

# IDENTITY SYSTEM

HarpData’s identity system is comprised of a wordmark and a landmark. The wordmark and landmark should never be combined into a single lockup; rather, they should be used separately in all applications.

## WORDMARK

Select the wordmark for any prominent or stand-alone brand application (i.e., business card, website header, signage). The full color wordmark is the preferred logo; use this whenever possible or appropriate.

## BRANDMARK

The landmark may be selected for use as a sporadic, supplemental design element within brand collateral, environmental design, and digital applications. Avoid using this mark in place of the wordmark.

1: WORDMARK



2: BRANDMARK



# CLEAR SPACE REQUIREMENTS

Any application of the HarpData logos should be surrounded with clear space equal to “X” to ensure its visibility and impact.

## WORDMARK

The value of “X” is determined by the width of the “H” in “HARPDATA”

## BRANDMARK

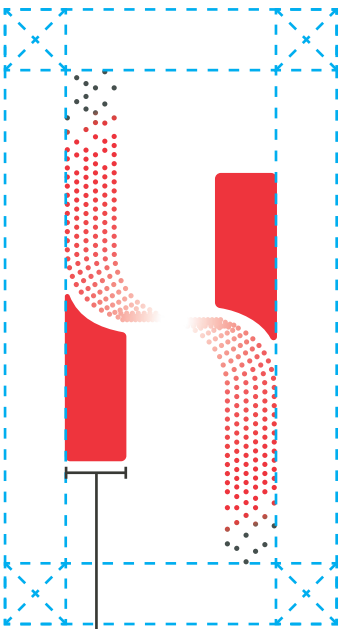
The value of “X” is determined by the width of the leg of the “H” in the brandmark.

No design elements of any kind (type, photo, graphic, etc.) should come any closer to the logo than “X”. The actual distance of “X” will change depending on how large or small the logo is scaled.

1: WORDMARK



2: BRANDMARK



= X height

# PROPORTION & SIZE

## PROPORTIONS

The logo should always be kept in proportion to maintain brand integrity. Always use the approved logo files. If you need to scale the logo, always constrain proportions so the height and width are scaled together. Never scale a raster version of the logo (i.e., .jpg) larger than its original size; if a larger version of the logo is required, use a vector version. Always use the approved logo files. Only use vector files of the logo when printing.

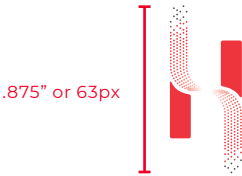
## SIZE

Designers should use discretion when determining how large or small the logo should be. However, in order to maintain legibility and clarity, logos should never be used at sizes less than the provided minimum values.

1: WORDMARK  
Minimum size:  
1 in. or 72px (width)



2: BRANDMARK  
Minimum size:  
.875 in. or 63px (height)



CORRECT USAGE

WORDMARK

The full-color wordmark should be used whenever possible and should only be applied to white or light gray backgrounds that are a tint of HarpData’s gray, i.e. HarpData gray 10% tint. (Figures 1 & 2)

The single-color white wordmark should only be used in print or digital applications knocked out against HarpData’s red, gray, or can also be used in print applications that are single color, i.e. knocked out against black or gray in a black and white ad or knocked out on a black, dark gray or red t-shirt that is as close to HarpData brand colors as possible. (Figures 3, 4, 5)

The single-color white knockout wordmark can also be used against directly over photography, using discretion to ensure that it is legible. (Figure 6)

The single-color black wordmark should only be used in single-color print applications like a black and white ad or on a white t-shirt. (Figures 7-8)

Note: These standards do not apply to applications that use specialty materials outside of the brand palette, i.e. clear foil stamping on stationery or etched/frosted vinyl signage. Please contact Block Club if you have any questions regarding proper logo usage.

1.



2.



3.



4.



5.



6.



7.



8.



# CORRECT USAGE

## BRANDMARK

The full-color brandmark should be used whenever possible and should only be applied to white or light gray backgrounds that are a tint of HarpData’s gray, i.e. HarpData gray 10% tint. (Figures 1 & 2)

The single-color white brandmark should only be used in print or digital applications knocked out against HarpData’s red, gray, or can also be used in print applications that are single color, i.e. knocked out against black or gray in a black and white ad or knocked out on a black, dark gray or red t-shirt that is as close to HarpData brand colors as possible. (Figures 3, 4, 5)

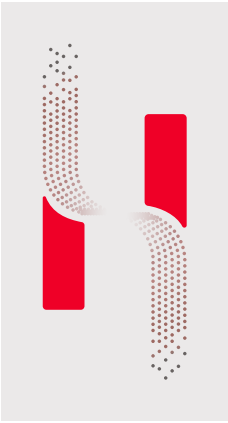
The single-color white brandmark can also be knocked out directly over photography, using discretion to ensure that it is legible. (Figure 6)

The single-color black brandmark should only be used in single-color print applications like a black and white ad or on a white t-shirt. (Figures 7-8)

Note: These standards do not apply to applications that use specialty materials outside of the brand palette, i.e. clear foil stamping on stationery or etched/frosted vinyl signage. Please contact Block Club if you have any questions regarding proper logo usage.



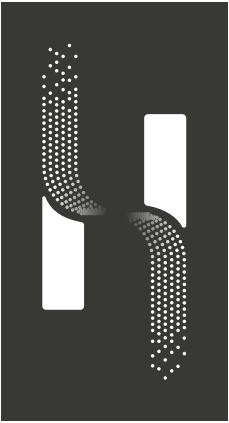
1.



2.



3.



4.



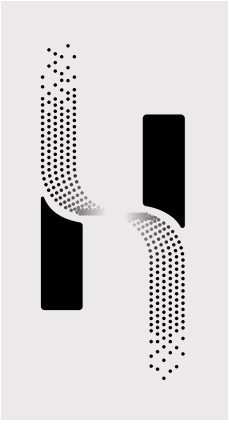
5..



6,




7.





8.


INCORRECT USAGE


- 1. Do not obstruct the logo with any graphic or image.
- 2. Do not add a drop shadow, inner glow or any other effect to the logo.
- 3, 4. Do not scale the logo disproportionately so that it is wider, taller, thinner or thicker than the approved proportions.
- 5. Do not change the type or recreate the logo in any way.
- 6. Do not make any part of the logo any other color than those stated in the brand standards.
- 7. Do not put the logo on a background that is of similar color to the logo or any color that isn't a brand color; instead use the black or white knockout versions.
- 8. Do not rotate the logo.
- 9. Do not combine the logo with type to make a new logo.
- 10. Do not combine the logo with any other logos to create a new logo.
- 11., 12. Do not combine the wordmark and brandmark into a single lockup.


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COLORS

The primary color palette of HarpData consists of three (3) colors: Dark Gray, Bright Red and Salmon.

Use only these specific color values for any HarpData brand collateral.

Use the Pantone (PMS) values for any high-quality, professionally printed brand collateral piece, or any application requiring a “spot color.” Use the CMYK values for all other printed materials. Use the RGB / Hex values for digital and web-based application, or anything intended to be viewed on a screen or monitor.

Refer to the notes provided with the logo files for further explanation of appropriate usage for each file format.

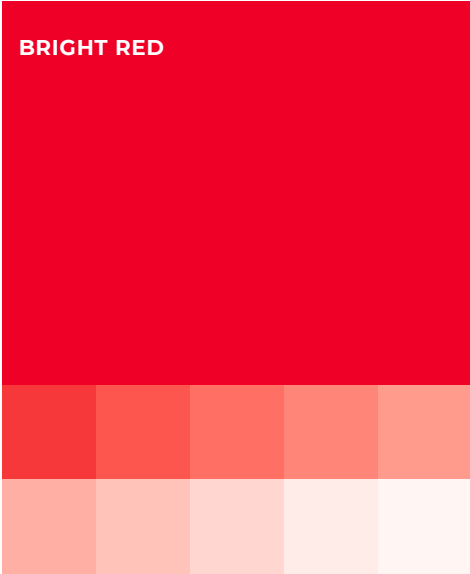


PMS: 447 C

CMYK: C: 50 / M: 30 / Y: 40 / K: 90

RGB: R: 55 / G: 58 / B: 54

HEX: #373A36

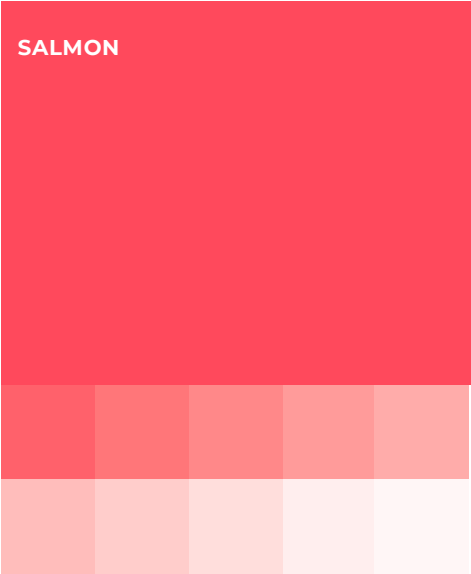


PMS: 185 C

CMYK: C: 0 / M: 93 / Y: 79 / K: 0

RGB: R: 228 / G: 0 / B: 43

HEX: #E4002B



PMS: 1785 C

CMYK: C: 0 / M: 76 / Y: 54 / K: 0

RGB: R: 248 / G: 72 / B: 94

HEX: #F8485E