BRAND GUIDELINES: Sustainable Growth Coalition

Logo Variations

Primary Logo Treatments

The stacked and horizontal logo treatments should be used whenever possible.

horizontal treatment

stacked treatment

Secondary Logo Treatment

The long "banner" logo treatment should only be used if the stacked versions are not appropriate.

Reverse Logo Treatment

To maximize contrast, on dark backgrounds, use the all white aka reverse version of the logo or the white text version. When using it on top of a photograph, try to place it over the darkest part of the image and/or add a subtle drop shadow to the logo.

Photo Treatments

Never place the logo over people's faces. If the logo is contained the container's opacity may be changed to add depth and visual interest to the logo+photo treatment but the wordmark itself should always be 100% opacity. A subtle dropshadow may be added to the logo to help it pop on the background. Select photos with complementary color schemes.

Logo Rules

Spacing

A space equal to the width of a "O" around the entire logo.

Do Not

Never alter the logo in the following ways:

Color outside the brand color scheme

Stretch or distort

Not enough contrast between background and logo and green ring getting lost in background color.

Placing logo over pattern or photo that competes for attention

Colors

Color plays an important role in brand identity. Blue, cool hues and should be used on all brand materials. Body copy should be dark blue rather than grey or black. Various tints of the light blue can be used to create a larger color scheme and depth in designs.

When printing in full color coated paper stock is preferable. Uncoated stock absorbs ink which tends to darken and dull colors. Pantone and CMYK colors included in these guidelines are meant for coated paper stock. Colors shown below and on subsequent pages are in RGB because this brand guidelines book will likely be viewed on-screen. RGB/Hex hues will typically look lighter on-screen compared to Pantone (PMS) or CMYK swatches. Always print with PMS or CMYK colors and request printed proofs whenever possible. The Pantone swatches are part of the solid-coated formula guide.

PMS: 302 C
C: 100 **M:** 74 **Y:** 40 **K:** 33
R: 22 **G:** 65 **B:** 92
Hex: #16415C

PMS: 7698 C
C: 79 **M:** 47 **Y:** 32 **K:** 6
R: 59 **G:** 110 **B:** 143
Hex: #3B6E8F

PMS: 377 C
C: 20 **M:** 11 **Y:** 5 **K:** 0
R: 201 **G:** 211 **B:** 226
Hex: #6E9039

PMS: 377 C 60% Tint
C: 37 **M:** 14 **Y:** 56 **K:** 0
R: 168 **G:** 188 **B:** 136
Hex: #A8BC88

Typography

When used appropriately typography is a powerful piece of the brand identity toolkit. The font family Karla is recommended for use across all collateral materials.

Karla is an open source font that can be downloaded Karla from **googlefonts.com/karla**.

Karla SemiBold, Bold or Extrabold should be used for headings in both print and digital collateral. Karla Regular and Medium are the most appropriate for paragraph copy. Various font weights can also be used for special typographic treatments such as quotes or key points that are separated from the main text of the marketing collateral.

Karla - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Karla - Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Karla - Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Karla - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Karla - ExtraBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
**1234567890**

Iconography

The Coalition has a growing stock of iconography that can be used for presentations or documents. These icons are a modern "line" style. The line weight should always be the same and the level of detail should not exceed that of the examples shown below.

Icons may be any of the colors included in this document but should only be one color. Icons may stand alone or be encompassed in a circle with 60% tint outline of the icon color. Icons should always be aligned to the center of each other. Consult with the marketing team before using a new icon.

Brand Appropriate Icons

Icon styles that are unacceptable for SGC
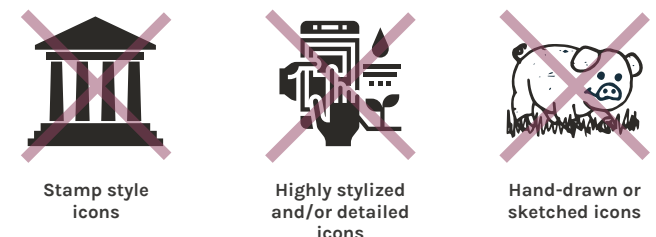
Stamp style icons

Highly stylized and/or detailed icons

Hand-drawn or sketched icons