



HLAA BRAND GUIDELINES

MARCH 2018

THE HLAA BRAND

The Hearing Loss Association of America (HLAA) brand represents the unique identity of the organization. Since our founding in 1979, we have worked tirelessly to continually build and protect it. This has been critical in bringing greater awareness of the organization, as a result bringing greater awareness to hearing loss. In addition to awareness, a strong brand increases an organization's credibility, member loyalty and retention, and builds trust. It further allows us to better communicate and stay true to our mission and vision.

Mission

To open the world of communication to people with hearing loss by providing information, education, support, and advocacy.

Vision

HLAA seeks to enable people with hearing loss to live fully and without compromise.

A critical element in building the HLAA brand is consistency in all that we say, do, and how we present ourselves to our audiences. This includes both messaging and visual elements. Examples of visual elements include, but are not limited to:

- **Printed materials:** Brochures, fliers, newsletters, letterhead, business cards, envelopes and posters
- **Internet presence:** Websites, social media, online newsletters, and email communications (both person-to-person and email blasts)
- **Promotional items:** Clothing and apparel, writing instruments, technology items (e.g., flash drives and portable chargers), bags, drinkware, etc.
- **Public displays and events:** Tablecloths, banners, signs, handouts, advertisements and name badges.

However, that consistency is not limited to the national HLAA brand; it also includes programs, events and affiliates related to HLAA such as the Walk4Hearing and Chapters and State Organizations.

GENERAL LOGO USAGE GUIDELINES

While a logo is but one element of an organization's brand, it is the most visible. It is with that in mind we developed these guidelines to ensure proper and accurate usage of the HLAA, Walk4Hearing, and HLAA Chapter and State Organization logos.

Anyone who uses any of these logos is responsible for following these guidelines. HLAA retains the right to modify this policy at any time.

- Only approved versions of a logo, as produced by HLAA, may be used.
- Logos must not be revised and altered in any way.
- Logos may be resized, however the original proportions must be maintained. If you are unsure how to do this please contact HLAA.
 - Special resizing that is required for Facebook, Twitter and other social media uses, can be done upon request.
- Logos consist of two parts: the text and the symbol. These two elements should NEVER be separated or used by itself.
- For color logos only HLAA brand colors can be used. However, they are also available in grayscale, white text on black background and black text on white background.
- Some logos are available in two orientations: vertical and horizontal. Which one to use depends on the space available. Both are acceptable, however the horizontal orientation is preferred.
 - The HLAA logo is available in both horizontal and vertical orientations
 - Chapter logos are available in horizontal orientation but vertical is only available upon request.
 - The Walk4Hearing logo is only available in horizontal orientation.

- Logos may be used on a neutral background only if the background does not conflict graphically with the clear appearance, readability and recognition of the logo.
- Logos should not be used on a patterned background.
- Logos should not be combined with any other logo, text or graphical element without prior authorization of HLAA.
- Logo text should never be edited and font should never be changed.

Logos are available from the national office in jpg, tiff and eps formats. A jpg is suitable for the web and most everyday uses; a tiff is used for in-house printing (newsletters, letterhead, etc.) and eps is a high-resolution file used by professional printers. The brand colors and font are already incorporated in a logo image file and should not be changed.

Name Usage

In addition to logos, another important brand element is how our name appears in text format. This applies to the HLAA national name as well as the Walk4Hearing and Chapter and State Organization names. Proper and consistent use of an HLAA-related name will help strengthen and build our overall brand.

On the following pages you will find information on:

- HLAA name and logo usage (page 3)
- Walk4Hearing name and logo usage (page 4)
- Chapter and State Organization name and logo usage (page 5)
- Approved brand colors and fonts (page 6).

HLAA NAME AND LOGO USE

The HLAA Name

- The full name of the national organization is Hearing Loss Association of America.
- Use the full organization name the first time it appears in print. After the first occurrence it is acceptable to use the abbreviation HLAA. For example, “the Hearing Loss Association of America (HLAA) supports the addition of audio loops. HLAA’s position is ...”
- Do not refer to HLAA as “HLA.” This is not the national organization’s name.
- Each initial letter of the organization’s name and abbreviation should always be capitalized.

Correct Display of the HLAA Logo

These are the *only* approved versions of the HLAA logo.



Full color,
Horizontal logo



Black & white



Grayscale



White
(Reverse)



Vertical logo

HLAA NAME AND LOGO USE

Examples of Incorrect Display



Never stretch the logo horizontally or vertically. Always retain the original proportions.



Do not separate the logo's symbol from the text.



Do not use either the symbol or the text portion of the logo on its own.

If you are unsure if a version of the logo you want to use is correct or not contact inquiry@hearingloss.org before using it.

WALK4HEARING NAME AND LOGO USE

The Walk4Hearing Name

- Walk4Hearing should always be used as one word. Do not write it as “Walk 4 Hearing”, “Walk for Hearing” or “Walk for Hearing Loss”.
- Do not refer to the Walk4Hearing as a “walkathon.”
- It should always be capitalized. Do not display it as “walk4hearing”. One exception is when referring to the Walk4Hearing website address, which can be displayed as walk4hearing.org.
- Always use the number “4” in the name. Do not use “for” or “four”.
- Once a name has been chosen for a local Walk4Hearing event by the HLAA national office it must be used consistently when referring to that specific location. For example, if the chosen name is “Long Beach Walk4Hearing” it should appear this way in all materials. Do not use “Southern California Walk4Hearing”, “California Walk4Hearing”, “Los Angeles Walk4Hearing”, “SoCal Walk4Hearing”, etc.

Correct Display of the Walk4Hearing Logo

These are the *only* approved versions of the Walk4Hearing logo.



Full color,
Horizontal logo



Black & white



Grayscale



White
(Reverse)

WALK4HEARING NAME AND LOGO USE

Examples of Incorrect Display



Never stretch the logo horizontally or vertically. Always retain the original proportions.



Do not separate the logo's symbol from the text.



Do not use either the symbol or the text portion of the logo on its own.

If you are unsure if a version of the logo you want to use is correct or not contact inquiry@hearingloss.org before using it.

CHAPTER AND STATE ASSOCIATION NAME AND LOGO USE

Chapter and State Association Names

- The full name of all HLAA Chapters, State Associations or State Offices is Hearing Loss Association of America _____ Chapter [or] State Association [or] State Office. Fill in the blank line with the specific city, state or name of the organization.
- Chapters and State Organizations should spell out their name when it appears in print:
 - Hearing Loss Association of America Southwest Connecticut Chapter
 - Hearing Loss Association of America Wisconsin State Association
 - Hearing Loss Association of America Georgia State Office
- After first usage of Hearing Loss Association of America it may be abbreviated as HLAA _____ Chapter [or] State Association [or] State Office. Do not refer to the national organization portion of the name as "HLA." This is not the national organization's name.
- Initial letters of each word should be capitalized, with the exception of HLAA, which should be in all caps.

Correct Display of HLAA Chapter, State Association and State Office Logos

These are examples of the *only* approved versions of Chapter, State Association and State Office logos. Logos for each chapter and state association are provided by the national office.



Full color,
Horizontal logos



Black & white



Grayscale



White
(Reverse)

CHAPTER AND STATE ASSOCIATION NAME AND LOGO USE

Examples of Incorrect Display



Never stretch the logo horizontally or vertically. Always retain the original proportions.



Do not separate the logo's symbol from the text.



Do not use either the symbol or the text portion of the logo on its own.

If you are unsure if a version of the logo you want to use is correct or not contact inquiry@hearingloss.org before using it.

BRAND COLORS AND FONTS

Colors

- The HLAA brand colors are to be used in all color logos for the HLAA national organization, the Walk4Hearing, and chapter and state organizations.
- Approved logos as produced by the national office already have the correct colors built in.

PRIMARY COLORS

Primary Colors

Use of the primary color palette will enhance the impact of the HLAA brand. Consistent use of this color palette will make our materials more recognizable and uniform. It provides a strong visual link across a wide range of applications.



Purple

Pantone Medium Purple
80 C, 89 M, 13 Y, 2 K
86 R, 64 G, 136 B
Hex # 564087



Orange

Pantone 173
5 C, 78 M, 91 Y, 1 K
228 R, 93 G, 49 B
Hex # e45c30



Green

Pantone 363
62 C, 24 M, 96 Y, 6 K
108 R, 147 G, 65 B
Hex # 6b9340

SECONDARY COLORS

Secondary Colors

The secondary color palette should be used to provide an accent or to add a highlight. Avoid using these colors as the dominant color field. In most communications the primary colors should dominate.



Gray

Pantone Cool Gray 10
61 C, 52 M, 47 Y, 19 K
101 R, 101 G, 106 B
Hex # 646569



Yellow

Pantone 7403
5 C, 14 M, 57 Y, 0 K
242 R, 211 G, 131 B
Hex # f1d282

BRAND COLORS AND FONTS

Fonts

- When possible, use the Avenir font and it's corresponding family, including bold and italics, for web and print usage.
- If the Avenir font is not available a similar one, such as Helvetica.
- What is most important—no matter which font is used—is to be consistent and use the same font throughout the document.

MAIN FONT

Avenir Regular
Avenir Italic
Avenir Medium
Avenir Medium Italic
Avenir Demi Bold
Avenir Demi Bold Italic
Avenir Bold
Avenir Bold Italic

OPTIONAL FONT

Helvetica Regular
Helvetica Italic
Helvetica Medium
Helvetica Medium Italic
Helvetica Bold
Helvetica Bold Italic



www.hearingloss.org



facebook.com/HearingLossAssociation



[@HLAA](https://twitter.com/HLAA)



[@hearinglossassociation](https://instagram.com/hearinglossassociation)