



# Style Guidelines

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## Contents

- Introduction . . . . . 2
- Clear space and minimum size . . . . . 3
- Color palette . . . . . 4
- Acceptable color and one-color versions . . . . . 5
- Acceptable reverse versions . . . . . 6
- Unacceptable logo treatment . . . . . 7
- Accent Star and acceptable uses . . . . . 8



## Introduction

The following guidelines have been developed to ensure the correct and consistent presentation of the Hobbico logo and brand whenever it is reproduced and applied. The Hobbico logo artwork should never be altered or re-created. Only use the approved files when reproducing and applying the Hobbico brand.

The “master logo” or primary logo is red letters with a grey star. This version should be used for most purposes. Alternate versions of the logo are shown on the following pages, for certain uses.



1.25"  
31.75mm

### Clear Space

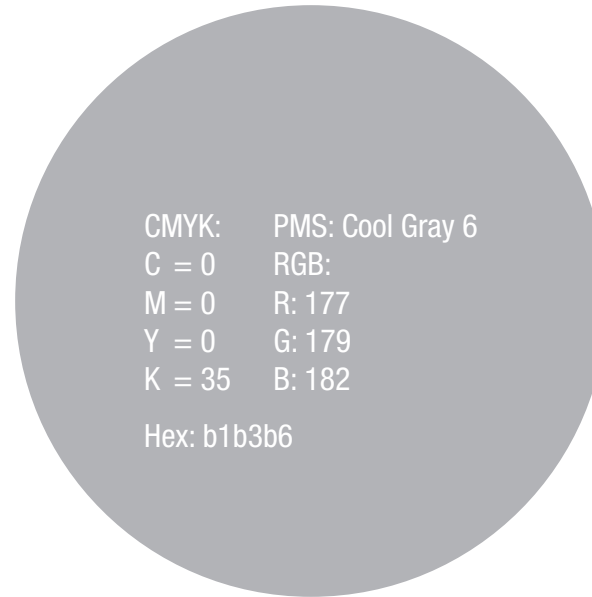
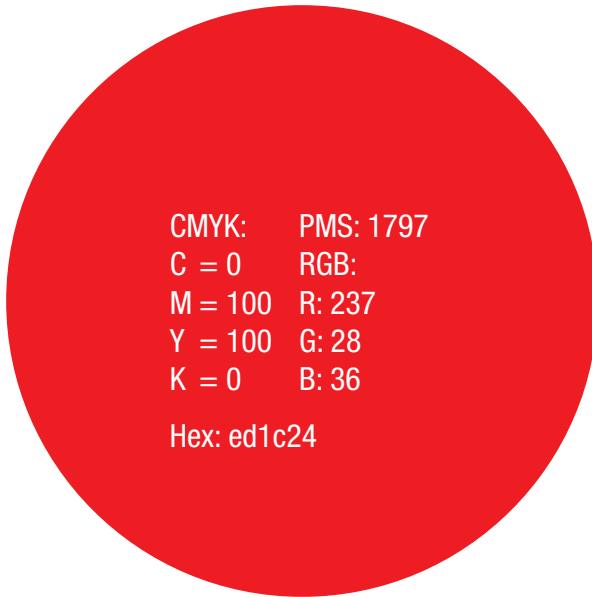
The Hobbico logo should be surrounded by a field of clear space to ensure it is legible and has impact. The recommended amount of clear space should be equal to the size of the “star” in the logo, as illustrated here.

### Scaling

The Hobbico logo can be scaled to a variety of sizes. However, at extremely small sizes, the legibility can be compromised, so we recommend avoiding reproductions the logo smaller than 1.25” in width (0.3644” in height).

### Registration Mark

The registration mark (circle R) should be positioned baseline with the last “O” and reside close enough to the “O” that it does not extend beyond the right side edge. The registration mark (circle R) can be printed in either black or white, depending on the background and should be sized to be legible when the logo is small, yet not over-sized when the logo is large.



Color palette

Acceptable color versions



Acceptable one-color versions

*One-color versions of the logo should be used sparingly.*



Acceptable reverse versions

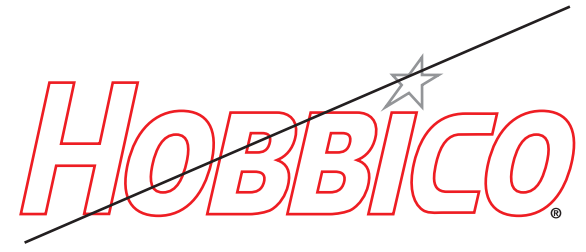




Never enlarge any part of the logo individually.



Never distort the logo.



Never use an outlined version of the logo.

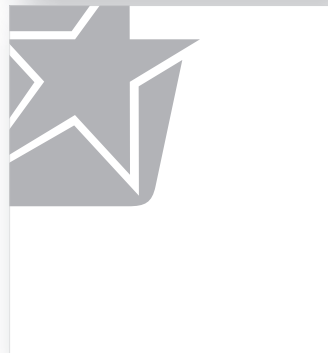


Never use colors not specified in the acceptable color sections, pages 6-7.



Never apply to a background that does not provide sufficient contrast.

## Unacceptable logo treatment



### Accent Star and acceptable uses

The star can be used as a graphic element where appropriate. The “accent star” should not be closely positioned to the Hobbico logo, as though it is part of the logo. The “accent” should only be used for graphic effect. In-use illustrations are available as reference.