



# Brand Guidelines

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# Main Logo

## Primary Logo

Our primary logo (as seen below) should be used the majority of instances where the brand is referenced.



## Primary Logo reversed

When using our logo on a dark background or image, the reversed version of our logo should be used. The reversed version of the logo has white text to help it stand out against a dark background.



## Primary Logo with solid background

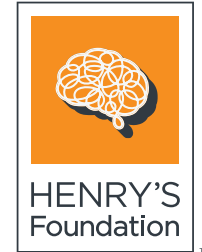
When using our logo on a busy background or image, the solid version of our logo should be used. The solid version of the logo has a dark background to help it stand out when used over busy images.



# Secondary Logo

## Secondary Logo

In some instances, our secondary logo may be better suited depending on the size or dimensions of where our logo is being placed. For example, in a more square or tall format, such as a vertical web banner.



## Secondary Logo reversed

As with the primary logo, when using the secondary logo on dark backgrounds you should always use the reversed secondary logo with white text to optimize visibility.



## Secondary Logo solid

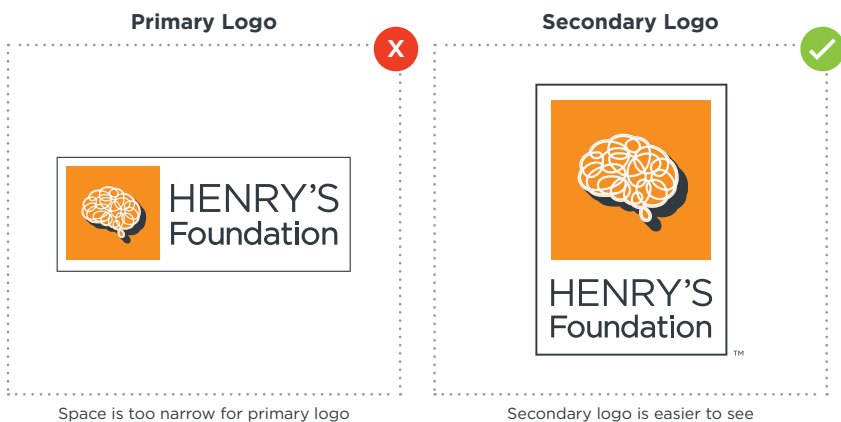
As with the primary logo, when using the secondary logo on very busy backgrounds you should always use the solid background secondary logo to optimize visibility.



## Example of when to use the secondary logo

 Dotted line indicates space to place logo.

The primary logo doesn't make sense for the space the logo has to occupy. In this case, the secondary logo should be used to maintain the readability of our logo.



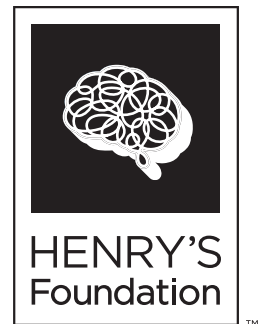
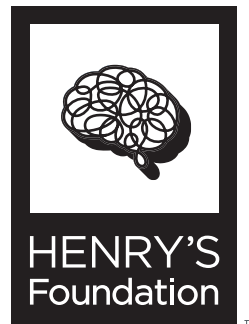
# More Variations

## Limited use logos

There are several more versions of the Henry's Foundation logo available for marketing purposes. If for some reason the Primary or Secondary logo does not work for your purposes and you believe that one of the logos below will work better, you must *first get approval from your contact at Henry's Foundation* who will ensure that our brand standards are maintained.

## One Colour Logo

The One Colour logo is strictly for use in instances where colour printing is not an option. Some examples include sponsored team jerseys and black and white newspaper ads.



## Brain Icon

The Brain Icon logo is mainly used in conjunction with the primary logo in magazine ads or in very specific web adverts.



# Logo Placement

## Background colours

Optimal placement of the Henry's Foundation logo is on a solid white background, or dark grey, followed by a solid, neutral coloured dark background. The Henry's Foundation logo should NEVER be placed upon Orange or any other bright colours such as Reds, or Greens. Some blues are okay as long as they do not make the logo difficult to see or read.



Preferred background



Preferred background

## No orange or like colours

Using orange as a background colour, even our own brand orange, makes the orange box disappear.



Unacceptable background

## No reds or pinks

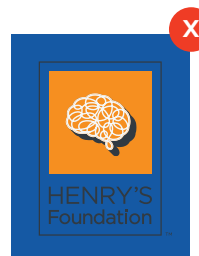
Red and pinks clash with the orange colour of our brand and so should never be used as a background colour for our logo.



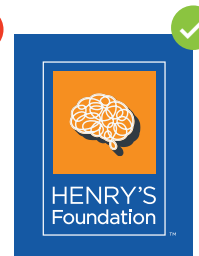
Unacceptable background

## Some blues can work

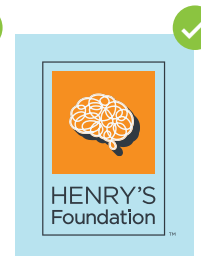
Blues can work, as long as they aren't too vibrant and as long as you use the reversed logo on dark colours so that our text is still easily readable.



Unacceptable background for secondary logo



Acceptable background for reversed logo



Acceptable background

# Logo Placement

## Placing the logo on a photograph

We allow the use of our logo over imagery as long as the correct logo is used and the logo is clearly visible against the image. Placing the Henry's Foundation logo over busy backgrounds that make the logo difficult to see or read should be avoided when possible.

### Use simple, light backgrounds

Against a **light, blurred background** it is acceptable to use the main logo with dark text as long as the logo is clearly readable.



ACCEPTABLE PHOTO BACKGROUND

### Use simple, dark backgrounds

Against a **dark, blurred background** it is acceptable to use the main logo reversed with white text as long as the logo is clearly readable.



ACCEPTABLE PHOTO BACKGROUND

### Avoid busy backgrounds

If you must place our logo against a **busy background**, please use one of the solid background versions. As you can see on the right, the logo gets lost and is hard to read, while the solid version is still visible



UNACCEPTABLE PHOTO BACKGROUND



ACCEPTABLE LOGO PLACEMENT

# Colour Palette

## Henry's Orange - PMS 144

Henry's Orange is the main colour in the Henry's Logo. It should be used sparingly as an accent colour for lines, borders, sale prices, web hover states, and sometimes headline text.

**CMYK:** 0 / 52 / 99 / 0

**RGB:** 247 / 143 / 30

**HEX:** #f78f1e

**PMS:** 144



## Henry's Dark Grey - PMS 432

Henry's Dark Grey is the main colour used for body and background text. The exception is newsprint when a simple 92% black should be used.

**CMYK:** 77 / 64 / 55 / 48

**RGB:** 50 / 59 / 66

**HEX:** #323b42

**PMS:** 432



## Henry's Medium Grey - PMS 431

Primarily used for backgrounds for print and web, Henry's Medium and Light Greys are for use in dynamic pieces where more than one grey is needed.

**CMYK:** 71 / 54 / 46 / 22

**RGB:** 80 / 94 / 104

**HEX:** #505e68

**PMS:** 431



## Henry's Light Grey - PMS 430

Like Medium Grey, used for backgrounds and dynamic pieces where more than one grey is needed. Light Grey is also used for strokes on content boxes (print & web).

**CMYK:** 61 / 42 / 35 / 5

**RGB:** 110 / 129 / 143

**HEX:** #6e818f

**PMS:** 430



# Print Typefaces

## Hoefler & Co. GOTHAM

Our typeface for most documents is the Gotham family of type from Hoefler & Co.. Body copy should primarily use Gotham Book, and headlines should use Gotham Bold. It is also acceptable to use italics and bold italics to emphasize sections of text such as sub-header or quote.

### GOTHAM BOOK

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890!@#\$%^&\*()

### *GOTHAM BOOK ITALIC*

*abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890!@#\$%^&\*()*

### GOTHAM BOLD

**abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890!@#\$%^&\*()**

### *GOTHAM BOLD ITALICS*

***abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890!@#\$%^&\*()***



# Web Typefaces

## Montserrat

Due to its similarity to Gotham along with the availability of it on Google's Fonts API, we use Montserrat Light and Bold as our company typeface online as a replacement for Gotham Book and Gotham Bold respectively. Montserrat loads quickly on websites and is very similar to Gotham in appearance making it a great web-only substitute.

### MONTSEERRAT LIGHT

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890!@#\$%^&\*()

### *MONTSEERRAT LIGHT ITALIC*

*abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890!@#\$%^&\*()*

### MONTSEERRAT BOLD

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890!@#\$%^&\*()**

### *MONTSEERRAT BOLD ITALIC*

***abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890!@#\$%^&\*()***



FOR QUESTIONS OR APPROVALS PLEASE CONTACT  
**[foundation@henrys.com](mailto:foundation@henrys.com)**

Any use of the Henry's Foundation logos or branding  
must be approved prior to print/digital publishing