



Brand guidelines

Welcome

This document is designed for the Hertfordshire Care Providers Association partner and sponsor ecosystem.

When communicating together, in various partnership environments, we want to safeguard our brand and assist you in featuring and referencing the HCPA brand effectively and correctly.

Our logo

Our logo should be full colour on white backgrounds and white on darker backgrounds.



Logo usage

The logo should not be placed on busy backgrounds or colours that are similar or clash with the brand colours.



Logo usage

Do not stretch or squeeze the logo.

When resizing the logo, remember to hold the **'shift'** key to maintain logo proportions.

Do not stretch the logo



Do not squeeze the logo



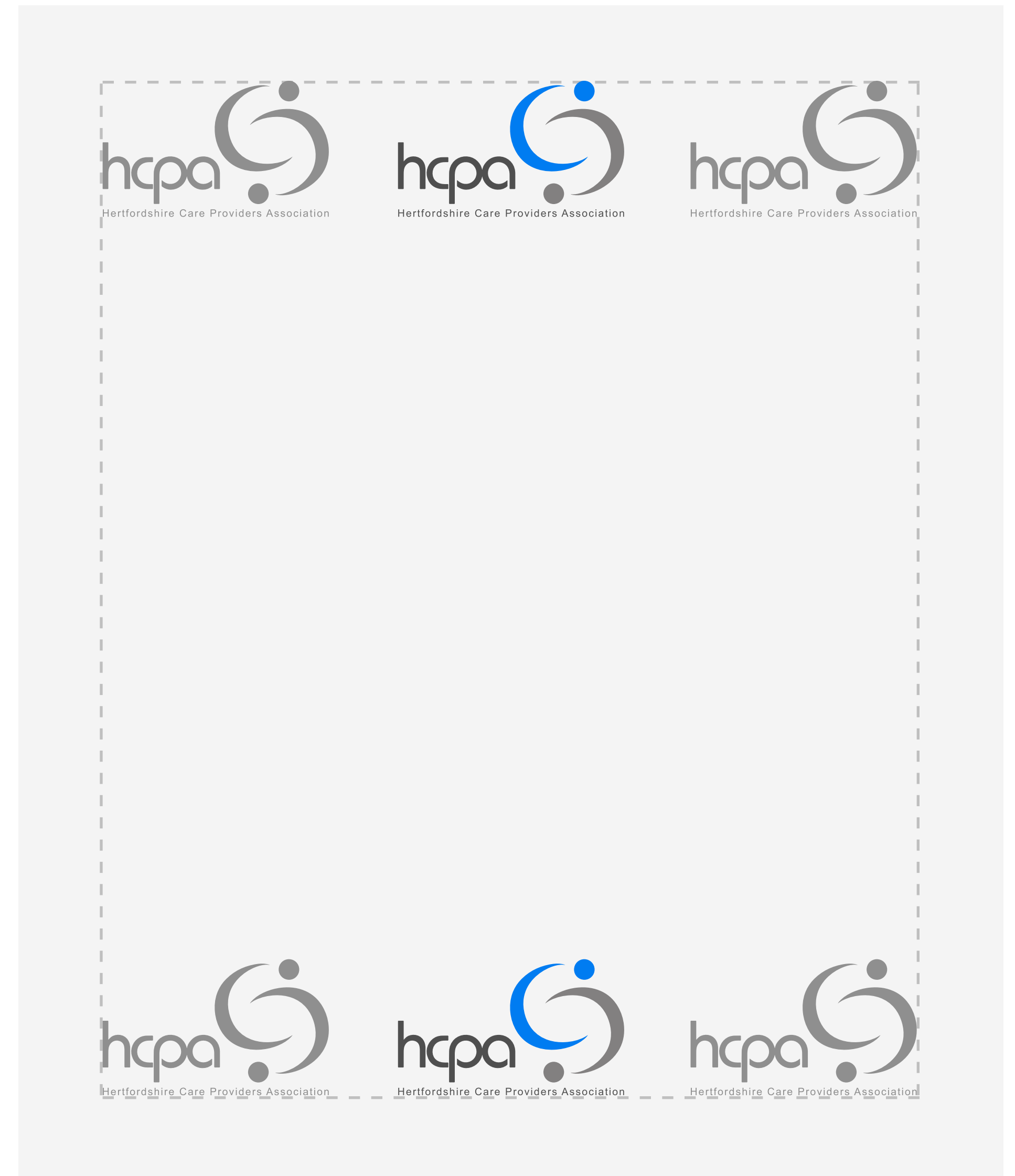
Clearspace

Clearspace around our logo is equal to 50% of the logo height.



Placing the logo

Our logo should be positioned either in the top left, top right, bottom left, bottom right, or centred at the top or bottom of the design.



Logo size

To protect the legibility of our logo we recommend the minimum height should not be less than 75 pixels for web and 25mm for print.



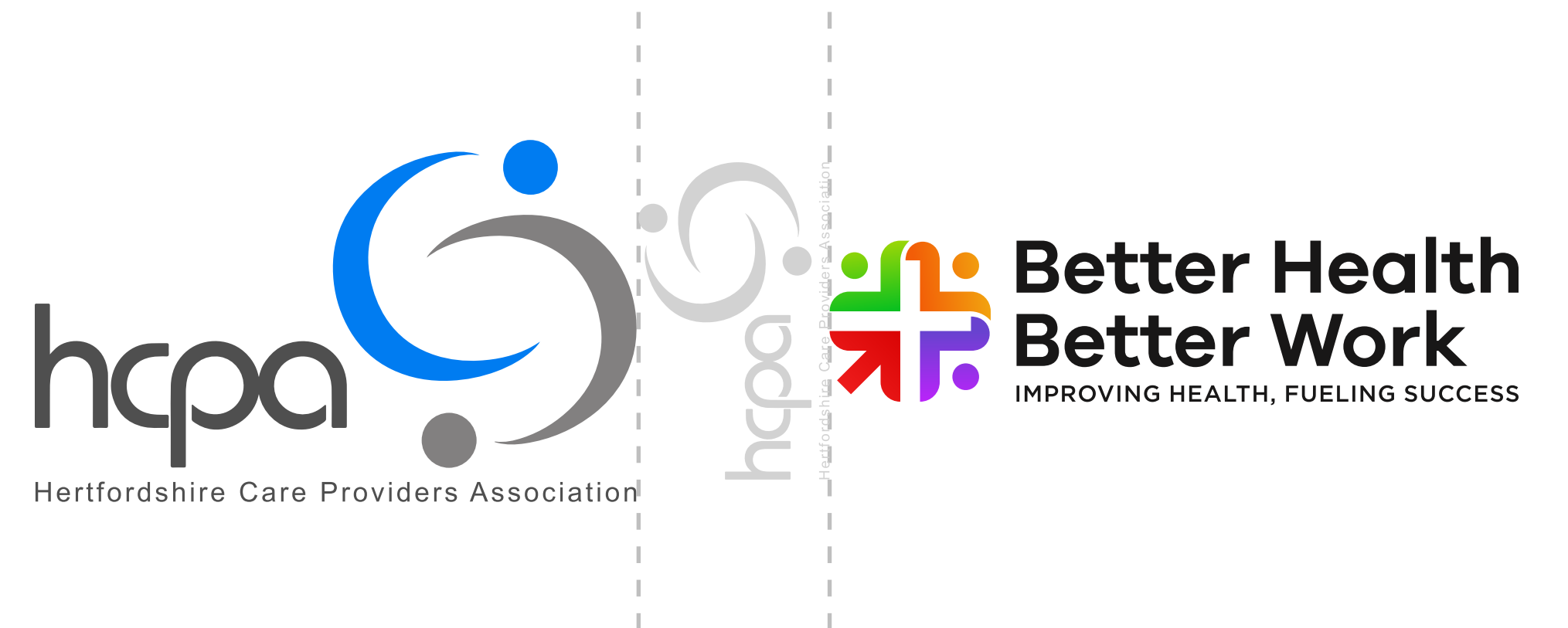
Minimum height:

75 pixels for web

25mm for print

Clearspace

When placing a partner logo alongside our logo, please maintain clear space around our logo equal to 50% of its height.



Colour

Our primary brand colors are blue and grey. They are used to provide simplicity, and consistency throughout all brand communications.

Hex - #007cf1

RGB - 0,124,241

CMYK - 81, 51, 0, 0

Hex - #4f4f4f

RGB - 79,79,79

CMYK - 65,57,57,35

Hex - #827f7f

RGB - 134,127,127

CMYK - 51,44,43,8

Typography

Our brand font is **Open Sans** which is used for headings and content.

Open Sans is available as a free download from Google fonts...

fonts.google.com/specimen/Open+Sans 

Open Sans

Regular

Medium

Bold

Extra Bold



Thank you.