

Brand Identity Guidelines



Logo

Use horizontal or vertical logo based on allotted space.

Always leave appropriate padding around logo.

Logo should be used in Horses & Humans blue, referenced on page 4, whenever possible.

When blue does not work in design or for black and white production, black or white can also be used.

Never apply other colors to logo without approval from Horses & Humans or their marketing agency.

Never stretch, skew or alter logo or it's elements for any reason.

Vertical Logo



Horizontal Logo



Icon / Brand Mark



Logo Fonts

Approved Logo Fonts

Please use only the fonts listed in this brand guideline to maintain brand consistency.

All other fonts must be approved for use by Horse & Humans or their marketing department.



Minion Variable Concept - Main Logo Font

This font is used for the "Horses & Humans" text in the logo.



Sweet Sans Pro - Main Logo Font

This font is used for the "Research Foundation" text in the logo.

Fonts

Approved Primary Fonts

Please use only the fonts listed in this brand guideline to maintain brand consistency.

All other fonts must be approved for use by Horse & Humans or their marketing department.



Avenir Next - Primary Font Family

This font should be used as Horses & Humans primary font
Appropriate for headlines and
body copy - printed at 90% black color



Adobe Handwriting "Ernie" - Accent Font

To be used sparingly for tagline and other short pieces of accent text
callouts or short headlines

Color

Horse & Humans blue

Variations listed based on media type.

Please use this blue as the primary color to maintain brand consistency.

Complimentary light blue

Can be used at 20% behind a block of text or in design elements.

