Crown® Heritage

The Crown Heritage logotype has been custom designed using Fenice ITC regular and no longer resembles the original integrity of the typeface. The "®" is always positioned top right of the "n" in the word Crown.

The "C" in Crown joins the "H" in Heritage as a visual customization of the logotype and may not be separated.

Repositioning any elements or changing the colors of the Crown Heritage signature is unacceptable. **Note:** For extreme enlargements of the the Crown Heritage brand signature, the "®" may be reduced to a more aesthetically pleasing size.

1–Color and 4–Color usage on a white field.

1-Color usage: Crown Heritage logotype and "®" are to appear in PMS 187.

4-Color usage: Crown Heritage logotype and "®" are to appear in C=0, M=100, Y=79, K=20.

The Crown Heritage logotype and "®" also may be converted to black for black and white environments.

Usage on a light–toned field.

Crown Heritage logotype and "®" are to appear in PMS 187 or C=0, M=100, Y=79, K=20.

A solid black logotype is preferred when the Crown Heritage red loses visibility or clashes against an incompatible color.

Usage on a dark–toned field.

Crown Heritage logotype and "®" are to be reversed out white from the dark-toned field.