

Logo and Style Guide



Introduction

This document provides a framework and guidelines for SAENA team members to create marketing and communications collateral that is on brand and capable of eliciting a consistent emotional, not purely functional, response.

In an effort to provide greater scope for the SAENA we have expanded the colour palette and introduced a new treatment for the logo. This provides staff with greater creative flexibility across all media, whilst still providing constraints to protect its use and maintain consistency. In essence we want you to push the boundaries creatively, but in a gentle manner that respects the essence of our brand.

Logo Overview

Minimum size specifications are provided to ensure the SAENA logo is reproduced effectively at a small size. 30mm has been determined as the minimum size at which the SAENA logo reproduces effectively in all methods of production.

Minimum size specifications must be followed at all times.

MASTER LOGOS



Verticle



Horizontal



30 mm



30 mm

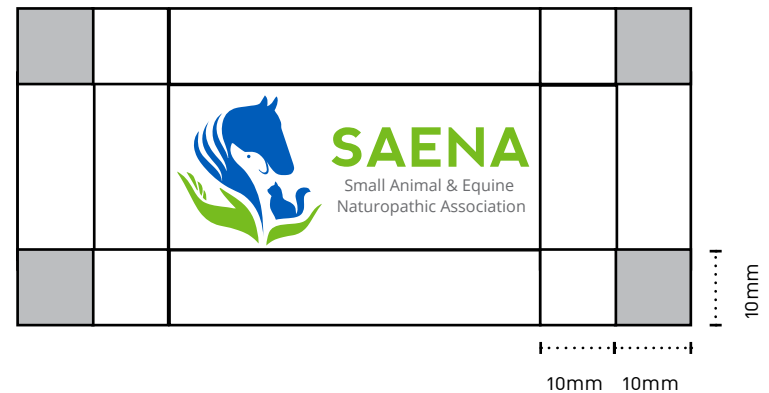
Logo Overview



Create Clear Space

Clear space is the minimum surface area surrounding the outside of the logo that must remain free of any other graphic element or text. Clear space is used to maintain the clarity and integrity of the SAENA logo.

Wherever possible, maintain more clear space around the logo than the minimum specification. The amount of clear space must have a minimum of 10mm spacing around the logo, as seen in the layout opposite.



SAENA Logo – Usage



SAENA Colour Breakdowns

Colour helps bring our brand to life and imbues our communications with emotion and tone - and most importantly, consistency.

This colour matrix provides specifications for the primary colours used for SAENA.

In the event that a colour match is required for a specialised application, paint type or material not covered by this breakdown, a colour match is to be submitted to the SAENA's Marketing Communications Manager for approval prior to application or fabrication.



CMYK
100 42 0 0

RGB
0 101 189

HTML
0065BD



CMYK
63 0 97 0

RGB
105 190 40

HTML
69BE28

Typography

Typography plays a key role in our look and feel. The use of Nevis for SAENA and Open Sans as the secondary font, in its various weights, creates flexibility when working with text style hierarchy, for both print and digital media.

Source Sans Pro offers ultimate flexibility with full compatibility across print and digital mediums.

NEVIS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@#\$\$%^&*

OPEN SANS - BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@#\$\$%^&*

OPEN SANS - SEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@#\$\$%^&*

OPEN SANS - REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@#\$\$%^&*

OPEN SANS - ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*01234567890!@#\$\$%^&**



SAENA

Small Animal & Equine
Naturopathic Association

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