



haas institute  
FOR A FAIR AND INCLUSIVE SOCIETY

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## STYLEGUIDE AND LOGO USAGE

The dotted line indicates the boundary of recommended clear space that should surround the logo.

Ideally the logo will be used on a white background for maximum visibility.

The logo will have a minimum of "1-X" height of white space around it.



Trade Gothic LT Std is the typeface for the logo.



## HAAS INSTITUTE FOR A FAIR AND INCLUSIVE SOCIETY LOGO

### HIFIS logo clear space requirements and font usage

Clear space is the area around the logo that must be free of other type or graphics, so they do not interfere with the legibility or integrity of the identity.

4-color



**Pantone 166 C**  
CMYK: C-4 M-82 Y-100 K-0  
RGB: R-231 G-83 B-0  
HEX: e75204



**Pantone 322 C**  
CMYK: C-100 M-35 Y-50 K-13  
RGB: R-0 G-112 B-120  
HEX: 007178



**Pantone 412 C**  
CMYK: C-62 M-66 Y-65 K-62  
RGB: R-57 G-47 B-44  
HEX: 392f2b



**Pantone 4715 C**  
CMYK: C-34 M-58 Y-64 K-14  
RGB: R-154 G-107 B-88  
HEX: 9a6b57

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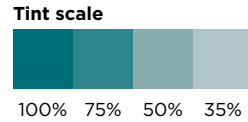
### HIFIS 4-color logo applications

The 4-color version of the logo ideally is used on a white or light neutral backgrounds for greatest impact. It is important to have adequate contrast between the mark and the background for optimal visibility.

1-color Blue



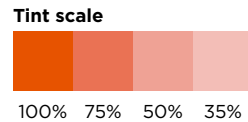
**Pantone 322 C**  
CMYK: C-100 M-35 Y-50 K-13  
RGB: R-0 G-112 B-120  
HEX: 007178



1-color Orange



**Pantone 166 C**  
CMYK: C-4 M-82 Y-100 K-0  
RGB: R-231 G-83 B-0  
HEX: e75204



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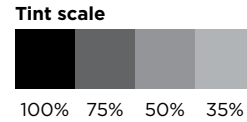
### HIFIS 1-color logo applications

The 1-color version of the logo should only be used on materials that are limited to only one color such as flyers or ads. Various tints of the color are utilized to replace the spot Pantone colors.

Grayscale



**Black**  
CMYK: C-100 M-0 Y-0 K-0  
RGB: R-0 G-0 B-0  
HEX: 000000



Black and white  
reversed-out



**White**  
CMYK: C-0 M-0 Y-0 K-0  
RGB: R-255 G-255 B-255  
HEX: ffffff

## HAAS INSTITUTE FOR A FAIR AND INCLUSIVE SOCIETY LOGO

### HIFIS grayscale and reversed-out logo applications

When using the logo on materials with only black and white as an option, a grayscale or reversed out version of the logo is acceptable.

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Do not use any other colors.



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Do not use a drop shadow or any other effects.



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Do not squeeze, stretch, or distort in any way.



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Do not use any other fonts.



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Do not use on a photo or background color that interferes with legibility.



## HAAS INSTITUTE FOR A FAIR AND INCLUSIVE SOCIETY LOGO

### Logo misuse

For visibility, impact and overall integrity, it is important to retain a consistent use of the logo. Always reproduce the logo from the original artwork. Examples of improper logo usage are illustrated here.