HRZONE

Brand Guidelines

HELPING YOU TO TRANSFORM HR
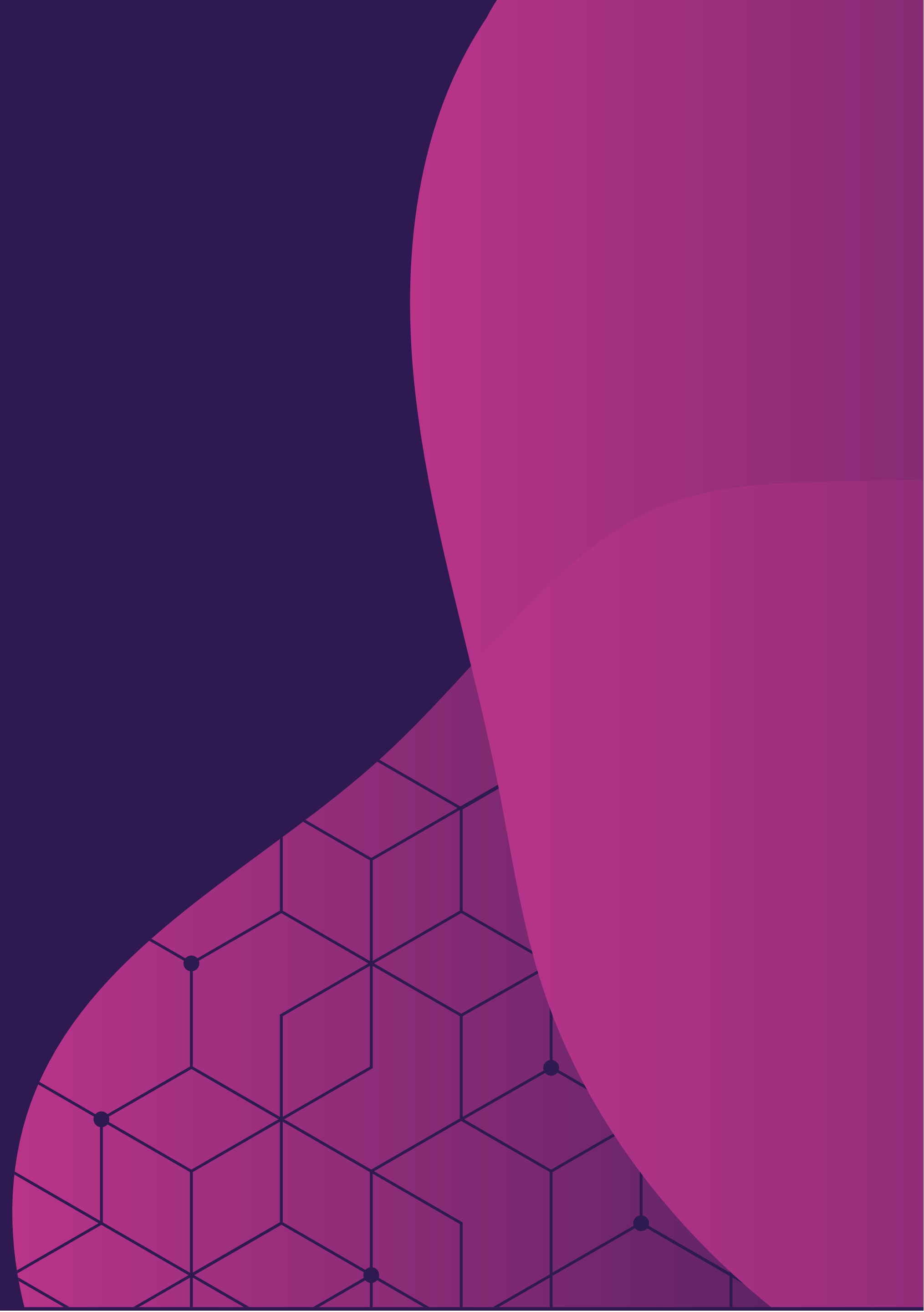
About

HRZone.com is an online destination for HR professionals and business leaders offering advice, guidance, opinions and up-to-date information on how the working life and responsibilities of the modern HR professional are being shaped.

We cover a range of topics including employment law, people management, leadership, employee engagement and more. Our content is written by HR leaders as well as consultants and industry commentators.

HRzone

Logo - Primary, full colour

HRZone

HRZone

HRZ

Logo - Mono and mark versions

Human-focused HR

Overcoming the training transfer problem by adopting a performance-centric mindset

Customer experience management needs saving, some are suggesting that a 'customer success' mindset is the answer.

"UK P2P platforms have lent £7.3bn to date"

Read more

The UK's peer-to-peer loan market is bracing itself for an influx of government-incentivised investment as it struggles with the growing pains of onerous regulation, scandal and prodigious growth.

One such business is Crowd2Fund, which launched in 2014

Typography

Use this as a guide for size and weight ratios only

Colour

These colours represent the main colour palette.

Primary
RGB: #B8358A
CMYK: 31%,89%,1%,0%

Neutral Dark
RGB: #232323
CMYK: 74%,64%,59%,77%

Neutral Mid
RGB: #757575
CMYK: 52%,42%,41%,25%

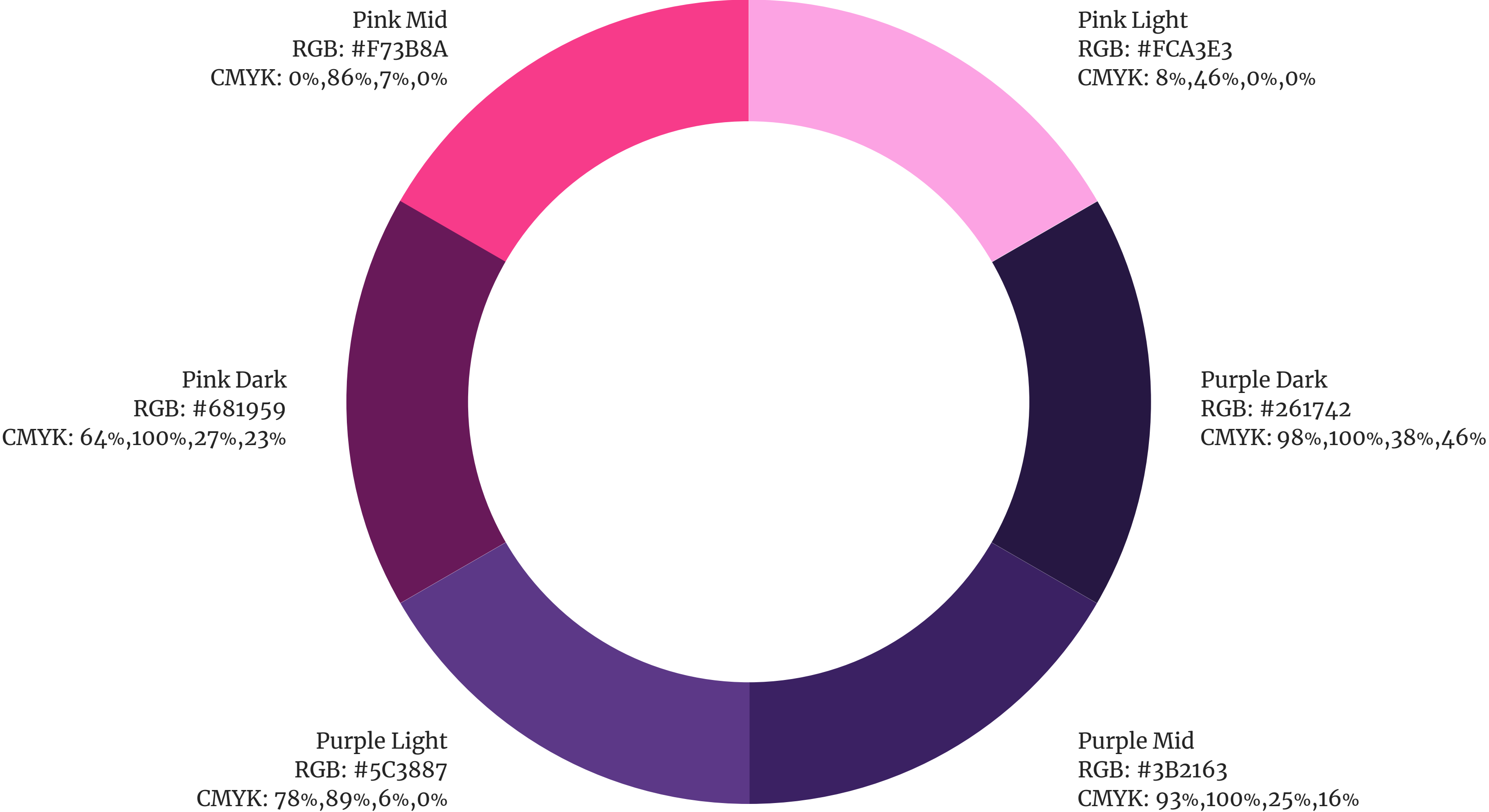Primary Light
RGB: #F4E1EE
CMYK: 4%,15%,1%,0%

Neutral Light
RGB: #E0E0E0
CMYK: 15%,10%,11%,0%

Secondary
RGB: #2E1A50
CMYK: 97%,100%,33%,33%

Neutral Extra Light
RGB: #f5f5f5
CMYK: 5%,4%,4%,0%

Artworking Colour

These colours are to be
used for data visualisation
& artworking only.

Pink Mid
RGB: #F73B8A
CMYK: 0%,86%,7%,0%

Pink Light
RGB: #FCA3E3
CMYK: 8%,46%,0%,0%

Purple Dark
RGB: #261742
CMYK: 98%,100%,38%,46%

Pink Dark
RGB: #681959
CMYK: 64%,100%,27%,23%

Purple Light
RGB: #5C3887
CMYK: 78%,89%,6%,0%

Purple Mid
RGB: #3B2163
CMYK: 93%,100%,25%,16%

Photography

The photography used should be good quality stock photography showing happy professionals working together and effectively communicating in the workplace.

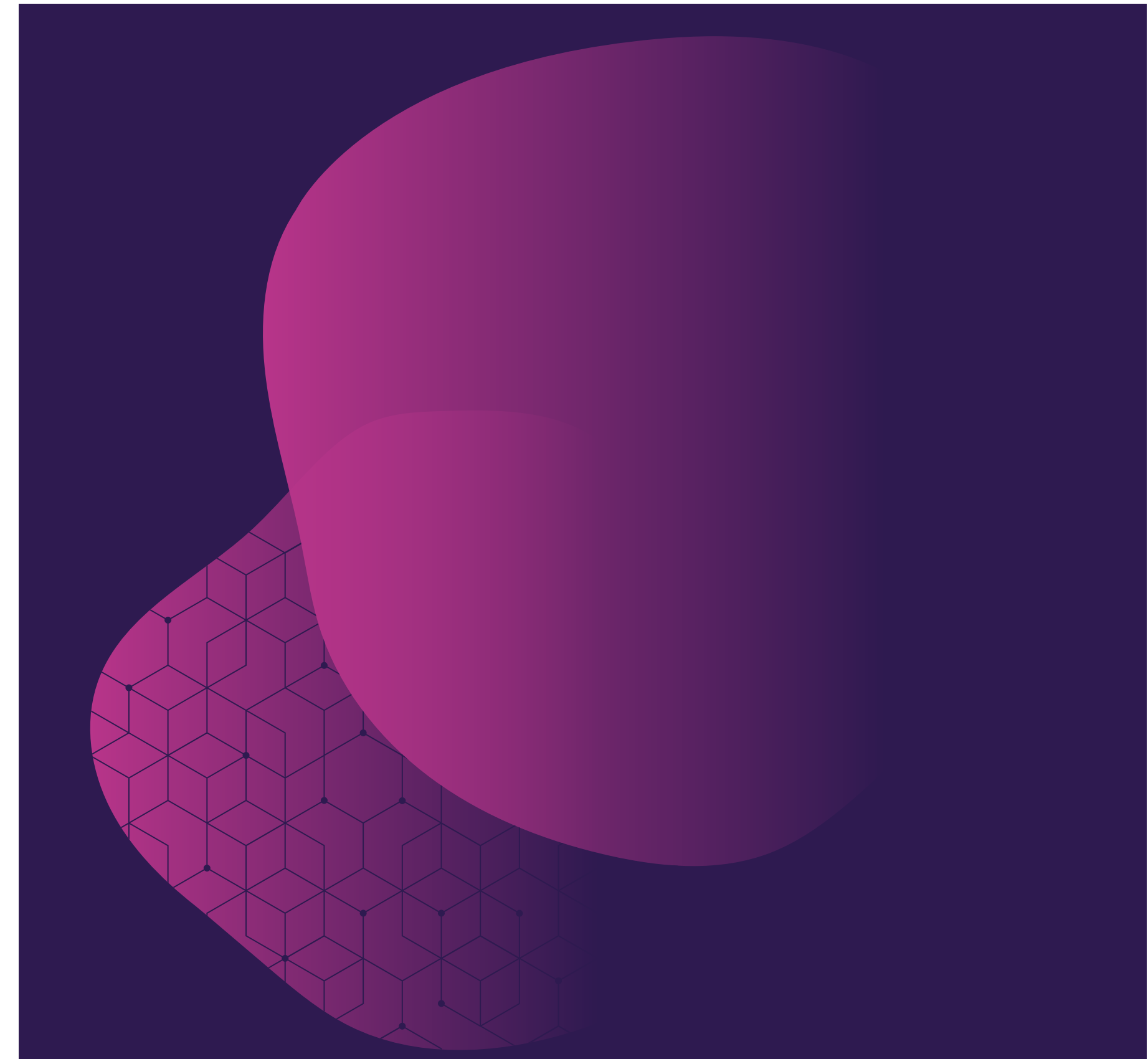The images should be inclusive, relateable and have a human focus.

Pattern

The brand pattern for HRZone uses soft irregular shapes overlapping to illustrate the human element in the profession.

The grid represents a systematic approach and HR tech.

Do not use the full pattern, always crop the pattern to create attractive visual elements.

Pattern – full

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Pattern in use