

# HOLMAN BARNES GROUP BRAND GUIDELINES



WESTS ASHFIELD  
CROYDON SPORTS  
MARKETS CLUB

## UMBRELLA LOGO



WESTS ASHFIELD  
CROYDON SPORTS  
MARKETS CLUB

## COLOUR LOGO



WESTS ASHFIELD  
CROYDON SPORTS  
MARKETS CLUB

Use of the primary logo should always be given preference, but should there be a need for the logo to appear on a dark coloured background, please use the inverse logo. Only use original artwork files – do not attempt to redraw the logo.

## REVERSE LOGO



WESTS ASHFIELD  
CROYDON SPORTS  
MARKETS CLUB



30mm

## MINIMUM SIZE

In order to maintain the strength and visual impact of the HB Umbrella logo, a minimum size has been established. The minimum size is 30mm wide.

# CLEAR SPACE



CLEAR SPACE ————

the height of "Holman  
Barnes Group" Text

In order to maximise the visual presence of the HB Umbrella logo, a minimum clear space around the logo must be maintained. This clear space will ensure the integrity and legibility of the logo from competing graphic elements such as other logos, copy, photography or background patterns. The minimum clear space must be equal to at least the height of the "Holman Barnes Group" text block.

# MERCHANDISE

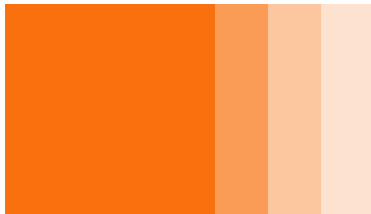


For merchandise where the original logo will not fit or look balanced, you are permitted to use the below variation

Front @ 100%



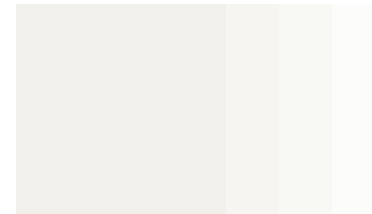
## COLOUR PALETTE



CMYK 0 70 100 0  
RGB 249 113 14  
HEX #F9710E



CMYK 0 0 0 90  
RGB 65 64 66  
HEX #404041



CMYK 4 3 6 0  
RGB 242 240 235  
HEX #F1F0EA



WESTS ASHFIELD  
CROYDON SPORTS  
MARKETS CLUB