



THE HUMANIST SOCIETY  
SERVING HUMANIST PROFESSIONALS SINCE 1939

# Brand Guidelines

STYLE GUIDE 2024

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# Introduction

## About the Humanist Society

In July 1939 a group of Quakers decided to form a nontheistic society based on similar goals and beliefs. In humanism's tenets, they saw the promise of a genuine union between science and ethics. It was therefore with this union in mind that this small band of former Quakers incorporated, in December 1939, under the state laws of California the Humanist Society of Friends as a religious, educational, charitable nonprofit organization authorized to issue charters anywhere in the world and to train and certify people, who upon endorsement would be accorded the same rights and privileges granted by law to priests, ministers, and rabbis of traditional theistic religions.

## Our Mission:

The mission of The Humanist Society is to broadly advance humanism and humanist values by cultivating, promoting, and continuing to support an outstanding community of humanist professionals, fully equipped to meet life's celebratory and supportive needs.

## Our Vision:

We envision a world where humanism is a meaningful way of life accessible and inspiring to all people.

# Our History

## About the Humanist Society

Incorporated as  
“Humanist Society of Friends”

1939

1991

Adjunct Organization of  
The American Humanist Association

Re-branded as  
“Humanist Society”

2003

2014

Endorsed by the Board  
of Chaplaincy  
Certification Inc, an  
affiliate of the  
Association of  
Professional Chaplains

# Color Palette

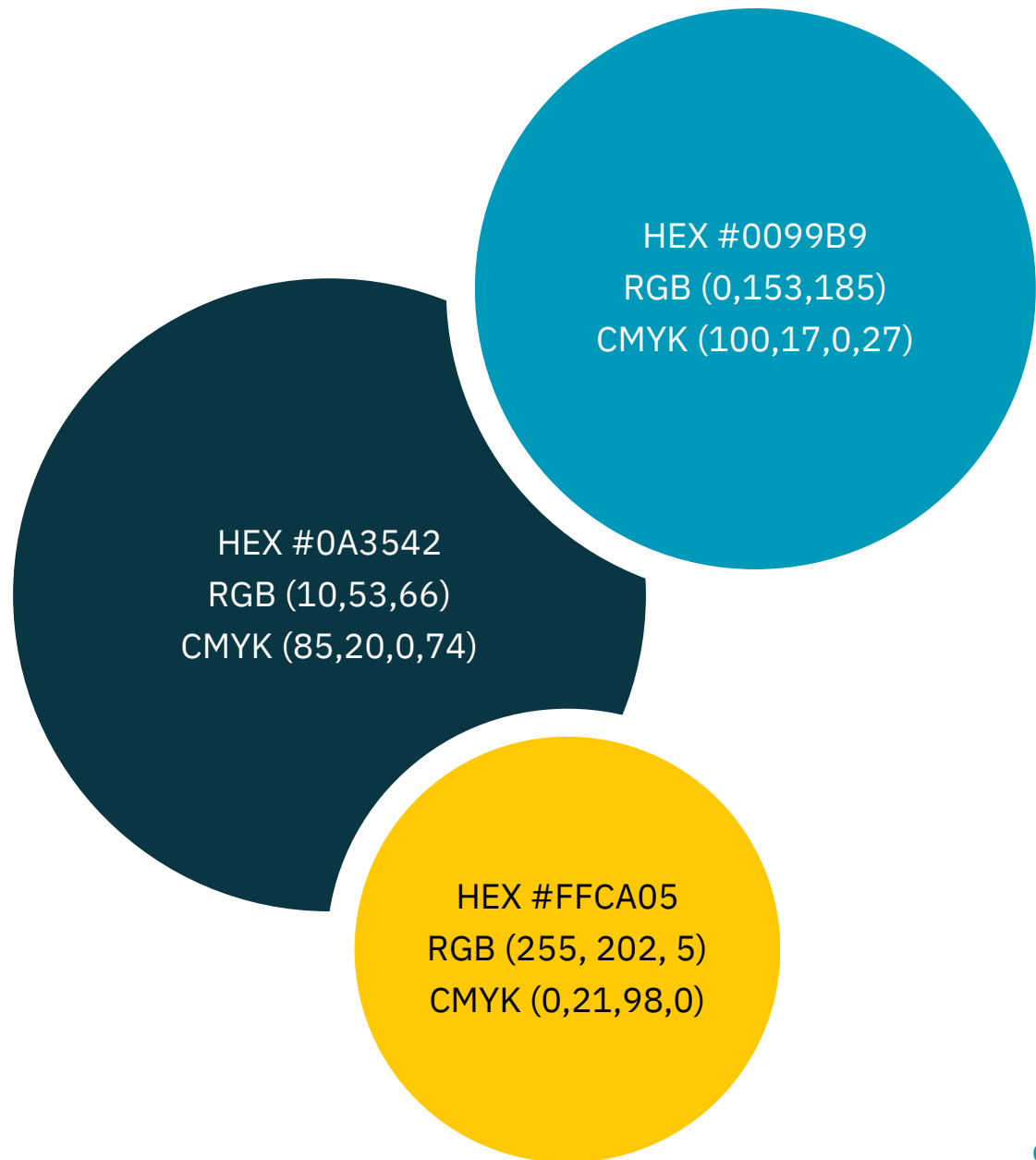
## About

The Humanist Society's primary colors are (approximate names) Bondi Blue, Tiber, and Supernova.

The colors evoke the professional nature of the organization.

## Note:

Use HEX values for web outputs  
Use RGB values for digital outputs.  
Use CMYK values for printed outputs.



# Typography

## About

The Humanist Society Fonts represent the professional nature of the organization.

These fonts should be used wherever appropriate to reinforce the brand image set by the logo.

Text should always be used with consideration to legibility, with additional consideration given to those with vision impairments.

## Primary

Aa

GILL SANS LIGHT

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopqrstu vwxyz

0123456789

## Secondary

Aa

**MYRIAD PRO**

**ABCDEFGHIJKLM**

**abcdefghijklmnopqrstu vwxyz**

**0123456789**

# The Logo

## Primary Logo

The logo is available in all basic formats for print and digital use. The primary full color logo should be used whenever possible

Full color logos should always be used against a light, complimentary background color (preferably white).

Any taglines must not be removed.

The logo must be presented in the proper orientation.

The logo must not be color changed or desaturated in any way.

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# Horizontal

## Secondary Logo

The horizontal logo is intended for areas where the primary square logo does not work well.

All guidelines for the Primary Logo apply to the Secondary Logo.



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# Safe Area

## Logo Spacing & Sizing

The Primary Logo should be displayed no smaller than 150 x 150.

The Secondary Logo should be displayed no smaller than 375 x 72.

The minimum logo size provides the smallest possible reduction in which the logo is still easy to read. In exceptional circumstances, smaller sizes for print may be necessary. In such cases, legibility should always be your top priority



## CLEAR SPACE

The minimum clear space is defined as x, measured by the height of the “H” in the word “HUMANIST”.

The minimum clear space is 2x on all four sides of the logo. Try to maximize clear space whenever possible. Always scale the logo proportionally



# Graphic Elements

## Company Icons

The Icons are available in all basic formats for print and digital use.

Wherever possible, the Primary Logo should be used. The Icons are intended to be supplemental to the Primary Logo and should be used as such.



The primary icon consists of the inner light cyan circle with the four yellow humanist icons inside as included in the primary logo.



The Celebrant Icon features a circle of arrows representing the human life cycle with a Happy Human figure in the center.



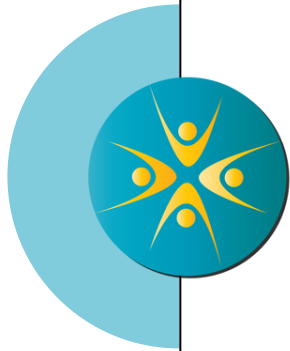
The Chaplain Icon features an outreached hand with a Happy Human figure above the palm.



The Invocator Icon features a Happy Human figure behind a lectern.



The Lay Leader Icon features one larger Happy Human icon between two smaller Happy Human figures, representing leadership.



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