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INTRODUCTION

These guidelines have been carefully created to ensure that the representation of our brand and the basic elements of our identity are always used coherently and correctly. This document outlines a number of fundamental areas of importance to ensure that the look and feel of our communications complements the HMA brand values.

By adhering to these guidelines we will ensure that our identity stays strong and we promote a consistent image across all of our communications.

If in doubt just ask a designer!

OUR VISION

We will be the most effective digital agency specialising in Health, Science and Technology, widely acknowledged for our creativity, innovation and exceptional client service.

OUR MISSION

Helping our clients succeed by bringing their digital ambitions to life.

TONE OF VOICE

Overall we should be seen as approachable, passionate and insightful



VOICE CHARACTERISTIC	BRAND VOICE DESCRIPTORS	DESCRIPTION	DO	DON'T
How we would like people to describe us –their ‘takeout’ from reading our communications.	Words that further enhance our understanding of the brand voice’s characteristics	What we are seeking to achieve in order to create the right ‘takeout’		
APPROACHABLE	Friendly, Professional, Collaborative, Accessible, Generous, Authentic	Be warmly engaging without being oily, fake or overfamiliar	Use normal, everyday language Make it about them Listen Be real	Be intimidatingly ‘expert’ Use techy jargon Use business bullshit Be overfamiliar
PASSIONATE/ENERGISING	Enthusiastic, Energetic, Pro-active, Effective	Be enthusiastically expert without being directionless puppy dogs (bouncy, yappy and daft)	Focus on customers real needs and context Back enthusiasm up with relevant expertise Focus on creating belief that we can bring their digital plans to life	Be crassly salesy Gush Forget it’s their project
INSIGHTFUL	Knowledgeable, Expert, Thought Leadership	Be the agency that ‘gets it’ for clients by simultaneously having empathy and technology expertise	Start from their point of view and share relevant technology trends and opportunities	Be clever, clever – no one likes a smart arse

OUR LOGO

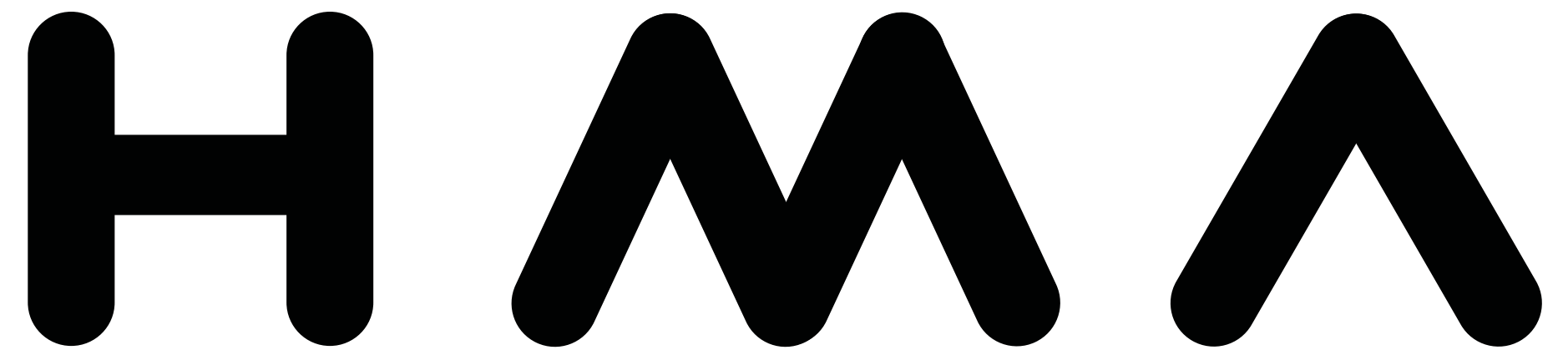
FULL COLOUR VERSION

The logo is the primary visual the element of HMA. The primary logo is the full colour version, and is the preferred version of the logo used both on and offline. This version of the logo has been designed to work on light, dark and image based backgrounds

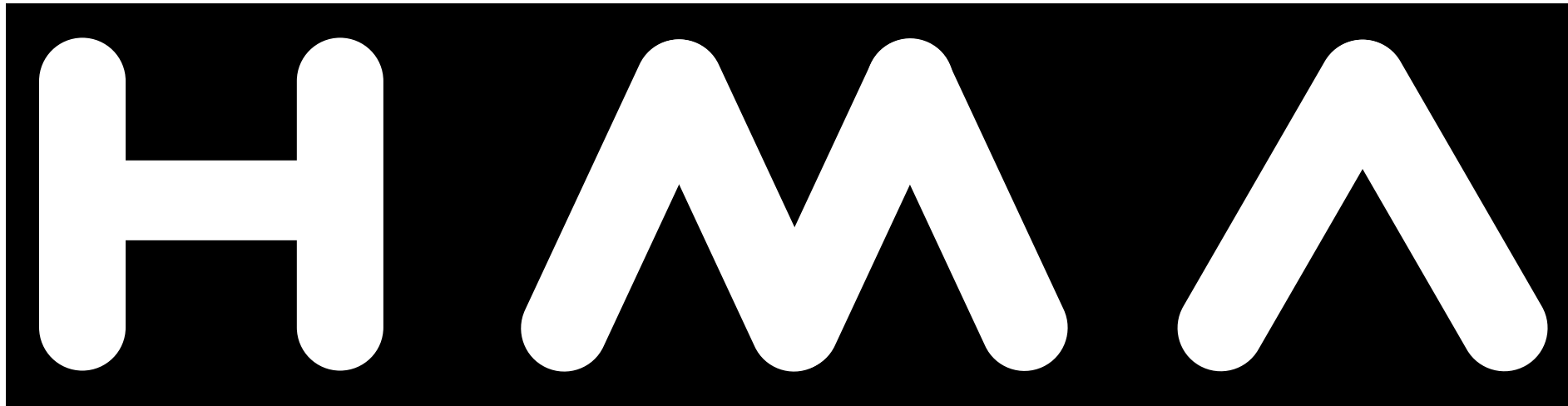


OUR LOGO
MONO VERSIONS

The logo outline must be clearly distinguishable from the background colour. For these purposes the following mono and reversed version can be used.



Mono Version



Mono Reversed

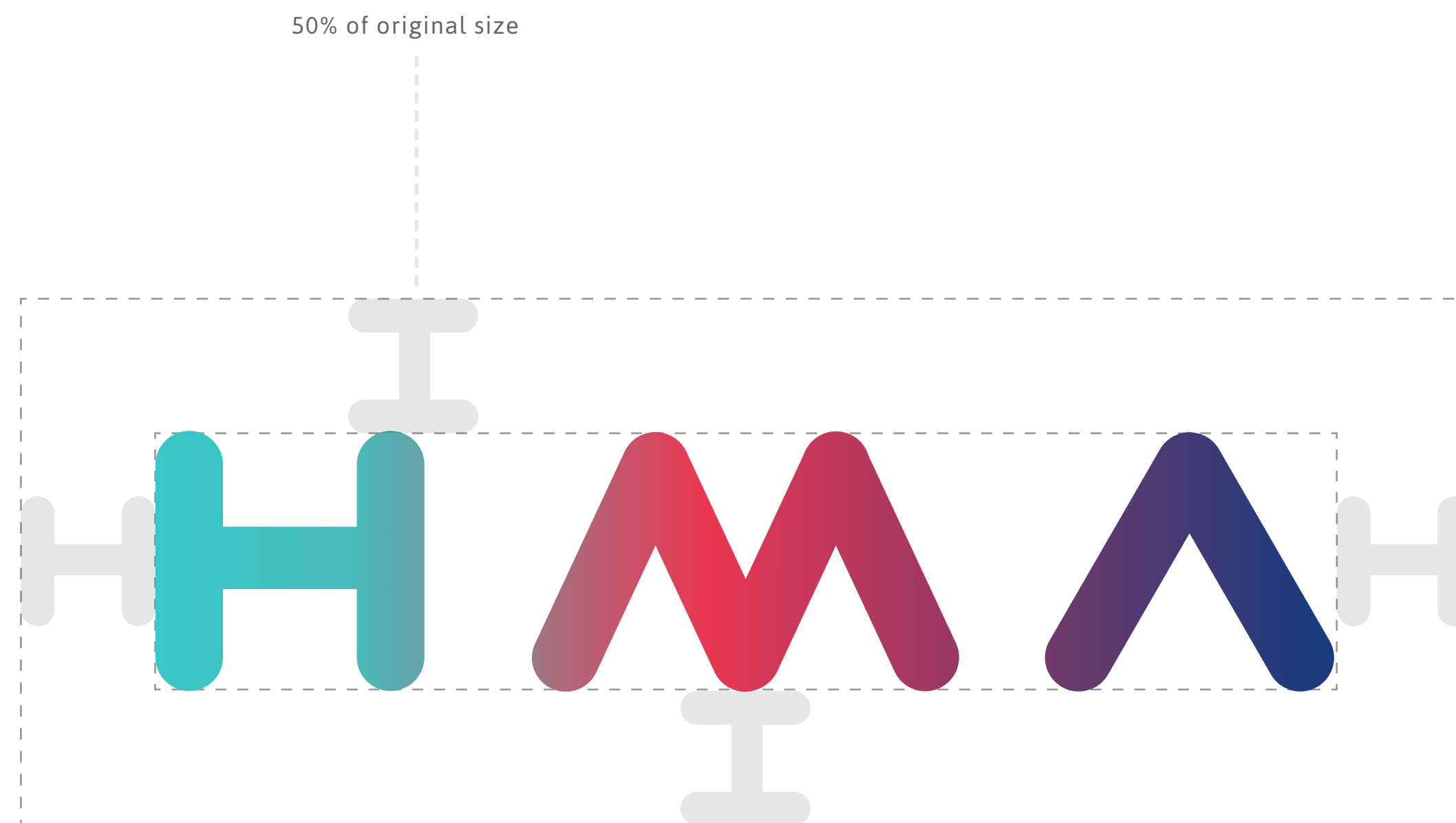


Mono Reversed - Used on an image

OUR LOGO

CLEAR SPACE

Clear space is defined by the 'H' in our logo at 50% of its original size.



OUR LOGO

INCORRECT USAGE

Please look after our logo! Don't bend it, stretch it or hurt it! Just in case you are unsure what this means, here's a few pictures to explain it.



Don't put polka dots on it!



Don't put it on an angle!



Don't re-colour it!



Don't squash it!



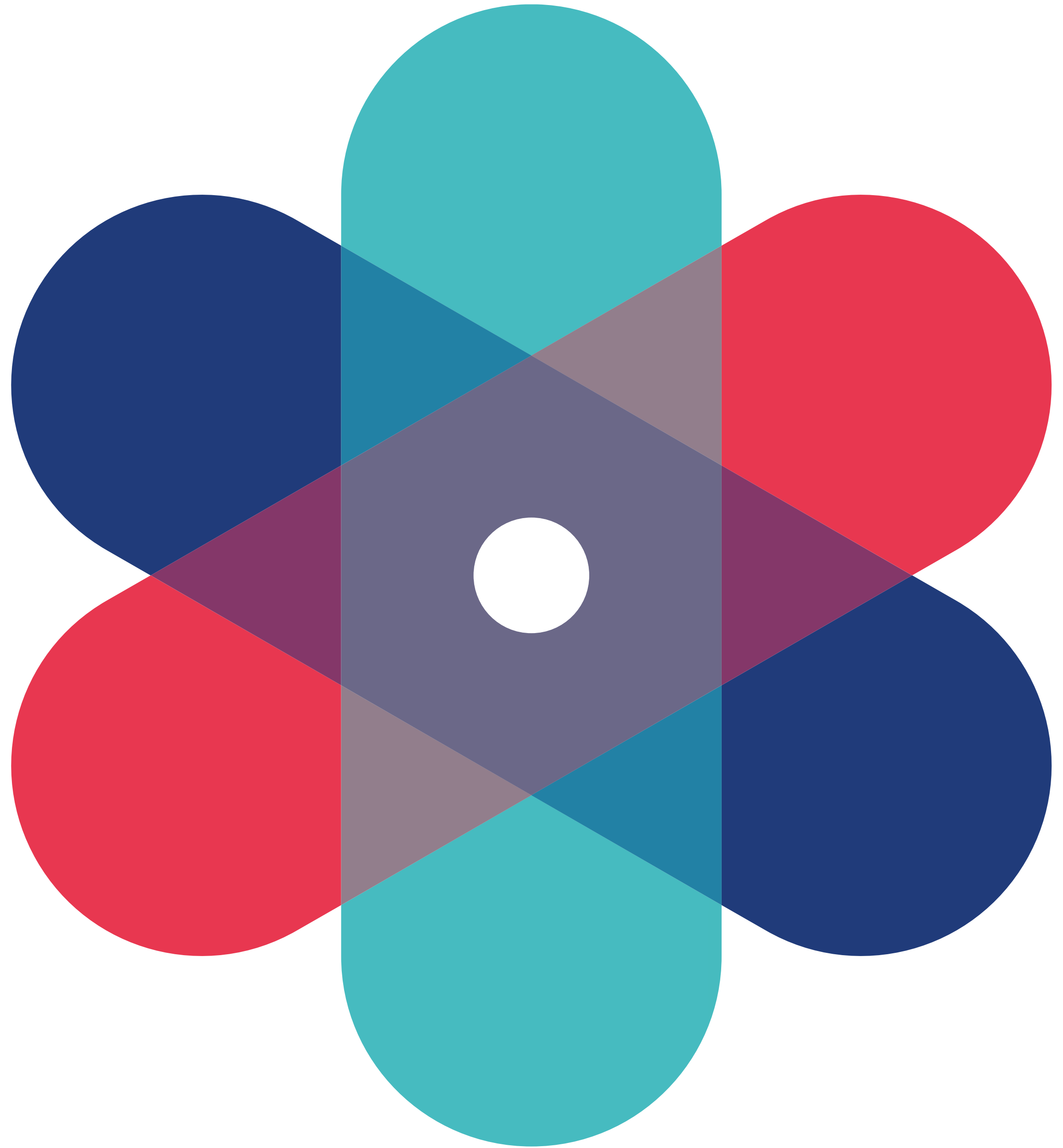
Don't stretch it!



Don't bend it!

GRAPHICAL DEVICE

The graphical device is an element to support the brand. It represents who we are, our areas of expertise and our creativity.



GRAPHICAL DEVICE USAGE

The graphical device should be cropped when used to enable a greater visual impact.

Repetition and over use of this device should be avoided.
Therefore, It should primarily be used for document covers,
compliment slips, business cards and main screens etc.

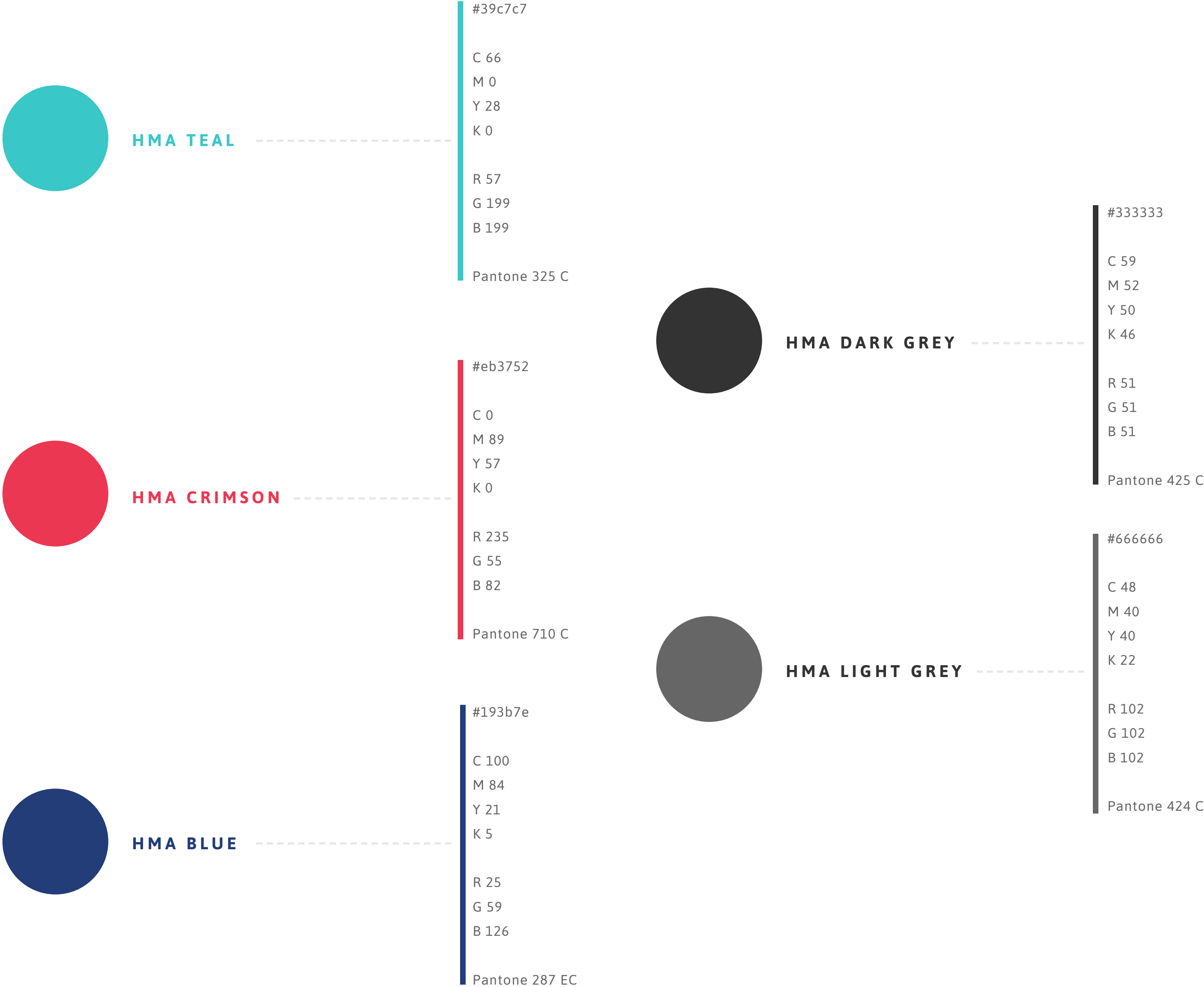
Transparency can be applied to reduce harshness
of device

Rotation of 45°

Placement should be in the corners

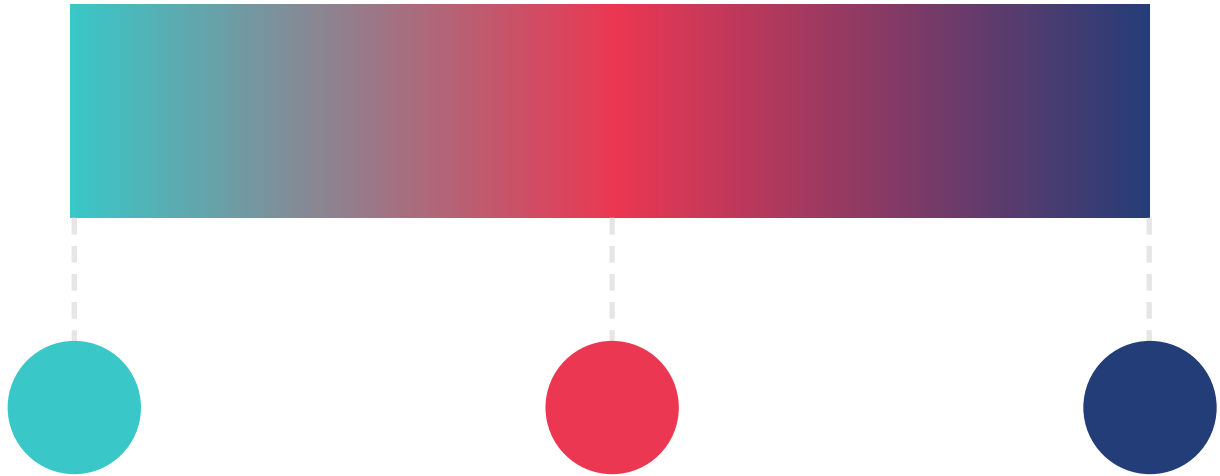
PRIMARY COLOURS

Our colours have a meaning both indiviudally but more so when used together. These colours reflect our personality.



MIXED COLOURS

Mixed colours can be used as secondary colour palette to support the primary colours.



TEAL
#39c7c7

C 66
M 0
Y 28
K 0

R 57
G 199
B 199

Pantone 325 C

BLUE & TEAL
#298193

C 80
M 35
Y 22
K 6

R 41
G 129
B 163

Pantone 7712 C

TEAL & CRIMSON
#927f8c

C 43
M 47
Y 30
K 13

R 146
G 127
B 140

Pantone 7653 C

CRIMSON
#eb3752

C 0
M 89
Y 57
K 0

R 235
G 55
B 82

Pantone 710 C

BLUE
#193b7e

C 100
M 84
Y 21
K 5

R 25
G 59
B 126

Pantone 287 EC

BLUE, TEAL & CRIMSON
#696887

C 64
M 57
Y 27
K 10

R 106
G 104
B 135

Pantone 7668 C

CRIMSON & BLUE
#823968

C 50
M 86
Y 27
K 16

R 130
G 57
B 104

Pantone 689 C

PRIMARY FONT
ASAP

Asap is a free to use Google Font, it's clean and contemporary sans-serif family with subtle rounded corners.

a

The rounded corners compliment the rounded curves of the HMA brand.

A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z 1 2 3 4 5 6 7 8 9

a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

THIS IS A HEADING

Vivamus congue justo condimentum vehicula
maximus. Integer porta laoreet velit, sit amet
aliquam mauris scelerisque eu. Duis sed malesuada
nisi, non gravida quam. Nulla scelerisque sit amet
tellus vel dignissim. Maecenas tincidunt eros et
libero convallis sollicitudin. Nullam sit amet ipsum
non ante efficitur porta.

Vivamus congue justo condimentum vehicula maximus.
Integer porta laoreet velit, sit amet aliquam mauris
scelerisque eu. Duis sed malesuada nisi, non gravida quam.
Nulla scelerisque sit amet tellus vel dignissim. Maecenas
tincidunt eros et libero convallis sollicitudin. Nullam sit
amet ipsum non ante efficitur porta.

SECONDARY FONT
CALIBRI

Calibri is a widely available font. The font features subtly rounded stems and corners that are visible at larger sizes .

a

The rounded corners compliment the rounded curves of the HMA brand.

A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z 1 2 3 4 5 6 7 8 9

a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

THIS IS A HEADING

Vivamus congue justo condimentum vehicula maximus.

Integer porta laoreet velit, sit amet aliquam mauris
scelerisque eu. Duis sed malesuada nisi, non gravida
quam. Nulla scelerisque sit amet tellus vel dignissim.
Maecenas tincidunt eros et libero convallis sollicitudin.
Nullam sit amet ipsum non ante efficitur porta.

Vivamus congue justo condimentum vehicula maximus. Integer
porta laoreet velit, sit amet aliquam mauris scelerisque eu. Duis
sed malesuada nisi, non gravida quam. Nulla scelerisque sit amet
tellus vel dignissim. Maecenas tincidunt eros et libero convallis
sollicitudin. Nullam sit amet ipsum non ante efficitur porta.

FONT STYLING

THIS IS A HEADING

Vivamus congue justo condimentum vehicula maximus. Integer porta laoreet velit, sit amet aliquam mauris scelerisque eu. Duis sed malesuada nisi, non gravida quam. Nulla scelerisque sit amet tellus vel dignissim. Maecenas tincidunt eros et libero convallis sollicitudin. Nullam sit amet ipsum non ante efficitur porta.

Vivamus congue justo condimentum vehicula maximus. Integer porta laoreet velit, sit amet aliquam mauris scelerisque eu. Duis sed malesuada nisi, non gravida quam. Nulla scelerisque sit amet tellus vel dignissim. Maecenas tincidunt eros et libero convallis sollicitudin. Nullam sit amet ipsum non ante efficitur porta.

LEADING

Leading is the distance between the baselines of successive lines of type and should be set at approximately 180% of the font size.

eg. Font size 13pt - Leading 24pt

TRACKING

Tracking is the consistent degree of increase of space between letters to affect density in a line or block of text.

A B

Examples:-

Tracking is set to 50 on body copy

TRACKING SET TO 150 ON TITLES

IMAGERY & PHOTOGRAPHY PEOPLE

Imagery is important and focus should be on people, working and collaborating.

Staff profile shots should be informal and front facing.

Black and white photography is as acceptable as a coloured overlay adds an element of colour. Colour photography should have the saturation and contrast levels adjusted accordingly (See page 19).



IMAGERY & PHOTOGRAPHY

WORK & CASE STUDIES

Where possible work examples and case studies should be presented in a device, on screen etc...Templates can be found in the resources section of these guidelines.



IMAGERY & PHOTOGRAPHY

TREATMENT STYLE

The treatment of imagery has been designed to maintain consistency throughout our on and offline presence. The following treatment is a guide and the intensity and opacity of the following may need to vary depending on the image used.

Original Photo



Photo with Adjustments



Saturation -50
Contrast 50
*Curves preset Opacity 50

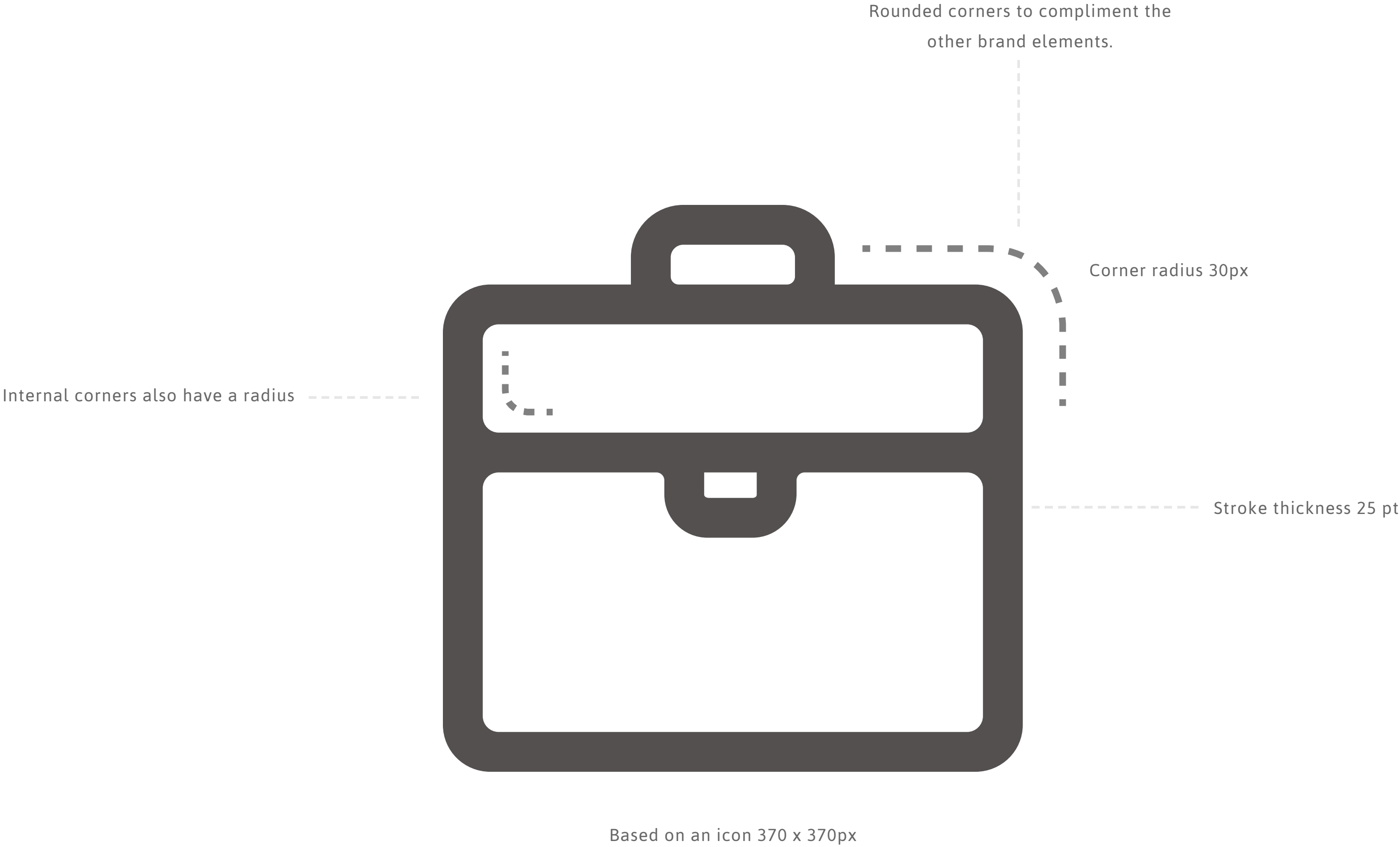
Photo with Graphical Element Overlay



Graphical element overlay
add Gaussian Blur
Opacity 15 - 50%

ILLUSTRATION

The illustration style is clean, creative, contemporary and effective. The stroke thickness should be such that the icon/ illustration is viewable at smaller sizes.



RESOURCES

Visual elements, fonts, colour palettes can be found on the ZAZU server.

Brand Guidelines.....	ZAZU/general/HMA Brand/01 Brand Guidelines
Logo.....	ZAZU/general/HMA Brand/02 Log
Website.....	ZAZU/general/HMA Brand/03 Website
Graphical Device.....	ZAZU/general/HMA Brand/04 Graphica Device
Colours.....	ZAZU/general/HMA Brand/05 Colours
Fonts.....	ZAZU/general/HMA Brand/06 Fonts
Photography.....	ZAZU/general/HMA Brand/07 Photography
Icons.....	ZAZU/general/HMA Brand/08 Icons
Illustrations.....	ZAZU/general/HMA Brand/09 Illustrations
Video.....	ZAZU/general/HMA Brand/10 video
Staionary & Collatoral.....	ZAZU/general/HMA Brand/11 Staionary & Collatoral
Document Templates.....	ZAZU/general/HMA Brand/12 Document Templates
Presentations.....	ZAZU/general/HMA Brand/13 Presentations
Supplied.....	ZAZU/general/HMA Brand/14 Supplied
Infographics.....	ZAZU/general/HMA Brand/15 Infographics
Social Websites.....	ZAZU/general/HMA Brand/16 Social Websites
Email Templates.....	ZAZU/general/HMA Brand/17 Email Templates
Resources.....	ZAZU/general/HMA Brand/18 Resources