

*BRAND GUIDELINES*

What are these guidelines for?

They shall help us to ensure that the way we present our brand is always professional, consistent, distinctive and, of course, sustainable!

**CONTENT**

[1. INTRODUCTION 3](#_Toc62663680)

[1.1. The SGA brand marks 3](#_Toc62663681)

[1.2. Resizing the brand mark 3](#_Toc62663682)

[2. BRAND COLORS 3](#_Toc62663683)

[2.1. Color Guidelines 4](#_Toc62663684)

[3. LOGO SIZING 5](#_Toc62663685)

[3.1. Standard sizing 5](#_Toc62663686)

[3.2. Micro sizing 5](#_Toc62663687)

[4. LOGO APPEARANCES 6](#_Toc62663688)

[5. EXCLUSION AREA 7](#_Toc62663689)

[5.1. Minimum exclusion area 7](#_Toc62663690)

[6. LOGO COMBINATIONS 8](#_Toc62663691)

[7. LOGO AND BACKGROUNDS 9](#_Toc62663692)

[8. LOGO RESTRICTIONS 10](#_Toc62663693)

[8.1. Maintaining the brand value 10](#_Toc62663694)

[8.2. What not to do? 10](#_Toc62663695)

[9. POWER POINT GUIDELINES 11](#_Toc62663696)

[9.1. Font 11](#_Toc62663697)

[9.2. Cover slide 12](#_Toc62663698)

[9.3. Margin and space 13](#_Toc62663699)

[10. DOCUMENT GUIDELINES 13](#_Toc62663700)

[10.1. Font 13](#_Toc62663701)

[10.2. Margins and space 14](#_Toc62663702)

# INTRODUCTION

## The SGA brand

The brand consists of two strong independent but related components: the brand icon and the brand name. The relative size and positions of the brand name in relation to the brand icon are fixed and must not be altered.

|  |  |
| --- | --- |
|  |  |
| The colored logo is the SGA standard logo and is to be used primarily. | The black and white logo should be used whenever the colored logo cannot be used due to optical or technical reasons. |
| The SGA logo with slogan “Sustainable people, business and enterprise development” can be used as second logo. This means it should only be used in addition to the main logo and only if the space available allows for the logo and the slogan to be read properly.  Example: the logo can be used at the end of a presentation when the main logo is used at the start or throughout the presentation. | |

## Resizing the brand

Care should be taken when resizing the brand in Word to keep the proportions of the dimensions the same. Rather than dragging the corners, please click on the image – Format – Format picture – choose the “size” tab, ensure “Lock aspect ratio” is checked and then change either the height or width and press “OK” when finished.

# **BRAND COLORS**

## Color Guidelines

* The brand logo is to be used on white or light backgrounds preferably.
* The words “Sustainable Growth Associates” always appear in grey and the font is **Calibri** in color RGB (106 | 114 | 117) o CMYK (60 | 47 | 46 | 13)
* The leaf’s color of every logo appears in a degraded transparency.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | 1. #37A8DB 2. #74B6BE 3. #93BE99 4. #B1C971 5. #C3BF76 6. #D2B57E 7. #DDA682 8. #E59786 9. #E5AB9B 10. #E1B9AD 11. #E1C6BE 12. #E1D2CD 13. #E2D8D9 14. #E1E2E3 15. #E2E6EC | | RGB  55 | 173 | 219  94 |182 | 190  147 | 202 | 132  177 | 218 | 113  195 | 191 | 106  233 | 181 | 109  236 | 166 | 130  242 | 146 | 131  229 | 171 | 155  225 | 185 | 173  225 | 185 | 173  232 | 198 | 190  226 | 216 | 217  225 | 226 | 227  226 | 230 | 236 | | | CMYK  68 | 14 | 5 | 0  60 | 9 | 25 | 0  45 | 1 | 64 | 0  33 | 0 | 73 | 0  26 | 17 | 73 | 0  7 | 30 | 66 | 0  4 | 40 | 49 | 0  0 | 53 | 42 | 0  7 | 37 | 35 | 0  10 | 29 | 27 | 0  7 | 24 | 20 | 0  9 | 13 | 10 | 0  9 | 13 | 10 | 0  10 | 7 | 7 | 0  9 | 6 | 4 | 0 | |
|  |  | |  | | |  | |
|  | | SGA Standard logo | | \*Every leaf’s color has a different grey tone. This grey applies for the logotype. | | |
|  | | 1. #363636 2. #3E3E3E 3. #484848 4. #515151 5. #5A5A5A 6. #626262 7. #6B6B6B 8. #6B6B6B 9. #7D7D7D 10. #868686 11. #8F8F8F 12. #989898 13. #A1A1A1 14. #AAAAAA 15. #B3B3B3 | | RGB  40 | 40 | 40  52 | 52 | 52  64 | 64 | 64  76 | 76 | 76  88 | 88 | 88  100 | 100 | 100  112 | 112 | 112  124 | 124 | 124  136 | 136 | 136  148 | 148 | 148  160 | 160 | 160  172 | 172 | 172  184 | 184 | 184  196 | 196 | 196  210 | 210 | 210 | CMYK  69 | 65 | 64 | 68  68 | 63 | 63 | 58  66 | 61 | 60 | 47  64 | 58 | 58 | 38  62 | 56 | 55 | 29  59 | 52 | 52 | 22  56 | 49 | 49 | 15  52 | 45 | 45 | 9  48 | 44 | 44 | 9  44 | 37 | 38 | 2  39 | 33 | 33 | 0  33 | 27 | 28 | 0  28 | 23 | 24 | 0  22 | 18 | 19 | 0  16 | 13 | 13 | 0 | |

# LOGO SIZING

## Standard sizing

The measurement of the logo is always specified across its full horizontal width. There are two size versions, “Standard” and “Micro”. The “Micro” version is always used below 30mm width and each of the size versions has been specially drawn and neither is interchangeable with the other.

|  |  |
| --- | --- |
| NO MAXIMUM SIZE RESTRICTION | NO MAXIMUM SIZE RESTRICTION |

## Micro sizing

On occasion, the “Micro” version may be the right choice for challenging production processes where you are unable to reproduce the “Standard” version with the desired legibility. If this is the case, proofing stages will help to determine the most suitable version for optimum reproduction of the brand mark.

|  |  |
| --- | --- |
| 20 MM MINIMUM | 6 MM MINIMUM |

# LOGO APPEARANCES

The SGA brand is defined by two visually connected appearances. Resizing of every different style is regulated as mentioned under “LOGO SIZING”. Each of the size versions has been specially designed and neither is interchangeable with the other.

|  |  |
| --- | --- |
| LOGO REGULAR BLOSSOM | ICON LOGO |
| LOGO & CLAIM | |

# EXCLUSION AREA

## Minimum exclusion area

The brand logo is always surrounded by a minimum clear space area which must remain free from other elements (type and graphics). The minimum clear space area is equal to a quarter of the height of the brand logo. The clear space area is proportional at all sizes of the brand logo.

|  |
| --- |
| X = HEIGHT OF BRAND  0,25x  0,25x |

0,25x



0,25x

# LOGO COMBINATIONS

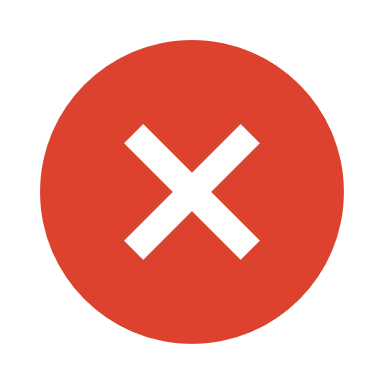
The SGA brand logo might be surrounded by other company logos (e.g., logo pool). The minimum clear space area is equal to half of the height of the brand logo in any direction. The cleared area is proportional at all sizes of the brand logo.

|  |
| --- |
| *LOGO* |
| X = HEIGHT OF BRAND  0,5x  0,5x  0,5x  0,5x |
| *LOGO* |

# LOGO AND BACKGROUNDS

On occasion it might be necessary to edit the image that we are using as a background. The logo must be placed in a lighter background to have contrast, hence, we can use a filter or increase light in the background picture to ensure the relevance of the SGA logo.



Foto en blanco y negro de una ciudad

Descripción generada automáticamente

A picture containing text, accessory, vector graphics

Description automatically generatedFoto en blanco y negro de una ciudad

Descripción generada automáticamente

# LOGO RESTRICTIONS

## Maintaining the brand value

Whenever and wherever people contact SGA a clear brand appearance should be maintained. For maximum impact, our communications should convey what makes the brand unique. The following regulations are valid for all appearances mentioned under “LOGO APPEARANCES”.

## What not to do?

* Scale unproportionally
* Twist or turn
* Colorize
* Squeeze or stretch
* Displace or rearrange
* Lower opacity or multiply
* Place on color
* Wrap or distort
* Apply effects

|  |  |
| --- | --- |
| Marca de insignia1 con relleno sólido |  |
|  |  |
| Insignia de cruz con relleno sólido |  |
|  |  |
| Imagen que contiene Gráfico de proyección solar  Descripción generada automáticamente | Imagen que contiene Gráfico de proyección solar  Descripción generada automáticamenteImagen que contiene Gráfico de proyección solar  Descripción generada automáticamente |
| Imagen que contiene Gráfico de proyección solar  Descripción generada automáticamenteImagen que contiene Gráfico de proyección solar  Descripción generada automáticamente |  |

# PRESENTATION GUIDELINES

Every Power Point presentation of the brand must follow key design guidelines that are regulated in detail in the power point master. Key rules are explained here below in this document.

## Font

SGA font for Power Point presentations is always **Calibri** and is used as follows:

|  |  |
| --- | --- |
| ***Chart’s core message*** | Bold and cursive  Size: 26  Color: #5F5F5F |
| HEADLINE SECTION | Capital letter  Size: 20  Color: #5F5F5F |
| **Subtitle** | Bold  Size: 18  Color: #B5B5B5 |
| * Text First level   + Second level     - Third level | Regular  Size first level: 20  Size second level: 18  Size third level: 16  Color: #5F5F5F |
| Remark line | Regular (Bottom of the slide)  Size: 10  Color: #5F5F5F |

## Cover and title slides

Every Power Point presentation should start with a cover slide. The cover slide shows our logo and the logos of our two partners. The title slide should contain the key information relevant for the presentation.

|  |
| --- |
| A picture containing text, accessory, vector graphics  Description automatically generated |
|  |
| ***Click to edit the presentation’s core message***  SGA [Name of the presentation] | [Month – Year] [N°]  First Name, Last Name, Title (Presenter 1)  First Name, Last Name, Title (Presenter 2)  **Name of Event or Recipient**  Location of Event or SGA Office  Date of Event (MMMM, DD YYYY)  CLICK TO EDIT PRESENTATION TITLE  | Jun-Dec 2020  ‹Nº› |

Icon

Description automatically generated with low confidence

## Margin and space

The master slide has already the distribution of the space as follow (to show the whole slide, the size of the font was reduced):

|  |  |  |  |
| --- | --- | --- | --- |
|  | 1.8cm  Customer logo | |  |
|  | CLICK TO EDIT (SECTION) HEADLINE | |  |
|  | ***Click to edit the chart’s core message*** | |  |
|  | **Click to edit subtitle** | |  |
| 1.76cm | * Text First level   + Second level     - Third level | | 1.76cm |
|  | Click to edit remark line | SGA [Name of the Presentation] | [Date]  1.45cm  © SGA 2021 | CONFIDENTIAL | [N°] |

# DOCUMENT GUIDELINES

Every official document of the brand must follow certain restrictions such as font, margin, paper size, and color. The last one depends on the topic of the document (people, business, enterprise, and platinum) which is explained in the “BRAND COLOR” chapter.

## Font

SGA font for documents is always **Calibri** and is used as follow:

|  |  |
| --- | --- |
| **Title** | Calibri Light Bold  Size: 16  Color: #5F5F5F |
| Subtitle | Calibri Light  Size: 12  Color: #5F5F5F |
| Text | Regular  Size: 11  Color: Black |

## Margins and space

The paper size is **A4** and the margins are as follow:

|  |  |  |
| --- | --- | --- |
|  | 2 cm |  |
| 2.5cm  2.58cm | **TITLE**  Subtitle  Text |  |
|  | 2cm |  |

|  |  |
| --- | --- |
| **CONTACT US**  For further information or feedback, please feel free to contact us. We will be happy to help you out! | Sustainable Growth Associates  Pasinger Strasse 2 82152 Planegg, Germany +49 89 2123121-10 [hello[at]sg-associates.eu](mailto:hello@sg-associates.eu)  https://www.sg-associates.eu/ |