Overview

The 70th anniversary logo is a symbol to celebrate and convey our expertise. It is an extra logo mark that should be used as a sub element when space is available. There are different variations of the logo that allows it to be used at different scales. There are also different color variations of the logo to ensure it is legible on different background colors. Please choose the correct color and size variation to ensure uses of the logo are legible and not overly busy.



Usage

Anniversary Logo | White Variation

Anniversary Logo | Full Lockup





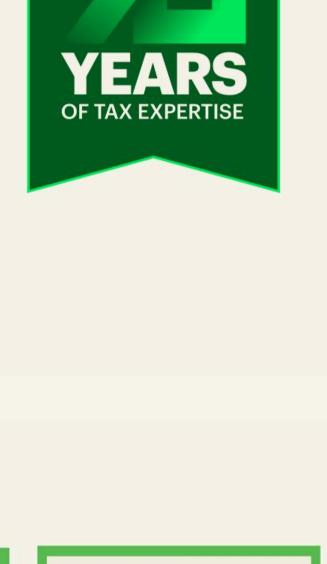


Tertiary Anniversary Logo | Alt Color Variation









TIME ON TAXES.

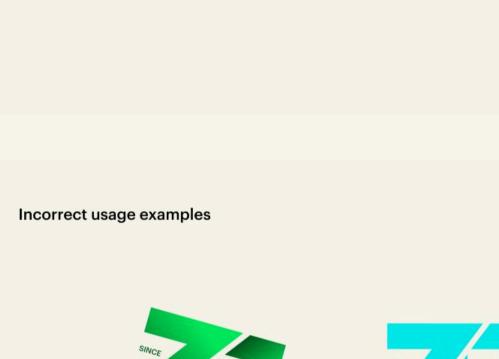
growing your business.

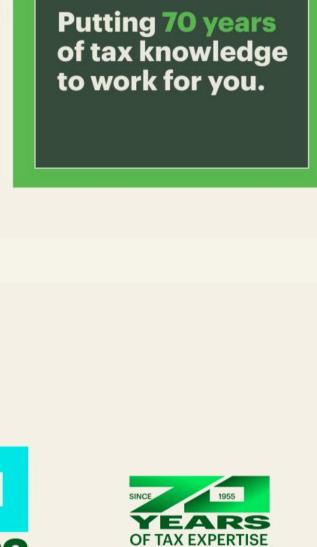
Outsource your taxes to Block Advisors, and get an average of 21 hours back.

Spend more time

Tax expertise this way.

H&R BLOCK YEARS OF TAX EXPERTISE



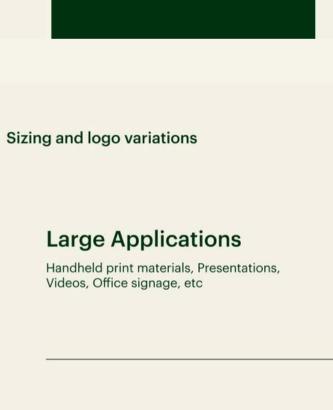


The original

tax experts.



H&R BLOCK



Medium sized applications

Handheld printed materials, Business

Very small applications

Icon sized, Web navigation banner, etc

cards, yard signs, postcards, small digital placements, etc



OF TAX EXPERTISE

This is the simpilest version of the logo. It should be used sparingly and only when the logo is very small such as icon.

Sizing and logo variations

SINCE

1955



OF TAX EXPERTISE

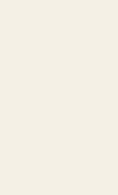


OF TAX EXPERTISE

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YEARS

Color Contrast







SINCE 1955

Treat the logo placement similar to how you would the HRB logo.

Please make sure there is ample contrast between the logo colors and the background. At smaller sizes more contrasrt is helpful.



OF TAX EXPERTISE



