

HFES BRANDING GENERAL USAGE GUIDELINES

The primary version of the HFES Logo is constructed with the name of the society spelled out. This logo should be used on any collateral that would be considered external or public facing.



The secondary version of the HFES Logo, contains the name of the society as an acronym with a tagline added. This logo can be used on any collateral that would be considered internal or member facing.



RECOMMENDED CLEARANCE SPACE

The recommended clearance surrounding the HFES logo has been established to prevent other images or text from obscuring the HFES brand. No graphics or text may invade the recommended clear space in order to maintain the integrity of the logo. The clearance space should be no less than 3/8" surrounding the logo.



RECOMMENDED MINIMUM SIZE

Users should adhere to the minimum size recommendations in order to preserve the integrity of the HFES logo in terms of legibility and brand presence.



LOGO FONT

The font used in the construction of the HFES Logo is the Google font, Montserrat

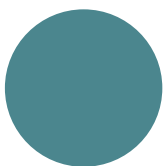
Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123459789
abcdefghijklmnopqrstuvwxyz!@#%\$^&*()+?

Montserrat SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123459789
abcdefghijklmnopqrstuvwxyz!@#%\$^&*()+?

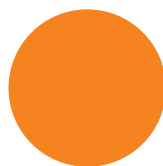
HFES COLOR PALETTE



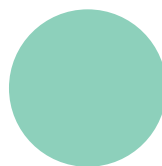
PMS 5483
CMYK 73/33/39/5
RGB 74/135/140
Hex# 4c868f



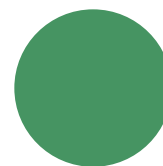
PMS 366
CMYK 31/0/67/0
RGB 182/221/122
Hex# b6dd7a



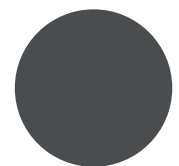
PMS 151
CMYK 0/59/100/0
RGB 255/132/0
Hex# ff8400



PMS 337
CMYK 44/0/32/0
RGB 142/213/190
Hex# 8ed5be



PMS 7730
CMYK 74/21/77/5
RGB 74/148/99
Hex# 4a9463



PMS Black (85%)
CMYK 0/0/0/85
RGB 77/77/79
Hex# 4d4d4f