Logo usage

The Hypertherm logotype should only be reproduced in Hypertherm red, 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.
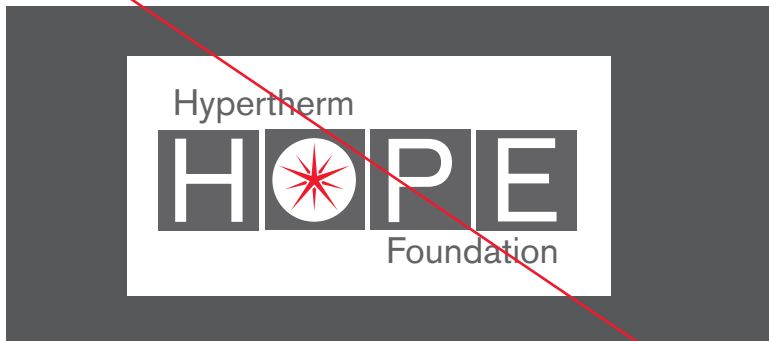
Unacceptable usage

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.

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

Hypertherm Red
Pantone 485
CMYK 0 100 91 0
RGB 237 27 46
HEX ED1B2E

Hypertherm Gray
CMYK 0 0 0 75

File: LOGO_HOPE_4C.eps

File: LOGO_HOPE_4C.eps

Hypertherm Gray
CMYK 0 0 0 75

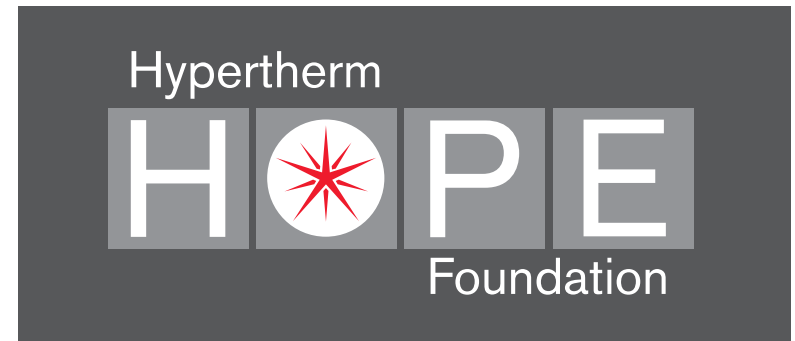(This version is to be used on black and white publications.)

File: LOGO_HOPE_BW.eps

Hypertherm Red
Pantone 485
CMYK 0 100 91 0
RGB 237 27 46
HEX ED1B2E

Hypertherm Gray
CMYK 0 0 0 50

File: LOGO_HOPE_KO.eps