



Logo Usage Guidelines

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Equality Impact assessment	This document does not unfairly impact any protected characteristics of HPAC stakeholders registrants or organisations associated to HPAC
Description	This updated document describes the HPAC's policy surrounding the guidelines for use of the HPAC branding / logo
Cross Reference	N/A - document currently includes both policy and procedure
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1. The HPAC Logo: Usage Guidelines

The HPAC logo is the branded representation of Health Practice Associates Council CIC. In order to protect and grow the HPAC brand, we have a distinguishable logo that can only be used internally and by organisations and clinicians who are registered with HPAC, their membership must remain current and fully paid up to date to be permitted to use the logo. It may not be used by organisations or registrants who's membership is in an expired or revoked status. When displaying the HPAC logo, please follow our standard guidelines. Other sizes and resolutions of the logo, some suitable for print, can be found in the toolkit. Additional guidelines regarding the logo's appearance are given below:

1.1.1. The Standard Logo



1.1.2. Reversing Logotype Colour to White



When the logo is used on a background that is darker than 50% grey, you should reverse the type to white for legibility

1.1.3. The Boxed Logo



This is an alternative to the standard logo and can be used interchangeably by registered organisations and registrants.

1.1.4. The Boxed Logo with website address



This is an alternative to the standard logo and can be used interchangeably by registered organisations and registrants. The website address below must always point to the HPAC home page www.hpac-uk.org and appear centrally below the box not expanding beyond the width of the box using the corbel font

1.2. Clear Space

There should be sufficient clear space around the logo.

1.3. Complementary Font

We recommend using the *Corbel font family* as complementary fonts to the HPAC Logo.

1.4. Colour Palette

Dark Green

Black

Pantone®:	Pantone®:
PANTONE 3435 C	Black
CMYK (%):	CMYK (%):
95, 24, 85, 66	0, 0, 0, 100
RGB (0-255):	RGB (0-255):
7, 72, 49	0, 0, 0
HEX:	HEX:
#074831	#000000
HSB:	HSB:
159, 90, 28	0, 0, 0

2. Bad Logo Usage

2.1. Never Stray from the Colour Palette



3. Improper Design Usage

3.1. Never Switch the Colours

Use a choice from the palette provided.



3.2. Never Use the Design on Similarly-Coloured Backgrounds

Use a choice from the palette that is appropriate for the background.



3.3. Never Rearrange Elements of the Design

Do not change spacing, alignment, or relative locations of the design elements.



3.4. Never Stretch or Distort the Logo

Do not change the proportions of any of the design elements or the design itself. You may resize as needed but must retain all proportions.



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