



High Eye Logo Usage Guide

Approved logo versions

The press kit contains three approved logo treatments

- **HE Logo**
Use this as the default High Eye logo wherever possible.
- **High Eye Blue**
Use the blue version on white or light-coloured backgrounds where there is sufficient contrast.
- **HE Logo White**
Use the white version on dark, photographic or coloured backgrounds.

Always use the supplied artwork. Do not recreate the logo, type the company name in another font or extract individual elements from screenshots or documents.

Choosing the correct file format

- **SVG**
Use for websites, digital publications, presentations and other applications where a scalable vector file is preferred. The SVG files may appear as Chrome HTML documents in Windows Explorer.
- **PNG**
Use for websites, presentations, social media and documents where a transparent background is required.
- **JPG**
Use only where transparency is not required and the software does not support vector or PNG files.

For print production, use the EPS version wherever possible. For normal digital use, SVG or PNG is preferred.



Clear space	Keep sufficient empty space around the logo so it remains clearly visible. As a general rule, leave clear space on all sides equal to at least the height of the capital letters in the High Eye wordmark. No text, logos, borders or other graphic elements should enter this area.
Minimum size	The logo must remain legible and recognisable. Recommended minimum sizes: • Digital use: 120 pixels wide • Printed material: 30 mm wide For smaller applications, check that all lettering remains clear. Do not use the logo at a size where details begin to merge or disappear.
Backgrounds and contrast	Use the blue or standard logo on white and light backgrounds. Use the white logo on: • Dark backgrounds • Dark areas of photographs • High Eye blue backgrounds • Other coloured backgrounds that provide sufficient contrast Avoid placing the logo over visually busy areas. Where necessary, reposition the logo or use a plain background area rather than adding effects around it.
Logo colour	Use only the colours contained in the supplied logo files. Do not: • Change the logo colour • Apply gradients • Reduce its opacity • Add outlines • Add shadows or glow effects • Place the logo inside an unapproved shape Where a single-colour treatment is required, use one of the supplied blue or white versions rather than recolouring the standard artwork.



Scaling and proportions	Always scale the logo proportionally. Do not stretch, compress, rotate, skew or otherwise distort the logo. When resizing it in a document or presentation, lock the aspect ratio before changing its dimensions.
Naming	The company name must be written as: High Eye Do not write it as: • HighEye • High-Eye • Higheye • HE, unless used internally or where the abbreviation has already been explained The product name must be written as: Airboxer The previous product designation HEF 32 should <i>not</i> be used in new publications.
Approval and questions	For media, partner campaigns, exhibition graphics or other prominent external use, submit the final artwork to High Eye for review before publication. Contact: info@higheye.com higheye.com

Incorrect use

Do not:

- Alter the relationship between the symbol and wordmark
- Move, resize or remove individual logo elements
- Replace the lettering with another typeface
- Crop the logo
- Place text inside the clear-space area
- Use a low-resolution file where a vector version is available
- Add the logo to a photograph without adequate contrast
- Combine it with another organisation's logo without sufficient spacing
- Use obsolete High Eye or Airboxer branding

Use alongside partner logos

When the High Eye logo is shown together with partner, customer or event logos:

- Keep all logos visually balanced
- Maintain the required clear space
- Do not connect the logos with lines or other graphic elements
- Do not imply a formal partnership or endorsement without approval
- Avoid making another logo appear to be part of the High Eye identity