

H&R BLOCK LOGOS

Overview

The Spruce logo was designed with our brand voice in mind: welcoming, confident and direct. The condensed letterforms and high x-height make it versatile at all scales.

Tip: The Spruce logo can be used in various Awareness color combinations, but our primary version is a bright green logo on dark green background

Spruce - Primary Logo



Primary Color Combination



Secondary Color Combination



Tertiary Color Combination

H&R Block Endorsement

Spruce was built by H&R Block. Though it is distinct, it was designed to leverage the reputation and awareness of H&R Block and create a familiar brand experience for existing H&R Block customers.

The H&R Block endorsement can be used as a lock-up with the Spruce logo, or as a single line placed in the corner of a layout (or in the case of a card, on the back).

Use the H&R Block endorsement when we are speaking to an audience who might not know Spruce.

In contexts like the app or social media where our audience already is familiar with us, we don't need the endorsement.

H&R Block Endorsement Lockup



Use the logo lock up when you are able to explain our partnership with Pathward nearby.



Primary Color Combination



Secondary Color Combination



Tertiary Color Combination

Minimum size & clear space

Minimum Size

To maintain the legibility of the logo, do not place it at sizes smaller than specified above. Some applications, like embroidery or low-fidelity printing, may require larger minimums.

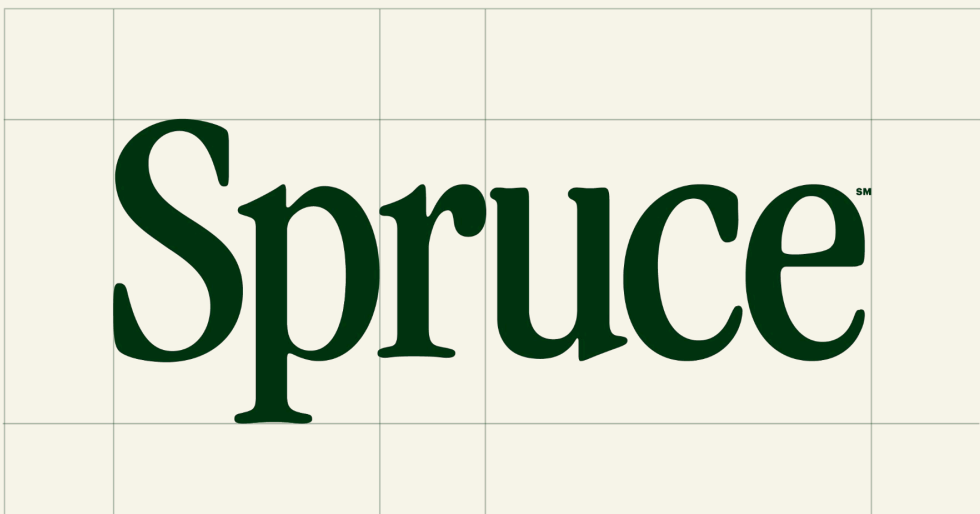
When in doubt, it's better our logo be too big than not big enough.



Clear space

To maintain visual clarity and impact, avoid placing distracting visual elements within the logo's clear space. The clear space is defined by the width of the letter 'r' in the logo.

When incorporating the Spruce logo in a headline treatment, the typography can enter the clear space to maintain consistent leading.

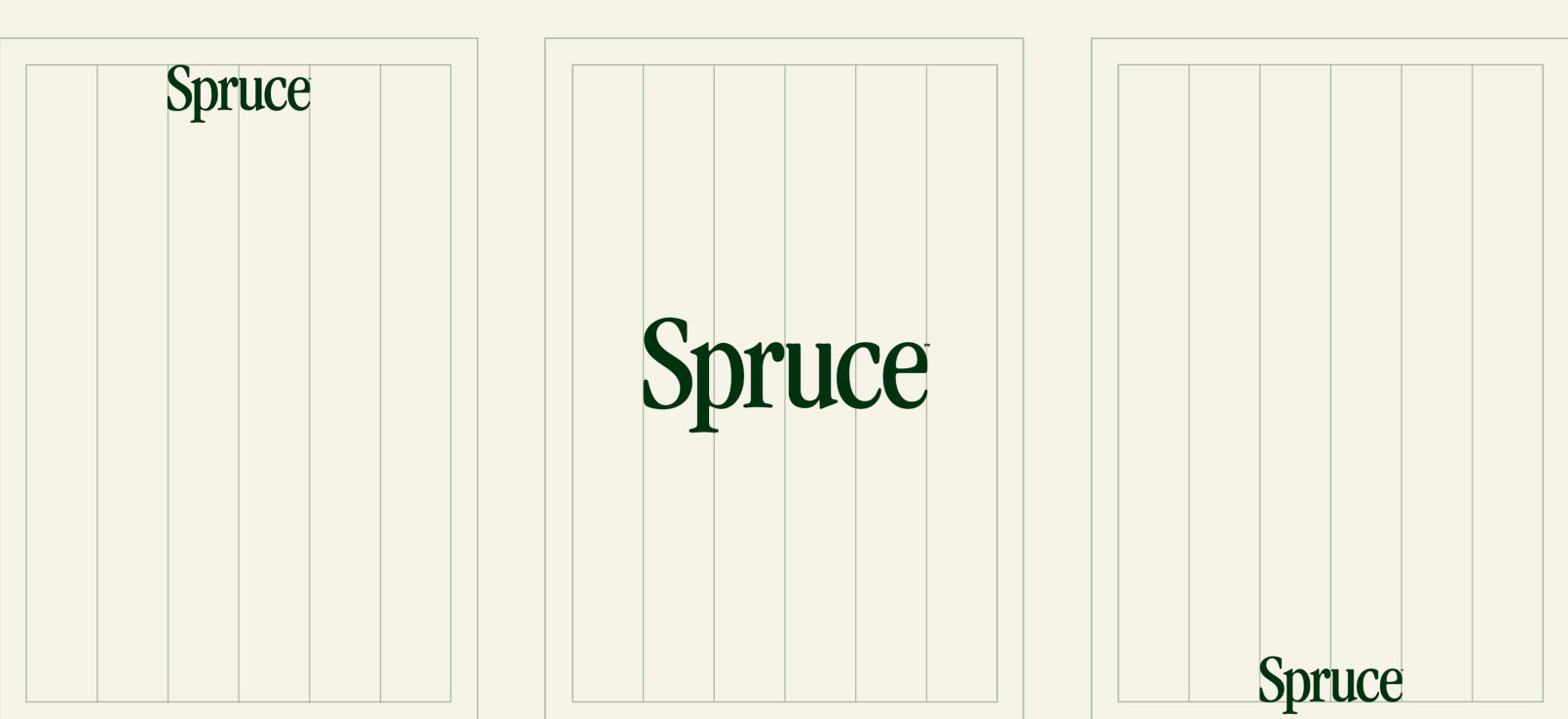


Sizing & positioning

The logo is designed to look great at large and small scales. So long as the minimum size, and clear space are respected, any size can work.

Logo placement

The logo is designed to look great at large and small scales. So long as the minimum size, and clear space are respected, any size can work.



Logo + endorsement placement

When using the logo in the headline treatment, the Endorsement Line should be placed in the bottom right corner aligned to the margins.



Logo: Things to avoid

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



Do not change the color of the logo to a color outside of the color palette.



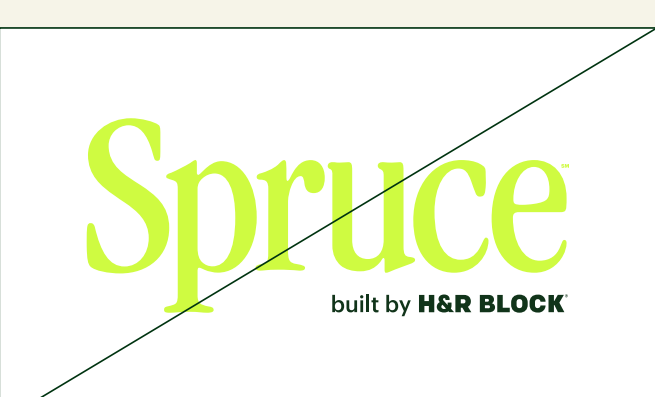
Do not rotate the logo.



Do not stretch the logo.



Do not alter the proportion or placement of the endorsement line.



Logo and endorsement line must be the same color



Do not lock up the Spruce logo with the H&R Block square logo.