



Brand Guidelines

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What is this document?

This document supplies our recommendations for what to do and what not to do as you apply the new brand to your work and communications. These guidelines are in place to help you implement the brand consistently, and to project a unified vision, look, and feel.

It's designed to be informative, not exhaustive. As the brand evolves, we will update it to reflect emerging considerations.

If you have questions, please contact brandhelp@havas.com or visit the brand portal at tobettertogether.com.

Logo

Our logo embodies the integration of our services, celebrates the diversity of our talent and expertise, and comes directly from the three things we do here every day: Create. Share. Learn.

- Construction
- Location
- Minimum Size
- Clear Space
- Color

Logo Lockup Construction Recommended

Our mark now moves, grows,
and changes with us, what-
ever the medium, whatever
the need.

This logo lockup system
showcases the different
entities within Havas, based
on length and structure of
the name.

01

One Line
Logo Lockup



02

Two Line
Logo Lockup



03

Three Line
Logo Lockup



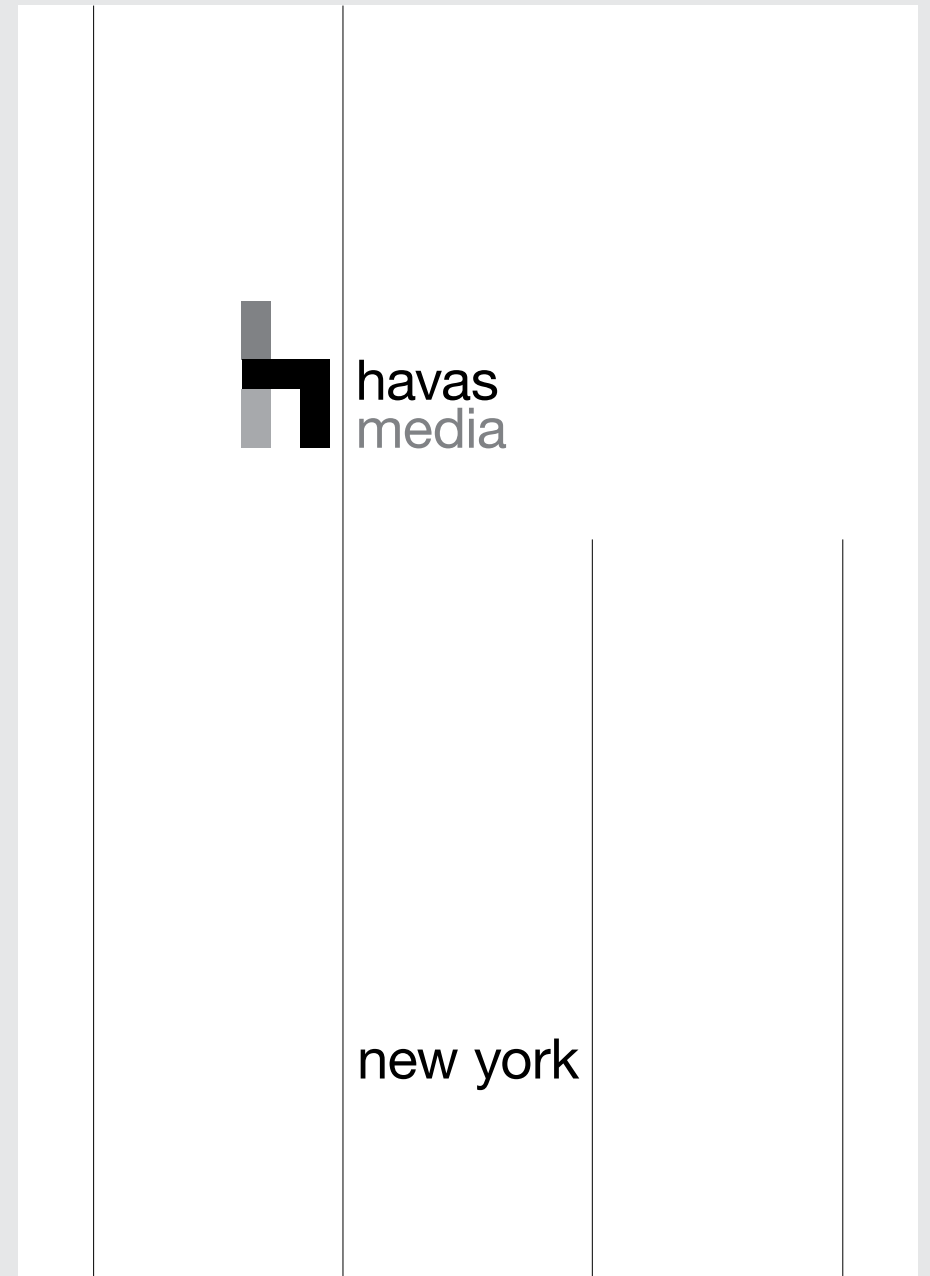
Logo Lockup Construction Not Recommended

- 01 Do not change which 'L' section of the logo is highlighted.
- 02 Do not use a single color; the logo should always combine 3 shades of the same color.
- 03 Do not combine two different colors.
- 04 Do not use uppercase 'H' for "havas".
- 05 Do not use other words in the lockup.
- 06 Do not change the size of the name. The logo should scale proportionally.



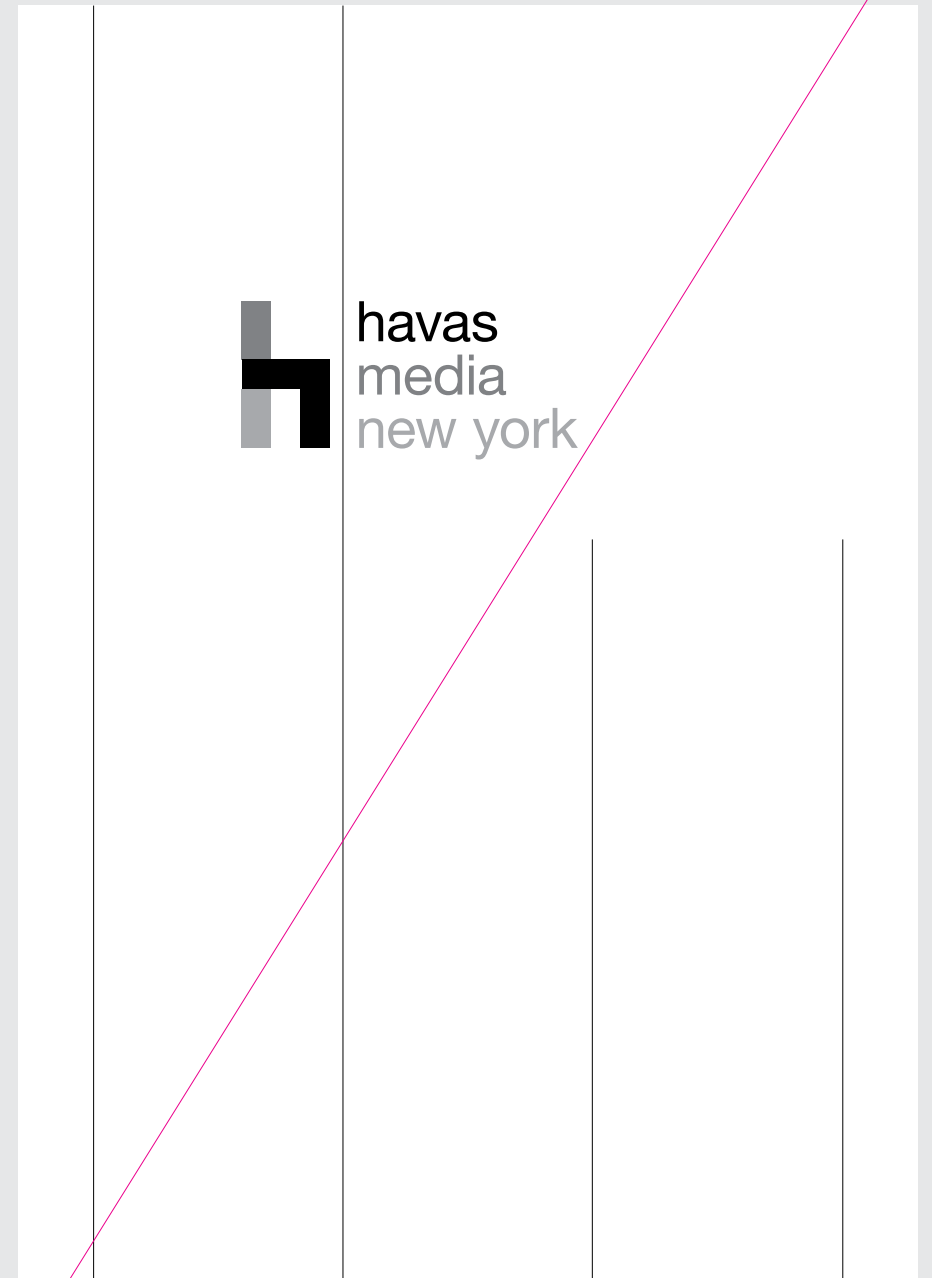
Logo Lockup
Location
Recommended

In the new system, the lockup
does not include any location.
This can be specified elsewhere.



Logo Lockup
Location
Not Recommended

Do not include the location in
the lockup.



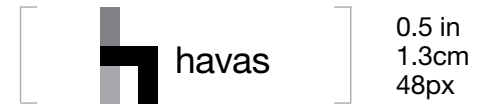
Logo Lockup

Minimum Size

Recommended

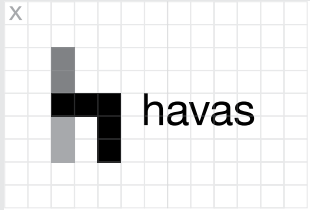
The minimum lockup height is 0.5 in / 1.3cm / 48px.

Do not use anything smaller than this height.



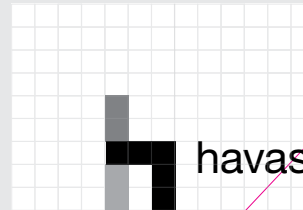
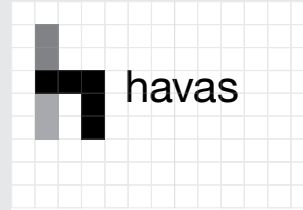
Logo Lockup Clear Space Recommended

The 'h' logo lockup is constructed on a square-based grid. The distance between the logo and the company name is a single unit (x). The recommended clear space around it is 2(x).



Logo Lockup Clear Space Not Recommended

Do not use clearspace less or more than 2(x).



Logo Color Recommended

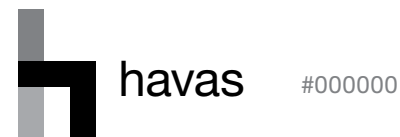
When using color within the logo, start with a single color and use the specified shades of that color for the rest of the logo.

The middle section of the 'h' should be the starting color. The top section should be 60% of the starting color. The bottom section of the 'h' should be 40%.



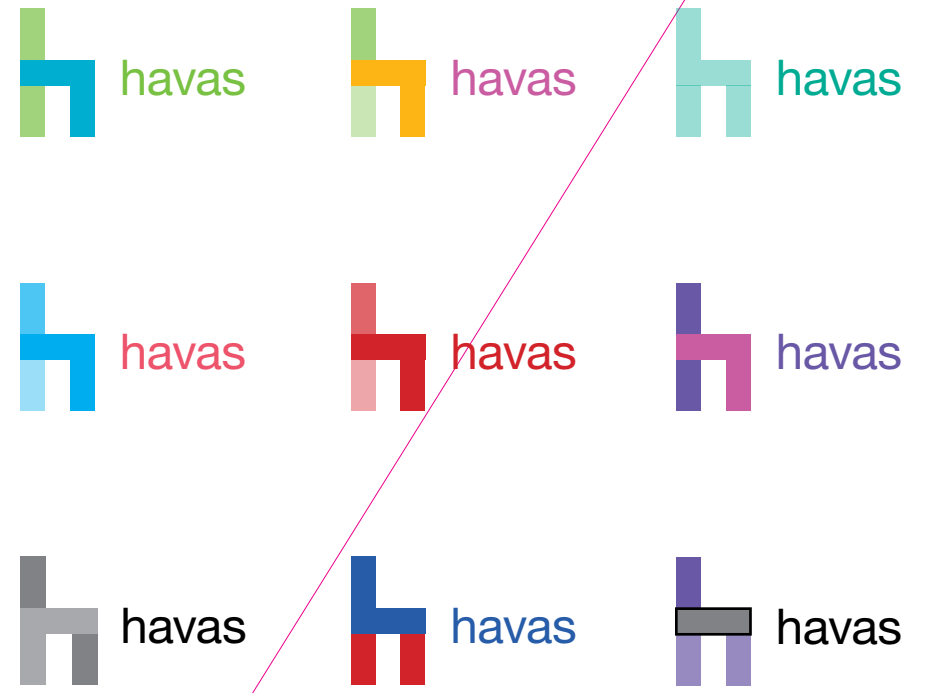
Logo Color Recommended

These are the primary color options for the logo. Different shades of these primary colors can also be applied.



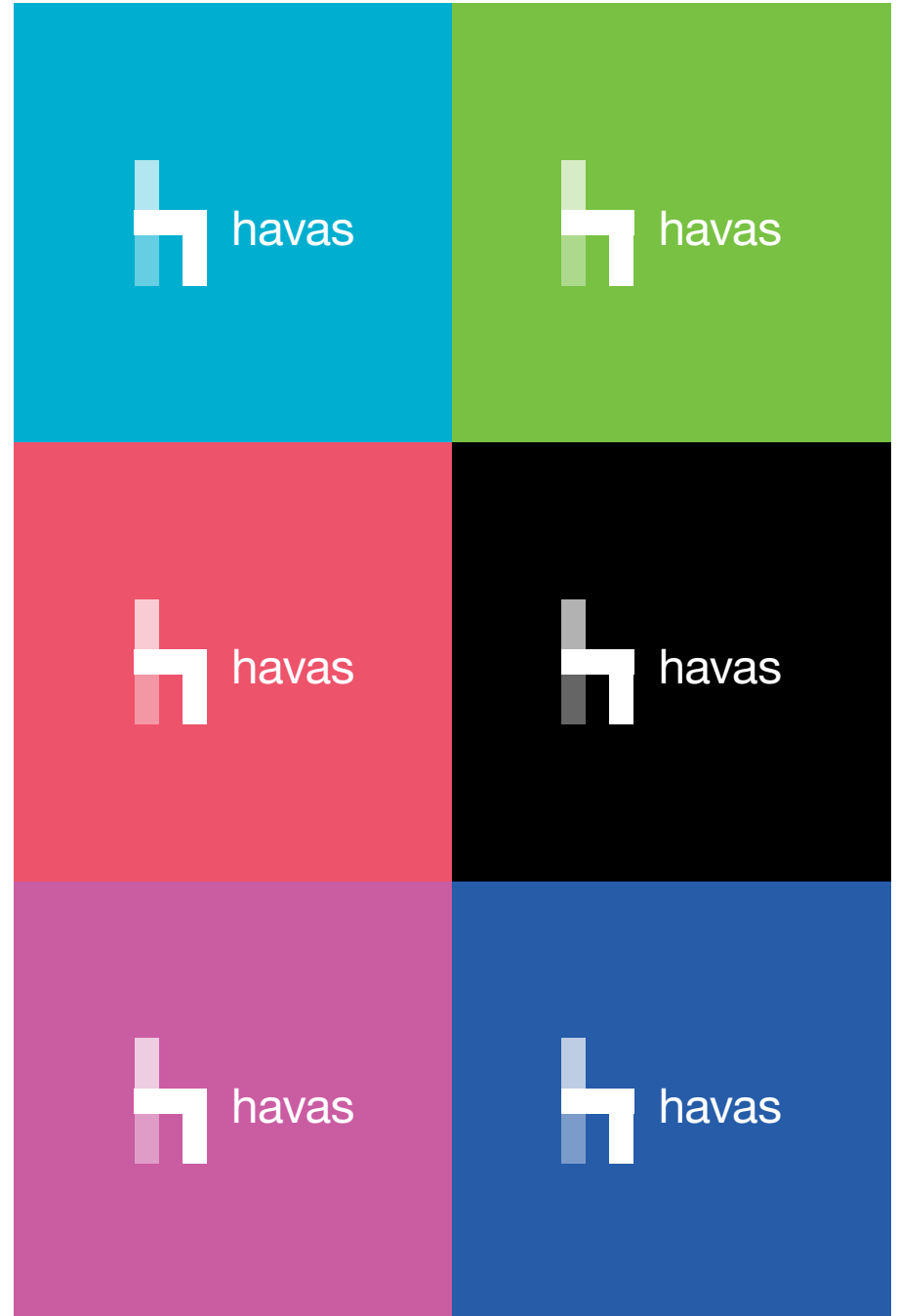
Logo Color Not Recommended

Do not use color in the logo in a way that deviates from those illustrated on the previous page.



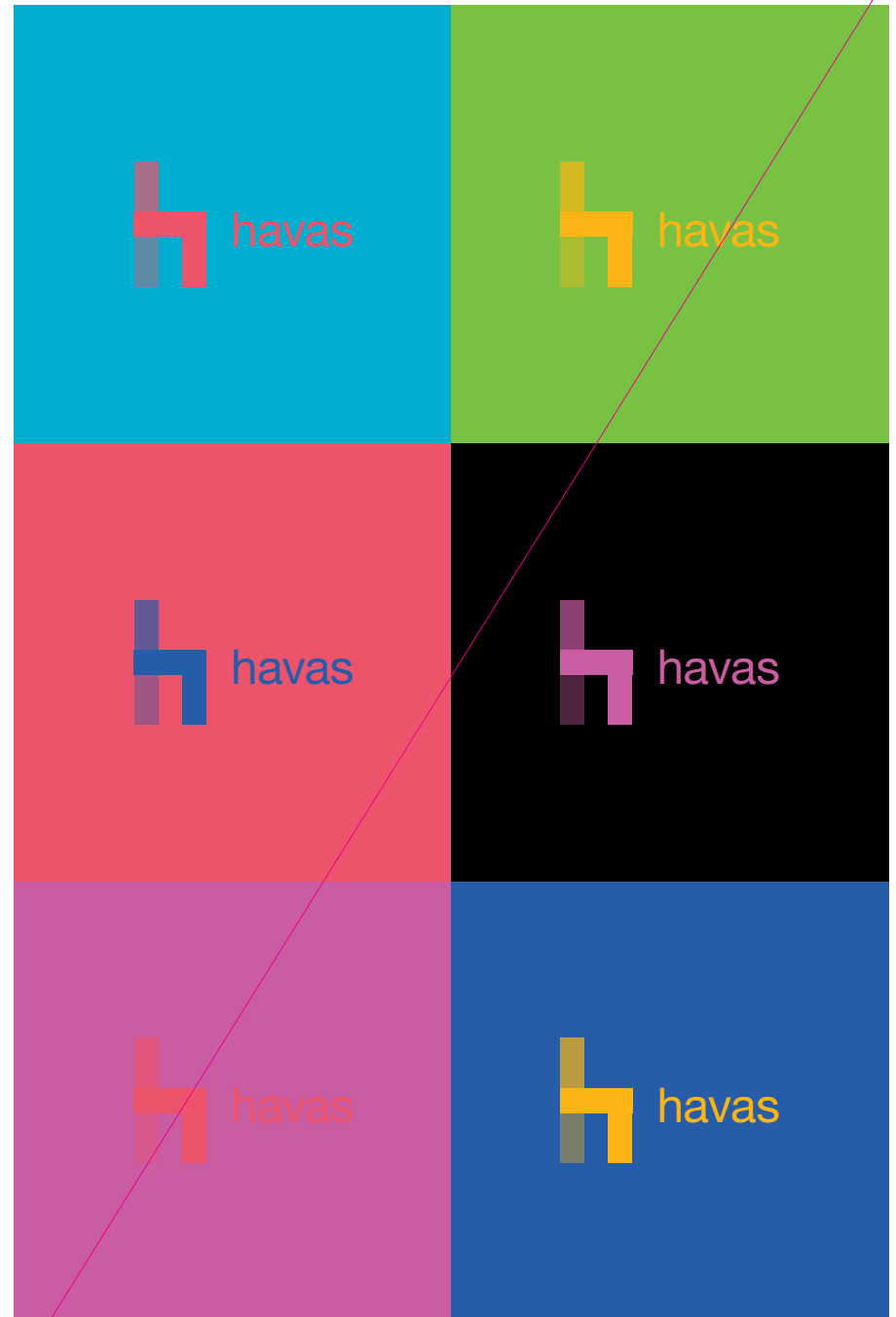
Logo Over Color Recommended

Do use a white logo
when working with a
color background.



Logo Over Color
Not Recommended

Do not use a color logo over a color background.



Typography

Our new typeface projects the clarity and simplicity our clients demand in an age of overstatement.

—
Palette
Weight
Size

Typography Palette

ROMAN

AaBbCcDdEeFGHhIiJj
 KkLlMmNnOoPpQqRrSs
 TtUuVvWwXxYyZz
 0123456789!@#\$%
 ^&*()_+<>?

We've chosen Helvetica Neue LT Std Roman as our typeface because it is clear, credible, and human. It's modern and neutral, but complementary. It can stand up to anything, but fade out in service of a bigger message when needed.

a

BOLD

AaBbCcDdEeFGHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789!@#\$%
^&*()_+<>?

For understated elegance, we recommend using the lighter weight Helvetica Neue LT Std Roman typeface throughout your communications, but for those occasions when stronger emphasis is needed, you may use Helvetica Neue LT Std Bold.

a

Typography Pairing Recommended

When using Helvetica Neue LT Std Roman & Helvetica LT Std Bold together, it is best to use bold for emphasizing headlines of the smallest size.

havas		
	<h1>Bar 8</h1>	
		Thursday — Join us for Bar 8 on Thursdays at 4:00. Food and drinks provided.
new york		00.00.00

Typography Pairing Recommended

When using Helvetica Neue LT Std Roman & Helvetica LT Std Bold together, it is best to use bold for emphasizing headlines of the smallest size.

havas		
	<h1>Bar 8</h1>	
		Thursday — Join us for Bar 8 on Thursdays at 4:00. Food and drinks provided.
new york		00.00.00

Typography Weight
Not Recommended

Use only the weights specified. This will create unity throughout the system.

havas
havas
havas
havas
havas
havas
havas

havas
havas
havas
havas
havas
havas
havas

Typography Size Recommended

Use a maximum of 3 type sizes. Each type size should be set in relation to one another. Let the biggest type size (x) dictate the size of the rest, i.e. 1(x), 1/2(x), 1/4(x).

Headline

X

Sub-Headline

1/2 X

Body Copy

1/4 X

Typography Size
Not Recommended

Do not use more than 3 type sizes at a time. All type sizes should be divisible by each other.

Headline 1

Headline 2

Headline 3

Sub-Headline 1

Sub-Headline 2

Color

Our colors are intentional and flexible. They offer a broad color spectrum for a diverse and expansive agency.

—
Palette
Usage
Pairings



#3c5a62 #007d99 #008db2 #00aed0 #00bedb #62cae1 #b3e1e6

c 78	c 87	c 83	c 74	c 70	c 55	c 28
m 53	m 39	m 31	m 09	m 00	m 00	m 00
y 49	y 30	y 20	y 13	y 12	y 10	y 09
k 26	k 03	k 00	k 00	k 00	k 00	k 00



#445060 #385172 #375988 #265ba8 #65a5d9 #81bde7 #a7d3ec

c 76	c 85	c 87	c 91	c 58	c 46	c 32
m 62	m 68	m 68	m 70	m 23	m 12	m 05
y 45	y 34	y 24	y 01	y 00	y 00	y 02
k 27	k 17	k 06	k 00	k 00	k 00	k 00



#005146 #006b5c #00917d #00aa93 #26baa6 #40beb2 #65c6be

c 91	c 89	c 84	c 79	c 72	c 67	c 57
m 44	m 36	m 21	m 07	m 00	m 00	m 00
y 69	y 66	y 60	y 53	y 44	y 37	y 30
k 39	k 22	k 04	k 00	k 00	k 00	k 00



#747a4c #718f40 #6faa42 #77c043 #a8d061 #bad873 #d1e28f

c 54	c 60	c 62	c 58	c 38	c 30	c 20
m 38	m 27	m 12	m 00	m 00	m 00	m 00
y 79	y 95	y 100	y 100	y 80	y 70	y 56
k 17	k 08	k 01	k 00	k 00	k 00	k 00



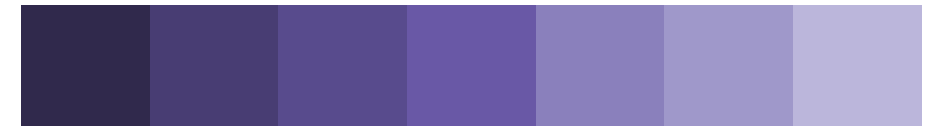
#6d2631 #ad3d4f #d34a60 #ec536b #f16f88 #f385a3 #f6a8c1

c 37	c 25	c 13	c 01	c 00	c 00	c 00
m 88	m 88	m 86	m 83	m 71	m 60	m 42
y 67	y 61	y 53	y 44	y 27	y 13	y 05
k 43	k 11	k 01	k 00	k 00	k 00	k 00



#8a5878 #a5508d #c0519e #ca5ba2 #d381b6 #de9dc5 #e8b2d2

c 48	c 39	c 23	c 18	c 14	c 09	c 05
m 73	m 82	m 82	m 78	m 59	m 45	m 35
y 33	y 15	y 00	y 00	y 00	y 00	y 00
k 08	k 00	k 00	k 00	k 00	k 00	k 00



#2f284c #483d73 #584a8c #6858a5 #8980bc #9f97c9 #bbb5da

c 87	c 84	c 78	c 69	c 49	c 38	c 25
m 88	m 88	m 82	m 75	m 51	m 39	m 26
y 41	y 27	y 14	y 00	y 00	y 00	y 00
k 39	k 13	k 02	k 00	k 00	k 00	k 00

Color Usage Recommended

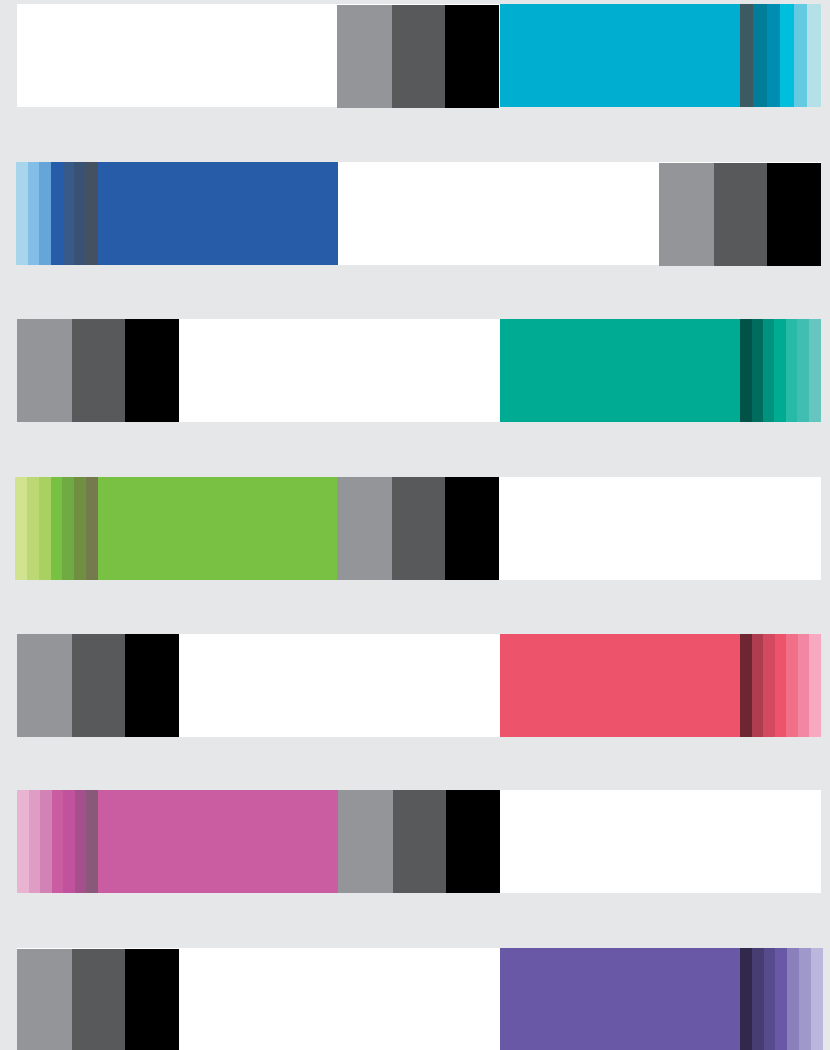
The most important consideration when using color is maintaining a dominant proportion of white space in all applications.

White space separates elements on the page and allows for messaging hierarchy, maximum impact of visuals, logo distinction, improved readability, and visual balance.

60%
White Space
& Gray Scale

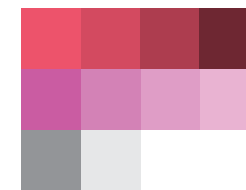
30%
Main Color

10%
Other Shades



Color Pairings Recommended

The use of color pairings—or even color more generally—should be extremely considered and intentional. They should be used only to enhance presentations and internal material.



Cool Blue—Warm Red



#445060 #385172 #375988 #265ba8 #ca5ba2 #d381b6 #de9dc5 #e8b2d2

c 76	c 85	c 87	c 91	c 18	c 14	c 09	c 05
m 62	m 68	m 68	m 70	m 78	m 59	m 45	m 35
y 45	y 34	y 24	y 01	y 00	y 00	y 00	y 00
k 27	k 17	k 06	k 00	k 00	k 00	k 00	k 00

Warm Red—Cool Magenta



#6d2631 #ad3d4f #d34a60 #ec536b #ca5ba2 #d381b6 #de9dc5 #e8b2d2

c 37	c 25	c 13	c 01	c 18	c 14	c 09	c 05
m 88	m 88	m 86	m 83	m 78	m 59	m 45	m 35
y 67	y 61	y 53	y 44	y 00	y 00	y 00	y 00
k 43	k 11	k 01	k 00	k 00	k 00	k 00	k 00

Warm Red—Cool Purple



#ec536b #f16f88 #f385a3 #f6a8c1 #2f284c #483d73 #584a8c #6858a5

c 01	c 00	c 00	c 00	c 87	c 84	c 78	c 69
m 83	m 71	m 60	m 42	m 88	m 86	m 82	m 75
y 44	y 27	y 13	y 05	y 41	y 27	y 14	y 00
k 00	k 00	k 00	k 00	k 39	k 13	k 02	k 00

Cool Green—Warm Green



#005146 #006b5c #00917d #00aa93 #77c043 #a8d061 #bad873 #d1e28f

c 91	c 89	c 84	c 79	c 58	c 38	c 30	c 20
m 44	m 36	m 21	m 07	m 00	m 00	m 00	m 00
y 69	y 66	y 60	y 53	y 100	y 80	y 71	y 56
k 39	k 22	k 04	k 00	k 00	k 00	k 00	k 00

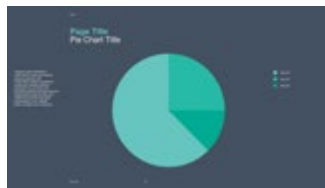
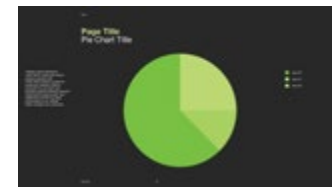
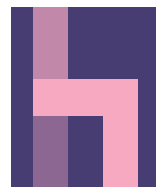
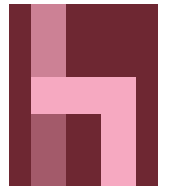
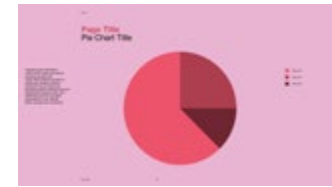
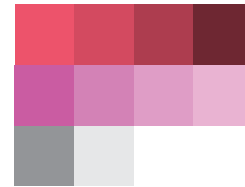
Cool Blue—Cool Green



#445060 #385172 #375988 #265ba8 #00aa93 #26baa6 #40beb2 #65c6be

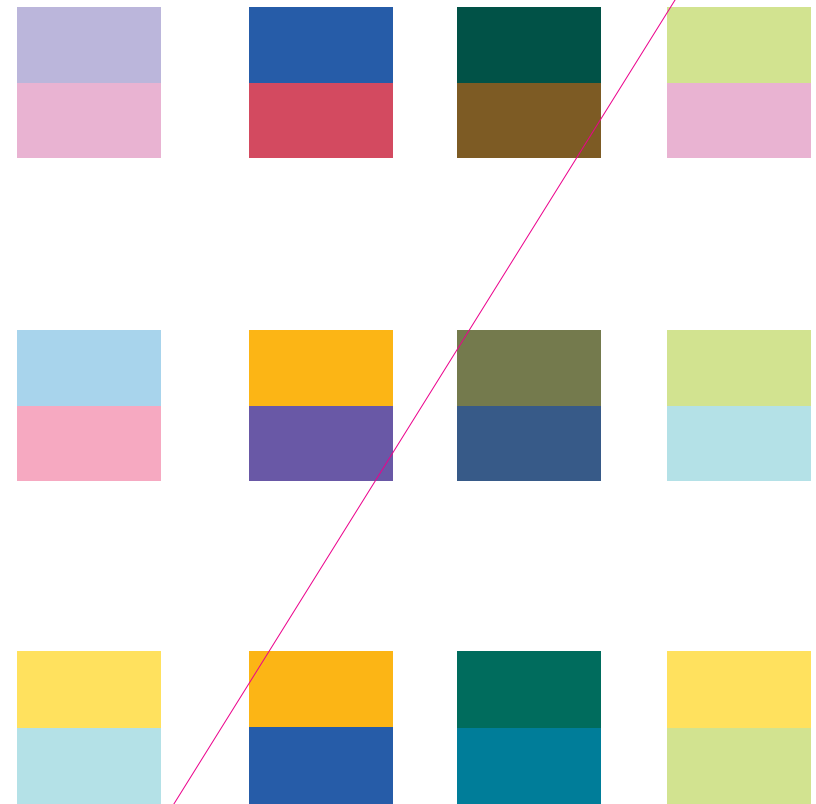
c 76	c 85	c 87	c 91	c 79	c 72	c 67	c 57
m 62	m 68	m 68	m 70	m 07	m 00	m 00	m 00
y 45	y 34	y 24	y 01	y 53	y 44	y 37	y 30
k 27	k 17	k 06	k 00	k 00	k 00	k 00	k 00

Color Parings Examples



Color Parings Not Recommended

Do not use color pairings other than our recommendations.



Graphic Elements

Our Havas logo can be interpreted and broken down as graphic elements in various layouts and contexts.

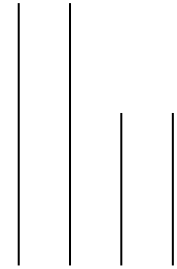
—
Graphic Elements
Usage
Usage With Content

Graphic Elements

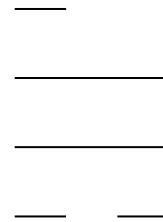
The following graphic elements can be used when designing within the havas system. Never use more than one graphic element at a time.



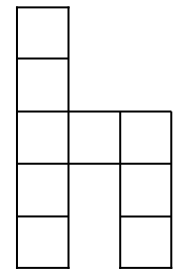
Solid



Vertical Line



Horizontal Line



Outline

Graphic Elements

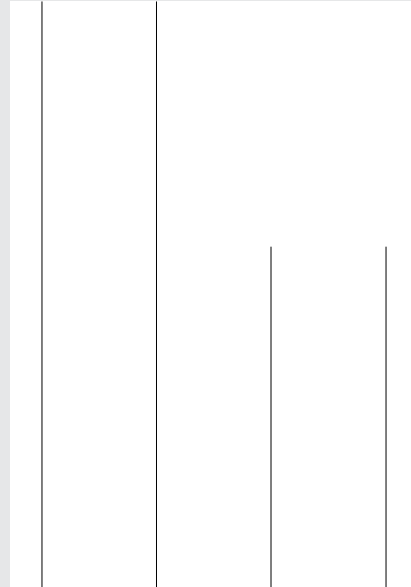
Usage

Recommended



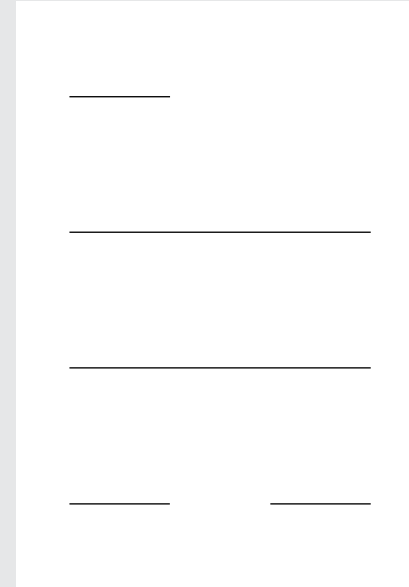
Solid

The solid logo should be scaled so that it is the height of the composition and centered vertically on the page.



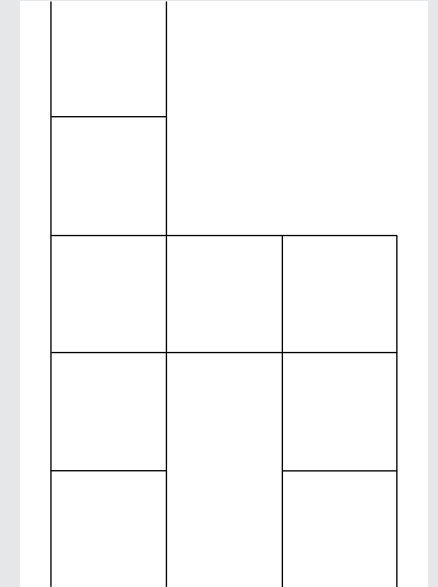
Vertical Line

The vertical lines should be scaled so that they are the height of the composition and centered vertically on the page.



Horizontal Line

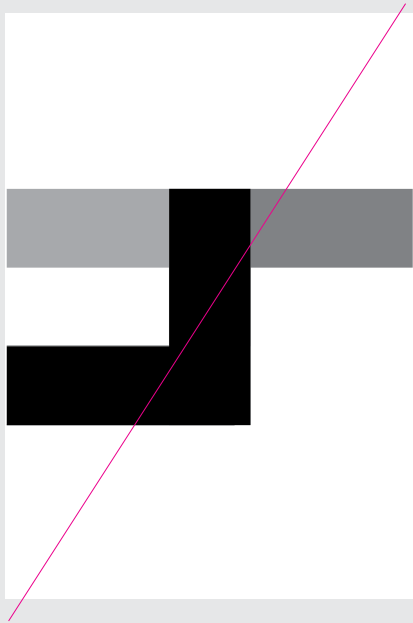
The horizontal lines should be scaled so that they are 80% of the page's height and centered vertically and horizontally.



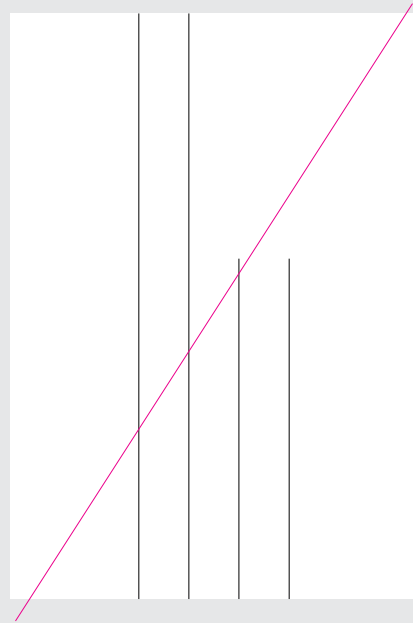
Outline

The logo outline should be scaled so that it is the height of the composition and centered vertically on the page.

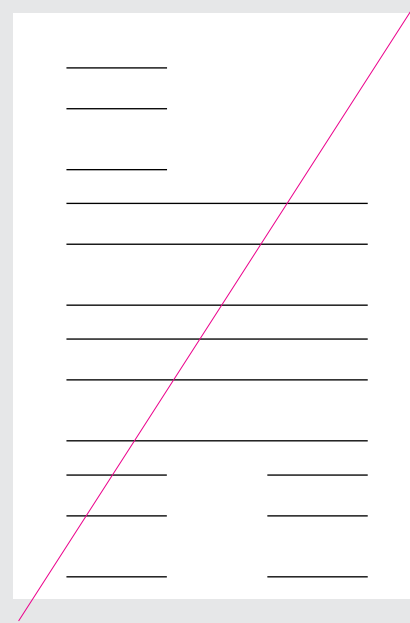
Graphic Elements
Usage
Not Recommended



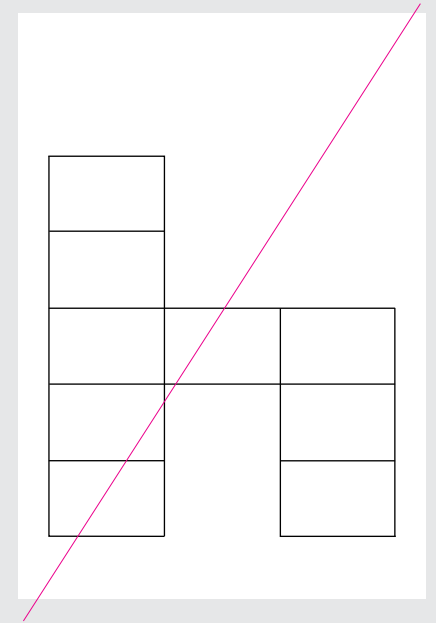
Do not rotate the graphic elements.



Do not stretch the graphic elements.

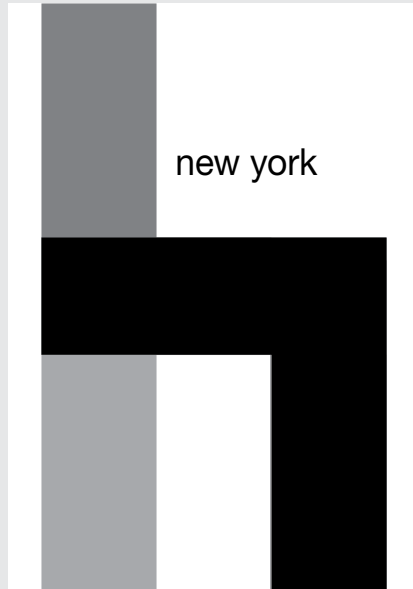


Do not include multiple graphic elements in a single composition.



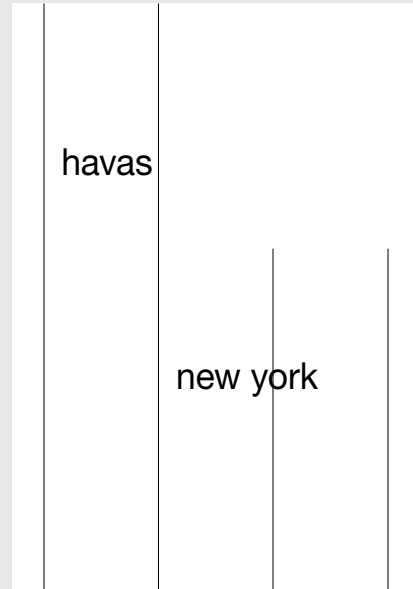
Do not alter the dimensions of the graphic elements.

Graphic Elements
With Content
Recommended



Solid

Type can be used outside of the solid logo.



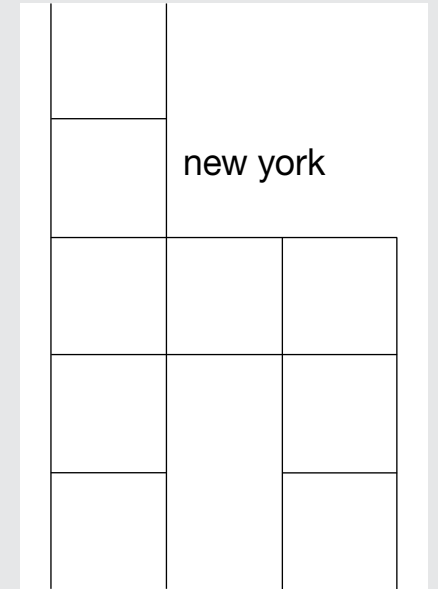
Vertical Line

When using type with the vertical lines, type can be staggered, but must have a left margin.



Horizontal Line

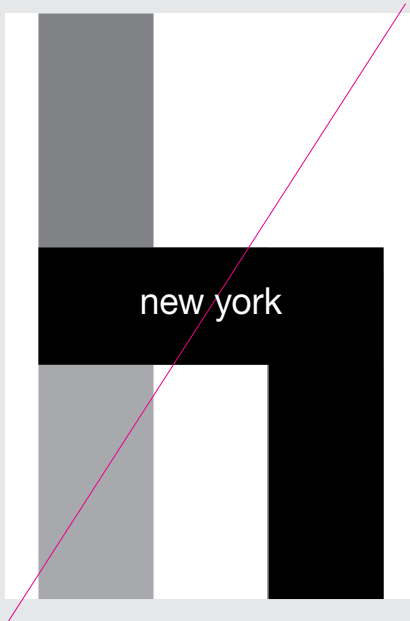
When using type with the horizontal lines, the type can be placed in between the horizontal lines.



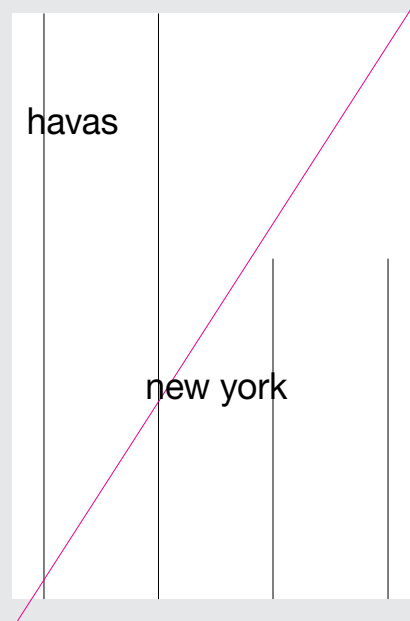
Outline

Type can be used outside of the outline logo.

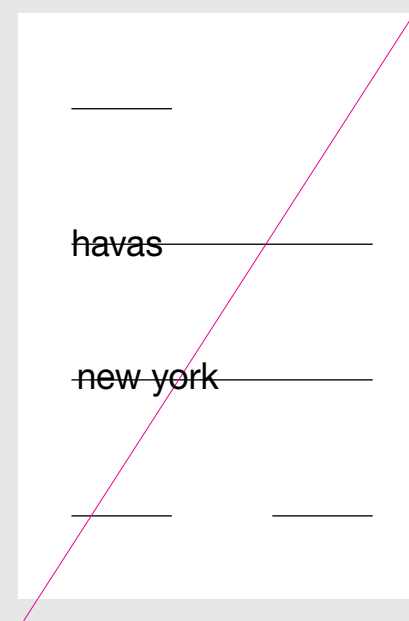
Graphic Elements
With Content
Not Recommended



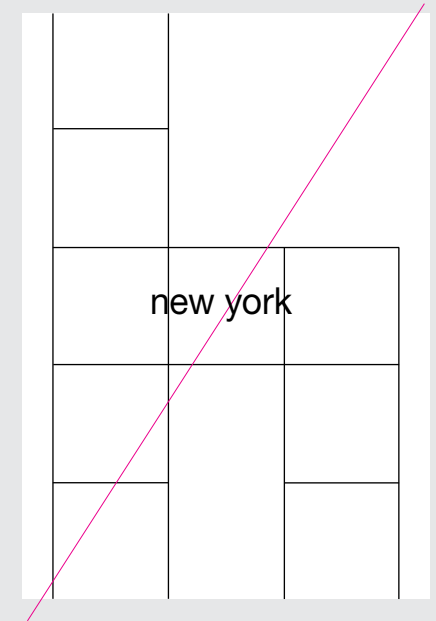
Do not put type in the graphic elements.



Do not place the type outside the boundaries of the graphic elements.



Do not place type in a position where it would appear to be crossed out.



Do not put type in the graphic elements.

Photography

We're developing a rich library of photographs that humanize the Havas brand and our work.

—
Guiding Principles
Usage

Photography— Guiding Principals

The photography should capture and elevate the personality of our villages.

Human—
Encouraging
interaction

Energetic—
Inspiring creativity
and interaction

Communal—
Supportive of
connections
and collaboration

Connected—
Expecting and
embracing
local culture

Photography Guiding Principles

Focus on people

—
Focus on the people, their work, their processes, and the environments in which people work.

Elevate real moments

—
All photography should represent real interactions and moments.

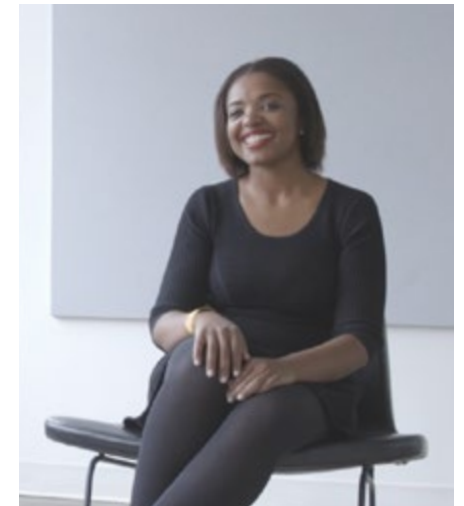
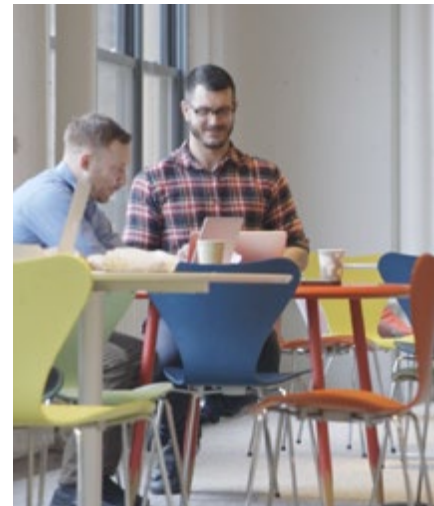
Tell universal stories

—
Think about each image as a tool that will be used to elevate a message or story.

Is it flexible? Will it work in multiple situations?

Think global

—
Havas is a global company. These images will be used in villages around the world. The library must represent the diversity of the organization.





Photography Not Recommended

- 01 Do not use black & white imagery.
- 02 Do not use aerial photography from the previous brand system.
- 03 Do not use staged or photography that is obviously stock.

01



02



03



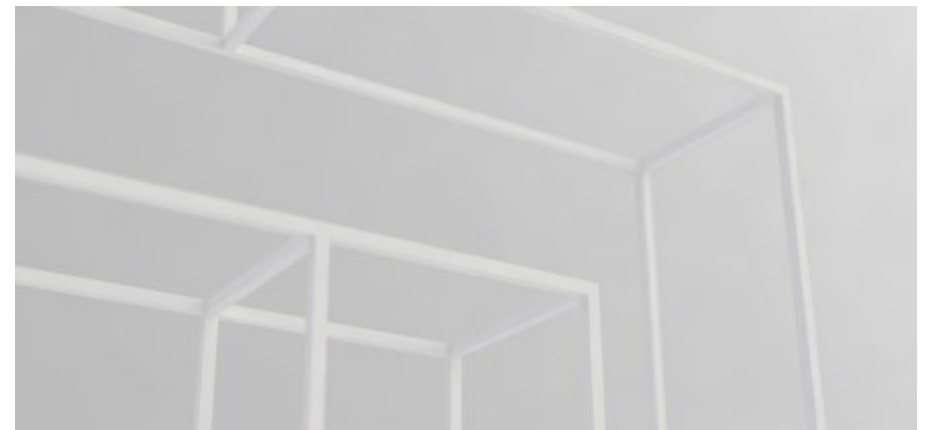
Dimensional Elements

Treated dimensionally, our logo becomes a physical reminder of who we are and what we're about.

—
Introduction
Usage

Dimensional Elements Introduction

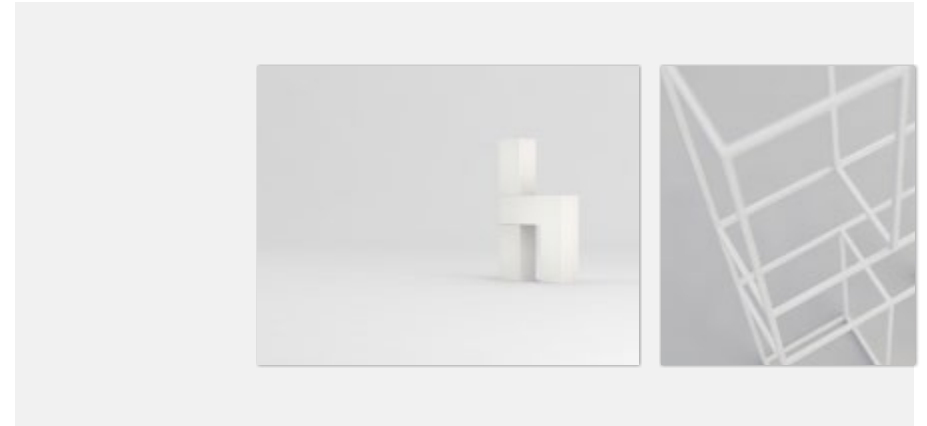
Dimensional elements can be used as texture throughout the new brand. There are three main versions of the dimensional element, but you're encouraged to imagine and create new ones reflecting your local culture and environment.



Dimensional Elements Usage

The dimensional graphics can be used across many different mediums, including:

- Main Lobby
- Digital Displays
(Screen Savers,
Conference Rooms)
- Presentation covers
- Internal Material
(Post Cards, Stationary)



Contact

Email

brandhelp@havas.com

Brand Site

tobettertogether.com

Brand Ambassador List

tobettertogether.com/abmassadors

List of Assets

A selection of the assets will be available for download on the brand site based on the nature of the asset, its intended audience and the complexity of reproducing it.

Basic Assets

- Logos
- Color Palette
- Graphic Elements
- Dimensional Elements

Digital Assets

- Presentations
- Email Signature
- Social Media Profiles
- Email Templates

Print Assets

- Business cards
- Letterhead
- Envelopes
- Notepad
- Keycards

Havas

Brand Guidelines