

Hull Homeless Community Project

Logo & Brand Identity Guidelines



0

Contents

0.1	Logo Specifications
0.2	Typography
0.2.1	Web Typography
0.3	Colour
0.3.1	Secondary Colours

0.1 Logo Specifications

Logo rationale

The HHCP logo is made up of the home icon and the Gotham typeface, for more information please see section 0.2

Three brand colours are used within the logo, for more information please see section 0.3

Logo elements



0.2 Typography

The typeface family

Only two font styles are used for the logo, and they are both from the same typeface family: Gotham.

The Gotham family consists of 15 typeface widths, including *Italics*.

The huge variety of font weights and widths will ensure flexibility, and consistency for the future growth of the HHCP identity.

Heading font

Gotham Bold is the primary font used for the logotype/logo wording.

(All uppercase)

Regular font

Gotham Book is to be used for all other forms of standard body text, including: *stationery, website design, brochures and all forms of general correspondence*

(Sentence case)

Light font

Gotham Light is the secondary 'tagline' font used for the logotype/logo wording.

(All uppercase)

GOTHAM (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%&*()

GOTHAM (Book)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%&*()

GOTHAM (Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%&*()

0.2.1 Web Typography

Web font alternative

Although Gotham font is the logo typeface and will be used for all stationery. However, it does not come with a webfont. Therefore, *Montserrat* will be the chosen digital typeface.

The Montserrat family consists of eight typeface widths.

It is stylistically similar to the logo typeface Gotham.

Montserrat is a Google font supported typeface and is similar to Gotham. This will help retain the brand consistency throughout print and digital mediums.

Headling font

MONTSERRAT (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%&*()

Regular font

MONTSERRAT (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%&*()

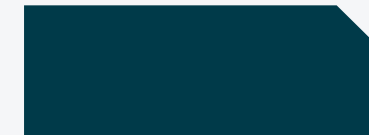
Light font

MONTSERRAT (Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%&*()

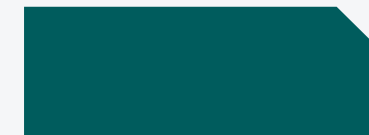
0.3 Colour

Pantone 309C



PROCESS C100 M58 Y49 K49
SCREEN RO G59 B73
WEB HTML #003b49

Pantone 7721 C



PROCESS C89 M0 Y43 K65
SCREEN RO G94 B93
WEB HTML #005e5d

Pantone Green C



PROCESS C100 M0 Y60 K0
SCREEN RO G168 B135
WEB HTML #00a887

0.3.1 Secondary Colours

Pantone 3242C



PROCESS C44 M0 Y20 K0
SCREEN R113 G219 B212
WEB HTML #71dbd4

Pantone 389C



PROCESS C21 M0 Y85 K0
SCREEN R208 G223 B0
WEB HTML #d0df00

Pantone 2655C



PROCESS C54 M61 Y0 K0
SCREEN R150 G120 B211
WEB HTML #9678d3

Pantone 298C



PROCESS C67 M2 Y0 K0
SCREEN R65 G182 B230
WEB HTML #41b6e6

Pantone 230C



PROCESS C1 M41 Y0 K0
SCREEN R244 G166 B215
WEB HTML #f4a6d7