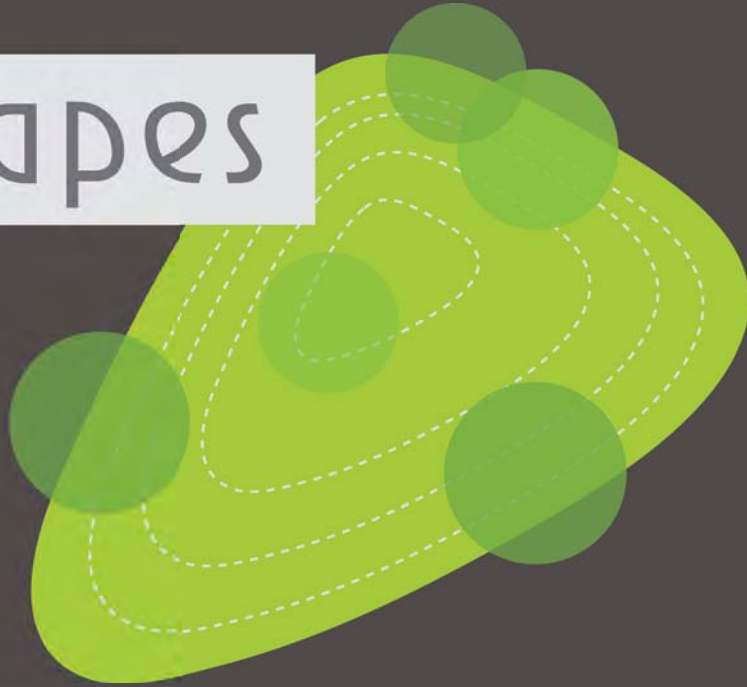


highscapes



Branding guide

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Overview

The Highscapes branding is a valuable asset of the company. In order to retain this strong identity it is essential that the standards in this branding guide are carefully adhered to.

Logo configuration

The Highscapes logo is made up of a graphical symbol and a text banner. These two elements should always appear together.

The graphical symbol consists of an image of a green hill with light grey contours and five trees in varying sizes and colours all set on a dark grey background.

The text banner is light grey and includes the wording **highscapes** displayed with green and dark grey.



Logo proportions

The proportions between the graphical symbol and the text banner may differ according to the application of the logo.

Furthermore the graphical symbol and the dark grey background may be trimmed. See below examples for permissible layouts.

Business card



Email signature



Letterhead



Colour specification

The Highscapes logo utilises three different greens together with a light grey and a dark grey. Elements of the graphical symbol appears with a certain degree of transparency.



Green A



Pantone: 584 C
CMYK: 41, 1, 100, 0
RGB: 164, 204, 57
Hex: #A4CC39
Transparency: 100%

Green B



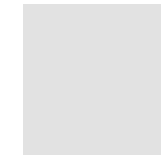
Pantone: 368 C
CMYK: 53, 0, 100, 0
RGB: 133, 196, 65
Hex: #85C441
Transparency: 74%

Green C



Pantone: 7489 C
CMYK: 62, 12, 110, 1
RGB: 112, 170, 67
Hex: #70AA43
Transparency: 75%

Light Grey



Pantone: Cool gray 1 C
CMYK: 10, 7, 8, 0
RGB: 226, 226, 226
Hex: #E2E2E2
Transparency: 100%

Dark grey



Pantone: 424 C
CMYK: 0, 0, 0, 100
RGB: 35, 31, 32
Hex: #231F20
Transparency: 71%

Monochromatic logo - black

When the preferred full colour version is not possible greytone may be used in 1-color applications such as newspaper advertisements. For such purposes following grey tone palette should be used.



Green A



Pantone: Cool gray 4 C
 CMYK: 25, 20, 20, 0
 RGB: 191, 191, 191
 Hex: #BFBFBF
 Transparency: 100%

Green B



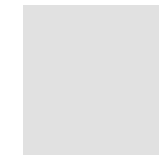
Pantone: Coll gray 5 C
 CMYK: 30, 24, 24, 0
 RGB: 181, 181, 181
 Hex: #B5B5B5
 Transparency: 74%

Green C



Pantone: 422 C
 CMYK: 38, 31, 31, 1
 RGB: 164, 164, 164
 Hex: #A4A4A4
 Transparency: 75%

Light Grey



Pantone: Cool gray 1 C
 CMYK: 10, 8, 8, 0
 RGB: 225, 225, 225
 Hex: #E1E1E1
 Transparency: 100%

Dark grey



Pantone: 424 C
 CMYK: 58, 49, 49, 17
 RGB: 108, 108, 108
 Hex: #6C6C6C
 Transparency: 71%

Minimum size

Appropriate logo size is vital in maintaining legibility and graphical effect. The Highscapes logo should therefore never be reproduced smaller than 45mm across the length of the logo.



Incorrect logo usage

The Highscapes logo should not be altered, distorted or rotated in any way. The following shows some examples of incorrect usage of the logo. If in doubt always consult the Marketing Department at Highscapes.

Logo distorted



Logo rotated



Colours changed



Font usage - Logo

The font type used in the Highscapes logo is **ReveLight Regular** with a tracking of 75. Font size will vary according to the application of the logo.

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Font usage - Letters and documents

The font type Century Gothic is to be used in all printed material with:

- Regular Century for body copy

and

- Bold Century Gothic for headlines, titles, subheads

Century Gothic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Regular

Century Gothic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Bold

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