

Logo Guidelines

STANDARD LOGO



The standard logo is the logo of preference, and, whenever possible, should be used on all HTAi internal and third party materials. The HTAi brand includes 3 additional orientations of the logo which help create a flexible system, increasing the strength and integrity of the brand. The additional orientations exist to enhance HTAi's visibility in specific mediums. In the event that the standard logo does not fit the bill, the additional orientations may be used. (For more information, see below).

ADDITIONAL ORIENTATIONS

COMPACT



The compact logo is ideal for social media profile pictures or other mediums that require small square/circular formats. This orientation should be used in instances where "Health Technology Assessment international" appears somewhere else on the accompanying material.

VERTICAL



The vertical logo is ideal for materials where the logo must fit in a space that is significantly taller than it is wide. The vertical version allows for much better scale/readability on tall mediums, and helps bring attention to the brand in these instances (eg. skyscraper ads).

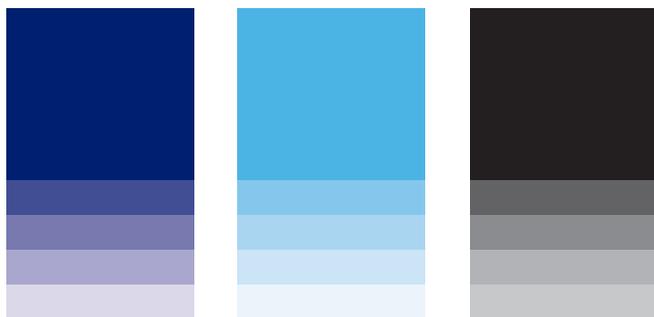
HORIZONTAL



The horizontal logo is ideal for materials where the logo must fit in a space that is significantly wider than it is tall. The horizontal version allows for much better scale/readability on wide mediums, and helps bring attention to the brand in these instances (eg. billboards).

Logo Guidelines

PRIMARY COLOUR PALETTE



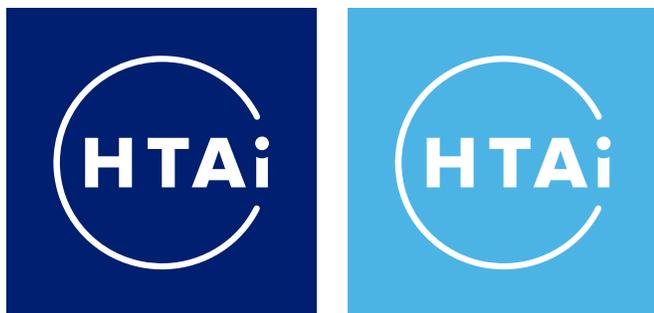
PANTONE 662
R24 G34 B129
#182281
C100 M95 Y25 K20

PANTONE 2915
R56 G161 B219
#182281
C68 M22 Y0 K0

**PANTONE
NEUTRAL BLACK**
R0 G0 B0
#182281
C75 M68 Y67 K90

The HTAi logo uses two hues of blue that make up the logo. These blues reflect the global nature of the brand and create a sense of harmony. The colours of the logo may not be changed, however, in the event that colour formats are unavailable, the logo may appear in black or white.

REVERSED LOGO



When colour printing is unavailable, the provided black and white version of the logo should be used.



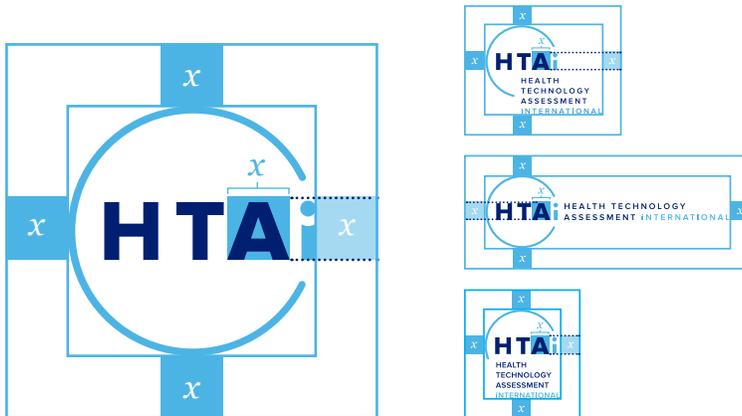
BLACK AND WHITE



All orientations of the logo are provided in a reversed format. This allows the logo to appear on design pieces that feature full coloured backgrounds.

Logo Guidelines

LOGO CLEAR SPACE



A clearspace is a specified safety area, designed to ensure no graphic objects, photographs, or type, enter a proximity too close to the logo's perimeter. It helps retain the logos visual integrity. The clearspace can be measured by using the letter 'A' from 'HTAi' and drawing a box equivalent to the same width (x). No objects should enter this area (x). This measurement applies to all orientations of the logo.

This logo is intended only for use on HTAi related materials and requires approval from the Secretariat for any external, third party use. Such requests can be directed to info@htai.org

MINIMUM SIZE

To ensure legibility, the logo should not appear any smaller than the minimum sizes specified.

STANDARD



COMPACT



VERTICAL



HORIZONTAL



LOGO MISUSE

The logo should not be altered in any way. The following examples show improper usage.



Do not alter the colours of the logo



Do not scale the logo disproportionately



Do not rearrange logo orientations



Do not shrink the logo below the minimum size