

# Horizon Poles Logo Guide

V1.0 JUNE 2020

## LOGO - VERTICAL



Horizon-Poles-Logo-CMYK-VERT

## LOGO - HORIZONTAL



Horizon-Poles-Logo-CMYK-HORZ



Clockwise from top left:

1. Horizon-Poles-Logo-CMYK-REV-VERT
2. Horizon-Poles-Logo-MONO-VERT
3. Horizon-Poles-Logo-SOLID-REV-VERT
4. Horizon-Poles-Logo-MONO-REV-VERT



Clockwise from top left:

1. Horizon-Poles-Logo-CMYK-REV-HORZ
2. Horizon-Poles-Logo-MONO-HORZ
3. Horizon-Poles-Logo-SOLID-REV-HORZ
4. Horizon-Poles-Logo-MONO-REV-HORZ

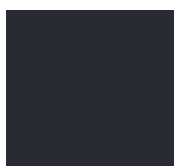
## COLOURS



**Horizon Yellow**  
CMYK - 0/35/85/0  
RGB - 251/176/64  
HEX - fbb040  
PMS - 1365C



**Horizon Orange**  
CMYK - 0/85/75/0  
RGB - 240/78/69  
HEX - f04e45  
PMS - 7625C



**Horizon Charcoal**  
CMYK - 40/30/20/85  
RGB - 42/45/53  
HEX - 2a2d35  
PMS - BlackC



**Horizon Gradient**  
Horizon Yellow 65%  
Horizon Orange 35%

## FONTS

GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890!@#%\$^&\*()\_+

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890!@#%\$^&\*()\_+

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890!@#%\$^&\*()\_+