



HUEBERT
IMPACT RESEARCH

BRAND BOOK

December 2023

COLOR

Blue and Teal are the primary brand colors and should always be the most prominent in designs. Yellow should be used as an accent color, always secondary to the primary blue and teal.

Black and white should be used instead of a true black and true white in designs. Gray can be used in addition as a background.

PRIMARY

#06486B
Blue

#1C8E8E
Teal

ACCENT

#D0B04A
Yellow

#0E1F33
Black

#F2F6F9
Gray

#FAFBFC
White

LOGOS

The full combination mark should be used on the first instance of the logo in a document.

The wordmark and symbol can be used as secondary marks when the combination mark is present.

COMBINATION MARK



WORDMARK



SYMBOL



TYPOGRAPHY

HIR

Headings should use the Termina typeface. A modified version of Termina is used in the HIR logo. When Termina is not available, Work Sans is a suitable alternative.

EB Garamond should be used for all paragraph text.

PRIMARY HEADING

TERMINA

SECONDARY HEADING

WORK SANS

PRIMARY PARAGRAPH

EB GARAMOND