

HASA Brand Guidelines



PRIMARY MARK

Dotted line marks safe area—do not let elements encroach on this space



Logo Library



Keeping your Water safe
and clean since 1964



Keeping your Water safe
and clean since 1964



HASA_Tagline_LeftAligned_FullColor_Spot.pdf & .png
HASA_Tagline_Centered_FullColor_Spot.pdf & .png
HASA_Primary_FullColor_Spot.pdf & .png



Keeping your Water safe
and clean since 1964



Keeping your Water safe
and clean since 1964



HASA_Tagline_LeftAligned_Grayscale.pdf & .png
HASA_Tagline_Centered_Grayscale.pdf & .png
HASA_Primary_Grayscale.pdf & .png



Keeping your Water safe
and clean since 1964



Keeping your Water safe
and clean since 1964



HASA_Tagline_LeftAligned_Black.pdf & .png
HASA_Tagline_Centered_Black.pdf & .png
HASA_Primary_Black.pdf & .png



Keeping your Water safe
and clean since 1964



Keeping your Water safe
and clean since 1964



HASA_Tagline_LeftAligned_Reverse.pdf & .png
HASA_Tagline_Centered_Reverse.pdf & .png
HASA_Primary_Reverse.pdf & .png

Colors



HASA Blue
PMS 2160C
CMYK 85/47/20/13
RGB 62/105/145
WEB #3E6991



HASA Orange
PMS 144C
CMYK 0/51/100/0
RGB 237/139/0
WEB #ED8B00



HASA Gray
PMS 429C
CMYK 21/11/9/23
RGB 162/170/173
WEB #A2AAAD

Typography

Museo Sans 300
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Museo Sans 700
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz