



## HWM + HardwareZone.com Tech Awards Logo Usage Guidelines

## Logo Artwork

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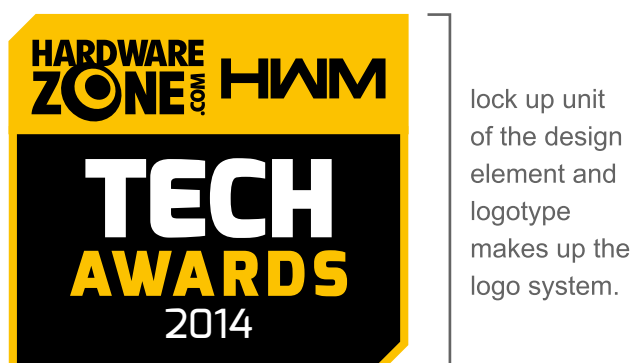
The logo system consists of two elements, the Design Element and the Logotype. The preferred logo configuration is as below. Do not recreate or alter any of the elements in the logo system.



## Logo Usage

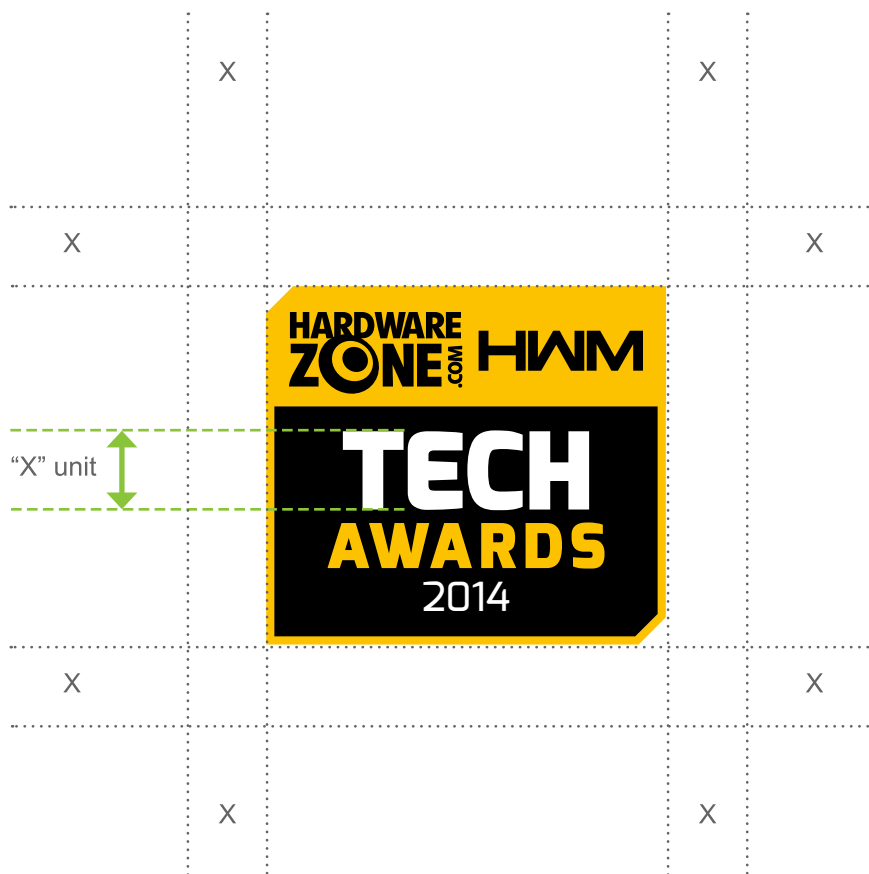
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The preferred logo configuration to be used is as shown below. The logo system and its elements may only be reproduced in versions shown in this guide, and may not be recreated nor altered.



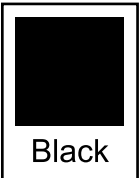
## Clear Space Requirements

Clear space is the area around the logo that separates it from surrounding elements such as logos, symbols, text, patterns or other graphic elements. This requirement is designed to maintain the integrity of the logo to ensure visibility and legibility. The below illustration show the clear space of the logo, and is defined by the distance of “x”. “x” is the height of the letter “T” in the Tech Awards logo.



# Colour Requirements (Colour)

The Logo has been created as an RGB-coloured logo thus RGB colour codes works best. CMYK and Hexadecimal colour codes as listed below can be used as an alternative.



CMYK / 0C 0M 0Y 100K  
RGB / 0R 0G 0B  
HEX / #000000



PANTONE / 123C  
CMYK / 0 25M 100Y 0K  
RGB / 252R 194G 0B  
HEX / #FDC100

Logo should be used on a white or neutral background whenever possible.

On white or light coloured background



## Colour Requirements (Reverse Colour)

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Reversed colour version of the logo should be used on black or dark coloured backgrounds.

Should coloured background colours be required,



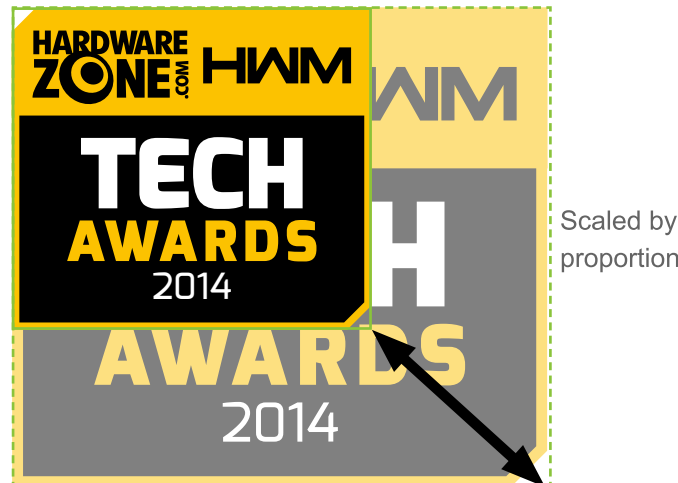
## Colour Requirements (Black / White)

A one colour version of the logo is also provided. This version is to be used in the event that full colour is not an option.



## Rescaling of Logo

Size of logos can be altered within its approved configuration to fit the size of the respective mediums of use. The logo should not be stretched, redrawn or altered in any way, but scaled in direct proportion to the original.





## Minimum Width of Application

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Size of logos should be altered proportionately and should be kept to the following minimum sizes:

### Print

- (a) 4cm width on printed materials and collaterals
- (b) 2.5cm width on related premiums and merchandise. Special approval can be sought on case by case basis.

### Web

- (a) 60px width on webpages
- (b) Any size smaller, please contact our Marketing personnel and seek for approval.

