# H.G. HILL

REALTY COMPANY, LLC

## ABOUT

H.G. Hill Realty Company, LLC and its affiliates (H.G. Hill) have adopted brand standards to serve as a guide for the use of H.G. Hill logos and marks. The proper use of these logos and marks is essential to maintaining H.G. Hill's goodwill, reputation, and the integrity of its brand.

In addition to maintaining the brand's identity, correct usage of H.G. Hill logos and marks preserves and protects the rights to the company's intellectual property within the marketplace and the U.S. Trademark Office.

## USAGE

As a trusted and important member of the H.G. Hill team, we rely on you to use the H.G. Hill logos and marks appropriately. Please follow the brand standards to ensure that H.G. Hill's logos and marks appear correctly and professionally at all times.

The guidelines for use of H.G. Hill's logos and marks applies to all applications including online, digital and printed marketing materials, signage and other identification of the H.G. Hill brand. These brand standards must be followed to ensure that H.G. Hill is consistently and clearly identified at all times.

The logos must always be used exactly as displayed with no distortion or alteration. When using the logos, only use the graphics provided by H.G. Hill.

## YOU MAY ONLY USE H.G. HILL'S LOGOS AND MARKS AS PERMITTED UNDER THESE BRAND STANDARDS.

## LOGO FILES

Files may be accessed at: www.hghill.com/logos

## CONTACT

Questions regarding H.G. Hill brand standards may be directed to Debbie Dickson at ddickson@hghill.com.

# REALTY LOGOS

## FULL LOGO - PRIMARY

This logo is our primary logo and should be used in all viable applications.

## FULL LOGO - SECONDARY

This logo is our secondary logo version and should be used when the application is not well suited for the primary logo.

## MINIMUM SIZE:

Please never reproduce the logo smaller than 1.25" wide for the primary logo and 3/4" wide for the secondary logo. H.G. Hill's logos and marks may be reduced or enlarged, but not altered in their height to width ratio.
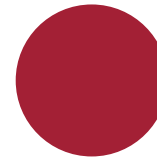
Print: 1.5 inches
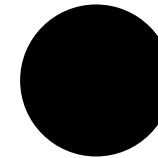Screen: 200 px

Print: 0.75 inches
Screen: 100 px

## LOGO COLORS:

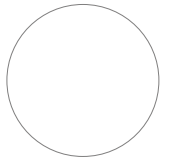The standalone logo can only be in red, black, or white.

**PMS 201 C**

C:0  M:100  Y:63  K:29

R:179  G:8  B:56

HEX: b30838

**BLACK**

C:75  M:68  Y:67  K:90

R:0  G:0  B:0

HEX: 000000

**WHITE**

C:0  M:0  Y:0  K:0

R:255  G:255  B:255

HEX: ffffff

## UNACCEPTABLE APPLICATIONS

**Do not** attempt to remake the H.G. Hill logos and marks with your own image manipulation or desktop publishing applications.

**Do not** alter, distort or combine H.G. Hill's logos and marks with any other symbols, words, images or designs.

**Do not** alter the height to width ration of the logo by stretching or skewing.

**Do not** use unapproved colors.

# HILL CENTER LOGOS

## FULL LOGO - PRIMARY

The vertically stacked 2-color logo is considered our primary logo version and should be used in all viable applications.



## FULL LOGO - ALTERNATE

This 1-color logo should be used when an application is not well suited for the full logo lockup.



## CLEAR SPACE:

It is important to leave blank space around the logo to esatblish visual clarity. At the MINIMUM, leave the cap height of the letter H on all sides.



## MINIMUM SIZE:

Please never reproduce the logo smaller than 1.25" wide for the primary logo and 3/4" wide for the secondary logo. H.G. Hill's logos and marks may be reduced or enlarged, but not altered in their height to width ratio.



Print: 1.5 inches
Screen: 200 px

Print: 0.75 inches
Screen: 100 px

# Brand Fonts & Colors
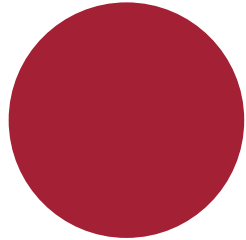
**RED:**

C:89  M:35  Y:100  K:30
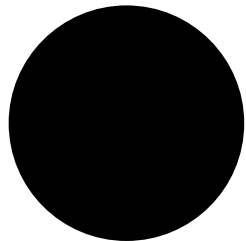
R:13  G:99  B:51

HEX: 0d6333
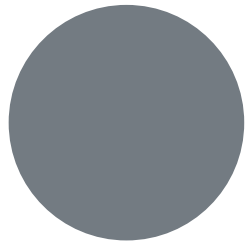
**GRAY:**

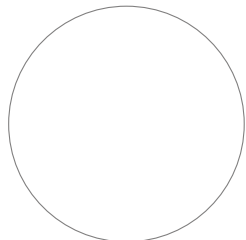C:57  M:24  Y:73  K:4

R:120  G:154  B:101

HEX: 789a65

**BLACK:**

C:75  M:68  Y:67  K:90

R:0  G:0  B:0

HEX: 000000

**WHITE:**

C:0  M:0  Y:0  K:0

R:255  G:255  B:255

HEX: ffffff

## HEADER & TITLE FONTS:

Main logo fonts, should be used for headers and standalone text applications. Only use uppercase characters for Florencesans and Gotham Light. Use standard case for Rockwell.

### MONTSERRAT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

### GOTHAM LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

### Hero

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

## BODY COPY FONT:

Since they are common, clear, and easy to read fonts, Times New Roman and Calibri should be used for body copy.

### Times New Roman

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

### Calibri

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

# CENTER LOCATION LOGOS

## PREFERRED USAGE:
Full color on white background



## BLANK SPACE:
It is important to leave blank space around the logo to establish visual clarity. At the MINIMUM, leave the cap height of the letter H on all sides.



## 1-COLOR USAGE:
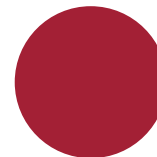PMS-201C



## 1-COLOR USAGE:
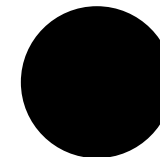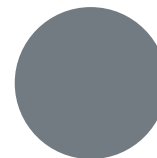Monotone Black



## REVERSE USAGE:
Monotone White



## BRAND COLORS

**PMS 201 C**
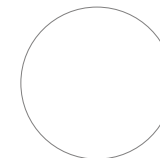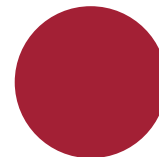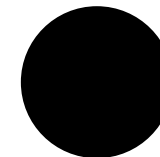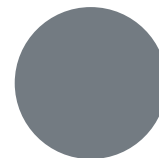C:0  M:100  Y:63  K:29
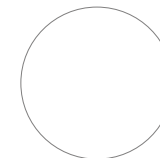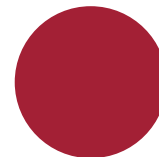R:179  G:8  B:56
HEX: b30838

**BLACK**
C:75  M:68  Y:67  K:90
R:0  G:0  B:0
HEX: 000000

**PMS 431 U**
C:54  M:36  Y:28  K:26
R:115  G:123  B:130
HEX: 737B82

**WHITE**
C:0  M:0  Y:0  K:0
R:255  G:255  B:255
HEX: ffffff

## PREFERRED USAGE:
Full color on white background

## 1-COLOR USAGE:
PMS-201C

## 1-COLOR USAGE:
Monotone Black

## BLANK SPACE:
It is important to leave blank space around the logo to establish visual clarity. At the MINIMUM, leave the cap height of the letter H on all sides.

## REVERSE USAGE:
Monotone White

## BRAND COLORS

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PMS-201C

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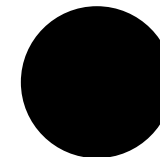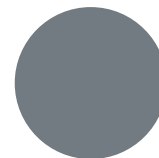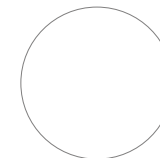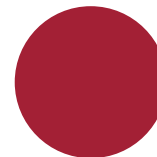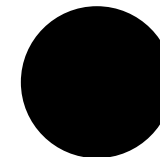Monotone Black

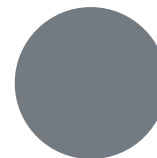## REVERSE USAGE:
Monotone White

## BRAND COLORS

**PMS 201 C**
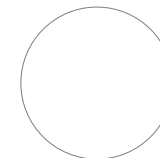C:0 M:100 Y:63 K:29
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HEX: b30838

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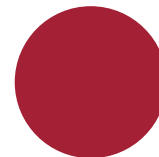PMS-201C



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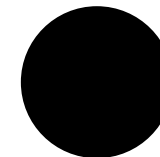Monotone Black



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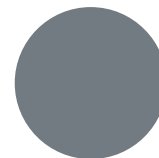Monotone White



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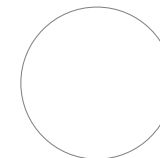R:179  G:8  B:56
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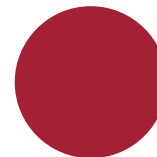PMS-201C



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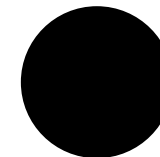Monotone Black



## REVERSE USAGE:
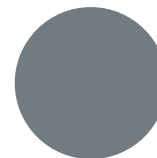Monotone White



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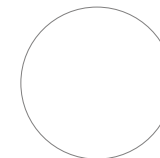R:179  G:8  B:56
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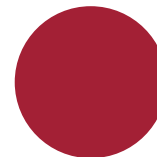PMS-201C

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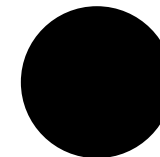Monotone Black

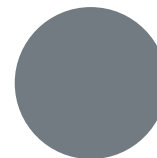## REVERSE USAGE:
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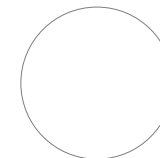C:0 M:100 Y:63 K:29
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