

SedonaNet Branding Usage Guide

Logo Usage Maintain clear space equal to the height of the 'S' around the logo. Minimum size: 150px width for digital, 40mm for print. Do not alter colors, proportions, or orientation. Use provided transparent PNGs for versatility.

Color Palette

Sedona Red	#A33E2E
Deep Navy	#0E1A24
Sand Beige	#F4E9D8
Charcoal Outline	#1F2A33
Accent Orange	#C85B3F

Typography Primary Font: Montserrat Bold (for headings and logo text) Secondary Font: Open Sans Regular (for body text) Fallback: Arial or Helvetica for universal compatibility

Usage Examples

Light Mode and Dark Mode versions should be used according to background contrast.

File Formats

Provided formats: PNG (transparent), SVG (scalable), and PDF for print.