



HERRON
TODD
WHITE

Brand Guidelines *essentials*

Logo

Iconmark

The iconmark is the iconic symbol of our brand. Use it as a compact identifier in spaces like social media avatars, favicons, or when the brand is already well-established.

Logo



Wordmark

The wordmark is our brand name in its custom typographic form. As our primary identifier, it is designed for maximum clarity and impact across all communications.

Logo

The wordmark logo for Herron Todd White, featuring the brand name in a bold, dark blue, sans-serif typeface. The text is arranged in three stacked lines: 'HERRON' on the top line, 'TODD' on the middle line, and 'WHITE' on the bottom line. The letters are thick and uniform in weight, with no serifs or decorative elements. The entire wordmark is centered within a light blue rectangular background that has rounded corners.

**HERRON
TODD
WHITE**

Full Logo

The primary logo combines our wordmark and logomark into a single lockup. This is the default and most-used version of our logo, ensuring immediate brand recognition.

Logo



Logo Backgrounds

Our logo is designed for versatility. Always select a background color or image that provides sufficient contrast to ensure the logo is clearly visible and maintains its integrity.

Logo



Logo Backgrounds

Our logo is designed for versatility. Always select a background color or image that provides sufficient contrast to ensure the logo is clearly visible and maintains its integrity.

Logo



Partner Logo

Whenever possible, use a horizontal version of the partner logo. If a vertical logo must be used, make sure they are about the same size. If you're unsure, please reach out to the HTW Brand team for help.

Proper alignment should always be considered all applications.

Clear space is necessary when pairing logos.

Logo



**HERRON
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Your Logo

Minimum Size

To ensure legibility, our logo must not be reproduced at sizes smaller than those specified here.

Adhering to these minimums for print and digital use is essential for brand integrity.

Logo



Iconmark

Print: 10mm
Digital: 50px

**HERRON
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Wordmark

Print: 50mm
Digital: 150px



**HERRON
TODD
WHITE**

Full Logo

Print: 50mm
Digital: 150px

Clearspace

Clearspace is the minimum protected area surrounding the logo. This "breathing room" must be kept free of any other visual elements to ensure the logo's prominence and impact.

Logo



Logo Misuse:

To protect our brand's integrity, the logo must never be altered. Avoid stretching, rotating, re-coloring, or adding effects. Proper and consistent use is essential.

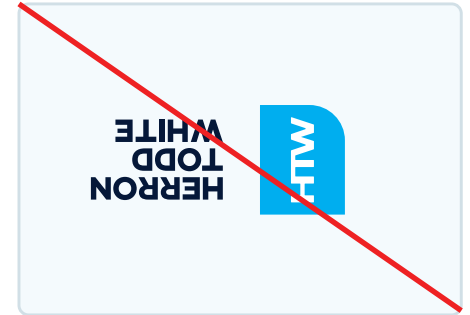
Logo



Do not skew or stretch the logo. The proportions of the logos should not be altered in any way.



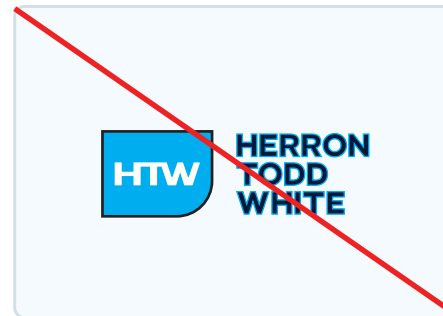
Do not change the colours of any individual character of the logo.



Do not change the orientation of the logo by rotating it anyway.



Do not add any kind of effects like a drop shadow to the logo.



Do not apply strokes on the logo.



Do not modify any parts of the logo.

Colours

Colour Palette

Colour is a fundamental element of our brand identity, evoking emotion and setting the tone for our visual communication. Our palette is divided into primary, secondary, and tertiary colors.

Primary colors form the foundation of our brand, while secondary and custom shades provide flexibility for a vibrant and dynamic visual language.

Colour

Primary Colour	Secondary Colour	Tertiary Colour
		Hex: #737FBE RGB: 115, 127, 190 CMYK: 59, 49, 0, 0
		Tertiary Colour
Hex: #00AEEF RGB: 0, 174, 239 CMYK: 100, 0, 0, 0	Hex: #05193A RGB: 5, 25, 58 CMYK: 100, 88, 43, 57	Hex: #475569 RGB: 71, 85, 105 CMYK: 76, 62, 42, 22

Typography

Typeface

Our brand typeface is a clean, modern, and highly legible letterforms reflect our brand's personality: confident, clear, and trustworthy.

This versatile font family is used across all brand communications to create a consistent and unified typographic voice.

Typography

Aktiv Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()_+ = ; ' < > , . / ?

Type Hierarchy

Our type hierarchy uses distinct weights and sizes to create clear and scannable content. Follow this structure for headers, sub-headers, and body text to ensure legibility and consistency.

Typography

Headings: Bold

Lorem Ipsum

Sub-Headings: SemiBold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.

Body Text: Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea

Fallback Typeface

Our brand typeface is {fontname}. Its clean, modern, and highly legible letterforms reflect our brand's personality: confident, clear, and approachable.

This versatile font family is used across all brand communications to create a consistent and unified typographic voice.

Typography

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()_+=;<>.,/?