



H.A.R.R.I.S
REDEFINING HOSPITALITY

Brand Quick Reference

July 2024



Name

The word **H.A.R.R.I.S**, with periods between each letter, should always be written in all capital letters.

Good: H.A.R.R.I.S

Incorrect Examples: Harris, harris, h.a.r.r.i.s, HARRIS, h.A.R.R.I.S

Logo



Horizontal Logo - Primary



H.A.R.R.I.S
REDEFINING HOSPITALITY

Stacked Logo



Horizontal Logo - Black



Fav Icon - Primary



Fav Icon - Black

Clear Space

Adequate clear space should be maintained on all sides of the **H.A.R.R.I.S** brand equal to the height of the uppercase letter 'e'.



Please don't



Rotate



Recolor



Add Shadows



Use on similar colors



Use on old logo



Alter proportions

Typefaces

Headline: Poppins Extra Bold

Subhead/Paragraph: Heebo Regular

Colors



Purple
#6A51A2



Dark Purple
#5F4892



Mid Blue
#00539B



Dark Blue
#2B2B4F



Pale Blue
#EFF1F7



White
#FFFFFF



Grey 10
#EEEEFF3



Grey 20
#DÉE0E8



Grey 30
#C0C4D3



Grey 40
#939AB4



Grey 50
#666666



Grey 60
#333333