

HG Insights

Brand Guidelines

Updated June 2025

Brand Guidelines

Introduction

Voice & Tone

Logos

Colors

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This PDF is intended to be a living document for the HG Insights brand. It covers correct logo usage, our 2022 color palette, the fonts we use, style and tone in writing and other ways we distinguish ourselves as HG Insights.

Whether you are presenting a demo, sharing a slide deck, or even using a branded background screen in an online meeting, it is important to ensure that your materials are branded correctly and up to date.

Please check with Marketing before publishing any customer facing documents (including videos) so we may ensure they meet brand standards or help you create a project.

Marketing Materials

- Logos
- Official HG Insights Google Slide Template
- Online meeting background screens
- Letterhead

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VOICE

This is our company style guide. It helps us write consistently across teams and channels and has been created to help you reflect the HG Insights brand accurately in any communications.

The goal is to:

Educate

Elucidate

Empower

To achieve these goals we create content that is:

Clear

Use clear, simple and straightforward language wherever possible. Ensure your writing is well structured, consider the hierarchy of information. Be specific and use as few words as possible.

Useful

Ask yourself, how does this content help readers? What value does this provide? Write in a way that suits the situation—a solution brief requires a different voice than a blog post or email.

Approachable

We write for everyone—write like a human for humans. The voice is conversational and helpful wherever possible. We're here to inform and demystify, to make the complex simple.

Reliable

We are trusted experts and authorities. We work to build trust and provide the best information possible. We focus on our strengths, we don't make hyperbolic claims as to what we can do.

STONE

- Simple, plain English in the active voice
- Use jargon and acronyms only when necessary
 - If you need to use a technical term, briefly define it so everyone can understand
- Educational, not promotional or condescending
- Positive and aspirational
 - Positive language rather than negative language
- Sympathetic and reassuring
- Always speak first to a customer's pain point rather than a product or solution
- Use second person "you" rather than third person

GRAMMAR

- Oxford/serial comma
- Em-dashes (–): No spaces on either side
- Contractions: Use where appropriate
- Spacing: Single space after a period to start a new sentence
- Numbers: Write out all numerals 0-9, then use numbers
- Capitalization: Don't capitalize the name of departments
- Product names: Capitalized—always check to verify!
- CTAs: Active, first-person CTAs, avoid "Click here" language

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The color of the main HG logo is always HEX #0058A3; the Pantone equivalent is 293C.

Clearance is the amount of spacing to surround the logo or the icon. The measure of clearance is called the 'x-height' and the x-height is equal to half the height of the icon. Make sure to take the descending 'G' into consideration when adding clearance to the main logo.

MAIN VERSION



REVERSED



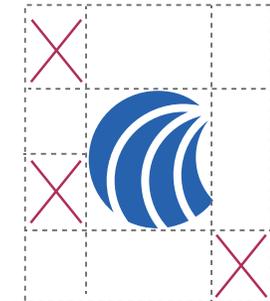
HG WAVE



HG ICON



CLEARANCE



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Logo Do-Nots

Please make sure to use the most recent version of our logo and do not recolor the logo, distort/skew/stretch, use drop shadows, overlay text on the logo, change the lock-up or use the logo in any way that compromises the brand.

Use of the wave as a design element is under discretion of the Design Manager.



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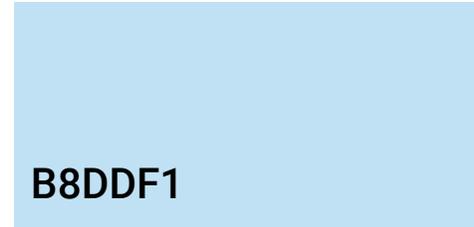
Logos

Colors

Typography

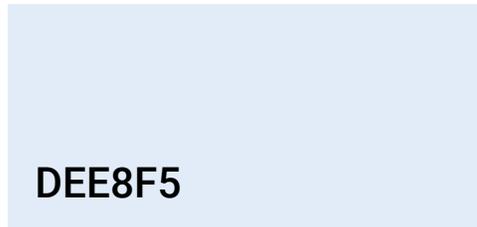
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Brand Primary Colors With Hex Codes*



*used as main accent color

Brand Secondary Colors



*secondary accent color

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Roboto

ABCDEFGHIJKLMN
1234567890

Lorem ipsum dolor sit amet, in sea malis molestiae intellegebat, ea mea eros lorem eleifend, nusquam detraxit voluptatibus te vix.

ROBOTO BLACK (HEADLINE)

Roboto Regular body copy
or Roboto Light body copy

Nunito Sans

ABCDEFGHIJKLMN
1234567890

Lorem ipsum dolor sit amet, in sea malis molestiae intellegebat, ea mea eros lorem eleifend, nusquam detraxit voluptatibus te vix.

NUNITO SANS BOLD (HEADLINE)

Nunito Sans Regular body copy
or Nunito Sans Light body copy

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When representing the HG Brand to the public; in videos, presentations and webinars, please ensure the most recent logos and templates are being used.

For external-facing videos and calls with customers, please use a branded background screen with the current HG Insights logo.

For presentations please refer to our best practices page at the beginning of the Google slide template.

Example slides from the Corporate Deck Template

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