

logo *guidelines*

These are 2-10 Home Buyers Warranty® specific guides to using our logo.



LONG LIVE HAPPY HOMES®



Clear Space

Always position the mark within a clear space of any other design elements or text on the page. The minimum clear space for the mark is equal to the height of the “0” in the logo mark.

The logo can be overlaid on a photo provided it is clear of distracting imagery and has enough contrast to read the mark clearly.

Minimum Size

To ensure optimal readability of the mark, do not scale down below .875 for print or 72 pixels for web.



.875" for print



72 pixels for web

Acceptable Logo Formats

To maintain the integrity of the logo, these are the acceptable usages for the logo: color, black/white, and reversed for both color and black and white. The logo must always be on a background that provides proper contrast for readability.

The colored versions are preferred, but one-color re-creations are acceptable if the reproduction means requires it.

Within body text, the company name should always be capitalized with the ® symbol.



PMS 208 Coated Logo



Reversed Logo in
PMS 208 Coated



Black/White Logo



Reversed Logo Black/White

Incorrect Logo Usage

To ensure the best legibility of the 2-10 HBW logo, please view the samples of how not to represent the logo. As guidelines to follow, never redraw, distort or alter the position, size, alignment of elements or color in the logo. No secondary colors should be used within the logo.



Do Not Change Colors



Do Not Change Fonts
In The Logo Type



Do Not Move Elements



Do Not Distort



Do Not Stretch



Do Not Place On Busy Backgrounds