

HGGBA

Haymarket Gainesville
Business Association

Where Business Meets Community

Style Guide

Purpose

The purpose the style guide is to outline a consistent standard for the use and appearance of the HGBA brand. This allows the organization to more efficiently make design decisions, to develop a recognizable image, and to protect its brand and identity.

General

Name

- Haymarket Gainesville Business Association is written without hyphens, slashes, or other punctuation in written copy.

Logo Design Elements

HGBA should appear approximately 3.33x times larger than Haymarket Gainesville Business Association. This is not intended to be a strict policy, but rather a guide for designing.

Brand Colors

Primary	Accent 1	Accent 2
PANTONE Reflex Blue C	Gold	Maroon
RGB 0 20 137 HEX 2a317d CMYK 100 96 13 10	RGB 248 151 29 HEX f8971d CMYK 0 48 100 0	RGB 142 62 57 HEX 8e3e39 CMYK 24 80 70.4 32

Font Families

Arial
Avenir

Logo identities

The HGBA logo consists of blue letters on a transparent background. The large HGBA is Arial Black and the letters below are Arial Narrow.

The preferred logo is the square version of the logo. An alternate banner version is available but only when necessary from a design perspective. A third alternate, which only consists of the HGBA letters, is also available but should only be used when the preferred and first alternate are not suitable for the project. It is preferred that the logo be placed on a field of white.

There are two alternate color versions of the logo. Alternate 1 is the white version. It is identical to the main logo except all the letters are white instead of blue. This version is to be used when the blue version isn't suitable. There are two alternate versions: banner and letters only. The examples in this style guide use a field of blue for the purposes of showing the white letters. A field of blue is not recommended, but can be used when it is the appropriate design solution.

Alternate 2 is the black version. These versions should only be used for black and white documents (documents without color).

Logo versions

Main version (blue)

Square:

The logo consists of the letters 'HGGBA' in a bold, blue, sans-serif font. The 'G's are stylized with a white circular cutout.

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Banner:

The banner logo features the 'HGGBA' acronym in blue on the left, followed by the full name 'Haymarket Gainesville Business Association' in blue text on the right.

Alternate 1 (white) [Field of blue for visual purposes only]

Square:

The logo is rendered in white on a solid blue square background. It includes the 'HGGBA' acronym and the full name 'Haymarket Gainesville Business Association'.

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Banner:

The banner logo features the 'HGGBA' acronym in white on the left, followed by the full name 'Haymarket Gainesville Business Association' in white text on the right, all set against a solid blue background.

Alternate 2 (black)

Square:



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Banner:



Member versions

Square:



Banner:



Use of logo by the Association

The HGBA logo should be on every official document that originated from the HGBA Board and its committees especially if the documents will be given to members, the public, or any other marketing/communications purpose.

The Association should use the following chart to decide on which logo version to use:

	Preferred			Least Preferred
1. Color	Blue	White	White on Blue	Black
2. Version	Square	Banner	Letters Only	

The logo is currently available to Board members as .ai (Illustrator native file), .pdf, and .png. The .pdf version should be used for print collateral including apparel, banners, brochures, and flyers. The .png version should be used for digital collateral including website, email, and social media. Should the Board need a different file type, the chair of the marketing committee will need to provide it.

Square

When used on digital collateral the logo must be displayed no smaller than 175px x 175px (exception provided for responsive design). When used on print collateral, the logo must be displayed no smaller than 1" x 1".

Banner

When used on digital collateral the logo must be displayed no smaller than 304px wide x 75 px tall (exception provided for responsive design). When used on print collateral, the logo must be displayed no smaller than 1.34" wide x 0.33" tall

Use of logo by members

As a membership perk, members are permitted to use the member version of the HGBA logo. Members are offered two versions of the logo for use on their digital collateral – square and banner. The logo may not be altered in any way (aside from increasing or decreasing in size).

The logo can be used on an existing member's flyers, postcards, brochures, letterhead, email signature, website, and social media to identify the organization as being a current member of the HGBA. Members should contact the marketing committee chair if they have a question about using a logo on a piece of marketing collateral not listed above. The HGBA logo may not be used in any way to indicate support of a political candidate, belief, or opinions without express written consent from the Board.

Should the Board discover any misuse of the logo, the organization or individual will be instructed to correct the logo or discontinue use. Should the Board find the organization or individual continues to misuse the logo, they will be instructed to discontinue use and the member will lose HGBA logo use privileges.

Square

When used on digital collateral the logo must be displayed no smaller than 175px x 175px (exception provided for responsive design). When used on print collateral, the logo must be displayed no smaller than 1" x 1".

Banner

When used on digital collateral the logo must be displayed no smaller than 304px wide x 75 px tall (exception provided for responsive design). When used on print collateral, the logo must be displayed no smaller than 1.34" wide x 0.33" tall