HBA Quick-Start Brand Guide

For Locations, Groups and Products

This document provides a high-level intro to our HBA logo system and key brand elements. From our logo to color usage, typography to photography, these key brand elements are the tools for creating HBA communication that consistently and powerfully expresses our brand. This document is intended to support the following brand goals:

1

Ensure consistency to raise HBA brand recognition in lesser known markets

2

Provide a defined visual system that is easy for the HBA team and member leaders to replicate

3

Convey the diversity of HBA's global membership

HB/\ Healthcare Businesswomen's Association

Meet the HBA Brand

A large portion of the HBA's brand identity is formed by the consistent combination of key visual and verbal elements.

Logo. We have one HBA logomark. Depending on use, the logomark may appear in full color HBA Purple or reversed to solid white. In addition, there is a descriptor name logomark lockup system that can be used to identify various HBA locations, products and groups in event promotions. Always use the approved logo artwork files provided.

Tone and voice. Our brand messaging style conveys the essence of the HBA brand personality and the organizational vision.

Color and Gradient Overlays. Our brand's approach to color is simple and straightforward. Bold and consistent use of our color palette strengthens the brand, especially when combined with bold, high contrast photography..
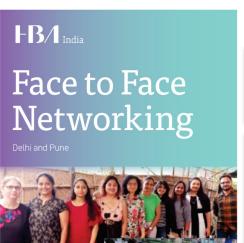
Typography. Tisa Pro is the primary brand typeface for headlines, with Din used in body copy. These fonts are used across most formal applications.

Photography. High-contrast **portrait photography** offers a uniquely human focus, with a differentiating perspective on imagery; one that feels hopeful and forward-looking.

Environmental photography allows us to convey the diversity of HBA's global membership in either full-color or black-and-white.

Atmospheric photography allows us to use imagery that supports the subject matter and allows for a quick read of what is being promoted.

HBA Brand Elements

At right is an overview of how to use key brand elements. The more we employ these elements in a consistent manner across all communications, the stronger our overall brand impression will be.

Logo

HBA PURPLE ON WHITE BACKGROUND

REVERSED TO WHITE OVER A COLOR BACKGROUND

Clear Space

Minimum Sizing

0.25 IN.

Brand Colors and Gradient Overlays

HBA PURPLE	HBA RED	HBA TEAL	HBA YELLOW	HBA CHARCOAL
PMS 2607U	PMS 032U	PMS 318U	PMS 3955U	PMS COOL GRAY 11U
C62 - M78 - Y0 - K0	C0 - M80 - Y60 - K0	C45 - M0 - Y22 - K0	C5 - M0 - Y95 - K0	C0 - M0 - Y0 - K80
R119 - G87 - B161	R251 - G81 - B91	R134 - G213 - B200	R249 - G235 - B59	R88 - G89 - B91
HEX: 7757A1	HEX: FB515B	HEX: 86D5C8	HEX: F9EB3B	HEX: 58595B

HBA Teal   75%   HBA Purple

HBA Red   75%   HBA Purple
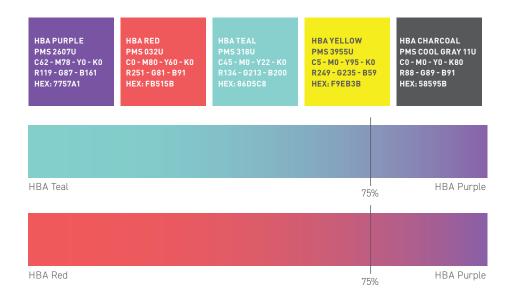
Primary Typefaces (for professional printing)

TISA PRO: Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,:;?!@$&*) 0123456789

DIN Pro: Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,:;?!@$&*) 0123456789

Alternate Typefaces (for PowerPoint, Word, etc.)

Palatino: Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,:;?!@$&*) 0123456789

Tahoma: Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,:;?!@$&*) 0123456789

HBA Brand Photography

There are 3 main types of photography used in the HBA brand, as shown at right. Here are some key things to keep in mind when using photography in HBA brand materials:

- Portraits of active HBA members should be used in collateral materials whenever possible.
- Always use vibrant high-contrast photography. Color-correcting as shown at right. Do not tint or fade the photographs or the gradients
- Select imagery that supports the subject matter and allows for a quick read of what is being promoted
- Ensure text readability and proper contrast behind copy at all times
- Allow some space around the image and avoid running type on top of photo
- Always use the black & white portraits in layouts with the color gradient overlays

1) Portraits

BLACK & WHITE   FULL-COLOR

2) Environmental

BLACK & WHITE   FULL-COLOR

3) Atmospheric

BLACK & WHITE

HBA Locations

There is a descriptor name logomark lockup system used to identify HBA locations in event promotions. Always use the approved logo artwork files provided. Locations logos may appear either in solid purple or solid white, as shown at right.

For all location logos, please follow the same clear space and minimum sizing rules outlined on page 3.

As a general rule for promotional layouts, consider the following:

- Allow the HBA brand to take the lead visually and verbally
- Always use bold, vibrant high-contrast photography. Do not tint or fade the photographs or the gradients
- Allow some space around each individual and avoid running type on top of photos
- Ensure text readability and proper contrast at all times
- Select images from the current HBA photo library that express authentic moments and portray women as active leaders
- Focus on having positive, empowered and inspired expressions

Logo System Overview

Region Name —— **HBA** Southern Europe

City Name —— **HBA** Barcelona

HBA Ljubljana

HBA Lyon

HBA Madrid

HBA Milan

HBA Paris

Using in Event Promotions—Examples

HBA Tokyo — **Welcome leaders!**
Sawori Imura Branch Lead · Keiko Ito Education & Events Lead · Rina Tsuboi Member Engagement Lead

HBA India — **Face to Face Networking** — Delhi and Pune

HBA Chicago Downtown & HBA Chicago Northern present
Leap into Leadership: Chicago Networking
Sociale 800 S Clark St, Chicago IL
29 February, 6:00-8:00 PM CST
HBAnet.org
HBA Midwest Region

HBA Singapore

HBA Products and Groups

Our logo system allows the HBA to maintain the distinctiveness of it's products and groups while also raising the recognition for the HBA master brand. Always use the approved logo artwork files provided. Product and group logos may appear either in solid purple or solid white, as shown at right.

For all product and group logos, please follow the same clear space and minimum sizing rules outlined on page 3.

As a general rule for promotional layouts, consider the following:

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- Always use bold, vibrant high-contrast photography.
- Do not tint or fade the photographs or the gradients
- Allow some space around each individual and avoid running type on top of photos
- Ensure text readability and proper contrast at all times
- Select images from the current HBA photo library that express authentic moments and portray women as active leaders
- Focus on having positive, empowered and inspired expressions

Approved Logos

Using in Event Promotions—Examples

Approved Brand Resources

Approved logo artwork, layout templates and
photography may be accessed at the links below.

HBA Locations

Approved Location Logo Files:

http://bit.ly/4fJiqza

Approved Event Promotion Templates:

https://bit.ly/417qDJN

HBA Product and Groups

Approved Product and Group Logos Files:

https://bit.ly/48VZ8o7

Approved Event Promotion Templates:

https://bit.ly/417qDJN

HBA Photo Library

Password: HBAphotos

https://hba.smugmug.com/

Questions

Contact Nicole Randall at nrandall@HBAnet.org