

Heart Solutions Brand Manual



The logo : Proportion

correct



incorrect

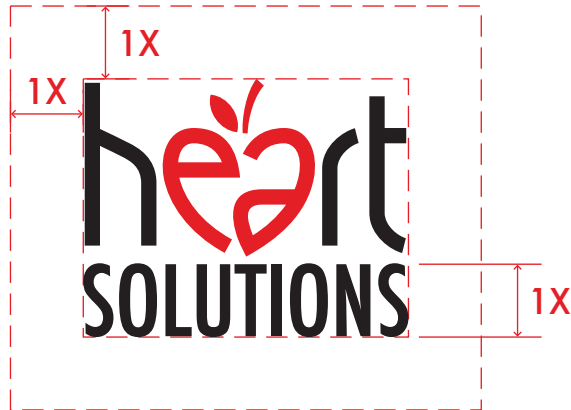


incorrect



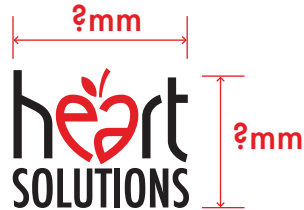
The primary identity is a two colour red and black stacked logotype and is to be used as such on a white background wherever possible. The logo has a height to width aspect ratio of 1:1.26 which must never be altered.

The logo : Area of isolation



This is the minimum amount of clear space that should be left around the logo. It is important that the logo itself and at least the minimum area around the logo remains free of any graphic elements that may render it unclear. The primary identity must always be most legible element in any graphic space it is included in.

The logo : Minimum size



To ensure legibility the minimum size that the logo can be printed is 22mm x 22mm. Always ensure that the logo is readable for any printed or on-screen use.

The logo : Usage

correct



incorrect



The logo may only be used in a stacked form.

incorrect



incorrect



The logo is almost always used:

1. As a two colour application
2. With the  device in red.

The logo : Usage

correct



The logo is primarily to appear on a white background.

incorrect



Avoid placing the logo over a background colour that clashes and make it difficult to read.

The logo : Usage

correct



If the logo is to appear on a dark background the first colour may be reversed to white.

correct

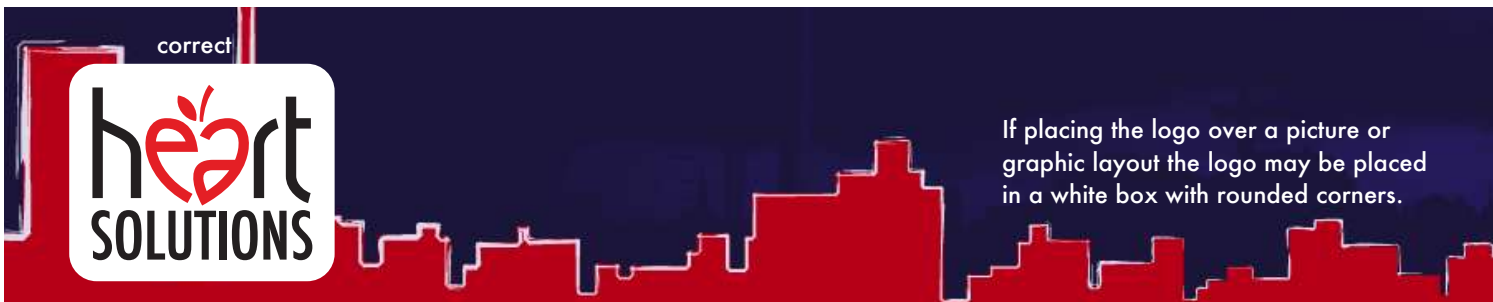


If the logo is to appear on a red background the device may be set to 50M 50Y.

The logo : Usage



Avoid placing the logo over a visually busy background



If placing the logo over a picture or graphic layout the logo may be placed in a white box with rounded corners.

The logo : Usage

correct



(fax only)

If a one colour only application is needed (for example, for a fax) the device may be produced as a 50% tint of the rest of the logo.

The PIP sub identity

The same rules that apply to the *Heart Solutions* logo also apply to the *pip* sub identity.

correct



incorrect



The logo may only be used in a vertical form.

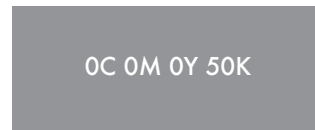
Colours



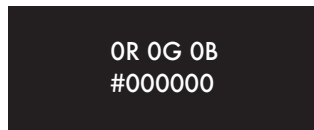
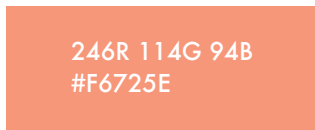
Pantones



Process



RGB/Hex



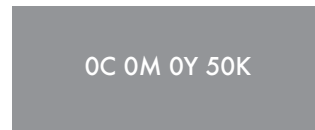
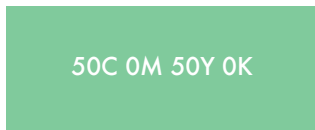
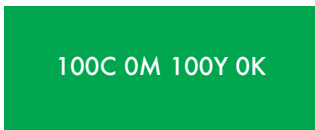
Colours



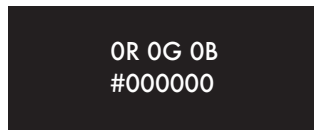
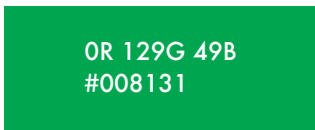
Pantones



Process



RGB/Hex



Logographic devices



Heart Solutions'  logographic device and *pip's*  logographic device may be used cropped and/or tinted in designs separate from the logo as a house style element.



heart
SOLUTIONS

Name Surname
designation

Contact details 1
Contact details 2
Contact details 3

Fonts and font usage

Heart Solutions' primary font is the Futura font family in its various weights and sizes.

Body copy for most corporate applications is primarily to be left-aligned with ragged right (i.e. not justified), set in Futura Medium 9pt on +3pt leading and normal kerning. Company names are to be italicised in body copy. Eg. We at *Heart Solutions* strive to provide the best in educational material.

Other applications of copy like posters/flyers etc. should be set in a size appropriate for the application but always with a type size to leading ratio of 3:1. For example: 9pt type on +3pt leading; 12pt type on +4pt leading, 15pt type on +5pt leading etc.

Headings should always be set in a larger point size than body copy.

For any web-based usage (other than in applications where Futura can be embedded like in *Adobe Flash* applications, for example) like web pages or emails Verdana is to be used in its various weights and sizes.

Full sentence case and British English spelling is to be used in all copy generated to be used with the *Heart Solutions* brand.