## Brand Guidelines

Last Modified on 01/07/2025 12:53 pm EST

The HBA brand has been refreshed in 2024! Please familiarize yourself with our new brand guidelines with the quick-start guide below. This guide includes a summary of our brand identity, proper logo usage (including location, region and product lockups), brand colors and typefaces, photography guidelines, and brand resources.

HBA Brand Guidelines 🖉

Updated December 2024