



## Logo Guide

DECEMBER 2019

# Logo Guide

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If you require assistance or have questions, please feel free to contact:

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# Logo Formats and Uses

The Hero's Pride® logo is available in a number of approved color options to ensure that its use maintains brand consistency. Those available color options and some applications are listed here.



## 4 Color (Full Process Color / CMYK)

Use for brochures, signs, posters, door hangers, bill inserts and any other printing that uses multiple colors that will be printed at a professional printer.



## Black and White

For use when printing on a black and white printer or other medium where only black and white printing is available.













## White Logo

Use this when printing on a color or photographic background.

# Logo Background Uses

When positioning the logo on a colored background, please refer to this chart. Determine the value of the background and use the recommended corresponding logo.

White Logo		4 Color Logo	
#4c6a75 100%			
#4c6a75 75%			
#4c6a75 50%			
#4c6a75 20%			
White Logo		4 Color Logo	
#000000 100%			
#000000 75%			
#000000 50%			
#000000 20%			

# Logo Spacing and Sizes

The logo is a valuable asset for Hero's Pride®. To ensure optimal legibility and impact, follow the clear spacing guidelines established here.



## Clear Space

When using the logo, make sure that there is visible space around it equal to the measurement "X". "X" is equal to half the height of the entire logo.



## Minimum Size

To ensure that the logo is always clearly visible and legible, it should never be less than .25" tall. If the logo needs to be more than .5" tall, be sure to use the PDF or high-resolution/large version of the logo.

# Standalone Logo Mark Spacing and Sizes

You may find it necessary to use a standalone logo mark. Think of this as a last resort, where using Hero's Pride® logo would make the resulting image too small for readability purposes - such as a Facebook profile image. The standalone mark should be used only when it is evident that it is a Hero's Pride® document.



## Clear Space

When using the mark, make sure that there is visible space around it equal to the measurement “1X”. “1X” is equal to a quarter of the height of the mark.

The mark should not appear in close proximity to the full logo.

0.25"



## Minimum Size

To ensure that the mark is always clearly visible and legible, it should never be less than .25" tall on printed materials.

# Tagline Spacing and Sizes

While the Hero's Pride® Tagline is separate from the logo, it should always be used with the logo on web and print materials. The Hero's Pride® Tagline should never be placed below the logo, the two elements should appear separately. Follow the guidelines for appropriate Tagline usage.



## Clear Space

When using the mark, make sure that there is visible space around it equal to the measurement "1X". "1X" is equal to a quarter of the height of the mark. The mark should not appear in close proximity to the full logo.



## Minimum Size

To ensure that the mark is always clearly visible and legible, it should never be less than .25" tall on printed materials.

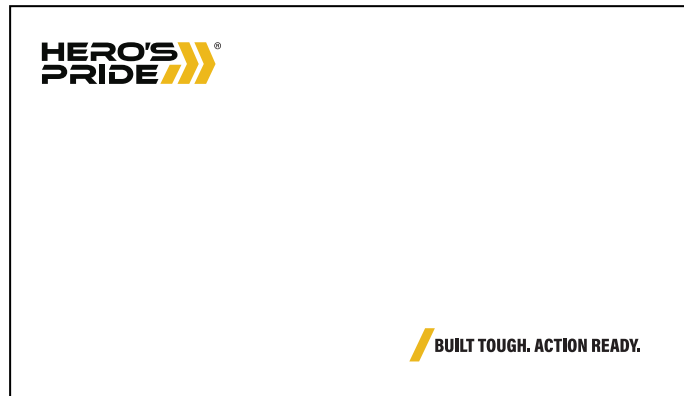
# Logo and Tagline Positioning

The logo is a valuable asset for Hero's Pride®. To ensure optimal legibility and impact, follow the clear spacing guidelines established here.



## Logo & Tagline

Do not place the tagline close to the Hero's Pride® logo.



## Logo & Tagline

The tagline should appear on the bottom right, or bottom center of the materials.



# Logo Color Palette

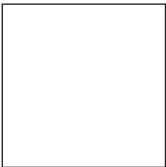
The consistent use of colors is essential in creating a recognizable look throughout all corporate communications. The Hero's Pride® logo was created with the following color palette.



Process Color:  
C:60 / M:40 / Y:40 / K:100  
  
Screen Color:  
R:0 / G:0 / B:0  
  
Hexadecimal:  
#000000



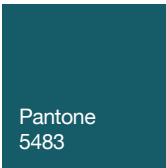
Process Color:  
C:7 / M:28 / Y:100 / K:0  
  
Screen Color:  
R: 236 / G:183 / B:34  
  
Hexadecimal:  
#edb71e



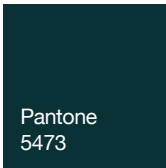
Process Color:  
C:0 / M:0 / Y:0 / K:0  
  
Screen Color:  
R: 255 / G:255 / B:255  
  
Hexadecimal:  
#ffffff



Process Color:  
C:73 / M:48 / Y:43 / K:15  
  
Screen Color:  
R:76 / G:106 / B:117  
  
Hexadecimal:  
#4c6a75



Process Color:  
C:89 / M:51 / Y:47 / K:23  
  
Screen Color:  
R:22 / G:92 / B:104  
  
Hexadecimal:  
#165c68



Process Color:  
C:90 / M:62 / Y:60 / K:58  
  
Screen Color:  
R:10 / G:49 / B:54  
  
Hexadecimal:  
#0a3136

# Logo Treatments and Asset Names

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## HerosPride-R-Logo

This treatment of the logo is designed for use during both in-house and professional offset printing.  
This treatment is best used for jobs which require full color imagery, such as brochures, advertising, one-sheets, etc.

Color System:  
Process Color ("4 Color" or "Full Color")



## HerosPride-R-Logo-White

This treatment of the logo is designed for use during both in-house and professional offset printing.  
This treatment is best used for jobs in full color and when the logo is placed over darkly colored backgrounds (represented here over black).

Color System:  
Process Color ("4 Color" or "Full Color")



## HerosPride-R-Logo-BW

This treatment of the logo is designed for use during both inhouse and professional offset printing.  
This treatment is best used for single color printing (keychains, signage, etc.) or in black and white only materials (ie. fax cover sheets).

Color System:  
Black Only (or "One Color")

# Logo Treatments and Asset Names

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## HerosPride-R-Logo-all-white

This treatment of the logo is designed for use during both in-house and professional offset printing. Use this logo ONLY when the White and Yellow logo cannot be used.

Color System:  
White Only (or "Reverse Color")



## HerosPride-Logo-Social

This treatment of the icon is designed for use social media, and should always be accompanied by the Hero's Pride® name. This treatment is best used for social media.

Color System:  
Process Color ("4 Color" or "Full Color")



## HerosPride-Tagline

This tagline may be used on materials with the Logo. The tagline should NOT be placed close to the Hero's Pride® logo.

Color System:  
Process Color ("4 Color" or "Full Color")

# Logo Treatments and Asset Names

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## **HerosPride-Tagline-White**

This tagline may be used on materials with the Logo. The tagline should NOT be placed close to the Hero's Pride® logo.

Color System:  
Process Color ("4 Color" or "Full Color")

# AIRTEK® Logo Spacing and Sizes

The logo is a valuable asset for AIRTEK®. To ensure optimal legibility and impact, follow the clear spacing guidelines established here.



## Clear Space

When using the logo, make sure that there is visible space around it equal to the measurement “X”. “X” is equal to the height of the Slash.



## Minimum Size

To ensure that the logo is always clearly visible and legible, it should never be less than .25” tall. If the logo needs to be more than .5” tall, be sure to use the PDF or high-resolution/large version of the logo.

# BALLISTIC Logo Spacing and Sizes

The logo is a valuable asset for BALLISTIC.  
To ensure optimal legibility and impact, follow the clear spacing guidelines established here.



## Clear Space

When using the logo, make sure that there is visible space around it equal to the measurement “X”. “X” is equal to the height of the Slash.



## Minimum Size

To ensure that the logo is always clearly visible and legible, it should never be less than .25” tall. If the logo needs to be more than .5” tall, be sure to use the PDF or high-resolution/large version of the logo.

# AIRTEK® Logo Formats and Uses

The Hero's Pride® AIRTEK® logo is available in a number of approved color options to ensure that its use maintains brand consistency. Those available color options and some applications are listed here.



## 4 Color (Full Process Color / CMYK)

Use for brochures, signs, posters, door hangers, bill inserts and any other printing that uses multiple colors that will be printed at a professional printer.



## Black and White

For use when printing on a black and white printer or other medium where only black and white printing is available.



## 4 Color (Full Process Color / CMYK)

Use this when printing on a color or photographic background.

# BALLISTIC Logo Formats and Uses

The Hero's Pride® BALLISTIC logo is available in a number of approved color options to ensure that its use maintains brand consistency. Those available color options and some applications are listed here.



## 4 Color (Full Process Color / CMYK)

Use for brochures, signs, posters, door hangers, bill inserts and any other printing that uses multiple colors that will be printed at a professional printer.



## Black and White

For use when printing on a black and white printer or other medium where only black and white printing is available.



## 4 Color (Full Process Color / CMYK)

Use this when printing on a color or photographic background.



# Sub-Brand Logo Color Palette

The consistent use of colors is essential in creating a recognizable look throughout all corporate communications. The Hero's Pride® Sub-Brand logos were created with the following color palette.



Process Color:  
C:60 / M:40 / Y:40 / K:100

Screen Color:  
R:0 / G:0 / B:0

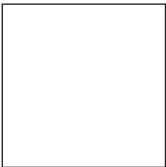
Hexadecimal:  
#000000



Process Color:  
C:7 / M:28 / Y:100 / K:0

Screen Color:  
R: 236 / G:183 / B:34

Hexadecimal:  
#edb71e



Process Color:  
C:0 / M:0 / Y:0 / K:0

Screen Color:  
R: 255 / G:255 / B:255

Hexadecimal:  
#ffffff



Process Color:  
C:73 / M:48 / Y:43 / K:15

Screen Color:  
R:76 / G:106 / B:117

Hexadecimal:  
#4c6a75

**AIRTEK®**  
*Lightweight Comfort. Scratch Resistant.*



Process Color:  
C:45 / M:36 / Y:35 / K:2

Screen Color:  
R:146 / G:148 / B:150

Hexadecimal:  
#929496

**BALLISTIC**  
*Crafted Comfort. Superior Strength.*

# Logo Assets



This is a packaged file and guide of all the approved Hero's Pride® logos and elements. Please refer to this guide to know which logo to use for each specific application.



= Vector artwork (lines)



= Raster artwork (pixels)



= For printed applications



= For digital/screen applications

## AI

Adobe Illustrator: For high quality printing when used at any size.

HerosPride-R-Logo.ai  
HerosPride-R-Logo-all-white.ai  
HerosPride-R-Logo-BW.ai  
HerosPride-R-Logo-White.ai  
HerosPride-Logo-Social.ai



## JPG

High Resolution JPEG: For high quality printing when used at 6" across or less (300 dpi).

HerosPride-R-Logo.jpg  
HerosPride-R-Logo.jpg  
HerosPride-Logo-Social-1000x1000.jpg



## EPS

Encapsulated Post Script: For high quality printing when used at any size.

HerosPride-R-Logo.eps  
HerosPride-R-Logo-all-white.eps  
HerosPride-R-Logo-BW.eps  
HerosPride-R-Logo-White.eps  
HerosPride-Logo-Social.eps



## PNG

Low Resolution PNG: For use online, in on-screen presentations and in emails (72 dpi).

HerosPride-R-Logo.png  
HerosPride-R-Logo-all-white.eps  
HerosPride-R-Logo-BW.eps  
HerosPride-R-Logo-White.eps  
HerosPride-Logo-Social.eps



## PDF

Vector PDF: For high quality printing when used at any size; easy compatibility.

HerosPride-R-Logo.pdf  
HerosPride-R-Logo-all-white.pdf  
HerosPride-R-Logo-BW.pdf  
HerosPride-R-Logo-White.pdf  
HerosPride-Logo-Social.pdf



## WEB

Low Resolution JPEG: For use online, in on-screen presentations and in emails (72 dpi).

HerosPride-R-Logo.jpg  
HerosPride-R-Logo-BW.jpg  
HerosPride-Logo-Social-547x547.jpg





# Logo Mark Assets

This is a packaged file and guide of all the approved Hero's Pride® logos and elements. Please refer to this guide to know which logo to use for each specific application.

 = Vector artwork (lines)

 = Raster artwork (pixels)

 = For printed applications

 = For digital/screen applications

## AI

HerosPride-Logo-Social.ai

Adobe Illustrator: For high quality printing when used at any size.



## JPG

HerosPride-Logo-Social-1000x1000.jpg

High Resolution JPEG: For high quality printing when used at 6" across or less (300 dpi).



## EPS

HerosPride-Logo-Social.eps

Encapsulated Post Script: For high quality printing when used at any size.



## PNG

HerosPride-Logo-Social.eps

Low Resolution PNG: For use online, in on-screen presentations and in emails (72 dpi).



## PDF

HerosPride-Logo-Social.pdf

Vector PDF: For high quality printing when used at any size; easy compatibility.



## WEB

HerosPride-Logo-Social-547x547.jpg

Low Resolution JPEG: For use online, in on-screen presentations and in emails (72 dpi).



# Tagline Assets

This is a packaged file and guide of all the approved Hero's Pride® tagline and elements.  
Please refer to this guide to know which logo to use for each specific application.



= Vector artwork (lines)



= Raster artwork (pixels)



= For printed applications



= For digital/screen applications

## AI

Adobe Illustrator: For high quality printing when used at any size.

HerosPride-Tagline.ai  
HerosPride-Tagline-White.ai



## JPG

High Resolution JPEG: For high quality printing when used at 6" across or less (300 dpi).

HerosPride-Tagline.jpg



## EPS

Encapsulated Post Script: For high quality printing when used at any size.

HerosPride-Tagline.eps  
HerosPride-Tagline-White.eps



## PNG

Low Resolution PNG: For use online, in on-screen presentations and in emails (72 dpi).

HerosPride-Tagline.png  
HerosPride-Tagline-White.png



## PDF

Vector PDF: For high quality printing when used at any size; easy compatibility.

HerosPride-Tagline.pdf  
HerosPride-Tagline-White.pdf



## WEB

Low Resolution JPEG: For use online, in on-screen presentations and in emails (72 dpi).

HerosPride-Tagline.jpg



# AIRTEK® Sub-Brand Logo Assets

This is a packaged file and guide of all the approved Hero's Pride® logos and elements.  
Please refer to this guide to know which logo to use for each specific application.



= Vector artwork (lines)



= Raster artwork (pixels)



= For printed applications



= For digital/screen applications

## AI

Adobe Illustrator: For high quality printing when used at any size.

HP-AIRTEK-R-Logo-4C.ai  
HP-AIRTEK-R-Logo-Black.ai  
HP-AIRTEK-R-Logo-Reverse.ai  
HP-AIRTEK-R-Logo-NoTagline-4C.ai  
HP-AIRTEK-R-Logo-NoTagline-Black.ai  
HP-AIRTEK-R-Logo-NoTagline-Reverse.ai



## JPG

High Resolution JPEG: For high quality printing when used at 6" across or less (300 dpi).

HP-AIRTEK-R-Logo-4C.jpg  
HP-AIRTEK-R-Logo-Black.jpg  
HP-AIRTEK-R-Logo-NoTagline-4C.jpg  
HP-AIRTEK-R-Logo-NoTagline-Black.jpg



## EPS

Encapsulated Post Script: For high quality printing when used at any size.

HP-AIRTEK-R-Logo-4C.eps  
HP-AIRTEK-R-Logo-Black.eps  
HP-AIRTEK-R-Logo-Reverse.eps  
HP-AIRTEK-R-Logo-NoTagline-4C.eps  
HP-AIRTEK-R-Logo-NoTagline-Black.eps  
HP-AIRTEK-R-Logo-NoTagline-Reverse.eps



## PNG

Low Resolution PNG: For use online, in on-screen presentations and in emails (72 dpi).

HP-AIRTEK-R-Logo-4C.png  
HP-AIRTEK-R-Logo-Black.png  
HP-AIRTEK-R-Logo-Reverse.png  
HP-AIRTEK-R-Logo-NoTagline-4C.png  
HP-AIRTEK-R-Logo-NoTagline-Black.png  
HP-AIRTEK-R-Logo-NoTagline-Reverse.png



## PDF

Vector PDF: For high quality printing when used at any size; easy compatibility.

HP-AIRTEK-R-Logo-4C.pdf  
HP-AIRTEK-R-Logo-Black.pdf  
HP-AIRTEK-R-Logo-Reverse.pdf  
HP-AIRTEK-R-Logo-NoTagline-4C.pdf  
HP-AIRTEK-R-Logo-NoTagline-Black.pdf  
HP-AIRTEK-R-Logo-NoTagline-Reverse.pdf



## WEB

Low Resolution JPEG: For use online, in on-screen presentations and in emails (72 dpi).

HP-AIRTEK-R-Logo-4C-WEB.jpg  
HP-AIRTEK-R-Logo-Black-WEB.jpg  
HP-AIRTEK-R-Logo-NoTagline-4C-WEB.jpg  
HP-AIRTEK-R-Logo-NoTagline-Black-WEB.jpg



# Ballistic Sub-Brand Logo Assets

This is a packaged file and guide of all the approved Hero's Pride® logos and elements. Please refer to this guide to know which logo to use for each specific application.



= Vector artwork (lines)



= Raster artwork (pixels)



= For printed applications



= For digital/screen applications

## AI

Adobe Illustrator: For high quality printing when used at any size.

HP-BALLISTIC-Logo-4C.ai  
HP-BALLISTIC-Logo-Black.ai  
HP-BALLISTIC-Logo-Reverse.ai  
HP-BALLISTIC-Logo-NoTagline-4C.ai  
HP-BALLISTIC-Logo-NoTagline-Black.ai  
HP-BALLISTIC-Logo-NoTagline-Reverse.ai



## JPG

High Resolution JPEG: For high quality printing when used at 6" across or less (300 dpi).

HP-BALLISTIC-Logo-4C.jpg  
HP-BALLISTIC-Logo-Black.jpg  
HP-BALLISTIC-Logo-NoTagline-4C.jpg  
HP-BALLISTIC-Logo-NoTagline-Black.jpg



## EPS

Encapsulated Post Script: For high quality printing when used at any size.

HP-BALLISTIC-Logo-4C.eps  
HP-BALLISTIC-Logo-Black.eps  
HP-BALLISTIC-Logo-Reverse.eps  
HP-BALLISTIC-Logo-NoTagline-4C.eps  
HP-BALLISTIC-Logo-NoTagline-Black.eps  
HP-BALLISTIC-Logo-NoTagline-Reverse.eps



## PNG

Low Resolution PNG: For use online, in on-screen presentations and in emails (72 dpi).

HP-BALLISTIC-Logo-4C.png  
HP-BALLISTIC-Logo-Black.png  
HP-BALLISTIC-Logo-Reverse.png  
HP-BALLISTIC-Logo-NoTagline-4C.png  
HP-BALLISTIC-Logo-NoTagline-Black.png  
HP-BALLISTIC-Logo-NoTagline-Reverse.png



## PDF

Vector PDF: For high quality printing when used at any size; easy compatibility.

HP-BALLISTIC-Logo-4C.pdf  
HP-BALLISTIC-Logo-Black.pdf  
HP-BALLISTIC-Logo-Reverse.pdf  
HP-BALLISTIC-Logo-NoTagline-4C.pdf  
HP-BALLISTIC-Logo-NoTagline-Black.pdf  
HP-BALLISTIC-Logo-NoTagline-Reverse.pdf



## WEB

Low Resolution JPEG: For use online, in on-screen presentations and in emails (72 dpi).

HP-BALLISTIC-Logo-4C-WEB.jpg  
HP-BALLISTIC-Logo-Black-WEB.jpg  
HP-BALLISTIC-Logo-NoTagline-4C-WEB.jpg  
HP-BALLISTIC-Logo-NoTagline-Black-WEB.jpg

