



# The Key Elements of the HFS Brand

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# HFS colors

## Primary colour



**Pantone 1645**  
C0 M68 Y 85 K0  
R243 G116 B58  
HTML F3743A



**Pantone 518**  
C60 M80 Y22 K54  
R69 G38 B76  
HTML 45264C

## Secondary colour palette



**Pantone P 37-16 C**  
C0 M79 Y94 K13  
R213 G82 B37  
HTML D55225



**Pantone 1495 C**  
C0 M49 Y96 K0  
R248 G150 B37  
HTML F89625



**Pantone P 34-5 C**  
C0 M49 Y64 K0  
R247 G151 B101  
HTML F79765



**Pantone P 92-15 C**  
C50 M79 Y0 K40  
R96 G52 B110  
HTML 60346E



**Pantone P 92-6 C**  
C53 M83 Y0 K21  
R114 G61 B131  
HTML 723D83



**Pantone 258 CP**  
C51 M84 Y0 K0  
R142 G75 B157  
HTML 8E4D9D



**Pantone 5405**  
C68 M35 Y17 K40  
R58 G97 B122  
HTML 3A617A



**Pantone P 120-13 C**  
C65 M0 Y10 K39  
R31 G134 B154  
HTML 1F869A



**Pantone P120-1 C**  
C29 M0 Y4 K14  
R155 G198 B212  
HTML 9AC6D3



**Pantone P 170-16 C**  
C58 M54 Y54 K60  
R62 G59 B57  
HTML 3E3B39



**Pantone Cool Gray 8**  
C44 M34 Y 29 K10  
R138 G142 B150  
HTML 8A8E96



**Pantone Cool Gray 1**  
C10 M7 Y5 K0  
R225 G227 B231  
HTML E1E3E7



**Pantone 1235 C**  
C0 M31 Y98 K0  
R253 G183 B26  
HTML FDB71A



**Pantone 1355 CP**  
C0 M22 Y60 K0  
R 254 G203 B122  
HTML FECB7A



**Pantone 1205 C**  
C0 M4 Y48 K0  
R255 G238 B154  
HTML FFE99A

# System font

## Arial

The system font across all HFS materials.

**Arial Bold**

***Arial Bold Italic***

Arial Regular

*Arial Regular Italic*

AaBb 1 2 3

Arial

# Primary font

## Avenir

Used in all for headings, subheadings and pull quotes on web and marketing applications.

**Avenir Black**

Avenir Medium

Avenir Roman

AaBb 1 2 3

Avenir

# Logo usage

## Primary logo

To be used on all documents and communications excluding Research documents



White reversed version



## Correct format

Our logo is a valuable visual asset and care must be taken to ensure it is clearly presented. In order to preserve the integrity of the logo, please avoid executions which misuse, amend or trivialise the identity.

The examples here illustrate misuse of the logo. As a rule, always reproduce the logo from master digital artwork



Never apply a drop shadow to the logo



Never distort the logo to fit



Never skew the logo



Never set the logo at an angle



Never separate the symbol element from the logo



Never modify the relationship between the symbol and type elements



Never change the colours in the logo



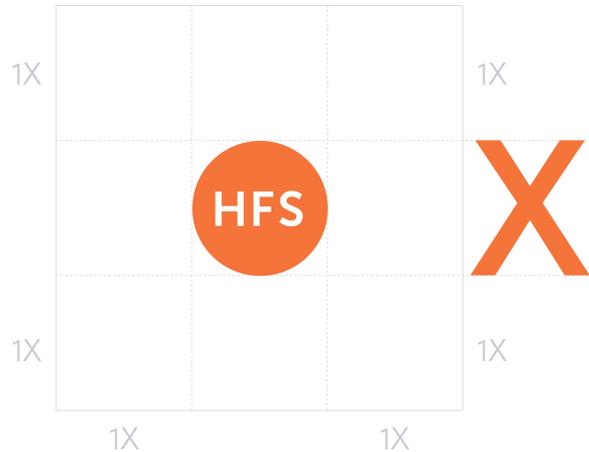
Never change the typeface used in the logo

# Logo usage

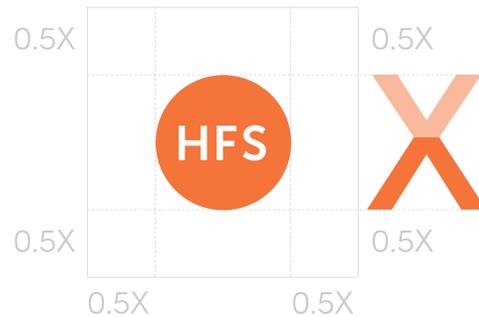
## Exclusion Zone

To maintain the integrity and clarity of the logo, an exclusion zone has been established. Please do not encroach on this space with text or any other graphic element.

This is the preferred exclusion zone for the use of the logo.

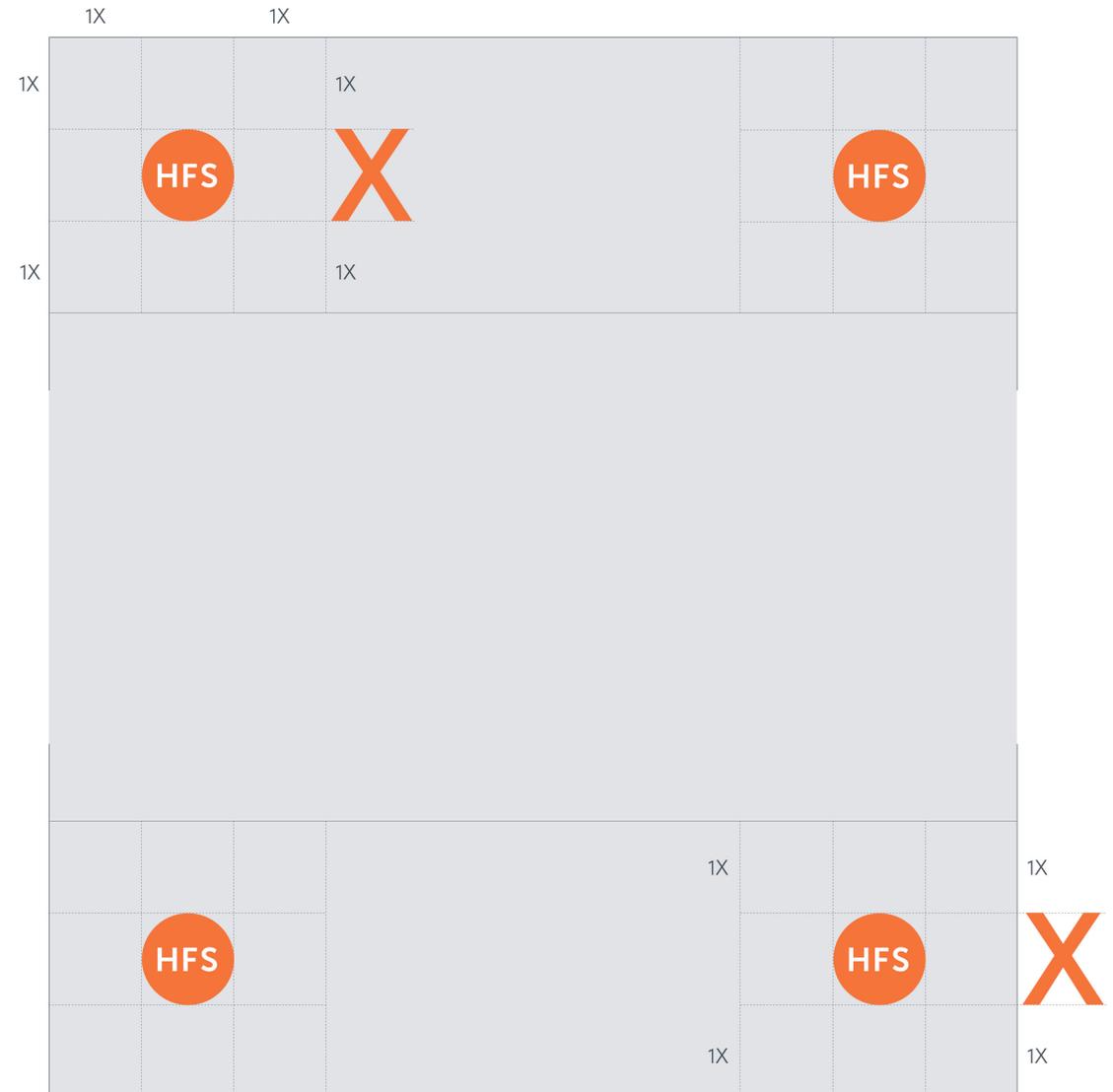


This is the minimum exclusion zone for the logo which is half the X height for when space is limited



## Positioning

The HFS logo can appear at the top or bottom of the page for maximum flexibility. The brand can be placed at any corner to suit the imagery, graphic or layout used. It should be placed using the exclusion rules as shown right.



# Logo usage

## Logo Size

The HFS logo can appear at the top or bottom of the page for maximum flexibility.

The brand can be placed at any corner to suit the imagery, graphic or layout used. It should be placed using the exclusion rules as shown right.

Logo format sizes

A3 logo size = 30x30mm A4 logo

size = 20x20mm A5 logo size =

14x14mm A6 logo size =

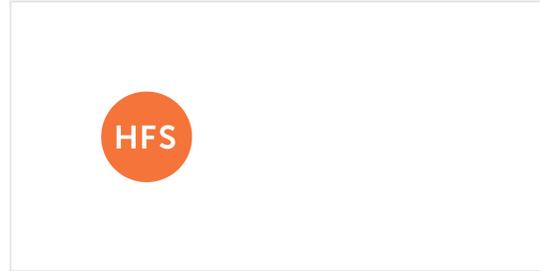
10x10mm



# Logo usage

## Usage do's and don'ts

The HFS logo should primarily appear on a white or solid background. It can be used on a photographic or patterned background as long as there is good contrast between the logo and the background colour/ image. This applies to both the orange and white versions of the logo brand.



✓ On a white or light background



✓ reversed out of a dark solid or orange background



✓ On a pattern or illustration



✓ On a dark photographic background



✗ On an orange background or illustration



✗ On a light photographic background

# About HFS

## Insight. Inspiration. Impact.

HFS is a unique analyst organization that combines deep visionary expertise with rapid demand side analysis of the Global 2000. Its outlook for the future is admired across the global technology and business operations industries. Its analysts are respected for their no-nonsense insights based on demand side data and engagements with industry practitioners.

HFS Research introduced the world to terms such as "RPA" (Robotic Process Automation) in 2012 and more recently, the HFS OneOffice™. The HFS mission is to provide visionary insight into the major innovations impacting business operations such as Automation, Artificial Intelligence, Blockchain, Internet of Things, Digital Business Models and Smart Analytics.

**Read more about HFS and our initiatives on [www.HFSresearch.com](http://www.HFSresearch.com) or follow [@HFSResearch](https://twitter.com/HFSResearch).**