal to the height of "Distributor Council" text in the logomark.



Colors

Color formulas



Pantone® 2945

C 100 M 73 Y 20 K 6
HEX 005289



Pantone® 193

C 16 M 100 Y 76 K 5
HEX C5203F



Pantone® Cool Gray 7

C 43 M 35 Y 35 K 0
HEX 9A9A9B

When using the logo with the Horton Automatics® logo the Distributor Council logo should be equal to or less than the height of the master brand logomark.

Maintain a "clear zone" equal to the height of the "H" icon in Horton Automatics logo between both the optional separation bar and around the logo lockup itself.

Formats

Color (Process/3-color)



Black (Black/1-color)



White (White/reversed)

