HORIZON

BRAND GUIDELINES

THE PURPOSE OF THIS GUIDE

Design consistency is an important feature for all organizations.

Your brand is your reputation. It is a combination of images, words, services, and experiences that make up how your customers will percieve your organisation as a whole. It will effect how customers think and feel about your company.

The key to maintaining this strong brand is concictancy. This guide will provide a baseline for implementing your brand across all media.

Logo

Logomark ——————————————— H O R I Z O N ——————————————— Logotype

Logomark

The logomark represents the Horizon 'H' in a simplified icon-friendly format. It can be used in social media icons, as a design element, and when not a lot of design space is avalible.

Logotype

The logotype displays the full Horizon company name and colours. It can be used when ample space is avalible and the full company name would like to be represented or as a watermark.

Logo

The Horizon logo is only avalible in one configuration but multiple colour schemes to suite the design that is being created. These colours are:

CLASSIC

For use on white, grey, or coloured backgrounds.

REVERSE

For use on white, grey, or coloured backgrounds.

BLACK

For use on white, grey, or coloured backgrounds.

RED

For use on white, grey, or black backgrounds.

BLACK - TRANSPARENT

For use on light photos.

RED - TRANSPARENT

For use on photos.

WHITE - TRANSPARENT

For use on dark photos.

WHITE - RED

For use on black and dark colour backgrounds.

WHITE - BLACK

For use on black and dark colour backgrounds.

Logo

To retain maximum visibility and recognition, the logo should not have any other text or graphic placed a minimum of one horizon 'H' away from it. This keeps the logo free of other elements that could reduce readability or cause any brand confusion. The following is a visual example of the required clearance space.
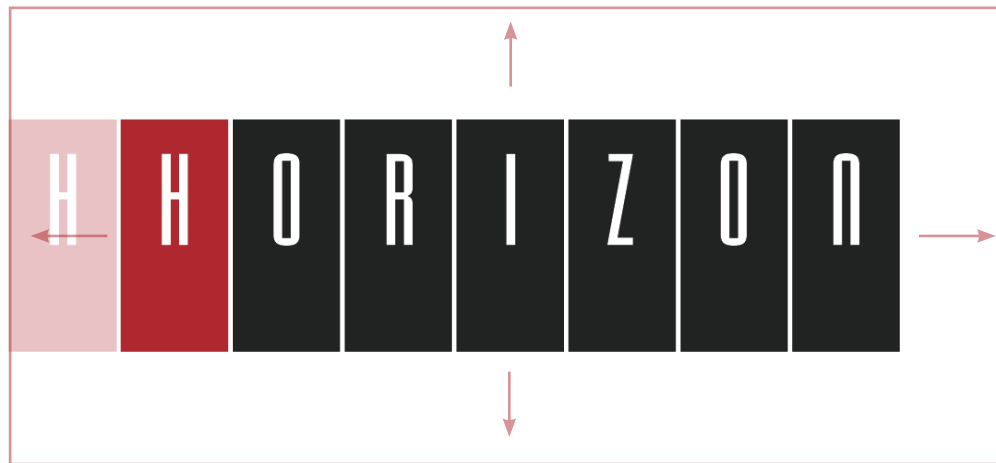
Logo

APPLICATION

Attention must always be given to the placement of the Horizon logo and its surroundings. It must be legible at all times, proper image quality, and true to its natural scale. The following examples represent some Do's and Don'ts of using the logo.
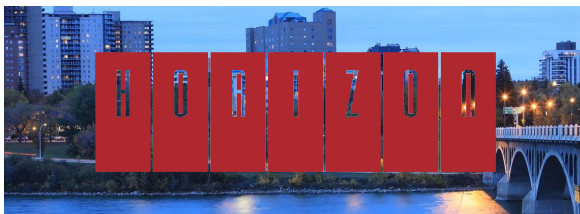
INCORRECT

CORRECT

Never place the classic or other black versions of the logo onto a dark background.

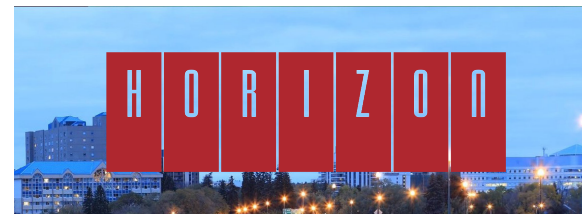

Never place the light versions of the logo onto a light background.

Never place the transparent versions of the logo onto a complicated background.

Logo

APPLICATION

Attention must always be given to the placement of the Horizon logo and its surroundings. It must be legible at all times, proper image quality, and true to its natural scale. The following examples represent some Do's and Don'ts of using the logo.
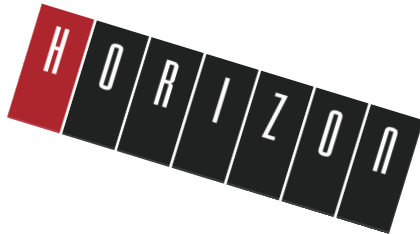
INCORRECT

CORRECT

Never strech, squish or otherwise warp the logo.

Never place the logo on an angle.

Colour

A consistent colour scheme is important for brand recognition and professionalism.

HORIZON RED

PANTONE 1805 C
RGB: 175, 39, 47
CMYK: 0, 97, 78, 22
Hex: #AF272F

BURGUNDY

PANTONE 188 C
RGB: 118, 35, 47
CMYK: 5, 96, 56, 54
Hex: #76232F

SILVER GREY

PANTONE 4291 C
RGB: 116, 110, 110
CMYK: 48, 45, 39, 21
Hex: #746E6E

CHARCOAL BLACK

Pantone 419 C
RGB: 33, 35, 34
CMYK: 76, 65, 66, 90
Hex: #212322

Typography

PRINT & WEB

Used for headings and when a heavier font is required.

PRINT & WEB

Used for main body copy.

Saira

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmn opqrstuvwxyz
1234567890
~!@#$%^&*()_+{}|:"<>?`- =[]\;',./

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmn opqrstuvwxyz
1234567890
~!@#$%^&*()_+{}|:"<>?`- =[]\;',./

Saira

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmn opqrstuvwxyz
1234567890
~!@#$%^&*()_+{}|:"<>?`- =[]\;',./

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmn opqrstuvwxyz
1234567890
~!@#$%^&*()_+{}|:"<>?`- =[]\;',./

Stationary

Here are some design inspirations and examples.

BROCHURES

BUSINESS CARDS

FRONT

BACK

Stationary

Here are some design inspirations and examples.

LETTERHEADS

Saskatoon Head Office

360 1st Avenue North
Saskatoon, SK S7K 1X4

P 1.888.4674066
F 1.306.665.6199

Regina Head Office

2055 Park Street
Regina SK S4N 6S2

P 1.000.000.0000
F 1.000.000.0000

Digital

SOCIAL MEDIA ICONS

EMAIL SIGNATURE

John Smith

Job Title

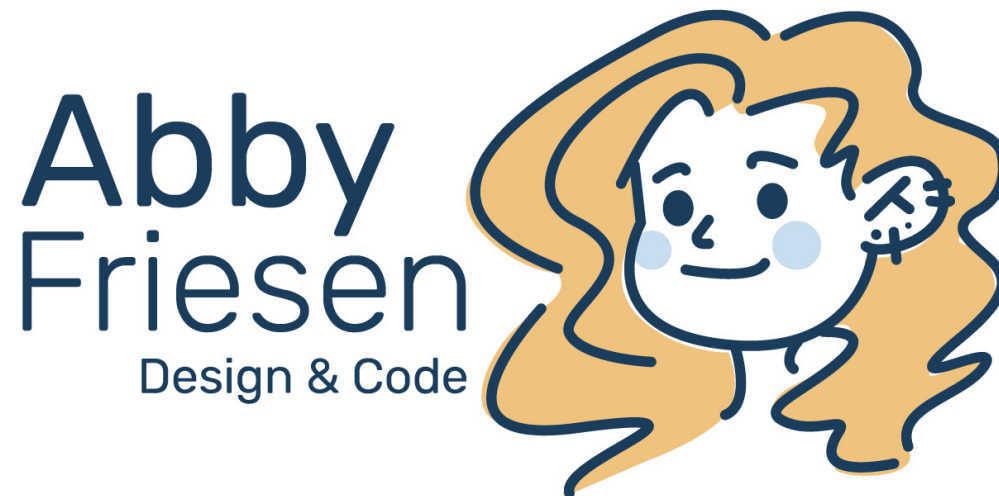**P** 123 456 7890
E jsmith@horizon.ca

888 467 4066
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Celebrating 25 Years

SOCIAL MEDIA BANNER

People > Process > Technology

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