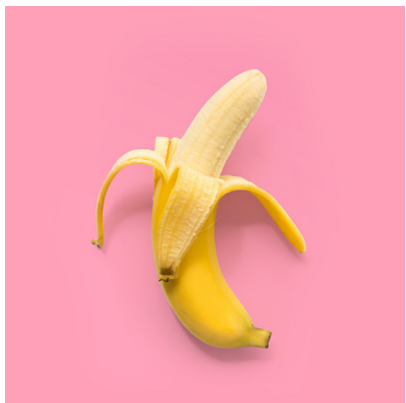
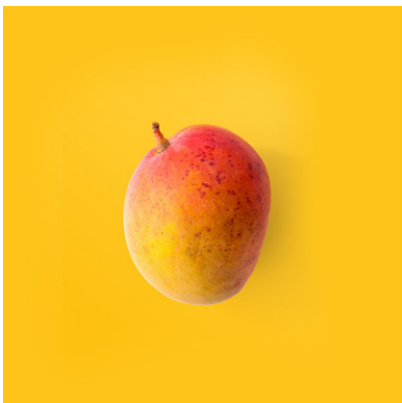


HORT CONNECTIONS 18-20 June 2018
Brisbane Convention Centre

pma **AUSVEG**



CORPORATE STYLE GUIDE

HORT CONNECTIONS 2018 CO-HOSTS





HORT CONNECTIONS LOGO

FULL COLOUR

HORT 18-20 June 2018
Brisbane Convention Centre
CONNECTIONS

Used only on white backgrounds.

MONO

HORT 18-20 June 2018
Brisbane Convention Centre
CONNECTIONS

Used for black and white documents. Can be used on coloured and imagery backgrounds if white is not suitable.

WHITE

HORT 18-20 June 2018
Brisbane Convention Centre
CONNECTIONS

Used for coloured and imagery backgrounds.



HOW TO USE THE LOGO

MINIMUM SIZE (WITH DATE)

The minimum size recommended for reproduction of the Hort Connections logo with the date before legibility is compromised is 26mm wide x 5mm high, as demonstrated below.

In situations where the size required is less than the minimum size, only the mono version can be used.



MINIMUM SIZE (WITHOUT DATE)

The minimum size recommended for reproduction of the Hort Connections logo without the date before legibility is compromised is 26mm wide x 5mm high, as demonstrated below.

In situations where the size required is less than the minimum size, only the mono version can be used.

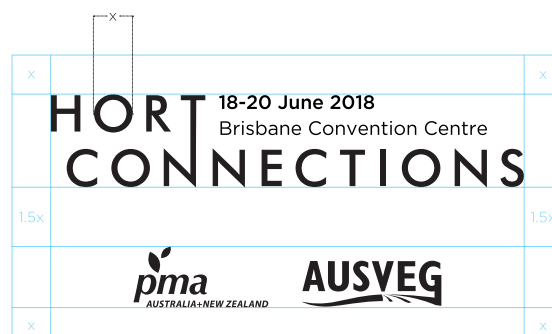


CLEAR SPACE

Clear space must exist on all sides of the Hort Connections logo to ensure strong and consistent placement of the logo across all applications. This clear space must be free of any other elements such as type, graphic elements or imagery.

The minimum clear space must be equal to the width of the letter 'O' in the Hort Connections logo, as demonstrated in the first diagram below.

When the Hort Connections logo is used in conjunction with the PMA A-NZ and AUSVEG logos, they must be placed 1.5 times the width of the letter 'O' and centred beneath the Hort Connections logo as demonstrated in the second diagram below.





HOW NOT TO USE THE LOGO

- Don't change the logo colours.
- Don't crop the logo in any way.
- Don't change the logo's orientation.
- Don't stretch or squeeze the logo to distort proportions.
- Don't add bevel, emboss, drop shadow or glow effects to the logo.
- Don't reconfigure or change the size or placement of any logo elements.
- Don't place the logo on a busy photograph or pattern.
- Don't present the logo in "outline only" fashion.
- Don't place the logo on similarly-coloured backgrounds.
- Don't outline the logo in any colour.
- Don't put a white box around the logo when placed on a dark or busy background.
- Don't recreate elements or replace with something else.



TYPEFACES

The Hort Connections primary typeface is Gotham. Effra and Futura are secondary typefaces, used for headings and subheadings. These typefaces must be used for all material that will be reproduced in print-based mediums.

If these are unavailable, the alternative typeface is Verdana.

GOTHAM

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

EFFRA

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

FUTURA

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

VERDANA

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



COLOUR PALETTE

The Hort Connections brand has two primary colours.

Hort Connections also has a secondary colour palette that can be used in publications and other material as demonstrated in this document.

The pantone and CMYK versions are used for offset and digital printing. The RGB version is used for electronic media such as television, PowerPoint or any screen presentations and projected displays.



YELLOW

Pantone 114 C
C: 4 M: 10 Y: 82 K: 6
R: 247 G: 218 B: 76



LIME GREEN

Pantone 7486 C
C: 28 M: 0 Y: 62 K: 0
R: 190 G: 219 B: 133



ORANGE

Pantone 24-5 C
C: 0 M: 39 Y: 69 K: 0
R: 250 G: 169 B: 97



GREEN

Pantone 145-5 C
C: 58 M: 0 Y: 66 K: 0
R: 111 G: 194 B: 130



RED

Pantone 60-10 C
C: 0 M: 59 Y: 35 K: 15
R: 212 G: 117 B: 119



MINT

Pantone 325 C
C: 45 M: 0 Y: 30 K: 0
R: 139 G: 208 B: 192



PURPLE

Pantone 253 C
C: 38 M: 93 Y: 5 K: 0
R: 166 G: 55 B: 198



TURQUOISE

Pantone 145-5 C
C: 55 M: 0 Y: 19 K: 0
R: 104 G: 201 B: 210



PINK

Pantone 204 C
C: 6 M: 65 Y: 13 K: 0
R: 228 G: 121 B: 158



BLUE

Pantone 312 C
C: 78 M: 18 Y: 18 K: 0
R: 0 G: 160 B: 192



CHARCOAL

Pantone 179-14 C
C: 0 M: 0 Y: 0 K: 85
R: 77 G: 77 B: 79



GREY

Pantone 179-3 C
C: 0 M: 0 Y: 0 K: 22
R: 205 G: 206 B: 208