



SIOR

SIOR LOGO GUIDELINES

VERSION 1.0 | 10.30.2015

01

THE LOGO

HORIZONTAL



VERTICAL



Logo Variations

Our logo is a key aspect of the brand, and consistent use of our logo creates a connection between our brand and the people viewing it.

Our logo is flexible and can be used in both horizontal and vertical layouts. The horizontal logo is our preferred version, but ultimately the version that fits the space better should be used.



Logo Mark

The SIOR shield can be used on its own to represent the brand in places where very little space is available, such as on social media.



Single Color Versions

Both logo versions have a single-color version as well. This version can be used when printing one-color documents or when placing the design on background that might not work with the full-color version, like a photograph.



01. THE LOGO Logo Don'ts



Do not add additional effects to the logo



Do not alter the colors of the logo



Do not place the logo on off-brand or low contrast colors



Do not put the logo over a complicated background



Do not alter the proportions of the logo



Do not substitute fonts in the logo



Clear Space

When placing our logo in a document, it is important to leave the correct amount of space around the logo in order to maintain legibility. The clear spaces are measured off of elements of the logo so that they change size along with the logo.

For the horizontal version, leave a minimum space around the logo equal to half the height of the mark (X). For the vertical version leave a minimum space around the logo equal to the height of the logo text (Y).



Minimum Sizes

The minimum sizes our logos should be shown at are displayed here. Any smaller than this and they will be illegible.

These sizes are made with a piece of paper or business card in mind. For larger materials such as a poster or billboard the sizes could change. Always be sure to test legibility before going to print.



02

TYPE & COLOR

Aa

DIN Next LT Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

UVWXYZ

abcdefghijklmnopqrstuv

wxyz

1234567890

Primary Typeface

Our primary typeface is DIN Next LT Pro. DIN is a smart, bold typeface, and using it will help create continuity within the brand.

Aa

Ropa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ
abcdefghijklmnopqrst
vwxyz
1234567890

Aa

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ
abcdefghijklmnopqrst
vwxyz
1234567890

Fallbacks

There are replacement typefaces which can be used for instances when the secondary typefaces cannot be accessed.

Ropa is a free Google font that can be used online. Arial is the fallback when no other options is available.

Primary Palette

<p>CMYK c83, m72, y46, k40</p> <p>RGB 43, 50, 68</p> <p>HEX: #2b3244</p> <p>PMS Solid Coated: 534c</p> <p>PMS Solid Uncoated: 5395u</p> <p>Navy</p>	<p>CMYK c70, m57, y37, k15</p> <p>RGB 75, 88, 109</p> <p>HEX: #4b586d</p> <p>PMS Solid Coated: 5405c</p> <p>PMS Solid Uncoated: 5405u</p> <p>Cobalt</p>	<p>CMYK c15, m6, y3, k0</p> <p>RGB 211, 225, 234</p> <p>HEX: #d3e1ea</p> <p>PMS Solid Coated: 649c</p> <p>PMS Solid Uncoated: 649u</p> <p>Silver</p>
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