

BRAND GUIDELINE

THE DEFINITION OF THE BRAND
BRAND GUIDELINES V 1.0

HSBooster.eu

Horizon Standardisation
Booster

RESPONSIBLE AGENCY :
Trust-IT srl

CREATION DATE :
July 2022



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BRAND MANUAL

**HSBOOSTER.EU: HORIZON
STANDARDISATION BOOSTER**



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COR— PORATE LOGO

01

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CORPORATE LOGO



RECOMMENDED FORMATS ARE:

.eps | .ai | .png | .jpg

POSITIVE & NEGATIVE

DARK BACKGROUND



LIGHT BACKGROUND



INCORRECT LOGO APPLICATIONS



COLOR SYSTEM

02

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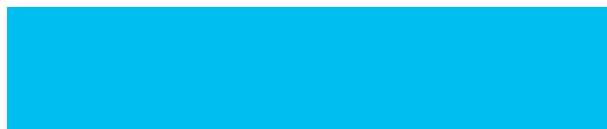
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PRIMARY COLORS



ORANGE

RGB R237 G140 B0
HEX/HTML #ed8c00
CMYK C0 M38 Y93 K7



BLUE

RGB R0 G191 B240
HEX/HTML #00BFF0
CMYK C94 M19 Y0 K6



DARK/BLUE

RGB R0 G87 B117
HEX/HTML #005775
CMYK C46 M12 Y0 K54



GREY/BLUE

RGB R143 G181 B196
HEX/HTML #8fb5c4
CMYK C21 M6 Y0 K23

TYP0 – GRAPHY

03

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INSTITUTIONAL FONTS

Ad.

Poppins // 0123456789

BOLD

abcdefghijklmnopqrstuvxyz

REGULAR

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

APPLI- CATIONS

04

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MOCK-UPS

