

IDENTITY

There are four logo types for the Holdan brand. On printed materials, where the minimum size of 60mm or more is possible, the landscape logo with URL should be used. Where the minimum size of 60mm cannot be achieved, the landscape logo without URL should be used, while for management applications, the logo with the Midwich Group Company strapline should be used. For online applications, including for social media, the boxed logo should be used to allow definition.

The landscape logos may all be used as white out, in one colour grey, or one colour red.

Size and colours, as well as the proportions of the logo elements, are predetermined and should not be altered.



White out



One colour grey



One colour red



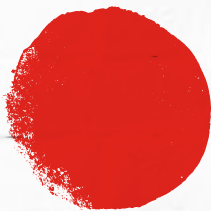
Boxed

USAGE

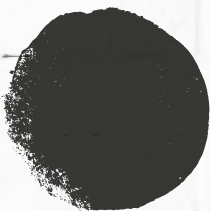
In print, the minimum reproduction size of the landscape logo URL is 60mm and without the URL it is 30mm. For digital media, the minimum size is 150 pixels.



COLOURS



Holdan Red
Pantone 485C
C7 M100 Y100 K1
R220 G35 B46
HEX #DC232E



Holdan Charcoal
Pantone 426C
C73 M65 Y62 K67
R38 G42 B45
HEX #262A2D