Branding Guidelines
**Logos HFSA Logo**

**HFSA Logo**

Below is the primary version of the HFSA logo.
Logos HFSA Logo Color Variants

The HFSA logo and Heart symbol can be produced in color, black, and white (reversed out).
Logos  Other HFSA Logos

HFSA Secondary Logo
The HFSA Secondary Logo is used in situations where the primary HFSA Logo is unsuitable and visually unappealing.

HFSA Endorsed Logo
The HFSA Endorsed Logo is used to identify and promote meetings and events endorsed by the HFSA.

HFSA Fellowship Logo
The HFSA Fellowship Logo is used to identify and promote the HFSA Fellowship Designation Program.

HFSA Research Network Logo
The HFSA Research Network Logo is used to identify and promote the HFSA Research Network.
Primary Color Palette

The main HFSA colors are HFSA Red (Pantone 186) and HFSA Blue (Pantone 654) are the main HFSA colors. HFSA Red was previously Pantone 032.

HFSA Red and HFSA Blue are complemented with Black, Dark Gray, Medium Gray, Light Gray and White. These primary colors can be used in text, backgrounds, illustrations, icons and infographics.

Color breakdowns

The recommended colors with Pantone, CMYK process, RGB, and HEX/HTML are detailed below the swatches. The CMYK process color breakdowns can be adjusted to compensate for different paper stocks and printing processes in order to match the Pantone coated color swatches more accurately.

Web and Screen Colors

The RGB and Hex values give the same result as the Pantone/CMYK colors on screen.
**Color Secondary Palette**

**Secondary Color Palette**

The secondary HFSA colors should be used as a complement to the HFSA primary colors.

These secondary colors can be used in text, backgrounds, illustrations, icons and infographics.

- **Pantone 130**
  - RGB: 242 169 0
  - HEX/HTML: F2A900
  - CMYK: 0 32 100 0

- **Pantone 2995**
  - RGB: 0 169 224
  - HEX/HTML: 00A9E0
  - CMYK: 83 1 0 0

- **Pantone 354**
  - RGB: 0 177 64
  - HEX/HTML: 00B140
  - CMYK: 81 0 92 0

- **Pantone 248**
  - RGB: 165 24 144
  - HEX/HTML: A51890
  - CMYK: 42 100 0 0

- **Pantone 130**
  - RGB: 242 169 0
  - HEX/HTML: F2A900
  - CMYK: 0 32 100 0

- **Pantone Violet**
  - RGB: 68 0 153
  - HEX/HTML: 440099
  - CMYK: 90 99 0 0

- **Pantone 647**
  - RGB: 35 97 146
  - HEX/HTML: 236192
  - CMYK: 96 54 5 27

- **Pantone 7699**
  - RGB: 221 203 164
  - HEX/HTML: DDCBA4
  - CMYK: 6 13 41 4

- **Pantone 7699**
  - RGB: 52 101 127
  - HEX/HTML: 34657F
  - CMYK: 73 13 0 57
Color Primary Palette Tints

To further enhance flexibility, HFSA’s primary and secondary colors also work as tints. Tints can be used in a variety of ways, including infographic colors, charts, graphs, or backgrounds. Only use the tint values 80%, 60%, 40%, and 20%.
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<table>
<thead>
<tr>
<th>Color</th>
<th>Secondary Palette Tints</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yellow</td>
<td>100% 80% 60% 40% 20%</td>
</tr>
<tr>
<td>Light Blue</td>
<td>100% 80% 60% 40% 20%</td>
</tr>
<tr>
<td>Green</td>
<td>100% 80% 60% 40% 20%</td>
</tr>
<tr>
<td>Violet</td>
<td>100% 80% 60% 40% 20%</td>
</tr>
<tr>
<td>Purple</td>
<td>100% 80% 60% 40% 20%</td>
</tr>
<tr>
<td>Medium Blue</td>
<td>100% 80% 60% 40% 20%</td>
</tr>
<tr>
<td>Tan</td>
<td>100% 80% 60% 40% 20%</td>
</tr>
<tr>
<td>Grey Blue</td>
<td>100% 80% 60% 40% 20%</td>
</tr>
</tbody>
</table>
Color HFSA Programs

Annual Scientific Meeting and Board/Review Course

HFSA Blue

Pantone 654
RGB 0 58 112
HEX/HTML 003A70
CMYK 100 71 10 47

Pantone Cool Grey 4
RGB 187 188 188
HEX/HTML BBBBCBC
CMYK 12 8 9 23

Pantone 647
RGB 35 97 146
HEX/HTML 236192
CMYK 96 54 5 27

Pantone 7699
RGB 221 203 164
HEX/HTML DDCBA4
CMYK 6 13 41 4

Research Site Based Network Training Program

Pantone 7699
RGB 52 101 127
HEX/HTML 34657F
CMYK 73 13 0 57

Pantone Cool Grey 11
RGB 83 86 90
HEX/HTML 53565A
CMYK 44 34 22 77

Pantone Cool Grey 4
RGB 187 188 188
HEX/HTML BBBBCBC
CMYK 12 8 9 23

Pantone 2995
RGB 0 169 224
HEX/HTML 00A9E0
CMYK 83 1 0 0
Color HFSA Programs

HFSA Future Leaders in HF
Need to reassess for 2019

Pantone 354
RGB 0 177 64
HEX/HTML 00B140
CMYK 81 0 92 0

Pantone 248
RGB 165 24 144
HEX/HTML A51890
CMYK 42 100 0 0

Pantone Violet
RGB 68 0 153
HEX/HTML 440099
CMYK 90 99 0 0
Typography Overview

HFSA Fonts

HFSA has a variety of fonts with specific uses. The following pages give more details of how each of our fonts is used.

- **Myriad Pro Regular**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  0123456789

- **Myriad Pro Semi-Bold**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  0123456789

- **Myriad Pro Bold**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  0123456789

- **Helvetica Neue - Roman**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  0123456789

- **Helvetica Neue - Medium**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  0123456789

- **Helvetica Neue - Bold**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  0123456789

- **Helvetica Condensed**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  0123456789

- **Helvetica Condensed Bold**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  0123456789

- **Helvetica Condensed Black**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  0123456789

Myriad Pro is used for headlines or highlight figures.

Helvetica Neue is used for all body text.

Helvetica Condensed is used as an alternative to Myriad Pro for headlines.
**Typography Myriad Pro**

**Myriad Pro**
Myriad Pro is our headline font. It should be used for headlines and highlights.

**Case**
Myriad Pro Bold should be set in sentence case and ranged left. In certain circumstances it can be centered; for example, website navigation or image carousel headlines.

**Font Color**
Text can use any of the HFSA primary and secondary colors.

Myriad Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro Semi-Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Typography Helvetica Neue

Helvetica Neue
Helvetica Neue is used for body text and all body copy.

Case
Text should be in sentence case and should be left aligned. In certain circumstances it can be centered; for example, website navigation or image carousel headlines.

Font Color
Text can use any of the HFSA primary and secondary colors.

Helvetica Neue - Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 0123456789
abcdefghijklmnopqrstuvwxyz

Helvetica Neue - Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 0123456789
abcdefghijklmnopqrstuvwxyz

Helvetica Neue - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 0123456789
Typography Helvetica Condensed

Helvetica Condensed
Helvetica Neue is used as an alternative font for headlines and highlights.

Case
Text can be used in sentence case and all caps. Text should be left aligned. In certain circumstances it can be centered; for example, website navigation or image carousel headlines.

Font Color
Text can use any of the HFSA primary and secondary colors.

Helvetica Condensed
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Condensed Bold
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Condensed Black
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789