



HLS branding with
positioning statement.

The HLS “wing” device comprises a graduated coloured background with white text reversing. The graduated coloured background comprises two PMS colour specifications.



288C



Process Cyan C

Note: The master artwork above should be never be redrawn or colour gradient altered.

HLS branding should always be used on a white background. It can be used on lighter complimentary coloured backgrounds.



HLS branding can be reversed from a complimentary colour palette.



High visibility variations.