

HFHC Healthcare brand guide

Our primary landscape logo



Logo exclusion zone



Exclusion zone is the size of the letter H from the logo. There should be no graphic item within this space to ensure logo clarity and visibility.

Our secondary stacked logo



Logo exclusion zone



Exclusion zone is the size of the letter H from the logo. There should be no graphic item within this space to ensure logo clarity and visibility.

Colours



| | | | | | | | |
|--|--|---|---|--|--|--|--|
| Red C5 M79 Y89 K0 R224 G79 B40 #E04F28 | Golden yellow C0 M30 Y93 K0 R255 G188 B0 #FFBC00 | Yellow-Green C21 M0 Y95 K0 R220 G220 B0 #DCDC02 | Grass Green C39 M0 Y91 K0 R178 G211 B41 #B2D329 | Racing Green C81 M5 Y89 K0 R0 G160 B76 #00A04C | Duck-Egg blue C49 M3 Y22 K0 R142 G200 B187 #8EC8BB | Sky blue C68 M0 Y13 K0 R20 G195 B224 #14C3E0 | Dark blue C78 M51 Y41 K30 R57 G89 B104 #3B5968 |
|--|--|---|---|--|--|--|--|

Typography for print

Titles – FS Albert ExtraBold

Body copy – FS Albert Regular

Typography for digital

Titles – Lato Black

Body copy – Lato regular (obtain from google fonts)

Photography

We use a recognisable branded photography style, with our 'swoosh' flowing through the image, interacting with individuals within.

