

ZERO HARM BRANDING GUIDE

Using the Logo Properly

The logo is meant to be used proportionally. The logo should have at minimum a 1/4 inch space around it on all sides. Do not skew the logo vertically or horizontally. Examples Below:



Correct



Incorrect



Incorrect

Rules for Usage

Because the Zero Harm logo is an element of the company's branding program, it is of utmost importance that we maintain the integrity of the logo itself. This means that no matter how the logo is used, it must not be altered from its original style, proportional size and approved color.

Acceptable Logo Formats

Below is the only acceptable logo format for Zero Harm.



Color Palatte



C-100 / M-75 / Y-0 / K-30



C-0 / M-100 / Y-100 / K-10



C-96 / M-11 / Y-100 / K-1

Size Restrictions

The minimum logo size that may be used is 0.6 inches (15.2 millimeters) in width.



ZERO HARM IS THE ONLY BRAND ALLOWED, THUS BRANDS LIKE: "NO ONE GETS HURT", "BROTHERS KEEPER", "INCIDENT AND INJURY FREE", ETC, SHOULD BE ELIMINATED FROM USE

KBR

