



BRAND AIDS

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INTRODUCTION

OUR BRAND

Humanity+ and the H+ abbreviation are representations of our organization, and our brand. Simply put, our brand is our reputation; it is the sum of all experiences we create for our members, supporters, the public and each other.

Every interaction an individual or group has with Humanity+ generates an impression that contributes to our reputation. Our logo, lexicon, publications, website and even our demeanor are all reputation-building experiences. Every interaction, no matter how big or small, is an opportunity to express our values, expand our reputation and build our brand. The quality and clarity of our communications is as important to our brand perception as the quality and integrity of the information and resources we offer. Our communications offer the promise that the resources and experiences we provide will live up to our organizational values; when we deliver on that promise we validate people's brand experience and build value in our organization.

Our identity is how we communicate who we are to others. To maintain and build our brand it is essential that we present ourselves in a clear and uniform manner at all points of interaction.

This manual is designed to facilitate and inspire a consistent system of communications that present our identity in a manner that reflects our organizational philosophy and values. It is intended as a resource to guide the creation of frequently used identity applications. It is not, therefore, a prescriptive guideline for every conceivable design situation.

This guide introduces the essential components of our visual identity: our logo, color palette, typography, image philosophy. These are the building blocks of our identity. By thoughtfully following a few simple guidelines, we can create a wide array of materials within a strong yet flexible visual framework.

The exhibits and guidelines presented here address key concepts related to each of our identity components. Additional resources and files are located on the cd.

VALUES

Humanity+ is dedicated to promoting understanding, interest and participation in fields of emerging innovation that can radically benefit the human condition.

At the core of this mission is a vision and a set of values that define our outlook, principles and activities as an organization. They are the characteristics that describe who we are, what we do and why we are relevant. These values distinguish us from others and bring clarity and purpose to our communications.

OUR VISION

Emerging technologies can dramatically enable people to become smarter, healthier and happier.

Our vision is at the core of all of our verbal and visual expressions. It is manifest in our mission statement, guiding principles and imagery. One way to think about this underlying vision is to break it into its component parts:

Humanity + [Technology] = [Benefit]

Following this formula is a good way to test whether a given communication expresses our vision. All three components must always be present. This applies equally to photography, writing and content. We are not merely about people, technology or change; we are about the dynamic and relevant intersection of all three of these concerns.

OUR MISSION

Humanity+ is dedicated to promoting understanding, interest and participation in fields of emerging innovation that can radically benefit the human condition.

GUIDING PRINCIPLES

We promote the ethical use of science and technology.

We foster a “big picture” view of emerging technologies as a highly leveraged tool for improving life.

We embrace pro-action, as we each have the capacity to create extraordinary change.

KEY ACTIVITIES

Developing and maintaining a broadcast platform.

Making Humanity+ principles accessible to the public through various media, publications and events.

Engaging the public in an ongoing dialogue surrounding the ethical choices involved in the development and use of emerging technologies.

humanity+

OUR LOGO

The Humanity+ signature logotype represents our identity at the highest level. It distills into one symbol our institutional principles and outlook. Based on a personal signature, it is suggestive of a uniquely human creative act. Realized in a continuous line of unvarying weight, it is also highly technical. Combined these characteristics present our core focus — embracing technology to enhance the human experience.

Because our logo appears on all of our communications, it represents Humanity+ to more people than any other element of our identity. When we use our logo, we are making a promise that the information or experience connected to it lives up to the standards for which we are known.

IN WRITING

When we refer to Humanity+ in writing it is always with an initial capital H, with the rest of the word set in lowercase. There is no space between the word and the + sign, thus it is always written as Humanity+. The abbreviation H+ is always expressed as a capital H with no space between it and the + sign. When referring to *H+ Magazine* or other publications the entire title is represented in italics.

PROPER USAGE

In addition to the clearspace guidelines described to the right, it is important that we preserve the integrity and familiarity of our logo in all instances. The easiest way to ensure this is to use official logo art. There are several color versions of the official logo artwork, to anticipate a variety of usage situations.

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**CLEARSPACE**

To ensure that no other graphic elements compete with our logo, an area of *clearspace* has been established which must be respected at all times. The clearspace area is a protected perimeter within which no other graphic elements may be placed. We use the distance (x) based on the width of the “+” character in our logo as the unit of measure for defining the clearspace. This way, the distance remains proportionally consistent at all sizes.

Notice how our logo is used on fields of color. The following spread addresses these issues in depth.

IMPROPER USAGE

Our official logo artwork should not be altered in any way, for any reason. Doing so creates an inconsistent image that may appear haphazard and unprofessional. Below are some common mistakes that should be avoided:



Use artwork that is at the appropriate resolution for your media.



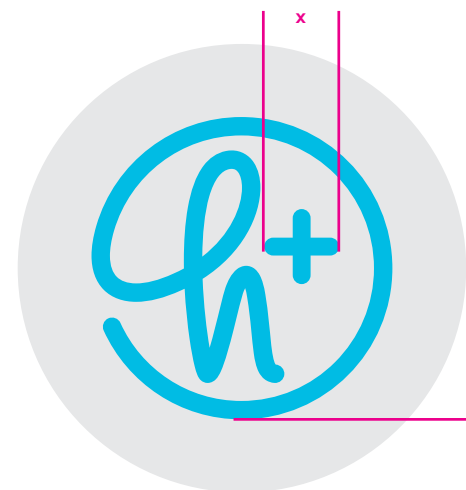
Always scale the artwork proportionally. Never stretch it in a single direction.



Our logo is always a single color. Do not combine colors within our logo, even if the colors are in our own palette.










When placed on a field of color, our logo should be white. When on a white field of color, our logo can be any of the colors in our palette (although yellow is not recommended).

**SECONDARY LOGO**

In addition to our primary logo, we also have a short-hand version that can be used when a more informal voice is warranted. Clear-space guidelines are provided above. The same usage and color guidelines that govern the main logo also apply to this version. Using either logo in yellow on a white field is not recommended.

COLORS

Color is a powerful element in design. It affects human emotion and influences interaction. Humanity+ employs a dual color palette to represent the intersection of our two principal areas of concern. The first is a neutral palette consisting simply of black and a specific shade of cool gray. These are our science/technology colors. The second palette consists of five vibrant colors. It includes three hot colors (pink, orange and yellow) and is complimented by two cool colors (blue and green). This is our "life" palette.

	PMS	CMYK	RGB	
SCIENCE		black	100, 78, 28, 12	17, 71, 121
		cool gray 11	0, 5, 11, 23	203, 193, 182
LIFE		239	7, 100, 92, 0	222, 19, 45
		021	0, 48, 100, 0	248, 152, 29
		116	1, 17, 100, 0	255, 207, 0
		382	77, 26, 100, 10	63, 134, 57
		306	80, 34, 1, 0	0, 139, 202

TRANSPARENCY

How we use color is just as important as what color we use. Science colors (black and gray) should be used for functional purposes. Use life colors in expressive, emotional instances. Transparency should be used as an intermediary color to boost functional components (combining gray with a life color) or highlight emotional experiences (combining two life colors).

MORE TRANSPARENCY

The page to the right displays the Humanity+ color palette and how colors interact with each other through transparency. Life colors usually do not interact with each other through transparency, except for limited cases between pink & blue, blue & green, and green & yellow. Combining life colors is recommended, with restraint.

Notice how transparency is used in title bars above. White type is placed above the gray background, but below the transparent color bar.

A

B

B + 1

B + 2

B + 3

B + 4

B + 5

1

2

3

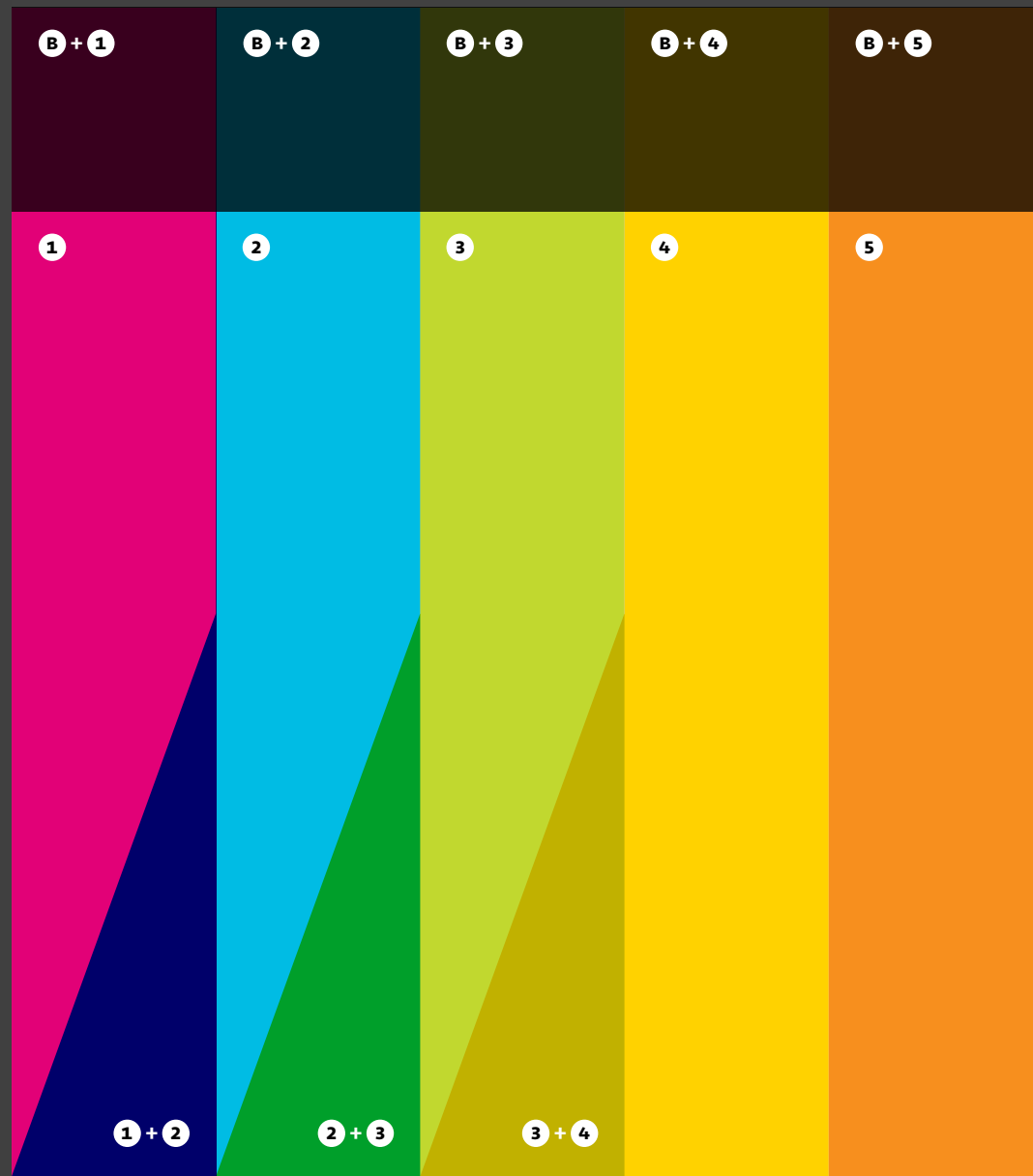
4

5

1 + 2

2 + 3

3 + 4



TYPE

A typeface is the visual voice of an organization. Each typeface has a distinct tone and character that can be used to communicate a variety of messages. Our typeface is called Seravek. It was designed to be distinctive and functional, and is appropriate for both display and editorial use. Seravek includes numerous weights and styles, making it suitable for a variety of applications. Seravek is a linear sans serif typeface. Its hybrid of technical and gestural forms echo the qualities of our logo. Below are three of the weights we most commonly use:

Existential

Seravek Bold Italic—used in large, declarative settings to express big ideas

Anomolies

Seravek Regular—our most commonly used text setting

with fries

Seravek Medium—used for sub heads, titels and other instances requiring emphasis

OUR MISSION

Humanity+ is dedicated to

PROMOTING

understanding, interest and

participation

in fields of emerging innovation that

CAN RADICALLY BENEFIT THE HUMAN CONDITION.

The text above displays the variety weights and styles within the Seravek type family.

AaBbCcDdEeFfGgHh

IiJjKkLlMmNnOoPp

QqRrSsTtUuVvWw

XxYyZzo123456789

Seravek Regular—Here is its entire alphabet and lining numbers

Each weight comes in four styles:

HHhh NNnn Yyyy

Roman Small Caps Roman (lowercase) Italic

Bold Regular Light

The dotted line represents the x-height of the typeface. Lower case, Small Cap, and Ranging Numerals have a close relationship to this line. Seravek has a relatively high x-height, making it highly legible at small sizes.

1 2 3
 4 5 6
 7 8 9
 0 1 2

NUMBERS

The consistent and proper use of numbers and graphs is integral to successful information design. When quantitative information is presented inconsistently, the results may be confusing or misleading. This section establishes guidelines for consistently representing data within a table, chart or graph.

Numbers appearing within text, such as 20% or \$23,584 should be set using the *proportional oldstyle* setting. Numbers within a table are set using the *tabular setting* (column B, below). The tabular version of Seravek is a specially designed feature in which all characters are identical in width. Stacked digits align vertically providing greater legibility within tables.

1 1 2 2 3 3

4	1	5	4	1	5
6	2		6	2	
7			7		
1	3	9	1	3	9
2	5		2	5	
8	0		8	0	
9	4	1	9	4	1
A			B		

The example above illustrates the difference between the Roman (taller) and Small Cap (shorter) styles for numbers. The taller digits are known as Lining Numerals, while the smaller digits are referred to as Ranging Numerals.

Use Seravek tabular (B) rather than proportional numerals (A)



IMAGE

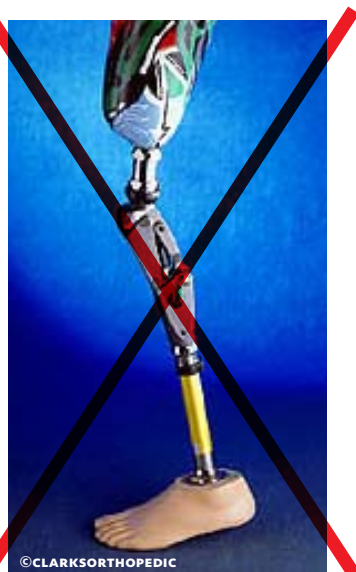
Images are the new texts of our time.
We read photographs and see words. The visuals associated with Humanity+ reflect how we operate, see ourselves, and envision our future.

Visuals should represent how technology is being used to benefit the human condition. Imagery that is based on science-fiction or associated with common themes of science-fiction should be rigorously avoided. Humanity+ promotes technology that makes humans smarter, healthier, and happier. Our imagery should reflect those three adjectives in the most credible, professional, and dignified manner possible.

IMAGE GUIDELINES

Visuals are organized in two categories: icons and photos. Photos (or photo illustrations) should show a person or people living life with the new technology being referenced. They should illustrate the story associated with the image without fantasizing the issue.

Images of technological objects, absent of human interaction or emotion are not acceptable. Any imagery or illustration associated with science-fiction (even when used in jest) is prohibited.

**ICON GUIDELINES**

in process.

