



## **BRAND STANDARDS MANUAL**

# FONTS

The logo has been styled with the font **Avenir**. This modern and bold font is strong while being readable and approachable.

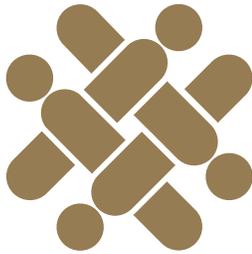
## AVENIR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

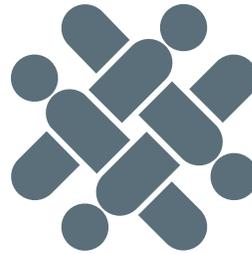
1234567890!@#\$%^&\*()?

# COLOURS

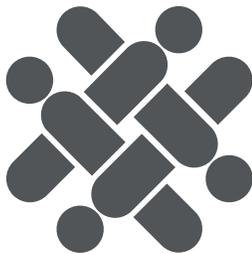
The colours of the brand are designed to compliment each other and are based off SEEnet's parent company.



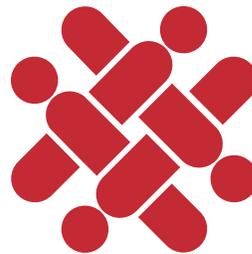
**COATED: PANTONE 871 C**  
**UNCOATED: PANTONE 871 U**  
**CMYK: 38/45/73/13**  
**RGB: 150/124/84**  
**HEX: 967C54**



**COATED: PANTONE 431 C**  
**UNCOATED: PANTONE 431 U**  
**CMYK: 68/48/42/13**  
**RGB: 91/111/121**  
**HEX: 5B6F79**



**COATED: PANTONE 425 C**  
**UNCOATED: PANTONE 425 U**  
**CMYK: 66/56/53/30**  
**RGB: 83/86/88**  
**HEX: 535658**



**COATED: PANTONE 187 C**  
**UNCOATED: PANTONE 187 U**  
**CMYK: 17/97/86/6**  
**RGB: 194/42/52**  
**HEX: C22A34**

## THE ICON

This icon represents the network of people needed to meet the goals of SEEnet.  
This icon is able to work within the full logo but is also strong enough to stand on its own.



## CONTRAST

Your logo should always be placed on a background that has enough contrast so the logo is clearly visible.



## PROPER FILE TYPES

- Use the vector files when resizing the logo. These will scale without distortion.
- For Powerpoint, or Word, use a PNG file or JPG.
- For placement over a background, use a PNG file with transparent background.
- For web use, scale the logo to proper size in editing software, and export as a JPG file.
- For most uses, please use the EPS file.

## MINIMUM SIZE

To ensure readability and a strong visual presence of the logo or the logo with the descriptive lockup, the width **must not be less than 1.25 inches**. At smaller sizes the tagline can be removed for lack of visibility.



## CLEAR SPACE

To increase the visual impact of the logo, a minimum amount of clear space must be left around it with no other words or visuals encroaching on this space. The minimum required space is equal to the height of the counter of the "S". **This space must be maintained on all sides of the logo or logo with descriptive lockup.**



## UNACCEPTABLE LOGO USAGE

Certain uses of the logo are unacceptable. The examples illustrated below must be avoided.



Must not be stretched or distorted.



Colours must not be altered.



Fonts must not be altered.



Layout must not be changed.



Must not be placed on complex backgrounds.



**SEEnet**