

BLOCK ADVISORS LOGOS

Overview

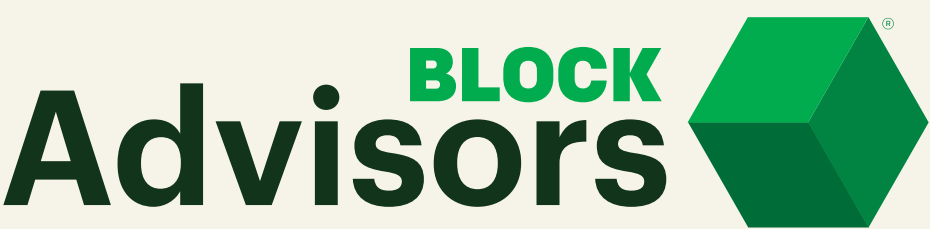
Block Advisors was built H&R Block to not only support clients through the complexities of small business taxes, but also serve as a one-stop shop that can help them save time and money. From payroll and bookkeeping to business formation and, of course, taxes, Block Advisors is here all year to lighten the load and optimize for success.

To reinforce the connection between the two brands, the Block Advisors has been designed to include a “built by H&R Block” endorsement line, but also has the flexibility to stand alone when necessary.

Logo versions

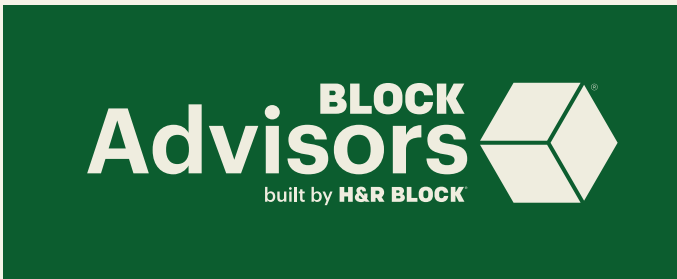


**Logo with Tagline**  
Use this logo in simple, upper-funnel executions such as exterior signage or advertisements where the Block Advisors concept is first introduced to our audience.



**Standard Logo**  
Use this logo in lower-funnel executions, such as brochures and website, where the audience is more familiar with the offering and more context is provided.

Color variations



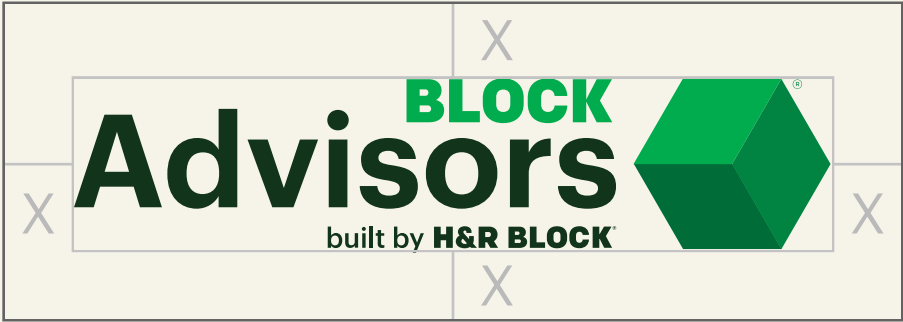
**1-color**  
Only use in applications where only one color can be used such as screen printing, embossing and frosted glass window clings.



**Reverse**  
[Only use with Global Dark Green or black backgrounds]

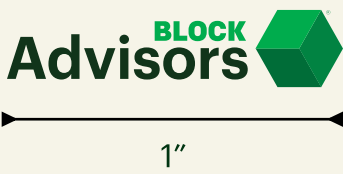
Clear space and minimum size

**Clear space**  
When using any format of the logo, be sure to keep a safe area around it, clear of all other elements. This ensures that the mark will be clearly legible and distinct. Use the “x-height” of the lowercase in the work “Advisors” to determine the correct margin for a proper safe area.

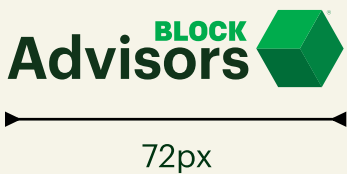


**Minimum size**  
We provide these minimum sizes as a reference for extreme cases; wherever possible, it is best practice to use the logo larger than the indicated minimum sizes.

Print minimum size



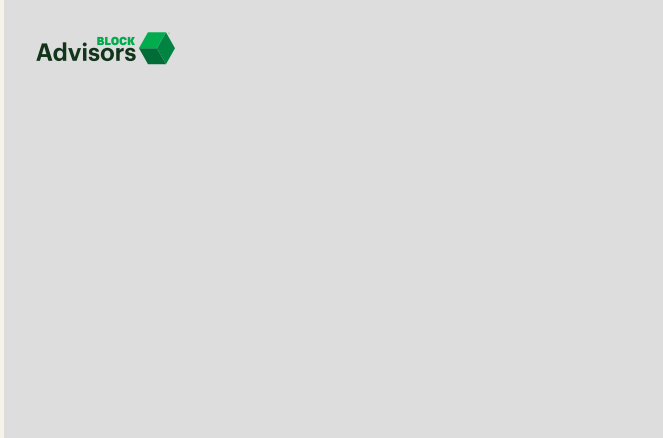
Onscreen minimum size



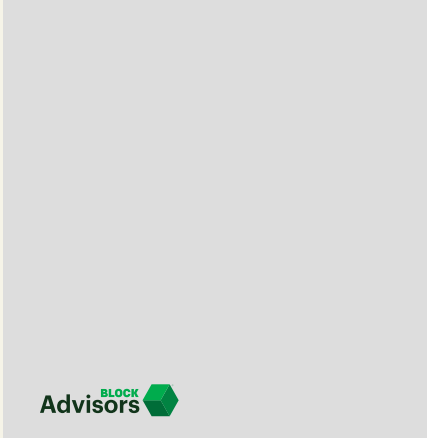
Placement

We generally have two placements for our logo: upper left and bottom left. The diagram at bottom right demonstrates the recommended uses. Using consistent placement and sizing, along with the appropriate clear space, will ensure that we always treat our logo as a brand mark, not a graphic element.

Recommended logo placement



Upper-left placement: Website, mobile apps, print collateral



Lower-left placement: Online banner ads, presentations, print advertising

H&R Block and Block Advisors cobrand

In upper-funnel, awareness generating contexts where the “built by H&R Block” endorsement line may become illegible, the below cobrand logo lock up is recommended.

