

# HLSCC Brand Standards

The HLSCC logo must always be reproduced from master artwork. Never redraw, replace or modify the logo in any way. The logo must stand alone and cannot be locked up with any other logo. There is only one version of the logo.

The logo's clear space is defined by the measurements "x". This is the minimum amount of clear space required.



## Versions / Colours

Whenever possible, the logo should appear in its full colour application. Whenever possible, use version 1 of the logo.

## Logo Versions



VERSION 1: COLOUR for use on a light background

C = 0 M = 18 Y = 98 K = 0	C = 90 M = 39 Y = 91 K = 40	C = 0 M = 0 Y = 0 K = 100	C = 0 M = 0 Y = 0 K = 0



VERSION 2: COLOUR for use on a dark background

## Primary Font

Georgia

Weight  
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ,./!?:;'»&

Georgia Regular

## Secondary Font

Open Sans

Weight  
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ,./!?:;'»&

## Web

Open Sans Light

## Multiple font usage

There must not be more than two different fonts in a document.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ,./!?:;'»&

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ,./!?:;'»&

## Letterhead

The logo must stand alone and cannot be locked up with any other logo.

Copy is left justified.

Primary Font used in the letter must be:

Georgia 11.5 pt

Copy must begin at 2» from top of page



Media contact:  
Mr. Smith  
Canada

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).

Best Regards,  
Mr Smith

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