



Leader in
Horticultural
Containers

BRANDING STANDARDS

For questions or logos, contact
Craig Ruvere, Marketing Communications Manager
cruvere@hc-companies.com

Effective 1/27/22



Leader in
Horticultural
Containers

Aa

ABC - 123 - !@#

Name of font: **Jubilat**

Uses: Headlines, Titles

Aa

ABC - 123 - !@#

Name of font: **AvenirNext**

Uses: Body Copy/Headlines; Print

Aa

ABC - 123 - !@#

Name of font: **Fertigo Pro**

Uses: Logo Only

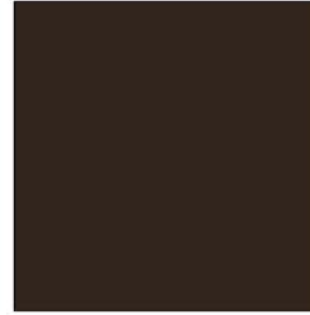
Aa

ABC - 123 - !@#

Name of font: **Effra**

Uses: Body Copy/Headlines

Web and Print



Hex:
#30261d

RGB:
48, 38, 29

CMYK:
61, 65, 73, 71



Hex:
#6d6259

RGB:
109, 98, 89

CMYK:
54, 53, 59, 24



Hex:
#66823a

RGB:
102, 130, 58

CMYK:
63, 31, 98, 13



Hex:
#a8c47f

RGB:
168, 196, 127

CMYK:
37, 8, 64, 0



Hex:
#86bac7

RGB:
134, 186, 199

CMYK:
47, 13, 18, 0



Hex:
#f37255

RGB:
243, 114, 85

CMYK:
0, 69, 68, 0

APPROVED FONTS & COLORS



Leader in
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CANNABIS

Hex:

#3E6B91

RGB:

62, 107, 145

CMYK:

81, 54, 25, 5



NURSERY

Hex:

#6E7781

RGB:

110, 119, 129

CMYK:

60, 47, 39, 9



GREENHOUSE

Hex:

#DDBC72

RGB:

221, 188, 114

CMYK:

14, 24, 65, 0



SUSTAINABLE

Hex:

#A9AB79

RGB:

169, 171, 121

CMYK:

60, 47, 39, 9

APPROVED SEGMENT COLORS

Logo Applications

In order to maintain the integrity and consistency of HC, please consult The HC Companies marketing department before using the logos in any questionable circumstances or designs.

Approved Logos



Leader in Horticultural Containers



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LOGOS

Need new logos?

Contact Craig Ruvere, Marketing Manager cruvere@hc-companies.com.
Distributors can find the new artwork on the [Distributor Portal](#).

Logo Applications

Due to **trademark legalities**, please cease using the following logos in your communications and advertisements when referencing The HC Companies.



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DISCONTINUED LOGOS

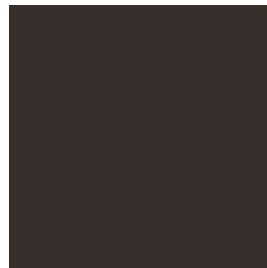
Approved Logos



**Leader in
Horticultural
Containers**

**Light Colored
Apparel**

**Sprout should be Pantone 577C, copy/line
art black, brown circle Pantone 412C**



Pantone:	412C
Hex:	382f2d5
C: 0	R: 56
M: 16	G: 47
Y: 20	B: 45
K: 78	



**Leader in
Horticultural
Containers**

**Dark Colored
Apparel**

**Sprout should be Pantone 577C, copy/line art
white, brown circle Pantone 412C**



Pantone:	577 C
Hex:	a8c47f
C: 37	R: 168
M: 8	G: 196
Y: 64	B: 127
K: 0	

APPAREL LOGOS

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SIZING

The size of the "HC" circle must be the diameter of a **half dollar - 1.205"**



APPAREL SIZES

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