

Brand Guidelines

The Overview

Consistency is the backbone of an authentic, trustworthy, and recognizable brand and customer experience. This means consistency in the way you look, speak to, and service your customers and target audience.

Staying consistent involves awareness, effort, and it also involves rules. That's where brand guidelines come in. Use these guidelines to ensure a cohesive look and feel for the HumanityWorks brand across all mediums.

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Logo

Primary Logo

This is our primary logo and should always be used when circumstances allow.



humanityworks



Secondary Logos

These are our secondary logos and should only be used when needed such as on a colored background or in greyscale.

Note: the logo is harder to read without the color differentiation, so these should be steered away from as much as possible.



humanityworks



humanityworks



Clear Space

Always maintain a clearspace equal to the size of the w in the logo.



Minimum Size

Logo should never be scaled so small it renders illegible.



Additional Graphics

The star icon from the primary logo may be used as an icon and bullet point.

HumanityWorks Resources each have their own illustration icon shown here.



As an icon

★ **CREATES ENGAGEMENT**

★ **DRIVES ACCOUNTABILITY**

★ **PRODUCES ALIGNMENT**

As a bullet point



Articles icon



Podcast icon



Musings icon

Misuse

No changes should ever be made to the logo. Here are some ground rules to make sure the logo is always used correctly and consistently. These rules apply to both the primary and secondary logos.



Do not—
Apply Outlines



Do not—
Apply Shadows



Do not—
Change Colors



Do not—
Squish/Skew



Do not—
Stretch



Do not—
Adapt the logo



Do not—
Rotate

Color Palette



Colors

PRIMARY COLORS

Our Primary Color is HumanityWorks Red and “white space”. The red and white should be used more frequently than the grey colors in the secondary palette.

SECONDARY COLORS

Our Secondary Colors are HumanityWorks Dark Grey and HumanityWorks Light Grey. HumanityWorks Dark Grey is used for typography and accents. HumanityWorks Light Grey is used as a background for differentiation when appearing next to a white background.

HUMANITY WORKS RED

#: c61f3f

cmyk: 16, 100, 76, 4

rgb: 199, 32, 63

HUMANITY WORKS DARK GREY

#: 58585b

cmyk: 0, 0, 0, 80

rgb: 88, 89, 91

HUMANITY WORKS LIGHT GREY

#: e7e8e8

cmyk: 8, 5, 6, 0

rgb: 231, 233, 232

Graphic Elements



Symbol Pattern

The HumanityWorks symbol pattern can be used over HumanityWorks Red.

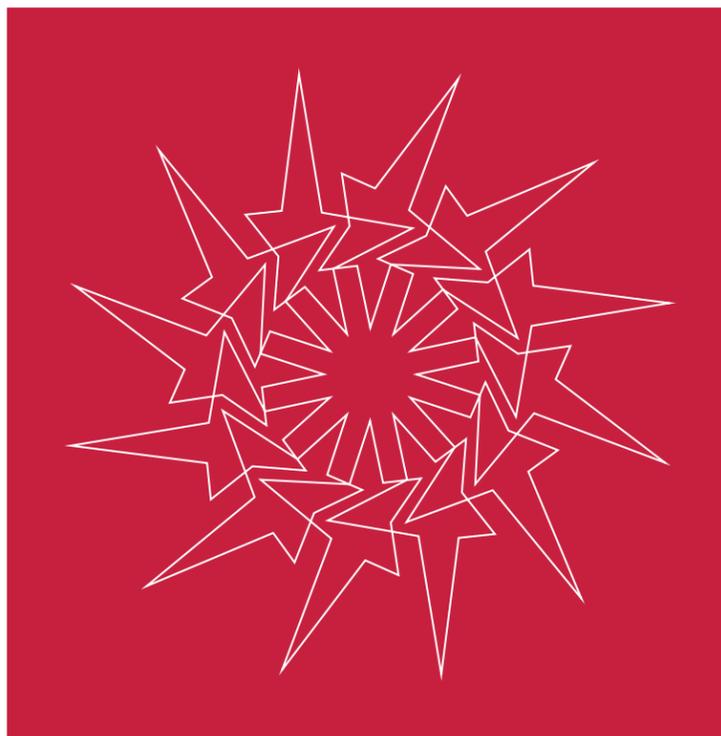
As a background, the symbol bleeds off the edge and is at 15% opacity, 1.5pt stroke.

Standalone, the symbol is shown in full, centered with no text on it. Stroke weight scales as needed.

As an accent with text, the symbol bleeds off of one edge to go with flush right or left text.



As a Background



Stand alone



Primary Scribbles

The HumanityWorks hand drawn scribbles are used to accent a container that has graphics and/or text in it. The pages of this StyleGuide are an example.

The scribbles should always:

- be on a white background
- bleed of the edge

The container should always:

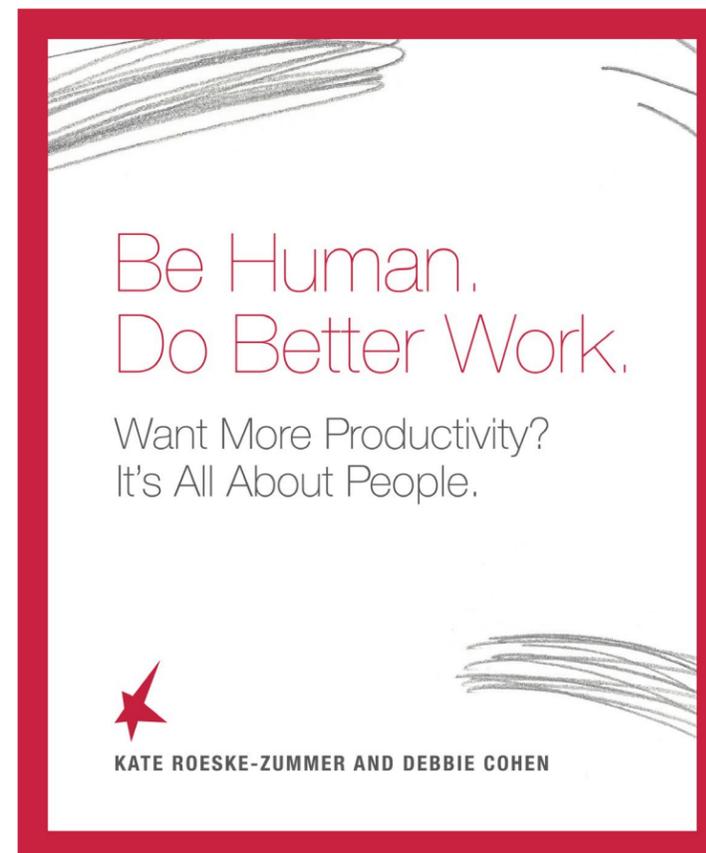
- be placed on a colored background
- have a red frame around it



graphics



text



Secondary Scribbles

New HumanityWorks scribbles may be created and used for special graphic needs. They are drawn by hand and scanned in.



Typography

Primary Typography

Our typography family is Helvetica Neue. The light version is used in most cases including headlines and body copy.

Helvetica Neue Condensed Bold is used for subheaders and clarifiers where not many words are used. In the cases where Helvetica Neue Condensed Bold is used, the tracking is always set to 100.

In rare cases where the headline is very large, Helvetica Neue Ultra Light or Thin is used so that it visually appears the same as the Light weight.

Helvetica Neue Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

HELVETICA NEUE CONDENSED BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Thin

Ultra Light

Application



 **stepupleadership**
INSPIRING CURIOSITY, COLLABORATION AND COURAGE



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August 25, 2016

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Take Away Card

- 1.
- 2.
- 3.



Be Human.
Do Better Work.
STEPUPLEADERSHIP.COM



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 stepupleadership

Be Human.
Do Better Work.
STEPUPLEADERSHIP.COM



Be Human.
Do Better Work.
STEPUPLEADERSHIP.COM

Imagery

Illustration

We have a series of illustrations that are used to visually represent key concepts used in HumanityWorks.



• ME + OTHER = AMAZING!



• DARE NOT TO KNOW



• CREATING SAFETY



• IT'S ALL ABOUT THEM

Photography

Our HumanityWorks photography style shows humanity in the workplace.

Candid, humorous, unexpected and bright are a few ways to describe our photography style.

Inclusivity and diversity are also important in our photography, meaning we show both men and women of various cultural backgrounds navigating challenges to succeeding in the workplace.



Thank you!

We appreciate you taking the steps to help us protect the HumanityWorks brand. If you have any questions, please reach out.