



Homecare  
Association

# Brand identity guidelines

for using the Homecare Association logo

Our logo consists of our Homecare symbol and wordmark.

The primary version of our logo is shown here. It should be used whenever possible.

The two elements should never be used separately.

### **Remember**

Our logo should only be reproduced from the master artworks and must not be redrawn or altered in any way. The master artworks are provided in a digital format.



# Homecare Association

# Our logo

# Logo colour versions

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## Primary logo

This is our preferred logo and should be used whenever possible. This version should only be used on white or pale coloured backgrounds (which should account for most applications).

Our logo should never appear on any of our core brand colours.

## Primary logo reversed

This version of our logo has a white wordmark. This is for use on darker backgrounds that may hinder the legibility of our primary logo.

Primary logo

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Primary logo reversed

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### Logo clear space

To ensure our logo looks as good and as prominent as it can, make sure you leave enough space around it. The clear space surrounding the logo should be kept free of graphic elements.

The clear space area is defined by the height of the symbol within our logo.

In extreme circumstances when space is restricted the clear space can be reduced to 50% of the height of the symbol.

Logo artwork is supplied with the clear space dimensions included in the artboard size.

### Minimum size

Whatever the format of your application, never use our logo smaller than 25mm/130px wide.



Logo clear space to the height of the Homecare symbol.



# Our logo

# Protecting our logo

At all times we need to retain the integrity of our logo. **Do not do anything to our logo that will alter its appearance, for example:**

- 01 Don't rotate, distort or skew it
- 02 Don't try to recreate it
- 03 Don't modify or add additional elements to it
- 04 Don't add any effects or visual treatments to it
- 05 Don't change its colour
- 06 Don't alter the relationship of the logo elements
- 07 Don't rearrange the logo elements
- 08 Don't outline or redraw
- 09 Don't use it on a background that makes it hard to see

01	 The logo is rotated.	02	 The logo is recreated with a different font.	03	 The logo is modified with a different heart shape.
04	 The logo has a drop shadow effect.	05	 The logo colors are changed to purple and teal.	06	 The logo elements are rearranged.
07	 The logo is outlined.	08	 The logo is redrawn with a different line style.	09	 The logo is placed on a purple background.