

Master Logo & Clear Space

To maintain its integrity, the logo should have sufficient room to breathe and be free of any overlapping graphic elements or text (with the exception of some instances where an optimized logo may be placed on top of photography).

Clear space is defined by using a percentage of the width of the Plus Symbol.


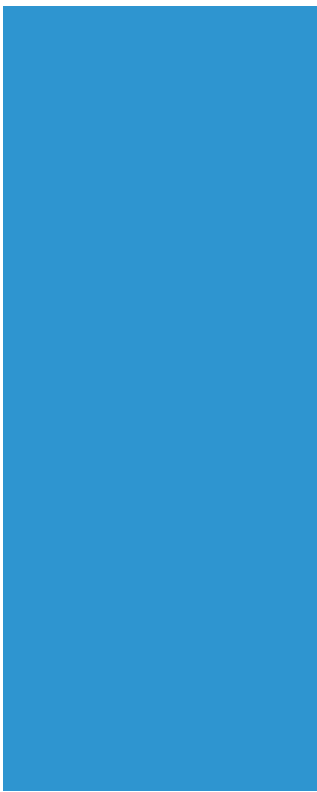

The minimum clear space should always be 75% of the width of the Plus Symbol.



**75% of the
Plus Symbol**

Logo Colors

To communicate the benefits of the **HP+** program, we've introduced Orange as the defining color of the Plus Symbol. The two-color logo should always be used whenever possible.



HP Blue

For Screen:
RGB: 0/150/214
Hex/HTML: 0096D6

For Print:
Coated
PANTONE 2925 C
CMYK: 79/18/0/0
—
Uncoated
PANTONE 2995 U
CMYK: 90/11/0/0

Orange

For Screen:
RGB: 232/119/34
Hex/HTML: E87722

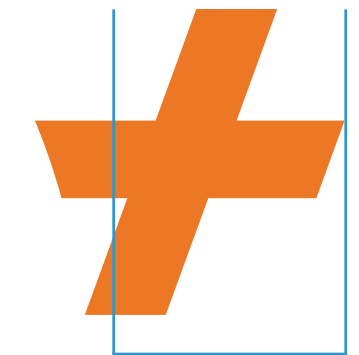
For Print:
Coated
PANTONE 185 C
CMYK: 0/62/97/0
—
Uncoated
PANTONE 185 C
CMYK: 0/59/100/0

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To maintain its integrity, the Print Plans logo should have sufficient room to breathe and be free of any overlapping graphic elements or text (with the exception of some instances where an optimized logo may be placed on top of photography).

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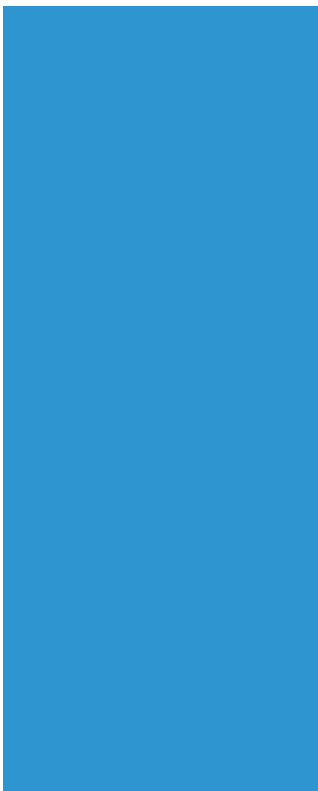
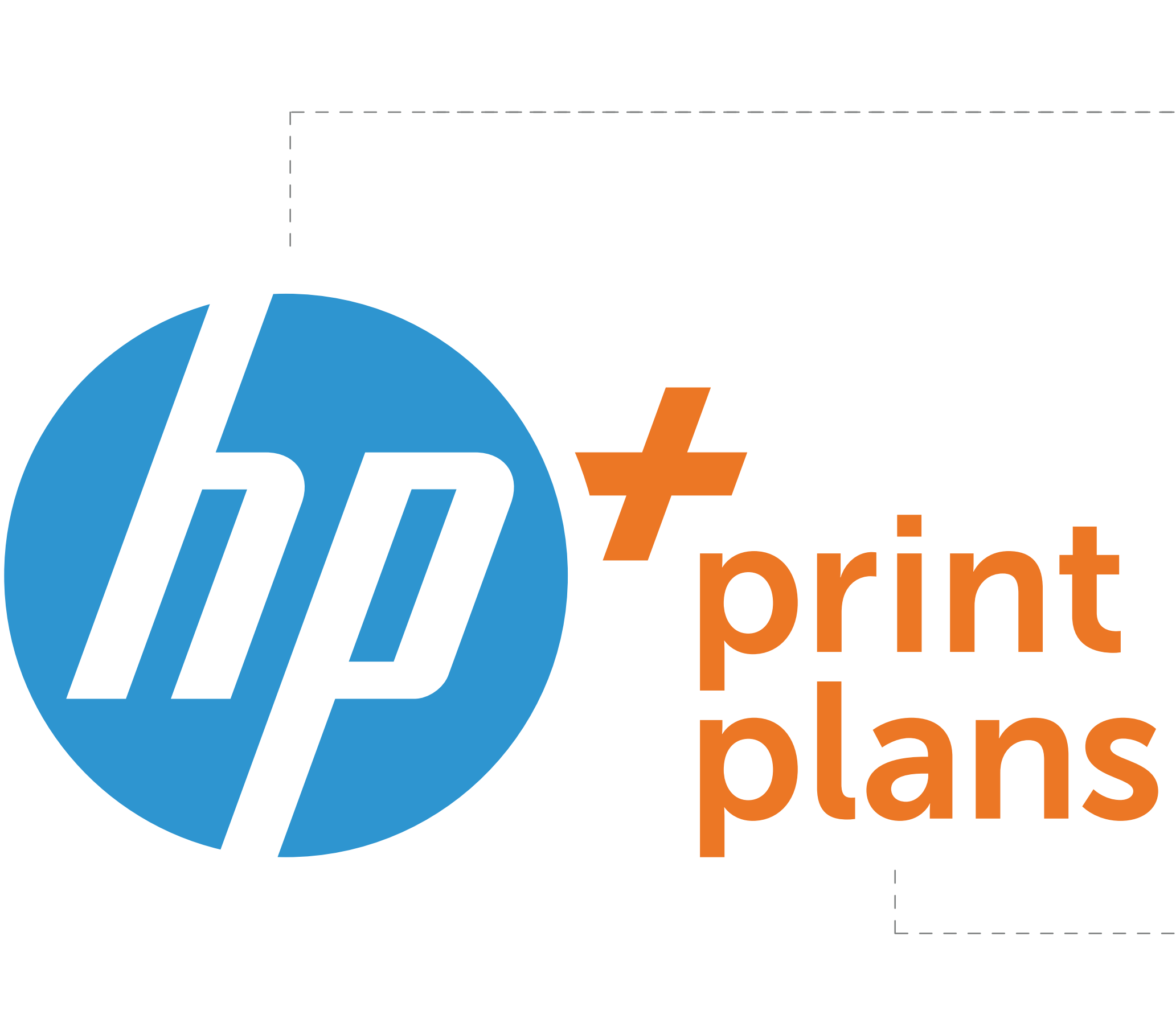


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