



LOGO GUIDELINES

COLORS

A consistent use of colors is essential to a successful campaign identity. The color values represented on this page are to be the **ONLY** ones used when promoting Honey Shine.

These colors are to be used with logos and artwork, as well as text. All of these components define a campaign and therefore require precise replication.

Primary Color Palette



C-1, M-16, Y-80, K-0

R-255, G-210, B-79

#FFD24F



C-0, M-99, Y-97, K-0

R-236, G-32, B-39

#EC2027

Secondary Color Palette



C-0, M-82, Y-25, K-0

R-255, G-86, B-130

#FF5682



C-0, M-0, Y-0, K-100

R-0, G-0, B-0

#000000

Black is a secondary color used mainly for subsequent text.



C-0, M-0, Y-0, K-70

R-109, G-110, B-113

#6D6E71

Gray is a secondary color used mainly for subsequent text.

LOGO

Primary Logo



Primary

MISUSE OF LOGO

1- Do not stretch the logo (horiz. or vert.).

2- Do not change the typeface of the logo.

3- Do not alter the color of the logo.

4- Do not alter the position of the logo elements.

5- Do not rotate the logo.

6- Do not add 3-D effects to the logo.

7- Do not use the logo on a busy background.

8- In most cases, do not use the color logo on a color background. Use the reversed (KO) logo.

9- Do not add a gradient to the logo.

10- Do not use part of the logo alone.

11- Do not add text or other graphic elements to the logo.



1



2



3



4



5



6



7



8



9



10



11