

Using iHasco assets



The iHasco logo is a visual shorthand and the beacon for our brand. It's what distinguishes and separates us from our competitors. It is our single most important asset, therefore it must be treated and used in accordance with these guidelines. In this section, we'll show you how (and how not) to use it.



There are two primary versions of the iHasco logo. For print and digital applications, the full colour or white logo can be used. The background colour of the application you are designing will determine the best version to be used. As a general rule however, the white logo should be used if the logo appears on a coloured background and/or image.





Logo exclusion zone

Minimum clearance area



To maintain the integrity of our logo and give it as much visual impact as possible it's important to adhere to clear space rules. The clear space zone is based on the height of the 'H' from the iHasco logo. This should be used as a minimum clear space guide for all applications.

Minimum size (digital)



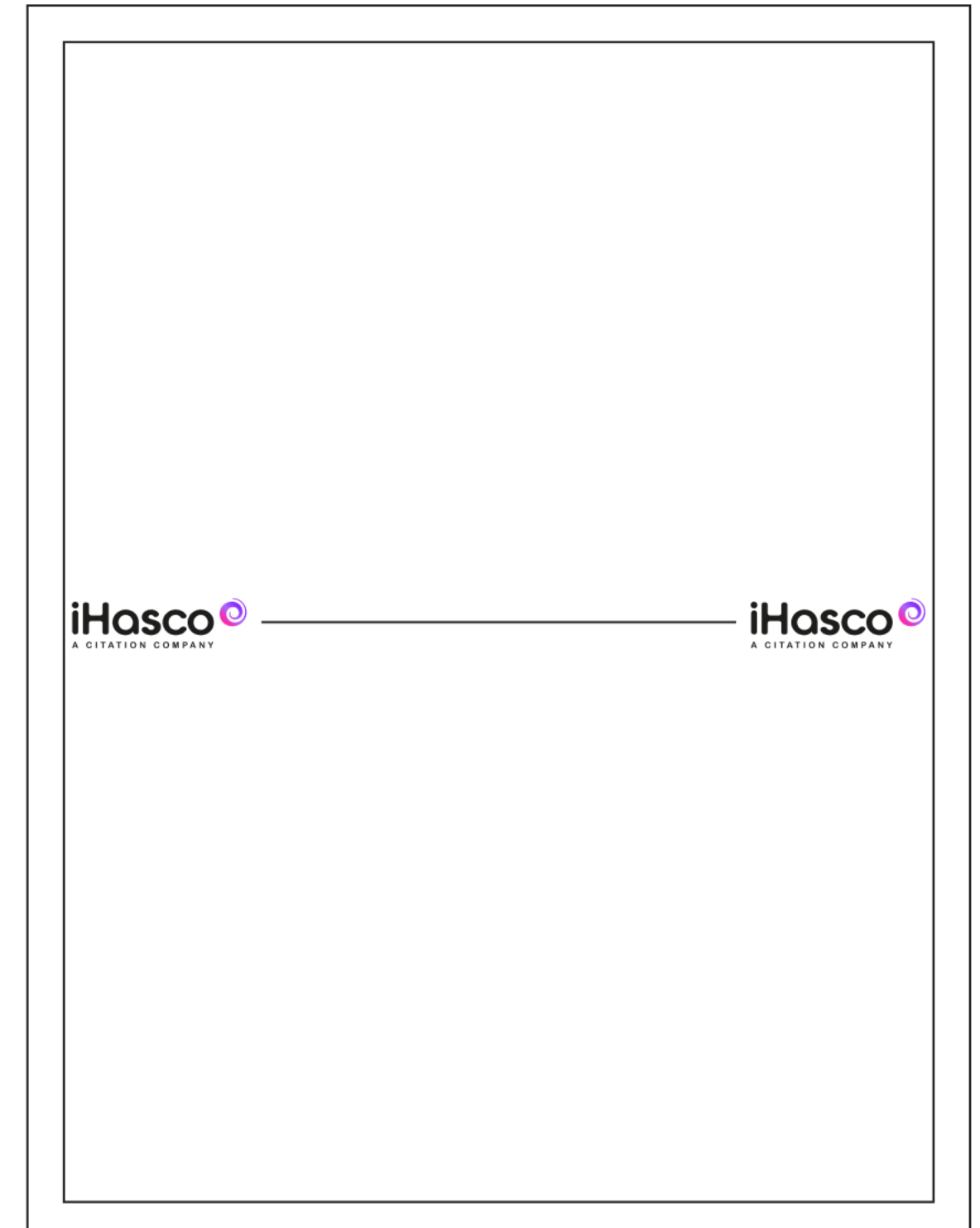
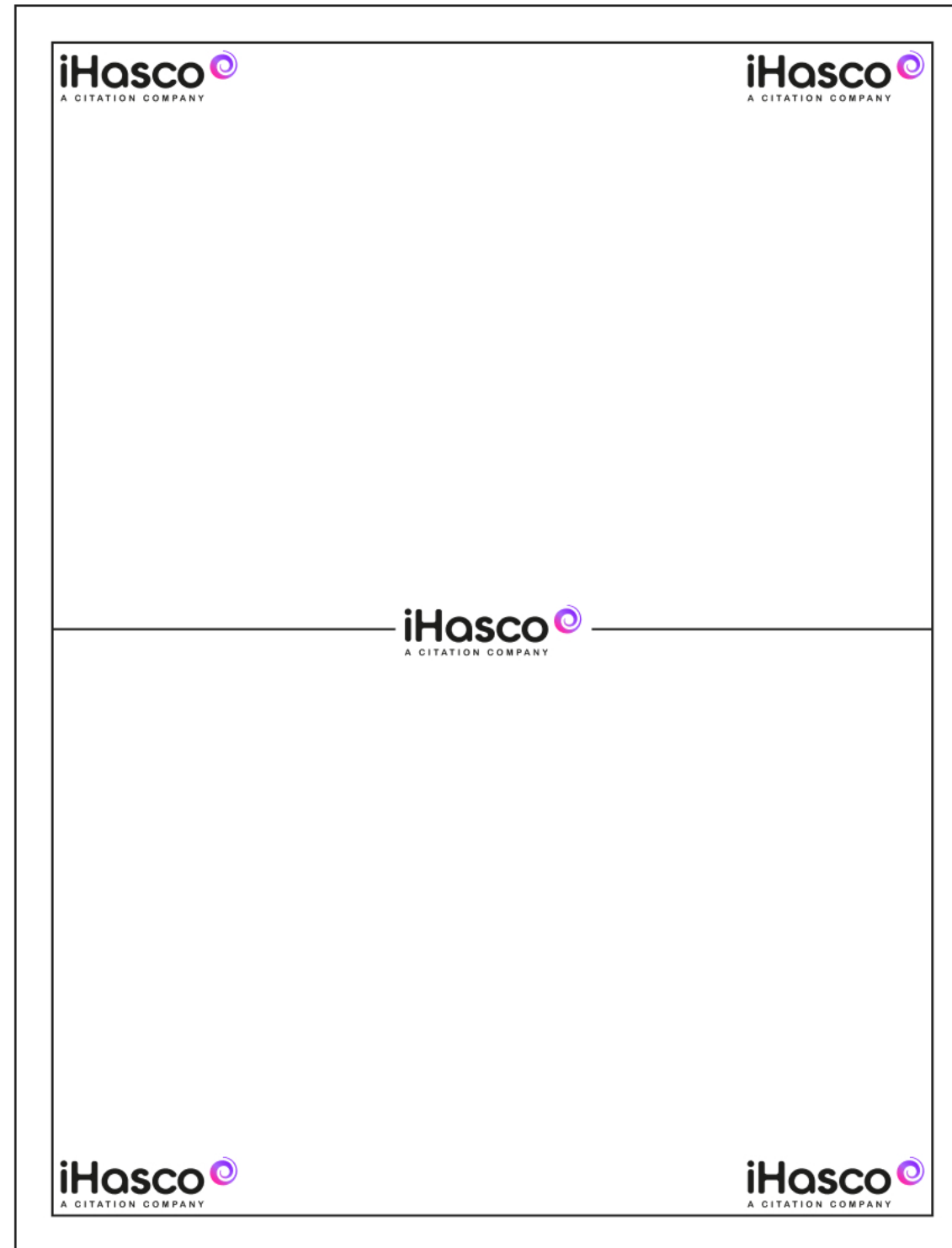
Minimum size (print)



Logo placement

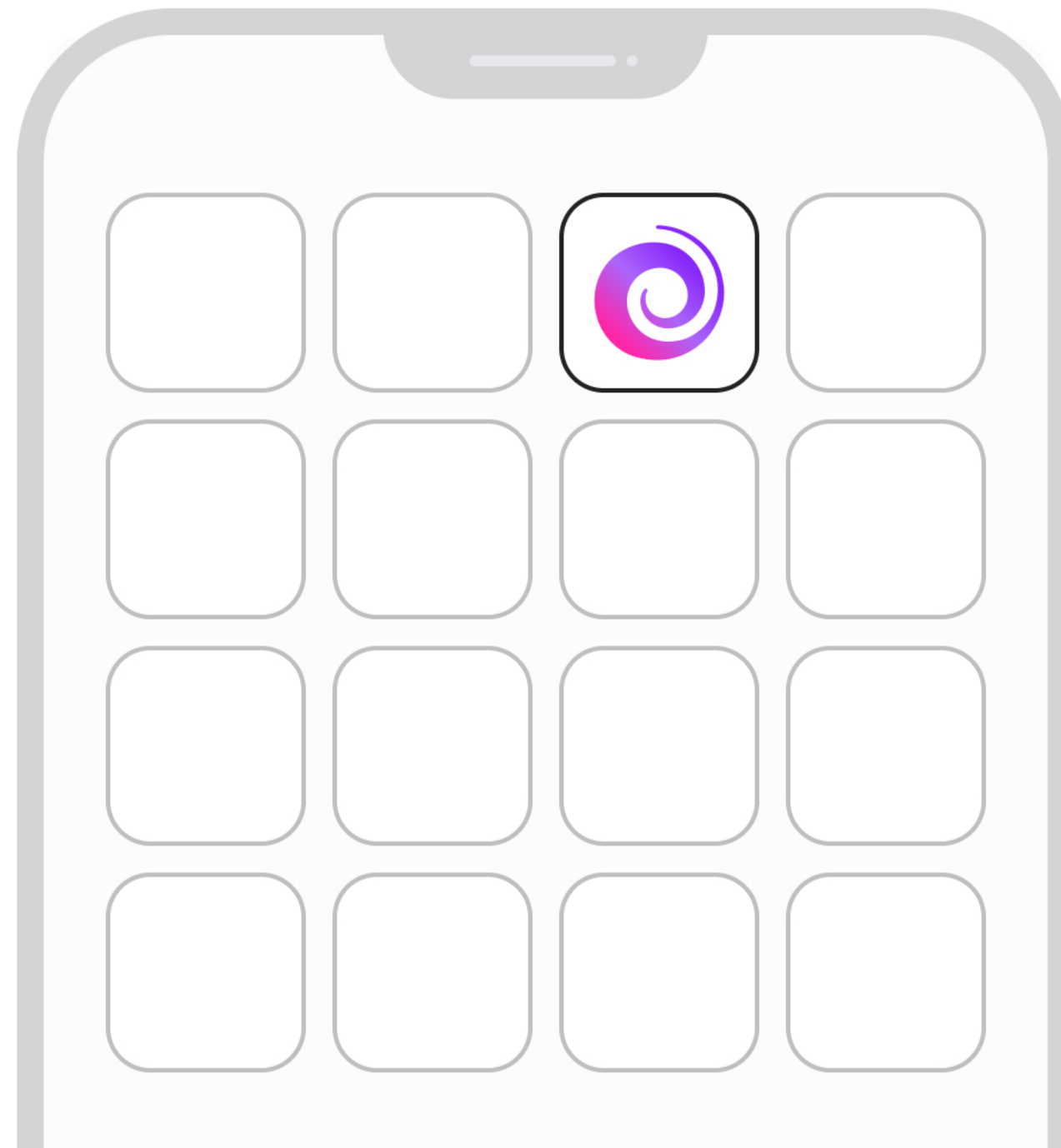
When the primary logo is used on its own it is always positioned as shown, adhering to isolation zone rules. It should be scaled so that the width of the logo (including the exclusion zone) is 1/4 of the shortest edge of the page, as shown.

When positioning our logo across our layouts we can place it in any of these positions.



Social avatar

Our icon is small but mighty. The 'Forward Motion Swirl' for each of our house of brands is the key asset that gets us noticed amongst a crowded arena of other app icon designs, its eye-catching form and colour elevates its visual presence.



Partner lock-ups

In circumstances where we need to lock up our logo with a brand partner, for example 'Skills For Care' the following alignments and clear space should be followed. The iHasco logo should always appear first. For applications where the logos appear separately (not locked up) the same size relationships apply.

We use the 'H' from the iHasco logo to determine the minimum clear space allowance from the partner logo.

COLOUR



MONO



Don'ts

Our logo should never be altered in any way from the original artwork provided. The examples below show incorrect usage of the iHasco logo.



Do not alter the logo's colours in any way.



Do not add elements or shadows to the logo.



Do not change the font used.



Do not outline the logo.



Do not alter the logo's shape in any way.



Do not place the logo in a holding shape.



Do not rotate the logo.

Colour palette

Our colour palette sets us apart from our competitors. It is our unique identifier that will get stronger over time when consistently applied.

Our colour combination choices should always be led by our two core colours, Magenta and Purple and can be supported by small percentages of colour from the secondary palette for CTA messages when additional colours are required.

Primary colour

Magenta_500

#FF26A8

rgb(255, 38, 168)

hsl(324, 100, 57)

Purple_500

#6A1ECB

rgb(106, 30, 203)

hsl(266, 74, 46)

Secondary colour

Blue_500

#009EE2

rgb(0, 158, 226)

hsl(198, 100, 44)

Yellow_500

#FFCD02

rgb(255, 205, 2)

hsl(48, 100, 50)

Grey scale

Charcoal_500

#2B2A29

rgb(43, 42, 41)

hsl(30, 2, 16)

Charcoal_00

#FFFFFF

rgb(255, 255, 255)

hsl(0, 0, 100)

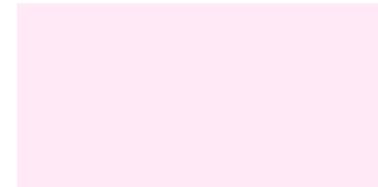
Magenta & Purple

TINT- 20%

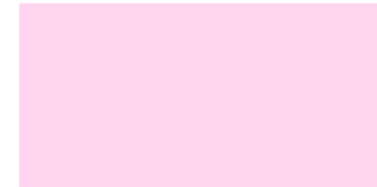
Use of tints adds depth and provides a creative tool for extending the range of the colour palettes.

Tints use a 20% rule, so 20% is the minimum colour tint, next 40%, then 60%, 80%, all the way through to the solid colour.

Magenta



Magenta_50
#FFE9F6
rgb(255, 233, 246)
hsl(325, 100, 96)



Magenta_100
#FFD4EE
rgb(255, 212, 238)
hsl(324, 100, 92)



Magenta_150
#FFBEE5
rgb(255, 190, 229)
hsl(324, 100, 87)



Magenta_200
#FFA8DC
rgb(255, 168, 220)
hsl(324, 100, 83)



Magenta_300
#FF7DCB
rgb(255, 125, 203)
hsl(324, 100, 75)



Magenta_400
#FF51B9
rgb(255, 81, 185)
hsl(324, 100, 66)



Magenta_500
#FF26A8
rgb(255, 38, 168)
hsl(324, 100, 57)



Magenta_600
#CC1E86
rgb(204, 30, 134)
hsl(324, 74, 46)



Magenta_700
#991765
rgb(153, 23, 101)
hsl(324, 74, 35)



Magenta_800
#660F43
rgb(102, 15, 67)
hsl(324, 74, 23)



Magenta_850
#4D0B32
rgb(77, 11, 50)
hsl(325, 75, 17)



Magenta_900
#330822
rgb(51, 8, 34)
hsl(324, 73, 12)

Purple



Purple_50
#F0E8FA
rgb(240, 232, 250)
hsl(267, 64, 95)



Purple_100
#E1D2F5
rgb(225, 210, 245)
hsl(266, 64, 89)



Purple_150
#D2BBEF
rgb(210, 187, 239)
hsl(267, 62, 84)



Purple_200
#C3A5EA
rgb(195, 165, 234)
hsl(266, 62, 78)



Purple_300
#A678E0
rgb(166, 120, 224)
hsl(267, 63, 67)



Purple_400
#884BD5
rgb(136, 75, 213)
hsl(267, 62, 56)



Purple_500
#6A1ECB
rgb(106, 30, 203)
hsl(266, 74, 46)



Purple_600
#5518A2
rgb(85, 24, 162)
hsl(267, 74, 36)



Purple_700
#40127A
rgb(64, 18, 122)
hsl(267, 74, 27)



Purple_800
#2A0C51
rgb(42, 12, 81)
hsl(266, 74, 18)



Purple_850
#20093D
rgb(32, 9, 61)
hsl(267, 74, 14)



Purple_900
#150629
rgb(21, 6, 41)
hsl(266, 74, 9)

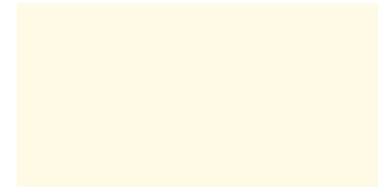
YELLOW & BLUE

TINT- 20%

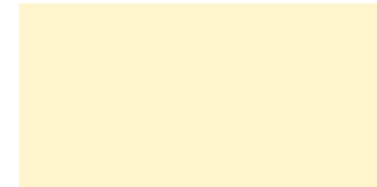
Use of tints adds depth and provides a creative tool for extending the range of the colour palettes.

Tints use a 20% rule, so 20% is the minimum colour tint, next 40%, then 60%, 80%, all the way through to the solid colour.

Yellow



Yellow_50
#FFFAE5
rgb(255, 250, 229)
hsl(48, 100, 95)



Yellow_100
#FFF5CC
rgb(255, 245, 204)
hsl(48, 100, 90)



Yellow_150
#FFF0B2
rgb(255, 240, 178)
hsl(48, 100, 85)



Yellow_200
#FFE19A
rgb(255, 235, 154)
hsl(48, 100, 80)



Yellow_300
#FFE167
rgb(255, 225, 103)
hsl(48, 100, 70)



Yellow_400
#FFD735
rgb(255, 215, 53)
hsl(48, 100, 60)



Yellow_500
#FFCD02
rgb(255, 205, 2)
hsl(48, 100, 50)



Yellow_600
#CCA402
rgb(204, 164, 2)
hsl(48, 98, 40)



Yellow_700
#997B01
rgb(153, 123, 1)
hsl(48, 99, 30)



Yellow_800
#665201
rgb(102, 82, 1)
hsl(48, 98, 20)

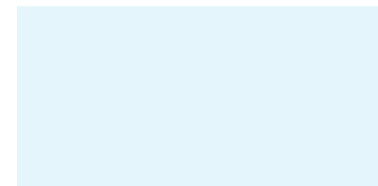


Yellow_850
#4D3E01
rgb(77, 62, 1)
hsl(48, 97, 15)

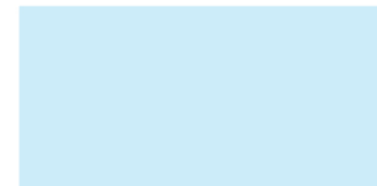


Yellow_900
#332900
rgb(51, 41, 0)
hsl(48, 100, 10)

Blue



Blue_50
#E5F5FC
rgb(229, 245, 252)
hsl(198, 79, 94)



Blue_100
#CCECF9
rgb(204, 236, 249)
hsl(197, 79, 89)



Blue_150
#B3E2F6
rgb(179, 226, 246)
hsl(198, 79, 83)



Blue_200
#99D8F3
rgb(153, 216, 243)
hsl(198, 79, 78)



Blue_300
#66C5EE
rgb(102, 197, 238)
hsl(198, 80, 67)



Blue_400
#33B1E8
rgb(51, 177, 232)
hsl(198, 80, 55)



Blue_500
#009EE2
rgb(0, 158, 226)
hsl(198, 100, 44)



Blue_600
#007EB5
rgb(0, 126, 181)
hsl(198, 100, 35)



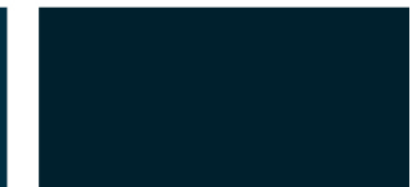
Blue_700
#005F88
rgb(0, 95, 136)
hsl(198, 100, 27)



Blue_800
#003F5A
rgb(0, 63, 90)
hsl(198, 100, 18)



Blue_850
#002F44
rgb(0, 47, 68)
hsl(199, 100, 13)



Blue_900
#00202D
rgb(0, 32, 45)
hsl(197, 100, 9)

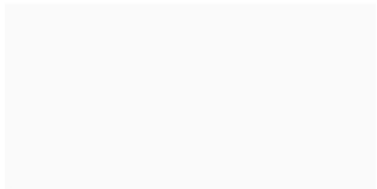
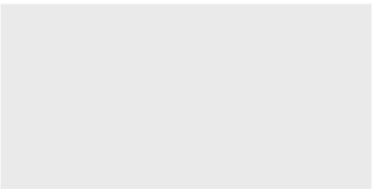












Charcoal

TINT- 20%

Use of tints adds depth and provides a creative tool for extending the range of the colour palettes.

Tints use a 20% rule, so 20% is the minimum colour tint, next 40%, then 60%, 80%, all the way through to the solid colour.

Charcoal

					
Charcoal_00 #FFFFFF rgb(255, 255, 255) hsl(0, 0, 100)	Charcoal_10 #FAFAFA rgb(250, 250, 250) hsl(0, 0, 98)	Charcoal_50 #EAEAEA rgb(234, 234, 234) hsl(0, 0, 92)	Charcoal_100 #D5D4D4 rgb(213, 212, 212) hsl(0, 1, 83)	Charcoal_150 #BFBFBF rgb(191, 191, 191) hsl(0, 0, 75)	Charcoal_200 #AAAAA9 rgb(170, 170, 169) hsl(60, 1, 66)
					
Charcoal_300 #807F7F rgb(128, 127, 127) hsl(0, 0, 50)	Charcoal_400 #555554 rgb(85, 85, 84) hsl(60, 1, 33)	Charcoal_500 #2B2A29 rgb(43, 42, 41) hsl(30, 2, 16)	Charcoal_600 #222221 rgb(34, 34, 33) hsl(60, 1, 13)	Charcoal_700 #1A1919 rgb(26, 25, 25) hsl(0, 2, 10)	Charcoal_800 #111110 rgb(17, 17, 16) hsl(60, 3, 6)
					
Charcoal_850 #0D0D0C rgb(13, 13, 12) hsl(60, 4, 5)	Charcoal_900 #090808 rgb(9, 8, 8) hsl(0, 6, 3)	Charcoal_1000 #000000 rgb(0, 0, 0) hsl(0, 0, 0)			

Typography

NE Orange

NE Orange is our lead typeface. It's smart but casual, striking the perfect balance with our approachable tone of voice, modern logo and colourful graphics. NE Orange's primary use is for headlines, title slides and large formats.

Display 1

NE Orange Bold
60px / 120%

Body 1

NE Orange Regular
18px / 150%

Display 2

NE Orange Bold
48px / 120%

Body 2

NE Orange Regular
16px / 150%

Title 1

NE Orange Bold
48px / 120%

Body 3

NE Orange Regular
14px / 150%

Title 2

NE Orange Bold
38px / 120%

Caption 1

NE Orange Light
12px / 150%

Title 3

NE Orange Bold
32px / 120%

Caption 2

NE Orange Light
10px / 150%

Title 4

NE Orange Bold
18px / 130%

Title 5

NE Orange Bold
14px / 130%

Subtitle 1

NE Orange Bold
28px / 130%

Subtitle 2

NE Orange Bold
24px / 130%

Subtitle 3

NE Orange Bold
20px / 130%

Typography

Avenir Next

Avenir Next is our secondary font and used for blocks of copy across digital and print platforms. It's a standard web font meaning it's accessible for all.

Display

Avenir Next Heavy
60px / 120%

Headline 1

Avenir Next Heavy
48px / 120%

Headline 2

Avenir Next Heavy
38px / 120%

Headline 3

Avenir Next Heavy
32PX / 120%

Headline 4

Avenir Next Heavy
24px / 120%

Headline 5

Avenir Next Heavy
18px / 120%

Title 1

Avenir Next Bold
32px / 120%

Title 2

Avenir Next Bold
24px / 130%

Title 3

Avenir Next Bold
18px / 130%

Subtitle 1

Avenir Next Medium
28px / 130%

Subtitle 2

Avenir Next Medium
24px / 130%

Subtitle 3

Avenir Next Medium
20px / 130%

Subtitle 4

Avenir Next Medium
18px / 130%

Subtitle 5

Avenir Next Medium
16px / 130%

Subtitle 6

Avenir Next Medium
14px / 130%

Subtitle 7

Avenir Next Medium
12px / 130%

Body 1

Avenir Next Regular
18px / 150%

Body 2

Avenir Next Regular
16px / 150%

Body 3

Avenir Next Regular
14px / 150%

Caption 1

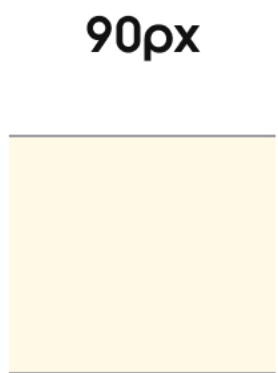
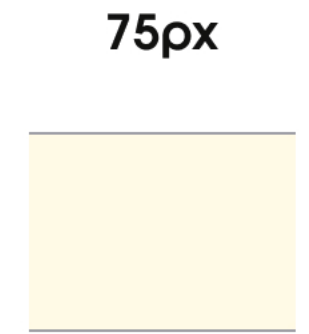
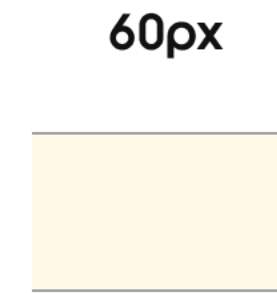
Avenir Next Regular
12px / 150%

Caption 2

Avenir Next Regular
10px / 150%

Spacing

Our spacing provides a complete guide to using the modular scale-based spacing classes effectively to create balanced and consistent layouts across our digital products. It's a crucial resource for designers and developers, offering best practices for responsive design and clear direction on how to enhance visual hierarchy and improve readability.



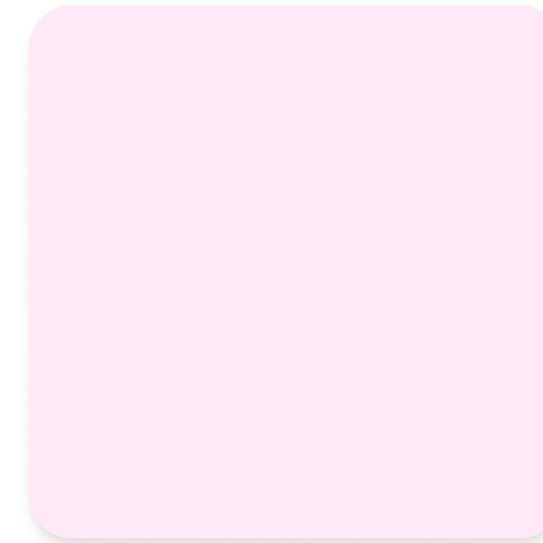
Shadow

Our shadow adheres to the Tailwind CSS system and includes a complete guide of all available shadow classes. The guide provides direction on how to effectively use shadows to create depth and contrast while maintaining a positive user experience. It's a valuable resource for developing consistent and visually pleasing interfaces.



Shadow

```
0 1px 3px 0 rgb(0 0 0 / 0.1),  
0 1px 2px -1px rgb(0 0 0 / 0.1);
```



Shadow md

```
0 4px 6px -1px rgb(0 0 0 / 0.1),  
0 2px 4px -2px rgb(0 0 0 / 0.1);
```



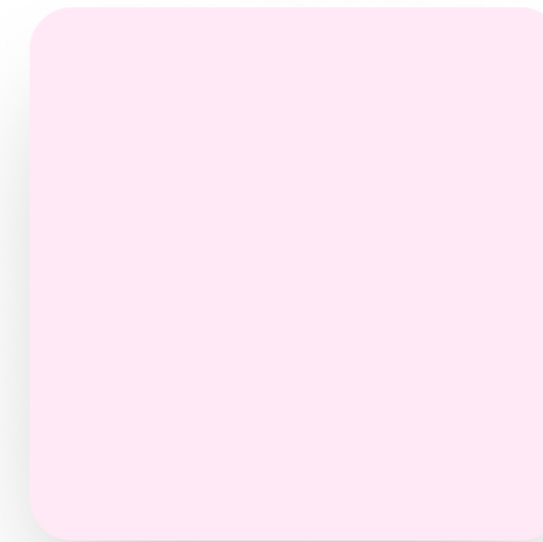
Shadow lg

```
0 10px 15px -3px rgb(0 0 0 / 0.1),  
0 4px 6px -4px rgb(0 0 0 / 0.1);
```



Shadow xl

```
0 20px 25px -5px rgb(0 0 0 / 0.1),  
0 8px 10px -6px rgb(0 0 0 / 0.1);
```



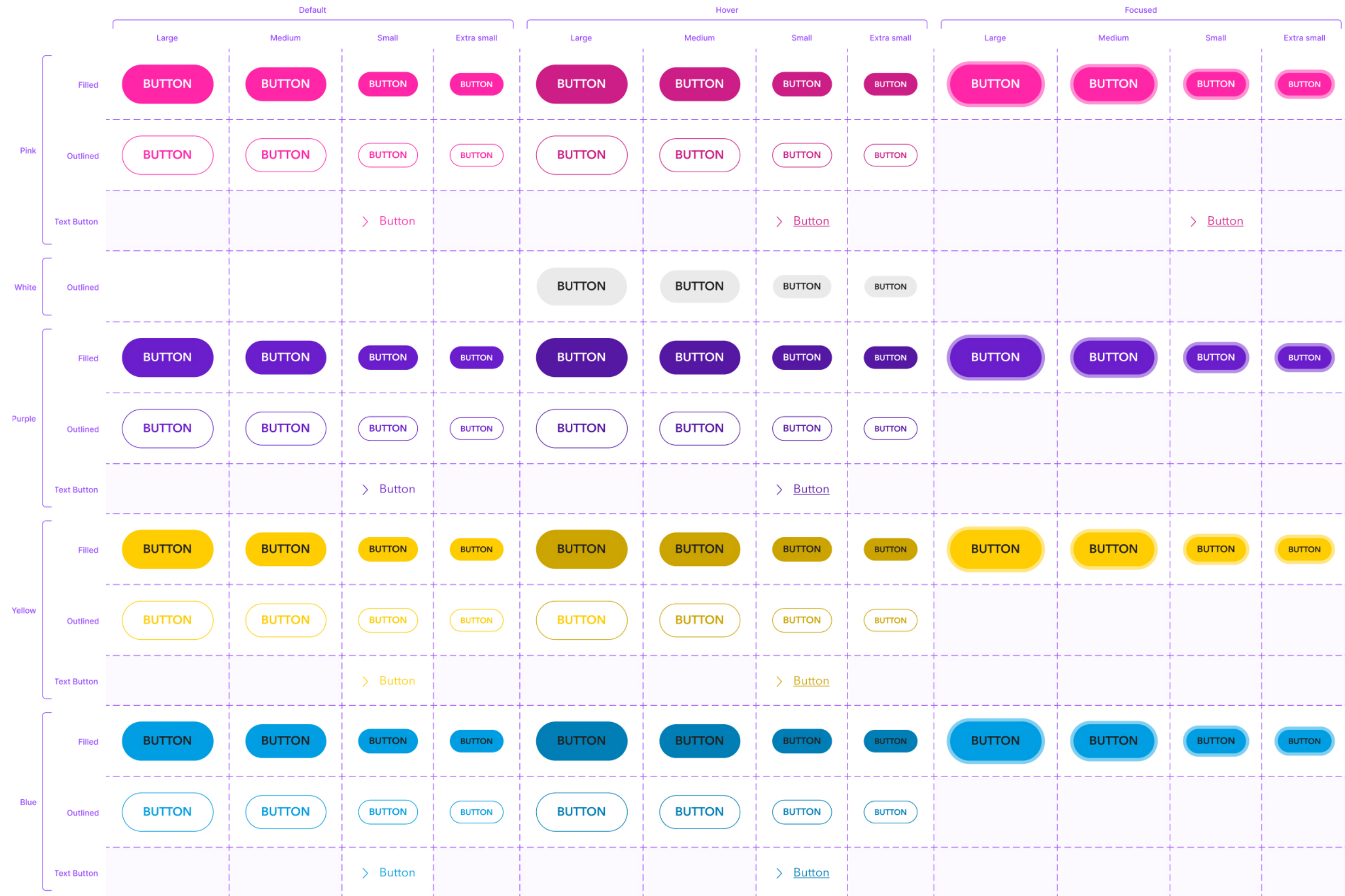
Shadow 2xl

```
0 25px 50px -12px rgb(0 0 0 / 0.25);
```

CTA buttons

We use brightly coloured buttons to capture attention online when we want to raise awareness or highlight a key CTA.

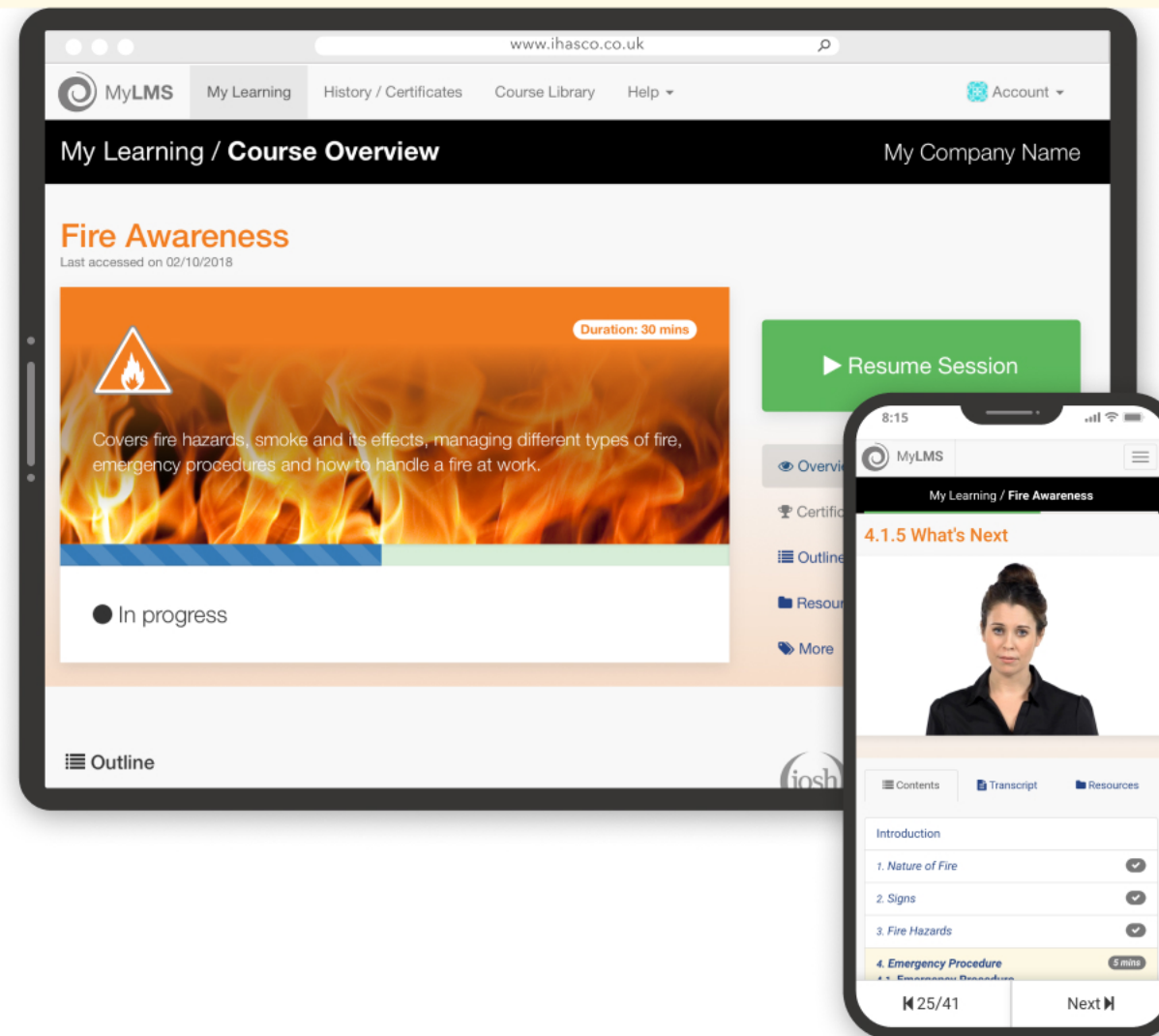
Choice of CTA/button colour based on UI, not just colour palette available. Ideally consistently use one colour as multiple button colours will confuse users.



Use case

Website Section (Laptop)

90px



90px

Simple training delivery

● Title 1

30px

A beautifully crafted, accessible and simple to use learning experience which delivers online training effectively everywhere and for everyone.

● Body 1

15px

Our courses are compatible on any device, include closed captions and can be machine translated into over 35 international languages.

● Body 1

45px

> [Find out more about training delivery](#)

● Text button

How it all comes together

Please note that the creative in this section is indicative only.
Speak to the marketing team if you need support with creating new assets.

Tias miniet que
omnihit, quatas
eati doluptata quae
voluptae nossectes
minto cullaadae nis
Nam suntiost, in rest,
odit et ex eos aut
odisi ut volomite nis sit
demque modis et ipis
es ipsam, quatioreicia
est mi, seceptae

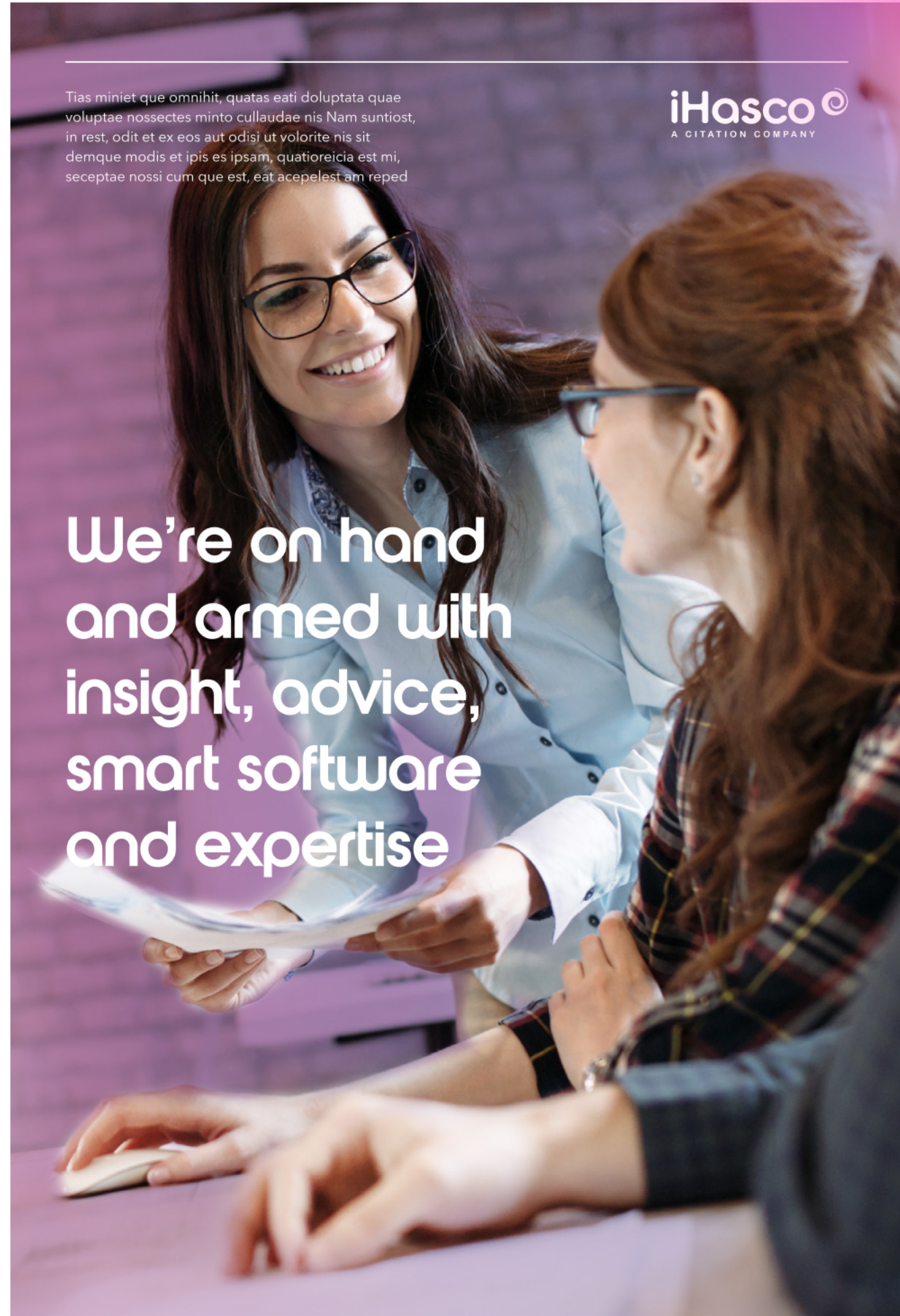


Smas®
WORKSAFE

Tias miniet que omnihit, quatas eati doluptata quae
voluptae nossectes minto cullaadae nis Nam suntiost,
in rest, odit et ex eos aut odisi ut volomite nis sit
demque modis et ipis es ipsam, quatioreicia est mi,
seceptae nossi cum que est, eat acepelest am reped

iHasco®
A CITATION COMPANY

**We're on hand
and armed with
insight, advice,
smart software
and expertise**



Stressfree
screening?
Check.

uCheck ©
A CITATION COMPANY



iHasco



Welcome to iHasco



hello@ihasco.co.uk
To: iHasco_All

Yesterday at 15:04

Hi all,

Welcome to iHasco guide line, hope you find something useful.

Kind Regards



T [01344867088](tel:01344867088)
W ihasco.co.uk

iHasco, 3 Arlington Square,
Downshire Way, Bracknell, RG12 1WA



4.6 Rating **2,677** Reviews

We're helping businesses save: 88% of our clients said they had saved money as a direct result of using iHASCO*.

Making online training for the workplace simple

With our easy-to-use online training platform and extensive library of accredited, high-quality courses, it's simple to get your workplace Health & Safety, HR, Compliance and Soft Skills training sorted.

Get Started

Request a quote or get started for free and see why tens of thousands of organisations use us to keep their staff safe, happy and productive.

START MY FREE TRIAL

Training delivery

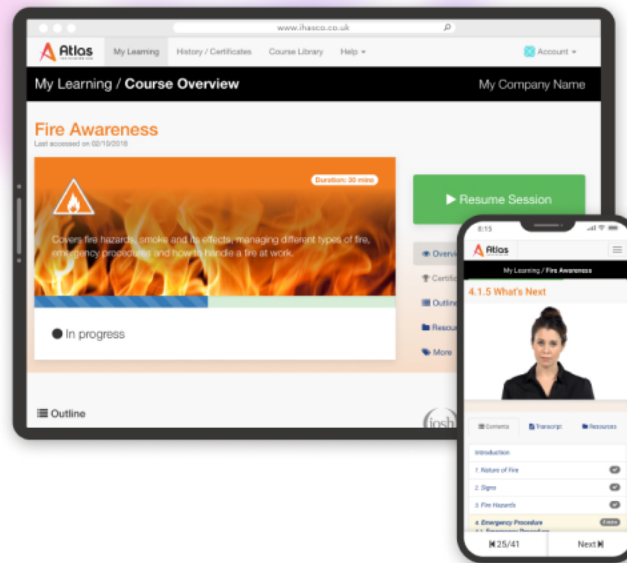
Your learners deserve a beautifully crafted, simple to use learning experience which works for everyone.

Course content

We cultivate a huge library of high-quality, video-based online courses covering Health & Safety, HR, Compliance and Soft Skills training.

Management & reporting

The smart features you need without the unnecessary baggage or administrative cost of an enterprise LMS.



Simple training delivery

A beautifully crafted, accessible and simple to use learning experience which delivers online training effectively everywhere and for everyone.

Our courses are compatible on any device, include closed captions and can be machine translated into over 35 international languages.

> Find out more about training delivery

Over 150 high quality courses

With an extensive library of over 150 high-quality eLearning courses available in 35+ languages, completing workplace Health & Safety, HR or Compliance training is no longer a chore for your employees.

> Find out more about our course content

APPROVED & ACCREDITED



Popular courses

- Asbestos Awareness Training
- Assessing Mental Capacity Training
- Bullying & Harassment Training
- Bullying & Harassment Training for ...
- Driver Awareness Training
- First Aid Appointed Person Training
- Food Allergy Awareness Training
- Food Hygiene Level 1 Training Course
- Food Hygiene Level 2 Training Course
- General Workshop Safety Training
- PPE Training - Personal Protective Equipment
- Risk Assessment Training
- Safeguarding Adults (SOVA) Level 2 Training
- Safeguarding Children Training
- Working at Height Training

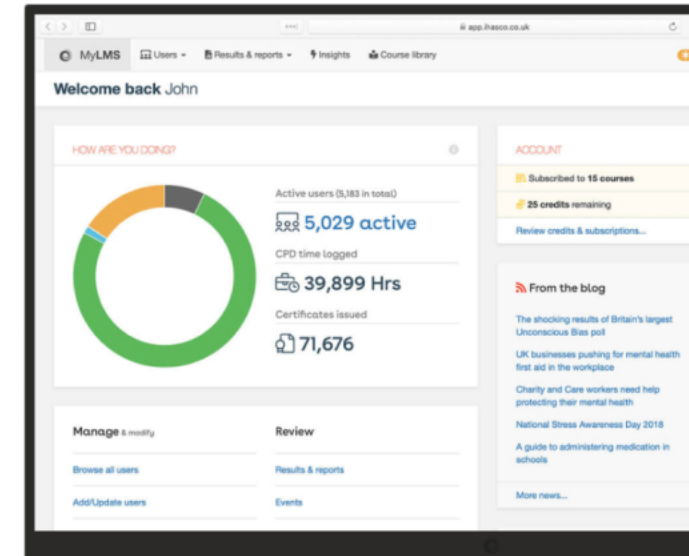
BROWSE ALL TRAINING COURSES

Easy management & reporting

Our Learning Management System gives you that 'at a glance' view so you can quickly see if your staff are up to date with their training while still providing the tools to drill down and look at the finer details.

Easily onboard your staff, take the headache out of administration and let our LMS automate your training schedules.

> Find out more about our Learning Management System



Ready to get started?

TRY IT FOR FREE

REQUEST A QUOTE

Employees & employers rated us

4.4 out of 5

With over 160,000 real user reviews, you can easily see how we make training engaging for employees and simple for employers.



> Read our reviews

We've helped over 10,000 organisations

We're proud to help businesses of all sizes. See how with our client success stories...



Digital assets

Assets

Logo

iHasco Logo Pack

DOWNLOAD

Colours

Swatches

DOWNLOAD

Fonts

Avenir Next

DOWNLOAD

NE.Orange

DOWNLOAD

Presentations

PowerPoint template

DOWNLOAD

Images

LinkedIn header image

DOWNLOAD