

HPA colour and font rules

Use these colours and typefaces when HPA appears in your material.

COLOURS



Electric Blue

#1718FF

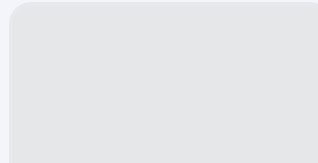
The main brand colour and the strongest in any layout. Used for headline emphasis, buttons and full-colour backgrounds.



Deep Navy

#00113F

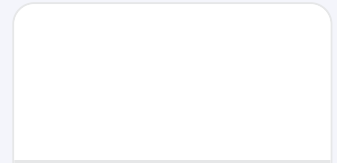
Text on light backgrounds, and the background for dark sections.



Light Grey

#E6E7E8

Light backgrounds.



White

#FFFFFF

Text on blue or navy, and the white wordmark.



Grey #D1D3D4



Mid Grey #A7A9AC

Support greys, for borders, dividers and muted text only.

Backgrounds are one flat field of blue, navy, or light grey or white. No colours outside this palette.

TYPEFACES

HEADLINES

Bricolage Grotesque

Bricolage Grotesque: headlines. The signature look pairs ExtraLight (200) with ExtraBold (800) in one headline, with the emphasis word in blue or ExtraBold.

BODY TEXT, LABELS AND CAPTIONS

Manrope Regular

MANROPE EXTRABOLD LABEL

Manrope: body text, labels and captions. Regular for paragraphs, ExtraBold for labels.

Both are free on Google Fonts.

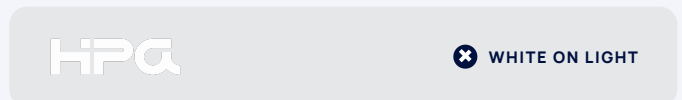
THE WORDMARK



BLUE WORDMARK, ON LIGHT



WHITE WORDMARK, ON NAVY



Do

- Use the full HPA wordmark as the logo. The blue wordmark goes on light backgrounds.
- Use the white wordmark on navy, blue and dark photos.
- Show the wordmark unchanged when listing or writing about HPA: event pages, partner pages, press.
- Leave generous clear space around it. Place it top left or bottom left.

Don't

- Alter the wordmark.
- Use the wordmark to suggest HPA endorses a product or service.
- Use the "a" symbol as the logo. It's only for very small marks such as a browser tab.
- Place the blue wordmark on a dark or blue background, or the white wordmark on a light one.
- Expand HPA into a longer name.
- Print the PNG wordmark at large size.