



HELP DevCo



Brand Guidelines

2023



Prepared in 2023 by:

Archer & Hound Advertising

Visual Standards

Moodboard & Color Palette

Typography

Logo Usage

Iconography



Moodboard + Color Palette

Light Grey

HEX: #ECECEC
PMS: Cool Grey 3C
CMYK: 6%, 4%, 4%, 0%
RGB: 237, 237, 237

Black

HEX: #000000
PMS: Black
CMYK: 75%, 68%, 67%, 90%
RGB: 0, 0, 0

Blue

HEX: #1A428
PMS: 7687C
CMYK: 100%, 85%, 15%, 3%
RGB: 26, 67, 138

Dark Grey

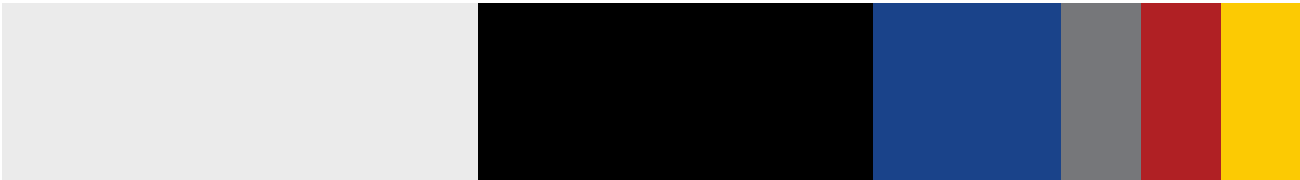
HEX: #76777A
PMS: Cool Grey 9C
CMYK: 56%, 47%, 44%, 11%
RGB: 118, 119, 122

Yellow

HEX: #FECF01
PMS: 109C
CMYK: 1%, 19%, 100%, 0%
RGB: 252, 202, 3

Red

HEX: #B20807
PMS: 187C
CMYK: 20%, 100%, 100%, 13%
RGB: 179, 7, 7



Typography

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
 1 2 3 4 5 6 7 8 9 0 () - + =
 ! @ # \$ % ^ & * : " < > ? / . ,

Download: <https://fonts.google.com/specimen/Inter>

Inter

Use “semibold” for headings. Use “regular” for sub-headings. Use “light” for body copy.

INTER (SEMIBOLD)

Inter (Semibold)

Inter (Light)

Inter (Light)

Logo Usage

Primary Logo

This is the logo that will be used across brand applications, such as stationery, digital assets, and promotional products. It is essential to the success of the brand that the logo always be applied with care and respect in every application according to these guidelines.



Logo Usage

Alternate Logo

This is the logo that will be used across brand applications, such as stationery, digital assets, and promotional products. It is essential to the success of the brand that the logo always be applied with care and respect in every application according to these guidelines.



Logo Usage

Logomark

Our Logomark was drawn by the prolific 1980's NYC artist, Keith Haring in his signature style. Symbolizing stability, security, action, and community cooperation, the mark bolsters our vision and clearly brands our work. This element should be used by itself only when space constraints are paramount. The preferred usage is the Wordmark with the Logo Lockup.



Logo Usage



A) Use primary logo whenever possible



C) Grayscale logo when color isn't available



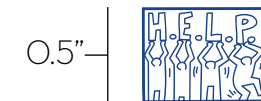
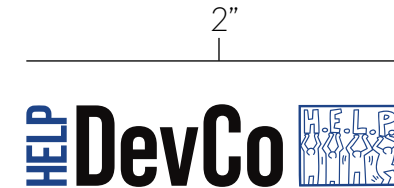
B) Primary logo is acceptable on light colors



D) Use reverse logo on dark colors

Clear Space

To ensure legibility, always keep a minimum clear space around the logo. Use the letter “H” from the logomark at a 100% ratio. This space locates the mark against any competing graphic elements, like other logos or body copy that might conflict with, overcrowd and lessen the impact of the mark.



Minimum Size

Horizontal lockup should be represented no smaller than 2" wide. Alternate lockup should be represented no smaller than 0.5" tall. Logomark should be represented no smaller than 0.5" tall when used individually.



Photo Background

There are many ways the logo can be used on photographic backgrounds, but each option should be exercised with care, ensuring that the logo and type aren't obstructed by the image.

In most cases, using the reverse of the primary logo should give enough contrast.

Tips:

1. Photos with shallow depths-of-field work best.
2. Avoid busy images with too much detail.
3. Avoid covering faces.
4. Applying a dark, 20-30% transparent overlay on an image helps to make the logo more legible.



Unacceptable Logo Usage

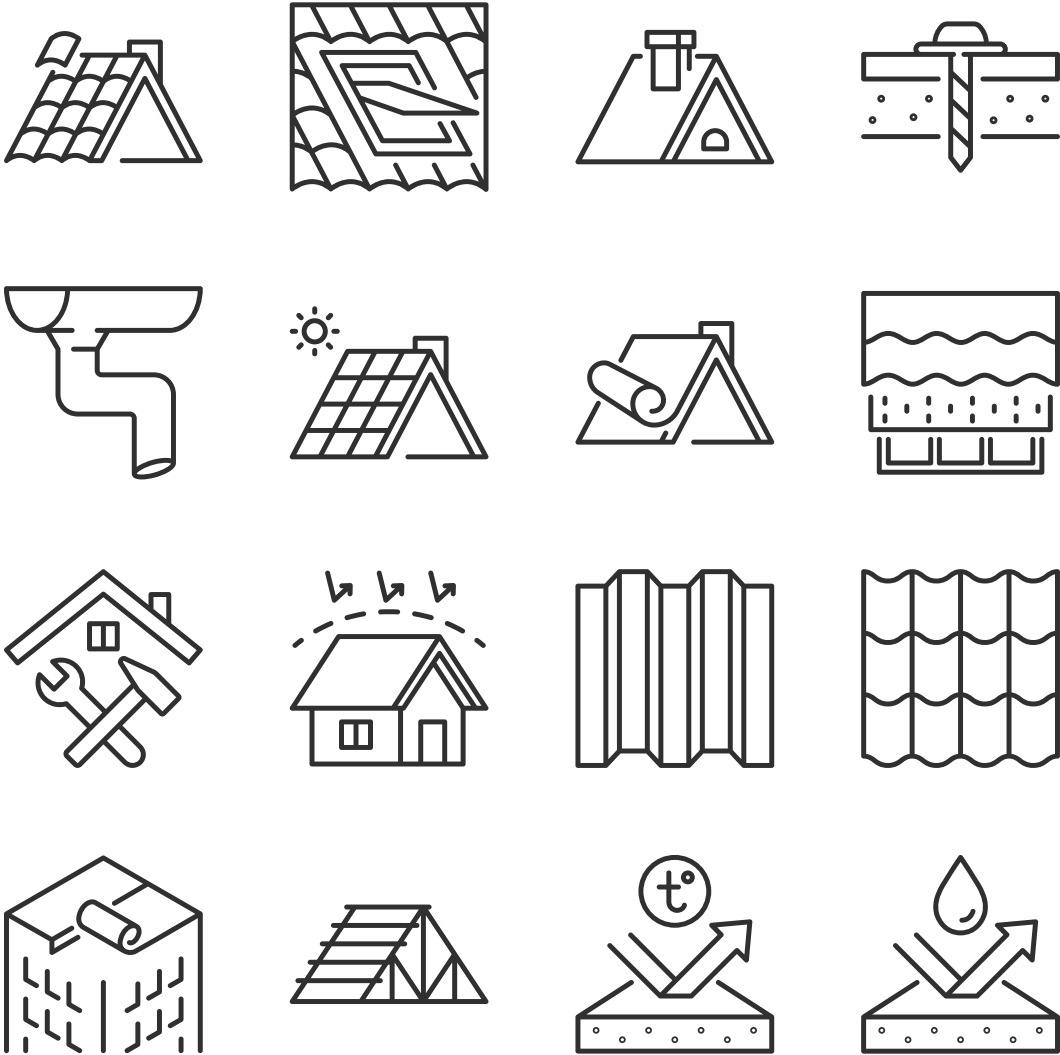
Please use these guidelines to ensure the integrity of the logo.

- A. Don't use off-brand colors. Please reference the color usage section.
- B. Don't rotate the logo.
- C. Don't skew, or distort the original dimensions.
- D. Don't remove any elements of the logo.
- E. Don't rearrange any elements of the logo.
- F. Don't apply drop-shadows, glows, or any unflattering effects to the logo.
- G. Don't use color versions of the logo on darker colored backgrounds. Reference the color usage section to ensure the highest contrast, and avoid using background tones similar to the colors in the logo.



Iconography

This is the general look and feel for HELPDevCo’s iconography. These elements can be used across the website, social media, and print material to tie all of the brand’s assets together.





archerandhound.com