

HEINO

# Brand Guidelines

2021

3–4 Logo

4 Colors

5 Photography

# HEINO



## Logo & safe area

The logo can appear as black or white.  
Always use it on a dark or light background  
and make sure the logo is clearly visible.

Logo's safe area is the H letter from the logo.  
Don't place other visual elements, text or  
disturbing photography inside this area.

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# Logo color combinations and do not's

Color combinations available from the logo; always use brand colors, which can be found on the next slide.

**Do not** rotate the logo or use the logo on top of a distracting background.

Download logo package [here](#).

# Blue

CMYK	C100 M76 Y0 K1
Pantone	2388 U
HEX	#3A4CB1
HSB	231, 67, 69, 100%
CSS	rgba(58, 76, 177, 1)

# Yellow

CMYK	C0 M19 Y74 K0
Pantone	2006 U
HEX	#EEB541
HSB	238, 181, 65, 100%
CSS	rgba(238, 181, 65, 1)

# Green

CMYK	C78 M7 Y38 K9
Pantone	7716 U
HEX	#3E8974
HSB	62, 137, 116, 100%
CSS	rgba(62, 137, 116, 1)

# Orange

CMYK	C0 M38 Y44 K0
Pantone	2022 U
HEX	#E78866
HSB	231, 136, 102, 100%
CSS	rgba(231, 136, 102, 1)

**H E I N O**

S I N C E 1 8 9 9