

Corporate Identity
Style Guide



The logo, it's colours and proper use

The Horsham logo consists of three panels, each having the same design but different colour variations.

The logo in its "triptych" is to be used for banners, signage and large promotional materials. When used for stationery, correspondence (print and electronic media) and advertising one of the three panels are to be used.

The logo is to always be produced with its horizontal or vertical scales in proportion. The logo can be used rotated on a -10° angle.

The Horsham logo PMS colours are:



Below are examples of the logo in four colour process and mono versions.

FOUR COLOUR PROCESS



MONO



NOTE:

When the logo is used as a mono device it must only be reproduced in black or PMS 307.