

Brand Guide

version 1.0

The Hearing Loss Association of America (HLAA) **Brand Guide** is designed to ensure consistent, professional communication across our vast nationwide community of support. These standards reflect accessibility, clarity and inclusivity, and reinforce HLAA's position as the leading voice for millions of people with, and at risk of hearing loss.

Contents

Follow the HLAA Brand Guide in these areas to help us speak with one voice and empower more people with hearing loss.

- 1 General Information
- 2 Key Style Notes
- 3 Logo Usage
- 4 Color Palette
- 5 Typography
- 6 Photo Guidelines
- 7 Print and Digital
- 8 Social Media
- 9 Neutrality
- 10 Contact Information



General Information

Consistent Voice

The Hearing Loss Association of America (HLAA) is a nationwide organization including more than 125 local chapters and groups, state organizations, volunteers, partners and advisers.

- Consistency helps reinforce our mission and identity together.
- See HLAA's [Editorial Guide](#) for more information on tone, voice, style and messaging.

HLAA General Boilerplate Description

The Hearing Loss Association of America (HLAA) is the leading voice of the growing number of people with, and at risk of, hearing loss in the U.S. HLAA advocates to improve access to care, treatment and communication and empowers through education, awareness and a nationwide community of support. Our work improves the lives of millions of people with hearing loss through national legislation, public policy and a vibrant network of local chapters, state organizations and grassroots initiatives. Our Walk4Hearing events raise awareness and funds in cities across the country and bring hope and support to families facing hearing loss. Visit hearingloss.org for more information.

Key Style Notes

A few of our most commonly used rules.
See our [Style Guide](#) for more.

- Spell out **Hearing Loss Association of America (HLAA)** on first reference and use **HLAA** on subsequent references.
- Do not use Hearing Loss Association by itself or abbreviate as HLA, including in chapter names.
- Use the phrase “**person/people with hearing loss**” instead of:
 - hard of hearing or hearing impaired
 - deaf individual
 - people who are deaf **and/or** have hearing loss (redundant)
 - suffering from hearing loss (negative connotation)
- Follow AP Style for items such as health care (two words) and nonprofit (one word, no hyphens).
- Spell out **over-the-counter (OTC)** hearing aids on first reference; use OTC on subsequent references.
- Capitalize HLAA **C**hapters.
- Capitalize **D**eaf community or **D**eaf culture.
- Use lowercase **d**eaf to describe a person (unless otherwise specified).

Logo Usage



HLAA Logo



Chapter Logo



Walk4Hearing Logo

HLAA, Chapter and Walk4Hearing Logos

- Always use the official HLAA, chapter or Walk4Hearing logo as provided by the organization. Do not modify or distort.
- Resize as needed but maintain original proportions.
- When used on a dark or busy background, use a white box background with 10 pixels or more margin around the logo to ensure it remains visually distinct and unobscured by surrounding elements.



Logo Usage

(continued)

Logo Variations

- **Full-color version of logo is preferred for both digital and print use on white background.**
- Monochrome or white logo may be used if necessary.
- Grayscale for black and white printing is also available.
- The logo consists of both text and a symbol. Do not separate or use elements independently.

Do Not

- Alter colors or proportions
- Add effects (shadows, gradients, etc.)
- Put on a cluttered background

4 Color Palette

HLAA’s brand colors reflect warmth, trust and professionalism. Our color palette includes three primary HLAA brand colors and five secondary shades, when accents are needed in the background.

Primary: Purple

HEX: #564087
RGB: 86 64 135
CMYK: 80 88 14 3

Primary: Orange

HEX: #E45C30
RGB: 228 92 48
CMYK: 6 78 93 1

Primary: Green

HEX: #6B9340
RGB: 107 147 64
CMYK: 63 24 99 6

Secondary: Light Purple

HEX: #EEE7FF
RGB: 238 231 255
CMYK: 5 9 0 0

Secondary: Light Blue

HEX: #ADD8E6
RGB: 173 216 230
CMYK: 30 3 7 0

Secondary: Yellow

HEX: #F4F0BF
RGB: 244 240 191
CMYK: 5 2 30 0

Secondary: Light Orange

HEX: #FCE4CE
RGB: 252 228 206
CMYK: 1 11 18 0

Secondary: Light Green

HEX: #D5E5CA
RGB: 213 229 202
CMYK: 17 2 24 0

Typography

Although HLAA does not provide specific typeface recommendations, use clear, easy-to-read, sans serif fonts for accessibility.

For example, our new website uses the typeface shown to the right, Plus Jakarta Sans.

General Tips:

- Use boldface for headlines/subhead
- Use italics for book and movie titles
- Avoid scripts and other fancy fonts
- In most cases, stay away from ALL CAPS

Font: Plus Jakarta Sans

Headings 38pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Subheadings 28pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Body Copy 17pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

6 Photo Guidelines

- Use high-quality images (for print: 300dpi)
- Feature people in real-life situations related to hearing loss whenever possible.
- Avoid photos with people cupping their ears, which may be seen as disrespectful.
- Show diversity of age and culture to illustrate that hearing loss can affect anyone. This may mean using more than one photo on a page.



7 Brand Application - Print and Digital

The HLAA messaging and branding can be promoted on various online and print platforms. To ensure a consistent brand identity, please follow guidelines provided below.



Website

- Use HLAA's brand colors, fonts and logos across all digital platforms.
- Maintain consistent messaging and tone across social media, websites and emails.
- Use accessibility features such as ALT tags (written image descriptions for people with low vision).



Print Materials

- Use HLAA's brand colors, fonts, and logos.
- Maintain original logo proportions.
- Use approved color schemes in CMYK format and fonts.
- Ensure materials are printed in high resolution, especially logos and images.



Merchandise

- All branded items should adhere to HLAA's color, logo and typography standards.
- Maintain original logo proportions.
- Ensure materials are printed in high resolutions, especially logos and images.

8

Social Media Guidelines

HLAA’s social media presence should reflect its mission and values. The following guidelines ensure consistency and professionalism across all platforms:

Content

Posts should be informative, supportive and community-driven.

Tone

Maintain a positive, inclusive empowering tone.

Engagement

Respond respectfully to comments and messages while fostering meaningful discussions.

Visuals

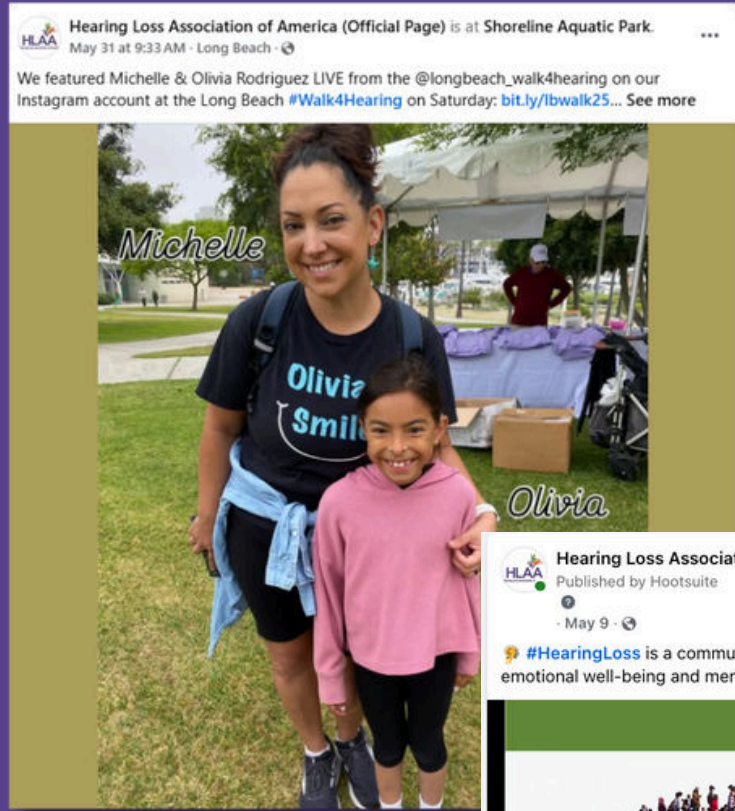
Use branded graphics, high-quality images, and appropriate hashtags.

Topics to Avoid

No partisan, religious, divisive or controversial topics.

Moderation

Remove or report inappropriate or offensive comments as necessary.



9 Neutrality

HLAA does not promote or endorse specific products or services, but educates and advocates for a range of assistive technology options to help people with hearing loss understand, connect and stay engaged in their lives.

To maintain a welcoming, neutral and inclusive community, official HLAA communications should:

- Avoid anything that can appear as promoting a specific product or service and include the disclaimer below on pages with any mention of products or services.*
- Avoid content that is partisan, religious, divisive or controversial.
- Ensure all messaging aligns with HLAA's mission of empowerment and accessibility.
- Promote respectful, constructive conversations that benefit the hearing loss community.

Use this disclaimer for content and presentations involving technology or services:

* The Hearing Loss Association of America (HLAA) does not endorse specific products or services, but educates and advocates for a range of assistive technology options to help people with hearing loss understand, connect and stay engaged in their lives.

Thank You

Thank you for using this guide to ensure HLAA's brand remains strong, recognizable and consistent.

For questions and more information, contact chapters@hearingloss.org.

