WAR HORSE INDUSTRIAL

Brand Guidelines

About Us

War Horse Industrial takes pride in caring for the customer and making sure their clients get the very best in customer service and response. War Horse Industrial has invested in OEM relationships, local inventory and a professional service staff to guarantee safety and quality are job one. We understand how valuable our industry is and how important it is to minimize downtime. Having these relationships and investments in place ensures an accurate and fast response time, every time.

War Horse Industrial is also committed to the communities we live in, supports local law enforcement and believes in using American made products whenever possible. We are pro-life and pro-veteran. We are fully aware of the freedoms we enjoy because of the sacrifice of others and believe in doing what we can to support the next generation.

War Horse Industrial wants to thank each and every one of you for visiting our page, giving us a chance to earn your business and for trusting us with the maintenance of those valuable assets.

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Primary logo

Symbol

Wordmark with tagline

Wordmark

**Primary logo
lockup**

Stacked, one-line with tagline

Horizontal, one-line with tagline
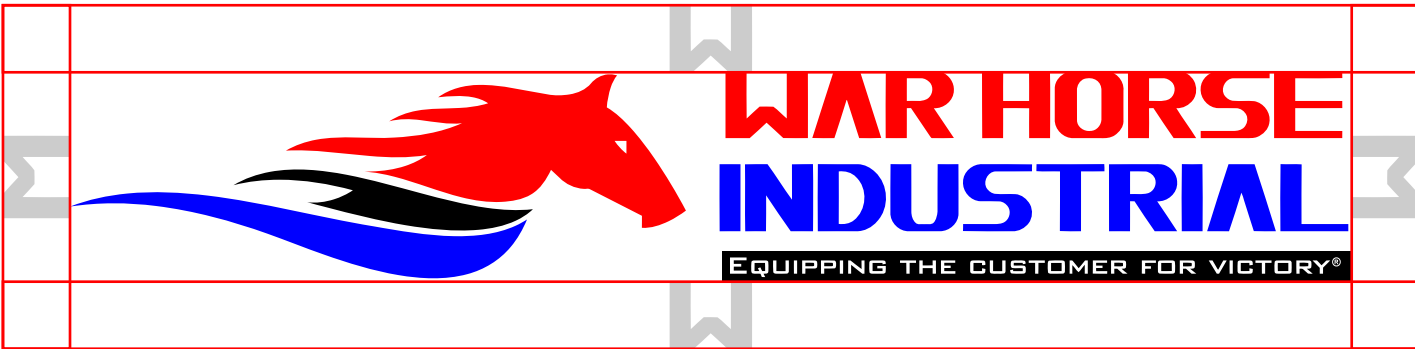

Stacked, two-line with tagline

Horizontal, two-line with tagline

Primary logo
 Clear space

Primary logo
Minimum size
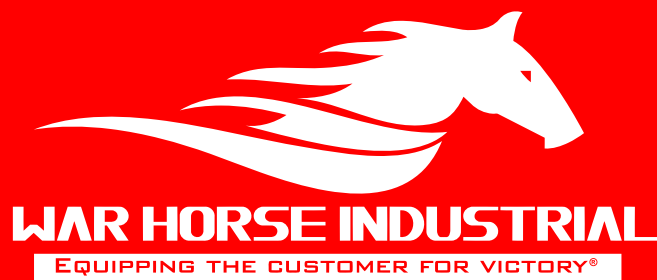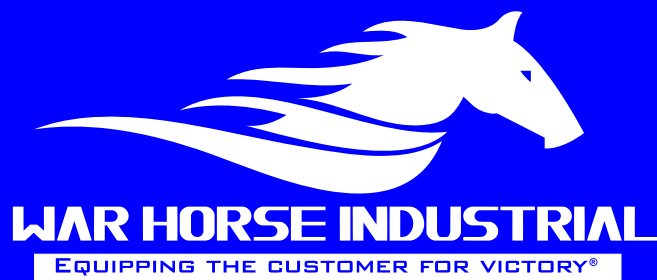
Stacked

240px
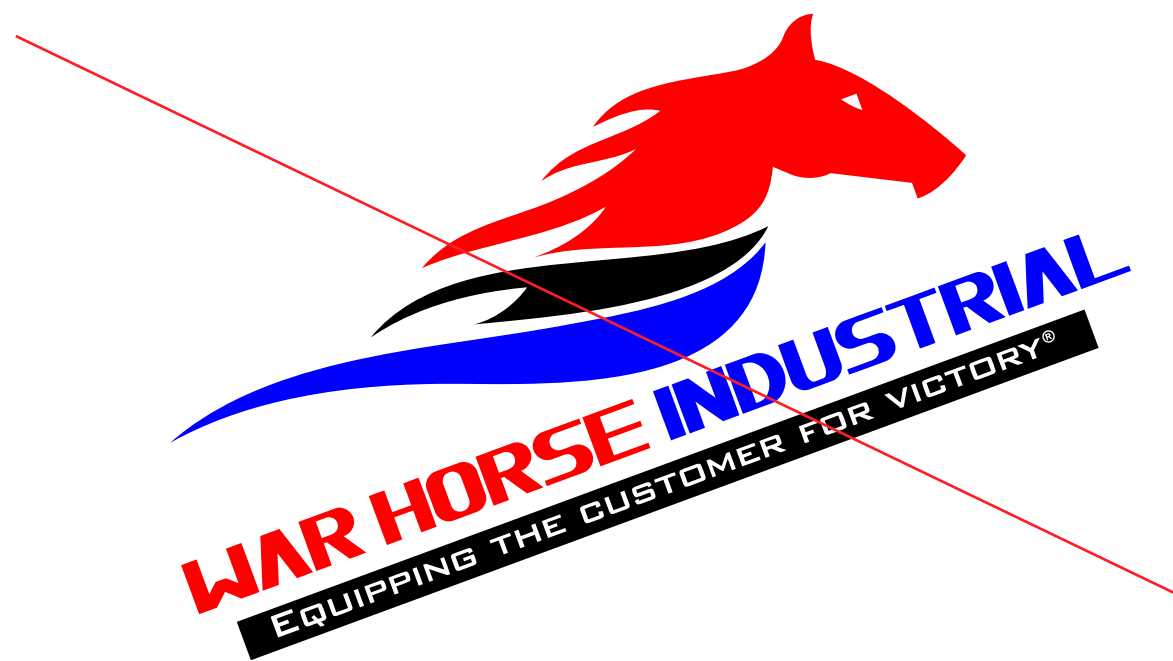
Horizontal

430px

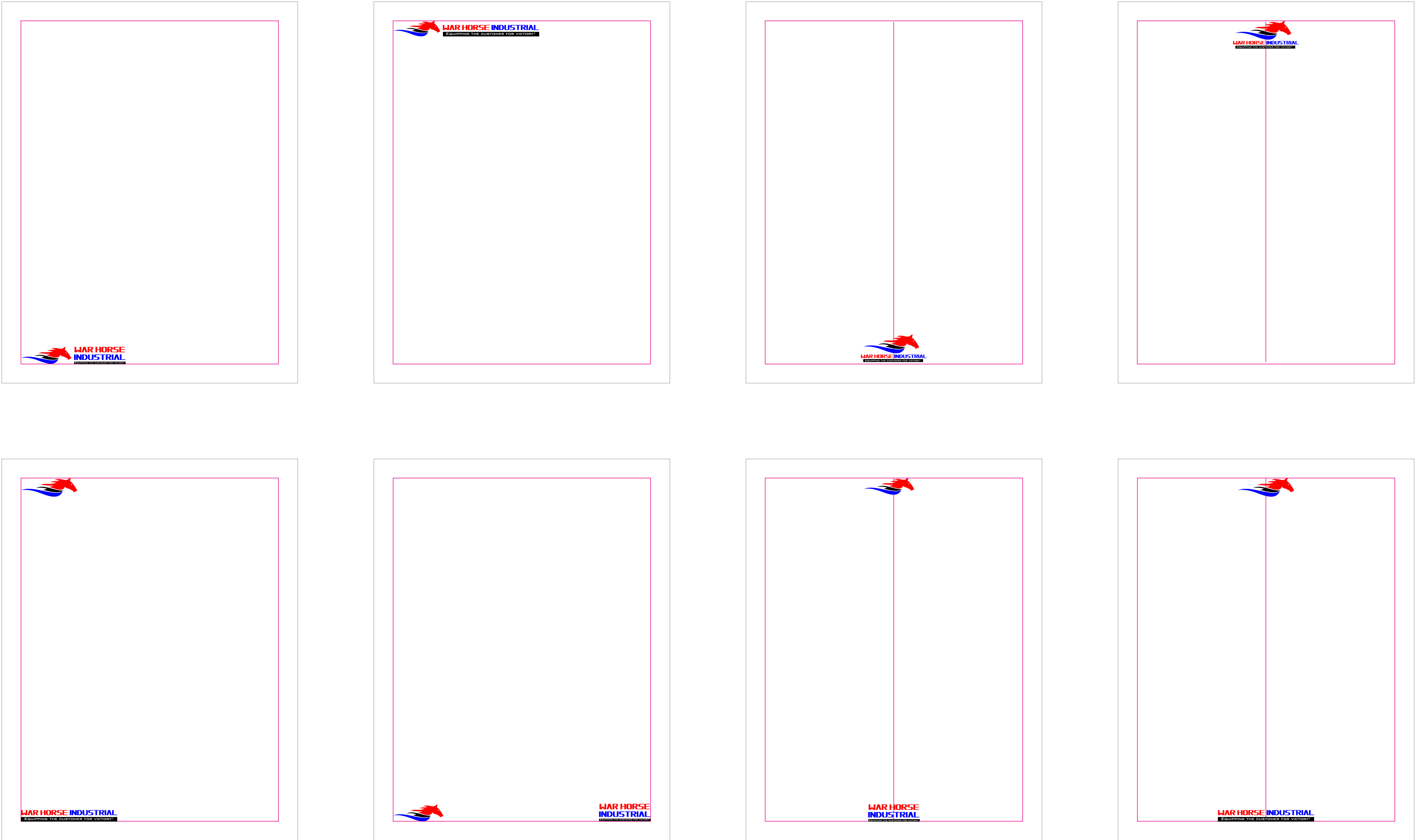Stacked

60px

Horizontal

280px

Primary logo
Color variations

Primary logo
Logo misuse

Primary logo
Configurations

Seal

Minimum size

130px

Color variations

Typography
Font
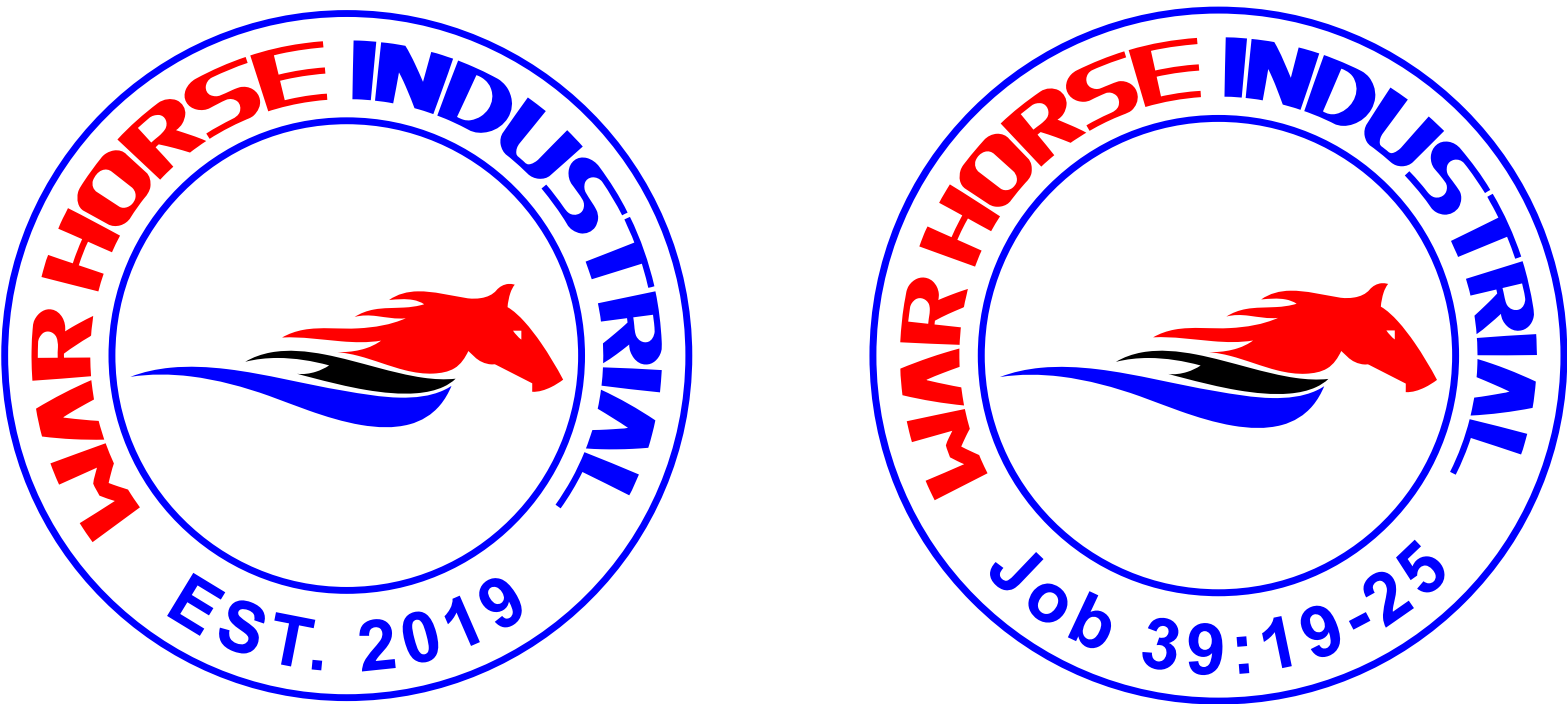
Lato

Light

A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z a b c d e f g h i j k l m n o p q r s t u v
w x y z 1 2 3 4 5 6 7 8 9 0 ! @ # $ % & ? .

Regular

A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z a b c d e f g h i j k l m n o p q r s t u v
w x y z 1 2 3 4 5 6 7 8 9 0 ! @ # $ % & ? .

Bold

**A B C D E F G H I J K L M N O P Q R S T U V W
X Y Z a b c d e f g h i j k l m n o p q r s t u v w
x y z 1 2 3 4 5 6 7 8 9 0 ! @ # $ % & ? .**

Black

**A B C D E F G H I J K L M N O P Q R S T U V W
X Y Z a b c d e f g h i j k l m n o p q r s t u v w
x y z 1 2 3 4 5 6 7 8 9 0 ! @ # $ % & ? .**

Color palette

Red

HEX   #FF0000
RGB   255 - 0 - 0
CMYK   0 - 100 - 100 - 0

Blue

HEX   #0000FF
RGB   0 - 0 - 255
CMYK   88 - 77 - 0 - 0

Black

HEX   #000000
RGB   0 - 0 - 0
CMYK   100 - 100 - 100 - 100

Color palette
Color Accessibility

WAR HORSE INDUSTRIAL

Text: #ffffff   Background: #0000ff

WAR HORSE INDUSTRIAL

Text: #ffffff   Background: #ff0000

WAR HORSE INDUSTRIAL

Text: #ffffff   Background: #000000

WAR HORSE INDUSTRIAL

Text: #000000   Background: #ff0000

WAR HORSE INDUSTRIAL

Text: #ff0000   Background: #ffffff

WAR HORSE INDUSTRIAL

Text: #0000ff   Background: #ffffff

WAR HORSE INDUSTRIAL

Text: #ff0000   Background: #000000

WAR HORSE INDUSTRIAL

Text: #000000   Background: #ffffff

WAR HORSE INDUSTRIAL

Text: #ff0000   Background: #0000ff

Hoodie

T-shirt & Polo-shirt

Visor

button-down shirt

button-down shirt

Coverall suit

Cap

Mug

USB

Bag