



DesignGuide 1.0

Primary colors

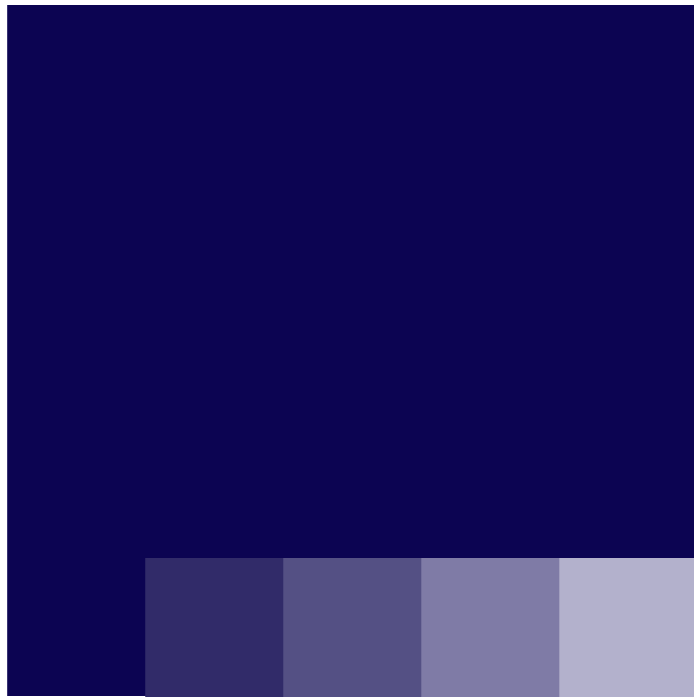
Definition of logotype

Fonts

Usage of logo and logotype

Files and templates available

Primary colors



PANTONE 2758 C
RGB 17 2 82
CMYK 100 100 0 55



PANTONE 286 C
RGB 38 36 128
CMYK 100 100 26 0



PANTONE 158 C
RGB 242 101 34
CMYK 0 75 100 0



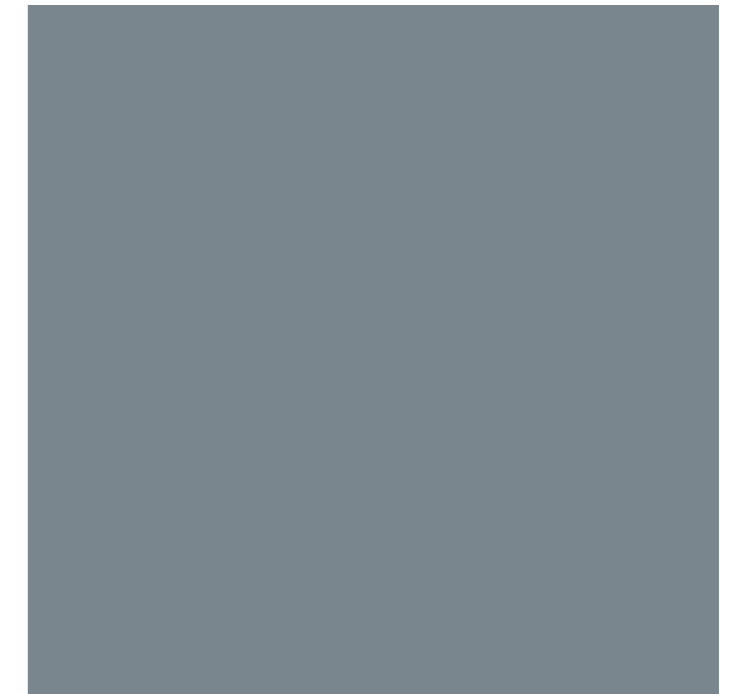
PANTONE 454 C
RGB 191 196 182
CMYK 15 7 20 13



PANTONE 7458 C
RGB 145 183 192
CMYK 37 9 14 10



PANTONE 7544 C
RGB 151 165 173
CMYK 10 0 0 39



Alternative font color:
RGB 122 134 142
CMYK 10 0 0 55

Definition of logotype



HBI-logo-gray-blue-RGB.eps



HBI-logo-gray-blue-RGB.eps



HBI-logo-logotype-gray-vertical-RGB.eps



HBI-logo-logotype-gray-blue-vertical-RGB.eps



HBI-logo-logotype-gray-horizonta-RGB.eps



HBI-logo-logotype-gray-blue-horizonta-RGB.eps

Harbour Investments visual identity is defined by a logo and a logotype. The logo and logotype is not to be altered in shape, color or composition. The logo can be used as a stand alone element, but the logotype is always used in combination with the logo.

1 a

abcdefghijklmnop
0123456789

Roboto Light Regular

For use on screen and on print:
Website
Print material

1 a

abcdefghijklmnop
0123456789

Roboto font family

For use on screen and on print:
Website
Print material

1 a

abcdefghijklmnop
0123456789

Arial

For use in office applications:
Microsoft Word
PowerPoint

The font is a part of the standard
typography library in all Microsoft
Windows versions after Windows 98

Usage of logo and logotype



Harbour Investments logo can be used as a stand alone element in gray and blue. The basic guideline is, that logo and logotype combined are used in gray/blue on light backgrounds and in gray on dark backgrounds.

Logo and logotype

Screen

HBI-logo-gray-blue-RGB.eps

HBI-logo-logotype-gray-vertical-RGB.eps

HBI-logo-logotype-gray-blue-vertical-RGB.eps

HBI-logo-logotype-gray-horisonal-RGB.eps

HBI-logo-logotype-gray-blue-horisonal-RGB.eps

Print

HBI-logo-gray-blue-CMYK.eps

HBI-logo-logotype-gray-vertical-CMYK.eps

HBI-logo-logotype-gray-blue-vertical-CMYK.eps

HBI-logo-logotype-gray-horisonal-CMYK.eps

HBI-logo-logotype-gray-blue-horisonal-CMYK.eps

Templates

MS Office

HBI-letter-template.dotx

HBI-Powerpoint-template.potx

Stationary

HBI-businesscard.indd (package)

(Contains Indesign file for additional desktop publishing including logofiles, background photo, fonts and a hires PDF file of the current set up)

For office use only

HBI-logo-gray-blue-OFFICE.svg

HBI-logo-logotype-gray-vertical-OFFICE.svg

HBI-logo-logotype-gray-blue-vertical-OFFICE.svg

HBI-logo-logotype-gray-horisonal-OFFICE.svg

HBI-logo-logotype-gray-blue-horisonal-OFFICE.svg