

LOGO COLOURS



Blue

PMS 287

Process Colour

C=100, M=72, Y=2, K=12

RGB

R=0, G=51, B=141

HTML

#00338D



Red

PMS 032

Process Colour

C=0, M=90, Y=60, K=0

RGB

R=247, G=209, B=23

HTML

#ED2939



Dark Blue

PMS 289

Process Colour

C=100, M=76, Y=10, K=65

RGB

R=0, G=34, B=68

HTML

#002244

LOGO FONTS



(A) 'hukafalls JET' font = Adapted typeface from Eurostile BoldExtended

(B) 'THE MOST THRILLING BY NATURE' font = Helvetica Neue BoldExt

COLOUR LOGO

On white Background



On Black Background



- Other Colour/Photographic Backgrounds

It is at the users discretion whether to use the positive or the negative logo on coloured backgrounds.

GRAYSCALE LOGO

- On white Background



- On Black Background



MINIMUM SIZE



(A) For readability of strapline

(B) For readability of title only

CLEAR AREA



- k = minimum clear space around logo

LOGO WITHOUT STRAPLINE



ICON



LOGOTYPE

***hukafalls* JET**
THE MOST THRILLING BY NATURE

LOGOTYPE WITHOUT STRAPLINE

***hukafalls* JET**

TYPE

- For Headers and sub-headers use: Helvetica Neue BoldExt (in uppercase always)

Helvetica Neue Extended
Helvetica Neue BoldExt

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z 1 2 3 4 5 6 7 8 9 0
! @ # \$ % & () ?

- For body copy use: Frutiger 45 Light

Frutiger 45 Light
Frutiger 55 Roman
Frutiger 65 Bold

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z a b c d
e f g h i j k l m n o p q r s t u
v w x y z 1 2 3 4 5 6 7 8 9 0
! @ # \$ % & () ?

TYPE

- **Internal font:** Arial. For the use in all emails, website, Microsoft Word, PowerPoint presentations, letters, faxes and memos.

Arial

Arial Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y
Z 1 2 3 4 5 6 7 8 9 0 ! @ #
\$ % & () ?