

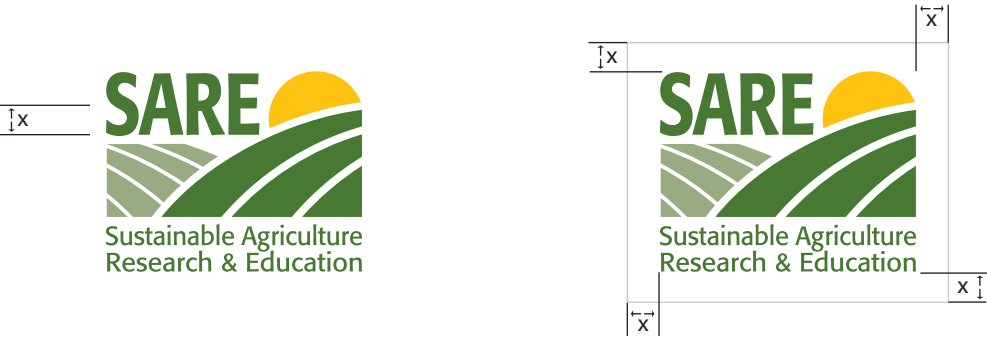


Graphic Standards & Logo Use Guide

(November 2008)

Clear Space Around Logo

The complexity of the SARE logo requires that it be given ample breathing room when used in layouts. The measurement of half the height of the acronym (SARE) shown here as “x” is to be used as a consistent measurement of the minimum amount of space to be given to the logo on all four sides.



Logo Colors

The logo is made up of 3 colors — Yellow, Dark Green & Light Green — or 3 shades of Gray. The following chart provides accurate specifications for CMYK, RGB, Pantone and Grayscale uses of the logo.



CMYK	70C, 25M, 100Y, 25K	35C, 13M, 50Y, 13K	0C, 25M, 100Y, 0K
RGB	74R, 120G, 52B	150R, 168G, 129B	255R, 194G, 14B
Pantone	100% Pantone 363 U	50% Pantone 363 U	100% Pantone 129 U
Grayscale	100% Black	60% Black	25% Black



Do not...

There are certain things that should not be done to the SARE logo. A limited number of examples are shown here. As a general rule, try and use the SARE logo as simply as possible.



Don't ROTATE logo.



Don't STRETCH logo.



Don't CHANGE THE COLORS of the logo.



Don't ADD ELEMENTS to the logo



Don't CHANGE THE TYPEFACES of the logo.



Don't REMOVE ELEMENTS of the logo.

Typography

The Formata Family is the typeface used in the lettering of the SARE logo. This is a stable, professional & approachable typeface that can also be used throughout other communication materials for SARE to retain brand-strength. This family offers a wide variety of styles and weights which can be used for display, header, bodycopy and just about any other need.

This typeface can be purchased at the following location: <http://www.fonts.com>

Typeface Samples

Formata Light / Italic / Condensed / Condensed Italic

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Formata Regular / Italic / Condensed / Condensed Italic

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Formata Medium / Italic / Condensed / Condensed Italic

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Formata Bold / Italic / Condensed / Condensed Italic

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890