



# HFES

Systems That Work for **Humans**

## ***Guideline for the Use of the Logo of the Human Factors and Ergonomics Society, Inc.***

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This document outlines the basic graphic standards for the use of the Human Factors and Ergonomics Society (HFES) name, logo, and identity. These guidelines are intended to assist HFES chapters and members in their use of the name and their chapter logo in a manner that complies with the brand identity objectives of the Society.

HFES's brand identity can only be established and preserved through accurate and consistent usage throughout North America and the world. Alterations and distortions of our common name and logo dilute their impact, weaken our identity, and endanger the legal protections afforded our trademarks. Uniform use of our name and logo is essential for creating an internationally recognizable identity and reference for our chapters and members.

HFES engaged in a very comprehensive brand health assessment spanning many months and spent considerable financial resources to identify a new brand, revised mission, and brand position statement.

We aim to create consistent treatment of our brand. To address this, we developed a comprehensive brand architecture for the organization that defined the relationship of the logo and tagline, created consistency among our local and student chapters, and determined how they should be styled to best connect our component bodies to the national Society. It is important for HFES to have a cohesive brand so that donors and participants recognize all aspects of our organization. The new HFES brand is intended to be the visual symbol that people recognize, know, and relate to our mission and history.

If you have questions about the HFES name or use of the HFES logo, please contact HFES at (202) 367-1114 or [info@hfes.org](mailto:info@hfes.org).

### **Permission**

All graphic elements and stylistic usage of the HFES name, identity, and logo are subject to pending service and/or trademark registration. Without prior written consent, individuals and chapters may not license or otherwise authorize the use of such marks by third parties in any manner. Permission may be sought via an email to [info@hfes.org](mailto:info@hfes.org). Please contact the HFES headquarters if you have questions.

### **Chapter Usage**

Chapters may not use the generic HFES logo; it is reserved for the exclusive use of HFES Headquarters. *Chapters should convert all current usage of the HFES logo to their own chapter-specific logo (including websites, stationery, brochures, etc.) to establish your own brand identity.*

Do not:

- Use any colors for the logo and logotype other than the specified primary and secondary colors.
- Change the color of any of the lettering or graphical elements in the logo.
- Rearrange, scale, add, or remove any of the logotype from the provided logo. Use logo lockups as provided and only resize logo and logotype as one unit.

**Acceptable Usage**

*EXAMPLES:*



**Unacceptable Usage**



**Colors in Print Communications Logo**

The HFES logo should not be manipulated to edit color, brightness, transparency, angle, blur, rotation, or any other changes resulting in any deviation. When adding text, use only the HFES colors as listed on our style guide. To ensure faithful color reproduction, always use the Pantone Matching System (PMS). If you are using an outside supplier, be sure to provide them with these color formulas (depending on whether the job is printed with custom color or process inks) to ensure correct color reproduction. Please note: Pay careful attention when selecting paper. The PMS colors for coated versus uncoated paper stock are not the same.

## Colors in Electronic Communications

Use the Red Green Blue (RGB) formulas when your end product will be viewed on screen, as with online projects or interactive presentations. With online projects, you may need to select colors from a computer's system palette. When making a color selection from a computer's system palette, aim to match the colors to the RGB formulas as shown on our style guide. Do not depend on your screen to match the colors accurately, as they may vary from one system to another.

## Logo Typefaces

If you choose to match the typefaces used in the logo with the text in your printed material, the typeface used in the HFES Logo is the Google font, Montserrat. It is not mandatory that Montserrat be used but please ensure your ultimate typeface selection is complementary to it and to the overall HFES logo.

## Use of HFES Logo by Individual Society Members

Strict requirements govern the use of the HFES name, identity, and logo. The HFES name, identity, and logo may not be used in any way that is misleading such as inferring any type of support or endorsement. Unless a specific license has been granted by HFES, the HFES name, identity, and logo may not be used in a manner that suggests or implies HFES endorsement or approval of any person, product, service, or activity. An individual who is in good standing with HFES may, strictly consistent with these guidelines, use the HFES name and logo, provided such use is in conjunction with the phrase "member of" as illustrated:



Only Emeritus, Full, Associate, Affiliate, and Early Career members are permitted to use the HFES logo to show their membership in the Society. Student members are not permitted to use the logo.

No member is permitted to use the logo in any way that suggests a corporation or organization holds membership in HFES.

Members are not permitted to modify the HFES logo in any way.

Permission to use the "Member" logo expires when membership expires.

## **HFES Brand Protection Policy**

The official name, acronym, logo, and trademarks of the Human Factors and Ergonomics Society (HFES) are owned by HFES and shall be reserved for the exclusive use of the Society and may only be used by chapters as authorized in accordance with the HFES Logo Usage Guide.

The only approved naming of student chapters is: "(name of institution) Student Chapter. The word "student" is optional. Approved name of local chapters is: (name of local chapter).

## **National Ergonomics Month Logo**

The National Ergonomics Month (NEM) logo changes annually as to minimally update the official dates of NEM. Thus, the logo may be used but should be requested or downloaded annually. Chapters may affix the name of their chapter to the official NEM logo only by including the name of the chapter beneath the last line of text in the most bottom-right area of the logo.

## **Compliance**

HFES reserves the right to rescind approval of the use of the HFES logo if we warrant that the approved guidelines were not adhered to. We appreciate your agreement with the HFES logo use guidelines and wish you the best success.

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