

Logo Guidelines

Handicaps Welfare Association

ver 1.2019

Logo Variations

The HWA logo consists of 3 elements, the arch symbol, the HWA namestyle and the tagline. These 3 elements are arranged into 4 variations as shown below



Variation 1 - Horizontal Logo with tagline



Variation 2 - Horizontal Logo without tagline

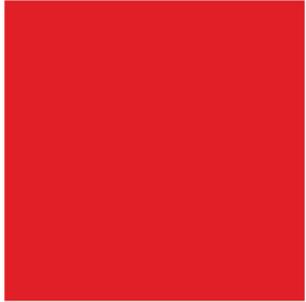


Variation 3 - Vertical Logo with tagline



Variation 4 - Vertical Logo without tagline

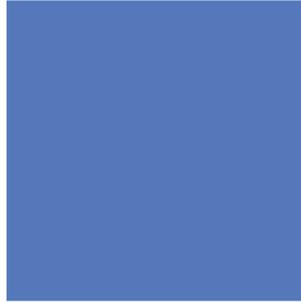
Logo Corporate Colours



Primary
RGB: 222, 31, 38
CMYK: 6, 100, 100, 1
HEX: #DEF1F26



Secondary
RGB: 237, 176, 33
CMYK: 6, 32, 99, 0
HEX: #EDB021



Secondary
RGB: 86, 119, 187
CMYK: 71, 52, 0, 0
HEX: #5677BB



Secondary
RGB: 61, 174, 98
CMYK: 75, 5, 83, 0
HEX: #3DAE63



Text
RGB: 42, 37, 34
CMYK: 67, 65, 67, 71
HEX: #2A2522

Symbolism and Meaning



Three Persons



Person on a wheelchair (Red)

- Symbolizes the main social service sector HWA is serving (Physical Disability)
- The colour red is the primary colour or HWA's corporate colour. Red symbolizes HWA's passion and love towards its cause



Person (Blue)

- Symbolizes the community, donours, corporate and public volunteers.
- The colour blue is the secondary colour or HWA's corporate colour. Blue symbolizes our community's or shareholders loyalty and trust towards HWA's objectives and vision towards PWD sector



Person (Green)

- The colour green is the secondary colour or HWA's corporate colour. Green symbolizes healing and growth of the PWD we serve.

Symbolism and Meaning



The Bridge



- Symbolizes the inclusion
- The colour Orange is the secondary colour of HWA's corporate colour with the primary colour Red. Orange symbolizes courage & confidence to serve our PWD community.

Symbolism and Meaning

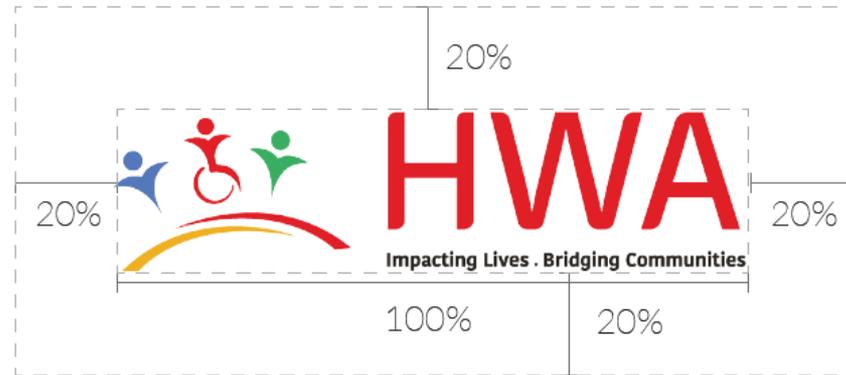
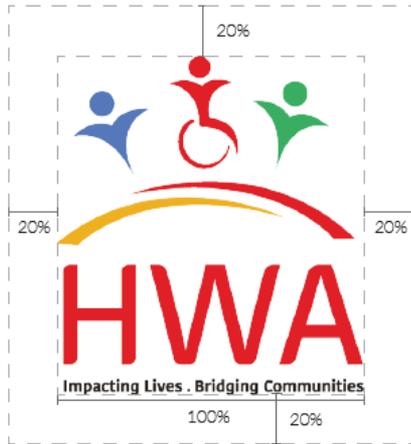


Together as a whole

- The logo symbolizes our passion and love to serve persons who are physically challenged & elderly working towards their healing and growth with the help of the community, volunteers and donors. A promise of better quality of life and social integration.

Logo Clear Space

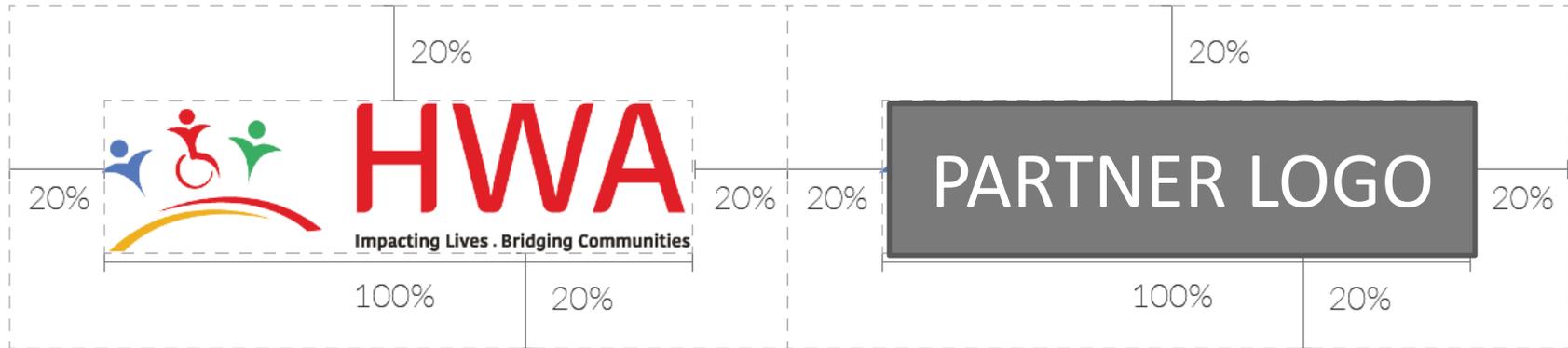
The 20% clear space guideline ensures that the HWA logo always has sufficient space around it. This clear space isolates the logo from competing graphic elements such as other logos, copy, photographs or background patterns that may divert attention.



Co-Branding

Samples below illustrates how the logo appear on all co-branding or partnership events.
Observing the clear space

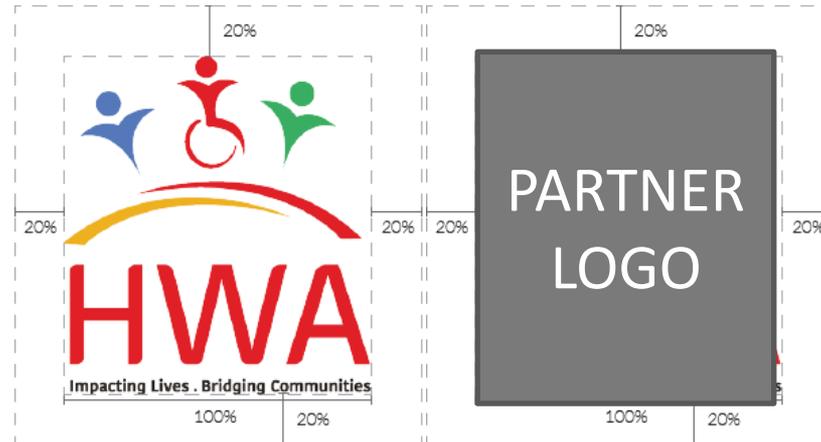
Horizontal Logo



Co-Branding

Samples below illustrates how the logo appear on all co-branding or partnership events.
Observing the clear space

Vertical Logo



Logo Minimum Size

To ensure maximum clarity and distinction, the HWA logo should not be represented in a size smaller than 20 mm in width for the vertical logo and 20 mm in height for the horizontal logo.



Inverse Colours

Use the white logo version on dark backgrounds or photos that provide sufficient contrast for all logo components.



Against Coloured Background



Inverse Colours

Use the white logo version on dark backgrounds or photos that provide sufficient contrast for all logo components.



Against dark background

