

HBAS BRAND STYLE QUICK GUIDE

PRIMARY LOGO



SECONDARY LOGOS

VERTICAL
ORIENTATION



HORIZONTAL
ALTERNATE



ONE COLOR & REVERSED LOGOS



FONTS

HEADLINES: GOTHAM ROUNDED BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BODY COPY: GOTHAM ROUNDED BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PRIMARY COLORS



SUNSET

0C/65M/100Y/0K
R244/G121/B32
#F47920
PMS: 158



HORIZON

55C/20M/20Y/0K
R118/G171/B189
#76ABBD
PMS: 7695



SEA

60C/0M/35Y/25K
R72/G156/B146
#489C92
PMS: 7473



CONCRETE

0C/0M/0Y/60K
R128/G130/B133
#808285
PMS: COOL GRAY 8

SECONDARY COLORS



HERITAGE

48C/43M/10Y/0K
R141/G140/B181
#8D8CB5
PMS: 7674



MARINE

73C/13M/0Y/55K
R0/G95/B129
#005F81
PMS: 7699



SAND

10C/7M/35Y/15K
R199/G195/B156
#C7C39C
PMS: 453



LIGHT CONCRETE

0C/0M/0Y/30K
R188/G189/B192
#BCBDC0
PMS: COOL GRAY 4