

Visual Identity Guidelines

LOGOS

The logo is the core of Social Enterprise Fund's brand identity. It gives everything, from signage to business cards, a sense of unity and distinction. To retain a strong visual identity, the logo must never be altered or replaced by any other type. Use only the approved files supplied.

PRIMARY LOGO

The primary logo is used throughout all internal collateral. (i.e., business cards, letterheads and other documents)

FILE NAME:

SEF-green-PMS.eps

SEF-green-CMYK.eps

SEF-green-CMYK.jpg

SEF-green-RGB.eps

SEF-green-RGB.png



SECONDARY LOGO

The secondary logo can be used throughout external marketing collateral - the logo is intended to be creative and fun and should be used in materials that will portray this. (i.e., *Portfolio*).

FILE NAME:

SEF-blue-PMS.eps

SEF-blue-CMYK.eps

SEF-blue-CMYK.jpg

SEF-blue-RGB.eps

SEF-blue-RGB.png



REVERSE

FILE NAME:

SEF-Logo-R.eps



GREYSCALE

FILE NAME:

SEF-Logo-K.eps



CLEAR SPACE

The logo requires a "clear space" around it where no other elements intrude. This is based on the height of "SOCIAL" in the wordmark. Keeping clear space around the logo ensures maximum legibility.

MINIMUM SIZE



COLOUR PALETTE

PANTONE® is a registered trademark of Pantone, Inc.



PANTONE® 7708 C
100 18 12 59
R: 0 G: 86 B: 112
HEX: 005670



PANTONE® 7708 (35%) C
40 18 18 0
R: 154 G: 182 B: 194
HEX: 9AB6C2



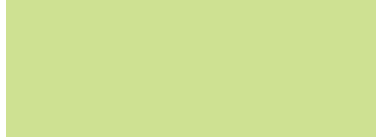
0 0 0 95
R: 51 G: 49 B: 50
HEX: 333132



PANTONE® 7719 C
96 0 49 50
R: 0 G: 109 B: 104
HEX: 006D68



PANTONE® 7719 (35%) C
34 9 22 0
R: 169 G: 202 B: 197
HEX: A9CAC5



PANTONE® 375 (50%) C
21 0 54 0
R: 206 G: 225 B: 146
HEX: CEE192

PRIMARY TYPEFACES

Acumin Pro and Acumin Pro Condensed are the primary brand fonts for SEF.
These fonts can be used throughout all marketing and internal collateral within the SEF brand.

Acumin Pro

Acumin Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ?!@#\$\$%&

Acumin Pro Condensed

Acumin Pro Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ?!@#\$\$%&

SECONDARY TYPEFACES

Cormorant

Cormorant
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ?!@#\$\$%&

Use Cormorant for large bodies of copy only.
(i.e., *Portfolio* body copy)

Arial

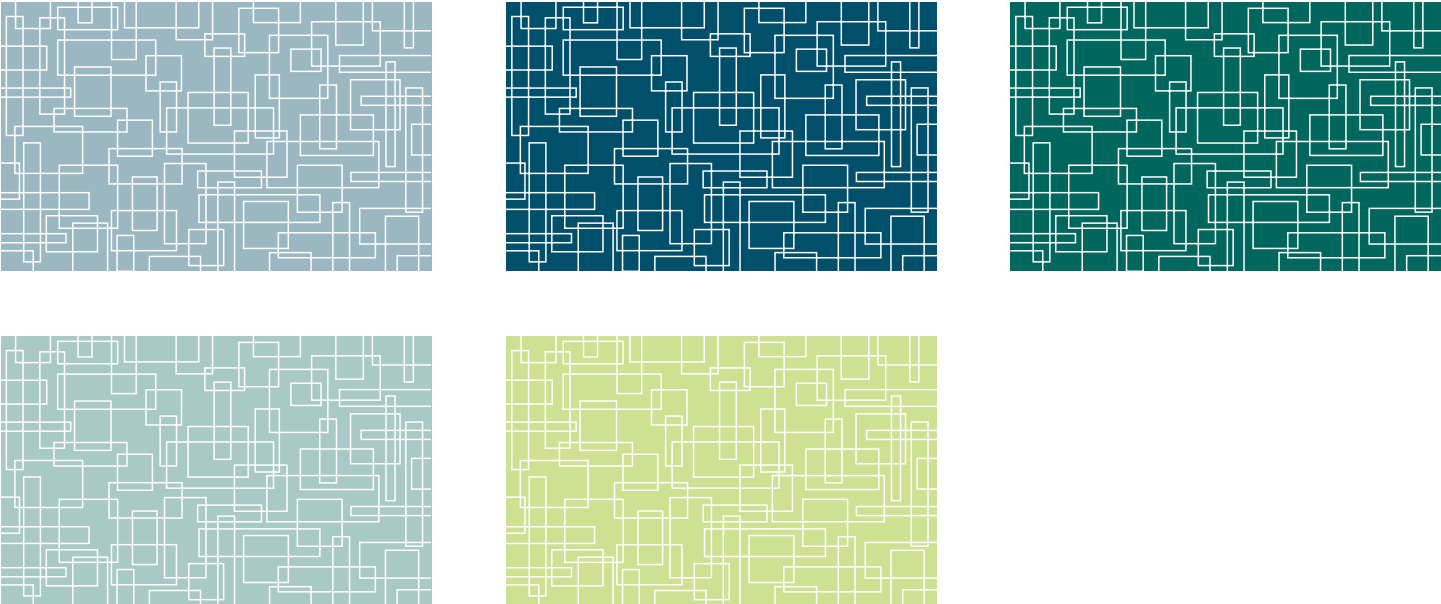
Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ?!@#\$\$%&

Use Arial as a substitute for Word documents only
when the primary typefaces are not available.

GRAPHIC ELEMENTS

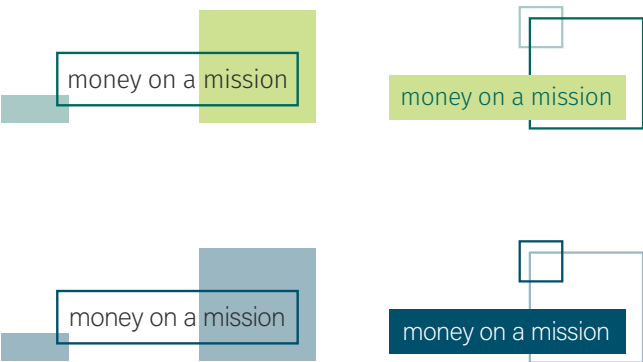
PATTERN

The pattern graphic can be used throughout SEF’s marketing and internal collateral as a graphic element. The placement and colour options used is at the designer’s discretion.



TAGLINE GRAPHIC

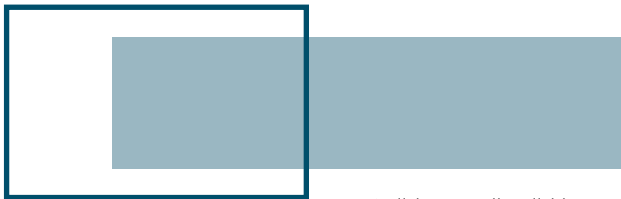
The tagline graphic can be used throughout SEF’s marketing and internal collateral as a graphic element. The colour option used is at the designer’s discretion.



ADDITIONAL ELEMENTS

The use of overlapping boxes is a reoccurring theme. It is taken from the logo and graphic elements and must only be used in the approved SEF colours. These additional elements can be used throughout all print and digital collateral to bring the brand identity together as one.

Below is an example of the approved box treatment:



^ Box with stroke.
Can be shown in
any of the approved
SEF colours.

^ Solid Box. All solid boxes
must only be shown in the
following approved colours:
PMS 7708 (35% or lighter)
PMS 7719 (35% or lighter)
PMS 375 (50% or lighter)

