Logo Usage

Follow these guidelines for consistency when using the 2-10 Home Buyers Warranty (2-10 HBW) logo.

72 pixels for web

PMS 208 LOGO   Logo in 1-Color White on PMS 208

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.

MINIMUM

To ensure optimal readability of the mark, do not scale down below .4" for print or 72 pixels for digital.

COLOR AND BACKGROUND

To maintain the integrity of the logo, these are the acceptable color usages for the logo on the web: PMS 208 (HEX #871E42) and reversed white. The logo must always be on a background that provides proper contrast for readability, preferably a solid background color.

PMS 208

HEX: #871e42   RGB: 135 30 66