

B. Correct Uses of Humber Logos

B.1 Protected Space and Text Alignment

There is a specific area around the logo that must be kept clear/blank. It is an invisible barrier that is designed to ensure that our logo remains prominent and uncluttered.

1. Logo placement

The Humber logo should ideally be placed on the left side of your documents. For example, top-left placement for all stationery and forms and bottom-left placement for ads.

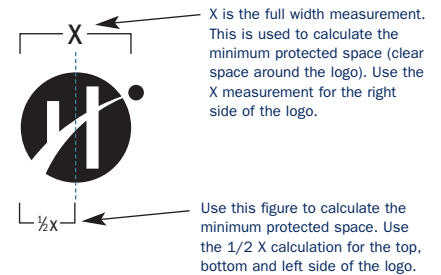
2. Calculating the space around the logo

The barrier is measured simply by using the width of the circle-with-“H” symbol (X) of the logo you are using and dividing it as shown here ($1/2 X$). This is applicable to all the Humber logo variations. See the logo samples here for exact measurements.

3. Alignment

Where possible, align text or image with the word “Humber” in the logo. This rule is more applicable to text documents on letterhead stationery.

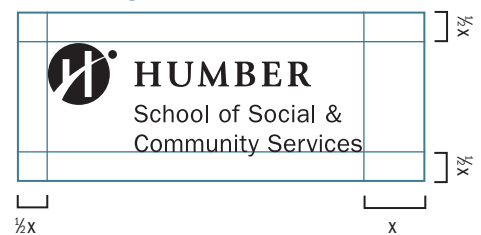
Occasionally the design layout of an ad will not permit the standard guide of aligning text to the primary logo (to the “H” in the word “Humber”).



Primary Logo



Sub-Brand Logo



B.2 Minimum Size

To preserve the clarity and legibility of all Humber logos, they must never be reproduced smaller than the minimum sizes specified here. In each case, the minimum size is determined by measuring the width of the symbol.

1 pica (.167")
(.423 mm)



1 pica (.167")
(.423 mm)



B.3 Preferred Size

In letter-size text documents, the logo is imported at full-page width. The preferred size for logo-to-letter-size paper is H 0.34" x W 1.67"

