

# THE HUMAN VALUES CENTER

## Brand Style Guide



# WELCOME

The CTAP positions you as an expert in all aspects of building sustainable values-driven cultures with a breadth of understanding of how to build values-based leadership capacity and sustainable, consciously designed, sustainable values-driven cultures.

To possess a comprehensive understanding of the relationship between leadership practices and the realization of others’ potential and creation of organizational environments, understanding of conflict in relation to motivation and as a source of innovation and how to build leadership acumen to evolve a common understanding of purpose and shared values for creative and sustainable collaboration in teams and partnerships.

**Be a leader in your industry with the most innovative and holistic solutions for culture transformation and organizational health**

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# INTRODUCTION

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# LOGOS

Download the logo pack [here](#).

THE  
HUMAN  
VALUES  
CENTER

THE HUMAN VALUES CENTER

THE HUMAN VALUES CENTER

**HVC** THE  
HUMAN VALUES CENTER

**HVC**

THE  
HUMAN  
VALUES  
CENTER

THE HUMAN VALUES CENTER

THE HUMAN VALUES CENTER

**HVC** THE  
HUMAN VALUES CENTER

**HVC**

# LOGOS CONTINUED



Say hi to your primary logo! Lets try to use this when possible. Although this mark will work displayed very big or very small, our goal here is to use this in places that arent too skinny or small. In those applications we can defer to the logos below.



These can also be used as primary logos, but should especially be considered for applications that dont have too much headroom, like the masthead of a website for example. The horizontal nature of these marks will guarantee larger type size and visibility.



The initials mark can be used in applications where the viewer is already familiar with the brand, like on the inside of a multi-page document. This should be avoided when one of the above marks can be used.

# LOGOS CONTINUED

## DO

Use the logo in the Primary brand color or white over another color

The logo consists of the text "THE HUMAN VALUES CENTER" in white, uppercase letters inside a blue rounded rectangle.The logo consists of the text "THE HUMAN VALUES CENTER" in white, uppercase letters inside a white rounded rectangle, which is placed on a solid red background.

## DO

Use the blue logos over images in places that are light and muted in color and uncomplex in detail. Use the white logo over unclompllicated colorful areas



## DON'T

Change the color of the logo.  
Blue or white only please.

The logo consists of the text "THE HUMAN VALUES CENTER" in white, uppercase letters inside a green rounded rectangle.

Use the Blue logo over other colors. Thats what we have the white ones for.

The logo consists of the text "THE HUMAN VALUES CENTER" in white, uppercase letters inside a blue rounded rectangle, which is placed on a solid red background.

## DON'T

Use any logos in images where they are over complicated things. Never cover peoples faces or the subject matter of the image.



Put type over the logo



# COLOR

download the adobe swatches [here](#)

**#1A88BE**

R27

G136

B189

**#F15A54**

R241

G90

B84

**#FAA41D**

R250

G164

B29

# TYPOGRAPHY

Download the desktop font [here](#)  
and access the webfont [here](#)

## DIN bold

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

## DIN regular

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0