



**Devon**  
Home Choice

Full colour logo - DHClogo\_colour

Should be used at all times on a white or light background where possible.



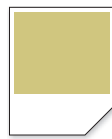
Pantone **383c**  
**28c 0m 96y 25k**  
**R158 G171 B5**

Primary



Pantone **143c**  
**0c 40m 99y 0k**  
**R235 G173 B20**

Secondary



Pantone **617c**  
**2c 0m 58y 20k**  
**R201 G196 B120**



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Black & white logo - DHClogo\_black

To be used in black and white applications such as photocopied documents or newspaper adverts etc. The logo must NOT be printed in a single colour, eg: blue.



Reversed logo - DHClogo\_reversed

Can be used on any solid colour where sufficient contrast exists.



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Minimum size

The logo should never appear smaller than 25mm wide. The maximum size should not exceed 1/3 page width, eg: 70mm on A4.



25mm