

# Brand Guidelines

Last Modified on 03/16/2026 4:09 pm EDT

Please familiarize yourself with our new brand guidelines with the quick-start guide below. This guide provides a comprehensive overview of our brand identity, including proper logo usage guidelines (such as location, region, and product lockups), brand colors and typefaces, photography standards, and essential brand resources.

[HBA Brand Guidelines](#)

*Updated March 2026*

---