

Logotype

HTEC

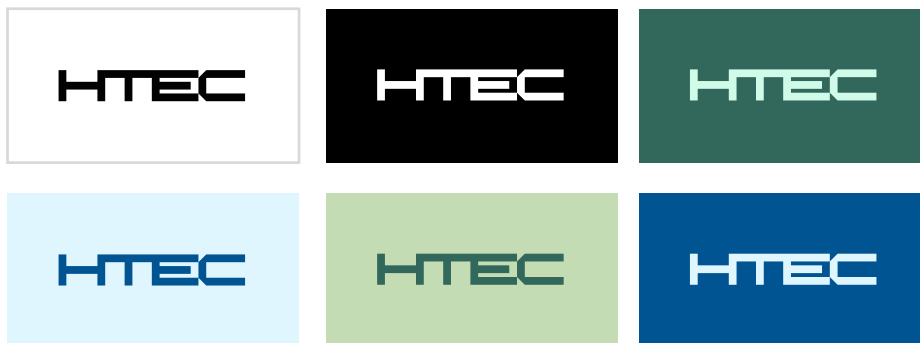
Clearance

The wordmark should always be able to 'breathe' to stay legible. That is why sufficient clear space must be provided around it: the restricted area is defined as a rectangle offset from the wordmark's boundaries by the distance that correlates the letter 'H' as shown in the figure below. The clear space keeps all elements such as text, graphical elements, images and format boundaries at a visually safe distance.



Color Variations

When used in positive form on light surfaces, the wordmark should only exist in black or gray color. When used in negative form on dark surfaces, it should always be white.



Misuse

Do not change the proportions of the wordmark by stretching it.



Do not outline the wordmark.



Avoid changing the color based on personal preference



Avoid using the logo on color backgrounds that don't give enough contrast

