human insight

2024

CORPORATE BRAND GUIDELINES



REDEFINING OUR BRAND

As Human Insight continues to evolve and expand,
it's time for our branding to jump to its next Growth-Curve.



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Reshaping our Identity

Visualising growth, innovation and progress through our corporate branding.

Human Insight is more than a name; it's a set of values, attributes, and visuals that reflect the spirit of our organisation. Our identity, in essence, is a reflection of our spirit and a symbol of our commitment to growth, innovation, and progress.

With our typefaces, colours, and illustrations, we communicate not just a brand but a mission – one that resonates with our clients, partners, and the world at large. A mission to help people reach their full potential through growth and self-knowledge.

Throughout the years, our old corporate identity has served us well, but it is time for an update. As Human Insight grows, our identity needs to grow as well. It has to be flexible and applicable in a wide variety of context,

In this booklet, we will describe our values and our mission statement. We will delve into the intricacies of our renewed brand by exploring our visual components, including logos, colours, and typefaces, which are the building blocks of our new identity.

humaninsight

Past logo

After a few iterations, Human Inside introduced this logo in 2017. It was composed of a hexagon-shaped emblem with a distinct teal and orange colour, and a sans-serif wordmark, creating a modern visual identity for the organisation.

human insight

Present logo

As Human Insight continues to grow, the logo was in need of an update to ensure greater adaptability across diverse contexts. The primary goal of this update was to impart a more contemporary design while preserving the core identity of the brand.



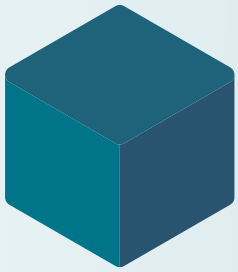


The Emblem's Symbolism

The three elements in our previous emblem reflect Human Insight's identity. Analyzing them individually can guide us in redefining the emblem while preserving our identity.

Tooling

One of the most frequently used visuals at Human Insight is that of a cube. This cube-shaped visual aids in visualizing the data necessary to convey insights from the questionnaires. When you view a cube from an angle, it appears as a hexagon. For this reason, we designed our previous logo in the shape of a hexagon, symbolizing our assessment tools.



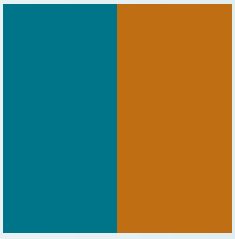


Growth

One of Human Insight's primary methods for assisting their clients in realizing their full potential is through the process of growth. This was visually represented in our previous emblem by a stylized depiction of a Growth-Curve, which served as a powerful symbol of our commitment to helping both individuals, teams, and organisations facilitate the realization of their innate potential.

Diversity

Cognitive diversity is crucial for a resilient organisational ecosystem, where each individual's unique cognitive style makes an equally valuable contribution. This concept was represented in our previous emblem through the use of complementary colour contrast between teal and orange.

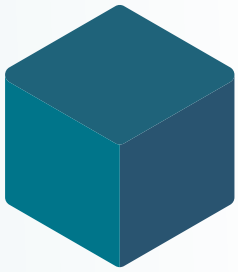


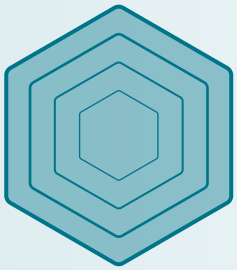
The Symbolism Reimagined

To maintain the essence of the previous emblem, each element is retained, and the symbolism remains unchanged. The only adjustment made is in the way it is visualized, ensuring that it the identity is preserved.

Tooling

The hexagon shape is preserved in the new emblem because it is one of the most recognizable elements from the previous emblem. This ensures that the symbolism associated with our tools is maintained, while also preserving our old visual identity, making sure that we remain recognizable as Human Insight.





Growth

Growth is symbolized in the new emblem by showcasing four hexagons. A small hexagon is placed at the center, and it is encircled by hexagons that gradually increase in size, underscoring our commitment to visualizing and fostering growth and realising potential.

Diversity

Cognitive diversity is represented in the new emblem through a monochromatic colour contrast, departing from our previous complementary colour scheme. This change maintains a distinct contrast to symbolise diversity while also allowing for a wider range of logo variations for our subbrands, providing flexibility and unity in our visual identity, all while preserving our primary tint of teal from our previous identity.



The Wordmark

The wordmark is comprised of Human Insight's name, in it's distinctive font, Museo Sans.

humaninsight

Past wordmark

The old wordmark had the name of the organisation written in a thin, modern, sans-serif typeface (Museo Sans 100), without spaces, and in all lowercase letters. This design used to colours from the emblem in a contemporary style providing an unique identity.

human insight

Present wordmark

The new wordmark has the name of the organisation, again in all lowercase letters but with a space between "human" and "insight". It retains the same typeface but uses a bolder font (Museo Sans 500) and is presented in a dark grey/black colour, eliminating the colours from the emblem. In contrast, the old wordmark was only suitable for use on a white background. This new colour scheme enables the logo to be used on a wider range of backgrounds.

Improving legibility

One of the issues with the old wordmark (the top one, shown on the right) was its legibility, especially when presented in a small format or without colours. In the updated wordmark (the bottom one, shown on the right), the added space in between 'Human' and 'Insight' and the bolder font were aimed at improving legibility. The result is a more readable and versatile wordmark that enhances Human Insight's visual identity.

humaninsight

human insight







Logo Usage Guidelines

Ensuring Human Insight in every impression

The primary element of the Human Insight brand is our logo. It serves as the most distinct way to visually identify our organisation, whether it appears in an email signature, on a website banner, or as a watermark. When the logo is present, people will recognize that it is associated with Human Insight.

To ensure the logo's consistency and presentation, we have established specific guidelines. These guidelines are in place to maintain uniform usage of the logo across a variety of situations. In this chapter, we will first introduce the Human Insight logo and its variations.

In this chapter, we will discuss the appropriate spacing, sizes, and colour schemes, all accompanied by examples. Additionally, this chapter will showcase logos of Human Insight's sub-brands.

Below, you can find an image that defines each element of the logo. These elements—the symbol, wordmark, and descriptor—all have their own guidelines and variations. These guidelines and examples will also be presented in this chapter.

By adhering to these guidelines, we ensure that the Human Insight logo maintains its strength and consistency across various applications. This will create a unified brand identity that sets us apart.



The Primary Logo

Ensure the correct usage of communicating "Human Insight"
by following these logo guidelines

The primary way we communicate the presence of Human Insight is through our primary logo. It's the most distinct visual representation of our company. Every document, email, or product originating from Human Insight should feature this logo, allowing people to identify it as coming from us.

Black or white?

Whether you choose the black or white variant depends on the situation. If you're using it on a light background, use the black logo; if it's on a dark background, use the white logo. When in doubt, it's advisable to prioritize the black logo.

Clearspace

In order to preserve the integrity of the primary logo, it is important that no other logos, type or other graphic elements infringe on its space. The minimum clearspace around the logo is equivalent to 1/5 of the width of the logo.

Smallest size use

The minimum size the primary logo may be used for print applications is 14 mm wide.
For digital applications, the minimum size is 40 pixels wide.

Wordmark

The Wordmark can never be used on its own without the emblem.

The font used is **Museo Sans 500**. The colours used for the letters are either, **Charcoal Black** in the black logo, or **Pure White** in the white logo.

Charcoal Black
Hex: #222222

Pure White
Hex: #FFFFFF

Primary black logo



Primary white logo



Clearspace



Minimum size



Minimum print size **14 mm** wide.
Minimum digital size **40 pixels** wide.

The Horizontal Logo

Use the wider horizontal logo instead of the primary logo if it looks better.

If it's less practical to use the primary logo for some reason, you have the option of using the horizontal logo. It's still a good way of showing off the Human Insight brand.

Black or white?

Just like the primary logo, whether to use the black or white variant depends on the situation. If you're using it on a light background, use the black logo; if it's on a dark background, use the white logo. When in doubt, it's advisable to prioritize the black logo.

Clearspace

In order to preserve the integrity of the horizontal logo, it is important that no other logos, type or other graphic elements infringe on its space. The minimum clearspace around the logo is equivalent to 1/2 of the height of the logo.

Smallest size use

The minimum size the horizontal logo may be used for print applications is 18 mm wide.

For digital applications, the minimum size is 50 pixels wide.

Wordmark

The Wordmark can never be used on its own without the emblem.

The font used is **Museo Sans 500**. The colours used for the letters are either, **Charcoal Black** in the black logo, or **Pure White** in the white logo.

Charcoal Black
Hex: #222222

Pure White
Hex: #FFFFFF

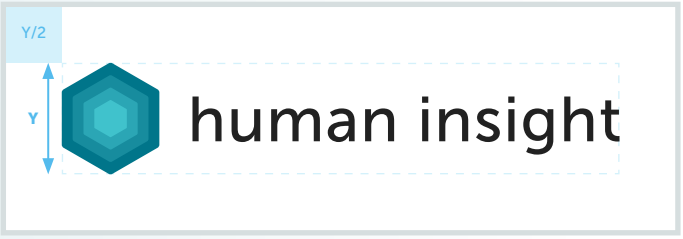
Horizontal black logo



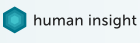
Horizontal white logo



Clearspace



Minimum size



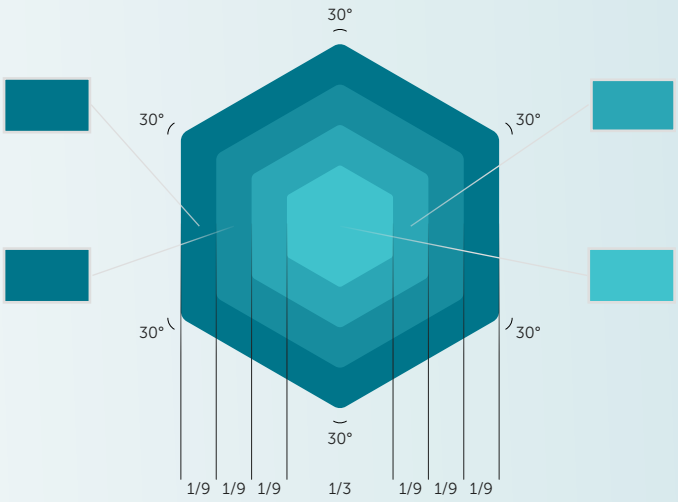
Minimum print size **18 mm** wide.
Minimum digital size **50 pixels** wide.

The Emblem

The standalone emblem, is a more flexible way to visualize Human Insight. It can be used as both a small icon as a large background element.

HI Teal
Hex: #00758A
RGB: 0, 117, 138
CMYK: 100%, 15%, 0%, 46%

Soft Teal
Hex: #178C9E
RGB: 23, 140, 158
CMYK: 85%, 11%, 0%, 38%



Turquoise
Hex: #2BA6B5
RGB: 43, 166, 181
CMYK: 76%, 8%, 0%, 29%

Mint Blue
Hex: #40C2CC
RGB: 43, 166, 181
CMYK: 76%, 8%, 0%, 29%

The emblem of our logo is a distinctive and versatile element that can stand on its own, without the accompanying wordmark. This standalone emblem provides a powerful visual identifier for Huma Insight, allowing for greater flexibility in its application. Whether it's used in smaller spaces where the full wordmark may be impractical or in situations where a more minimalistic design is desired, the emblem effectively communicates Human Insight's identity.

When implementing the emblem without the wordmark, it's essential to ensure that it maintains the same proportions, colours, and quality as the complete logo, preserving the integrity of Human Insight's visual representation. Consistency in these elements will help establish a strong and recognizable brand identity.

Anatomy

The logo features a hexagon with six corners. Each of these corners has a 30-degree angle and is rounded, eliminating any sharp points. In the centre, there is a hexagon in mint blue, surrounded by three encircling hexagons. The three encircling hexagons increase in size by 2/3 of the size of the middle hexagon and gradually darken in colour, transitioning from the mint blue colour of the midden hexagon to the colour of the outer hexagon, our signature Human Insight Teal.

Orientation

To preserve the representation of the cube, it is necessary for the emblem to always be placed vertically, with one corner at the top and the other at the bottom, and the flat sides to the left or right. Rotating the emblem is not allowed.

Backgrounds

The emblem can be placed on a wide variety of backgrounds, including white, black, colours and photos, as long as there is sufficient contrast. The only restriction is that the background cannot have the same colour as the emblem, so it should not be placed on a teal background.

Clearspace

To maintain the integrity of the emblem, it's important to ensure that no other logos, type, or additional graphic elements encroach upon its space. The minimum clear space around the emblem should be equivalent to a third of the width of the emblem itself.

Cropping

Cropping can be used to employ the emblem as a graphical element or a background. However, make sure that at least two of the emblem's corners remain visible so that people can recognise it as a part of a hexagonal shape. The clear space guidelines can also be applied more loosely when using a cropped variant of the emblem.

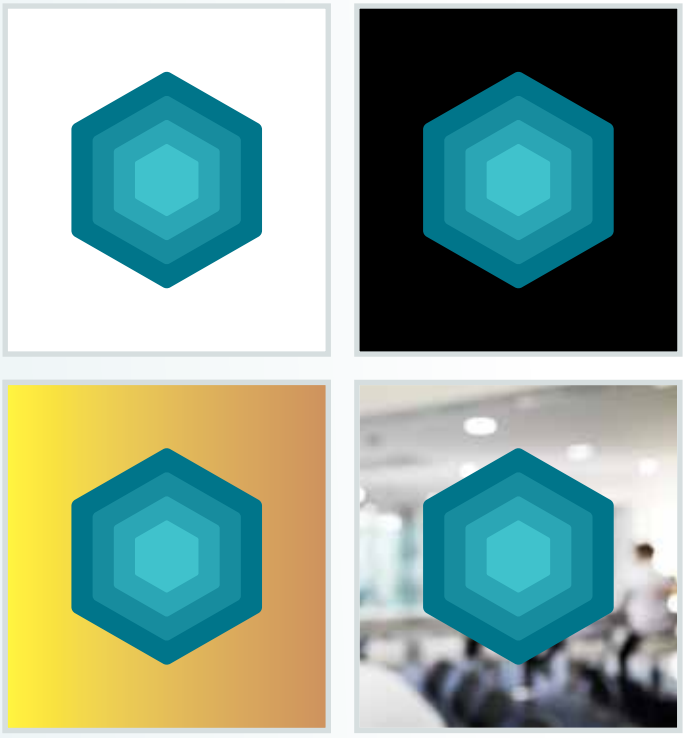
Smallest size use

For print applications, the minimum width for the horizontal logo is 3 mm. For digital applications, the minimum width is 9 pixels.

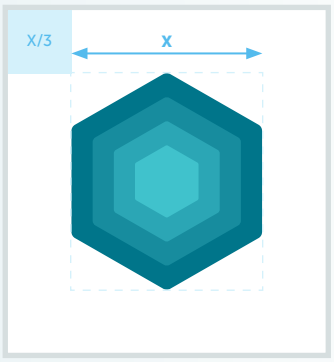
Minimum size

- Minimum print size **3 mm** wide.
  Minimum digital size **9 pixels** wide.

Backgrounds



Clearspace



Cropping



The Black and White Logo

In situations where colour isn't possible use one of these black and white variants of the logo.

Primary black logo



Primary white logo



Clearspace



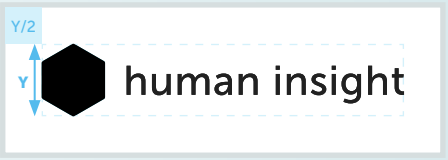
Horizontal black logo



Horizontal white logo



Clearspace

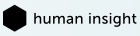


Minimum size vertical



Minimum print size **14 mm** wide.
Minimum digital size **40 pixels** wide.

Minimum size horizontal



Minimum print size **18 mm** wide.
Minimum digital size **50 pixels** wide.

In the dynamic landscape of diverse environments, our logo is designed to adapt seamlessly. To enhance its adaptability, we offer a completely black (#000000) and a completely white (#FFFFFF) variant. However, the absence of colour in these variants necessitates a departure from the encircling hexagons and the monochromatic colour fade, rendering the emblem reliant on the wordmark for recognition.

Guidelines

The guidelines for clear space and minimum size usage persist unchanged across the colourized variants of these logos. Kindly consult the preceding chapters in this style guide for detailed information on these guidelines.

Usage

The black and white logo finds its purpose in scenarios where the colourized version might not be practical or optimal. Consider it a go-to choice when faced with visually busy backgrounds or challenging colour contrasts, such as on blue/teal backgrounds where the emblem might fade due to low contrast. This alternative guarantees that the logo maintains clarity and impact.

Watermark

Additionally, the black and white logo variant proves invaluable in greyscale environments, such as printing. It also serves a functional role as a watermark on photographic or video footage. A strategically placed completely white or completely black logo, depending on the background, ensures clarity and unmistakably associates the content with Human Insight.

The completely black and white variants of our logo offer a versatile solution for situations where colour may not be feasible or optimal. By grasping the contexts outlined above, you're empowered to make informed decisions, preserving the logo's visibility and impact across diverse mediums and environments. This commitment ensures a consistent and recognizable representation of Human Insight.

The Descriptor

The logo uses a descriptor when it is used for one of the subbrands.
This is a one word addition underneath the logo



human insight

ASSESSMENTS



human insight

ASSESSMENTS

The Human Insight logo allows for a descriptor, which is positioned beneath the wordmark. Its primary role is to distinguish the Human Insight brand into distinct subbrands, allowing each subbrand to establish its unique identity while remaining closely connected to the Human Insight main brand. This concept forms the foundation of a monolithic brand structure. You can find guidelines for using a descriptor on this page. For specific guidelines on the visual identity of subbrands, please refer to later sections in this document.

When to use a descriptor

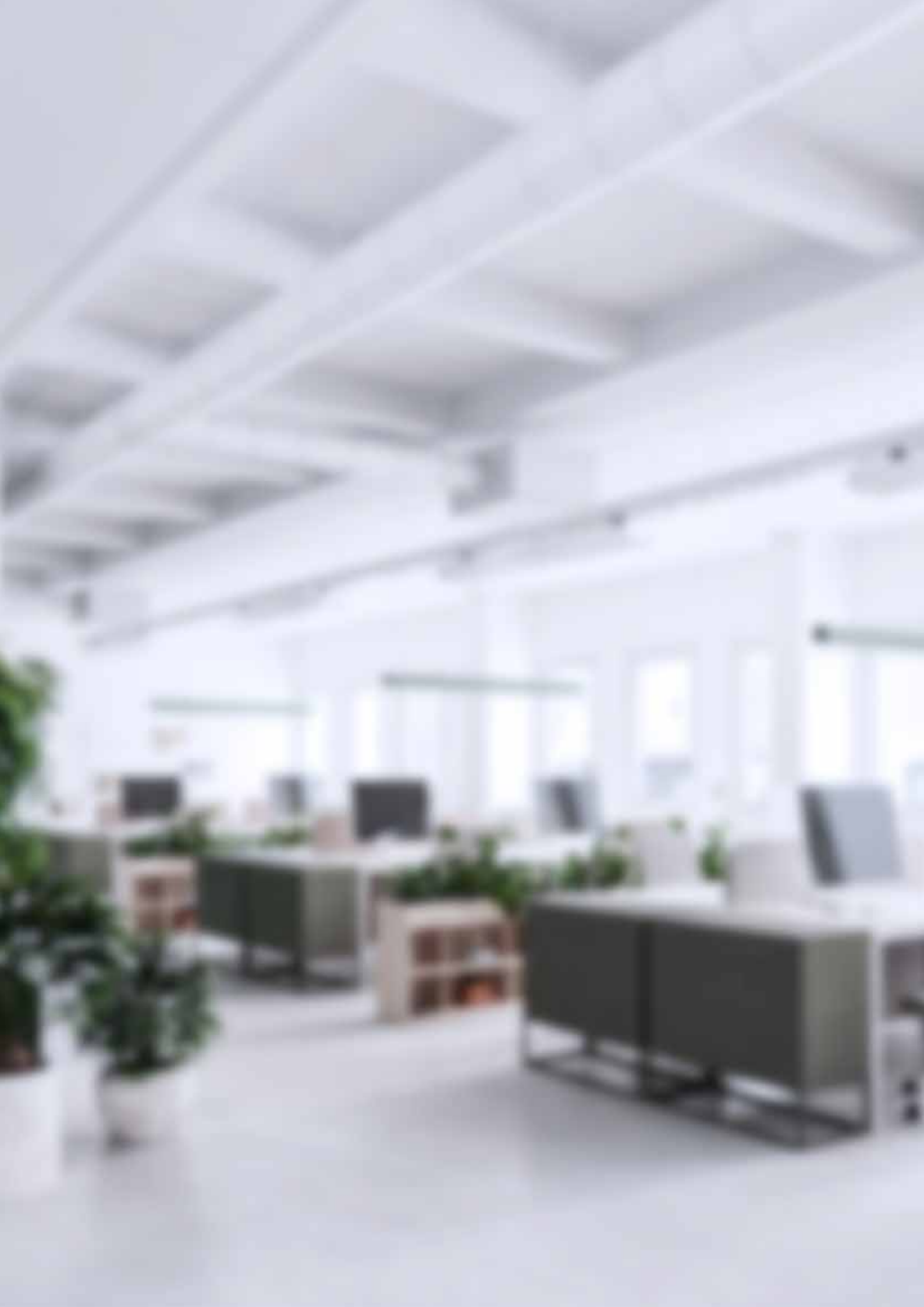
Descriptors are used to differentiate between subbrands of Human Insight, such as Human Insight Solutions, Human Insight Leadership, or Human Insight Search. Each subbrand also has its own colour. In the examples used on this page, HI teal is used as it is the colour of the main brand. Please note that the logo of the main brand is usually displayed without a descriptor, and only on this page for the purpose of demonstration.

Primary logo with descriptor

The logo itself remains unchanged. The descriptor itself is written in the font Museo Sans 900, all caps, in the main colour of the logo. All the other guidelines on how to use the logo remain unchanged.

Horizontal logo with descriptor

The emblem remains unchanged, but the wordmark undergoes a modification when a descriptor is included in the horizontal logo. The wordmark is resized, and to account for the reduction in size, the font is changed to a bolder one, Museo Sans 700. The descriptor is written in Museo Sans 900, in all capital letters, and in the main colour of the logo. All the other guidelines on how to use the logo remain unchanged.





Colour Usage Guidelines

The moods, the shades, the sides, of Human Insight

Colours play an important role in shaping the Human Insight branding. They should serve as elements that evoke calm and professional feelings. Colours are among the first things apparent in each of our brand elements, whether it is a document, website, or just the logo.

There are guidelines around the usage of colour. These will ensure a harmonious and impactful use of colours across all brand elements. In this chapter, we will discuss these guidelines.

Specifically, this chapter will delve into the primary colours and the secondary colours. Primary colours are the ones mostly used and primarily associated with the Human Insight brand, while the function of secondary colours is to create more flexibility and dynamics.

Furthermore, we will discuss the use of gradients and the colour schemes of our sub-brands and how the colour applies on their logo's..

By taking these guidelines into consideration, consistent use of colours can be assured across each Human Insight brand element, ensuring that each brand element will leave a calm and professional impression.

Primary Brand Colours

Our primary colours serve to present a calm and professional look. Human Insight Teal is our main recognizable colour, supported by black, white and different shades of grey.

HI Teal

Human Insight Teal is the cornerstone of our brand communications and marketing. This colour symbolizes trust and knowledge, reflecting Human Insight aims to provide accurate and reliable insights that contribute to development. It is recommended for use in attention-grabbing elements such as Call to Actions, icons, and visual accents.

Charcoal Black

For optimal readability and reduced eye strain, we utilize Charcoal Black, a slightly lighter shade of black which still provides a strong contrast. It can, among others, be used for type, backgrounds, icons , and other graphical elements.

Pure White

Serving as the primary background colour, we use Pure White, as it offers a clean and minimalist backdrop across various brand elements. A light gradient can be applied to the background to enhance visual interest without compromising the overall simplicity. Additionally, Pure White can be utilized for text when placed on a dark-coloured background, among other suitable situations.

Greys

Our greyscale palette provides flexibility, allowing the addition of elements on a white background without creating overpowering contrast. Consider using different greyscale tones for elements like outlines or visual accents..

HI Teal
Hex: #00758A
RGB: 0, 117, 138
CMYK: 100%, 15%, 0%, 46%

Charcoal Black
Hex: #222222
RGB: 34, 34, 34
CMYK: 72%, 66%, 64%, 72%

Dark Grey
Hex: #646464
RGB: 100, 100, 100
CMYK: 60%, 52%, 51%, 21%

Light Grey
Hex: #DEDEDE
RGB: 222, 222, 222
CMYK: 11%, 9%, 9%, 0%

Pure White
Hex: #000000
RGB: 255, 255, 255
CMYK: 0%, 0%, 0%, 0%

Shades

Colours other than the primary brand colour should be used sparingly in order to maintain calm and professional appearances. These colours should mainly be used in illustrations, photography, and data visualizations, as explained in the next chapter.

If your design requires more variation than just the primary colours offered, try using lighter and darker shades of Human Insight Teal and our Greys to maintain a cohesive brand identity.

Dark Blue	Deep Blue	Dark Teal	HI Teal	Soft Teal	Turquoise	Mint Blue
Hex: #283F5A	Hex: #295470	Hex: #00758A	Hex: #00758A	Hex: #178C9E	Hex: #2BA6B5	Hex: #40C2CC

Charcoal Black	Dark Grey	Grey	Soft Grey	Light Grey	Pale Grey	Pure White
Hex: #222222	Hex: #646464	Hex: #8C8C8C	Hex: #B5B5B5	Hex: #DEDEDE	Hex: #F0F0F0	Hex: #FFFFFF

Secondary Brand Colours

The secondary colours are there to shine and draw attention. While the greys and blues are present to offer a calm and professional look, the secondary colours are there to breathe life into the designs.

Sometimes just the primary color HI teal and it shades isn't enough to get your message accros. This is where the secondary colours are for. These are to be used in data visualisations, in icons, in other graphical elements depending on what the message is. The secondary colours are HI Red, HI Orange, HI Green and HI Purple.

HI Red Hex: #AD262A RGB: 173, 38, 46 CMYK: 22%, 89%, 89%, 14%	**HI Orange** Hex: #BF6E14 RGB: 191, 110, 20 CMYK: 21%, 63%, 100%, 7%
HI Purple Hex: #7D70BD RGB: 94, 92, 168 CMYK: 73%, 71%, 0%, 0%	**HI Green** Hex: #219945 RGB: 33, 153, 69 CMYK: 83%, 15%, 100%, 2%

Shades

Just as the primary colours the secondary colours also have their own hues and shades
For completion sake the shades of the primary brand colour of HI Teal is also included

Dark Burgundy Hex: #6B1C1C	**Burgundy** Hex: #8C2124	**Dark Red** Hex: #9A2429	**HI Red** Hex: #AD262A	**Soft Red** Hex: #C24A4A	**Pink** Hex: #B66B66	**Soft Pink** Hex: #E88F85
Copper Brown Hex: #8F3D03	**Honey Brown** Hex: #A64F08	**Dark Orange** Hex: #B25E0D	**HI Orange** Hex: #BF6E14	**Soft Orange** Hex: #Cf8C36	**Golden Yellow** Hex: #DEA657	**Bright Yellow** Hex: #F0C478
Pine Green Hex: #08573B	**Deep Green** Hex: #056B36	**Dark Green** Hex: #008033	**HI Green** Hex: #219945	**Soft Green** Hex: #45B059	**Pale Green** Hex: #66C76E	**Lime Green** Hex: #8AE080
Dark Blue Hex: #283F5A	**Deep Blue** Hex: #295470	**Dark Teal** Hex: #00758A	**HI Teal** Hex: #00758A	**Soft Teal** Hex: #178C9E	**Turquoise** Hex: #2BA6B5	**Mint Blue** Hex: #40C2CC
Aubergine Hex: #382E69	**Deep Purple** Hex: #473B82	**Dark Purple** Hex: #544A94	**HI Purple** Hex: #5E5CA8	**Soft Purple** Hex: #7D70BD	**Pale Purple** Hex: #9985D1	**Lavender** Hex: #B899E5

Gradients

Gradient are there to create depth and visual interest.
They can be used in backgrounds, or over pictures.

Background

If a background appears somewhat flat, add a gradient. When using a gradient on a white background, use a gradient that goes from HI Teal with an opacity of 0% to HI Teal with an opacity of 15%. The direction of the gradient depends on the design and doesn't have strict guidelines.

Photo

Gradients can also enhance photos for various reasons. You might use them to seamlessly integrate a picture into a design, to add visual interest, or to improve the legibility of text overlaid on the image.

When applying a gradient over a picture, more freedom is allowed; the gradient does not have to be as subtle as those used in the background.

Background Gradient

Photo Gradient



Sub Brands Colours

Ensuring a consistent and cohesive visual representation across Human Insight and its subbrands by the use of colour.

When creating materials for one of Human Insights' sub-brands—Human Insight Solutions, Human Insight Search, or Human Insight Leadership—most guidelines align with designing for the main brand, with some distinctions.

Colour

Instead of utilising the Human Insight Teal colour, each sub-brand boasts its own designated colour and monochromatic palette. To effectively communicate the identity of a specific sub-brand, replace the Human Insight Teal colour with the assigned colour of the respective sub-brand.

The specific main colours of each sub-brand are:
Human Insight Solution: HI Orange (#BF6E14)
Human Insight Search: HI Green (#219945)
Human Insight Leadership: HI Purple (#5E5CA8)

The main colours of each sub-brand go together with the shade colours as defined in the "Secondary Brand Colour" paragraph.

Descriptor

Another distinction is that the recolourised logo must always have a descriptor indicating the name of the sub-brand. All other guidelines regarding logo usage still stand compared to the main brand's logo.

The combination of these two changes, the colour and the descriptor, along with the preservation of type and form from the main brand's logo, will ensure that it is clear that the sub-brands are strongly related to the main brand but are still their own entities with their own goals.

Solutions Primary Logo

human insight
SOLUTIONS

Search Primary Logo

human insight
SEARCH

Leadership Primary Logo

human insight
LEADERSHIP

Solutions Horizontal Logo

human insight
SOLUTIONS

Search Horizontal Logo

human insight
SEARCH

Leadership Horizontal Logo

human insight
LEADERSHIP





Typography Guidelines

Typography is a cornerstone in defining the visual identity of Human Insight. Since a lot of Human Insight services are knowledge based, they are deilvered in text format, making it this corner stone.

In this chapter, we lay out the guidelines to ensure a cohesive and consistant use of typography throughout all brand elements. We will explore the primary typefaces that reflect the Human Insight's identity in a clear and distinctive manner.

Guidelines will be provided on things like fonts, font sizes, spacing and collumn structures, ensuring both readability and visual appeal. The choice of fonts and their arrangement conveys a sense of professionalism, readability, and consistency across various brand materials, be it print or digital.

Furthermore, this chapter will touch upon specialized use cases, such as typographic treatments for titles, paragraph titles, and body text.

Understanding and applying these typography principles will contribute to a unified and impactful brand presence. Whether it's a document, website, or any other branded material, our commitment to thoughtful typography will leave a lasting impression that aligns with the professionalism and clarity we aim to convey.

Fonts

A lot of what Human Insight communicates is through written text, making it an integral part of our idenity. The typeface used is like our voice, and our voice has to be clear, professional and intressesting.

The primary typeface in our branding is **'Museo Sans'**, chosen for its modern and professional design, diverse weights and styles, and it's readability.

The table below outlines the fonts and sizes used, while the following page presents the typeface selected for digital applications.

Type	*Font*	*Size*	*Colour*
Body text	Museo Sans 300	9pt	**Charcoal Black** (Hex: #222222)
Bold body text	Museo Sans 700	9pt	**Charcoal Black** (Hex: #222222)
Italic body text	Museo Sans 300 Italic	9pt	**Charcoal Black** (Hex: #222222)
Small body text	Museo Sans 300	6pt	**Charcoal Black** (Hex: #222222)
Title	Museo Sans cond 900	36pt	**Charcoal Black** (Hex: #222222)
Paragraph title	Museo Sans 700	9pt	**Charcoal Black** (Hex: #222222)
Introduction text	Museo Slab 300	9pt	**Charcoal Black** (Hex: #222222)
Dropcaps	Museo Sans 700	2 lines	**Museo Sans Teal** (Hex: #00758A)

Type	*Font*	*Size*	*Colour*
H1	Roboto Con 900	35pt	**Charcoal Black** (Hex: #283F5A)
H2	Roboto Con 700	35pt	**Charcoal Black** (Hex: #283F5A)
H3	Roboto Con 700	25pt	**Charcoal Black** (Hex: #283F5A)
H4	Roboto Con 700	20pt	**Charcoal Black** (Hex: #283F5A)
Body text	Roboto 400	12pt	**Charcoal Black** (Hex: #222222)
Annotation	Roboto 400	10pt	**Charcoal Black** (Hex: #222222)
Button/label	Roboto 600	16pt	**Charcoal Black** (Hex: #222222)
Navigation	Roboto 400	12pt	**Charcoal Black** (Hex: #283F5A)

Layout

The layout is the skeleton of the document, the framework where all the text are placed in. Making it an essential part of our communcation. So it has to be well organised, structured, professional and dynamic, just like Human Insight itself."

Margin

Our documents should have a margin of **14,25 mm**. This provides enough Having a margin of this size ensures the content on the page has room to breath and is not too close on the edge.

An exeption for this is made for elements like page number, version number, a small logo, etc. which are allowed over the margin.

Smaller documents, such as A5 size, are allowed a margin of **10 mm**. This ensures that the margin size doesn't occupy too much space on a small page where space is already limited.

Bleed

All documents intended for print should have a bleed of 3mm to ensure that no white borders will appear when a document is printed and trimmed

Baseline Grid

To ensure a good legibility while using a 9pt font, a baseline grid is employed with a leading of **12pt**. This consistent spacing between baseline grid lines not only enhances readability but also maintains a clean and organised visual structure throughout the text.

12-Column Grid

As a layout structure we use a 12-column grid, dividing the page or screen into twelve equal-width columns, providing a systematic framework for organsing content. This grid system provides versitilty, order, dynamics and hierarchy.

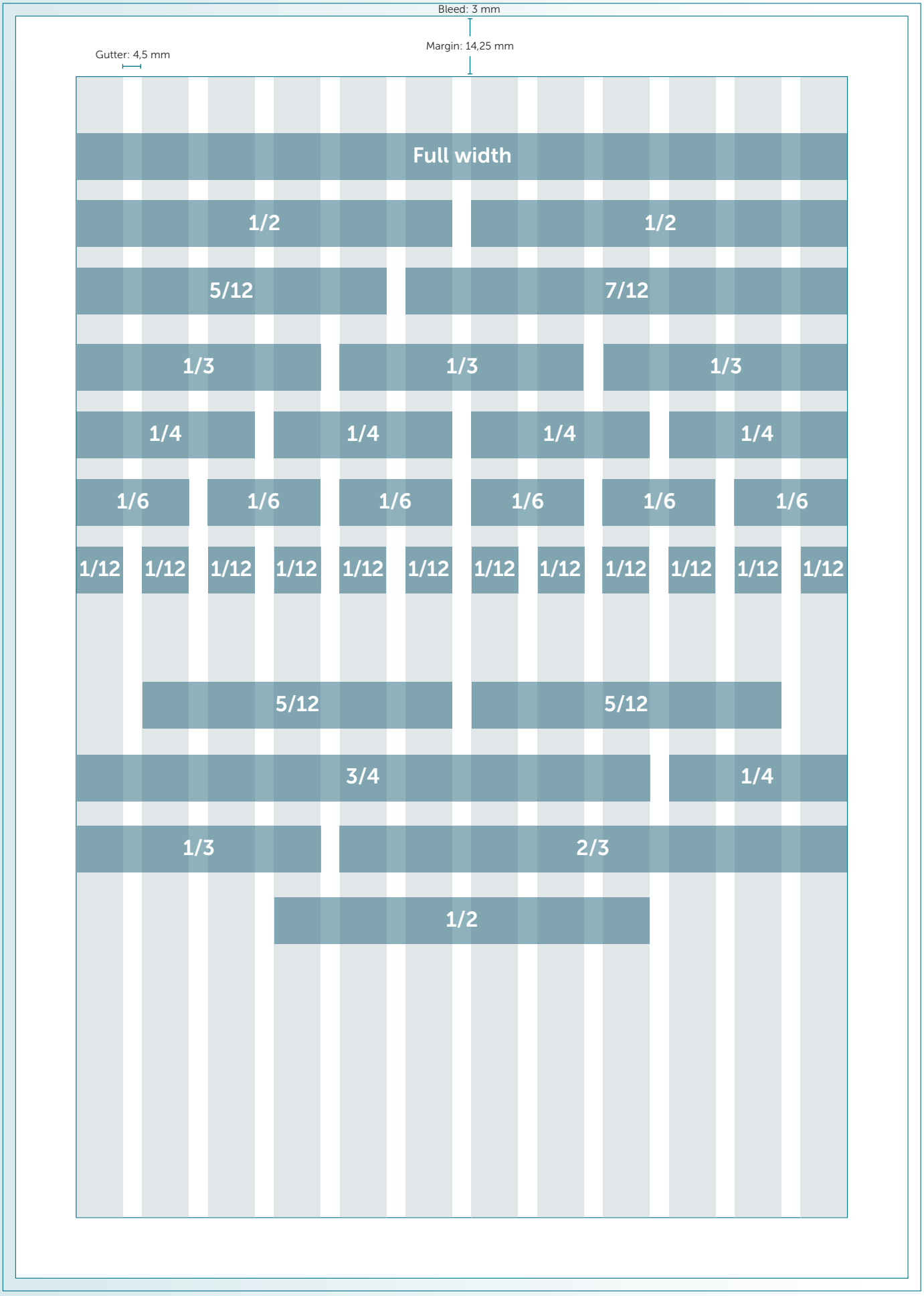
The image on the next page provides an example on how the content blocks can be arange within this 12-column grid, each block representing a block of text, an image or a data visualisation.

The grid provides a consistent framework for aligning and positioning elements on a page. This consistency contributes to a professional and organised look, making it easier to navigate and understand the content.

Gutter

The columns should have a gutter of **4.5mm**. This size ensures good legibility by providing enough space between columns without the gutters themselves taking up too much space.

Smaller documents, such as A5 size, are allowed a gutter of **3 mm**. This ensures that the margin size doesn't occupy too much space on a small page where space is already limited.


Bleed: 3 mm
Margin: 14,25 mm
Gutter: 4,5 mm
Full width
1/2
1/2
5/12
7/12
1/3
1/3
1/3
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