

1

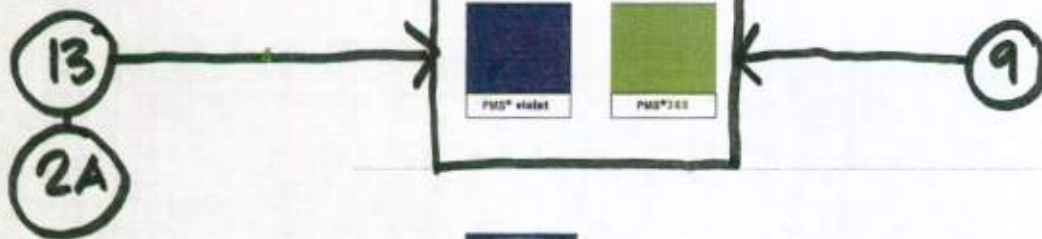


2

HASKINS

3

for garden pleasure



5

News Gothic - Medium *Italic* - **Bold** - *Italic*

1

Logo, Namestyle, Colours & Secondary Text Typeface Preferred logo versions

There are 6 basic elements to the Haskins Garden Centres corporate identity

- 1 The Haskins **bee logo**
- 2 The unique handdrawn **Haskins logotype**
- 3 The Haskins Garden Centres **tagline**
- 4 The corporate **colours**: Pantone PMS violet & **Pantone 382**
For details & colour specs - see 'colour control & acceptable colourways'.
Do not use colours printed in this manual as a colour match. When specifying Pantone colours always use the phrase "... match to"
- 5 The Haskins '**halo**'
The 'halo' provides a graphic device to make the logo stand out on dark or confused background - i.e. photographs
- 6 The Haskins **secondary 'text' typeface**
- 7 Preferred **logo versions** - using large Haskins Bee - see below



7



A/44/11/1000