HFUSA

Shared Values

INTEGRITY • OWNERSHIP • HEALTHY • INNOVATIVE • WARM

BRAND GUIDELINES

TABLE OF CONTENT

LOGO

1.0

MAIN LOGO

INTEGRITY•OWNERSHIP•HEALTHY•INNOVATIVE•WARM

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Shared Values

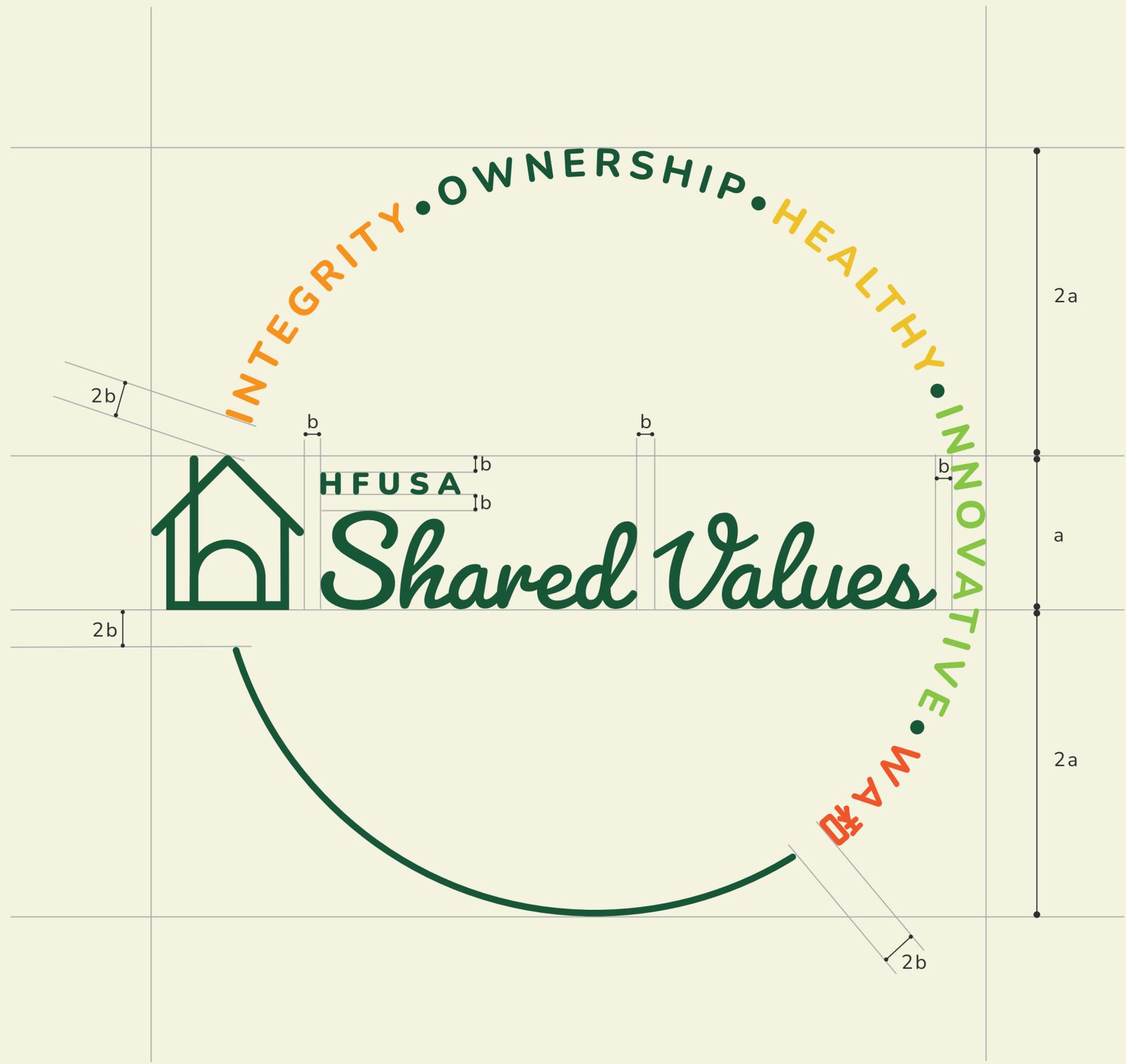# LOGO VARIATIONS (SINGLE COLOR)

Ownership Green

White

Gray

C85, M40, Y84, K38

C0, M0, Y0, K0

C0, M0, Y0, K60

LOGO ANATOMY

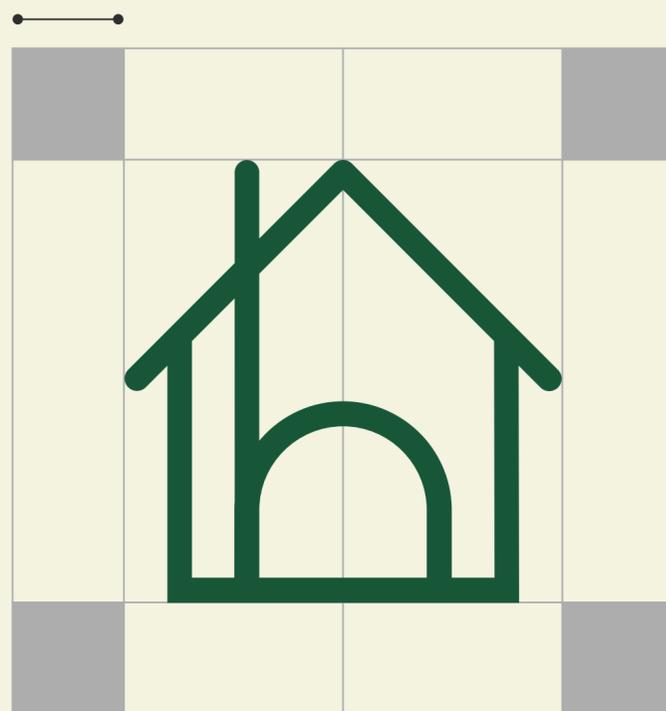INTEGRITY•OWNERSHIP•HEALTHY•INNOVATIVE•WARM

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2a

2b

b

b

b

b

b

a

2b

2a

2b

BRANDMARK
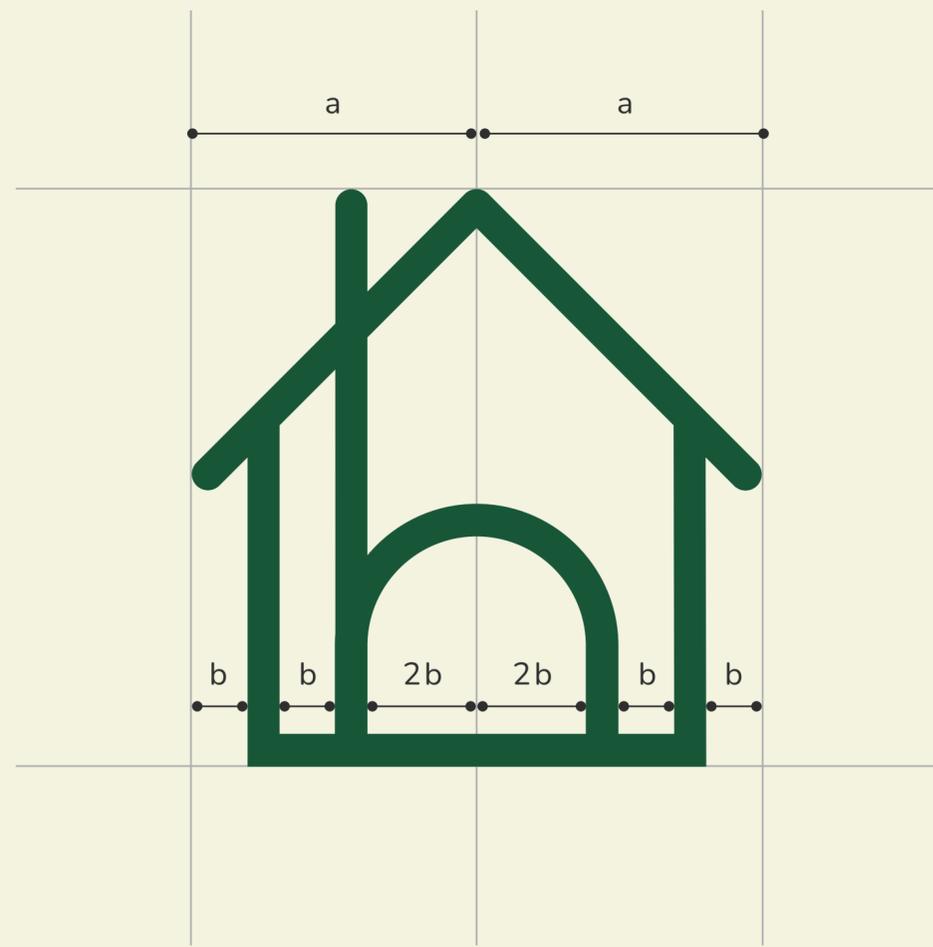
LOGO
EXCLUSION ZONE

1/4 of the bransmark width

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MINIMAL LOGO SIZE

300px / 80mm

50px / 13mm
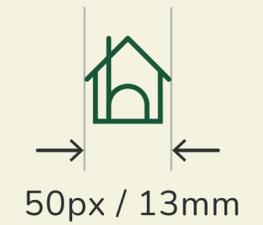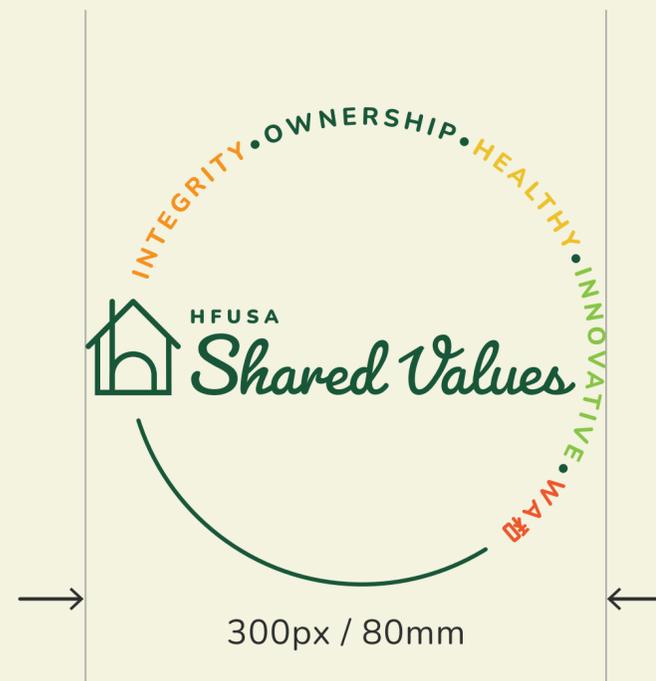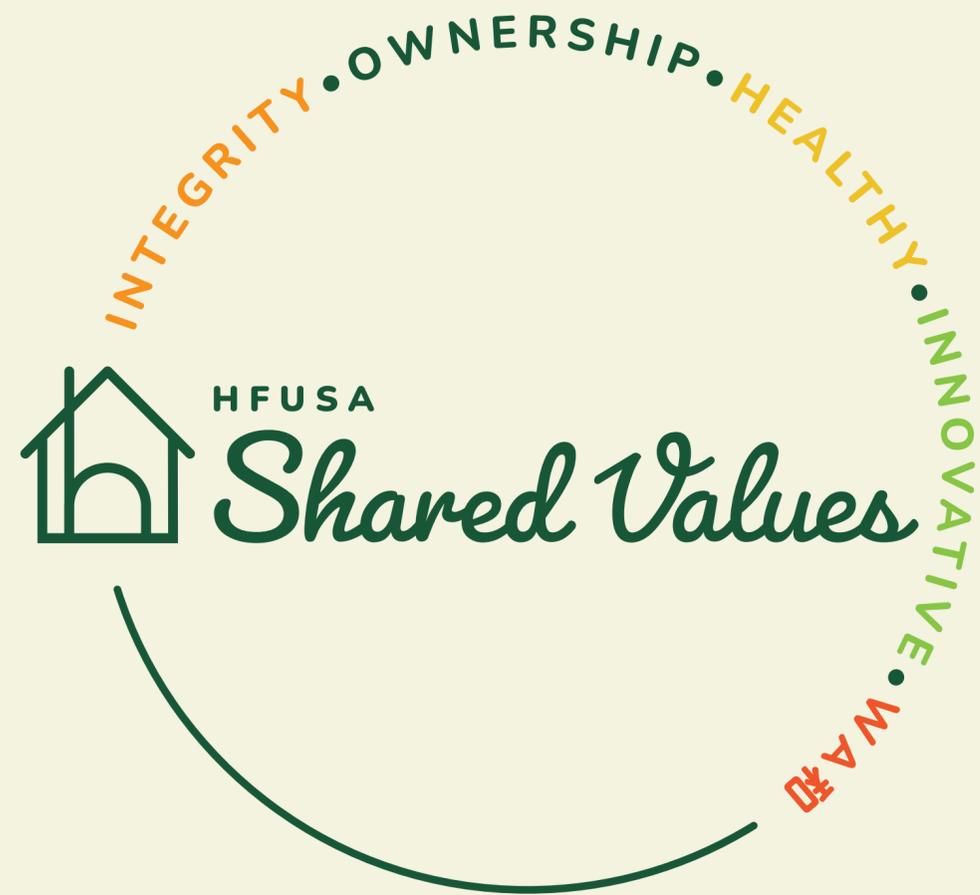
INCORRECT USAGE

🚫 Do not deform the logo

🚫 Do not apply a drop shadow

🚫 Do not change font

🚫 Do not change the distance

🚫 Do not change the propotion

🚫 Do not move any of the logo

BACKGROUND

2.0

BACKGROUND (MAIN LOGO)

To maintain the visibility and legibility of the brand logo, it is necessary to ensure sufficient contrast with the background color.

C4, M2, Y13, K0

C0, M0, Y0, K0

C0, M0, Y0, K5

🚫 Incorrect Usage

Do not use vivid contrasting colors that cause glare, as well as similar colors that make it difficult to maintain contrast

BACKGROUND (SINGLE COLOR LOGO)

To maintain uniformity and consistency in brand design, please avoid using background colors other than the primary color unless there is a special reason.

Ownership Green

White
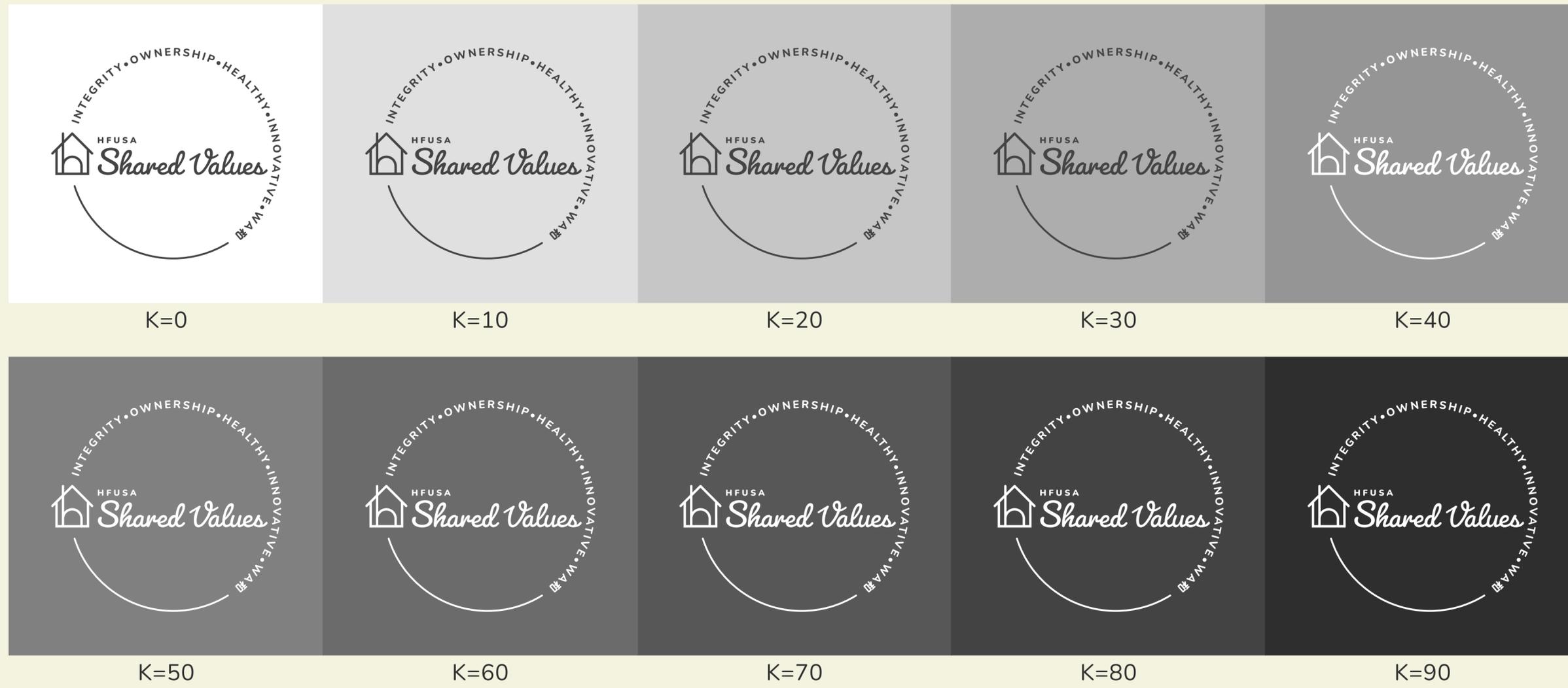
Gray

C4, M2, Y13, K0

C85, M40, Y84, K38

C0, M0, Y0, K5

BACKGROUND (GRAY SCALE)

To maintain the visibility and legibility of the brand logo, please refer to the following color chart.

K=0

K=10

K=20

K=30

K=40

K=50

K=60

K=70

K=80

K=90

🚫 Incorrect Usage

Do not use black (K=100) as a background color

K=100

USEAGE ON IMAGE

The image must contain at least one zone of homogeneity. The logo should should be exactly in this zone.

If the photographic background does not have a homogeneous area, you can use the logo with a background. This will prevent the logo from getting lost on a complex background and create a good contrast effect.

The size of the logo should be at least 4/28 and should not exceed 1/4 of the original image size. The position depends on the homogeneous area of the image.

COLOR

3.0

BRAND COLOR
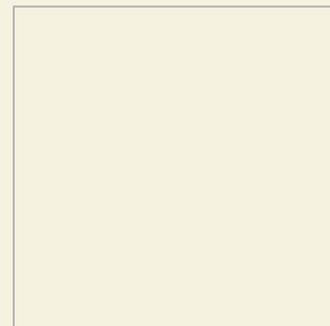
Primary Color

Secondary Color

Ownership
Hex: #1D5739
RGB: 29, 87, 57
CMYK: 85, 40, 84, 38

Innovative
Hex: #89C645
RGB: 137, 198, 69
CMYK: 51, 0, 96, 0

Pale
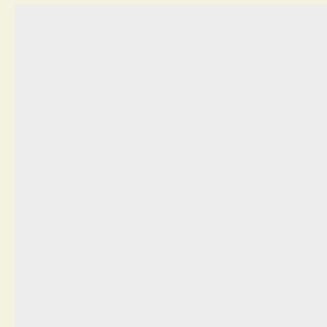Hex: #F2F1DF
RGB: 242, 241, 223
CMYK: 4, 2, 12, 0

Charcoal
Hex: #58595B
RGB: 88, 89, 91
CMYK: 0, 0, 0, 80

Ash
Hex: #F1F2F2
RGB: 241, 242, 242
CMYK: 0, 0, 0, 5

WA
Hex: #ED572A
RGB: 237, 87, 42
CMYK: 1, 81, 95, 0

Integrity
Hex: #F7931E
RGB: 247, 147, 30
CMYK: 0, 50, 100, 0

Healty
Hex: #EEC12C
RGB: 238, 193, 44
CMYK: 7, 23, 94, 0