

# Logo Usage

This quick guide explains how to use the Harvest logo in your communications. If you have any questions or are planning to use our brand in a way that's not covered by these guidelines, contact [brand@getharvest.com](mailto:brand@getharvest.com).

# Overview

## Symbol:

The Harvest symbol encompasses the idea of a timeline with tabs into a recognisable and unique "H".

## Lockup:

The Harvest Lock-up consists of the Symbol alongside a bespoke wordmark.

The wordmark itself is crafted based on the same concept of horizontal tabs attaching to vertical lines.

The wordmark may not be used on its own.



## Symbol



# Minimum size & clear space

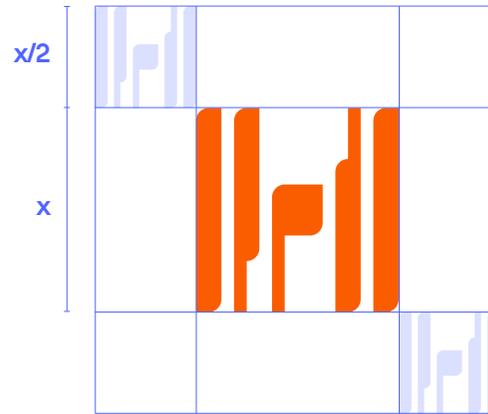
## Clear space:

This is the minimum clear area around the logo ensuring no graphics or text get too close to it, and making it stand out on any visual.

## Minimum space:

This is the smallest size the logo can be. It is different for print and digital.

Exception: the symbol alone can be used at 16px in special cases such as the favicon.



Symbol clear space



Print min. height: 3 mm  
Digital min. height: 32 px

Symbol minimum size



Lockup clear space



Print min. height: 3 mm  
Digital min. height: 32 px

Lockup minimum size

# Color use

## Primary use:

**01** Where possible, always use a Harvest Orange logo on a Warm White background, especially on communication materials.

## Secondary use:

You may use these combinations on secondary touchpoints, or when the primary use is not acceptable.

**02** Warm White on Orange

**03** Charcoal on Warm White

**04** Warm White on Charcoal

## Monochrome use:

**05** Only when printing in black and white, the logo can be in black on white or vice versa.

## Imagery and complex background:

Please a version of the logo that contrasts the most with your background.



harvest

01



02



03



04



05

# Colors

## Smokey Charcoal

Pantone Black 3 C / U

C 72 M 62 Y 62 K 77

R 29 G 30 B 28

Hex #1D1E1C

## Warm White

Pantone 9285 C / U

C 0 M 5 Y 8 K 0

R 255 G 248 B 241

Hex #FFF8F1

## Harvest Orange

Pantone Orange 021 C / U

C 0 M 72 Y 94 K 0

R 250 G 93 B 0

Hex #FA5D00

This is the Harvest color palette.

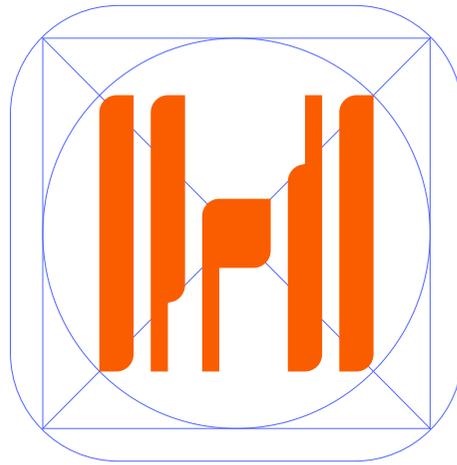
Use these colors when applying the logo, according to the rules set out on page 5.

# Apps & social media

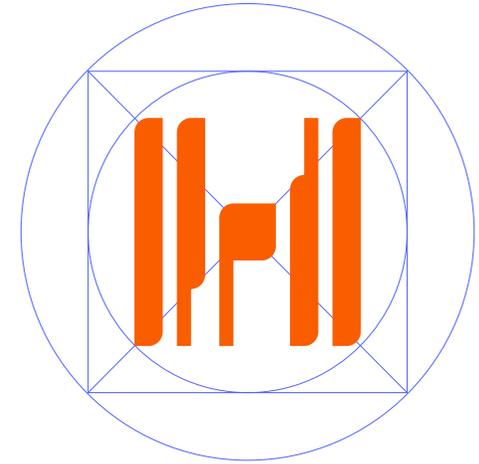
At its most recessive form, the brand is represented by the Symbol on an app icon or social media icon.

Scaling and aligning the Symbol as shown on this page ensures it is prominent while leaving enough breathing room around it.

The Symbol can be used in Warm White on a Harvest Orange background, or vice versa.



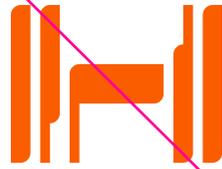
**Rounded corners**



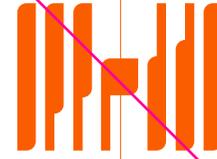
**Circular**

# Things to avoid

- 01 Do not change the scale of elements in the symbol or lockup.
- 02 Do not add elements.
- 03 Do not use the wordmark separately from the symbol.
- 04 Do not color elements individually.
- 05 Do not change the font.
- 06 Do not modify the scale, alignment or spacing of the wordmark in relation to the symbol.
- 07 Do not rotate, stretch or skew.
- 08 Do not use unspecified colors.
- 09 Do not use an outline or effects.



01



02

harvest

03

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04

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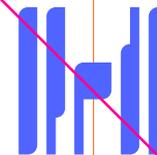
05

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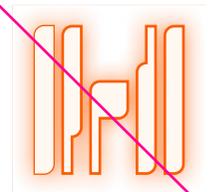
06

harvest

07



08



09

By using the Harvest logo, you agree to follow these guidelines. We reserve the right to change them at any time at our sole discretion.

You may not use the Harvest logo to imply a direct endorsement, sponsorship, or partnership without prior written permission. Contact [brand@getharvest.com](mailto:brand@getharvest.com) if you have any questions.

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