

## PRIMARY LOGO



The primary Home Inspection Services logo is in full color, and should be used in most situations.

## LOGO VARIANTS



**Solid White**  
Use this logo anytime it appears on a dark background.



**Solid Black**  
Use this logo for 1-color print applications when the full color version cannot be used.

## CLEAR SPACE



Keep the logo away from other elements by maintaining a minimum amount of clear space around it. The minimum clear space is equal to the height of the letter "N".




### Always:

- Use one of the final, approved files that has been provided
- Keep ample "clear space" around the logo, separate from other elements & text

### Do not:

- Move/reconfigure the logo elements
- Stretch the logo
- Add drop shadows, bevels, or other effects to the logo
- Change the colors or typeface of the logo

## COLORS




**CMYK** (full color printing)  
100, 81, 27, 12

**PMS** (spot color printing)  
PMS 654C

**RGB** (digital/on screen)  
18, 68, 119

**Hex** (web)  
#124477




**CMYK** (full color printing)  
86, 54, 0, 0

**PMS** (spot color printing)  
PMS 7690C

**RGB** (digital/on screen)  
24, 112, 184

**Hex** (web)  
#1870b8




**CMYK** (full color printing)  
72, 36, 0, 0

**PMS** (spot color printing)  
PMS 7688C

**RGB** (digital/on screen)  
66, 140, 203

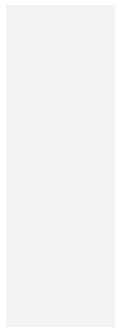
**Hex** (web)  
#428ccb



**CMYK** (full color printing)  
15, 100, 100, 0

**RGB** (digital/on screen)  
194, 33, 39


**Hex** (web)  
#c22127



**CMYK** (full color printing)  
0, 0, 0, 5

**RGB** (digital/on screen)  
242, 242, 242

**Hex** (web)  
#f2f2f2



**CMYK** (full color printing)  
0, 0, 0, 100

**RGB** (digital/on screen)  
0, 0, 0

**Hex** (web)  
#000000

## TYPOGRAPHY

**Museo Sans** should be used for all headlines and body copy, in both printed and online collateral. All weights within the Museo Sans typeface may be used.

### Museo Sans 900

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789!@#\$%&()::;?**

### Museo Sans 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&()::;?

**Arial** should only be used in situations where Museo Sans is not available (e.g., PowerPoint presentations or emails).

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&()::;?