

BRAND GUIDELINES: Headwaters Agriculture Sustainability Partnership

Logo Variations

Primary Logo Treatment

The two-color logo is the default treatment and should be used whenever possible.



Black and White Treatment

Use the all dark grey version of the logo when printing documents in black and white.



Reverse Treatments

Use the all white or white with green bars on colored or photographic backgrounds or enclose the logo.



Enclosed Logo

Depending on the complexity of the background it may be appropriate to enclose the logo in either green or white



Photo Treatments

The full logo can be used as a graphical overlay on imagery or placed on a color band. Typically the reverse or enclosed versions of the logo are the best for photo+logo combinations.

When a reverse treatment is implemented a subtle dropshadow or darkened background may be necessary to make the logo pop against the background. Look for appropriate contrast when the logo is placed on photos, it should be fully legible at whatever size it will be viewed.

Only use photos found in the shared HASP photos library or that have been approved by EI's marketing and comms team and/or HASP program directors.



Dark grey version used because green is too subtle on the light blue sky. Enclosing the logo is another alternative for this particular image.



Logo is enclosed because of busy background.

Logo Rules

Spacing

A space equal to the width of a "G" around the entire logo.



Do Not

Never alter or use the logo in the following ways:



Color outside HASP's brand color scheme



Swap the greens



Not enough contrast between background and logo



Stretch or distort the logo

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Colors

Color plays an important role in HASP's brand identity. The primary brand colors are green and dark grey and green should be used on all collateral materials.

When printing in full color coated paper stock is preferable. Uncoated stock absorbs ink which tends to darken and dull colors. Pantone and CMYK colors included in these guidelines are meant for coated paper stock. Colors shown below and on subsequent pages are in RGB because this brand guidelines book will likely be viewed on-screen. RGB/Hex hues will typically look lighter on-screen compared to Pantone (PMS) or CMYK swatches. Always print with PMS or CMYK colors and request printed proofs whenever possible. The Pantone swatches are part of the solid-coated formula guide.



PMS: 377 C
C: 61 **M:** 21 **Y:** 100 **K:** 9
R: 119 **G:** 153 **B:** 3
Hex: #779903



PMS: 2301 C
C: 50 **M:** 18 **Y:** 100 **K:** 1
R: 143 **G:** 171 **B:** 54
Hex: #8fab36



PMS: 7540 C
C: 67 **M:** 54 **Y:** 46 **K:** 40
R: 60 **G:** 61 **B:** 62
Hex: #3C3D3E



PMS: 632 C
C: 87 **M:** 8 **Y:** 14 **K:** 7
R: 2 **G:** 132 **B:** 163
Hex: #0284A3



PMS: 124 C
C: 0 **M:** 29 **Y:** 100 **K:** 1
R: 218 **G:** 165 **B:** 3
Hex: #DAA503



PMS: 7535 C
C: 25 **M:** 21 **Y:** 31 **K:** 3
R: 153 **G:** 150 **B:** 131
Hex: #999683

Typography

When used appropriately typography is a powerful piece of the brand identity toolkit. The font family Karla is recommended for use across all collateral materials.

Karla is an open source font that can be downloaded Karla from [googlefonts.com/karla](https://www.googlefonts.com/karla).

Karla SemiBold, Bold or Extrabold should be used for headings in both print and digital collateral. Karla Regular and Medium are the most appropriate for paragraph copy. Various font weights can also be used for special typographic treatments such as quotes or key points that are separated from the main text of the marketing collateral.

Karla - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Karla - Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Karla - Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Karla - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Karla - ExtraBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Iconography

HASP has a growing stock of iconography that can be used for presentations or documents. Our main brand icons are "stamp" style which means each icon is simple, clean, and fully colored.

Icons may be any of the brand colors included in this document but should only be one color. Icons may stand alone or be encompassed in a square with rounded corners or circle. Icons should always be aligned to the bottom of each other. Please note the icons below that do not align with our brand style. Please consult with the marketing team before using a new icon.



Icon styles that are unacceptable for HASP



Outlined icons



Highly stylized and/or detailed icons



Hand-drawn or sketched icons