



HACT branding guidelines and corporate identity

Summer 2016

Corporate colours



Headline/Logo purple
R: 113 G:107 B:178



Slight contrast darker purple
R: 93 G:87 B:166



Optional sub-header grey/underlining
R: 150 G:150 B:150



Written text colour
R: 0 G:0 B:0

Corporate logo usage

Main HACT logo



Depending on the size and space available of the proposed document you can use the logo either with or without the strap line. Where space permits the logo including the strap line is our preference. The logo must be kept in proportion and placement of the logo on a third party document must be agreed with HACT prior to distribution.

Reversed HACT logo



The reversed version of the logo will be used when applying it on a coloured background. On all HACT documents the preferred background colour is the headline purple (refer to previous page), however on third party documents the background colour will be of their choosing.

Logo positioning and sizing

Approximate sizing on an A4 document: 50mmx20mm

Space surrounding logo: At least 10mm of space around the logo

Scaling: Dimensions should not be distorted - all size changes to be approved by HACT

Corporate font usage

Headline font

Font: AvanteGarde
Size: 22
Colour: HACT logo purple
Format: Regular

Sub-headline font

Font: Gill Sands MT
Size: 20
Colour: HACT grey
Format: Regular

Sub sub-headline font

Font: Gill Sans MT
Size: 16
Colour: HACT grey
Format: Regular

Document headline

Font: AvanteGarde
Size: 22
Colour: HACT logo purple
Format: Regular

Paragraph header 1

Font: Gill Sans MT
Size: 16
Colour: Black
Format: Regular

Paragraph header 2

Font: Gill Sans MT
Size: 11
Colour: Black
Format: Bold

Paragraph document font

Font: Gill Sans MT
Size: 11
Colour: Black
Format: Regular



0207 250 8500
49-51 East Road, London, N1 6AH
@HACThousing