



HPFI®
Graphic Standards
September 15, 2009
(Revised February 10, 2011)

Goes Great with Work. ®





Registered Trademarks

The HPFI® logo, the abbreviation “HPFI®”, our tag lines “Goes Geat With Work®” and “We’re big enough that we can and small enough that we will®” and the colored square graphic (top left corner) are each registered trademarks of High Point Furniture Industries. The ® glyph / symbol should always be used with their first appearance on a print or electronic document.

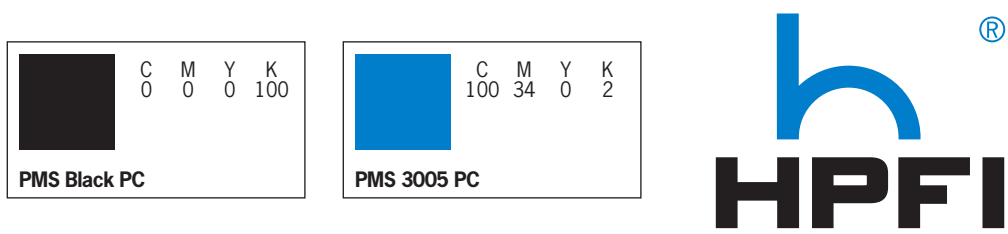
2-Color Usage

The HPFI logo may be reproduced in the following Pantone Matching System (PMS) spot colors only.



4-Color (Process Color) Usage

The HPFI logo may be reproduced from 4-color process using the following Pantone Process Color formulas (CMYK):



Minimum Size

The minimum size for reproducing the HPFI logo is determined by the measure of the width of the logo, which cannot be less than 1.0” (inches).





Minimum Clear Space

Type and other graphic elements should not be positioned too close to the logo. The minimum clear space to be kept around the logo should be measured by the height of the first letter “H” in the logo, as follows:



Fonts

Fonts to be used in conjunction with the HPFI logo are up to the discretion of the “keeper of the brand”. The logotype (HPFI) should never be replaced or altered as it appears in the logo itself.

The recommended fonts are as follows:

News Gothic (BT in Mac)

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

News Gothic Italic (BT in Mac)

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

News Gothic Bold (BT in Mac)

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890