



BRAND ASSETS

LOGO

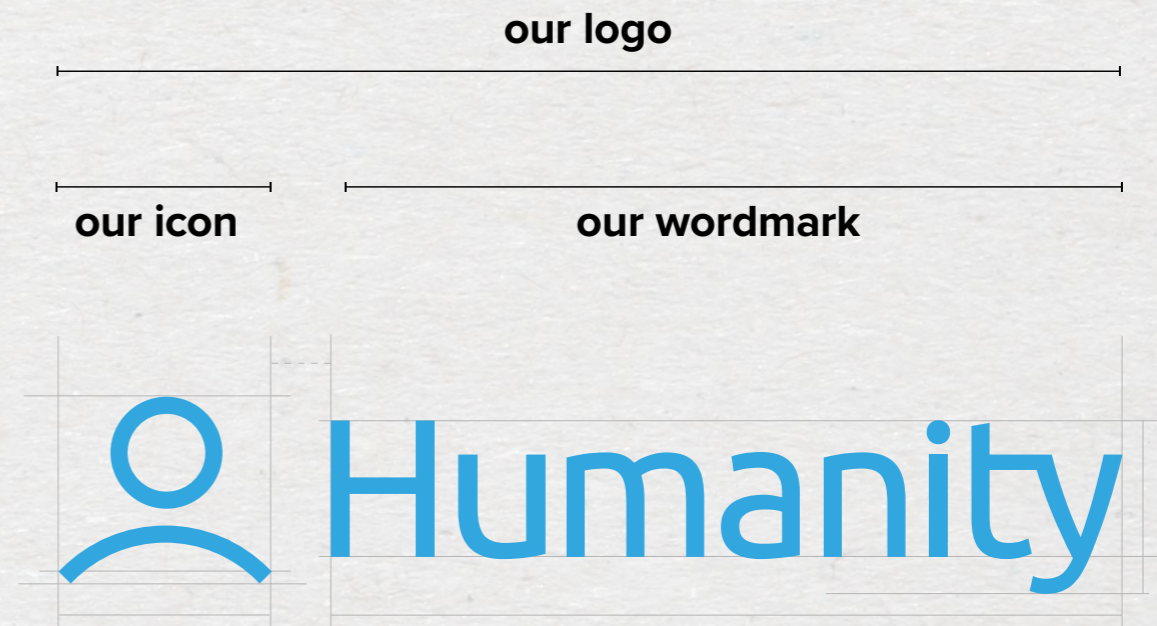
Overview

Our logo is our company's focal point and an immediately recognizable symbol of our brand. This is why it is important for us to make sure that anyone who uses our logo does so properly.

The logo is a combination of a simple, modern wordmark and icon. The icon represents people, relationships, connections, and togetherness— Humanity.

Please follow the guidelines when using the logo, to ensure that it is properly represented and always looks its best.

The length of the wordmark is three times that of the icon.



LOGO

The Exclusion Zone

It is important to give our logo enough “breathing room” when using it in combination with other graphic elements. The exclusion zone enables a clear representation of the brand and balance with its surrounding graphic and textual elements.

The exclusion zone is equal to half the height of the logo (marked as x in the diagram). This is the absolute minimum distance that is required—in most cases, greater whitespace for the logo will be necessary.

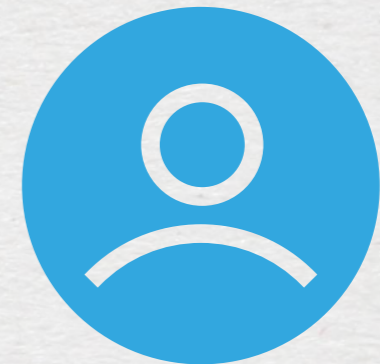


ICON

Overview

There are instances in which the icon can be used instead of the entire logo. For example, we use the icon when the brand has already been established and communicated through the use of our full logo or written/audio copy.

Note: While the icon can exist without the wordmark, the wordmark should never be used without the icon accompanying it.

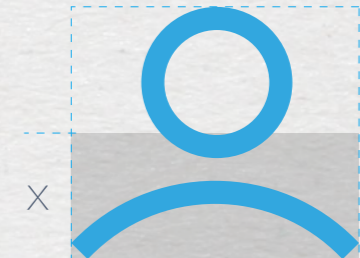
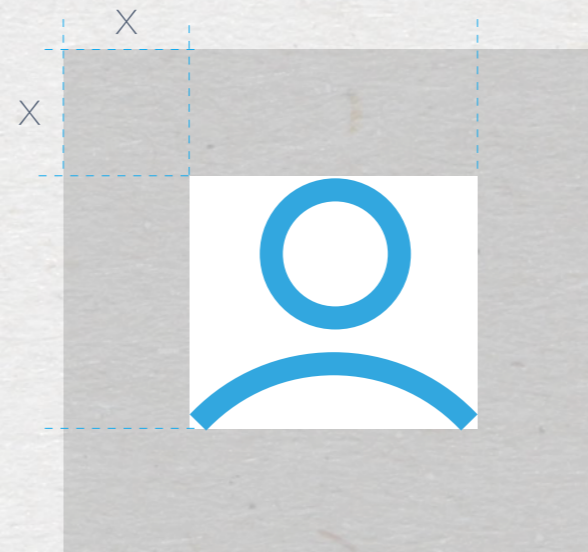


ICON

The Exclusion Zone

If you are using the icon instead of the full logo, the same exclusion rules apply.

The icon's exclusion zone is equal to half the height of the icon (marked as × in the diagram).



LOGO

Minimum Size

To make sure that our logo is always impactful and legible, we have set minimum size requirements for it:

Digital

The Humanity logo should never be reproduced smaller than 80px in any digital communication.

Print

The Humanity logo should never be reproduced smaller than 20mm in any print communication.



Print: 25mm/0.98in



Digital: 80px



Print: 5mm/0.196in



Digital: 18px

LOGO

Color

Humanity Blue is our primary logo colorway. It is to be used exclusively when the brand palette is not being used. To ensure that our main logo color remains uncompromised, Humanity Blue should never be combined with other colors that are a part of our company palette.

If the Humanity Blue logo is not discernible on the background, it is allowed to use a white variation of the logo. If the image you are placing the logo on has a very light background, it's best to apply a 10-20% black tint to the image in order to make sure that the white logo remains legible.

Never use the Humanity logo in black or any colors other than Humanity Blue and white. There is only one instance in which you can use black—when there are no color printing options available to you.



LOGO

Misuse

The use of our logo needs to be consistent at all times, so please use the files we have provided for you and do not alter them in any way. The color, scale, orientation, and composition of the logo must always remain intact and should also follow the guidelines provided here.

These are a few common mistakes that should be avoided at all costs:



Distorting the logo by axes.



Distorting the logo by axes.



Adding an outline.



Changing the color or hue of the logo.



Changing the typeface of the logo in any way.



Rotating the logo.



Using the wordmark without the icon.



Changing icon or wordmark size independently.

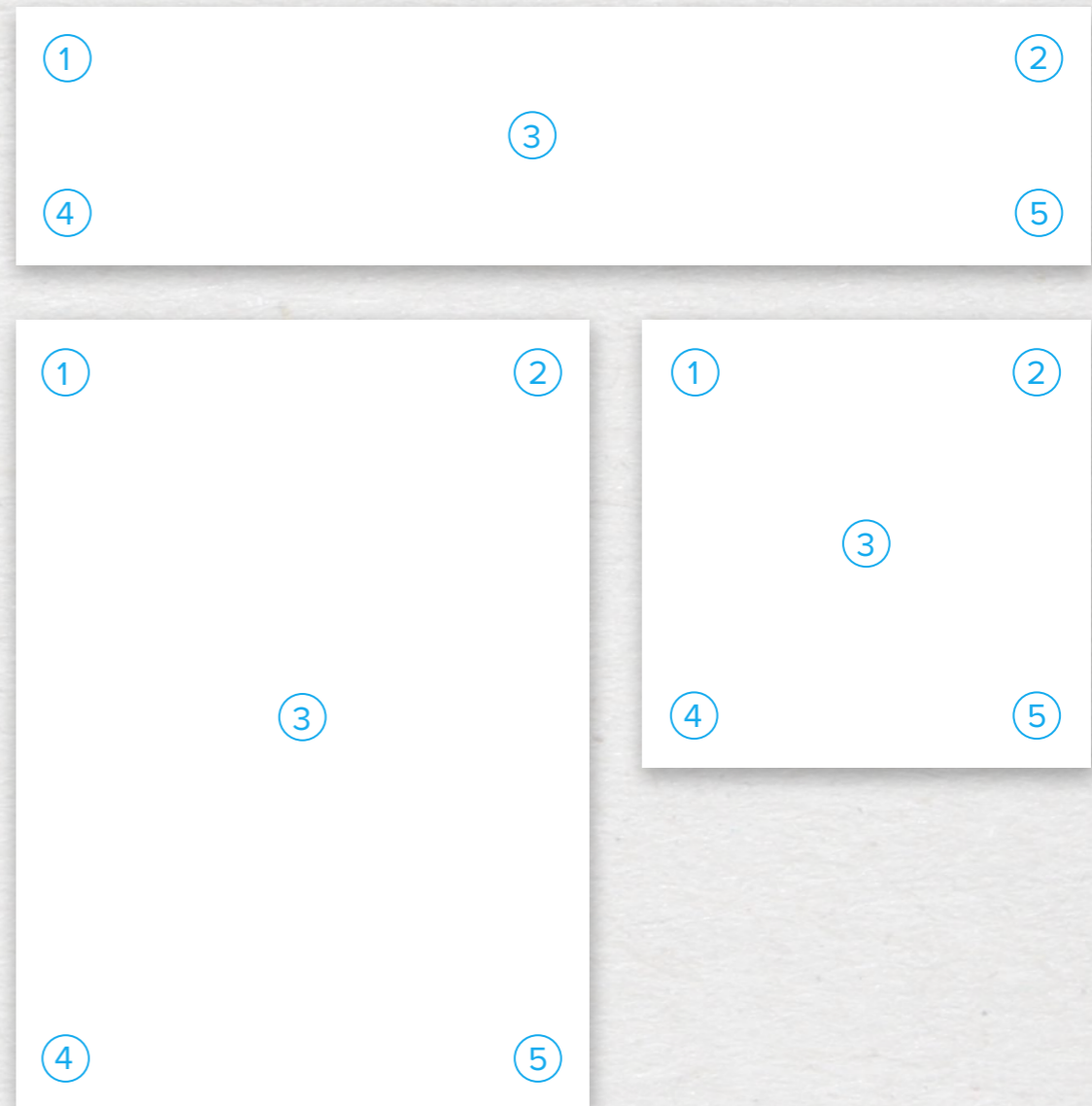
LOGO

Placement

When being used in a composition, make sure that you are placing the Humanity logo either in the center of the page or in one of the four corner areas.

It is important to keep the placement of the logo consistent while making sure that there is still a level of flexibility within our graphic system.

Also, be sure to heed the logo exclusion zone rules when placing the logo in a corner.



LEGAL

Please note that these graphics are proprietary and protected under intellectual property laws.

Please do

- Provide plenty of space around the Humanity logo.
- Follow the usage instructions provided in this document.

Please don't

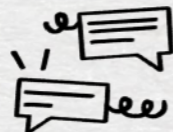
- Alter these files in any way.
- Display these graphics in a way that implies a relationship, affiliation, or endorsement by Humanity of your product, service, or business without written consent.
- Use these graphics as part of your own product, business, or service's name.
- Combine these graphics with any other graphics without written consent from Humanity.

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Contact us

If you have any other inquiries, need additional brand materials or if you have questions about a specific usage case, you can email us at brand@humanity.com and we will reach out and assist.