

The purpose of our brand identity is to build brand recognition and consistency throughout the globe.

Use this pamphlet as a general guide for using our Haworth brand identity elements. To download logos, visit haworth.com/logos. If you have additional questions, please email haworthbrand@haworth.com.

HAWORTH®

Quick Reference Guide

corporate
identity
standards

Logo: Color

The Haworth logo may only appear in the colors included in the Primary Palette — no exceptions!

NOTE: All documents and materials must include the Haworth logo.

PANTONE® 186
R:227, G:24, B:55
C:0, M:100, Y:81, K:4

HAWORTH®

100% Black
R:0, G:0, B:0
C:0, M:0, Y:0, K:100

HAWORTH®

PANTONE 431
R:106, G:115, B:123
C:11, M:1, Y:0, K:64

HAWORTH®

PANTONE Cool Gray 7
R:173, G:175, B:178
C:0, M:0, Y:0, K:37

HAWORTH®

Logo: Size

Pay attention to the dimensions of the logo—it should not appear distorted or stretched.

TIP: In Microsoft programs, while holding down the shift key, use the corner handles when sizing to maintain correct proportions.

The Haworth logo is scalable and should be presented in a size that relates well within your communication.

HAWORTH®
1" (25 mm)

Smallest the logo should ever appear.

HAWORTH®
1.5" (38 mm)

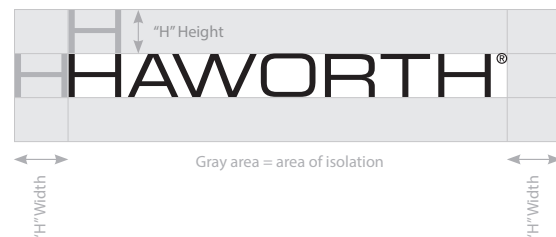
Ideal for letter-size portrait and landscape documents.

HAWORTH®
2" (51 mm)

Perfect for tabloid-size portrait and landscape documents.

Logo: Placement

The logo should always be surrounded by an amount of white space equal to or more than the height or width of the letter "H" in the Haworth logo.



Typeface / Fonts

Our corporate typeface is Myriad Pro. Use this on all Haworth collateral.

Myriad Pro

Our web-friendly alternative typeface is Trebuchet. For use on all electronic communications.

Trebuchet

Color

Primary Palette

PANTONE 186 R:227, G:24, B:55 C:0, M:100, Y:81, K:4
PANTONE 431 R:106, G:115, B:123 C:11, M:1, Y:0, K:64
PANTONE Cool Gray 7 R:173, G:175, B:178 C:0, M:0, Y:0, K:37
100% Black R:0, G:0, B:0 C:0, M:0, Y:0, K:100
White R:255, G:255, B:255 C:0, M:0, Y:0, K:0

Secondary Palette

PANTONE 703 R:206, G:71, B:83 C:14, M:87, Y:64, K:2
PANTONE 201 R:179, G:8, B:56 C:0, M:100, Y:63, K:29
PANTONE 185 R:239, G:62, B:66 C:0, M:91, Y:76, K:0
PANTONE 193 R:206, G:5, B:56 C:0, M:100, Y:66, K:13
PANTONE Cool Gray 3 R:216, G:217, B:218 C:0, M:0, Y:0, K:17
PANTONE Warm Gray 11 R:124, G:106, B:85 C:0, M:17, Y:34, K:62
PANTONE Warm Gray 9 R:154, G:139, B:125 C:0, M:11, Y:20, K:47
PANTONE Warm Gray 2 R:233, G:227, B:220 C:0, M:2, Y:5, K:9

The **Primary Palette** consists of core identity colors.

Secondary Palette is an expansion to primary palette. It is warm with a variety of reds to support our brand color (PANTONE 186).

The **Expressive Palette** is inspired by the latest interior design trends and Haworth's textile direction with intent to evolve.

Expressive Palette

PANTONE 7646 R:168, G:109, B:135 C:35, M:65, Y:30, K:2
PANTONE 2032 R:208, G:90, B:87 C:14, M:78, Y:64, K:2
PANTONE 7577 R:228, G:126, B:61 C:7, M:61, Y:87, K:0
PANTONE 110 R:218, G:169, B:0 C:16, M:31, Y:100, K:0
PANTONE 397 R:189, G:185, B:50 C:30, M:18, Y:100, K:0
PANTONE 576 R:122, G:156, B:73 C:57, M:22, Y:91, K:4
PANTONE 2263 R:116, G:150, B:108 C:58, M:26, Y:68, K:5
PANTONE 2212 R:79, G:132, B:144 C:72, M:36, Y:37, K:5
PANTONE 2170 R:95, G:155, B:198 C:63, M:28, Y:8, K:0
PANTONE 2108 R:122, G:128, B:168 C:58, M:49, Y:16, K:0

NOTE: Expressive colors should be used in conjunction with the Primary and Secondary Palettes. For the complete Expressive Palette, please refer to *The Complete Haworth Expressive Color Palette* PDF, available in the Library.

Red Rectangle

This element is not the new logo, and is restricted to use on select marketing pieces. Examples include: product brochures, advertising and corporate stationery.

NOTE: This is restricted for specialized usage—applications will be approved on case-by-case basis by Creative Studio prior to implementation.

HAWORTH®

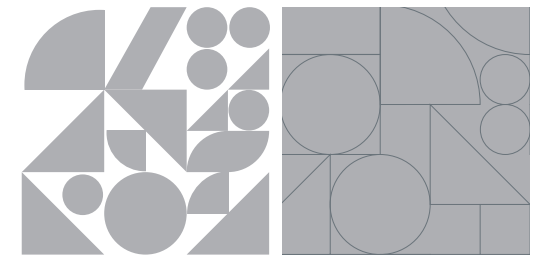
Imagery

Photography should reflect the design and creativity behind the product solutions and services we offer. It conveys the personality of our company through memorable storytelling, point of view, product arrangement, inspiration, and innovation.



Organic Tangram

These graphic elements can be found throughout our marketing materials in a multitude of shapes and colors and reflect Haworth's Heritage, our Organic Workspace approach, and our Value Proposition.



Paper Selection

Materials are to be printed on bright white papers. Choose earth-friendly papers such as 100% post-consumer waste papers, alternative fibers, 100% recycled papers or FSC certified.

