

Hall Render MEDIA RELATIONS GUIDE

These guidelines are intended to guide you in the correct usage of the Hall Render brand.



Logo: Area of Isolation

FIGURE 1.
Area of Isolation



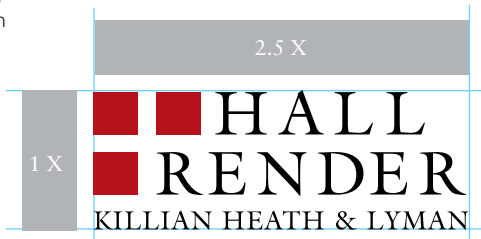
AREA OF ISOLATION

Minimum clear space protection is presented here as a guide to positioning the Hall Render logo at a visually safe distance away from distracting elements. The logo must always be the most legible and viewable element in any given graphic space.

The unit of measure "X" equals the height of the Hall Render logo. The minimum required clear space is a distance of "1/3 X" surrounding each side of the Trademark (see Figure 1).

Logo: Proportions

FIGURE 2.
Proportion



PROPORTIONS OF THE LOGO

The Hall Render identity was constructed with an aspect ratio (height to width) of 1" and 2.5", respectively (see Figure 2). This proportion must never be altered. Particular attention should be made when placing the logo in an application (such as Microsoft Word, or PowerPoint), where the image proportions can be changed simply by dragging the corners of the picture window box. This changes the aspect ratio of the logo and is unacceptable.

FIGURE 3.
Minimum size



MINIMUM SIZE

Due to readability, it is recommended that the logo never be used at a size that is less than 1" wide (see Figure 3).

FIGURE 4.
Wrong proportions

