htng

MOVING HOSPITALITY FORWARD

HOSPITALITY TECHNOLOGY NEXT GENERATION

LOGO USAGE GUIDELINES

These usage guidelines are designed to maintain a consistent treatment of the HTNG logo. All logo use must comply with the restrictions listed on this page and be consistent with basic design principles.

Various versions of the logo in multiple formats are in the Media Kit on the HTNG website:

http://www.htng.org/page/MediaKit

ACCEPTABLE FORMATS

COLOR

COLOR W/ TAGLINE

WHITE W/ GREEN

WHITE TAGLINE W/ GREEN

WHITE

WHITE TAGLINE

Contact HTNG

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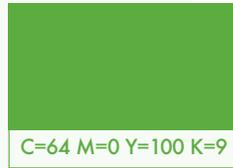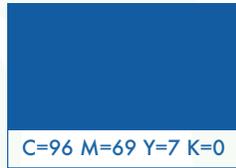
HTNG on Social Media

in /company/htng

/htng

f /HTNG.org

COLOR DEFINITIONS:

The logo files have the proper colors defined. For matching purposes, the Pantone, Hex and RGB color values are listed below.

C=96 M=69 Y=7 K=0	C=64 M=0 Y=100 K=9
Hex #015CA1	Hex #5BAD40
R=1 G=92 B=161	R=91 G=173 B=64

AREA OF ISOLATION:

Keep an area of isolation around the logo that is equivalent to the height of the letter "n."
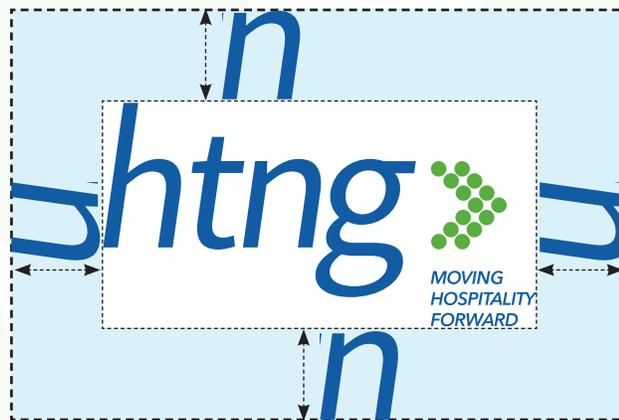
BACKGROUND:

Use a white or very light colored background with the logo. This could be a tint of less than 10% of a darker color choice, or a light pastel color selection. If printing and using a dark color for a page, add a light colored box behind the logo.

MINIMUM SIZE:

- For print applications, do not print the logo any narrower than 3/4".
- For web or other electronic display applications, do not display the logo any less than 72 pixels in width.

OTHER USAGE REQUIREMENTS:

Do not change the aspect ratio of the logo.

Do not alter the colors of the logo.

Do not rearrange the elements within the logo.

Companies who use the logo improperly may be required to have future usage approved in advance, or forfeit the right to use the logo.

For any additional questions, contact us.