

HIGG INDEX LOGO GUIDELINES

The Higg Index is a suite of tools that enables brands, retailers, and facilities of all sizes — at every stage in their sustainability journey — to accurately measure and score a company or product’s sustainability performance. The Higg Index delivers a holistic overview that empowers businesses to make meaningful improvements that protect the well-being of factory workers, local communities, and the environment. To learn more visit www.apparelcoalition.org/the-higg-index.

01 SIZE

The logo must be no smaller than 0.5 inches wide for print or 38 pixels on screen.

0.5" / 38 pixels



02 LOGO CLEAR SPACE

All forms of the Higg Index logo must have a designated amount of clear space on all sides unoccupied by other elements. This is to ensure the logo’s visual clarity and effectiveness.



03 COLOR

The Higg Index logo corporate colors are black and white (on the right). No screens of either color are allowed.



Higg Black

HEX: #000000
RGB: 0 / 0 / 0
CMYK: 0 / 0 / 0 / 100
Process Black



Higg White

HEX: #FFFFFF
RGB: 255 / 255 / 255
CMYK: 0 / 0 / 0 / 0
Process White

04 DO

- Capitalize Higg Index.
- Comply with the Higg Index terms of use.
- Comply with the Higg Index logo guidelines.

05 DON'T

- Display the logo with color combinations not specified.
- Display the logo in a configuration not previously specified.
- Attempt to recreate the logo.
- Display other elements within the logo’s designated clear space.
- Use the following: Higgs, HIGG, HIGG Index

06 APPLICATIONS



On white background



On black background



On color background



On light image background



On dark image background

07 UNACCEPTABLE APPLICATIONS

The logo must be used as is and not be altered in any way.



Change the logo’s orientation or rotation



Disproportionately scale or resize the logo



Change the logo’s colors



Add special effects to the logo



Add an outline to the logo



Display the logo as an outline



Make alterations to the logo’s text



Crop the logo in any way



Use the logo on top of busy photography