

H&R BLOCK LOGOS

Overview

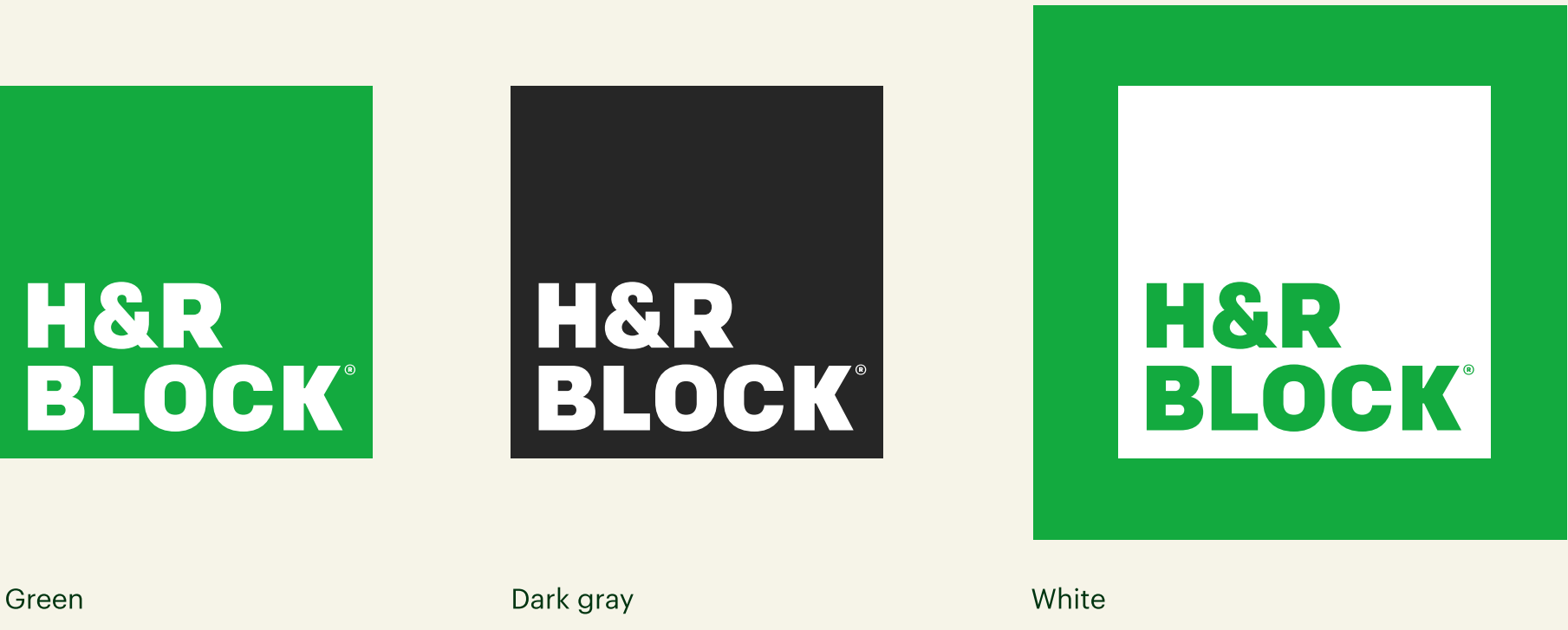
Our iconic square logo serves as the springboard for our visual identity system. While this logo was introduced in 2014, our name has been the same since our founding in 1955. A household name, H&R Block is known to nearly all Americans and is synonymous with tax preparation.

H&R Block - primary mark

Our green square logo is our primary logo and should be used in almost all applications.

Also available for use are the following:

- Dark gray, for when color reproduction is not available.
- White, for use on brand green backgrounds only (do not use over photography or colors other than brand green).
- A horizontal reverse version for use over black and dark background colors.



Green

Dark gray

White

The horizontal logo is used primarily for office exterior signage. For other uses, it is recommended only when the square logo gets too small or doesn't fit well within a horizontal space.



Green

Dark gray

White

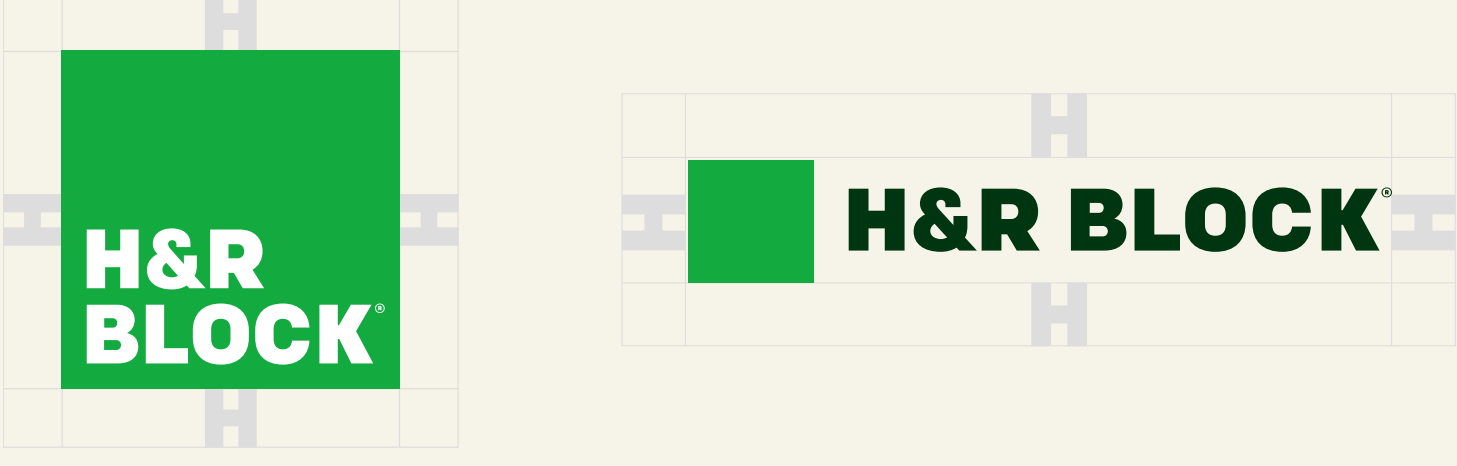
Reverse

Clear space and minimum size

Clear space

Maintaining an appropriate amount of space around our logo ensures it's easy to read and recognize. Always follow this spacing requirement and keep other graphic elements and text out of this area.

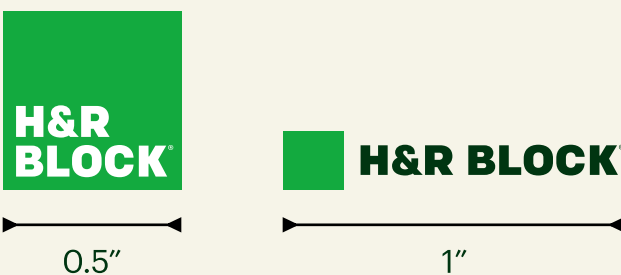
Clear space around our logo is based on the height of the letter “H” within our logo.



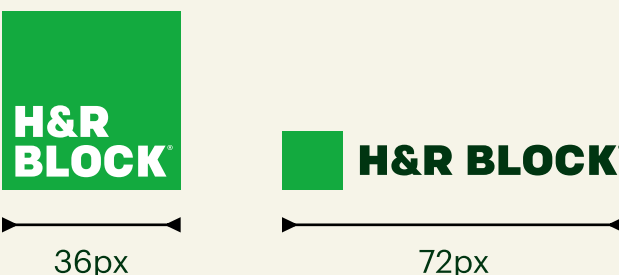
Minimum size

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



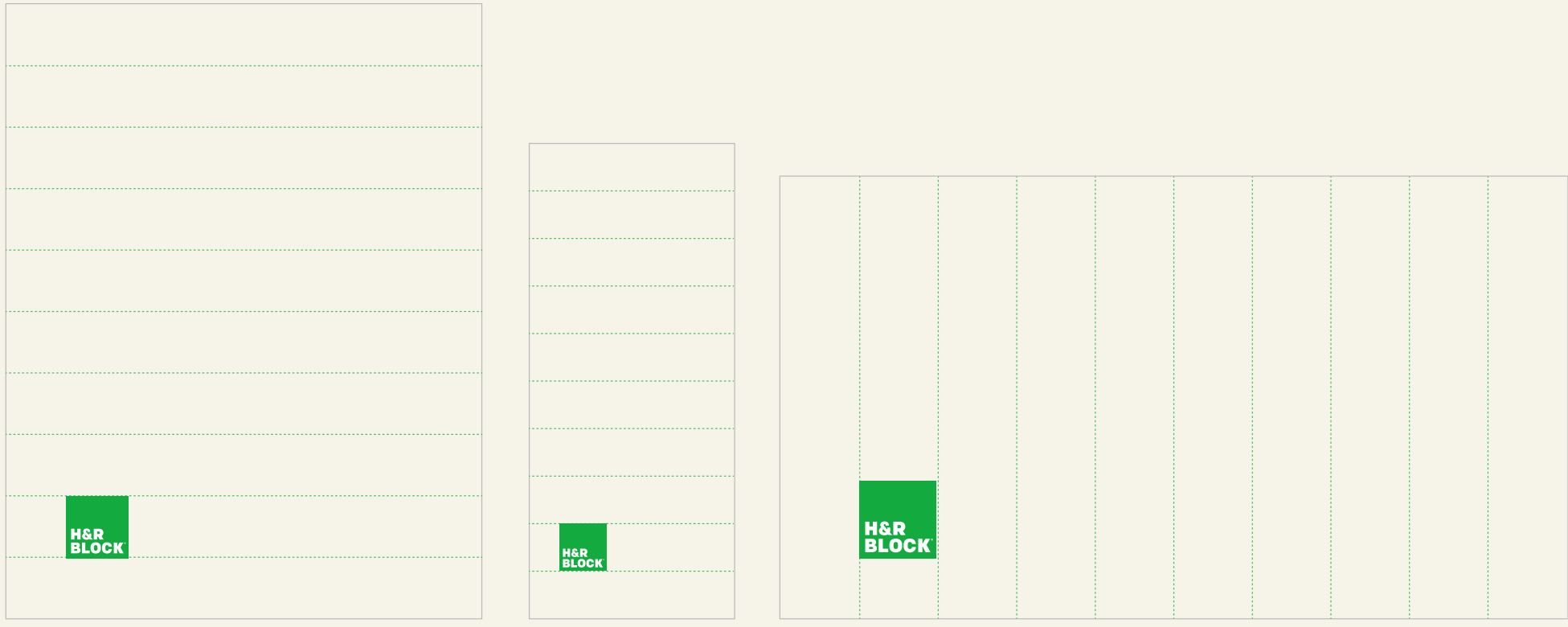
Logo sizing and placement

Logo sizing

Our logo will live in a variety of media and formats. For this reason, we have developed a sizing formula that will make it easier to determine logo size, regardless of application or channel. To determine logo size:

- Break the longest dimension of your layout into 10 columns.
- Use one column for your logo size.

Use this sizing as a guide; minor adjustments to increase or decrease the logo size where the layout requires is allowable.



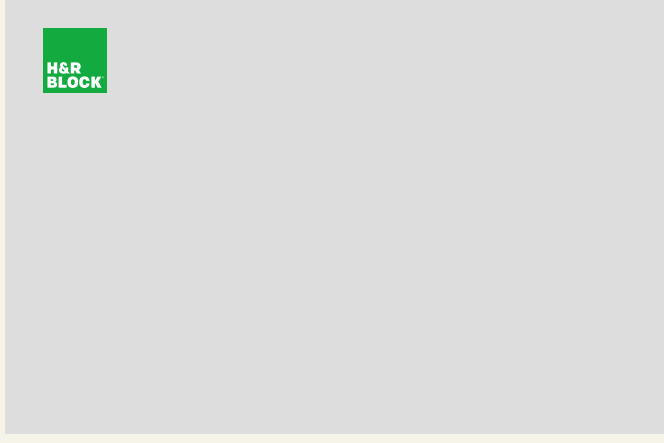
Recommended logo sizing

Using the longest dimension, divide the layout into 10 equal columns; size the logo to one column

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



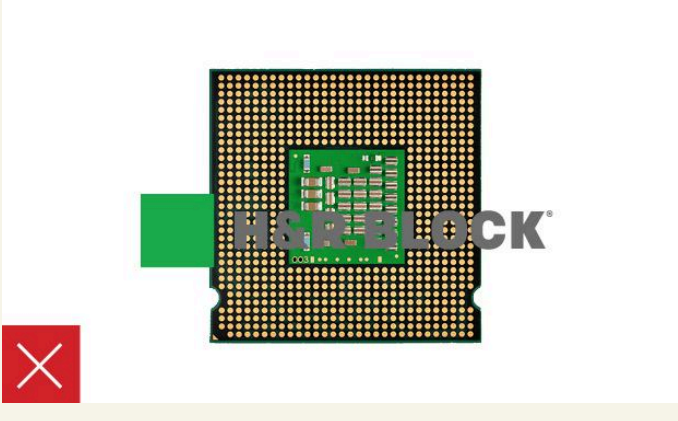
Lower-left placement: Online banner ads, presentations, print advertising

Logo: Things to avoid

The examples below demonstrate what we should avoid when using our logo.



Do not use transparent letters; the wordmark is always white within the square.



Do not place the logo on a photograph that negatively affects readability.



Do not place logo too close to another object such as text, an image or the edge of the page.



Do not change the placement or size of the H&R Block wordmark within the logo.



Do not alter the relationship between the H&R Block wordmark and square, or invert the colors.



Do not change the logo color.



Do not use the logo as a graphic element, aligning it with other graphic elements.



Do not skew the logo.



Do not use drop shadows or other effects on the logo.