

# 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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# CORPORATE LOGO

# 01

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## CORPORATE LOGO



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RECOMMENDED FORMATS ARE:

.eps | .ai | .png | .jpg

## POSITIVE & NEGATIVE

### DARK BACKGROUND



### LIGHT BACKGROUND



## INCORRECT LOGO APPLICATIONS



# COLOR SYSTEM

# 02

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## PRIMARY COLORS



### ORANGE

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



### BLUE

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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

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



# TYPOGRAPHY

# 03

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INSTITUTIONAL FONTS

**Ad.**

**Poppins // 0123456789**

**BOLD**

**abcdefghijklmnopqrstuvxyz**

REGULAR

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

# APPLICATIONS

04

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# MOCK-UPS

