

HALFF Style Guide

The Halff Associates graphic identity, which includes the form and use of the Halff logo, as well as the associated color palette and font family, was developed to reflect the project's brand message and position in the marketplace. The consistent use of the guidelines detailed in this document will help to maximize the identity's effectiveness in achieving this objective.

Color Logo

The Halff logo is a registered trademark that should be reproduced only from supplied artwork. It should not be redrawn in any way.



The preferred logo format is shown at upper right. For applications on a black or dark background, use of the reverse 4C logo is permitted.

Logo formats include:

Halff_4C.eps
Halff_4C.tif
Halff_PMS.eps
Halff_RGB.jpg
Halff_RGB.png
Halff_4Cwhite.eps



Black and White Logo

When conditions will not allow for proper color reproduction, use of an all-black version of the logo is permitted. For applications on a black or dark background, reverse all to white.



Logo formats include:

Halff_Blck.eps
Halff_Blck.tif
Halff_Wht.eps
Halff_Blck.jpg
Halff_Blck.png



Typography

Consistent and careful use of typography will establish a strong and consistent brand.

Although the typography in the logo is derivative of Gotham, do not recreate the logo using this typeface because small details of spacing and alignment have been altered. Please use one of the standardized logo art formats provided.

Letterhead and other office communications can be set in Garamond (preferred) or Times Roman.

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

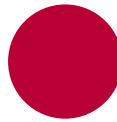
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Colors

Colors shown here are approximate and not intended for matching. Please refer to standard Pantone uncoated color chips for accurate color matching.

Color Palette



PMS 186

CMYK:
0/100/81/4

RGB:
212/0/41

Web:
CC0000



PMS 287

CMYK:
100/68/0/12

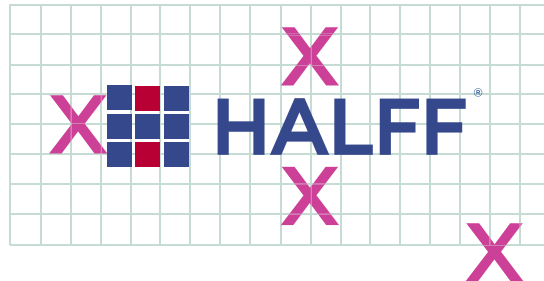
RGB:
0/64/139

Web:
003399



Area of Isolation

The logo is best used with an ample amount of space around it. Other type and graphics should not appear in the area indicated by the X.



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Minimum Size Requirements

To ensure adequate legibility, do not reproduce the logo smaller than .25" in height as shown here.



Restrictions

Do not alter the logo in any way.



Do not stretch or distort the logo.



Do not change the typeface.



Do not use colors that are not in the palette.



Do not interchange the colors.



Do not change the orientation of the logo.



Do not use on patterned backgrounds.

