

Logos

Primary logo

Our brand is visually represented by the use of a simple, bold primary logo which symbolises growth and partnership. This is our most distinctive asset and consists of two elements – our wordmark and our arrow icon. It is the primary identifying mark for all communications and activities. It should appear prominently at least once on every communication. Our primary logo is available with a strapline too. This version must be used large enough for the strapline to be legible.

Secondary logo: our hallmark of quality

Our arrow icon is also a secondary logo, giving versatility as a supporting brand asset. When there is not enough space to use our primary logo at a legible size, such as on social media channels, it may be used to replace our primary logo. It also acts as a hallmark of quality. It is regularly used as an identifying mark in addition to the primary logo on presentations and continuation sheets.

File names:

- 📁 HF-primary-logo-colour
- 📁 HF-primary-logo-strapline-colour
- 📁 HF-secondary-logo-colour

Available in ■ colour ■ reverse ■ black* □ white*

*primary logo only

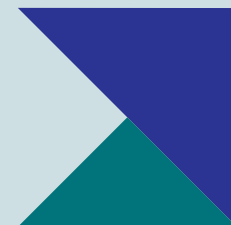
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Accelerating employment, enterprise and investment



Logo

Application

Our logos are available in several colour options for versatility. Full colour is our preference, however legibility also drives which version should be used.

Colour

The full colour logo versions may only be placed upon a white background or on the lightest tints from our brand palette. This ensures there is sufficient contrast between the branding and background for it to stand out and be legible.

Reverse

The reverse version may only be placed on a brand purple background. This creates a big impact.

Black & white

Black and white versions are for rare instances when colour is unavailable or for partner usage (see page X). Black is to be placed on light backgrounds, white on dark. Only the primary logo comes in black and white.

Imagery

For legibility, our logos should never be placed over an image, on our own or or partner communications.

Colour



Reverse



Black



White



File types explained

EPS

EPS files are for use on printed materials. They're infinitely scalable and have a transparent background.

EPS is also a master file – with the right software, any other file type can be created from it.

EPS is the best format to use for anything to be professionally printed.

SVG

SVG files are for digital use. They're infinitely scalable and have a transparent background.

SVG is the best format to use online, in Microsoft applications and Canva.

PNG

PNG files are also for digital use. They have a transparent background. However, if a PNG is scaled larger than its original size, it will become pixelated.

Use PNG only if SVG format is not supported, for example, some web platforms and Google Docs.

JPG

JPG files are designed for photos. They can be used for graphics, but they don't support transparency (white graphics are automatically saved on a white background, making them invisible). If a JPG is scaled larger than its original size, it will become pixelated.

Please note, JPG files aren't supplied for brand graphics as EPS, SVG or PNG formats are superior.