

It is critical to maintain the correct dimensions of the Harris logo. Extending or condensing the logo changes its character and undermines its integrity.

Equally important is the “breathing” space surrounding the mark. A minimum of white space prevents crowding and allows the logo to remain distinctive. This space is measured as the height of the Harris “H” around the main body of the mark.

If formal names are referenced (e.g., division name, product name, etc.), then add 75% of the “H” height below the tip of the stylized “A.”

Brand Byline

The clear area under the Harris logo when used with the brand byline, *assured communications*®, is 25% of the “H” height below the tip of the stylized “A.” This is the only exception.

Proper Logo and Byline Sizing

To scale logos proportionally: for most applications, click on the logo, hold down the “control” key and click on a corner “handle”—you can make it larger or smaller while keeping it in proportion.

NOTE: It is very important to check “Picture Format/Size/Scale” to ensure that the height and width percentages are equal. For Microsoft Word and PowerPoint applications, double-click or right-click the logo. The Format Picture dialog box should appear.



There Are Only Five Ways To Use the Harris Logo:

- Black with a red “A” on a solid white (preferred) or light-colored (20% or less) background
- White with a red “A” on a solid black or very dark (80% or more) background
- Solid black on a light background
- Solid white on a dark background
- Solid metallic (silver, bronze, or gold)

The red/black and red/white versions may be reproduced using two-color or process color printing. For two-color printing, the red is defined as PMS 186. When using four-color process printing, the red is defined as 100% magenta over 100% yellow.

Clothing Items

The Harris logo may be reproduced in solid gold or silver inks, and may be embossed or foil-stamped in metallic colors.

The two-color logo can be used on light or medium-colored clothing or other material items.

Tracking

Harris Corporation is sometimes shown with tracking/letter-spacing in the following pages—the individual letters appear to be spaced apart. Adjustments to the type must be made to match the samples. The amount of tracking will be dependent on the software application being used. Keep in mind that most samples are exhibited at 50% of their original size.

