



Henson Group strives to be Microsoft's #1 Azure reseller with free cloud migrations, Microsoft Premier support, security optimizations, cloud advisory, and MSP monitoring. Our look is professional, modern, and interactive - thereby in line with our core company values.

Our logo is approachable and versatile, so it can be used on different background colors. Only white and black transparent logos can be used. These are the acceptable pairs due to having enough contrast to read the words:



Symbol Only

Similarly, the words can be dropped from the logo and just the colors can be used as an icon.



On images, only transparent logos can be used - no color backdrops. Please use our high-resolution transparent PNG files instead of compressed JPG logos you might find on the web. Make sure the logo is large enough to be legible, doesn't interfere with subject matter, and there is enough contrast to make it pop.

**GOOD LOGO USAGE**



**BAD LOGO USAGE**



Our colors are a mix of primary colors and grays. Blue, red and yellow (in our logo) are needed to create all other colors of the spectrum, so it makes sense for us to use these as a top Microsoft partner which covers many areas of service.



Shades of gray are used because they support a corporate look and Microsoft also uses gray for their web branding. For example, #757575, our caption color on a white background, is the same color Microsoft uses in their logo.



Open Sans is a corporate sans serif font which, just like our logo, has an approachable feel to it.

The image shows the letters 'Aa' in a large, bold, sans-serif font. The uppercase 'A' is a vibrant red, and the lowercase 'a' is a muted, dark grey. The letters are positioned on the left side of the page, with the 'A' being significantly larger than the 'a'.

Open Sans Regular is used for most instances of text online, with 14-pt being the standard and having 1.7 leading, 12-pt being for buttons and footer, and 10-pt being for footer text as well.

**Open Sans Semibold** is for titles and captions. 50-pt is for big titles, 34-pt is for small titles, 22-pt is for medium captions, and 16-pt is for small captions. Captions can be written in all capital letters and minimal tracking can be used sparingly. Sometimes captions will extend past a single line, in which case 1-1.2 leading is recommended but not necessary.

Both font styles can have links, which will be underlined like this.



# Knockout Title

## Light Gray Caption

Body text is white for legibility.



# Knockout Title

## Knockout Caption

This theme is only for the footer.



# Red Title

## Dark Gray Caption

Body text is black for legibility.



# Red Title

## Dark Gray Caption

This is an example of body text.

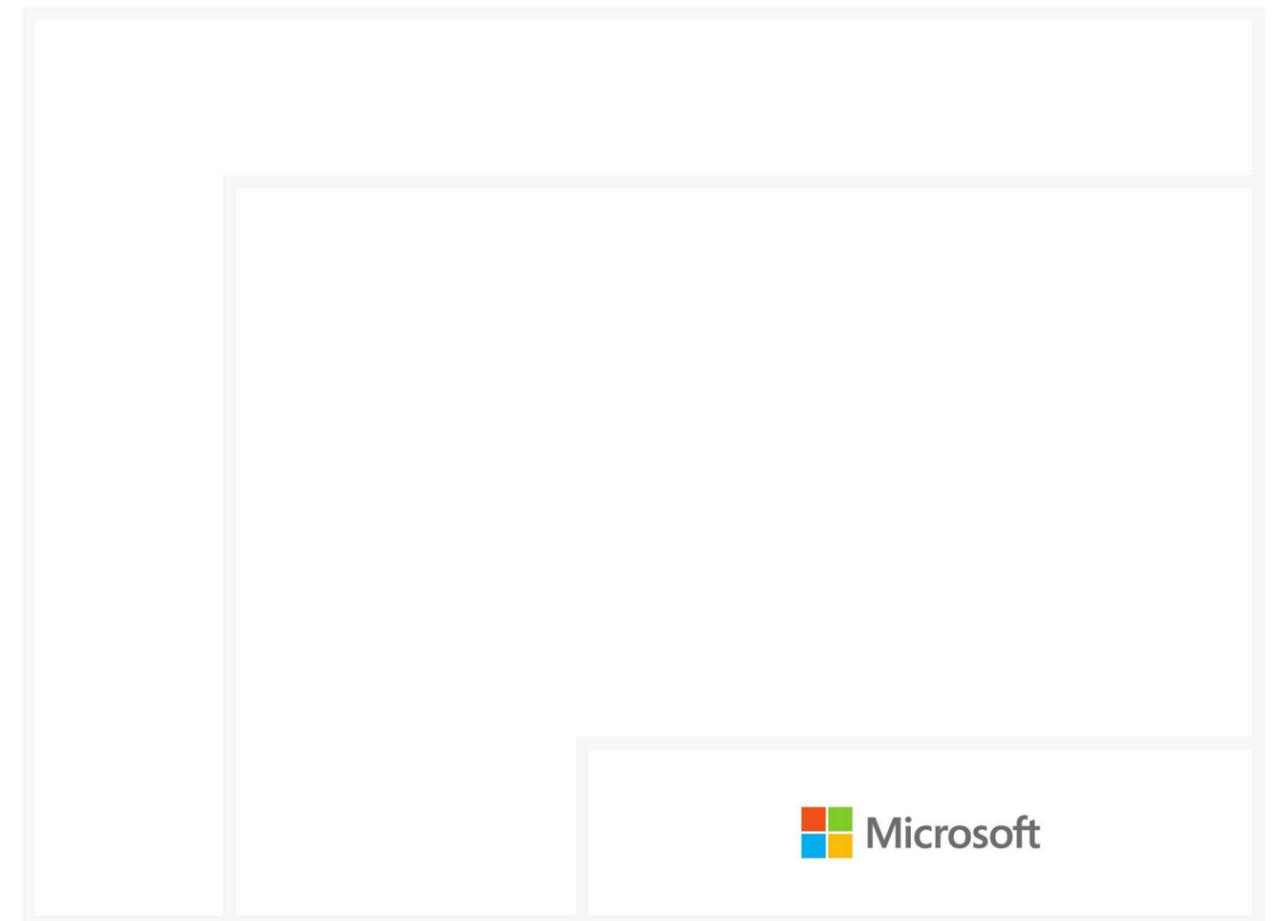
Buttons are always red with a blue hover effect and white Open Sans Regular. As mentioned on page 4, text is always 12-pt and can sometimes be written in all capitals with moderate tracking.



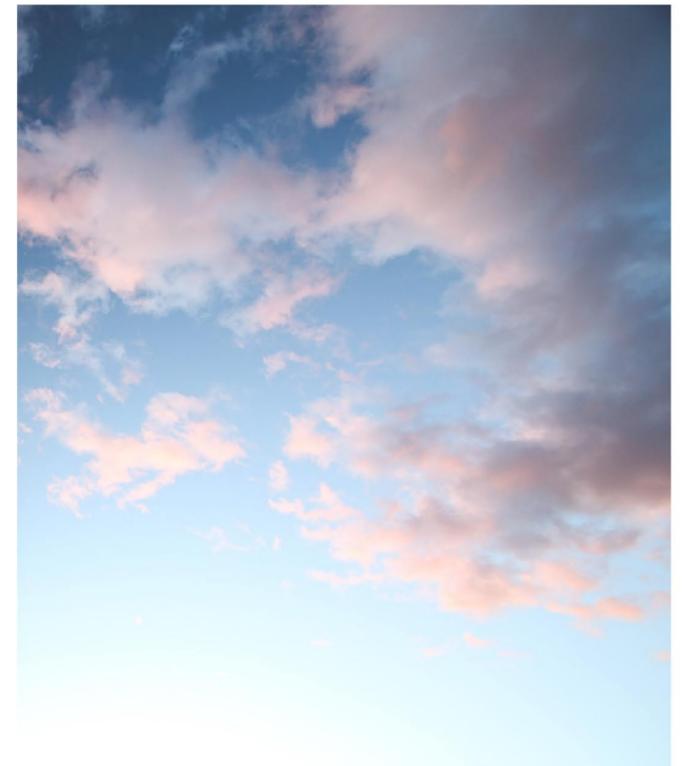
## Fade-In Title

Titles (not captions) will always be animated with a fade-in effect unless they are over imagery. Animation shouldn't be used otherwise.

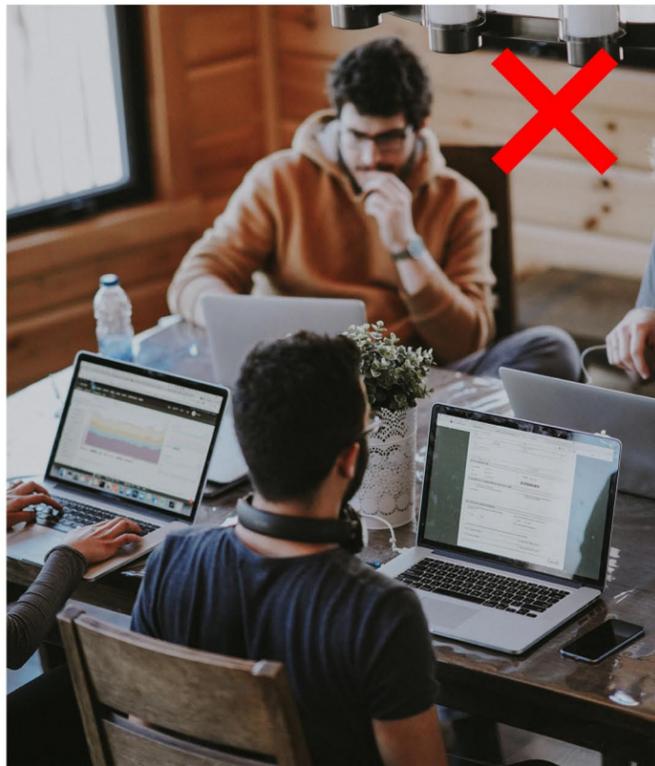
It's recommended to use 80p (large spacing), 60p (medium spacing), 45p (small spacing), and 20-30p (caption-to-text spacing) across all pages. However, vertical and horizontal spacing can vary in some instances if it looks appropriate to experiment.



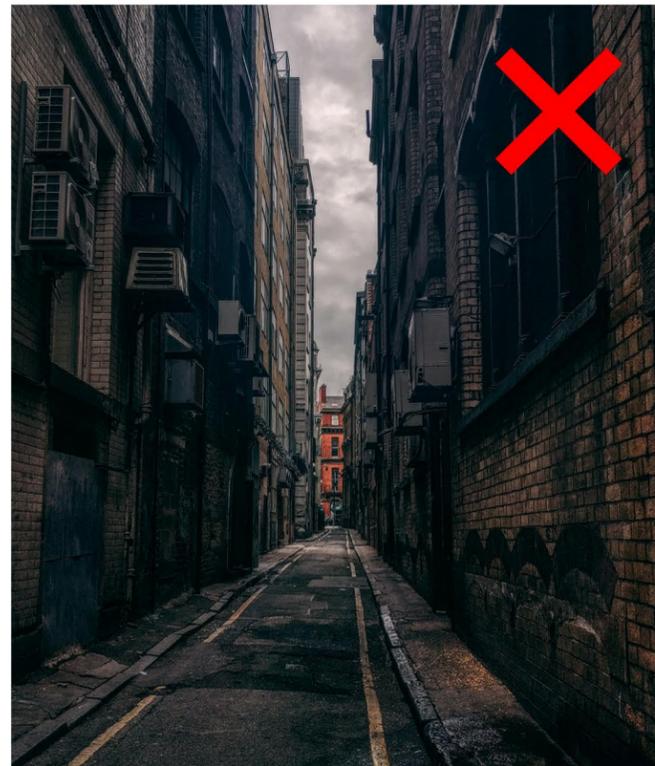
Recommended imagery should include older corporate workers (our audience), sleek buildings, office settings and computers, and vibrant clouds. Images play a big role in capturing and maintaining the interest of a customer, particularly throughout our website experience. Having personable images in work environments creates a relatable feel.



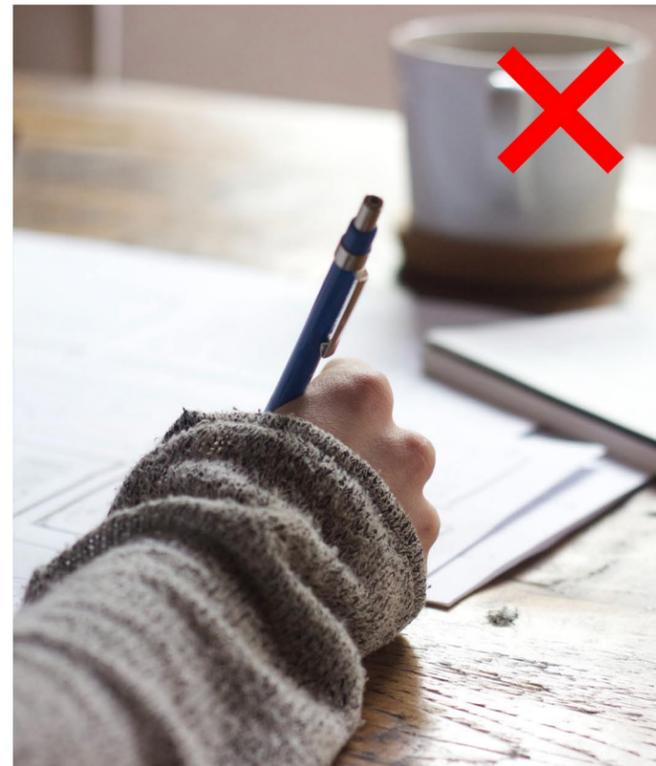
This image portrays a work environment, but the workers are young and not in a corporate setting.



This has buildings, but they're not clean and corporate. Skyscrapers and vibrant imagery is preferred.



Although this photo shows someone writing, it's not obvious that she is in an office setting.



These clouds are too dark to use. We want to convey an positive cloud service experience - not mysterious.

