



Logo Use Guidelines

Colors

The colors of Nail Heating and Air are blue on a white background represented in print by Pantone [TM] or PMS [TM] (Pantone Matching System) colors as shown below. An alternate would be for the logo to be represented in white on a dark background.

The colors should be converted to hexadecimal codes for display in multimedia and web projects. The following chart shows the Pantone colors for print and their hexadecimal equivalents.

Pantone™ or PMS™ colors for print	296 C
Web safe Hexadecimal Color Codes	#000033
CMYK Color Codes	100-100-0-80

Pantone and PMS are registered trademarks.

Fonts

Graphically, consistent use of fonts goes a long way in projecting a unified institutional image. **Times New Roman** is recommended for Nail Heating and Air print, signage and multimedia publications. In some cases, the alternative fonts of Verdana, Arial, or Times can be substituted however the Logo is always represented in **Times New Roman**.