Heart Solutions Brand Manual
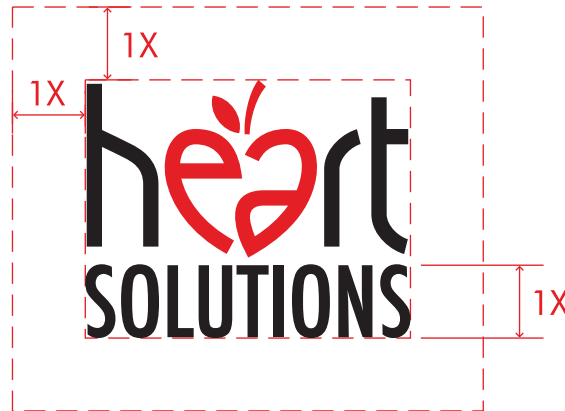
The logo : Proportion

correct

incorrect

incorrect

The primary identity is a two colour red and black stacked logotype and is to be used as such on a white background wherever possible. The logo has a height to width aspect ratio of 1:1.26 which must never be altered.

The logo : Area of isolation

This is the minimum amount of clear space that should be left around the logo when it is sharing a background with other graphic elements. The area of isolation applies when there are different elements sharing the same background with the logo. It is important that the logo itself and at least the minimum area around the logo remains free of any graphic elements that may render it unclear or interfere with it in any way. The primary identity must always be most legible element in any graphic space it is included in.

The logo : Minimum size

incorrect

heart
SOLUTIONS

4mm

incorrect

heart
SOLUTIONS

6mm

correct

heart
SOLUTIONS

6.36mm

8mm

correct

heart
SOLUTIONS

10mm

Minimum
Print Size

To ensure legibility the minimum size that the logo can be printed is 8mm x 6.36mm. Always ensure that the logo is readable for any printed or on-screen use.

The logo : Usage

correct

incorrect

The logo may only be used in a stacked form.

incorrect

incorrect

The logo is almost always used:
1. As a two colour application
2. With the 🍎 device in red.

The logo : Usage

correct

The logo is primarily to appear on a white background.

incorrect

Avoid placing the logo over a background colour that clashes and make it difficult to read.

The logo : Usage

correct

If the logo is to appear on a dark background the first colour may be reversed to white.

correct

If the logo is to appear on a red background the device may be set to 50M 50Y.

The logo : Usage

incorrect

Avoid placing the logo over a visually busy background

correct

If placing the logo over a picture or graphic layout the logo may be placed in a white box with rounded corners.

The logo : Usage

correct

heart
SOLUTIONS

(fax only)

If a one colour only application is needed (for example, for a fax) the ❧ device may be produced as a 50% tint of the rest of the logo.

The PIP sub identity

The same rules that apply to the *Heart Solutions* logo also apply to the *pip* sub identity.

correct

incorrect

The logo may only be used in
a vertical form.

Colours

Pantones

P 1797 C	50% P 1797C	P Black C	50% P Black C

Process

5C 100M 100Y 0K	0C 50M 50Y 0K	0C 0M 0Y 100K	0C 0M 0Y 50K

RGB/Hex

212R 14G 23B #D40E17	246R 114G 94B #F6725E	0R 0G 0B #000000	112R 111G 110B #706F6E

Colours

Pantones

| P 355 C | 50% P 355 C | P Black C | 50% P Black C |

Process

| 100C 0M 100Y 0K | 50C 0M 50Y 0K | 0C 0M 0Y 100K | 0C 0M 0Y 50K |

RGB/Hex

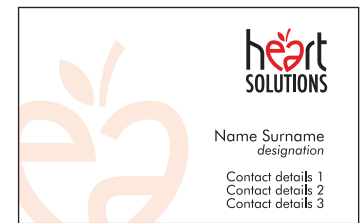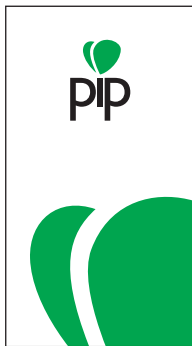| 0R 129G 49B
#008131 | 80R 173G 26B
#50AD7E | 0R 0G 0B
#000000 | 112R 111G 110B
#706F6E |

Logographic devices

Heart Solutions' logographic device and *pip's* logographic device may be used cropped and/or tinted in designs separate from the logo as a house style element.

Fonts and font usage

Heart Solutions' primary font is the is Futura font family in it's various weights and sizes.

Body copy for most corporate applications and internal documentation is primarily to be left-aligned with ragged right (i.e. not justified), set in Futura Book 10pt on 13.333pt leading (133% / +3.333pt) and normal kerning. Company names are to be italicised in body copy. E.g. "We at *Heart Solutions* strive to provide the best in educational material." Italics may also be used to add emphasis to a line or phrase of copy.

Other applications of copy like posters/flyers etc. should be set in a size appropriate for the application but always with a leading at 133%. This gives a type size to leading ratio of 3:1. I.e. For example: 9pt type on +3pt (12pt) leading; 12pt type on +4pt (16pt) leading, 15pt type on +5pt (20pt) leading etc.

Headings should always be set in a larger point size than body copy. Large headers and main signage descriptors should be set in Futura Condensed Medium.

For any web-based usage (other than in applications where Futura can be embedded like in *Adobe Flash* applications, for example) like web pages or emails Verdana is to be used in it's various weights and sizes.

Full sentence case and British English spelling is to be used in all copy to be used with the *Heart Solutions* brand.