



Logo Guidelines 2009

## The sgi Logo

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The sgi logo and the corporate colors are key elements for establishing and maintaining the identity of sgi. It needs to be used appropriately and consistently across all printed and on-screen applications. It is vital the logo retains its intended shape, form and color. Therefore, it is imperative that no one attempts to modify or recreate the logo under any circumstances.

The following guidelines should be followed whenever creating original printed or on-screen pieces.



## Clear Space and Positioning within Margins

A clear space is defined to maintain the logo's integrity. If the minimum clear space is not applied, the logo's impact will be compromised.

Do not allow any graphic elements, such as copy, photography or background patterns to clutter up the clear space. Maintaining a clean and uncluttered area around the logo maximizes the visual impact of the artwork.



*The minimum amount of clear space is determined by the height of the lower case letter "s." Do not let other graphics and text violate this space.*

When the logo is positioned close to the edge of a page, the minimum distance equals the height of the entire logo.



## Minimum Size

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To ensure legibility, the logo may not be reproduced below 0.5" in width for printed materials.



*Minimum print size*

For electronic media, it is important to maintain consistency when presenting the logo on the internet, on a CD ROM or other types of media. The minimum size for the logo is 40 pixels wide.



*Minimum electronic size*

# Corporate Colors

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## Color Palette

Color is essential to the brand strategy. It helps to establish and maintain the look and character of the brand. Outlined to the right is the Pantone Matching System (PMS) color palette. It should be used as a reference when choosing colors for printed and on screen media.

**Blue and Green are the main brand colors.**

Do not convert Pantone colors to CMYK, RGB or HEX. Use Pantone colors when producing a 1- or 2-color job, otherwise use CMYK colors. To ensure quality color reproduction, refer to the current edition of the Pantone Color Guide.

When producing Web art, use RGB or HEX colors so that the colors appear properly on screen.

		
<b>Pantone Coated</b>	362c	300c
<b>Pantone Uncoated</b>	361u	299u
<b>CMYK</b>	70-0-100-9	100-44-0-0
<b>RGB</b>	74-170-66	0-121-193
<b>HEX</b>	4AAA42	0079C1

## Color Variations / Background Control

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### Logo Usage

The logo should only be used as shown, in either full color version, grayscale or reversed out against black.

The preferred background for the color and grayscale logo is white. Do not use other colors for the background.

The preferred background for the reverse logo is black. Do not use less than 80% color value if other than black is used for the background.



*Full color on white background*



*Grayscale on white background*



*Reverse logo on black background*

## Incorrect Usage

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### Color Manipulation

The logo colors should not be manipulated in any way other than as indicated by this document.



*Reverse blue and green colors*



*Change colors altogether*

### Element Manipulation

Logo elements should not be manipulated in any way.



*Manipulation of elements*



*Change from lower case to upper case*

# Fonts

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## Typography

Kievit is the primary font family to be used for sgi brand collateral materials. Kievit Regular & Italic (used in the body), Kievet Bold & Bold Italic (used for headers and bolds).

Kievit Light and Kievit Medium are also available for use as needed.

If this font is not available use Calibri.

## Kievit

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789 !@#%&

## Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789 !@#%&

