



STYLE GUIDE

V2 - 3 July 2020

OUR AIM

At Healthy Heads in Trucks and Sheds, we believe wellbeing should be considered as important as safety in the transport and warehouse industry.

Our organisation exists to make our industry a place where everyone has what they need to support their mental health and physical wellbeing.

PRIMARY LOCKUP

This is the primary lockup for Healthy Heads. It is to be used in all conventional scenarios.

LOGO ARTWORK

The logo suite is available in a variety of file formats to accommodate a range of applications.

The master artwork must never be modified or altered.

Proportions between elements of the logo cannot be manipulated.



REVERSED LOCKUPS

Use the reverse logo in place of the primary logo only with the corresponding dark blue or cyan background.



MONOCHROMATIC LOCKUPS

The monochromatic or single-colour logo is for alternative use.

This version should only be used where production method is limited to single colour, e.g. embroidery, press advertising or screen-printing.

The reversed version may also be used where it is positioned on top of a block colour.



EXCLUSION ZONES

To ensure maximum impact and visibility when using the logo, an exclusion zone is applied.

The exclusion zone is determined by using the the height of the 'H' in Healthy on the right, left, base and top, as illustrated.

It is important that no other graphic elements appear within the exclusion zones.



MINIMUM SIZES

To ensure legibility is maintained, the icon should appear no smaller than 30mm in width on printed materials.

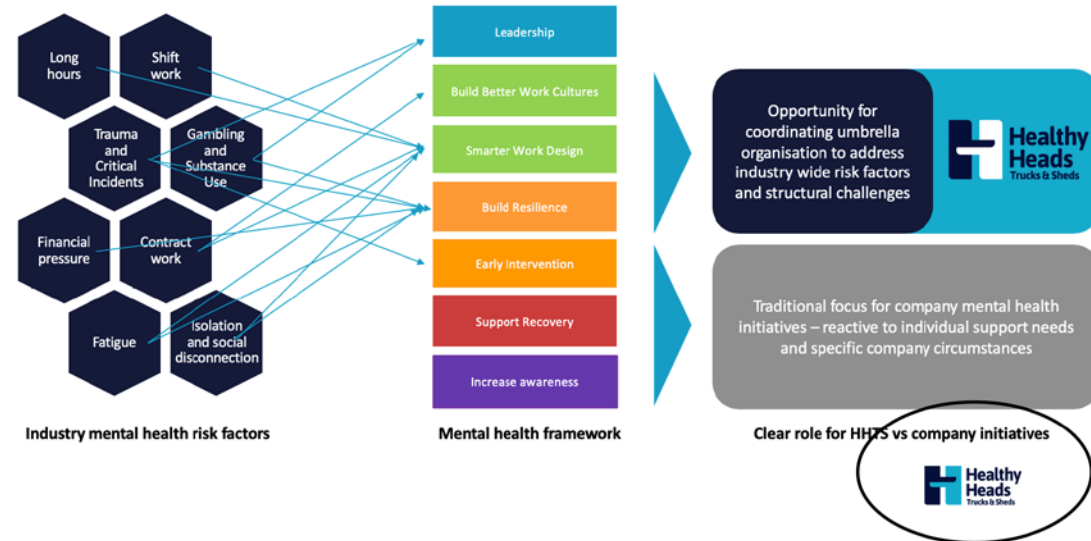


Minimum 30mm wide

LOGO AND POWERPOINT

The Healthy Heads in Trucks and Sheds logo must appear on all PowerPoint slide decks, and must not be covered by any images or text.

2.1 Recommended Framework



LOGO USAGE DON'TS

1. Don't change the logo orientation
2. Don't place the logo on a pattern
3. Don't change the logo colours
4. Don't present the logo in 'outline only' fashion
5. Don't add 'drop shadow' effects to the logo
6. Don't reconfigure or change the size or placement of any logo elements
7. Don't distort the proportions of the logo
8. Don't crop or obscure the logo in any way
9. Don't cover logo or logo exclusion zone with text or images (see previous page)

1.



2.



3.



4.



5.



6.



7.



8.



9.



LOGO

The exclusion zone is determined by using the the height of the 'H' in Healthy on the right, left, base and top, as illustrated.

TYPEFACE - ASAP

We use one main typeface for Healthy Heads materials. For designed material where we use an agency or designer, our main typeface is ASAP, a contemporary sans serif font.

Whilst available in 4 weights, we predominantly use the three shown here: Regular, Medium and Bold.

Arial may be used as a substitute only if ASAP is unavailable.

ASAP REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@\$%^&

ASAP MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@\$%^&

ASAP BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@\$%^&

ARIAL

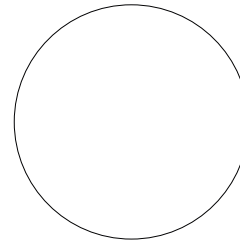
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@\$%^&

BRAND COLOUR PALETTE

The Healthy Heads brand palette is our primary palette used for all branded communications.

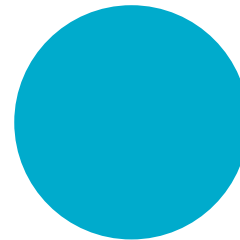
Please refer to the following specifications for correct colour breakdowns. For any specification that falls outside of these materials, please always colour match to Pantone values.

Please use Tints sparingly. 100% is always preferred where possible.



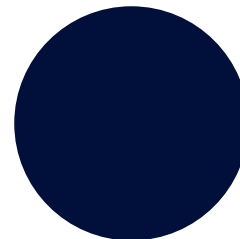
White

#FFFFFF
R255 G255 B255
C0 M0 Y0 K0



Cyan

#00AABCC
R0 G171 B204
C74 M9 Y16 K0



Blue

#01103A
R1 G16 B58
C100 M92 Y44 K59