



Brand Standards



Our visual brand allows us to stand out and illustrate who we are as an organization.

This document is built to help simplify the use of the Heart Global logo, and displays a list of standards to follow when building or using anything with the Heart Global brand on it.

If you have any questions or comments about our visual identity, please contact: **TJ Stoltz** | +1 (519) 200-6608 | tj@heartglobal.org



Primary Lock Up

The logos listed below are the primary versions of the Heart Global brand in full color, and full color reverse.



Preferred Sizing

The preferred size for the logo on a letter size paper is 2.5" x 0.8".



Protected Space

The minimum protection space required on all sides of the logo is equal to the height of the star icon inside the letter "A". This area is to always remain clear of color (aside from the background), imagery, or other elements.



Logo Color Representations

Primary Logo - Full Color

HEART[®]
GLOBAL

Primary Logo - Reverse

HEART[®]
GLOBAL

Secondary Logo Option - Full Color

HEART[®]
GLOBAL

Secondary Logo Option - Reverse

HEART[®]
GLOBAL

Black & White - Light Background

HEART[®]
GLOBAL

White & White - Dark Background

HEART[®]
GLOBAL

Primary Brand Colors

Print	Digital
C 0	R 237
M 100	G 25
Y 70	B 65
K 0	# ed1941



Print	Digital
C 30	R 176
M 0	G 222
Y 15	B 219
K 0	# b0dedb



Print	Digital
C 80	R 84
M 85	G 71
Y 0	B 158
K 0	# 54479e



Secondary/Accent Colors

Print	Digital
C 0	R 252
M 35	G 176
Y 100	B 23
K 0	# fcb017



Print	Digital
C 30	R 191
M 0	G 214
Y 100	B 48
K 0	# bfd630

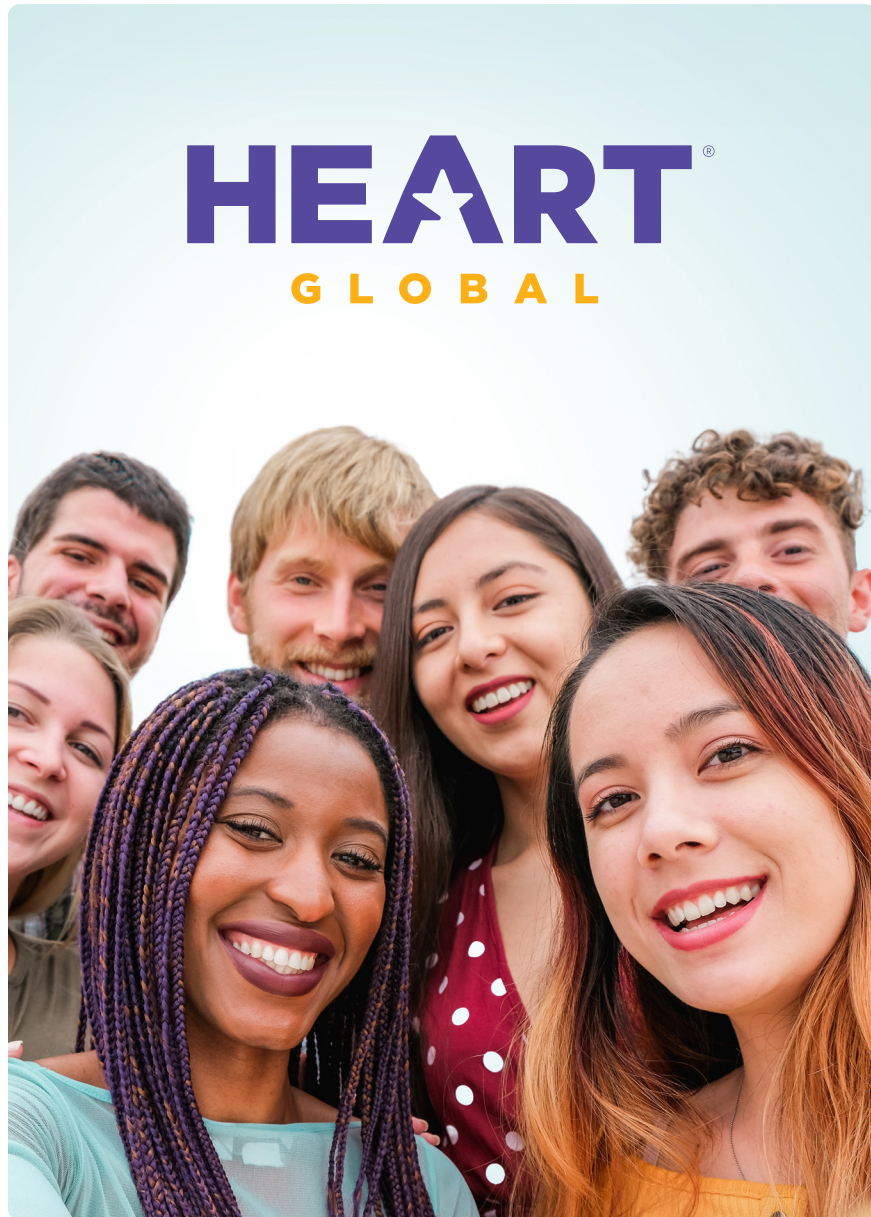


Text Colour Option

Print	Digital
C 70	R 87
M 50	G 109
Y 45	B 116
K 15	# 576d74



Correct Background Texture and Photo Usage



Incorrect Usage of Logo

Do not distort or squeeze the logo

HEART[®]
GLOBAL

Do not angle or tilt the logo

HEART[®]
GLOBAL

Do not add effects to the logo

HEART[®]
GLOBAL

Do not adjust the color of the logo outside of what is specified within this document

HEART[®]
GLOBAL

Do not place the logo on an image that makes it illegible



Do not expand the logo outside of the canvas size of the design



Main Brand Fonts

GOTHAM - BLACK

Titles and Sub-Titles

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
123456789 ?!@#

GOTHAM - LIGHT + REGULAR

Body Text and Sub-Titles

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
123456789 ?!@#

GOTHAM - BOLD CONDENSED

Callouts + Attention Headers

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
123456789 ?!@#

Web Alternative Fonts

MONTERRAT - BLACK

Titles and Sub-Titles

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 123456789 ?!@#

MONTERRAT - LIGHT

Body Text and Sub-Titles

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
123456789 ?!@#

HEART[®]

G L O B A L

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HeartGlobal.org