

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" high. 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.



LOGOS & VARIATIONS:



PRIMARY



1 COLOR PRIMARY




BLACK PRIMARY

BRAND FONTS:

GOTHAM
TUNGSTEN

COLORS:

 PANTONE 485C
6 98 100 1
222 39 38
#DE2726

 PANTONE 7477C
88 60 48 32
35 76 90
#234C5A

 PANTONE COOL GRAY 2C
18 14 15 0
208 208 206
#D0D0CE

USAGE:

- A. No other colors than approved brand colors
- B. Do not lay logos 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 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 around the colors in the logo
- L. Do not add elements to the logo
- M. Do not change font or format of logotype

