

Housing Early Assistance Tool (HEAT) Logo: Style Guide for Branding – Version 2

IMPORTANT: This logo is vector artwork. Never disassemble or recreate this logo.



THE HEAT LOGO MUST BE READER FRIENDLY AT ALL TIMES!

This logo includes a “SAFETY AREA” that shows as a dashed line above (this line does not print). Do not crop the logo inside other applications. The logo should be used as one complete graphic.

The background color of the logo should always be white or a light tint of color. Do not screen artwork or photos behind the logo safety area.

Never reproduce the logo less than 30% of the original size for any reason. Do not alter the shape when resizing the logo.

Request a black and white version of the logo when color is not available.

USE THE HEAT LOGO WITH PRIDE!

OFFICIAL PMS COLORS

■ = PANTONE 1795 C

■ = PANTONE 295 C

FOUR COLOR PROCESS (MATCH PMS)

■ = 96 M • 90 Y • 2 K

■ = 100 C • 68 M • 8 Y • 52 K

ONE COLOR

■ = Process Black



Housing Early Assistance Tool (HEAT) Logo with Tagline: *Housing Services BEFORE you PCS!*

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NAVY HEAT LOGO WITH TAGLINE:

This version follows all branding guidelines of the main logo. However, it should never be reproduced less than 50% of the actual size for best results!

The HEAT logo conveys your brand and can be used with (or without) your tagline when needed. As a general rule the logo should always stand out.

Consider using the tagline when additional text, headlines and white space are limited to convey your brand and message, such as: tee shirts, posters and signage for special events, etc.

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