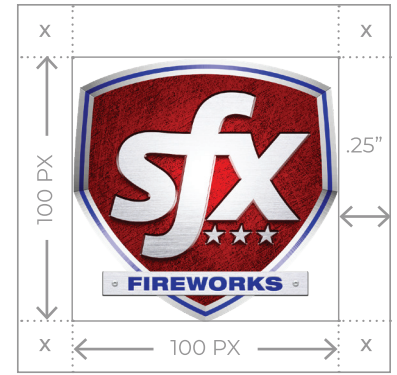


# LOGO CREATIVE GUIDELINES

Usage rules should apply to all of the approved logo variations.

## SIZE:

For digital/online materials, the minimum size is at least 100px x 100px. For printed materials, the minimum size is at least 1.5" round. The logo should be of sufficient size to ensure the wording is legible and the details distinct. Leave 0.25" of space around all sides of the SFX logos.



## BRAND FONTS:

**HELVETICA NEUE LT STD**

**URW DIN COND ITALIC**

## LOGO & VARIATIONS:



PRIMARY



2 COLOR PRIMARY



1 COLOR PRIMARY



SECONDARY

## COLOR:

PANTONE 186C  
15 100 91 5  
200 16 46  
#C8102E

PANTONE BLUE 072C  
100 99 2 3  
16 6 159  
#10069F

## USAGE:

- A. Do not use any color other than approved brand colors
- B. Do not lay over gradations or on busy backgrounds
- C. Do not stretch or skew logos
  - Do not make it tall/skinny nor short/squat
- D. No screening or transparency
- E. Do not add text or taglines to the logo unless using an approved logo format
- F. No effects or outlining may be applied to the logo
- G. Do not rotate the logos
- H. Do not place inside any shape
- I. Do not alter proportions of elements
- J. Do not alter orientation of elements
- K. Do not change or switch the colors in the logo
- L. Do not add elements to the logo
- M. Do not change font or format of logotype

