

Logo usage

The Hypertherm Associates logotype should only be reproduced in Hypertherm Associates blue, green, white and gray. The tint of gray can be lightened to 50% black when the logo appears on a dark background.

Original master art or approved electronic files should always be used for the reproduction of the Hypertherm logotype.

Hypertherm Associates Blue
Pantone 648
CMYK 100 85 36 32
RGB 0 47 93
HEX 002F5D

Hypertherm Green
CMYK 40 0 82 0
RGB 164 207 95
HEX A2Ce5e



File: LOGO_HOPE_4C.eps



File: LOGO_HOPE_4C.eps

Unacceptable usage

This example demonstrate one of the incorrect variations to be avoided. Such misuses will undermine the value of the signature's status as a trademark and affect continuity of corporate identity.

Hypertherm Gray
CMYK 0 0 0 75

(This version is to be used on black and white publications.)



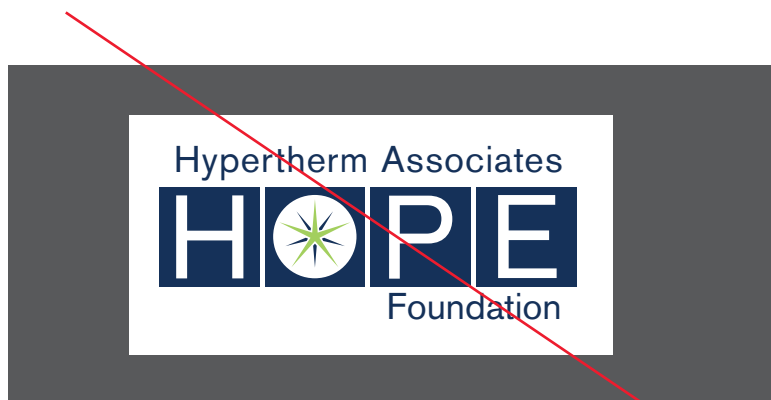
File: LOGO_HOPE_BW.eps

Hypertherm Green
CMYK 40 0 82 0
RGB 164 207 95
HEX A2Ce5e

White



File: LOGO_HOPE_KO.eps



Do not box in the logo when used on a dark background.