

The Key Elements of the HFS Brand

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HFS colors

Primary colour



Pantone 1645
C0 M68 Y 85 K0
R243 G116 B58
HTML F3743A



Pantone 518
C60 M80 Y22 K54
R69 G38 B76
HTML 45264C

Secondary colour palette



Pantone P 37-16 C
C0 M79 Y94 K13
R213 G82 B37
HTML D55225



Pantone P 92-15 C
C50 M79 Y0 K40
R96 G52 B110
HTML 60346E



Pantone 5405
C68 M35 Y17 K40
R58 G97 B122
HTML 3A617A



Pantone P 170-16 C
C58 M54 Y54 K60
R62 G59 B57
HTML 3E3B39



Pantone 1235 C
C0 M31 Y98 K0
R253 G183 B26
HTML FDB71A



Pantone 1495 C
C0 M49 Y96 K0
R248 G150 B37
HTML F89625



Pantone P 92-6 C
C53 M83 Y0 K21
R114 G61 B131
HTML 723D83



Pantone P 120-13 C
C65 M0 Y10 K39
R31 G134 B154
HTML 1F869A



Pantone Cool Gray 8
C44 M34 Y 29 K10
R138 G142 B150
HTML 8A8E96



Pantone 1355 CP
C0 M22 Y60 K0
R 254 G203 B122
HTML FECB7A



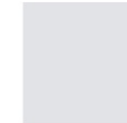
Pantone P 34-5 C
C0 M49 Y64 K0
R247 G151 B101
HTML F79765



Pantone 258 CP
C51 M84 Y0 K0
R142 G75 B157
HTML 8E4D9D



Pantone P120-1 C
C29 M0 Y4 K14
R155 G198 B212
HTML 9AC6D3



Pantone Cool Gray 1
C10 M7 Y5 K0
R225 G227 B231
HTML E1E3E7



Pantone 1205 C
C0 M4 Y48 K0
R255 G238 B154
HTML FFE99A

System font

Arial

The system font across all HFS materials.

Arial Bold

Arial Bold Italic

Arial Regular

Arial Regular Italic

AaBb123
Arial

Primary font

Avenir

Used in all for headings, subheadings and pull quotes on web and marketing applications.

Avenir Black

Avenir Medium

Avenir Roman

AaBb123
Avenir

Logo usage

Primary logo

To be used on all documents and communications excluding Research documents



White reversed version



Correct format

Our logo is a valuable visual asset and care must be taken to ensure it is clearly presented. In order to preserve the integrity of the logo, please avoid executions which misuse, amend or trivialise the identity.

The examples here illustrate misuse of the logo. As a rule, always reproduce the logo from master digital artwork



Never apply a drop shadow to the logo



Never distort the logo to fit



Never skew the logo



Never set the logo at an angle



Never separate the symbol element from the logo



Never modify the relationship between the symbol and type elements



Never change the colours in the logo



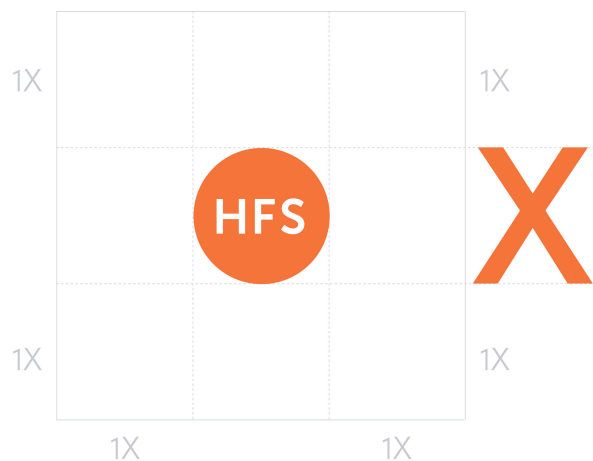
Never change the typeface used in the logo

Logo usage

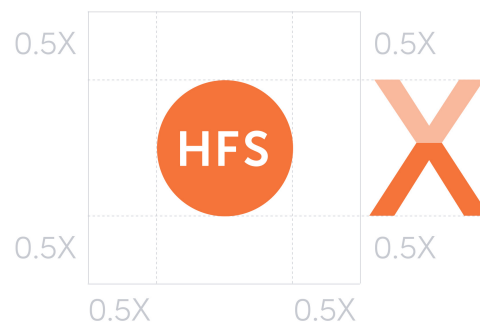
Exclusion Zone

To maintain the integrity and clarity of the logo, an exclusion zone has been established. Please do not encroach on this space with text or any other graphic element.

This is the preferred exclusion zone for the use of the logo.

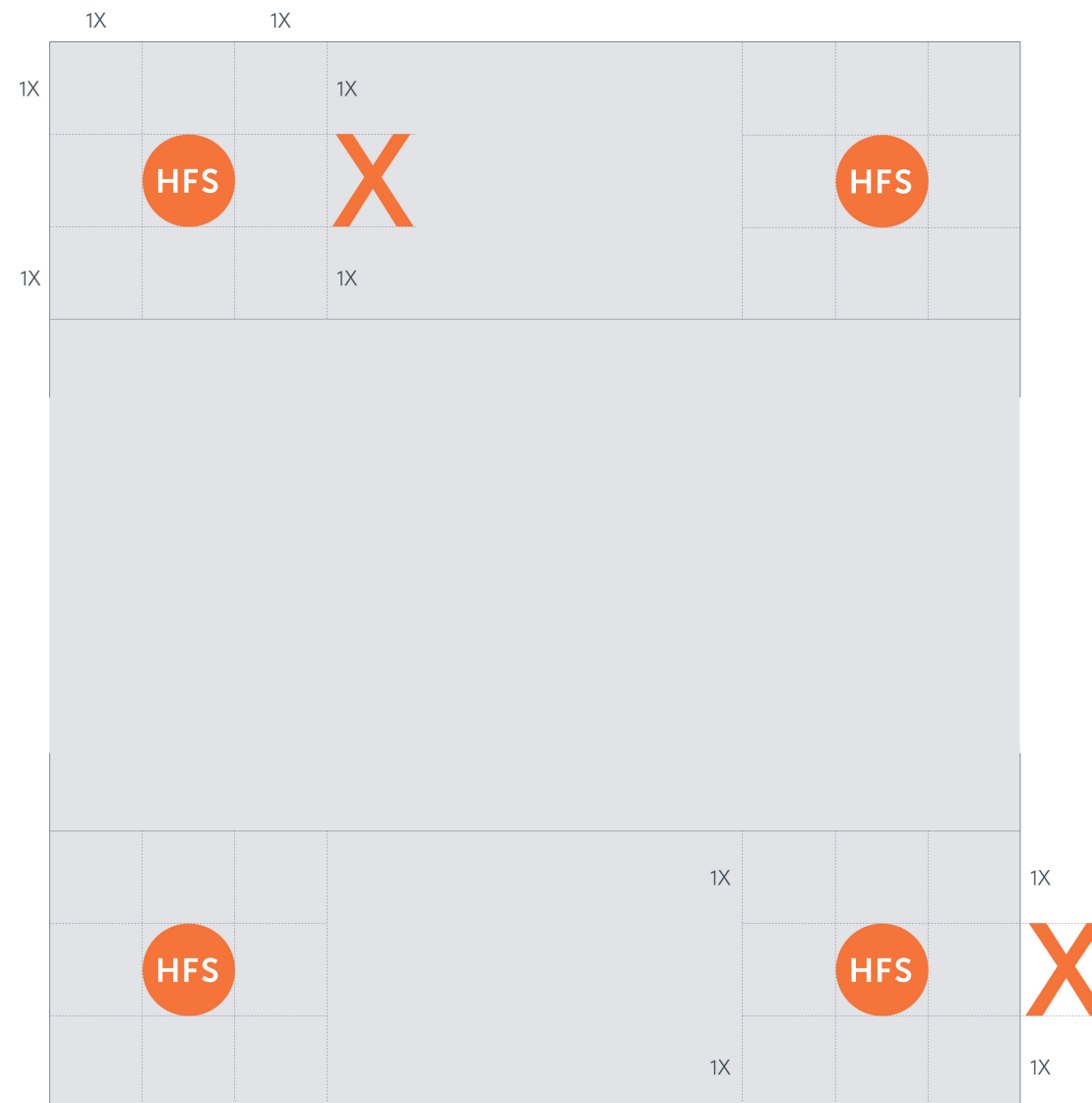


This is the minimum exclusion zone for the logo which is half the X height for when space is limited



Positioning

The HFS logo can appear at the top or bottom of the page for maximum flexibility. The brand can be placed at any corner to suit the imagery, graphic or layout used. It should be placed using the exclusion rules as shown right.



Logo usage

Logo Size

The HFS logo can appear at the top or bottom of the page for maximum flexibility.

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Logo format sizes

A3 logo size = 30x30mm

A4 logo size = 20x20mm

A5 logo size = 14x14mm

A6 logo size = 10x10mm



Logo usage

Usage do's and don'ts

The HFS logo should primarily appear on a white or solid background. It can be used on a photographic or patterned background as long as there is good contrast between the logo and the background colour/ image. This applies to both the orange and white versions of the logo brand.



✓ On a white or light background



✓ reversed out of a dark solid or orange background



✓ On a pattern or illustration



✓ On a dark photographic background



✗ On an orange background or illustration



✗ On a light photographic background

About HFS

Insight. Inspiration. Impact.

HFS is a unique analyst organization that combines deep visionary expertise with rapid demand side analysis of the Global 2000. Its outlook for the future is admired across the global technology and business operations industries. Its analysts are respected for their no-nonsense insights based on demand side data and engagements with industry practitioners.

HFS Research introduced the world to terms such as "RPA" (Robotic Process Automation) in 2012 and more recently, the HFS OneOffice™. The HFS mission is to provide visionary insight into the major innovations impacting business operations such as Automation, Artificial Intelligence, Blockchain, Internet of Things, Digital Business Models and Smart Analytics.

Read more about HFS and our initiatives on www.HFSresearch.com or follow [@HFSResearch](https://twitter.com/HFSResearch).