



H+H AMERICAS · FALL EDITION

Brand Essentials — Event App

A quick-reference extract of the h+h americas Fall Edition identity for the mobile app build: color, typography, and logo usage. For anything beyond this, the full h+h design guide governs. Fall Edition is **orange-led** — not the yellow of the standard h+h americas palette.

CORE COLORS



Primary — Orange
#FF712E · RGB 255 · 113 · 46
App primary: buttons, highlights, key UI



Accent — Yellow
#FBB900 · RGB 251 · 185 · 0
The 'Fall Edition' ribbon; secondary accent



Blue
#00446F · RGB 0 · 68 · 111
Supporting / contrast

SUPPORTING PALETTE



Sand
#F2E8DF
RGB 242 · 232 · 223



Cherry Red
#CF4025
RGB 207 · 64 · 37



Grass Green
#398246
RGB 57 · 130 · 70



Light Blue
#95BFD6
RGB 149 · 191 · 214



Grey
#B5B6B6
RGB 181 · 182 · 182



Text / Black
#1A1A1A
RGB 26 · 26 · 26

APP THEME MAPPING

Primary	 #FF712E	Orange
Secondary	 #FBB900	Yellow
Accent	 #00446F	Blue
Background	 #FFFFFF	White
Text	 #1A1A1A	Near-black
Success	 #398246	Grass Green
Warning	 #CF4025	Cherry Red
Error	 #FBB900	Yellow

TYPOGRAPHY

Outfit

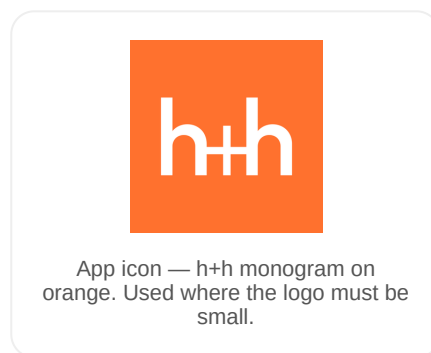
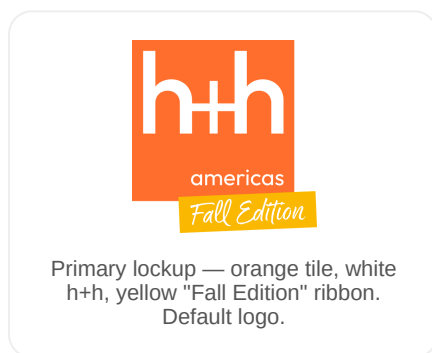
All text elements use **Outfit**, a free Google Font (fonts.google.com/specimen/Outfit). Use it across the entire app UI.

Outfit

Light 300 Regular 400 Medium 500 **SemiBold 600 Bold 700 ExtraBold 800**

The quick brown fox jumps over the lazy dog — 1234567890

LOGOS



Keep clear space around the logo (at least the height of one "h"). The "Fall Edition" ribbon always **hangs off the tile edge** — never move it inside the square. On small/tappable placements, use the monogram icon (the "americas" text and ribbon are unreadable at icon size).

DO & DON'T

✓ DO

- Use the supplied logo files as-is, in the Fall orange.
- Use the reversed/white lockup on dark or busy backgrounds.
- Keep the ribbon hanging off the tile corner, as designed.
- Give the logo generous clear space.

✗ DON'T

- Don't recolor, add shadows, outlines, or effects.
- Don't place the primary (orange) logo on a yellow background — use the reversed logo instead.
- Don't stretch, rotate, or distort the logo.
- Don't move the "Fall Edition" ribbon inside the square.