

# Brand assets

## Brand logos

# Haines Watts

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The Haines Watts logo should only appear in red or white. Only the white version should be used on dark coloured backgrounds or over photography.

## Brand font

# DM Sans

Regular  
*Regular Italic*  
Medium  
*Medium Italic*  
Bold  
*Bold Italic*

Our new brand font is DM Sans.  
The font is freely available through Google Fonts.  
Download from: <https://fonts.google.com/specimen/DM+Sans>

If it is not possible to use  
DM Sans please substitute  
with Arial and Arial Bold

## Brand colours

### HW Red

#ec0033

R=236 C=0  
G=0 M=98  
B=51 Y=75  
K=0

### HW Pink

#ffc7d1

R=255 C=0  
G=199 M=28  
B=209 Y=10  
K=0

### HW Maroon

#44141c

R=68 C=45  
G=20 M=90  
B=28 Y=60  
K=53

### HW Dark Red

#1e0c0c

R=30 C=64  
G=12 M=80  
B=12 Y=63  
K=79

### HW Light Grey 1

#f3f3f3

R=243 C=6  
G=243 M=4  
B=243 Y=5  
K=0

### HW Light Grey 2

#e1e1e1

R=225 C=14  
G=225 M=10  
B=225 Y=11  
K=0

### HW Light Blue

#cbdded

R=203 C=24  
G=221 M=8  
B=237 Y=4  
K=0

Alongside white we have seven new brand colours.

HW Red is the primary brand colour to be supported by the others. Values for print and screen are noted here.

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