

**Arndt &
Herman
Sub Brand
Usage**



The Arndt & Herman logotype has been custom designed using Times for "Arndt" and "Herman".

Repositioning or changing any elements, colors or size relationships of the Arndt & Herman signature is unacceptable usage.

Note: For extreme enlargements of the Arndt & Herman signature, the "®" may be reduced to a more aesthetically pleasing size.



2-Color and 4-color usage on a white field.

2-Color: The "Arndt" and "Herman", "®" is to appear in black. The "&" is to appear in PMS 3004.

4-Color: The "Arndt" and "Herman", "®" is to appear in black. The "&" is to appear in PMS 3004.

The 2-color and 4-color versions are the preferred usage of the Arndt & Herman logotype.



Usage on dark-toned field.

The logotype is to appear in white when used on a dark field. No attempt should be made to reproduce the "&" in PMS 3004 or 4-color.



Usage on a light-toned field.

2 and 4-color or black logotype versions are acceptable. Reversed out white logotype on light fields is unacceptable.

