

Höfner
seit 1887

LOGO STYLE GUIDE

VERSION 1.0

Primary Logo White



Primary Logo Black

Our primary logos in black and white ensure maximum versatility, readability, and brand consistency across all backgrounds and print media.

PLEASE...

... do not distort the logo:

The logo consists of the word 'Höfner' in a white, elegant cursive script. Below it, the text 'seit 1887' is written in a smaller, simpler font.

... do not change the angle:

The logo is shown tilted at an angle, maintaining its original proportions but rotated relative to the horizontal.

... use a minimum size of 30 mm

The logo is shown at a smaller scale. Below it, a horizontal double-headed arrow indicates a width of 30 mm.

A FEW EXAMPLES:



Please use a contrast checker (e.g., WebAIM):
Allowed if >4.5:1 ratio
Trust your eye and always ensure the logo remains
clearly readable on any background.

Höfner
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THANK
YOU

... for your commitment!
Consistency creates clarity and
keeps our brand strong and
unmistakable.

For any questions please contact
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