



COLOR VALUES



**BLACK**  
PMS: BLACK C HEX: 000000 RGB: 45 41 38  
CMYK: 65 66 68 82



**RED (icon swirl & text)**  
PMS: 711 C HEX: CB2C30 RGB: 203 44 48  
CMYK: 0 94 84 5



**YELLOW**  
PMS: 102 C HEX: FCE300 RGB: 252 227 0  
CMYK: 0 0 100 0



**RED**  
PMS: 485 C HEX: DA291C RGB: 218 41 28  
CMYK: 0 95 100 0



**ORANGE**  
PMS: 158 C HEX: E87722 RGB: 232 119 34  
CMYK: 0 62 97 0

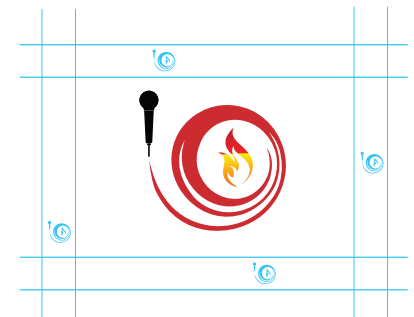
TYPEFACE & FONTS

**HKM** Franklin Gothic Demi  
**SALES & CONSULTING** Franklin Gothic Demi  
*YOUR PROCESS HEATING SPECIALIST*  
*Arial Narrow Italic*

FULL LOGO TAGLINE

FULL LOGO NO TAGLINE

LOGO SYMBOL





COLOR VALUES



WHITE  
PMS: WHITE    HEX: FFFFFFFF    RGB: 255 255 255  
CMYK: 0000



RED (icon swirl & text)  
PMS: 711 C    HEX: CB2C30    RGB: 203 44 48  
CMYK: 0 94 84 5



YELLOW  
PMS: 102 C    HEX: FCE300    RGB: 252 227 0  
CMYK: 0 0 100 0



RED  
PMS: 485 C    HEX: DA291C    RGB: 218 41 28  
CMYK: 0 95 100 0



ORANGE  
PMS: 158 C    HEX: E87722    RGB: 232 119 34  
CMYK: 0 62 97 0

TYPEFACE & FONTS

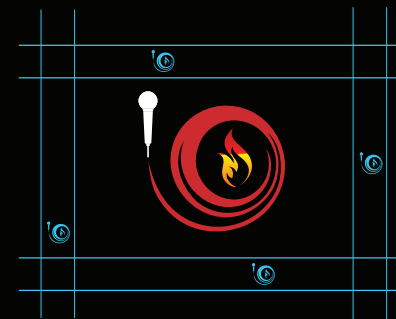
**HKM**    Franklin Gothic Demi  
SALES & CONSULTING    Franklin Gothic Demi

YOUR PROCESS HEATING SPECIALIST  
*Arial Narrow Italic*

FULL LOGO TAGLINE

FULL LOGO NO TAGLINE

LOGO SYMBOL





**FULL VERSION LOGO WITH TAGLINE**

- ⦿ Logo text centered
- ⦿ Opacity is a standard 100% for any type of background
- ⦿ Use black for light backgrounds
- ⦿ "SALES & CONSULTING" must be even and equal to HKM and not distorted
- ⦿ Symbol placement is to the left always



**FULL VERSION LOGO NO TAGLINE**

- ⦿ Logo okay to separate from tagline
- ⦿ Logo text centered
- ⦿ Opacity is a standard 100% for any type of background
- ⦿ Use black for light backgrounds
- ⦿ "SALES & CONSULTING" must be even and equal to HKM and not distorted
- ⦿ Symbol placement is to the left always



**LOGO ICON**

- ⦿ Logo okay to separate icon from all text
- ⦿ Opacity is a standard 100% for any type of background
- ⦿ Use black for light backgrounds



**FULL VERSION LOGO WITH TAGLINE**

- ⦿ Logo text centered
- ⦿ Opacity is a standard 100% for any type of background
- ⦿ Use white for dark backgrounds
- ⦿ "SALES & CONSULTING" must be even and equal to HKM and not distorted
- ⦿ Symbol placement is to the left always



**FULL VERSION LOGO NO TAGLINE**

- ⦿ Logo okay to separate from tagline
- ⦿ Logo text centered
- ⦿ Opacity is a standard 100% for any type of background
- ⦿ Use white for dark backgrounds
- ⦿ "SALES & CONSULTING" must be even and equal to HKM and not distorted
- ⦿ Symbol placement is to the left always



**LOGO ICON**

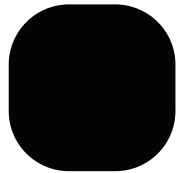
- ⦿ Logo okay to separate icon from all text
- ⦿ Opacity is a standard 100% for any type of background
- ⦿ Use white for dark backgrounds



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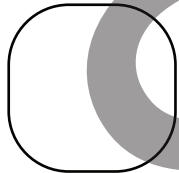
*YOUR PROCESS HEATING SPECIALIST*

*YOUR PROCESS HEATING SPECIALIST*



**BLACK**

Always use outlined tagline to maintain size scale.



**WHITE**

CAPS

*YOUR PROCESS HEATING SPECIALIST*

*Arial Narrow Italic*