

Humanscale®

International Retail Brand Guidelines

As a Humanscale® Authorised Retailer, we provide Brand Standards for you to ensure consistency in your communications, as well as to protect our design heritage and brand recognition. For your convenience, these cover both written and visual messaging. Use them in developing advertisements and promotions that include the Humanscale brand and its products.

The Humanscale brand identity is embodied in all our products, touchpoints, and people.

In a marketplace saturated with promises of wellness, sustainability and ergonomic superiority, a clear and distinctive brand identity is one of our company's most important assets. Our brand, like our products, has a strong and consistent global message. Language and content may differ internationally, but the style and tone of how we convey our mission and philosophy remain constant.

BOILER PLATES

When describing Humanscale within text, use this approved copy.

Full

Humanscale is the pioneer and leader of workspace ergonomics. We make products that allow workstations to adapt to the user, not the other way around. Founded in 1983 by CEO Bob King with a focus on high-performance tools that support a healthy, more active way of working, Humanscale is renowned for designing products that encourage movement, which improve the comfort and health of home and office workers. From the introduction of the revolutionary articulating keyboards in the 1990s to the innovative Freedom chair in 1999, created by eminent ergonomics designer Niels Diffrient, Humanscale has a reputation for combining unprecedented functionality with clean, modern design aesthetic across all product categories.

Condensed

Humanscale is the pioneer and leader of workspace ergonomics. Our products allow workstations to adapt to the user, not the other way around. Founded in 1983 by CEO Bob King with a focus on high-performance tools that support a healthy, more active way of working, Humanscale is renowned for designing products that encourage movement, which improve the comfort and health of home and office workers. Humanscale has a reputation for combining unprecedented functionality with a clean, modern design aesthetic across all product categories.

IDENTITY

Logomark
Evolution

OUR NEW LOGO

Logomarks often evolve. Our logo recent evolution removes the arch from the word Humanscale.



ORIGINAL

Genesis

Leonardo da Vinci's Vitruvian Man is the genesis of the Humanscale logo. The curve of our logo represented measurements that use the human body as the scale of reference.

Humanscale®

2018 - NEW

Evolution

The modernisation of the logo moves Humanscale further into the digital age and reflects a contemporary look that resonates both within the online and offline world.

IDENTITY

Logomark
Usage

OUR NEW LOGO

The proportions, space and size relationships of the logo have been carefully developed to be immediately recognised. Consequently, the integrity of the logo is compromised if it is redrawn, embellished, recreated or altered in any way. The Humanscale logo is available for download on the company website.

Do not attempt to recreate the logo. Do not print the word Humanscale in sans serif font in an attempt to replace the logo.

REGISTERED MARK

The Humanscale logo always appears with the ® mark in the upper right corner, above the last e.

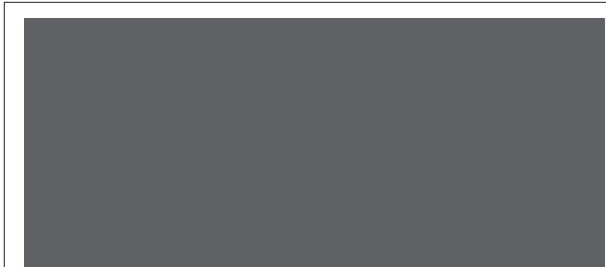
LOGO COLOUR

To keep the colour of the logo completely consistent, please use the PANTONE® COLOUR MATCHING SYSTEM. The PANTONE colour shown here accurately converts to CMYK, RGB and HEX code, although printer registration must be carefully monitored. To use the logo in colour, please reference our PRIMARY colours in our current colour palette on page 6. Other acceptable colours include black and white.

SPACE AROUND LOGO

The Humanscale logo should always be used with appropriate “white space” (padding) around the logo. The size of this padding should be surrounded by a clear space at least the height of the capital H.

When using the Humanscale logo on digital documents the graphic should link to our website, humanscale.com.



Logo Grey

HEX	RGB
#5B5D62	91, 93, 98
CMYK	PMS
76, 63, 55, 24	433



IDENTITY

Colour
Palette

Primary:



Forest

HEX
#546758

RGB
84, 103, 88

CMYK
67, 17, 88, 48

PMS
350



Ivy

HEX
#587762

RGB
88, 119, 98

CMYK
71, 12, 88, 36

PMS
7483



Pine

HEX
#B5D1C0

RGB
181, 209, 192

CMYK
26, 3, 23, 0

PMS
559



Logo Grey

HEX
#5B5D62

RGB
91, 93, 98

CMYK
76, 63, 55, 24

PMS
433

Secondary:



Olive

HEX
#8E9A36

RGB
142, 154, 54

CMYK
29, 3, 99, 19

PMS
383



Blue Ash

HEX
#B4C7D3

RGB
180, 199, 211

CMYK
30, 9, 9, 0

PMS
5445

Neutrals:



Light Grey

HEX
#B7B8B9

RGB
183, 184, 185

CMYK
7, 4, 6, 19

PMS
Cool Grey 4



Medium Grey

HEX
#939598

RGB
147, 149, 152

CMYK
20, 11, 12, 32

PMS
Cool Grey 8



Logo Grey

HEX
#5B5D62

RGB
91, 93, 98

CMYK
76, 63, 55, 24

PMS
433

AUTHORISED RETAILER LOGO

UK

Use the Humanscale Authorised Retailer logo on your website to indicate your status, along with any time you promote Humanscale products elsewhere.

1. Primary (horizontal) logotype and preferred logo for all formats
2. Secondary (stacked) logotype to be used when the space provided is too small for the primary logo to be legible, or on occasions when the primary logo would be unsuitable.

1.

Humanscale®

AUTHORISED
RETAILER

2.

Humanscale®

AUTHORISED RETAILER

Humanscale®

AUTHORISED RETAILERS
Examples



TRADEMARKS

Usage Guidelines

USAGE

- Humanscale’s trademarks should:
- Be used in their entirety.
- Not be used in combination with other marks
- Be used with appropriate trademark notices (for example ® for federally registered marks or TM for unregistered trademarks), including on:
 - advertising
 - other materials

REQUIRED LANGUAGE

Humanscale’s registered trademarks must be accompanied by the following language:

[MARK]® is a registered trademark of Humanscale.

LIST OF REGISTERED TRADEMARKS

Freedom®	M8®
Liberty®	M8® Crossbar
Diffrient World®	M/Flex®
Trea®	QuickStand® Underdesk
Liberty® Side	QuickStand® Eco
Ballo®	QuickStand®
Freedom® Saddle	QuickStand® Lite
Freedom® Pony Saddle	Float®
Cinto®	Vessel®
M2®	Office IQ®

For further information on Humanscale trademarks, please contact legal@humanscale.com.

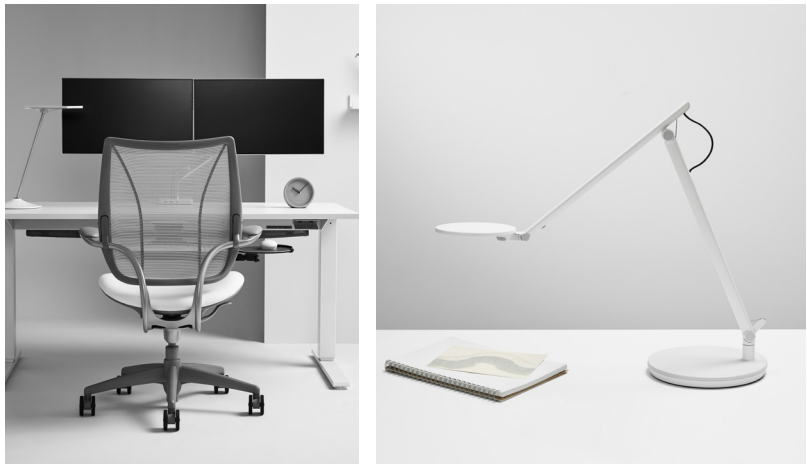
VISUALS

Photography

BASIC PRODUCT PHOTOGRAPHY

Humanscale product photography visually represents the brand with a modern and minimal aesthetic to all internal and external audiences. Corporate Marketing, specifically the Brand team with input from CMO and Creative, is solely responsible for all Humanscale photography. This includes developing new photography and curating existing photography to be utilised both internally and externally.

- Overall aesthetic:
 - Minimal, yet designed
 - Simple colour palette
- Lines of product creating natural interest
- Seamless white backdrop + wall used, when appropriate
- White Float used when displaying lighting or other products
- Product shot alone, as well as product shot with 1-2 simple and modern accessories, including:
 - Some sort of plant/stem
 - Clean line accessories, i.e. notebooks, books, pens/pencils, interesting modern objects
- Natural light when appropriate or a light source that emits bright white light
- Align casters to chair position



VISUALS

Illustrations

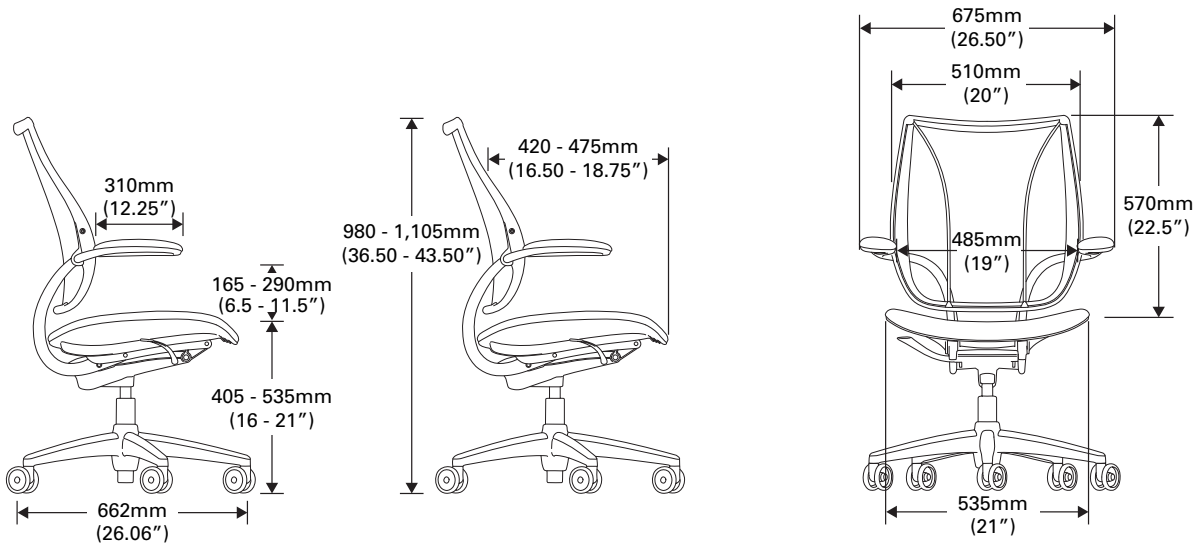
LINE ART & TECHNICAL SPECIFICATION DRAWINGS

Where appropriate, Humanscale uses line art to convey information about our products and ergonomic postures.

Note: Clip art should NEVER be used to represent our products.

PRODUCT SPECIFICATION DRAWINGS

- This type of illustration must originate from the Humanscale Design Studio.
- Product specifications must show size, weight and technical specifications for each product.
- They also must accurately depict size and scale, and give the end user the information to determine if the product is appropriate for the intended use.

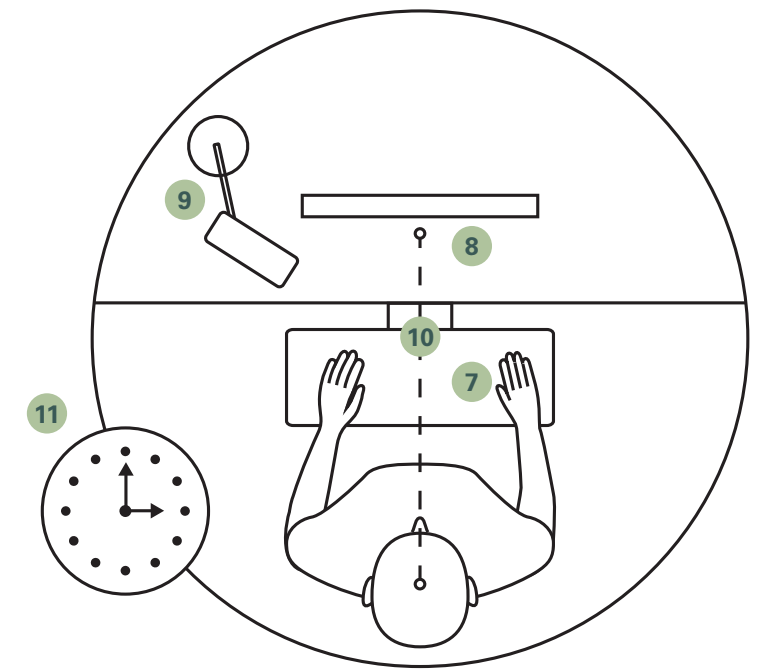
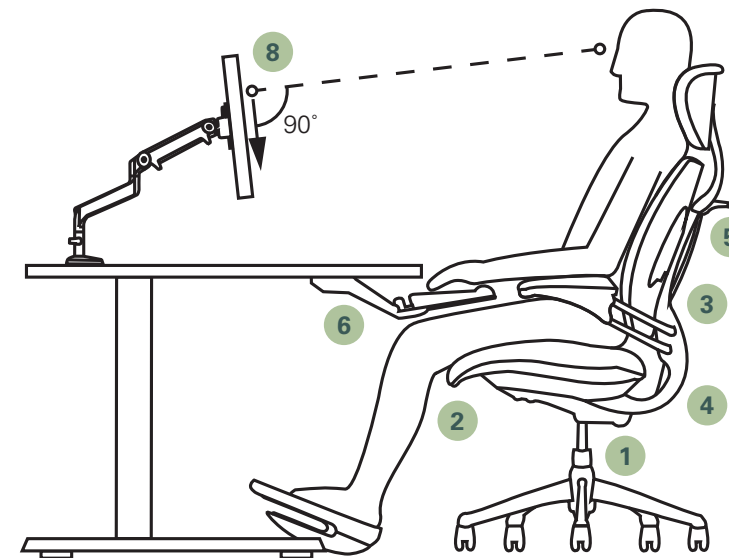


VISUALS

Illustrations

ERGONOMIC POSTURE DRAWINGS

- These illustrations are used to call attention to our ergonomically designed products and should be approved by the Consulting Team.
- When incorporating call-outs for ergonomic postures, use numbers to correspond to the location being highlighted.
- Numeric circles should be displayed in Pine (PMS 559) from the Humanscale colour palette.



TYPOGRAPHY

Univers and Archer are the fonts used within Humanscale’s content. Combined or used alone, the fonts convey a unified, positive and powerful visual context for any Humanscale image.

UNIVERS

Univers 45 Light or Univers 55 Roman are preferred for body copy. We prefer to use 80% black in lieu of 100% black for type to help define hierarchy, wherever possible.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

45 Light	55 Roman	65 Bold	67 Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ OPQRSTUVWXYZ	ABCDEFGHIJKLMNOPQRSTUVWXYZ OPQRSTUVWXYZ	ABCDEFGHIJKLMNOPQRSTUVWXYZ OPQRSTUVWXYZ	ABCDEFGHIJKLMNOPQRSTUVWXYZ OPQRSTUVWXYZ
0123456789	0123456789	0123456789	0123456789

Arial is an approved substitute for Univers, as it is readily available on every computer as part of the operating system. Arial can be used for applications such as internal documents, PowerPoint presentations or digital channels, such as the website, banner ads and email messages.

ARCHER

Archer should be used minimally and typically used as an accent font in call-outs and text quotes. Never set body copy in Archer.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light	Book	Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ OPQRSTUVWXYZ	ABCDEFGHIJKLMNOPQRSTUVWXYZ OPQRSTUVWXYZ	ABCDEFGHIJKLMNOPQRSTUVWXYZ OPQRSTUVWXYZ
0123456789	0123456789	0123456789

The Google font Arvo is an approved substitute for Archer, as it is readily available. Arvo should only be used for digital channel applications such as email messages.

TYPOGRAPHY

USAGE RECOMMENDATIONS

Here are some suggestions of where to use font weights, styles and sizes.

Headings: Univers 45 Light
(font size 30 pt; leading 34 pt; color PMS 350)

Headings: Archer Light
(font size 25 pt; leading 30 pt; color 80% black)

Subheads: Univers 65 Bold
(font size 18 pt; leading 22 pt; color 80% black)

Subheads: Univers 65 Bold
(font size 14 pt; leading 18 pt; color PMS 7483)

NON-ROMAN FONTS

Marketing materials produced in languages that do not follow the Roman alphabet should adhere to these font guidelines.

Chinese
Font: SimHei (黑体)

Japanese
Font: MS Gothic (ゴシック)

Korean
Font: Malgun Gothic (맑은 고딕)

Arabic
Font: Arial (إيبرع لاي را)

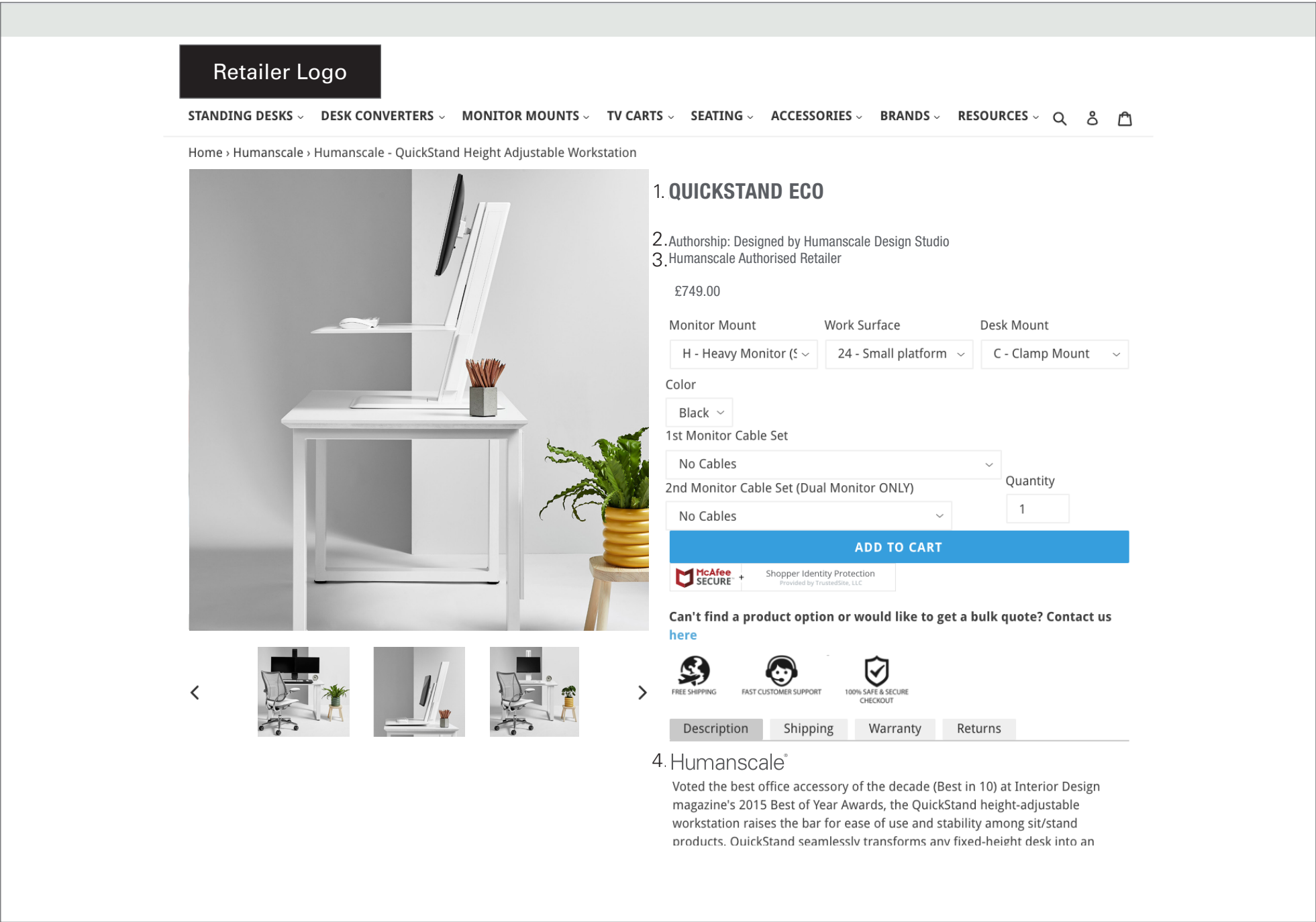
Hebrew
Font: Arial (לאירא)

VISUALS

Website Product Page

This is an example of how a website product page might look when incorporating the Authorised Retailer logo.

- 1. Product name
- 2. Authorship
- 3. “Humanscale Authorised Retailer” Phrase
- 4. Humanscale logo
- 5. One large environmental image on main page



VISUALS
Website Product Page

This is an example of how a website product page might look when incorporating the Authorised Retailer logo.

- 1. Product name
- 2. Authorship
- 3. “Humanscale Authorised Retailer” Phrase
- 4. Humanscale logo
- 5. One large environmental image on main page

Retailer Logo

STANDING DESKS ▾DESK CONVERTERS ▾MONITOR MOUNTS ▾TV CARTS ▾SEATING ▾ACCESSORIES ▾BRANDS ▾RESOURCES ▾

Home > Humanscale > Humanscale - Freedom Headrest Chair



<



>

1. FREEDOM HEADREST CHAIR

2. Authorship: Designed by Niels Diffrient

3. Humanscale Authorised Retailer

£1,119.00

Color

Dark Brown ▾

Textile

Fabric (Corde 4) ▾

Quantity

1

ADD TO CART

 Shopper Identity Protection
Provided by TrusteSite, LLC

Can't find a product option or would like to get a bulk quote? Contact us [here](#)

 FREE SHIPPING

 FAST CUSTOMER SUPPORT

 100% SAFE & SECURE CHECKOUT

Description

Shipping

Warranty

Returns

> 4. Humanscale®

Described by The New York Times as "the gold standard in office seating," the Freedom chair redefines the concept of traditional task chairs. Designer Niels Diffrient aimed to design an office chair that automatically adapts to the user, allowing them to move freely from posture to posture. Diffrient's unique approach removed complexities found in other chairs, such as cumbersome recline levers and back tension dials for a truly ergonomic task chair. As a result, he developed a recline mechanism that perfectly adjusts to the user, definitively reinventing modern task seating to be truly simple, functional and beautiful. Buy your Humanscale Freedom Headrest Task Chair at [MyErgoDesk.com](#)

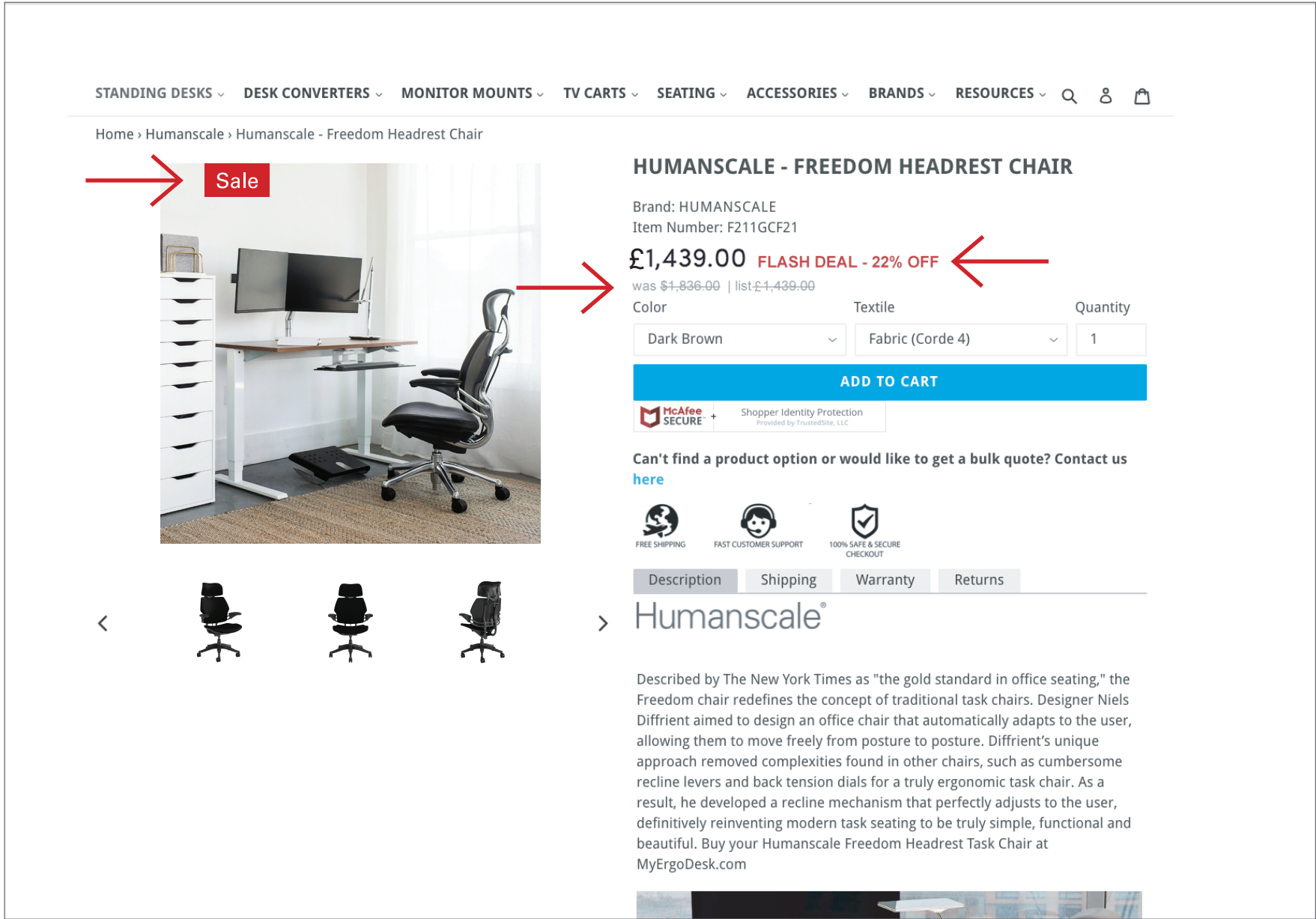


REPRESENTATION OF THE BRAND

Humanscale requires its authorised retailers to maintain proper product representation and consistency across all areas of marketing and communications.

- Products should never be marked as “on sale” or “special offer”
- Banners should not interrupt or interfere with image of the product

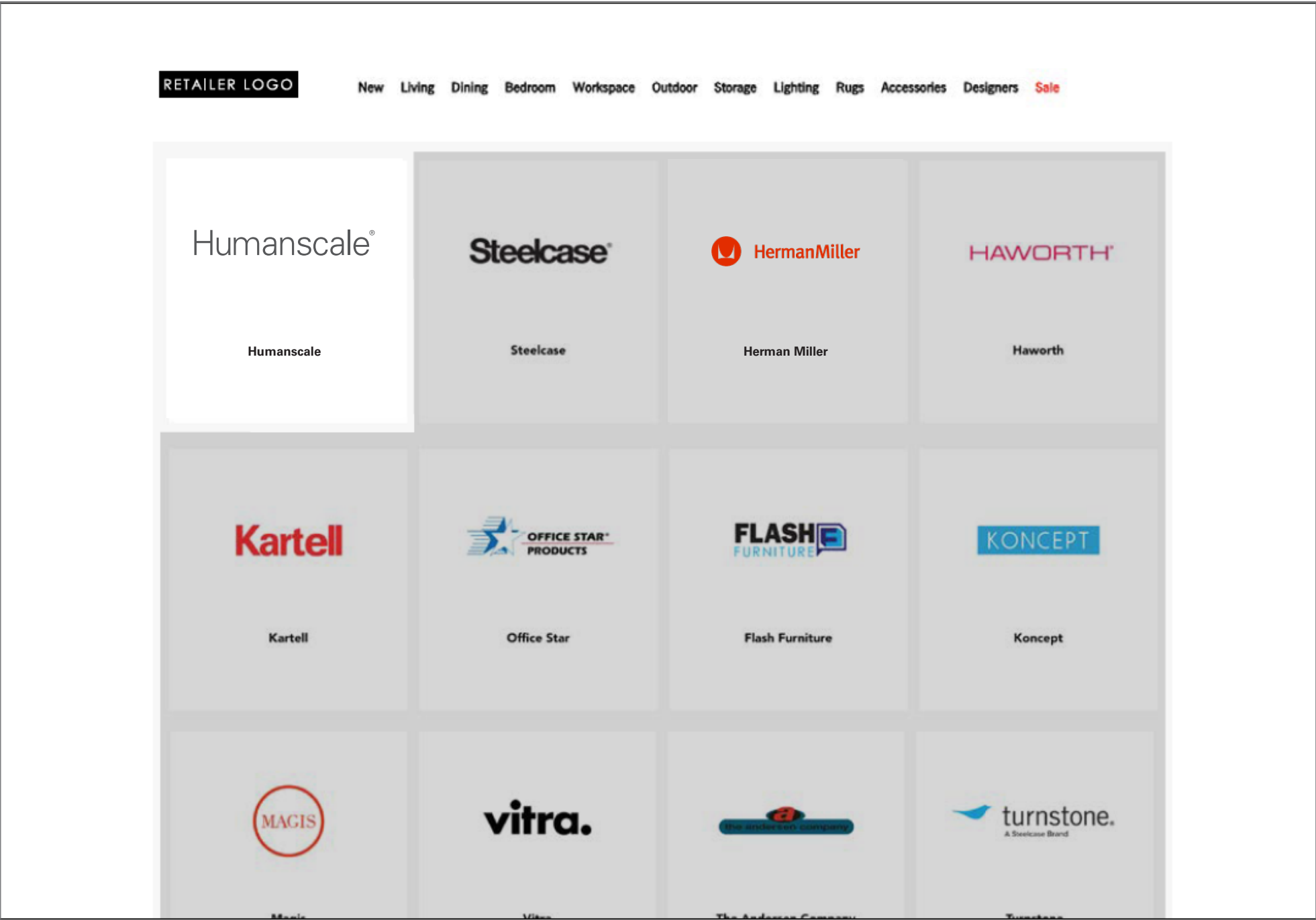
X Don't.



X Don't.



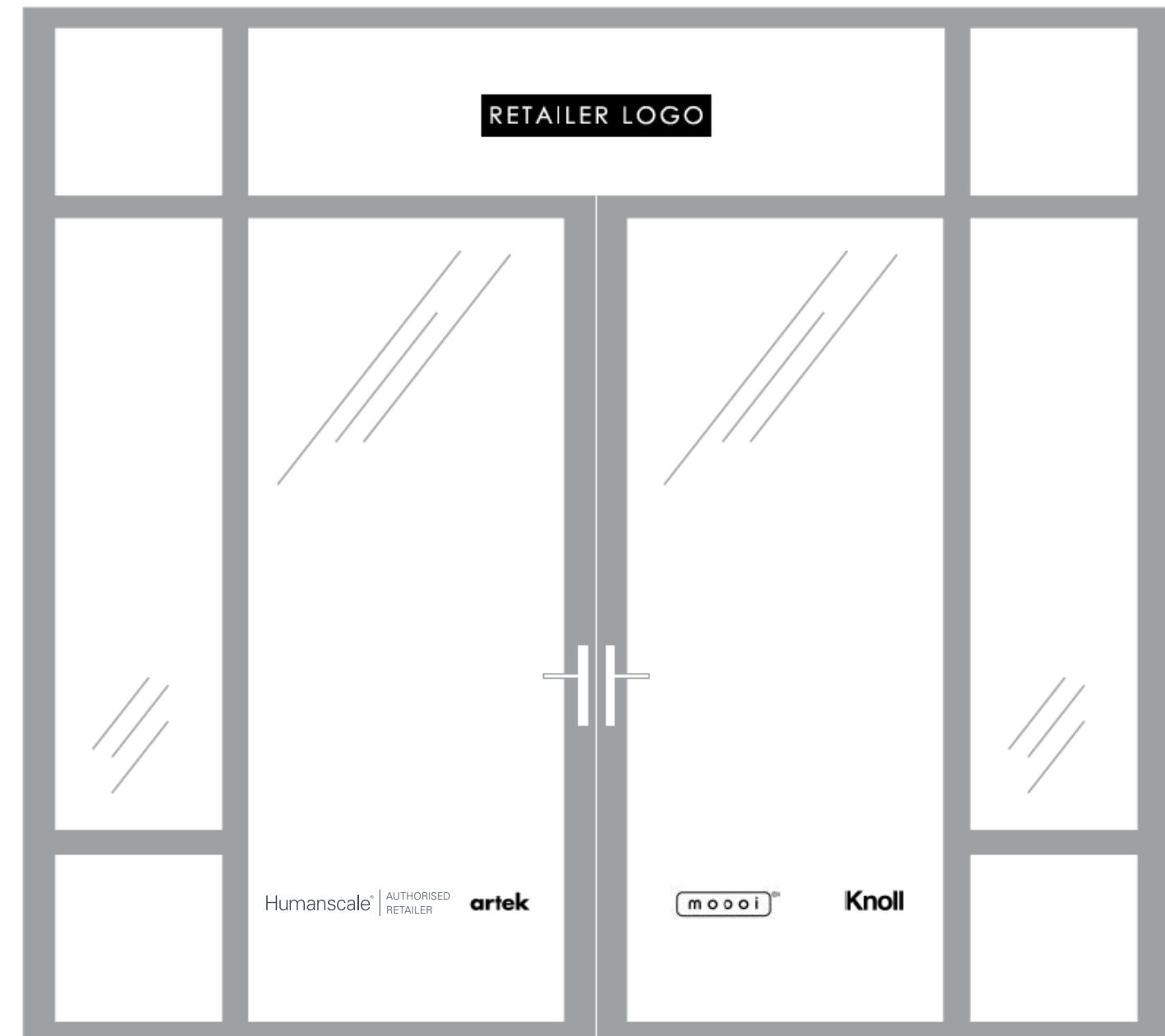
VISUALS
Brand Pages



VISUALS

Storefront Window Cling Example

Always use the approved logo lockup.
Do not break the logo lockup.



Humanscale®

VISUALS

In-store Signage example

Always use the approved logo lockup.

Do not break the logo lockup.

INTERIOR RETAIL SIGNAGE

When the Humanscale logo is used in the interior of a showroom, it should be dimensional tone on tone lettering made from 20mm thick Corian (or similar material), CNC individually cut out and pin mounted wherever possible.

Metal powder coated matte white is an acceptable alternative. A clear adhesive should be used to apply to plastered walls.

Showroom walls should be white, Pantone Cool Gray 4 or Pantone Cool Gray 8.

* NOTE: Background surfaces of special substrates (like fabric embroidery, silkscreened plastics, brick or steel) require additional testing and consideration. Please request a recommendation from the Brand Marketing team based on the specific need.



Humanscale®